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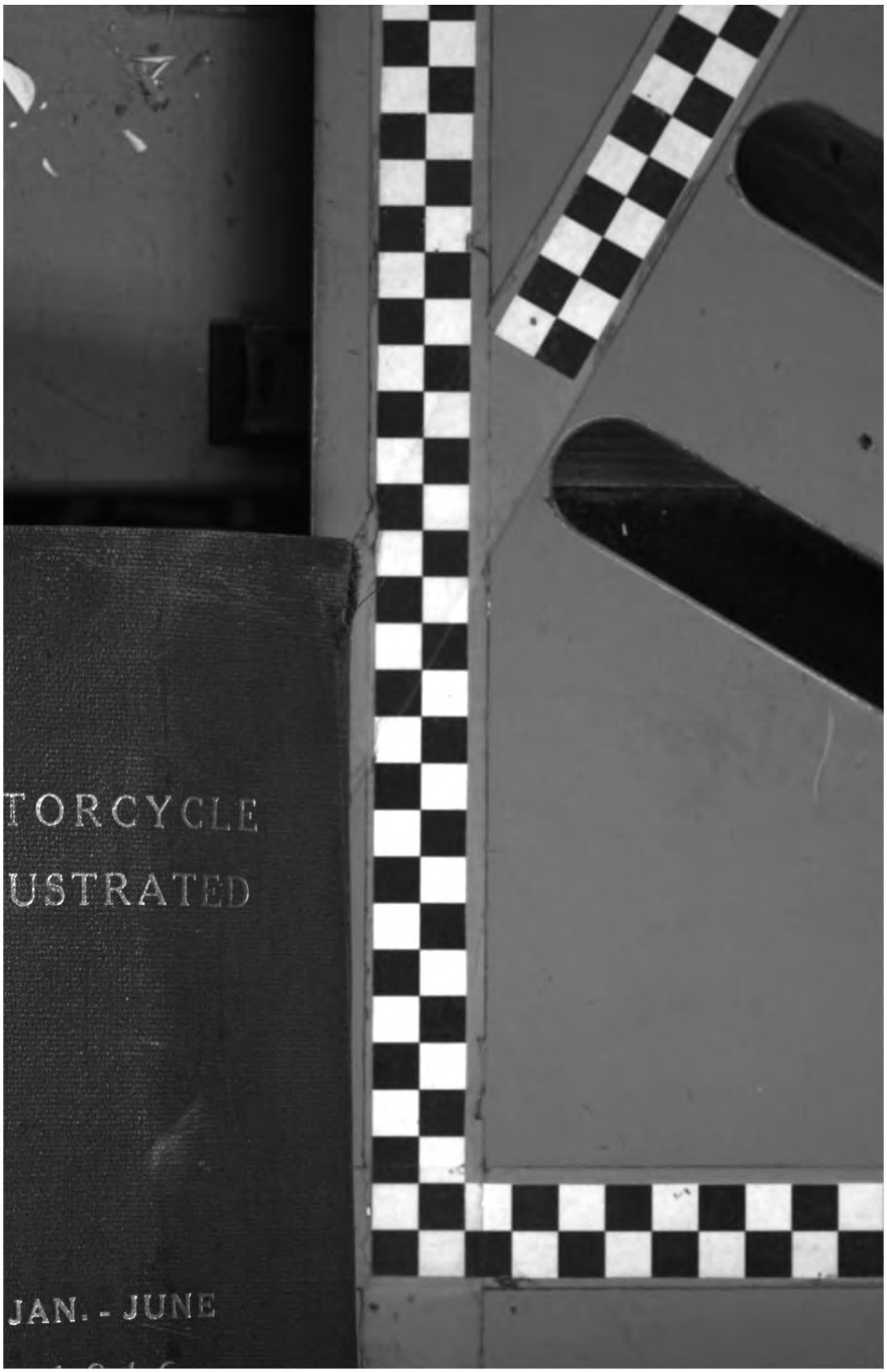

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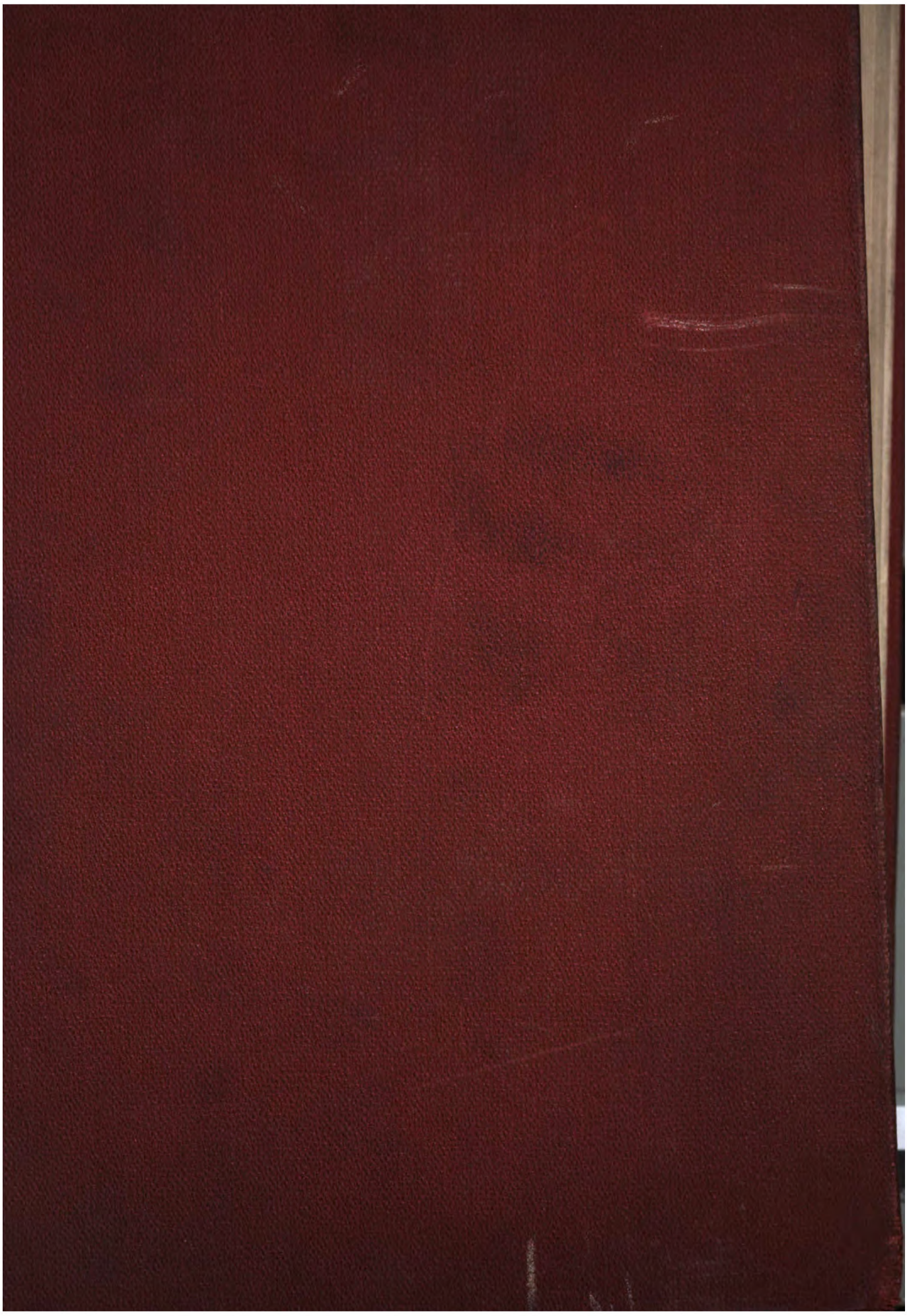

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MOTOR CYCLE ILLUSTRATED

With Which Is Now Incorporated

Bicycling World

Ten Cents a Copy

January 6, 1916

NEW YORK

771078

IN THIS NUMBER

All the News of Cycledom—Hot From the Scenes of Action

Cycle Trades Men Gather for Big Mid-Winter Program and Cycle Parts Luncheon

A Rapid-Fire Survey of Motorcycle Men and Products at the New York Automobile Show

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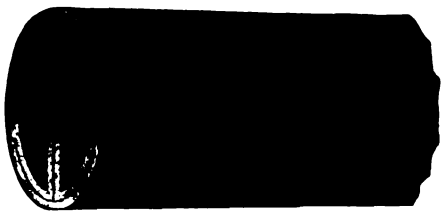
STANWELD Frame Parts

STANWELD Frame Parts are used exclusively by the manufacturers of every high-grade machine in the United States. They are made from carefully selected stock which has been tested and analyzed. Stanweld Cold Drawn Seamless Steel Tubing is known throughout the world for its extreme lightness, great strength, and beautiful finish. When you buy a new machine or parts, be sure to specify Stanweld.

If you own a machine built of Stanweld Frame Parts you can be sure of its strength and safety.

Stanweld Rims, Tubular Parts, and Mud-Guards have no equal. You get them when you buy a Harley-Davidson, Indian, Dayton, Flying-Merkel, Reading-Standard, Pope, Emblem, Henderson or Excelsior Motorcycle.

We are prepared to render every assistance to prospective builders of bicycles or motorcycles.



Section of Re-Inforced Tube

The Standard Welding Co.

"World's Largest Producers of Bent-Tube Parts"

Main Office and Factory - CLEVELAND

Branch Offices in

New York Chicago Indianapolis Detroit

Bicycle Day February 29th

MOTOR CYCLE ILLUSTRATED, incorporating the Bicycling World & Motorcycle Review, is heartily in sympathy with the plan to take advantage of the odd day in the leap year by making it a National Bicycle Day. The idea is as ingenious as it is practical, and the publishers of this journal propose to do all in their power to help make it a success.

In order to insure the desired consummation, the most energetic co-operation of cycle dealers in all parts of the country is absolutely necessary. We shall do all we can to enlist the moral support and the practical assistance of the thousands of cycle dealers in the United States. A special campaign will be inaugurated, concluding on Thursday, February 24th, with a big, vital and important

Bicycle Number

OF

Motor Cycle Illustrated

Bicycle Day is a big idea, replete with splendid possibilities, and we feel safe in prophesying that the proposition will have the unanimous support of the entire cycle trades. We hasten to assure the cycle manufacturers that this journal may be counted upon to do its share toward making Bicycle Day an epochal event in the history of the industry. It is a constructive plan, and only the right sort of co-operation all along the line is needed to make it a record-breaker.

Bicycle Day Feb. 29th **Bicycle Number Feb. 24th**

Motor Cycle Illustrated

13 PARK ROW, NEW YORK

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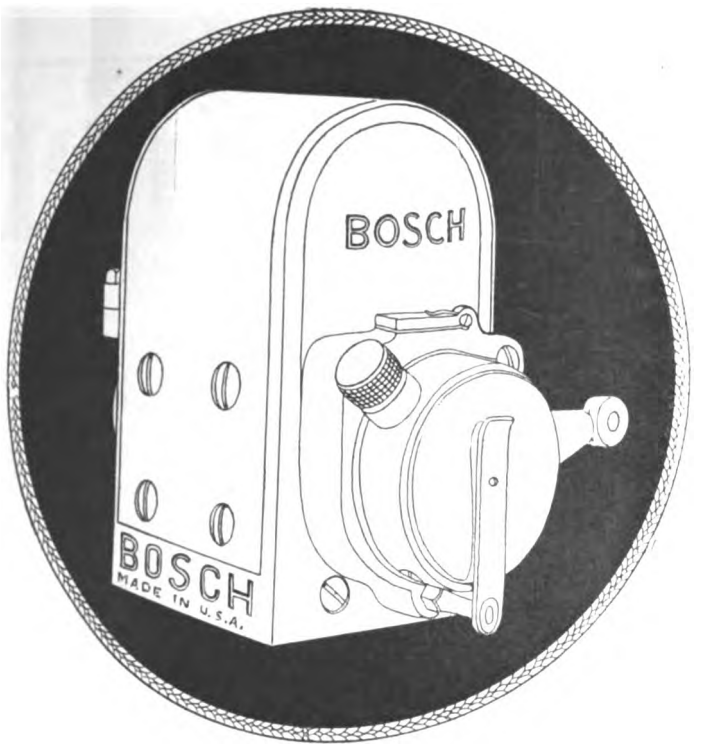

BOSCH

Gives You the Most for the Money You Pay

THE manufacturer that provides you with a Bosch-Equipt motorcycle gives you the most for your money, not only because he actually pays more for Bosch than he would for any other ignition system he could select, but because the material and workmanship in the Bosch Magneto are such that it is bound to serve longer and better than any other system now being offered—look and judge for yourself. The motorcycle maker pays more—the material is better, the workmanship more exact, the number in use greater—all these facts are the reasons why you get the most for your money when you buy a Bosch-Equipt motorcycle.

Be Satisfied

For that feeling of confidence
For that extra ounce of power
For that vim, vigor and snap

Specify Bosch

BOSCH MAGNETO COMPANY
206 West 46th Street, New York

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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Study the Map
It shows the distributers of

ROLLFAST MADE TO LAST TIRES

They are ready to supply you with this popular line of tires;
—tires that establish an altogether new standard of quality.
—tires that you can sell to every customer.
—tires that give you a real margin of profit.
—tires that build up a reputation.

**You cannot commence too soon—
Get a stock of ROLLFAST
tires and just see how they go!**

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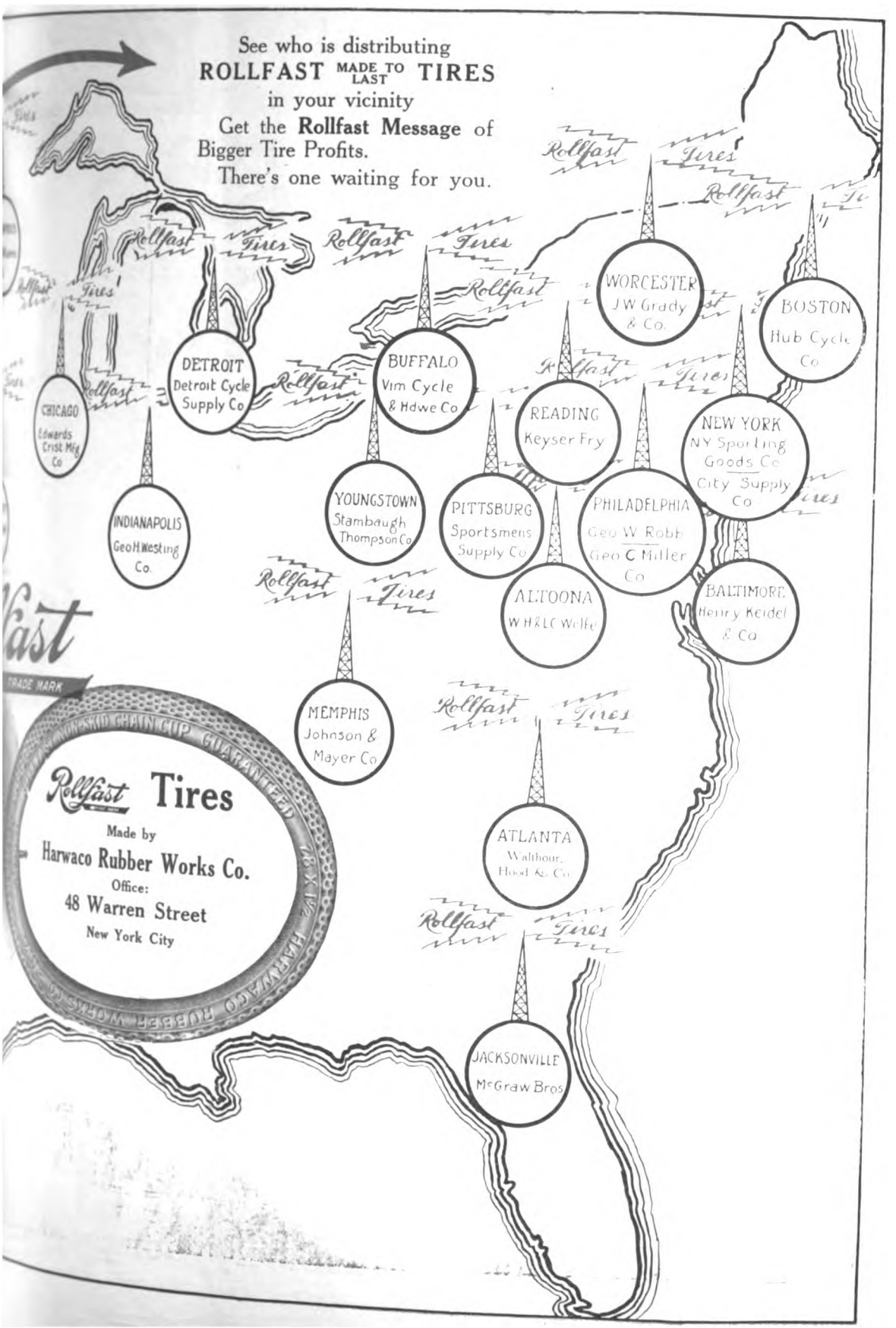

Mention MOTOR CYCLE ILLUSTRATED—It helps you, the advertiser and us.

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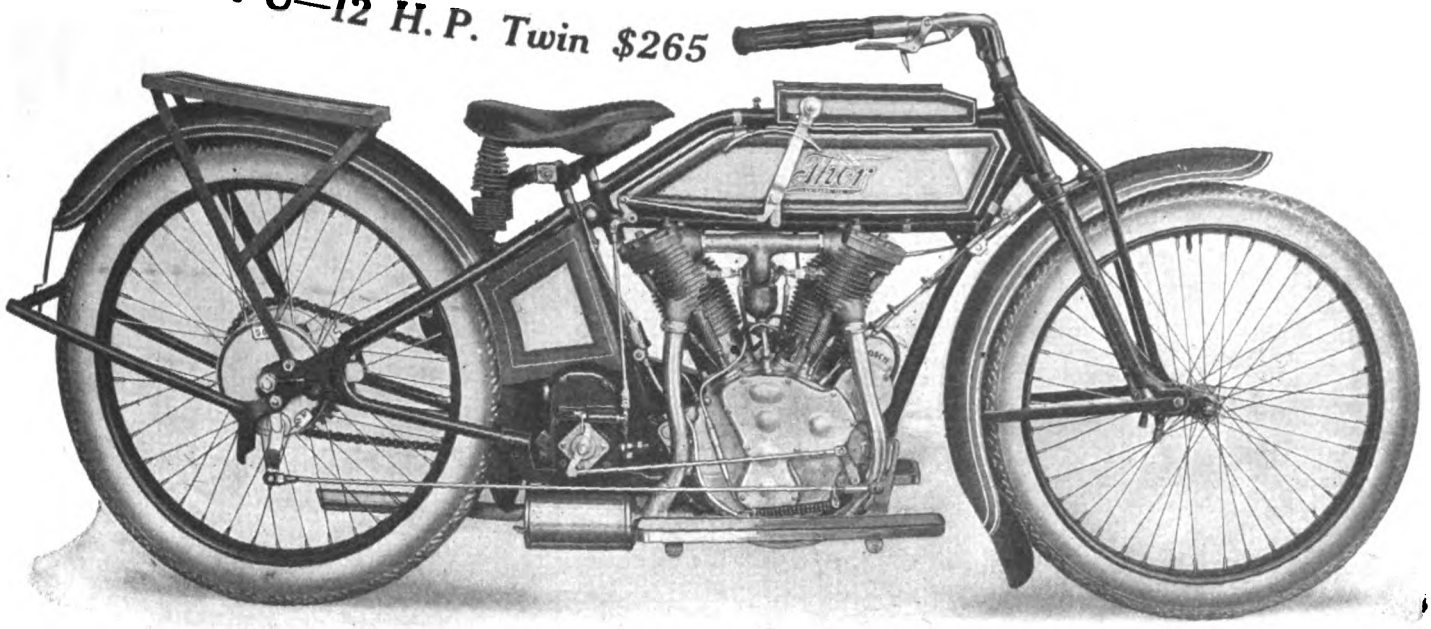
Thor

Reliability! Durability! Power!

Thor

Model U—12 H. P. Twin $265



THOR RELIABILITY

is not a secret nor an accident.

The Thor is made with greater care than any other motorcycle. All vital parts of the Thor—even down to the smallest screw or bolt—are made in the Thor factory out of Thor material in the Thor way! These ultra-quality parts are then rigidly examined by men who do nothing else but make sure that the Thor reputation for dependability will be upheld.

The Thor is Manufactured—not Assembled. Order your share of this profitmaker—at once! 1916 shipments now being made.

Model U—12 H.P. Twin $265 ***Model V—6 H.P. Twin $225***

Aurora Automatic Machinery Company

General Offices: Thor Bldg., 1307 Michigan Ave., Chicago Sales Offices and Works: 361 W. Superior St., Chicago

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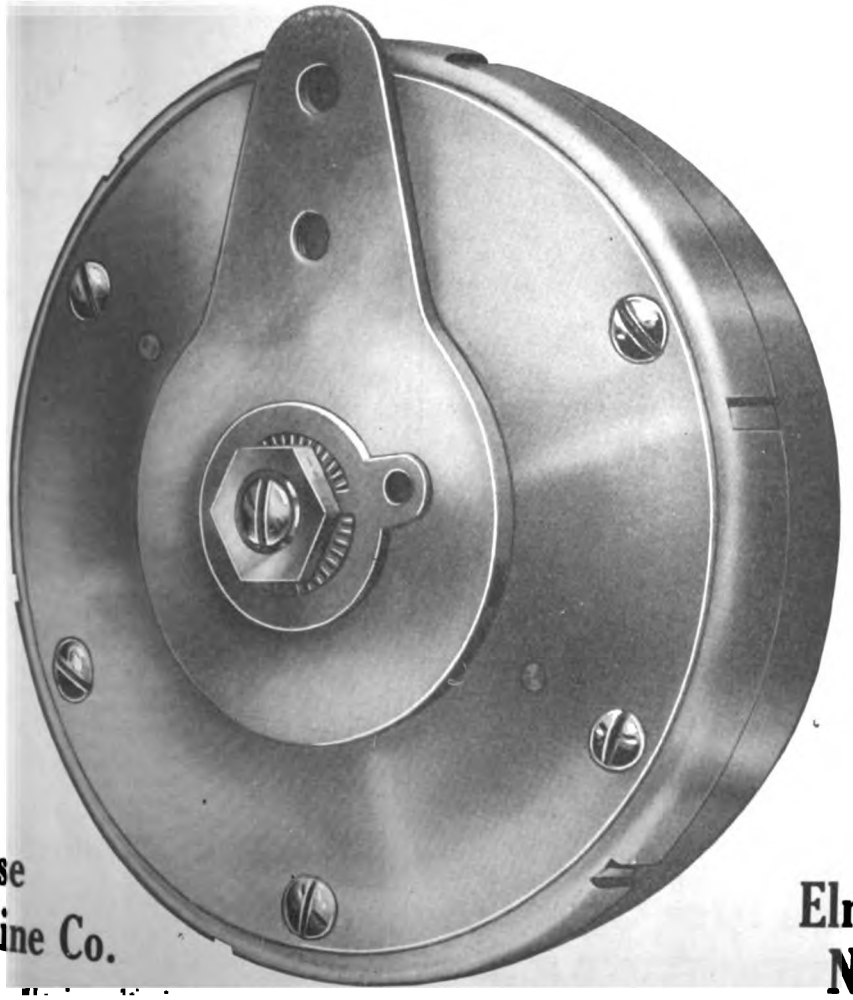
So perfect has been the service rendered by the Eclipse Clutch for the past few years that its efficiency has been taken for granted —that's the highest praise within the power of the motorcycle rider.



Eclipse Machine Co. Elmira N. Y.

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The 1916 Speedometer

Equip your motorcycle this season with a speedometer that is something more than a name. Equip your motorcycle with a speedometer that has been tried and found accurate on all occasions—a speedometer which in every detail of construction is as perfect as engineering experience and mechanical ingenuity can make it—a speedometer that possesses every feature that makes for accuracy, durability and convenience. Equip for 1916 with a

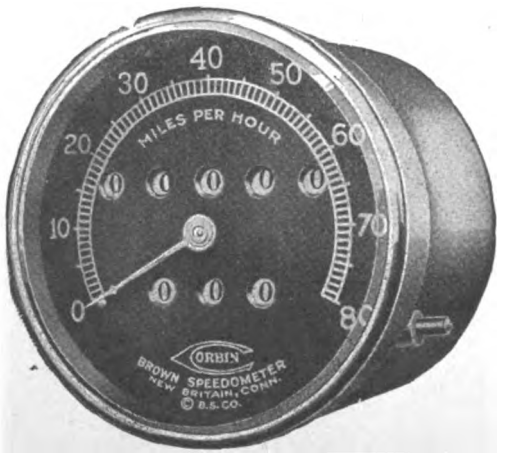
CORBIN-BROWN SPEEDOMETER

"The Speedometer of Absolute Accuracy"

Endorsed by motorcyclists of note the country over. Investigate the Corbin-Brown today.

Centrifugal in principle, simple in design, durable in construction, extra strong parts, especially constructed friction-free flexible shafting.

Sold and equipped by all good Motorcycle dealers. Service stations everywhere. Write today for new catalog.



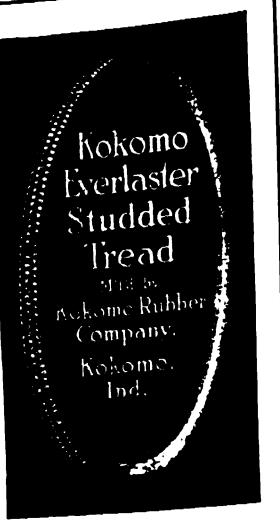
The Corbin Screw Corporation

AMERICAN HARDWARE CORPORATION, Successors
NEW BRITAIN, CONN.

BRANCHES: New York Chicago Philadelphia

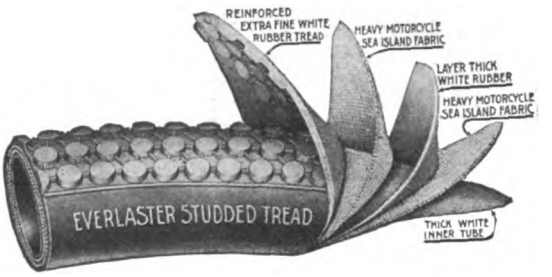
Makers of Corbin Brakes

Here's the tire that did not merely satisfy bicycle riders—it **delighted** them, by its remarkable resiliency, its non-skid properties and its stubborn durability.



A real business getter for every dealer.

Write for booklet.



R e S olved, that the Company during 1916 will continue to build the finest line of motorcycles money can purchase.

IT is further resolved that we will not reduce quality and trade it on our reputation. We prefer to carry that reputation as an asset, rather than be obliged eventually to consider same as a liability.

To the prospective motorcycle purchaser, what finer guarantee can be offered? Why not resolve to start the New Year right by placing your order for an R-S machine?

Live agents wanted—write for catalog.

READING STANDARD CO.,

501 WATER ST., READING, PA.

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"The People Buying Smith Motor Wheels Are Of The Better Class"

Most of our Dealers tell us

AND better class trade means more money, bigger profits, quick payments. Also higher priced and more profitable sales of bicycles, special handle bars, saddles, lamps, horns, etc. which sell along with Motor Wheels. Isn't **that** the kind of business you **want**?

The Smith Motor Wheel is the only bicycle motor on the market that is detachable. It can be attached to a boy's or girl's, man's or woman's bicycle. Your market with the Smith Motor Wheel is not limited to only men and boys. And because of the absence of vibration, its absolute cleanliness, freedom from mechanical troubles and great economy, it appeals to both sexes, all ages.

The Smith Motor Wheel is **thoroughly** practical and efficient, and is made of the very finest materials in every detail. The question always asked is: "It is made so well how can it be sold for $60?" Out one whole year with thousands in use all over the country, its ability has been successfully demonstrated, and its market is established. So take the Smith Motor Wheel agency for 1916. At least write for our 1916 Profit Proposition To Dealers. Tell us the lines you handle and the size of your business. Address:

Smith MOTOR WHEEL
(Detachable)
"The Bicycle Booster"
100 to 125 Miles on a Gallon of Gasoline
Speed up to 25 miles an hour
List Price $60. f. o. b. Milwaukee

Motor Wheel Division 169

A. O. SMITH COMPANY, Milwaukee. Wisconsin

Largest Manufacturers of Automobile Parts in the World.
Motor Wheel fully protected by United States and Foreign Patents.

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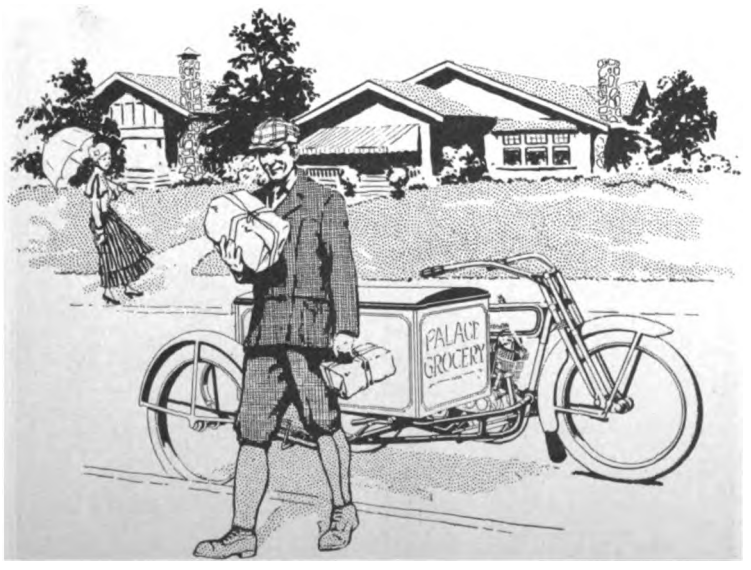
24,960 Deliveries at 2½ Cents Each

THAT'S a twelve months record of one Harley-Davidson three-speed twin with sidevan. The delivery cost of 2½ cents included every item of maintenance, such as gasoline, oil and repairs, and even included the driver's wages.

All the details are given in a new sidevan folder we are about to issue for the use of our dealers to follow up commercial prospects, and which will be ready for distribution in quantities to Harley-Davidson dealers January 15th.

Public service corporations, together with retail merchants both large and small, while they are fast coming to realize that the sidevan is in a class by itself for economy, demand specific costs before they will give sidevan delivery a tryout. Figures talk, and an authentic record like this, featured as we are featuring it, in a good strong folder, is bound to help our dealers sell more Harley-Davidson motorcycles and sidevans.

More and more sidevans are being sold every day, and we are doing what we can to help our dealers get their share of this commercial business, which some Harley-Davidson dealers already consider the most important end of their business.



Harley-Davidson Motor Company

Milwaukee, Wis., U. S. A.

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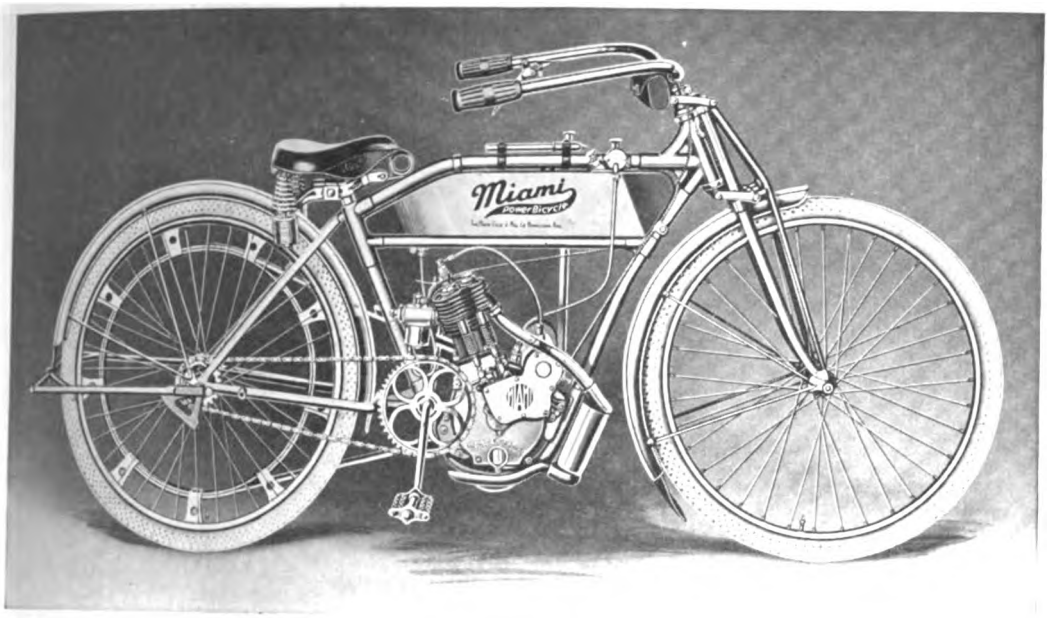

Miami PowerBicycle

Price, $115.00

"100 MILES for 10 cents"

SAFE SILENT CLEAN

A Money making proposition for the Dealer. We solicit correspondence from the trade

The Miami Cycle & Mfg. Co., - Middletown, Ohio

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The Dealer, the Lightweight and the Belt Drive

ON the success of the Lightweight Motorcycle largely depends the future of the dealer—more sales are necessary and larger fields essential—that is the dealer's problem.

The Lightweight Motorcycle, "Everyman's Pleasure Vehicle," is the solution of the problem. Being more easy to handle and with a selling price more in keeping with the average income, the possibilities of increased sales are considerably enhanced.

Any Lightweight Motorcycle, however, is not the solution of the problem. To be satisfactory, it must be simple in design, easy to handle, smooth running, clean, and reasonably priced. In a word, it must have belt transmission.

Belt drive Lightweight Motorcycles are bound to be ideal motorcycles, not only because all the power required will be delivered to the back wheel, but because the enjoyment of touring will be enhanced by cushioning jolts and jars and reducing the strains and vibrations of uneven roads and pavements. But a belt drive motorcycle cannot be as you require or desire it, cannot have a transmission that is long lived, efficient and waterproof without a close scrutiny of the belt itself.

Select now the Lightweight you are going to sell, but be sure it is a **Belt Drive Lightweight** and then be positive that the belt is a

SPARTAN BELT

THE CLEAN, SMOOTH, NOISELESS TRANSMISSION

Made only by
THE GRATON & KNIGHT MFG. CO.
Worcester, Mass.

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One Tire—One Quality
One Price—One Guarantee

An enormous possible market for the bicycle has been held back because of unreliable tire quality and unreasonable prices.

Bicycles are better made today than ever in their history. Bicycle prices are lower. But poor bicycle tires have proven one real stumbling block in increasing bicycle sales.

The Goodyear Tire & Rubber Company has a bicycle tire policy that wipes out the last objection to a bicycle purchase.

There is only one Goodyear Single Tube Bicycle Tire, the Blue Streak—a white tire, with a blue streak on each side. All effort and efficiency go into the making of that one tire. With all this better quality, Blue Streak Tires can be made at a very much lower cost because of tremendous output.

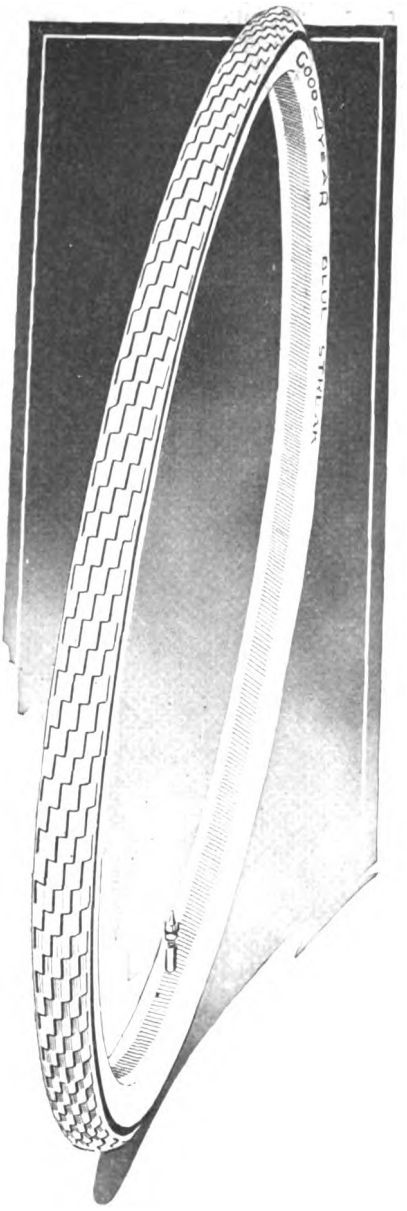
Then Blue Streaks are sold on a one-price basis; one price to all dealers, whether 10 pairs or 100 pairs are ordered. And one price to consumers, $2.50 per tire.

One guarantee covers the Blue Streak Bicycle Tire. If a single defect develops the dealer makes good to the rider and we make good to the dealer. No arguments or adjustments are necessary. We give you a new tire free.

This is the square deal Goodyear policy toward dealer and rider. It has already been accepted by over 7,000 bicycle dealers in the country. We will gladly send you on request complete dealer proposition, with your prices and profits.

1,000,000 New Bicycles in 1916

GOODYEAR
AKRON



BLUE STREAK
Bicycle Tires

The Goodyear Tire & Rubber Company
AKRON, OHIO

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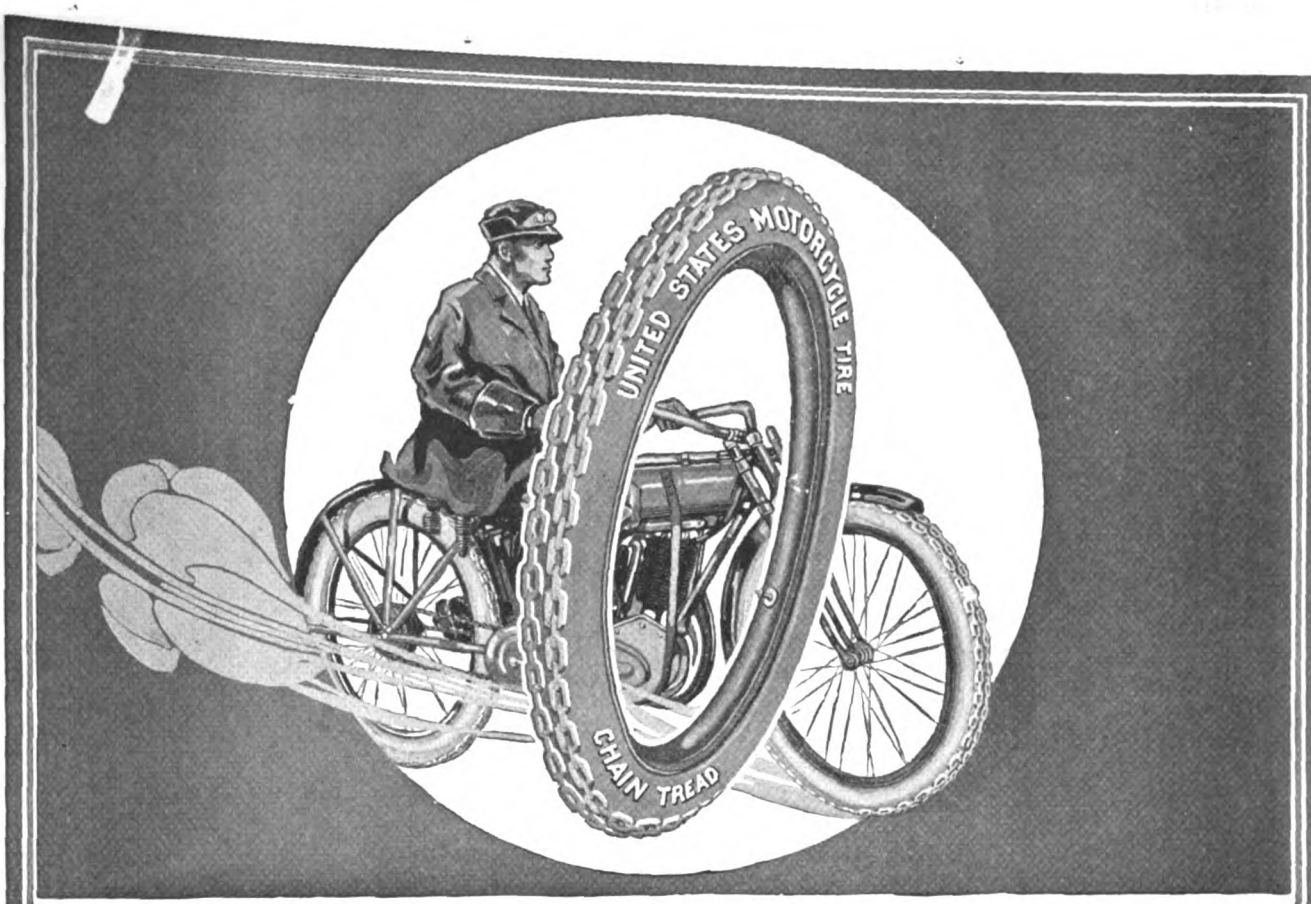

United States "CHAIN TREAD" Motorcycle Tire

AUTOMOBILE owners find that the "Chain Tread" is a really marvelous anti-skid device.

So do motorcycle riders.

Automobile owners find that the "Chain Tread" Tire gives remarkably long mileage.

So do motorcycle riders.

Automobile owners find that the "Chain Tread" Tire very rarely punctures.

So do motorcycle riders.

Compared with the automobile the motorcycle is a light-weight vehicle. For that reason, the "Chain Tread" motorcycle tire—built with all the strength of the automobile model—gives phenomenal mileage and nearly complete immunity for punctures.

UNITED STATES TIRES

Made by the Largest Rubber Company in the World

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MOTOR CYCLE
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13 PARK ROW
NEW YORK

Vol. II Thursday, January 6, 1916 No. 1

CYCLE MEN RALLY FROM FAR AND NEAR FOR TWO DAYS OF MEETINGS AND MID-WINTER LUNCHEON

Meeting of Directors of Cycle Jobbers' Association of America Starts the Ball Rolling with a Vim and Divers Sessions and Conferences Will Follow in Rapid-Fire Order; Show Dates to be Decided Upon and Much Other Important Business in the Air.

NEW YORK, Jan. 5.—Old Dad Knickerbocker is greeting today the most energetic and wide-awake crowd of cycle trade boosters that it has been his good fortune to entertain in a long time. They are on hand from practically all parts of the country to attend the mid-winter luncheon of the Cycle Parts and Accessories Association at the Hotel Astor, and to participate in the meetings and conferences scheduled for today and tomorrow.

Optimism and good nature are running fifty-fifty as outstanding attributes of the trade visitors, and it is safe to say that the business program which was opened this morning with a session of the Directors of the Cycle Jobbers' Association of America and which ends tomorrow afternoon with the meeting of bicycle manufacturers to discuss the recommendations of the Organization Committee, will be the most fruitful ever held in more than one respect. There is plenty of important business to be taken up and the

(Continued on page 21)

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BUCKNER WINS GEORGIA'S TITLE RACE

Lineup for the 25-Mile Georgia Championship Event; Insert Shows Leonard G. Buckner, the Winner; Second from the Left in the Lineup Is Harry Glenn, Victor in the 10-Mile and in the 3-Mile Match Races

SAVANNAH, Ga., Jan. 1.—Before an enthusiastic crowd of three thousand people, Leonard G. Buckner, formerly of Savannah but now of Macon, astride an Indian single ported motor won the 25-mile Championship Race of Georgia here today. J. S. Cafiero, on a Harley-Davidson was second and Harry Glenn, on an Indian, was awarded third money.

Glenn Captures Ten Mile

In the 10-mile event, Harry Glenn, on an Indian, of Atlanta, won with ease, while second went to Edward Wilcox, of Atlanta, and third to Leonard Buckner, of Macon. All were riding Indian machines.

In the match race between Glenn and Buckner of three miles, Glenn with his four valve was an easy winner.

At the start of the 25-mile event for the championship of the state, five riders faced the starter, Martin Schroder, on a ported Thor, and J. S. Cafiero, on a Harley-Davidson, represented Savannah; Harry Glenn with his four valve and Edward Wilcox with his "blue" rim, hailed from Atlanta, and Leonard G. Buckner, with a ported Indian, represented Macon.

After a flying start, Glenn started at once to win out by taking the lead into the first turn followed by Wilcox, Buckner, Schroder and Cafiero. These position were retained by the riders with Glenn increasing his lead every lap until the thirteenth lap, when Glenn was put out of the running by losing a push rod.

With Glenn gone the lead fell to Wilcox and his Indian with Buckner second, Schroder third and Cafiero fourth. These riders did not change position again until the twenty-first, when Wilcox fell out with a broken valve. The lead now going to Buckner with Schroder in second and Cafiero in third.

During the contest the cylinder of Cafiero's motor cracked, but he continued to ride.

Only Three Left in Race

With only three machines now running at the end of the twenty-third lap, Schroder overtook Buckner and, before the yelling of the numerous fans present, started to increase his lead. But on the following lap Buckner showed beautiful head work on the turns and overtook Schroder again; the riders this time entered the turn, passing the stand abreast.

Excitement was running high. As Schroder entered the home stretch turn trying to catch Buckner, his motor either skidded or hit a soft spot, and he was thrown from his mount. However, he was not injured, though the machine was damaged so that he could not re-enter.

With Schroder retiring on the thirty-second lap, Glenn now re-entered the contest, being many laps behind. Buckner was sure for first place with several laps ahead of Cafiero, who was in second position, with at least a fifteen-lap lead over Glenn.

Buckner Used Old Mount

The motor that Buckner rode was known as the "home made machine." It was purchased by R. R. Oakman, the local Indian dealer, for $25. After porting the cylinder and giving it the necessary once over it showed seventy miles an hour.

The racing of Glenn was keenly watched by the spectators after he re-entered the contest. He showed expert ability in rounding the turns and in handling his motor. He gave the racing enthusiasts of Savannah a splendid demonstration of real fast skidding on turns.

Financially, the Savannah Motorcycle Club found the meet a big success. It is now rumored that the club will hold a tri-state championship meet, including the states of Alabama, Georgia and South Carolina, on February 22.

The summaries:

25-mile championship event: First, Leonard G. Buckner; second, J. S. Cafiero, Harley-Davidson; third, Harry Glenn, Indian. Time: 33:05.

10-mile: First, Harry Glenn, Indian; second, Edward Wilcox, Indian; third, L. G. Buckner, Indian. Time: 12:30.

3-mile match race: Glenn, Indian. Time: 3:57.

NEW HARLEY-DAVIDSON HEAD IN LONDON

MILWAUKEE, Wis., Jan. 3.—Duncan Watson, of London, assumed full charge on January 1 of the Harley-Davidson Motor Co., Ltd., of London, his title being managing director. Mr. Watson succeeds Victor S. Welsford. The London company handles the foreign business of the Harley-Davidson Motor Co., of this city.

Present indications point to an unusually active 1916 season for the London headquarters, and a campaign has been perfected for giving the Harley-Davidson line very energetic representation.

Mr. Watson is of the opinion that a new era is opening abroad for American motorcycles and he looks forward to making the most of the unusual opportunities now presenting themselves.

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17 PORTLANDERS FINISH ALL-NIGHT GRIND

PORTLAND, Ore., Jan. 4.—Plunging through a heavy snowstorm and slithering over roads next to impassable in places, twenty-three hardy motorcyclists who entered the New Year's eve endurance run of the Portland M. C., added a decidedly interesting chapter to the achievements of roadsters in the Northwest. Inability to see, because of the storm and the terrific condition of the course, caused many falls, but seventeen of the entrants managed to finish.

The contestants covered 250 miles over a 50-mile circuit, from Portland to Troutdale, to Rockwood, to Gresham and return to Portland.

According to the most reliable information obtainable at this writing the perfect scores were as follows: Ed. Berreth, Indian; Hardy Kurtz, Indian; Ed. Carlson, Indian; C. Davidson, Harley-Davidson and sidecar; Archie Rife, Harley-Davidson; Fred Gilbert, Harley-Davidson; "Swede" Harley-Davidson; Dustin Farnam, Flying Merkel; Gus Pepple, Harley-Davidson; Henry Klein, Harley-Davidson.

The others who finished, but with damaged scores were as follows: Joe Freeze, Harley-Davidson, 998; L. Zehr, Indian; H. Hadfield, Harley-Davidson, Howard Lystul, Indian and sidecar, Walter Erickson, Reading Standard, Charlie Excelsior, 943; Fred Gilbert, Indian, 887.

It is said stated that only six entered to perfect scores, but a report explained that the club made concessions owing to the weather conditions, and entrants arriving one or two minutes late were officially included with the list of perfect scorers.

Dustin Farnam, the Flying Merkel rider, was awarded the cup for the most consistent performance.

Special credit is given Henry Kurtz and Ed. Berreth for their daring roadwork, and Archie Rife is also mentioned in the "order of the day" for valiant work with his Harley-Davidson and sidecar. Howard Lystul, Indian and sidecar, rode 200 miles with a broken handlebar. Kurtz and Berreth are said to share the honor of having made the run without a fall.

Fred Gilbert had a close call when he collided with an automobile near Gresham. He was badly shaken up and the motor was torn from the frame of his Harley-Davidson. Repairs were made, however, and Gilbert managed to finish.

NEW JERSEY M. C. HAS A NEW YEAR'S RUN

NEWARK, N. J., Jan. 3.—Five sidecarists and one solo rider represented the New Jersey M. C. on its New Year's Day run last Saturday. The destination was Englishtown, N. J., in place of Greenwood Lake as originally scheduled. Weather conditions, in which heavy snow figured, were not sufficiently attractive to many who originally announced their intended participation in this annual club fixture.

The start was made from the clubhouse on South Broad street at 9 a. m., and the sextette were soon enjoying snow-plugging on Essex county roads. On arriving at Englishtown, in the south-central part of the state, dinner was partaken of, and soon after a start was made for home. The party checked out at Bush's Harley-Davidson establishment on Halsey street at 6 p. m.

Those who participated were Elliott B. Holton, New Jersey state commissioner, Harley-Davidson sidecar; Jack Neiss, Indian sidecar; Arthur Herrington, Harley-Davidson sidecar; Arthur Warburg, Harley-Davidson sidecar; Walter Smith, Harley-Davidson sidecar; W. McCracken, Harley-Davidson solo.

ASKS REGULATIONS FOR ALL CYCLE SHOPS

NEW YORK, Jan. 3.—After an inspection of 67 places where motorcycles are stored in this city, Commissioner of Accounts Wallstein is urging the adoption of an amendment to the city ordinances to eliminate danger of fire in such places. He states that there is no fire prevention ordinance applicable to the premises used in keeping the motorcycles, and that there was evidence of considerable negligence of common precautions against fire in many of the places.

Of the premises referred to in the commissioner's report to Mayor Mitchel, 35 were in tenement houses inhabited by from 9 to 290 persons. Three of these tenements were of frame construction. One shop was just under a dance hall of flimsy construction, while another was in a six-story building, part of which was used as a factory employing 80 hands. Thirty-seven of the places had oil-soaked wooden floors, and most of these had gas stoves or gas heaters with open flames. There were blow torches in use without adequate precautions in most of the places.

"Many lives are endangered by such conditions," said the commissioner, "and the sooner regulation is imposed, the better. In Chicago such establishments are subject to the same regulations as garages. In view of the necessity of a similar provision here, it is suggested that an appropriate committee of the Board of Aldermen, in co-operation with the Fire Department, draft an amendment prescribing adequate regulation of premises occupied as commercial or club establishments for the storage and repair of motorcycles.

"Upon the enactment of such regulation, the Fire Department should receive means to employ two or three additional inspectors for the new duty imposed on the Bureau of Fire Prevention. The salaries of these inspectors would be offset by the permit fees to be paid by proprietors of the establishments."

SOLD 19 CYGNETS AT SHOW

NEW YORK, Jan. 4.—Leadley Ogden, of the Cygnet Rear Car Company, of Buffalo, N. Y., reports the sale of 19 Rear Cars from the floor of the Grand Central Palace at which the firm has an exhibit during the New York Automobile Show. He states that the Rear Car is giving every evidence of becoming extremely popular throughout the East and expects that its use will become universal throughout the United States.

FRANK MONTGOMERY AND BILL GOUDY KILLED; OTTO WALKER HURT

B[illegible], Cal., Jan. 4.—Frank [illegible], well-known for years [illegible] member of the Excel[illegible] was killed when his ma[illegible] through a roadside fence dur[illegible] on the outskirts of this [illegible] and Otto Walker were [illegible] at the same time. Goudy [illegible] the front among the Excel[illegible] and Walker rides under the [illegible]-Davidson Motor Co.

[illegible] leading motorcycle speed [illegible] have been in Bakersfield [illegible] date in the road and track [illegible] the Bakersfield Club, and [illegible] mentioned were among the [illegible] went out to tune up their [illegible] ning 47 miles an hour on [illegible] a safe stretch when the [illegible]

Frank Montgomery in a Characteristic Pose on His Excelsior Mount

IN HOSPITAL

[illegible], Jan. 5.—Bill Goudy [illegible] to his injuries in a local [illegible] be buried in San Diego [illegible] Montgomery's body will be [illegible] Angeles for interment.

[illegible] show that Walker fell and [illegible] dodge his machine Mont[illegible] body crashed through the

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CHAMPION SALESMEN MAKE THINGS HUM

TOLEDO, O., Jan. 3.—In the accompanying photograph are seen the boosters who participated in the annual convention of salesmen of the Champion Spark Plug Co., held in this city December 27-30. Standing first and second in the line are: President R. A. Stranahan and Treasurer F. D. Stranahan. Next to last in the line stands Sales Manager F. B. Caswell, and at the end is Advertising Manager H. L. Corey.

The convention was the most enthusiastic and fruitful ever held by the Champion Company, and some idea of its scope may be obtained from the following highlights. The convention opened on Monday, December 27, with greetings by Sales Manager Caswell; then came the reception by the president and treasurer; routine work with the sales department; group work with the Advertising Manager; discussion of the financial situations in various sales districts; luncheon. Afternoon program—inspection of plant, conducted by R. A. Stranahan; sales department conference; dinner at the Commerce Club; theatre party, and at 11 p. m. "a wee bite wi' a mug o' ale."

On Tuesday the program opened with individual conferences between the salesmen and Sales Manager Caswell; then came a Round Table discussion, followed by luncheon in the Champion restaurant. The afternoon session opened with another Round Table talk, on special subjects allotted by the sales manager; an address by Advertising Manager Corey followed and then came a selling talk by H. W. Biddle, supervisor of sales. An automobile ride to the Inverness Club occupied the hour from 6 to 7 p. m., and from 7 to the "wee sma' hours," there was a banquet at the club.

Wednesday opened with official work by the sales department and from 10:30 to 12:30 the salesmen enjoyed special Champion "movies" on board a parlor car which was carrying them to Detroit. The party had luncheon at the Detroit Athletic Club and then followed an inspection of the Jeffery-DeWitt porcelain plant in Detroit, under the guidance of M. DeWitt. This occupied most of the afternoon, and Champion hustlers reparted at the Frontenac restaurant for dinner. Later there was an entertainment, featured by the Champion quartette.

NEW ZEALAND VISITOR AT DAYTON PLANT

DAYTON, Ohio.—H. L. Rogers, of the firm of E. Reynolds & Company, Wellington, New Zealand, spent a few days at the Dayton factory last week. E. Reynolds

Rogers Sampling Sidecar Comfort

& Company are distributors for the whole of New Zealand for the Dayton motorcycles. Mr. Rogers, who is in this country for the purpose of becoming personally acquainted with the various manufacturers whom he represents, is greatly pleased with the outlook for business during the present season in the islands. He reports that conditions are prosperous and that there is a great demand for motorcycles. Those of American manufacture are becoming better known and are greatly liked.

Mr. Rogers was greatly pleased with what he saw at the Davis Sewing Machine Company's plant and gave a careful inspection to the many improvements on the 1916 models.

The photograph shows Mr. Rogers after a short ride with a 1916 Dayton three-speed and a Majestic sidecar. He has made arrangements with the factory for liberal shipments to begin after the first of the year.

PERFECTING WESTFIELD EXPORT SHIPPING SYSTEM

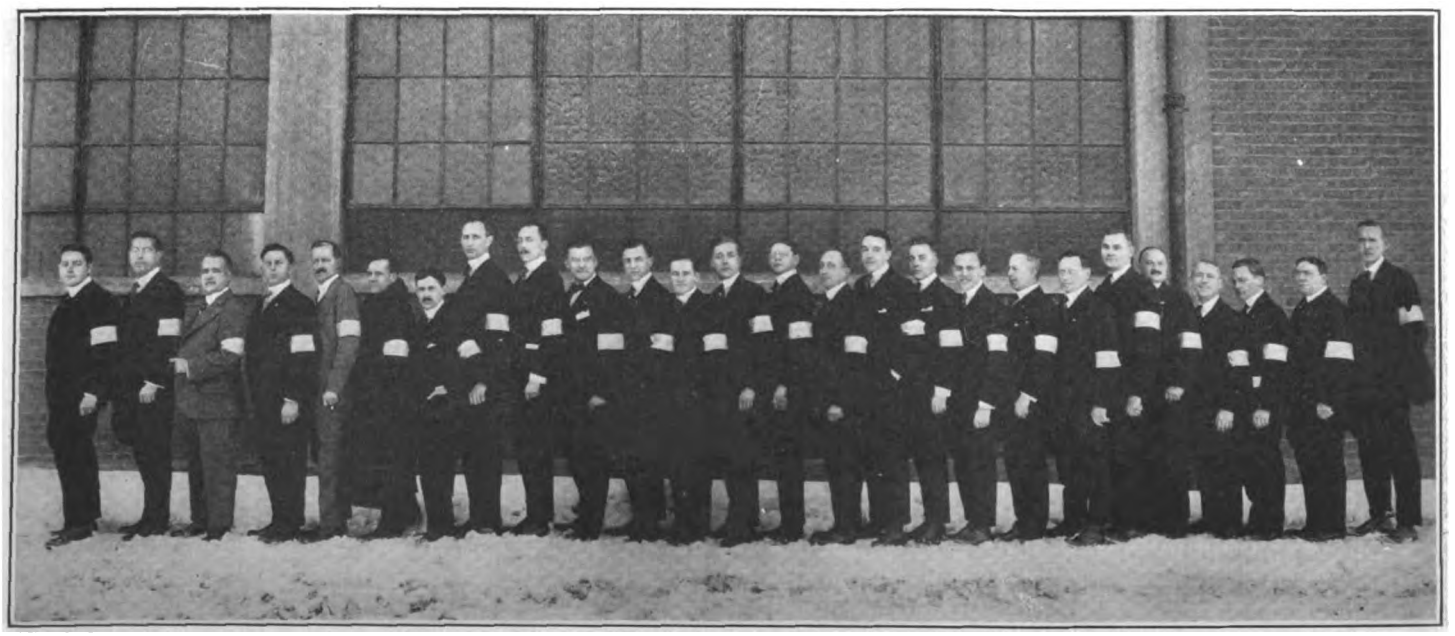
WESTFIELD, Mass.—Having made a painstaking study of packing requirements for export trade, the Westfield Mfg. Co., producer of the Pope motorcycle and bicycle lines, fully appreciates the importance of this feature and every cycle shipped from the Westfield plant carries with it an invitation in English, Spanish and French for the recipient to suggest methods of improving export shipping conditions.

The Westfield company feels that its system is well-nigh perfect, but it is anxious to profit by the first-hand experience of the trade men in the various foreign countries, and welcomes any pointers that will facilitate the passage of its goods from this country to the markets abroad.

BIG ORDER FOR BERLINGS FROM ITALIAN AUTO MAKER

BUFFALO, N. Y.—A contract running into thousands of machines has just been placed by the Fabbrica Italiana Automobile di Torino, maker of F. I. A. T. cars, in Torino, Italy, for Berling magnetos. The contract is now being filled by the maker, the Ericsson Manufacturing Company, of this city.

The requirements of the contract call for "B" four-cylinder type Berlings and N-44 type four-cylinder models. The B-41 model, which constitutes a large part of the order, is designed especially for four cylinder motors up to 4 inch bore. Like other type of Berlings, this machine has the same features of versatility, rapidity of action, rigidity and accessibility of construction.



Sales Boosters for the Champion Spark Plug Company on the Occasion of Recent Three-Day Conference in Toledo, O. Item Above

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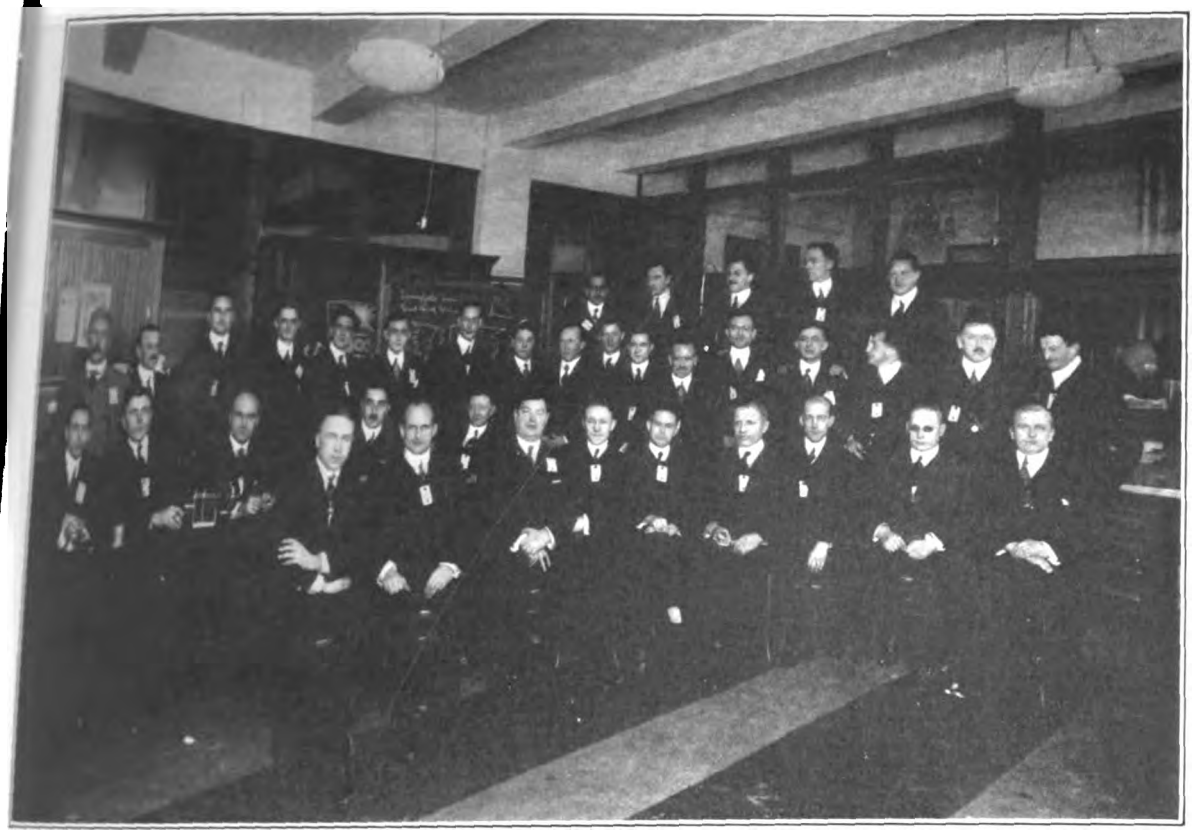
BOSCH DISTRIBUTORS AT ANNUAL CONVENTION



Participants in Rally of Big Magneto Company's District Representatives Assembled in Offices of Bosch Advertising Department

NEW YORK, Jan. 3.—The Bosch ... Company held its annual ... convention on December 30, ... session being held in the offices ... advertising department, 1764 ... this city.

... morning session, which was ... at luncheon was served to the ... at one o'clock. Business was ... after luncheon and the session ... until seven o'clock. A banquet ... at Keisenweber's immediately ... and the party disbanded to ... Friday for a trip of inspection ... the company's plant at Spring-... Mass.

... was served on Friday at the ... Springfield, and dinner ... was enjoyed on the dining ... route to New York. The trip to ... and return was safely accom-... in a privately-engaged parlor car.

... delegates from the Bosch company ... the Bosch distributors were as ... A. H. Alexander, Doubleday-... Company, Pittsburgh, Pa.; ... D. Altree, vice-president Bosch ... Company; A. H. Bartsch, ad-... manager Bosch Magneto Com-... E. H. Baughman, Ozburn Auto ... Company, Atlanta, Ga.; G. Jahn, ... Bosch Magneto Company; ... Potter, Phoenix Automobile Sup-... Company, St. Louis, Mo.; Mr. Beach, ... City Auto Supply Company, Kan-... Mo.; L. C. Carlton, assistant ... manager Bosch Magneto Company; ... Doubleday-Hill Electric Com-... Pittsburgh, Pa.; W. L. Fetherston, assistant sales manager Bosch Magneto Company; F. I. Fealy, Motor Parts Company, Buffalo, N. Y.; E. A. Featherstone, Los Angeles, Cal.; Otto Heins, president Bosch Magneto Company; V. W. Kliesrath, chief engineer Bosch Magneto Company; G. Lange, engineer Bosch Magneto Company; B. R. Miller, branch manager Bosch Magneto Company, San Francisco; F. D. Norman, branch manager Bosch Magneto Company, Chicago, Ill.; F. N. Ozburn, Ozburn Auto Supply Company, Memphis, Tenn.; C. J. Parker, Western Motor Supply Company, Minneapolis, Minn.; C. G. Powell, Powell Supply Company, Omaha, Neb.; A. J. Poole, branch manager Bosch Magneto Company, New York; E. W. Poinier, trade department, Bosch Magneto Company; Mr. Robertson, Western Motor Supply Company, Minneapolis, Minn.; D. A. Shafer, Richmond, Va.; J. F. Shuford, Phoenix Auto Supply Company, St. Louis, Mo.; M. Tost, branch manager Bosch Magneto Company, Detroit, Mich.; R. W. Whipple, Binghamton, N. Y.; C. Wilkening, Motor Parts Company, Philadelphia, Pa.; W. W. Wilkening, Motor Parts Company, Boston, Mass.; Otto Wittman, Kansas City Automobile Supply Company, Kansas City, Mo.; A. H. Ziegler, engineer Bosch Magneto Company; Mr. Tipton, Carl Spoerer's Sons Company, Baltimore, Md.; H. P. Woods, Ozburn Automobile Supply Company, Memphis, Tenn.; L. Wissler, Herring Motor Company, Des Moines, Ia.; T. F. Fealy, Motor Parts Company, Philadelphia, Pa.; A. Matheson, Motor Parts Company, Boston, Mass.

PLAN TO SELL 4,000,000 U. S. TIRES THIS YEAR

NEW YORK, Jan. 3.—If the expectations of the United States Tire Company are realized during the current year, the sale of its tires will foot up to not less than 4,000,000 and about the same number of inner tubes will be disposed of. These estimates are based upon the present rate of production and upon a careful survey of the possibilities that confront the company for 1916. J. C. Weston, general sales manager of the company, sees nothing farfetched about the predictions and looks forward confidently to the disposal of the 8,000,000 casings and tubes.

It is explained that the sales records for September, October and November, 1915, convince the officers of the company that they will pass the 4,000,000 mark for tires during the current twelvemonth, and that the tube sales will not lag behind this amazing figure. The company roughly estimates that no less than 14,000,000 tires will be needed to meet all demands.

CHAMPION AT HOTEL ASTOR

NEW YORK, Jan. 3.—Instead of exhibiting at the New York Automobile Show, the Champion Spark Plug Co., of Toledo, Ohio, is holding open house at the Hotel Astor during the show week. All the dealers who visit the company's quarters there are given attractive souvenirs.

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EXHIBITS OF INTEREST TO MOTORCYCLISTS IN THE CURRENT NEW YORK AUTOMOBILE SHOW

A GENIAL ECLIPSE GROUP GREETS CYCLE MEN

WHEN motorcycle and bicycle riders crowded about the stand of the Eclipse Machine Co., of Elmira, N. Y., they found that automobilists only were being catered to at the New York Motor Show. This kept the company's officials busy talking of their cycle lines, and showing catalogues instead of the real samples.

Ready with the glad hand at the booth were E. J. Dunn, president; L. S. White, secretary-treasurer; J. C. Furgerson, general manager; A. C. Rice, sales manager; J. B. Lavinge, G. A. Christopher and T. C. Sales.

OGDEN DIRECTING CYGNET STAND AT AUTO SHOW

NEW YORK, N. Y., Jan. 3.—Friends of Leadley Ogden, of the Cygnet Rear Car Company, of Buffalo, N. Y., will be pleased to hear that he is actively engaged in supervising the Cygnet exhibit at the Grand Central Palace Automobile Show this week. He has practically recovered from his injuries at State Ford, Pa., on December 24, and is about with his old-time vigor.

In speaking of the affair to a representative of **Motor Cycle Illustrated,** Mr. Ogden stated that the locomotive striking the sleeper in which he was berthed hurled him to the floor of the car and he was unconscious for over 24 hours as a result. It was feared that he was internally injured, but such was happily not the case. He expects to regain his full health in a short time.

SPEEDOMETERS AND LONG HORN IN J-M LINE

JOHNS-MANVILLE and Narco specialties are features at the stand of the H. W. Johns-Manville Company, of New York. The J-M line includes spark plugs and speedometers, the latter being constructed on the well-known Jones centrifugal principle. The Long Horn, for both motorcycles and automobiles, is another attractive line at this exhibit. The Narco specialties include valve-grinding and other compounds.

C. H. Walls is in charge, assisted by H. J. Moynihan and others.

BULB AND MECHANICAL HORNS AT NONPAREIL BOOTH

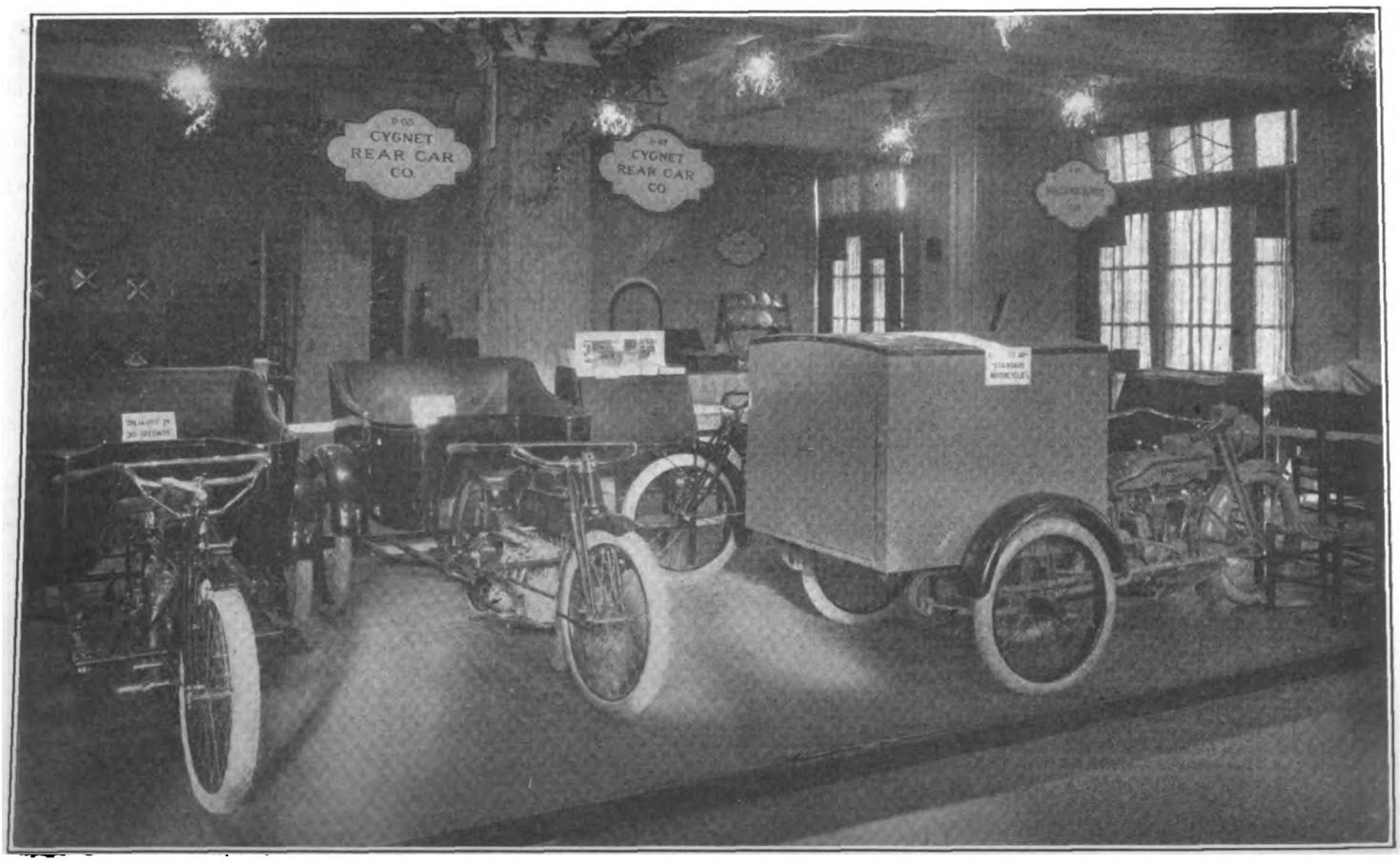
NONPAREIL horns in bulb and mechanical types are shown in a number of styles at the exhibit of the Nonpareil Horn Mfg. Co., of 73 Wooster street, New York. The line includes signalling devices for bicycle as well as for motorcycle and automobile. The mechanical horns are headed by the Model A, in which the mechanism for giving the sound is set in motion by turning a knob or wheel at the rear of the body. The motorcycle bulb horns are of the trumpet and coil types. A line of motorcycle headlights, mostly in six inches diameter, is also shown, these bearing the Nonpareil brand.

Lincoln Kauffman is in charge of the exhibit, assisted by an able staff of salesmen.

PLEASURE AND COMMERCIAL MODELS OF CYGNET

FOUR Cygnet Rear Cars are shown at the exhibit of the Cygnet Rear Car Company, of Buffalo, N. Y., these being attached to motorcycles and finished to correspond with the machines themselves. Two of these cars are the firm's passenger type, or Model A, these being attached to Indian and Henderson machines. A third is the Model B, or commercial Rear Car, with high body and covered top; this is fitted to a Harley-Davidson mount. The fourth, a Model C commercial car, is of smaller capacity than Model B and is shown hitched to an Indian model.

In charge of the exhibit is Leadley Ogden, general manager of the firm, with Irving Barnard, Calvin Webber, Wallace Stuart and Fred Bertolini as assistants, the latter being from the New York Sporting Goods Co., metropolitan distributors.



Spaces Devoted to Display of Cygnet Rear Cars in Grand Central Palace; Two Pleasure and Two Commercial Models Are Shown

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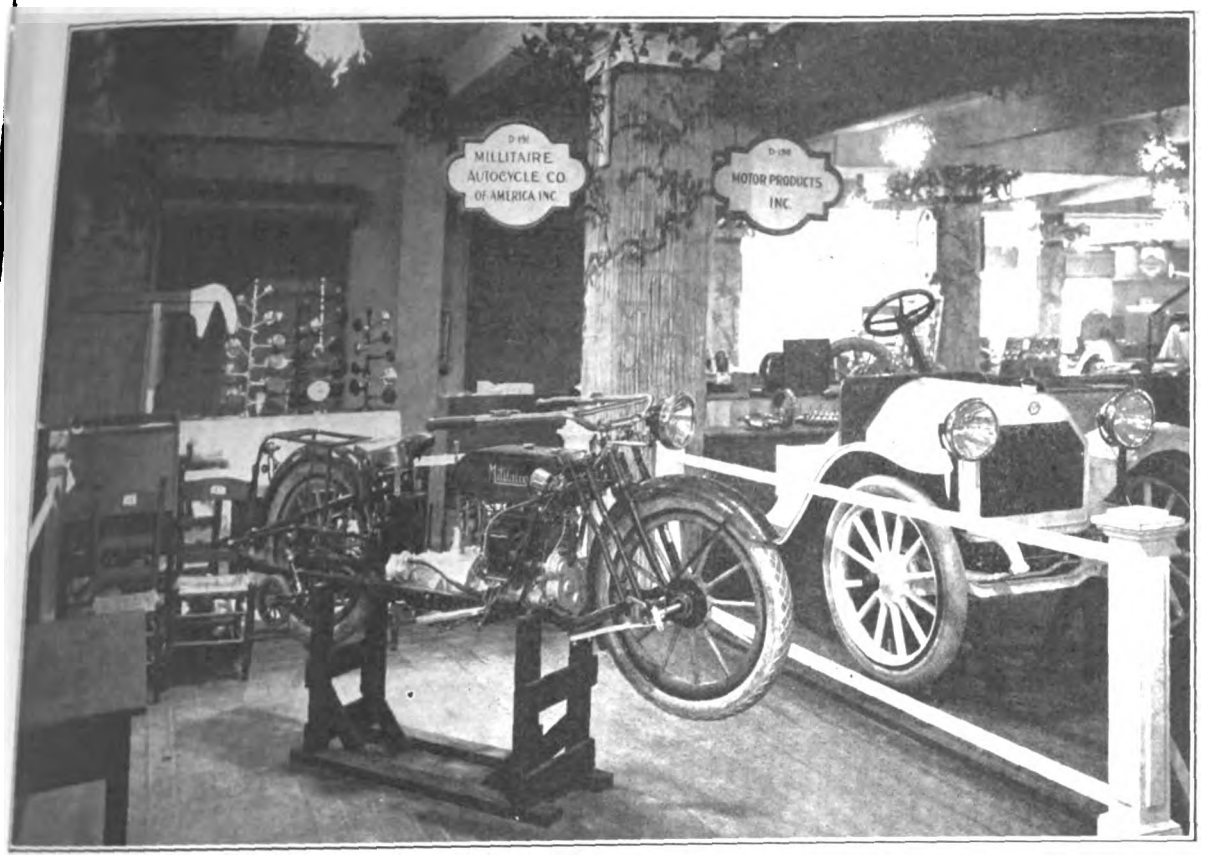

Illustrating the Only Regular Motorcycle Exhibit at New York Auto Show, That of the Militaire Autocycle, Which Drew Crowds

ONE model of the Militaire Autocycle is attractively staged at the stand of the Militaire Autocycle Company, of Washington avenue, Buffalo, N. Y., and has the distinction of being the only motorcycle regularly exhibited as such in the Grand Central Palace. It is the center of an admiring crowd at all times and the staff of attendants is kept busy explaining the functions of the idler gear and other features which distinguish this make from others in the motorcycle market. The Militaire has three speeds forward and a reverse, a four-cylinder motor in unit with the gearset, chain drive and a pressed steel frame. The front fork is special, as is also the mounting of the rider's seat.

President N. R. Sinclair is at the Militaire stand, with D. F. Aitken, B. E. Carter and J. M. Hollett as assistants.

GAS TANKS AND BATTERIES FOR PREST-O-LITE

At the extensive exhibit of the Prest-O-Lite Company, of Indianapolis, Ind., are to be seen dissolved acetylene tanks in a variety of sizes and capacities. Of particular interest to motorcyclists is a section of a typical Prest-O-Lite tank showing the cellulose in which the acetylene and acetone are held until ready for use by opening the cock. Novel adaptations, such as utilizing the tanks for portable skating or other lights, and for emergency work, are a feature of the exhibit.

The storage battery line, which was put out a short time ago by the firm, an accumulator of 2 volts, 30 amperes, is shown for motorcycle service. In charge of the exhibit is General Manager S. M. Cooley, assisted by W. C. Carpenter, of the sales department; H. E. Komitch, organizer of sales; and Engineer H. S. Smith.

STANDARD SPEEDOMETERS FOR MOTORCYCLES DISPLAYED

THE Standard motorcycle speedometers attracted the attention of the visitors to the booth of the Standard Thermometer Co., of Boston, Mass. The new type C speedometer was on display, which differs from the type A in that the rigid tube and case is discarded for a flexible casing which is held against the frame a few inches below the fork crown by a swivel clamp. This new type C front drive speedometer is used on machines having oscillating action at the axle, while type B is intended for motorcycles having front forks wholly or in part a unit with the front axle.

In attendance at this booth were S. H. Figley, C. E. Atwood and Mr. Whitaker.

"BOUGIE MERCEDES" APPEARS AT HERZ STAND

THE "Bougie Mercedes," the blue enamel stone spark plug, made by Herz & Co., of New York, is being displayed for the two-wheeler enthusiasts at this company's booth. The outstanding feature of the plug is the fact that the insulation is made of blue enamel stone, baked at a temperature of 2,000 degrees, which will withstand high temperatures without breaking. Welcoming show visitors in the Herz booth are W. B. Wheeler, A. H. Eckstein, and A. L. Shoenstein.

BIG LAMP DISPLAY AT NEAT B. & L. EXHIBIT

AMID the numerous models of electric and acetylene head and tail lamps at the stand of the B. & L. Auto Lamp Company, of 507 West 35th street, New York, are models 31 and 25, motorcycle gas headlights, in both black and nickel and all-nickel finishes. The model 31 is a one-piece lamp and is fitted with a 4¼-inch Mangin mirror. It has a flanged front. The model 25 has a one-piece body also and a 5-inch Mangin mirror, the front being 7½ inches in diameter. Electric spotlights are also shown.

Alexander Backer, F. I. Israel and Nathan Brown are in attendance at the stand of this company.

BERLING MOTORCYCLE AND AUTO MAGNETOS

BERLING magnetos in ten different models make up the exhibit of the Ericsson Manufacturing Company, of Buffalo, N. Y. Two of the models are for motorcycle ignition, single and twin types, while a third, the N-44, is that employed on the Henderson models as standard equipment. Automobile type machines shown are the B-61 and A-61 for six-cylinder motors; the B-11 and A-41 for four cylinder models, and two models for eight-cylinder ignition, one of which is adapted to give two sparks.

In charge of the stand is J. L. Brothers, assisted by Sales Manager T. S. Hemenway and E. A. Valance. W. C. Berling came in early in the week to lend his aid in explaining the magneto matters.

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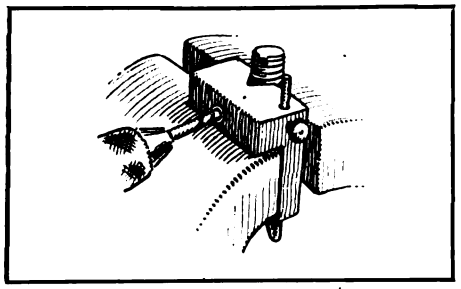
DRILL GAUGE AND GREASE GUNS FOR STEVENS

AS has been the custom at former shows, Stevens & Co., of 375 Broadway, New York, is present with a line of useful novelties, and among these are a hand vise with clamp, a cap-screw drill gauge, a new grease gun and a fibre-bodied oil gun. The hand vise



is the familiar article brought out by the firm several seasons ago, but the clamp is new and enables the user to attach the vise to a part of the machine or to a table and thus employ the vise as a bench article. The drill gauge is unique; it consists of a block having a V-groove in which rests the screw to be drilled for cotterpin. There is a wire fitting at one end which can be moved to regulate the position of the screw end in order to get the hole in the proper place. The drill hole is bushed to ensure accuracy.

The new grease gun has a pistol handle and the plunger is moved by drawing on a trigger. The gun is nickel-plated all over and has a separate oil nozzle as part of the equipment. The fibre-bodied gun is very useful, as the fibre is unaffected by oil or grease and this guarantees its long life.

J. M. Morse, A. Horn, J. Proudfoot and W. McGuckin are in attendance to explain Stevens goods.

MAG-DYNAMO AND DIXIES FOR SPLITDORF

DIXIE magnetos and the Splitdorf Mag-Dynamo are features of interest to motorcyclists at the stand of the Splitdorf Electrical Company, of Newark, N. J. The Dixie magnetos are shown in single, twin and four cylinder types and in the Model 11, for lightweight ignition service. The Mag-Dynamo is displayed on a stand which shows the operation of both the lighting and ignition circuits. Splitdorf spark plugs are also on view, as well as a line of automobile Dixie magnetos and electrical apparatus.

Advertising Manager D. R. Walls is in charge of the exhibit, assisted by Michael E. Toepel, J. D. Bridges, J. O'Hara, William Martin, E. H. Mendell, G. Nielsen and W. Garrett.

SCIENTIFIC COLORS IN MICALITE AND ALLWON GOGGLES

MICALITE and "Allwon" goggles in a variety of shades are to be seen at the stand of Strauss & Buegeleisen, of 489 Fifth avenue, New York. The Micalite goggles are displayed in clear, amber, Euhpos green, clear bottom and amber top, amber bottom and dark amber top, and clear bottom and Euphos green top. The substance used in each case is unburnable. Each goggle has a rubber binding and rubber bands to keep it in place.

L. Strauss and Elias Buegeleisen are in charge of the exhibit, with Joseph Buegeleisen as assistant.

NEW PUMP CONNECTION AT SCHRADER STAND

OF special interest in the booth of A. Schrader's Son, Inc., of Brooklyn, N. Y., is the new pump connection which obviates the necessity of detaching a pump from a tire when it is desired to test the air pressure. This little service may be attached to any pump and is very simple in construction. There are also being shown the regular line of valves and pressure gauges.

Receiving show visitors are B. W. Yockers, M. H. Tisne, J. J. Kuhl and M. Bendel.

CHAMPION SPARK PLUGS IN TWO TYPES

TWO types of Champion spark plugs are being shown at the booth of the Champion Ignition Co., of Flint, Mich., one being the "Metric" porcelain plug, with a short reach and insulation, which is available for nearly all makes of motorcycles, and the other being the long "AC-CICO" porcelain plug, with a longer reach and insulation, which is made especially for the Harley-Davidson motorcycle.

In this booth are B. D. Taliferro, H. R. Joyce, A. C. Champion, and F. D. Hayes.

RENOLD CHAINS AND ELECTRIC STEEL AT FRASSE BOOTH

RENOLD chains and parts relating thereto are among the most interesting exhibits at the stand of Peter A. Frasse & Company, Inc., of 423 Canal street, New York. The chains are shown in all sizes for both bicycle and motorcycle transmissions, each being plainly marked as to its dimensions, etc. A novelty is a folding steel horse or trestle, shown as a model only, this trestle being for use in garages and repair shops. Frasse-Electric steels, a new product, are also on display.

The Frasse exhibit is in charge of John R. Cautley.

JAY & DEE SHOW EYE SHIELDS AND A TESTER

FEATHERWEIGHT eye protectors and a number of other novelties are to be seen at the exhibit of the Jay & Dee Specialty Company, of 41 Park Row, New York, The eye protector may be had in sets of three, one being in invisible white and the others in amber and green respectively. The protectors fold readily for convenience in carrying and adapt themselves to any wearer. The Economic compression tester and tire gauge consists of a fitting for the spark plug aperture which combines a registering device. There is a connection to this fitting to connect with a tire when the gauge is to be used for determining pressure in that part of the machine. A novel watch clamp is also shown.

SPEEDOMETERS ATTRACT AT CORBIN DISPLAY

CORBIN-BROWN speedometers form the chief features at the stand of the Corbin Screw Corporation, of New Britain, Conn. There is an excellent demonstration of both front and rear drives for these speedometers in the form of a motorcycle frame with the instruments attached, the wheels being driven by an electric motor. The flexible shafting of the link type used in driving the Corbin-Brown instruments is also demonstrated.

In charge of the exhibit is A. H. Harrop, assisted by S. E. Barton and W. C. Brown, the latter being the designer of the speedometers.

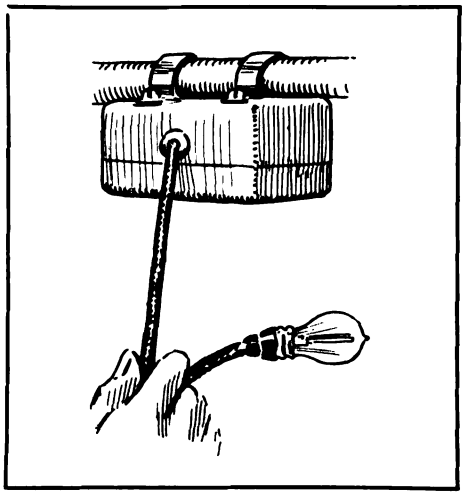
SILVEX SHOWS MANY PLUGS OF BETHLEHEM MAKE

BETHLEHEM sparkplugs in wide variety to fit any conditions of ignition, are to be seen at the exhibit of the Silvex Company, of 171 Madison avenue, New York. The motorcycle plugs shown have mica cores and are in metric 7/8 and 1/2-inch standard sizes. The electrodes on these plugs are 97 per cent. pure nickel, while India mica is utilized for the cores.

Messrs. F. S. Murray, C. C. Heffley, C. E. McCabe and Alfred Redick are in attendance at this stand

AUTOMATIC INSPECTION LAMP AND LIGHTER

ONE of the novelties at the Show is the electric inspection and sign-reading lamp at the stand of the Automatic Cigar Lighter Company, of 556 West 27th street, New York. This lamp is normally at rest in an aperture in a nickel-plated battery casing slung from



the handlebars, but has a flexible cable attached thereto. When drawn out of its aperture the lamp is lighted and can then be used for inspection, etc. A cigar lighter for the motorcycle or automobile is constructed along the same lines. The cable is under spring tension, so that on releasing it, the lamp is drawn into the aperture and the light or cigar lighter is extinguished.

Bert Lovere and Robert Wardlow are in charge at this exhibit.

(MORE SHOW NEWS ON PAGE 33)

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CYCLE MEN GATHER FROM FAR AND NEAR FOR MEETINGS AND MID-WINTER LUNCHEON

(Continued from page 13.)

... are keyed up for action—with a ...

... o'clock this morning the Directors ... Jobbers' Association met at ... Astor. A full report on this ... printed below.

... afternoon at 3 o'clock the Standard- ... committee of the Allied Cycle ... will meet, and at 4:30 there will ... conference of committees representing ... Cycle Trades to decide upon ... the New York and Chicago

Tomorrow morning, January 6, at 10 o'clock, there will be a meeting of the Cycle Jobbers' Association of America, and at 1 p. m. the mid-winter luncheon of the Cycle Parts and Accessories Association to the Cycle Jobbers, Motorcycle Manufacturers and Bicycle Manufacturers will be given at the Hotel Astor.

At 3 p. m. tomorrow the bicycle manufacturers will meet to take action on the recommendations of the Standardization Committee, which has been at work for months past. This will close the program.

CYCLE JOBBERS ACT ON NEW MEMBERS AT BUSY NEW YORK MEETING

NEW YORK, Jan. 5—The directors of ... Jobbers' Association of Amer... meeting at 10:45 this morning at ... Astor at which a number of ... interest were discussed. The ... of cycle parts was given ... attention, but no action could ... these lines until the Stand... committee, which has been at ... this past, makes its formal re... Standardization Committee is ... meet at 3 o'clock this after...

... confirmed the election to ... a number of firms previously ... Association, the list being as ... Jennings & Co., of Galveston, ... New York Sporting Goods Co., ... Elmira Arms Co., of El... Toledo Rubber Co., of Toledo, ... Westing Co., of Indianapolis.

In addition, the following have just been elected to membership: Central Rubber & Supply Co., Indianapolis; G. C. Miller Co., of Philadelphia; A. E. Bregent, of Montreal, Que.; Hyslop Bros., of Toronto, Ont.; Harris Flippin Co., of Richmond, Va. The Central Rubber & Supply Co., of Indianapolis, i the firm with which Fred I. Willis has just associated himself.

President Keyser Fry presided over the meeting and J. W. Henry acted as secretary. The others present were: J. W. Grady, F. W. Grubb, J. F. Beck and Fred I. Willis. Charles Elyea, of the Elyea-Austell Company, was expected to be on hand, but was detained elsewhere.

The President was authorized to call another meeting of the directors of the Association in the near future, and it is likely that they will meet again about May 1 to consider general business.

MANY RIDERS ARE GOING TO THE FRONT

TORONTO, Ont.—A popular recruiting wave has caught many of the motorcyclists and bicyclists of Toronto with the result that the ranks of the racing riders are becoming sadly depleted. Those who have donned the khaki during the past week or two include Roy Thompson and Dellamore, the Excelsior racing enthusiasts, and Woods who has been cavorting on Ontario dirt ovals with an Indian for several years. Harold Cole, the former Canadian champion, is also making the plunge while Newman, another speedster, has already enlisted.

William Marr, President of the Toronto Bicycle Riders' Association, became a soldier for foreign service before the close of the old year and Mr. Dawson, who sold English motorcycles in Toronto before the war, is taking the necessary steps to become an officer.

W. M. Gladish is in the uniform of the American Legion, which is now a part of the Canadian army, for which he has been detailed to do special duties.

THE FRONT COVER

THIS week's cover illustration presents a Pullman sidecar combination in attractive surroundings. The outfit won considerable attention during the recent snowstorm in Detroit, and the coziness of the third-wheeler was widely commented upon. The sidecar is gaining favor rapidly as a cold-weather vehicle in Detroit, and the Harry Svensgaard Sales Corporation, which markets the Pullman car, is doing much to help the movement along.

Late reports from Detroit indicate that sidecar sales in that vicinity will reach a new mark before the 1916 selling season is far under way.

...LEAN SCORES IN BAKERS-FIELD RUN

B... FIELD, Cal.—Members of the ... M. C. are still discussing ... 200-mile run which was held ... and it is safe to say that ... will hold the stellar place on ... for some time to come. ... the unprecedented demands ... and machines, six con... with perfect scores. They ... and Morris, on Powerplus ... and Garner, on Excel... Cutler and Tice, on Harley... Sam, who drove a Harley... finished on time although ... spring in the mountains. ... time in making repairs, but ... and checked on time for the ... the trip. His performance ... most remarkable of the run, ... to keep to the same run... as the solo machines.

...ASH SUPPLY CO. FAILS

... RAPIDS, Wis., Jan. 4.—The ... Company, Ginsburg Building, ... and streets, has been placed ... of a receiver. This store ... operated by L. H. Hall, of ... The liabilities are said to amount ... $7000 and the assets $29,000.

WILL DISCUSS PLANS FOR A BICYCLE MANUFACTURERS' ASSOCIATION

NEW YORK, Jan. 4.—At the Astor, McAlpin, Belmont and other hotels favored by the cycle tradesmen one found plenty of evidence of the importance of the forthcoming meetings, at which there promises to be large attendances despite the fact that the cycle shows are over.

At this writing, it is safe to predict certain developments, chief among them being the possibility, if not the likelihood, of the organization of an Association of Bicycle Manufacturers. In any event it is certain that this will be a leading topic of discussion, as there is not a little sentiment in the bicycle industry in favor of another effort to secure greater coöperation. The Standardization Committee, although in existence less than six months, has demonstrated that tangible results of great value to the industry can be brought about through the right sort of coöperation. Furthermore, there is, at the present time, a better spirit of harmony in the cycle trades, and the opportunity is generally regarded as a good one for bringing about an Association of Bicycle Manufacturers.

A canvass recently conducted by **Motor Cycle Illustrated** shows that the opposition to such an association is very slight, being based very largely upon the fact that previous bicycle associations have not accomplished the purposes which they set out to achieve, but most of the manufacturers do not regard this as a substantial objection.

It is likely that in setting the dates for the next National Motorcycle and Bicycle Shows, the Motorcycle Manufacturers' Association will be guided to a large extent by the sentiments of the entire cycle trades. As a result, in all probability, the shows will be held at a later date. It looks very much, also, as though two shows as heretofore, in New York and Chicago, respectively, will be determined upon.

FAIL TO GET PERMIT FOR SIDEWALK RIDING

SARNIA, Ont.—Over eight hundred citizens of Sarnia, the population of which is 10,000, signed a petition to secure the amending of the traffic ordinances to permit bicyclists to ride on the sidewalks under certain limitations, owing to the poor condition of the roads. The petition was thrown out, however.

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Sell
Of

The pictures on the le dealer at Salt Lake City, ou

Snow doesn't make ar goes right on selling.

Naturally bad weather motorcycle sales—nobody

But in spite of snow—s certain amount of Indian real merchant gets it.

This is especially true Powerplus motor has arous interest that prospects are instead of waiting until Spr tically every Indian deale

Here's the way Claflin

Gentlemen:

I am enclosing herewith sever in Cottonwood Canyon, Utah. T climbs in this State. A motor heating up or giving trouble with sidered O. K. You will note tha this trip. Plenty of snow and ic

I have ridden every style m

A Fr

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'em In Spite The Snow!

show Lon Claflin, Indian
ıustling with his Powerplus.
difference to Claflin. He

loes have an influence on
enies that.

et—rain—there's always a
usiness to be had and the

his year because the new
such a compelling national
ıdy to talk Powerplus *now*
g. The experience of prac-
upports this statement.
ines up things:

ictures of myself and Powerplus,
is considered one of the steepest
ich takes this Canyon without
e roads in good condition is con-
ey were in very poor condition

r manufactured by the Hendee

Company since 1908 and REALLY the 1916 POWERPLUS is so far ahead of all of them that I simply had to write and tell you how I appreciate it.

I met a young fellow with an — the other day who claimed it would do 70 m.p.h., so I asked him to run me a race as I wanted to try out the new machine. He accepted and his speedometer maximum hand showed 70 m.p.h. all right, but the POWERPLUS went right by and he could not even hang on. The next day he came in my store and asked the price of the machine I was riding. I told him and he went out. I don't know what he thinks, but I have an idea.

I have sold more machines to date than ever before this early in the season. Sold two today and from present indications 1916 should be a hummer.

Yours truly,
LON CLAFLIN.

THE INDIAN DEALER WAS NEVER IN A BETTER POSITION TO CONDUCT A WINTER SALES CAMPAIGN THAN RIGHT NOW. FEW MEN WHO ARE CONTEMPLATING A MOTORCYCLE PURCHASE ARE GOING TO SPEND THEIR MONEY WITHOUT CONSIDERING POWERPLUS FIRST. A PORTION OF THESE MEN ARE GOING TO BUY *NOW*. THESE ARE THE CUSTOMERS THAT EVERY INDIAN DEALER CAN GET!

dian

Hendee Manufacturing Company
(Largest Motorcycle Manufacturers in the World)
Springfield, Mass.

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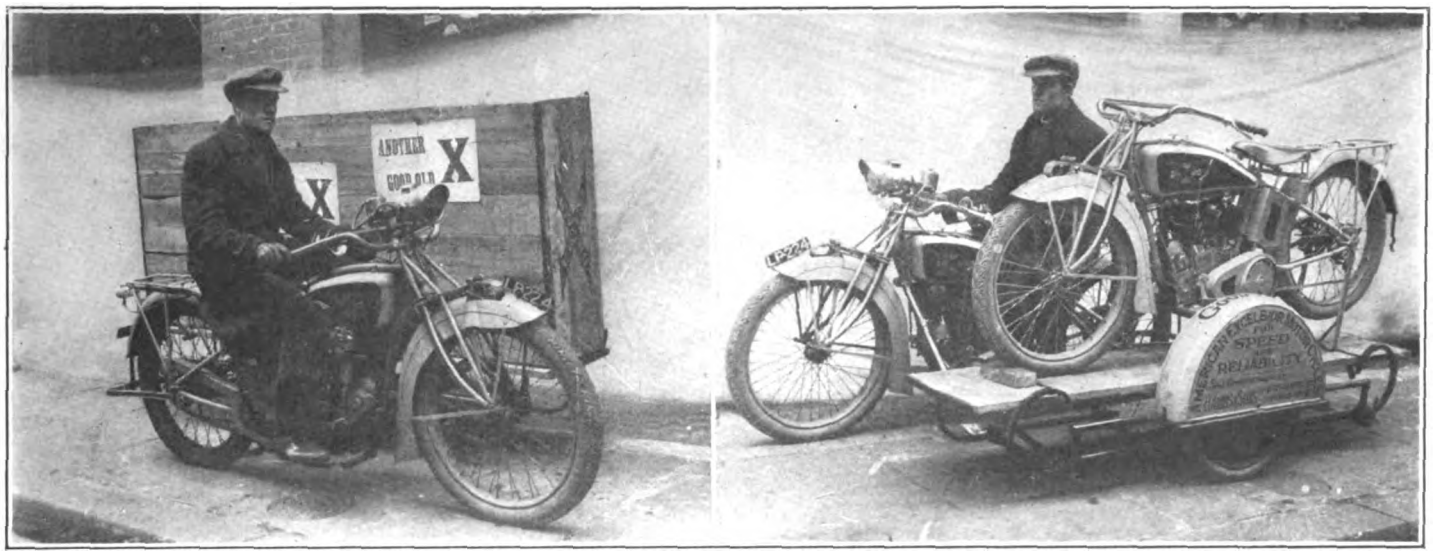
RIG IS EFFECTIVE BOTH AS CARRIER AND PUBLICITY MEDIUM



Special Sidecar Chassis Used by Harris and Sons, of Oxford Street, London, English Representatives for the Excelsior, in Transporting Machines To and From the Agency. An Idea Well Worth Copying

MOTOR CAR EQUIPMENT CO. LEASES BIGGER HEADQUARTERS

NEW YORK, Jan. 3.—As the natural outcome of the rapid development it has enjoyed for years past, the Motor Car Equipment Co., which has had its headquarters at 55 Warren street, New York, recently took a 10-years' lease on the modern building at 18-20 West 63rd street. In the new establishment the company will have at its disposal no less than 55,000 square feet of floor space, with all facilities increased proportionately. The old quarters on Warren street will be closed. Owing to the close proximity of the new location to Automobile Row the company will be within very easy reach of the trade.

At first the company, which was organized in 1905, did both a wholesale and retail business but now confines its efforts strictly to the wholesale trade. In addition to acting as a jobber, the company also has charge of the distribution of the products of some of the large parts and accessory manufacturers, including the American Chain Co., formerly the Weed Chain Tire Grip Co., Champion Ignition Co., Diamond Chain & Mfg. Co., Kellogg Mfg. Co., Martell Aligning Reamer Co., and a number of others. Branches are maintained in Boston, Mass., and Newark, N. J. The Boston branch is the Bi-Motor Equipment Co., which was consolidated with the Motor Car Equipment Co. in the latter part of 1914, while the Newark branch was established directly.

In the new quarters in New York the company has six floors and a basement facing on Sixty-second street, and three floors and basement on Sixty-third street. The shipping and packing departments are on the main floor on Sixty-third street, where a private driveway permits trucks to enter the building, and ample elevator facilities allow of rapid loading and unloading. In the basement of the Sixty-second street building the company maintains a service station, which, with a battery charging station, is available to the trade. The salesrooms are located on the main floor of the Sixty-second street building, where there is a large display of accessories. The general offices are on the third floor.

Walter M. Taussig is president of the company; Charles F. Wiebusch, vice-president, and James A. Abeles, treasurer and general manager.

U. S. RUBBER CO. ISSUES FIVE PER CENT. DEBENTURES

THE United States Rubber Co., New York City, has issued $3,000,000 worth of debentures secured by the Morgan & Wright property, bearing interest at 5 per cent. and running for three years, maturing December 1, 1918. Lee, Higginson & Co., the bankers, have taken the notes, and will offer them to the public. The notes have been issued in order to place back in the U. S. Rubber treasury the funds advanced to the Morgan & Wright enterprise for the development of its tire manufacture, and are guaranteed as to principal and interest by the U. S. Rubber Co.

PREST-O-LITE CO. WINS IN NEWARK

NEWARK, N. J., Jan. 3.—Once more the Prest-O-Lite Co., of Indianapolis, has obtained a court decision to prevent the refilling of its gas tanks in cases where the Prest-O-Lite trade mark is not removed and specific notice given that the tanks have not been recharged by the Prest-O-Lite Co. An injunction has just been secured restraining the Newark Acetylene Gas Works from refilling the Presto tanks and selling them as genuine Prest-O-Lite refills.

The injunction was issued by the United States District Court in Newark, and was based on the decision obtained in the suit of the Prest-O-Lite Co. against the Newark Acetylene Welding Co., which is said to have been owned by the present owners of the Newark Acetylene Gas Works. Change in name to avoid the injunction is charged by the Prest-O-Lite Co., which in addition to asking for the injunction that was granted, asked that the company and its owners be adjudged in contempt of court.

Zdenko Schubert and Rudolph B. Michalek are given as the two men connected with both companies, and their attorney stated that Schubert had withdrawn from the business. The injunction was consequently drawn against the company and Schubert individually. Judge Haight, who granted it, stated that the spirit of his order against the first company had not been adhered to.

While the attorney for the Newark company claimed that when Prest-O-Lite tanks were refilled the Prest-O-Lite name was defaced, and labels applied stating that the tank had been refilled by the Newark Aceylene Gas Works, the Prest-O-Lite Co. produced a large number of affidavits to the contrary. In each case it was shown that a tank or tanks had been purchased from the Newark company in the belief that they were standard Prest-O-Lite tanks, refilled by the Prest-O-Lite Co. and exchangeable at any of the Prest-O-Lite stations for new tanks when exhausted.

RACINE LOSES AT ROLLER POLO

RACINE, Wis., Jan. 4.—The roller polo team of the Racine Motorcycle Club lost its last game at Lakeside auditorium against the Big Chiefs by a score of 4 to 3. The contest was a thriller from start to finish and replete with spectacular plays. The local motorcyclists have been receiving praise from various teams in the polo league.

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EXPORT BUSINESS IN INDIAN MACHINES SETS NEW RECORD

SPRINGFIELD, Mass., Jan. 3.—That the export situation as it applies to American cycledom is a highly satisfactory one is indicated by the latest report from the Hendee Manufacturing Company, in which it is stated that the present export business in Indian products is unprecedented. During the months of October, November and December, 1915, the Hendee company shipped more machines to foreign points—outside of Canada and the war zone—than had been shipped during the whole preceding fiscal year, and there are excellent reasons for believing that this remarkable activity in the export department will continue for some time, if not indefinitely. The Hendee company emphasizes the fact that practically all of this business comes from foreign markets in which the machines will be used along ordinary lines, and not in war service.

The Hendee company attributes the success of its export department to the fact that it has made a policy of adapting its models to the special requirements of foreign markets, the export machines often differing considerably, especially in equipment from the American stock models.

"While it cannot be denied that the export market is being greatly stimulated by the war," said a Hendee official a few days ago, "the reports we are receiving from all parts of the world lead us to believe that much of the business we are now getting will be retained against all competition when peace is declared and the contending countries begin to readjust their trade conditions. Our machines are delivering the goods wherever they are sold, and the new trade connections we have opened up are as pleased as we are that circumstances have enabled us to become acquainted."

CITY USES SEVEN

LOUISVILLE, Ky., Jan. 4.—The city of Louisville is now using seven motorcycles in the various departments for inspection service of buildings, electric wiring, police duty, etc. These machines are numbered along with the many automobiles owned by the city, and the casual observer, noting a motorcycle numbered into the fifties, is subject to the impression that the city owns a regular fleet of such machines.

MORE OHIO IMPROVEMENTS

COLUMBUS, Ohio.—Ohio Highway Commissioner Clinton Cowen announces that a number of roads in Cuyahoga and Hamilton counties will be improved with state funds during the coming year. As both counties, which are the heaviest taxpayers in the state, have been paying in thousands of dollars yearly without adequate returns in the form of road improvement, it is believed that quite a sum of money should be used towards improving roads. The contracts for the improvement will be awarded during the winter for work to be done in the spring.

ANOTHER HUSTLER ON THE WESTFIELD STAFF

WESTFIELD, Mass.—W. K. Porzer, of New York City, has recently joined

W. K. Porzer

the organization of the Westfield Manufacturing Company as publicity manager, relieving F. W. Starr, who found that the rapidly developing business demanded that he devote his entire time to his duties as assistant manager of sales.

Mr. Porzer enjoys considerable experience in trade and newspaper work, and as a former member of the staff of **Motor Cycle Illustrated,** has long been identified with the cycling world. In the advertising field, his writings are marked by individuality and attractiveness. He made a good record for himself while with the Frank Presbrey Company and several other prominent agencies. He is a charter member and former vice-president of the Triad League of New York.

This change in organization marks the beginning of the strongest advertising and selling campaign in the history of Pope bicycles and motorcycles, and the Westfield factory is already humming.

CINCINNATI SPEEDWAY ASSURED

CINCINNATI, O., Jan. 3.—The great motor speedway for this city, which has been tentatively discussed for some time, is no longer merely an iridescent dream, but is assuming an aspect of solid reality. The stock of the company, The Cincinnati Speedway Company, has been fully subscribed by a large number of substantial Cincinnati business men, and the site for the track has been settled upon, out of the several places upon which options were taken some time ago.

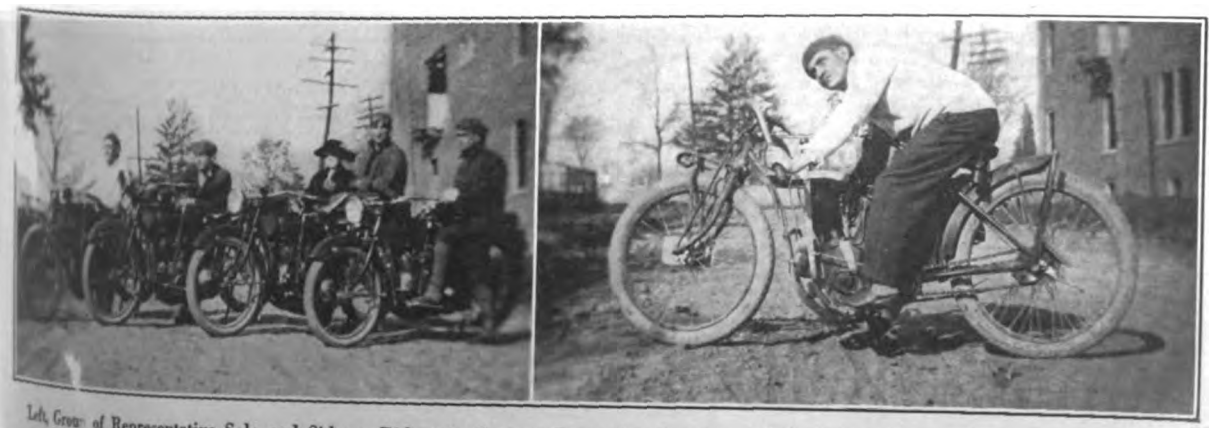
TO REDEEM U. S. RUBBER SCRIP

NEW YORK, Jan. 3.—All the outstanding scrip certificates issued by the United States Rubber Company, when it was organized in 1892, have been called in for redemption. John D. Carberry, assistant secretary of the company, has requested that all holders of the certificates communicate with him at his office at 1790 Broadway, New York.

KENTUCKY STATE COMMISSIONER

LOUISVILLE, Ky.—Frank B. Marshall, of this city, has been appointed by President A. B. Coffman, of the F. A. M., to be State Commissioner for Kentucky. Marshall is one of the most experienced riders in the State, and is well liked all over his territory, so that his appointment is gratifying to all motorcyclists.

WITH DAYTON TWIN DEVOTEES IN ALLENTOWN, PA.



Left, Group of Representative Solo and Sidecar Riders in Eastern Pennsylvania City; Right, Edwin Wagner, Who Is Local Agent

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HIGHER TIRE PRICES MAY COME ANY DAY NOW SAY THE TRADE WISEACRES

NEW YORK, Jan. 3.—Further and more definite indications that increases in tire prices may be looked for within the current month have come to notice during the last few days, and close followers of trade conditions would not be surprised to learn at any time now that the upward climb had started. As has already been explained, the necessity for higher prices is due to the increased cost of material of late, and it is understood that tire makers are of one mind as to the justification for the boost. However, that may be, the tire companies have been playing a waiting game during the last week or ten days, each wondering who would undertake to set the pace and how much of a jump would be made in tire costs.

Tire sales have been unusually heavy for two or three weeks, all those who were "in the know" taking advantage of the opportunity to buy before the prices were increased. It is argued that even if rubber, cotton and zinc had continued to sell at the old figures—which they haven't—the increased cost of tire production along other lines would necessitate a change in the schedules about this time, gasoline, coal and shipping charges being among the items that have gone skyward during the last year. Reports have been current for a week past that some of the smaller tire companies had already arranged new price lists or discount sheets, and that developments along these lines could not long be delayed.

SNOW GIVES DELIGHT TO FARTHEST NORTH CLUBSTERS

Members of Organization in Fairbanks, Alaska, on Recent Run; Vincent Buttewick (at Right) With Pope Hauls Sled With Load of 600 Pounds on All Trips

HIBLETTE LEAVES GOODRICH STAFF; NEW LOCATION FOR BUFFALO BRANCH

BUFFALO, N. Y., Jan 3.—Trade workers have been surprised by the announcement that H. B. Hiblette, general manager of the Buffalo branch of the B. F. Goodrich Company, has resigned his position after having served on the company's staff for 17 years. During his first 11 years under the Goodrich colors, Mr. Hiblette was a salesman, traveling out of the New York branch.

Mr. Hiblette came to Buffalo in July, 1910, to succeed Mr. W. O. Rutherford, who went to the home office of the company in Akron as assistant General Sales Manager. In 1910 the office force numbered 26 people, with three salesmen. In five and a half years Mr. Hiblette has built up the business to such an extent that the present list of employees, with the sub-branches, numbers 78 hustlers, including 10 traveling salesmen.

Mr. Hiblette will temporarily make his headquarters at the Knickerbocker Hotel, New York, beginning Jan. 3. He has made no definite announcement concerning his future plans.

An evidence of development in the Goodrich branch in Buffalo is the change of location from the present address, 729-31 Main street, to the corner of North and Main streets, the location formerly occupied by the Ford Motor Co. The branch will be moved about May 1. The new headquarters will give more room, better office facilities and much superior window display arrangements.

MONTREAL MAY SOON HAVE MOTORCYCLE CLUB

MONTREAL, Que.—A serious attempt is being made in Montreal to organize a motorcycle club. Montreal is said to be the slowest city on earth with regard to motorcycle popularity and prosperity because there are not more than two hundred motorcycles in use here although the place is made up of 700,000 persons. To push motorcycling by assisting the dealers and by holding the usual sporting events is what the promoters of the promised organization aim to do. The chief enthusiast in the matter is E. Barrett, 516 Valois street East, and he has fired the first gun of his drive to gain the formation of the club. He points out that $70,000 is invested in the motorcycles and equipment in use in Montreal but that the riders are not banded together for self-protection or for amusement in any form.

The organization of the club will be carried on at the coming Montreal motor show and Barrett is seeking assistance from motorcycle clubs in Ontario.

Another feature to the local situation is that a wooden speedway, similar to the large saucers in the States, is promised for Montreal by a syndicate of Montreal sportsmen.

EIGHT SIGN IN ONE DAY

SAN FRANCISCO, Cal.—Eight contracts in one day were recently signed by representatives of W. E. & W. H. Jackson, representing the Davis Sewing Machine Co., of Dayton, O., in this city. The contracts were all for the Dayton Motor Bicycle. Fred H. Bente, this city; the Service Supply Co., this city; the Peninsula Cyclery, San Mateo; Fred H. Smith, Palo Alto; Beeson Brothers, Redwood City; Fred N. Higon, Mountain View; Arthur Midgeley, Menlo Park, and Z. W. Rollins, Burlingame, are the eight dealers.

The Jacksons state that every town from San Francisco to San Jose will be represented with a Dayton Motor Bicycle agent, as this territory has been closed by this one day's work. The Jacksons will shortly cover the remainder of California and expect to do as good work there.

"ENJOYED EVERY ISSUE"

"MOTOR CYCLE ILLUSTRATED has been very interesting during 1915, and we really don't believe we would have been happy without it," says W. E. Wandersee, Harley-Davidson dealer in Detroit. "We have enjoyed every issue at this store, and so have the riders. We always leave our old copies where the boys can see them, and it is surprising the great interest they take in these numbers. Let me wish the publishers of Motor Cycle Illustrated even more success in 1916. It is such periodicals that keep up interest and help to improve the industry. We should all read every issue from cover to cover."

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BR-R-R-R! THAT TORONTO MIDNIGHT RUN WAS CHILLY

If sleet was falling so that it formed a sheet of ice over your riding togs—

And a bitter wind was howling across the snow and ice-covered highways—

And the hour was midnight on Dec. 31, with the countryside as dark as in the inside of a black cat—

And most other folks were nestling close to the fireplace, preparing to welcome the New Year—

Would you trundle out your trusty old chugger and hit the open trail?

Perhaps not, but a score of Toronto M. C. riders did just that and proved their sportsmanship by getting away with it. The accompanying news article tells how.

HAMILTON, Ont.—Covered with ice as a result of the sleet storm which prevailed and wearied from trying to remain on the rough and slippery roads, a score of daring motorcyclists and ... dashed into Hamilton from To... boisterous whistles and bells announcing the passing of the old year. ... were the contestants in the annual ... run on December 31 of the To... Cycle Club, and the wild ride ... colder than ever—hence more suc...

... speedsters battled against ... elements, against the blackness of ... against woeful conditions under ... skidded, they slid, they dived, ... raced the whole distance from ... Hamilton, some forty-five miles. ... with various obstacles, includ... vehicles; they fell headlong ... grades; they sloughed in... ... somersaulted at unchosen ... for they were game and every... who had anything that looked ... between his knees.

... went home by road the next ... to their friends that the ... better than a city pavement ... sleet only tickled their ... and that they would ride to ... the next night if anyone would ... question.

... time that the midnight ... the northern shore of ... has been staged. Thirteen ... and two solo machines ... on the roll call. Twelve of ... finally dropped into Hamilton. ... showed the following ma... Harley-Davidsons; five ... Hendersons; one Indian, ... and one Brough. The two ... models, George Orange, ... and Edwards, on an Excel... sidecarless mounts with ... journey, but all other en... double. All but two were ... starts, the exceptions being ... Hamilton, who straddled the ... and Harry Moore, of Oakville, ... Harley-Davidson until he woke ... He had the misfortune to ... wagon and was knocked out.

The performance of McDonald, an Excelsior flier, was notable. Before the scheduled start of the ride, at 8:30 p. m., an automobile sliced off the wheel of his sidecar. He started at 11 p. m., however, with another sidecar, and rode into Hamilton in exactly the required time, two and a half hours later. Moritz, on a Harley-Davidson, was thrown out of the running when a skid chain on the rear wheel ripped a few things from his mount which were more than ornaments. His gear-box was smashed in the bargain. Percy A. McBride, the Excelsior distributor, won the distinguished conduct medal when he landed wrong-side-up in a ditch and sprained his wrist. His sidecar partner received a black eye during the acrobatic performance. Edwards, on the solo Excelsior, carefully wiped the road for the whole forty-five miles, while Orange, the boy wonder, found that the belt of his Brough would not overcome the sleet problem.

Those who did pull through in their rough and ready fashion were: Walter Andrews, the Harley-Davidson agent at Toronto; Tommy Smith, on an Indian, Brandt with his Henderson, Wilfrid Morrison on a Harley-Davidson, and others of less note.

The start at Toronto was managed by Fred Dolson and the proprietor of the New Commercial Hotel, Hamilton, clocked each rider as he came into the hostlery to sign the register. President J. C. Jones, of the Toronto Motorcycle Club did outpost duty at the secret control near Erindale.

The results of the great ride will not be known for several days because it has been found necessary to search out the position of the secret control in order to secure the proper time that the contestants should have passed the point.

FACTORY ROOF FORMS TESTING GROUND

Two-Stroke Featherweights Being Tried Out at Main Hendee Plant

SPRINGFIELD, Mass.—Indian Featherweights were put through their paces last week on the roof of the Hendee factory when the streets and roads lay under a foot of snow. Over a gravel course of 200 yards, which was cleared along both sides of the roof, J. B. McNaughton, of the sales department, and Gus Edwards, of the testing force, rode a couple of the little two-strokers for 30 miles. They made 100 stops and starts under different conditions, and the test was probably as successful as it would have been over roads in the usual condition of travel.

TIRE DECORATIONS AT WEDDING

ST. LOUIS, Mo.—Worn-out motorcycle tires were used as the basis of a decoration scheme at the wedding of Sylvester Travis and Miss Elizabeth Schiller recently. Both are ardent riders and have been traveling on a tandem machine for the last five years. The tires were floral-trimmed and produced a novel effect.

FIND RADIO INVALUABLE

Radiograms, otherwise wireless telegraph messages, play an important part in the business of the Goodyear Tire & Rubber Company, at Akron, O. For several years, the firm has had radio stations at the Akron plant and at the Detroit branch, and much time has been saved by using the wireless in placing large orders from automobile firms in Detroit and other cities.

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MOTORCYCLE ILLUSTRATED
With Which Is Now Incorporated
The Bicycling World

Subscriptions—Domestic, **$2.00 *a year; Canadian and Foreign,* $3.00 *a year. Ten cents a copy.***

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J. LEO SAUER, President and Treasurer
H. N. CONDICT, Secretary J. H. DONEHUE, Editor

TELEPHONES: 1436 and 1437 Cortlandt
Western Representative, HARRY G. JACOBS
1535 First National Bank Building, Chicago

NEW BUILDINGS AT FISK RUBBER PLANT NEARING COMPLETION

CHICOPEE FALLS, Mass.—The exterior construction work of the several new buildings now being erected at Chicopee Falls for the Fisk Rubber Company, which recently took over the interests of the Federal Rubber Co., of Cudahy, Wis., is nearly completed and, an idea may now be had of the great size that the plant will attain when these buildings become a part of it. The new buildings are all in the tract lying between Grove street and the railroad—the administration building being directly on the main thoroughfare to the Falls. There are now 20 buildings in the plant and one of these, the new mill building, is one of the largest single buildings of its kind in Western New England.

With the new structures the Fisk Company has 29 acres of floor space wholly devoted to the manufacture and distribution of tires, the capacity in automobile casings alone being increased to 12,000 daily.

The handsome appearance of the new administration building is impressive. It is 50 by 200 feet and seven stories high, built of stone and tapestry brick. Its 70,000 feet of floor space are divided into more than 50 private offices, general offices, reception rooms, conference rooms, etc., as well as three dining-rooms capable of accommodating 200 persons. There are also rest rooms and a complete kitchen equipped with refrigerating and ice-making machines. The reception room is to be elaborately finished in English oak and opens into a main stairway 20 feet wide.

The new mill building, constructed of brick and steel, is 108 feet by 600 feet, and has five stories and basement. It is not only remarkable because of its great extent, but also because it is one of the best lighted mill buildings in this section, more than 90 per cent. of its exterior being window surface fitted with prism glass. Four fire towers afford unusual fire safeguards. This building is connected with other parts of the plant by tunnels and overhead bridges. In the excavation for this building approximately 80,000 cubic yards of earth were removed and carried across the river over a trestle built for the purpose.

The new storehouse is 108 feet by 300 feet, five stories and basement. It is of reinforced concrete and steel, with brick panels. This building also is equipped with fire towers and sprinklers. Prism glass is used in the windows and tunnels connect with adjacent buildings. A spur track on the south side of the building will serve as a loading platform for the receiving room. This building is now completed and has been put into service.

The garage and service station is also finished and occupied. It is 60 by 100 feet and built of reinforced concrete with tapestry brick side-walls. The first floor is a garage for the pleasure cars and service stations, and the basement a garage for trucks, repair shop and store room. There are air compressors with pipes to various parts of the building, oil tank in the basement piped to the main floor and equipped with pumps and a large gasolene tank in the yard. The service station is finished in Flemish oak and has large plate glass show windows facing on Front street. A transformer house for the distribution of current for power and light for these new buildings is also under construction.

CAUSE BIG RISE IN FUEL PRICE

ST. LOUIS, Mo.—With the increase in the price of gasoline which went into effect on December 30, the independent dealers in this city have in four months undone what the Standard Oil Company accomplished in eighteen months of the so-called "gasoline war."

Twenty-two months ago, the independent No. 3 gasoline and the Standard Oil Red Crown gasoline were both selling to the consumer for 17½ cents a gallon. The Standard Oil in nine bi-monthly cuts of one cent each brought the price down to 8.9 cents per gallon. Each time the independents followed the lead of the Standard Oil and reduced the price of their product. Last September, however, the worm turned and the independents raised the price one cent.

Then followed eight bi-weekly increases of one cent each, bringing the price to within one-half a cent of the figure at which the war started. The Standard Oil followed suit with the Red Crown each boost. No. 3 now sells for 17 cents, No. 2 for 19 cents, and No. 1 sells for 20 cents, in lots of ten gallons or more.

ANNUAL DIXIE BANQUET

ROANOKE, Va., Jan. 1.—The third annual New Year's banquet of the Dixie M. C., held in the club rooms in Roanoke on the night of December 31, was a most enjoyable affair. The first part of the evening was spent in card games and pool, followed by a delicious supper.

R. C. Horn acted as toastmaster, making a brief address, in which he presented the medals awarded to highest scorers in the 1915 club run contest. This contest was originated by the officers of the club to increase the attendance, improve conduct of riders, etc., on the various runs held throughout the season. The plan was entirely successful, there being a great deal of competition among the riders to score high in each run held. Winners were A. S. Leslie, gold medal, twin class, and R. A. Paul, silver medal, twin class, both medals given by Clarence Webb, Indian agent.

ALL WEED BUSINESS NOW UNDER NAME OF AMERICAN CHAIN CO.

BRIDGEPORT, Conn., Dec. 31.—From now on the widespread Weed chain business will all be handled under the name of the American Chain Company, Inc., of this city. This change in the name involves no change in personnel or policy, and has been brought about as a natural development of the company's field. Some time ago it became necessary to establish a distinct department to deal with problems peculiar to the actual production of the Weed chains, and this was accomplished by the formation of the American Chain Company, under the same ownership and management as the Weed Chain Tire Grip Company.

With the completion of the newly-equipped factory in Bridgeport, the company finds itself in a position to take the last step in the actual consolidation of the two concerns which have always been practically identical.

Announcement is made that a new Weed catalog is now in course of preparation and that it will deal most thoroughly with all the products of the company. In this connection it is stated that prompt deliveries can be made after February 1. The company's patrons are receiving a miniature calendar just by way of reminder that a large and artistic calendar will be forthcoming from the Weed offices in the course of a few days.

200 VISIT BUFFALO CLUB

BUFFALO, N. Y., Jan. 3.—More than two hundred visitors attended the New Year's Day sociable given by the members of the Buffalo Motorcycle Club. The club's rooms were beautifully decorated in holiday greens. Light refreshments were served and a string orchestra furnished the music.

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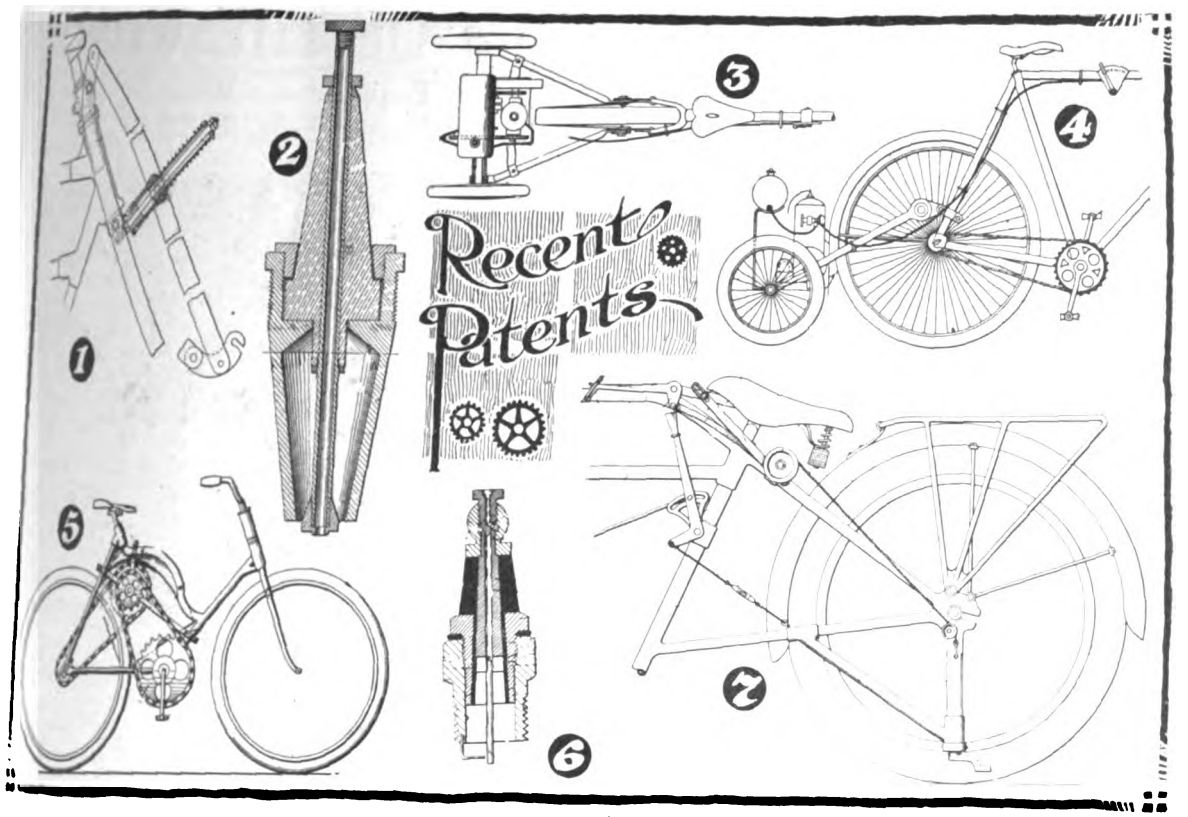
Recent Patents

SHIMMIN SPRING FORK

[illegible] springing in the construc- [illegible] front fork for motorcycles is [illegible] Patent No. 1,166,156, issued [illegible] Shimmin, of Maryport, Eng- [illegible] are two main units in this [illegible] unit and a movable unit, the [illegible] the front wheel. At the [illegible] movable unit or fork is fitted [illegible] cylinder arrangement sur- [illegible] coil springs caring for shock [illegible] An alternative arrangement [illegible] a shock spring in the cylindri- [illegible] beforementioned and a [illegible] extension each end of which [illegible] a coil rebound spring from the [illegible] This fork is shown in Figure [illegible] illustration.

[illegible]KINS SELF-CLEANING PLUG

[illegible] properties are claimed for [illegible] construction which has been [illegible] Frank E. Hawkins, of Deer- [illegible] This plug has a body with hol- [illegible] projecting extension, an in- [illegible] tubular center conductor ex- [illegible] the insulator. The end of [illegible] forms the outer electrode. [illegible] has a head threaded [illegible] end of the tabular conduc- [illegible] internal flange seats against [illegible] of the conductor to form a [illegible] A priming charge can be [illegible] plug and cylinder through [illegible] central electrode. The patent [illegible] It is shown in Figure 2.

[illegible] MOTOR ATTACHMENT

[illegible] attachment for bicycle pro- [illegible] subject of a patent issued to [illegible] of Menominee, Mich., the [illegible] being 1,165,467. The attach- [illegible] small wheels on an axle, from the outer ends of which extend rods diagonally to the rear forks of the bicycle and clamp to the latter. This construction provides a triangular frame on which the motor is carried. The motor is supported midway between the two wheels, in order to prevent oversetting on corners, etc. The arrangement of wheels and axle is designed to give steadiness to the bicycle, in addition. Control is by throttle only. Figures 3 and 4 show this patent.

CRIBBS BICYCLE DRIVE

An unusual transmission for a bicycle is that shown in Patent No. 1,154,292, issued to Thomas J. Cribbs, of Clearwater, Fla. There are two sets of sprockets and two chains, the latter being disposed at right angles to each other. The chains are guarded to prevent their becoming entangled with the rider's clothing. The purpose of this transmission is to "speed up," since it is figured that the gearing multiplies the speed of rotation of the rear wheel and thus enable the rider to make rapid time on the cycle so fitted. The transmission is shown in Figure 5.

PECK NON-SOOTING PLUG

Ingenious arrangement of the electrodes in a spark plug forms the subject of Patent No. 1,166,385, granted to Duncan W. Peck, of Syracuse, N. Y. The center electrode has inner and outer sections arranged end to end, with the outer section formed with a lengthwise passage and with prongs at its inner end. The passage opens in the space between these prongs. The inner section has one end extended beyond the prongs and is frictionally-held with the end space at a given distance from the bottom of the space between the prongs. Lateral passages are thus provided in addition to the lengthwise space. The construction is designed to prevent soot collecting on the electrodes. This is shown in figure 6.

FERELLA AUTOMATIC STAND

Telemaco Ferella, of Monessen, Pa. is the inventor of a novel stand for bicycles which is worked automatically by the rider when leaving or getting into the saddle. Vertical hollow members contain feet which are spring-loaded but which are held off the ground by the rider's weight when seated in the saddle. When the rider leaves the saddle, the springs act to lower the feet and suitable latching means are provided to keep these feet in contact with the ground. The latches are released by the rider getting into the saddle. A patent, No. 1,163,-592 has been granted on this invention. Figure 7.

SHOW PLANS MATURING

Phil Longest, secretary of the Louisville Automobile Club, reports that things are coming along nicely for the annual show to be held at the Jefferson County Armory during the week of February 21. Everything, including motorcycles, supplies, accessories, etc., will be shown on the first floor this season. Lee Miles, chairman of the space committee, reports that there are more automobile dealers in the city than ever before, and that the space is being gobbled up rapidly.

DESIGNS FAST SPEED BOAT

NEENAH, Wis., Jan. 4.—Joseph Liebhauser, of this city, is the engineer of a motor bob sled which has been doing forty miles an hour and better. The rig is equipped with runners and a hood, and will carry two passengers.

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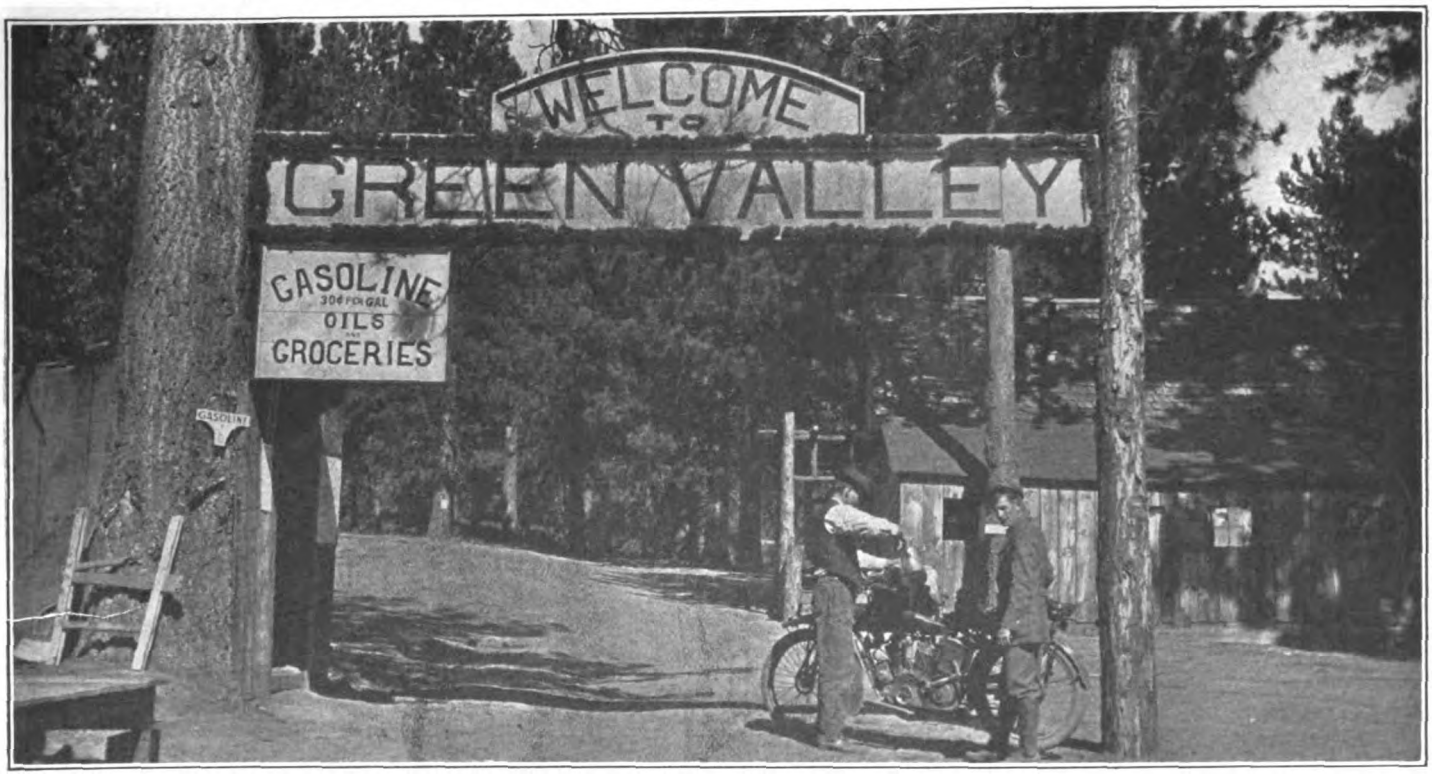
100 MILES ON THE RIM OF THE WORLD

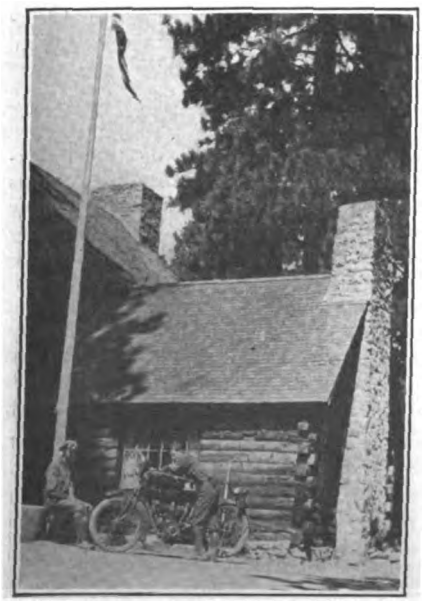
More Dope on How it Feels to Dangle Over Precipices on a Motorcycle, Swoop Into Valleys Half a Mile Deep and Climb Mountains—*By John E. Hogg*



Filling Up with Gasoline at Entrance to Green Valley; the "Garageman" Is Postmaster and Chief Male Citizen of This Place

In the first installment of Mr. Hogg's story, published December 30, the author and his partner left Los Angeles and had ascended Arrowhead Mountain over steep grades to Thousand Pines Inn on the crest. They then traversed part of the San Bernardino Mountains with their deep canyons and finally arrived at Little Bear Valley with its lake some 6,500 feet above sea level. The present installment takes the riders from the lake onward through the picturesque Green and Fawnskin Valleys and through the Santa Ana Canyon to the welcome good doads on which they traveled back to Los Angeles.

IT was nearly twenty miles through the burned over country before we came to green forest again, and which by contrast seemed greener and more beautiful than ever. It seemed good to be in the forest once more, to see the gray squirrels go scampering off in all directions at our approach, and bevies of quail go whizzing up from the underbrush at the sides of the road. We had scarcely entered the forest again when a fine big gray squirrel ran directly under our front wheel. His back was broken and he lay squealing in helpless agony until we could stop, and a well directed bullet from Albea's pistol put him out of his misery.



Stopping for Lunch at Pine Knot Lodge in Big Bear Valley

In Deep Creek Canyon

Coming to Deep Creek canyon, which we were able to recognize from our road map's description, we once had an idea of our geographical location (something that we only guessed at much of the time). Here our road wound down for nearly a thousand feet on a practically perpendicular wall, and with Albea at the bars we came down so fast that we found ourselves unable to hear upon reaching the bottom until we had swallowed vigorously several times and thus secured an equable atmospheric pressure within our ears as without.

We crossed a stream, a mountain torrent, at the bottom of the gorge on a corduroy bridge that made our bones rattle, and then followed a rocky little lane for miles up the farther wall of the gorge, where for miles we scarcely got out of low-gear.

It was hard work and tedious—but, oh! what a glorious country when we at last reached the top to behold the world spread out below us! We were on the backbone of the world and could look down on two hundred miles of country any way we looked. The dense pine woods sloped away from us in all directions, and we breathed air that was heavy with ozone.

It was twenty-five miles, mostly downhill, to Green Valley where we came into signs of civilization and got filled up on much needed gasoline and oil—welcome fuel even at 30 cents per gallon for gas and 45 cents per quart for oil.

The man from whom we bought the fuel is the merchant of Green Valley; he is also the postmaster, constable, chief of the fire department and principal citizen of that thrifty community, he and his family being the population. It was here that we were informed that we were the first motorcyclists who had ever come over the Rim of the World carrying tandem.

An Awe-Inspiring Sight

Leaving Green Valley our road angled off into an almost impenetrable forest of pine, and for miles led up and down over grades that were impossible except in low gear. At last we came to the top only to find ourselves at the summit of a barren, rocky mountain overlooking the desert over which we could see for fully a hundred miles. It was a sight that was awe-inspiring in spite of its appearance of waste and desolation. According to our road map we were now at the summit of the Gorgonio range, and were 8,500 feet above sea level.

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[illegible] next twenty miles our road was [illegible] downward, although more or less [illegible] and finally brought us out into [illegible] Fawnskin Valley, so named [illegible] meadows interspersed with [illegible] from a distance give the spotted [illegible] a fawn's skin.

[illegible] less than three miles across the [illegible] and then our road led up again— [illegible] a canyon with walls of solid [illegible] that echoed the exhaust from our [illegible] and forth until it sounded like [illegible] meet. We pulled up in low-gear [illegible] had a out decided it was time to [illegible] let the motor cool, when to our [illegible] road started down once more. We [illegible] in low-gear for some three miles, [illegible] emerging from a deep gorge, Big [illegible] Lake burst into view.

[illegible] a sight for the gods! The beauti- [illegible] clear lake, eight miles long and [illegible] wide, nestles in the green pine [illegible] the snow covered San Bernar- [illegible] San Gorgonio peaks piercing the [illegible] background.

[illegible] we dropped down off the [illegible] more than a thousand feet into [illegible] Bear valley, our road maps told [illegible] we were still 6,500 feet above sea [illegible]

[illegible] have gotten straight across the [illegible] other side it would have saved [illegible] of 16 miles around, but no such [illegible] possible we had to content our- [illegible] on.

[illegible] miles around the lake is a trip [illegible] gorgeous beauty, through the [illegible] all the way, with the lake on [illegible] the snow covered mountains [illegible]

A Stop for a Hasty Lunch

[illegible] was getting quite low as we [illegible] into Pine Knot Lodge, and [illegible] a bite to eat at the Bear Valley [illegible] We had little time to waste, as it [illegible] dark and we still had 56 miles of the most dangerous mountain roads ahead of us before we would see the San Bernardino valley again.

For precaution we filled up on fuel again, and were off up through the valley, into the mountains again, and to our dismay found that our road consisted of almost bottomless sand. We cut some beautiful capers, generously distributing the sand on both sides of the road and managed to get nearly to the top of the mountain range before taking our first spill. We were rushing a right-angle curve in intermediate gear, sliding from one side of the road to the other, when suddenly we decided it was time to unload—so without ceremony or éclat we unloaded. Albea was on the tandem and naturally he got off first. Quick as it all happened, we both landed on our feet while the machine fell on its side and lay roaring like a sawmill on the very edge of a 1,000 foot drop-off until we could shut it off.

9,000 Feet Above Sea Level

No damage was done, and we straightened up the handlebars and climbed the remaining quarter of a mile to the summit of the ridge. Here we were nearly 9,000 feet above sea level, and it was so cold that we both crawled into our heavy coats and gloves.

Scenery, did I hear someone say?

Well, yes, there was a bit of it! There we stood at the summit of a 9,000-foot ridge, snow all about us; back of us, stretched out like a huge relief map 3,000 feet below, lay the verdant Big Bear valley with its beautiful lake dim and hazy in the evening twilight. In front of us lay the beautiful San Bernardino valley—that is, that portion of it that was not excluded from our view by the dense banks of clouds far below. The sun had already set upon our point of view, but was still shining brightly in the valley beneath the clouds—it was our first experience of seeing a beautiful sunset from above the fleecy clouds.

Meeting the First Robin Redbreast Seen in the District

Of our descent down out of the mountains through Santa Ana canyon in almost total darkness, I will not shock my readers with a hair-raising tale. Anyone who has ever been up or down Santa Ana canyon knows all about it, and when I tell them that we came down the length of that canyon at night, with only half a light from a sick storage battery, it is "nuf sed!"

As I have stated, the summit of the ridge is nearly 9,000 feet above sea level. The canyon is 42 miles long, and when one emerges into the valley at the bottom he is some 500 feet above sea level.

Our story of that 42 miles is one of a thousand hairbreadth escapes from instant destruction of coasting down bloodcurdling grades, around hairpin bends where we

Descending from the Rugged Top of the San Bernardino Mountains Into Picturesque Big Bear Valley; Note Sandy Roads

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turned completely around in the length of the machine on the edges of thousand-foot perpendicular walls. Once with Albea at the bars we slid sidewise around a curve, and to avoid going over the edge, charged the wall on the inside. We scraped along the rocks leaving a shower of sparks for nearly a hundred feet before we finally got squared up and onto the road again.

Several times we were tempted to stop and without food or blankets, and in spite of the cold, camp until daylight would enable us to make the descent with some degree of safety.

We banished the thought, however, and kept on, wondering if the canyon would ever end or if it just went on and down forever. Finally Albea began to wail, and pointing to a huge rock dimly silhouetted at the roadside solemnly declared that he knew we had passed that place eight times. I was almost inclined to believe him for we had gone 'round and 'round until all sense of geography and direction was cast to the four winds.

It was decidedly a pinched-in feeling when we at last found ourselves at the bottom of a gorge less than ten feet wide and with perpendicular walls towering a thousand feet straight above us.

Out of the Canyon at Last

"Great God from Buckhead!" declared Albea, "will we ever get out of this infernal hole?"

"There's an end to all things," I replied, "and surely this canyon can be no exception." The words were scarcely uttered when on rounding a sharp bend the end of the canyon burst into view—and far off on the horizon the lights of the city of Redlands twinkled like myriads of stars.

We were soon on boulevard once more, and with our headlight operating direct from the generator we toured along at top speed until just beyond San Bernardino our head lamp globe said us "Good night." We spent twenty minutes putting in the spare globe and toured twenty-five miles more at about 60 per, when away went our headlight globe again. No more spare globes—that settled our light for that night, so we slowed down to an easy pace, toured on into the darkness, and without any adventure more exciting than almost straightening out a curve in the road near San Dimas we reached Los Angeles just as the big clock in the Times tower tolled the hour of 3 a. m. and soon had our feet stretched out under a table at the club. A hot bath, a wink of sleep, a double ration of ham and eggs and we felt like gentlemen once more.

"Would you do it again?" someone asked as we were discussing the trip next day.

"Would we do it again?" echoed Albea with his head cocked sidewise and a mischevious, quizzical expression in his eyes.

"How about that, J. E.?" he asked, turning to me.

"You're on!" I replied, "about January, when the snow gets good and deep up in the Big Bear country!"

"But we won't go up Santa Ana canyon way, will we?" replied Albea.

"Not by a jugfull!" I replied; "and it'll be two machines with chains on both ends."

"Shake," said Albea, reaching out his hand.

We shook.

MICHIGAN PLANS HUGE RELIABILITY TRIAL

Grand Rapids Motorcycle Club Will Stage Mammoth Competition Next July

GRAND RAPIDS, Mich., Jan 4.—A Reliability Trial that will be of national importance has been definitely decided on by the contest committee of the Grand Rapids Motorcycle Club. The dates have been tentatively set for July 2, 3 and 4.

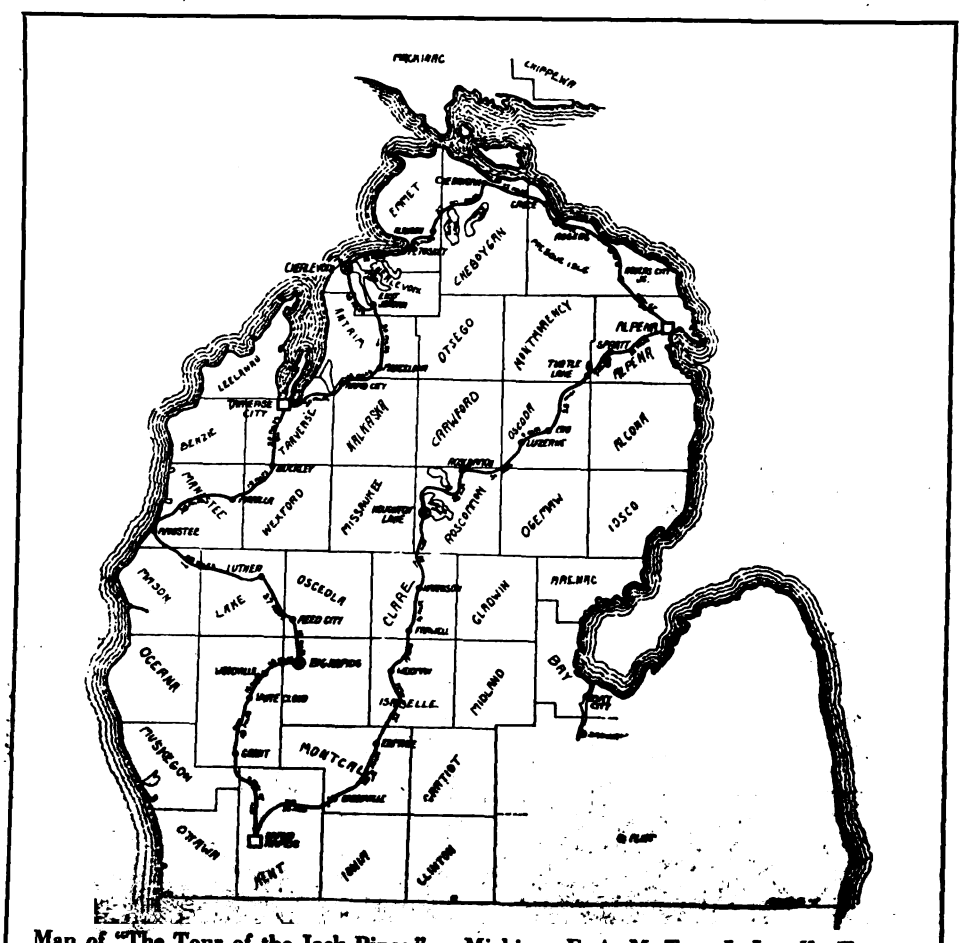
The committee has worked for several months on the plans, and it is with much enthusiasm that they launch their interesting project.

This contest is to be totally unlike any other that has ever been attempted. The objectionable features of other contests have been eliminated and many decidedly new and really feasible rules have been added that already stamp the venture with success. A system of rules and regulations will be used whereby there will be one winner and the victory will be a clean and decisive one.

The title of "National F. A. M. Road Champion" is to be conferred upon the winner in addition to the "Wilderness trophy," the principal honor and prize. A purse of about $400 is to be divided proportionately among the first four places. The contest, of course, will be held under F. A. M. sanction.

The chief object of the contest committee is to assemble and pit against one another in this event all the prominent riders and all the road riders of a more or less national reputation. The riders of the western desert country, it is especially hoped, will participate. Many of the famed competition riders in the east and Central States have already expressed themselves as being enthusiastically in favor of the project and many have also signified their intentions of taking part.

The accompanying map indicates the course which will probably be followed in this huge reliability trial. The dates set so far are not absolutely certain, a more definite announcement being promised by the committee later on. On the contest committee of the Grand Rapids M. C. are Chairman Tom Martin, F. A. M. Commissioner Hap Scherer, R. C. Chipman and R. E. Heth, Jr. The members of this committee will constitute the path finding party which expects to undertake its "expedition" the first two weeks in June. No time and expense will be spared, according to the committee, to make this trial an unprecedented success, and all contributory details are being thoroughly worked out.



Map of "The Tour of the Jack Pines," as Michigan F. A. M. Tour Is Locally Known. Territory Covered Is Upper Peninsula of State, and Run Is 690 Miles in All. Night Controls Are Shown by Squares, While Noon Stops Are Indicated by Crosses Within Circles.

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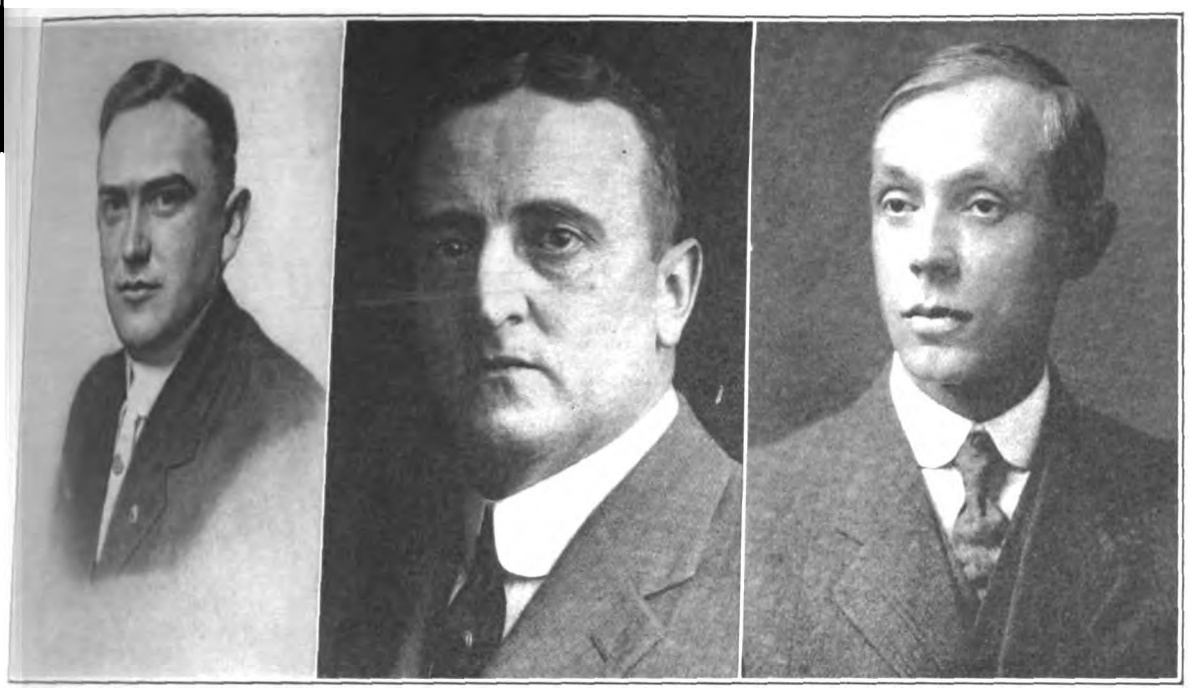
RECENTLY APPOINTED TO MANAGE FIRESTONE DISTRICTS



Left, E. W. BeSaw, In Charge of Western District; Center, Dan C. Swander, Who Will Supervise Affairs in the East; Right, N. B. Burwell, Caring for Southern Territory. All Will Make Their Headquarters at Firestone Plant in Akron, O.

EXHIBITS OF INTEREST TO MOTORCYCLISTS IN THE NEW YORK AUTOMOBILE SHOW—CONTINUED FROM PAGE 20

REGULAR AND TRIP VEEDER CYCLOMETERS SHOWN

VEEDER cyclometers for bicycles and motorcycles were effectively featured [illegible] of the Veeder Mfg. Co., of [illegible], the regular as well as the trip meters being shown, together with the motorcycle trip cyclometer and special [illegible] brackets, so that this instrument is available for all makes of machines. [illegible] demonstrating at this booth were C. J. Post, E. R. Smith and W. C.

TUBES AND TIRE GOODS AT VOORHEES BOOTH

[illegible] motorcycle tubes in sizes from [illegible] x 3 inches, in pure red rubber, [illegible] features of the display of the Voorhees Mfg. Co., of Jersey City, N. J. [illegible] includes tire reliners, patches, [illegible] and rubber mallets, the latter being very useful in the motorcycle line. Motorcycle inner sleeves and hookless tubes are shown in a variety of

MOTORCYCLE VULCANIZER IS ADAMSON FEATURE

VULCANIZERS for use on the road [illegible] the garage are featured at the [illegible] the Adamson Manufacturing Company of East Palestine, O. The [illegible] for motorcycle inner tubes, is a [illegible] instrument for use on the road [illegible] and weighs two pounds. Like [illegible] sizes, it comes in an outfit complete with repair gum, scissors, sandpaper and other materials essential to perfect vulcanization.

C. F. Adamson is in charge, with G. A. Steinhauser and J. C. Milsom as his aides.

VEEDOL LUBRICANTS FOR ALL MAKES OF MOTOR

LUBRICATION in its many forms with lubricants which are adapted to all attract attention at the stand of the Platt & Washburn Refining Company, of New York. The line, produced under the name of Veedol, includes motor oils, greases and soaps, the oils being in five weights for motors and two for gearsets and differential casings. The grease line includes gear compounds and cup greases. Boards showing the various oil tests and a lubrication chart occupy a considerable part of the exhibit.

P. N. Miller is in charge, assisted by H. A. Parsons and a corps of demonstrators.

PIEL EXHIBIT DISPLAYS LONG HORN MODELS

LONG HORNS in the model J-M are displayed at the stand of the G. Piel Co., Inc., of Long Island City, N. Y. in connection with a line of larger mechanical alarms for other motor vehicles. The J-M is shown in both all-black and in nickel and black finishes, with 4½-inch bell and positive-acting mechanism.

The Edward A. Cassidy Company, sales supervisors for the Piel firm, are in charge of the exhibit under the leadership of Mr. Cassidy. Assisting him are G. B. Gosman, R. G. Ames, W. F. Carry, John W. Klag and C. P. Brewster. The factory is represented by Arthur Piel.

MOSLER PLUG IN STONE AND MICA DISPLAYED

THE Mosler motorcycle plug in either stone or mica is the only product of interest to motorcyclists in the stand of A. R. Mosler & Co., Mt. Vernon, N. Y. These are built on the Mosler principle to withstand profuse oil without sooting or fouling, are gas tight and claimed not to short circuit.

Demonstrating at the booth are H. G. Wattenscheidt, O. H. Wachtel, J. W. Fisher, Wm. Liebling, A. R. Mosler and F. Eislie.

MANY NOZZLES IN MASTER CARBURETER

MASTER carbureters in both ¾ and one inch sizes for motorcycle use are shown at the stand of the Master Carbureter Corporation, of Detroit, Mich. This carbureter has fourteen nozzles in place of the one or two usually employed and regulates both air and gas by the movement of a barrel throttle with specially-formed ports in it. There are two screens in the fuel distribution line, so that clogging of the nozzles is impossible.

MONARCH PLUGS IN MICA AND WHITE CAP STYLES

MONARCH spark plugs in both mica and "White Cap" styles are shown at the extensive display of the Benford Manufacturing Company, at Mount Vernon, N. Y. The mica plug, which is probably the best known in the Monarch line, has a heavy mica core wound on a tapered rod, with mica washers over the core and

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pressed together under heavy power. The "White Cap" plug resembles the mica plug in construction with the exception of having a porcelain cap over the mica core in place of the mica washers. Both plugs are shown in ½-inch, metric and ⅞-inch sizes, on attractive boards.

E. M. Benford is in charge of the exhibit, assisted by John Craig, David Levin, William Meyer and Leland Craig.

IGNITION-LIGHTING GENERATOR AT BOSCH STAND

IN all probability the center of interest at the big Bosch exhibit is the new ignition-lighting generator for motorcycles, known as the G1EV. This apparatus is shown in connection with a storage battery and lamps, as well as with spark plugs. There are two distinct sets of magnets in the generator, so that should the lighting section be placed out of commission, ignition can continue uninterrupted. Models for the ignition of single, twin and four cylinder motorcycle motors are shown as well as spark plugs and the Bosch oiler.

Advertising Manager A. Bartsch is in charge of the exhibit, assisted by a corps of demonstrators.

FITZGERALD STAND SHOWS CLERO HORNS

AT the stand of the Fitzgerald Manufacturing Company, of Torrington, Conn., are displayed the Clero mechanical horns in models A, M and F, the first and third being for automobile service, while the M is the familiar motorcycle horn. These horns are noted for their clear and penetrating tone and for their lasting qualities under the hardest service. They are shown with brackets which can be fitted to any motorcycle without alterations.

J. F. Hutchison presides at the Clero exhibit.

SHALER SHOWS KITS FOR TIRE-MENDING

A SPECIAL kit for mending motorcycle tubes and casings appeared at the booth of the C. A. Shaler & Co., Waupun, Wis., the model being the same as the one shown earlier this season. Besides making practical every kind of tube repair, this kit has a curved surface to fit any sized tire. The work can be done while the tire in inflated on the wheel, as it is claimed that there is no soot, or exposed flame. Either gasoline or alcohol can be used in the generator.

BICYCLE LAMPS APPEAR AT ROSE BOOTH

ONLY one model of bicycle lamp was shown at the stand of the Rose Mfg. Co. of Philadelphia, Pa., though this concern makes several types for two-wheelers. It was announced by one of the company's officials at the show that the Rose bicycle lamps were now being used by the bicycle police of New York and also on all bicycles which are being shipped from Canada for war service.

In this booth, demonstrating the comprehensive line of the company, were H. C. Rosenbluth, R. R. Koslowsky and G. W. Voigt.

GROSSMAN FEATURES THE RED HEAD SPARK PLUG

RED HEAD spark plugs in both porcelain and mica styles, both separately and in sets are displayed at the stand of the Emil Grossman Mfg. Co., Inc., of Brooklyn, N. Y. The porcelain plugs are made in standard sizes: ⅞-inch A. L. A. M., ½-inch and metric, while the mica plugs are made in metric thread only. The latter have the widely-adopted circular terminal connection, such as is used on Indian motors.

R. R. Rosenquist, of the Greater New York sales staff, has for his assistants Harry Wedler, Alfred Greene and William Farren. Secretary L. M. Schwartz of the company is directing the exhibit.

GAS AND ELECTRIC LAMPS FOR VICTOR AUTO PARTS

ELECTRIC and acetylene lamps for motorcycle and automobile use are displayed in both black and nickel-plated finishes at the stand of the Victor Auto Parts Company, of Cincinnati, O. The motorcycle lines shown include head and tail lamps for both sources of light with brackets which enable them to be quickly fitted to any machine. The electric lamps can be used with either all-battery or generator and battery systems.

William Hughes and John Corcoran are at the Victor exhibit, assisted by a staff of demonstrators.

SEISS MECHANICAL HORNS FEATURE OF EXHIBIT

SEISS mechanical horns are naturally the feature at the exhibit of the Seiss Mfg. Company, of Toledo, O., the display including those for motorcycle, bicycle and automobile service. The parts which enter into these horns are attractively displayed on a board in full view of the visitor, and it is to be noted that the same parts are used for the motorcycle as for the automobile horns.

President George J. Seiss is in charge of the exhibit with H. B. Eyer, factory representative, assisting.

COPPER COATED PLUG NEW AT SHARP EXHIBIT

MANY models of Sharp spark plugs are on view where the Sharp Spark Plug Company, of Cleveland, O., has its headquarters. Of most interest to motorcyclists is the "Indian" model, with mica core and made in metric thread. The Kopper King plug, adaptable to motorcycle ignition, although primarily intended for automobile service, has a coating of copper on that portion which enters the cylinder, and is soot-proof, since carbon does not collect on that metal. Monel metal is used for the electrodes.

W. E. Hooker is in charge at the stand, with J. S. McKenny, Walter A. Koehler and G. E. Spalding as assistants.

3 TYPES OF SCHEBLER MOTORCYCLE CARBURETERS SHOWN

A TWO stroke carburetor, the special Indian outfit and the regular Schebler are on display in the booth of Wheeler & Schebler, of Indianapolis, Ind. Sectional parts of the carburetors are shown, making the demonstrating of their working easy to explain to the many visitors to this booth.

B. T. Briggs, sales manager of the company, is in charge, assisted by J. B. Funk, of the engineering department, D. F. Wheeler, of the sales department, K. C. Nicholas, of the New York branch, and H. D. Green of the Boston branch.

WHEN WEATHER IS MILD AND ROADS SMOOTH

In the upper picture is a scene near Valleyville, Conn., taken by Jas. W. Verbeck, Jr., of Ballston Spa, N. Y., during a recent 1,200 mile trip through New York, Vermont, Connecticut and Masaschusetts. The Verbeck outfit, with its many pennants is seen at the left, with the owner driving and Paul Schaeffer as passenger. It is a Harley-Davidson twin.

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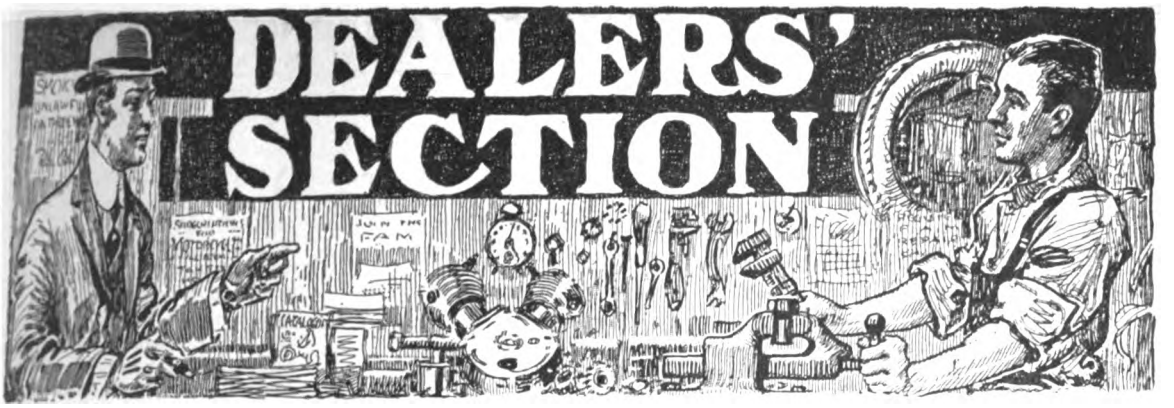
DEALERS' SECTION

NEW YEAR'S ACTIVITIES AT KLINE BROTHERS

L[illegible]SVILLE, Ky., Jan. 4.—Pete Kline, [illegible] Kline Brothers, Louisville Harley [illegible] voices the sentiment of the local [illegible] stating that he has made but one [illegible] Year's resolution, and that is, "Sell [illegible] motorcycles." The concern lost but [illegible] starting to put in practice this [illegible] and in fact began a sales cam[illegible] the close of the year, which re[illegible] The concern has delivered one [illegible] has one in stock, and is using [illegible] demonstrating. Seven ma[illegible] looked for future delivery, [illegible] of red hot prospects have [illegible] for Herb Kline to "pole in." [illegible] held its annual watch party on [illegible] eve, and invited all of its riders [illegible] and participate. The new [illegible] discussed, and various refresh[illegible]

NEW PULLMAN DISPLAYED

[illegible]NNATI, O., Jan. 3.—A new Pull[illegible] made by the Svensgaard plant, [illegible] at the Brendamour Sporting [illegible] store, attached to one of [illegible] motorcycles. It is of the [illegible] designed for that machine, and will [illegible] by the company this season. [illegible] and strength have attracted much [illegible] comment, and the Brendamour [illegible] expects to convert a great many for[illegible] riders to the pleasures of the side-

LAMBERT IN TACOMA

[illegible]COMA, Wash.—Jack Lambert, well [illegible] as an expert repairman and rider, [illegible] charge of the Harley-Davidson repair [illegible] under the management of W. P. [illegible] Lambert was formerly in Seattle, [illegible] for the Tremper firm and in the [illegible] Exchange.

HICKEY ENLARGES

[illegible]ALLUP, Wash.—A. B. Hickey, the [illegible] agent, in this city, has enlarged [illegible] and put in a new line of acces[illegible] He has taken on the Miami Power [illegible]

FEATURED MACKINAWS

[illegible]NNATI, O., Jan. 3.—The Remelin [illegible] which features with its line of [illegible] and bicycles a full line of ac[illegible] and equipment, made a decided [illegible] with a line of "Patrick" [illegible] and overcoats. The company secured the representation of the Patrick line, and devoted one of its windows to a display of the goods during the week before Christmas. The liberal advertising which has been devoted to the "bigger-than-the-weather" woolen clothing in this line helped materially.

DEALERS ARE HAPPY

TACOMA, Wash., Jan. 1.—Tacoma dealers have every reason to be happy, as business is considerably better than at this time last year. They have all received their 1916 demonstrators and shipments are promised in the near future; their prospect lists are growing steadily and the clear cold weather, after a long rainy month, are the reason for optimistic reports.

MINIATURE RIG ATTRACTS

LOS ANGELES, Cal.—One of the city's chief attractions is to be seen in front of Berry's Miami bike agency. It is a miniature Superior sidecar in Dutch blue coupled to a Miami Power Bicycle, and it is a big drawing card all the time. Berry got the rig up as an advertising feature, but there have been many inquiries as to getting similar outfits by family men in this city.

AMBLADE'S TRADE IS BRISK

TACOMA, Wash.—F. Amblade, who specializes in used machines, says that business has been exceptionally brisk on all makes. He is still in a field of his own in this city, other dealers disposing of used mounts as a side-line.

ASSISTING AT THE CYGNET REAR CAR BOOTH

NEW YORK, N. Y., Jan. 3.—Calvin Webber, manager of the motorcycle department of the New York Sporting Goods Company, Indian distributors for the metropolitan district, at 15 Warren street, is assisting Leadley Ogden, of the Cygnet Rear Car Company, at the latter's exhibit in the Automobile Show now on. Webber is aided by Irving Barnard, Wallace Stuart and other members of his department at the Grand Central Palace. The Sporting Goods Co. recently took the New York agency for the Rear Car.

HULT IS ON THE JUMP

PORTLAND, Ore.—D. D. Hult, of Ballou & Wright's motorcycle department, has been kept busy since the arrival of the Indian Powerplus twin, showing off its paces in traffic and also in climbing the Council Crest at 40 to 50 miles per hour. The Ballou & Wright wigwam is now anxiously awaiting a shipment of the red twins in order to satisfy the insistent demands of customers.

NOW HARLEY-DAVIDSON AGENT

MANCHESTER, N. H.—J. E. Forest has taken the agency for the Harley-Davidson for this city and vicinity. He was formerly representative for the Indian line of motorcycles.

Forest states that the boys are taking greater interest this season than ever before in the two-wheeler, and he is looking forward to a big year in motorcycles as a result.

How Wigwam Agent Clover Friedman Demonstrated Pulling Power of 1916 Power-Plus Indian in Toledo, O.—There Are Thirteen Men on the Bob-Sled

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DEALERS' SECTION

PRICE SCHEDULES ON USED MOTORCYCLES

NEW YORK, Jan. 3.—The question "What shall I ask for it?" as applied to the used motorcycle problem is answered in a manner that should interest every dealer in the first edition of "The Used Motorcycle Price Guide," which is now being distributed by the National Motorcycle Dealers' Information Bureau, 1482 Broadway, New York. Manager E. F. Hallock, of the Bureau, has gone a long way towards helping the motorcycle dealer to place his second-hand machine business on a profitable basis, and incidentally he has lined up a very creditable showing of advertising from trade leaders.

The prices quoted for used motorcycles are based upon the market averages throughout the country. Hundreds of dealers helped in the compilation of the book by furnishing data concerning the prices they allow on used machines and the selling rates they adhere to when they dispose of the machine again. In other words, everything possible has been done to work out the price schedules on hard facts, and to eliminate guesswork as far as possible. The price tables begin with 1909 machines and run through to used motorcycles of the 1915 models.

An application to Manager Hallock, National Motorcycle Dealers' Information Bureau, 1482 Broadway, New York, will bring a copy of the book.

TAKES ON DAYTON

GARY, Ind.—M. Hirschberg, otherwise known as "Motorcycle Mike," has taken on the Dayton Motor Bicycle for 1916 for this city. He handles the Harley-Davidson also.

ZIMBRICH IS SCHICKEL DISTRIBUTOR

ROCHESTER, N. Y., Jan. 3.—Frank Albert, traveling representative of the Schickel Motorcycle Company, of Stamford, Conn., is now covering western New York and reports a brisk business in the Empire State. He has just closed a contract with A. M. Zimbrich, Rochester, as distributor for the Schickel lightweight for Central New York. Zimbrich will immediately launch a strenuous sales campaign.

TAKES CYCLEMOTOR AGENCY

DETROIT, Mich.—F. H. Clum, of the Harry Svensgaard Sales Corporation, Excelsior representative, announces that the firm has taken the agency for the Cyclemotor, with territory including all of Michigan and Cleveland, O. He states that a number of novel advertising stunts will be started after January 1.

Clum says that 1915 was a splendid year for Pullman sidecars and that 1916 prospects are great. During the past year inquiries for sidecars came from Europe, excepting from the nations at war, of course.

WERNER MAKES ADDITION

PASSAIC, N. J.—Joseph B. Werner, local Harley-Davidson dealer, has made extensive alterations to his establishment at 532 Main street, adding 40 per cent. more floor space. He has had a large show window fitted as part of the improvement.

The interior has been redecorated, also. Werner has three 1916 machines aready on the road and is planning for another for the spring rush, as all industries in Passaic are working full time and the boys are eager to ride.

DEALERS STUDY SALESMANSHIP

BUFFALO, N. Y., Dec. 31.—Neal, Clark & Neal, the Bison City Indian Agents are aiming for greater sales efficiency. All the members of the firm and the sales staff come together once a week to study salesmanship under a trained instructor from the Sheldon School of Salesmanship. The class is conducted along practical lines, and is being especially adapted to the motorcycle business.

Where Excelsiors Have Their Home in York, Neb.: Agency of Gus Gocke, Considered a Model Motorcycle and Bicycle Establishment in the Middle West

NEEDS MORE BOOSTING, SAYS MANAGER PURINTON

DETROIT, Mich.—"More competition, which means more dealers handling motorcycles, would be a great stimulant to this industry," says H. D. Purinton, of the W. E. Metzger Company, Indian agent at 501 Woodward avenue, this city. "Our talking machine business was tremendous this past year, by reason of the national publicity and the fact that every dealer was a booster for some other dealer.

"What the motorcycle industry needs is some national publicity and more dealers. There are not enough dealers talking motorcycles. The motorcycle has never been put before the public properly. There are probably fewer firms selling motorcycles than any other product, and this should not be the case at all.

"The motorcycle business needs more boosting, is the long and short of it. There are still people who look upon the motorcycle as a novelty."

BIGLER HAS DAYTON

GOSHEN, Ind.—Dayton Motor bicycles and motorcycles will be represented in Elkhart County during 1916 by Lawrence Bigler, of this city.

THORS HAVE ARRIVED

NEWARK, N. J.—William R. Spear, Thor representative, has received his long-awaited 1916 models, and his store has been thronged with old as well as prospective motorcyclists for a peek at the new ones. The lightness of the big "12" and the ease with which it can be got on and off the stand are big talking points, and Spear has already booked orders on these features alone.

RUMSEY ON SICK LIST

DETROIT, Mich.—W. D. Rumsey, traveler for the Harry Svensgaard Sales Corporation, makers of Pullman sidecars, has been confined to his bed with neuralgia since December 23, but is expected to be around soon. He recently returned from an extended Eastern trip in the interests of the Pullman sidecar and his order books were well filled.

CLARKE SIGNS UP

LA PORTE, Ind.—Fred W. Clarke, of this city, has just closed with the Davis Sewing Machine Company, of Dayton, O., for the 1916 representation for the Dayton Motor Bicycle in this section.

ARCHER BACK ON JOB

KANSAS CITY, Mo.—Frank Archer, head of the mechanical department of the local wigwam, of which Charles Hanson is chieftain, recently returned from a trip to his home in Manhattan, Kas. He states that the roads were very rough by reason of the freezing weather then in force.

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DEALERS' SECTION

DISTRIBUTING THE HARLEY-DAVIDSON MODELS

[illegible]ESTER, N. Y.—The Wagner-[illegible]mpany, Inc., of 119 Main street, [illegible] distributing the Harley-Davidson [illegible] season, having purchased the [illegible] business of Ward Fisher, former [illegible] that make, a short time ago. The [illegible] agency held by this firm has been [illegible]

[illegible] Wagner-Dolph Company, Inc., has [illegible] in Canandaigua, N. Y., in addi-[illegible] its headquarters in this city. A [illegible] cycles and accessories for both [illegible] and bicycles is also carried.

GREATER INTEREST NEEDED, SAYS THIS DEALER

D[illegible]OIT Mich—"The formation of [illegible] clubs in every city, large or [illegible] formation of state associations [illegible] and local associations where cities [illegible] enough, are big things in the de-[illegible] of the motorcycle industry," said [illegible]ndersee, Harley-Davidson dealer, [illegible] on 129 Gratiot avenue. "We [illegible] the new year with more inter-[illegible] the game. We could sell hundreds [illegible] bikes—all the dealers could—*if* [illegible] create more interest and confidence [illegible] cycle.

[illegible] cycle today is that not enough [illegible] the *motorcycle* seriously. We [illegible] a nice business, ourselves, but we [illegible] more if greater interest was [illegible]

LIBERAL TIME PAYMENTS

[illegible]VILLE, Ky., Jan. 4.—Easy terms [illegible] inaugurated by the Dayton Motorcycle [illegible] now in an effort to get new [illegible]. The company has placed a [illegible] board in the window which [illegible]

[illegible] cycle in our stock may be pur-[illegible] terms with no other security [illegible] their note. You need no en-[illegible] Nor are you required to be a real [illegible] If you have a job and want [illegible] walk in and ask us about it." [illegible] in good condition, is shown [illegible] at $100.

USES R-S VAN

[illegible]L, Ky., Jan. 4.—R. L. Davis, [illegible] Pope agent, is using a 1915 [illegible] for making deliveries of [illegible] hardware, bicycles, supplies, [illegible] handled by the popular [illegible]

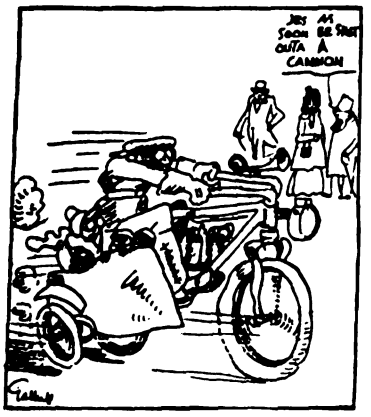
MOTOR TIRE AGENCY

[illegible]dke Tire & Rubber Co., of [illegible] obtained the agency in this [illegible] the Victor Rubber Company's [illegible]

GET ON THE JOB AND SEE THAT THE NEWSPAPERS IN YOUR TOWN RESPECT THE MOTORCYCLE

MOTORCYCLE dealers the country over owe it to themselves and to the industry to discourage by every legitimate means the publication of such drawings as the one reproduced herewith. This allegedly funny sketch appeared in a recent number of the Louisville (Ky.) *Times*, accompanied by equally objectionable text.

The menace in such funnyisms lies in the fact that emphasis is invariably placed upon



those features which, in the early days of motorcycling, were real drawbacks to the industry. Having been fully overcome by the manufacturers, those early drawbacks have no place in the motorcycle field of today, and every item or picture which calls them to mind again helps to create a false impression concerning the modern motorcycle. The comic artist who made a drawing of the first motor car with all its preposterous flap-doodle fittings would not win a laugh in these days, because, whatever its beginning may have been, the automobile has justified itself. The same is true of the motorcycle.

The first motor car was something of a joke, but it is no longer regarded in that light, even by newspaper humorists. The early motorcycle was noisy, clumsy and not always safe, but it has progressed just as rapidly as the automobile. In short, the motorcycle has earned its right to fair judgment. It has admirably lived down its early shortcomings and is entitled to fair treatment from the newspapers.

The publication of such a sketch as the one accompanying is certain to hurt sales indirectly because in its cheap way it appears to confirm the fantastic views still held by some non-riders. It behooves the motorcycle dealer therefore to demand fairness from his local newspaper. Editors are human, despite considerable evidence to the contrary, and if it is explained to them that a picture is likely to injure a legitimate business they will be willing to aim their comic artists in another direction.

HOW CUSTOMERS ARE LOST TO THE DEALER

AS an example of how *not* to handle a prospect, the following conversation overheard last week at a Brooklyn, N. Y., motorcycle agency, is an excellent one.

(The Dealer is standing in the doorway as the Prospective Purchaser enters.)

Prospective Purchaser—"Would you please tell me what magneto the ——— machine is using this year?"

Dealer—"There's the machine over there; go look at it."

(Prospective Purchaser walks over and inspects machine, from a distance, as it is in the window.)

Prospective Purchaser—"Why don't the ——— people use the ——— magneto? Is this make of magneto perfectly satisfactory?"

Dealer—"I don't know; that's what they're putting on 'em. I guess it's all right."

(Dealer then steers Prospective Purchaser away from the 1916 mount and leads him to the rear of the store, saying:)

"Now here's a fine bargain for you, a 1915 ———. That's *some* machine. I'll sell that for $140 and it's a real bargain."

Prospective Purchaser—"Very likely; but I am not interested in a second-hand machine, or in that particular make. I *am* thinking very seriously of purchasing one of the make we are discussing. How are the new models performing on the road?"

Dealer—"Oh, they're a pretty good machine, all right. Here's one that a fellow ran into a trolley car with. (It looked it, too.) But if they don't know how to ride 'em and smash 'em up, that's their affair, not ours. It's his machine; he can do what he likes with it."

(Prospective Purchaser escapes, with Dealer calling after him: "Come in any time you're ready to buy.")

SUTCLIFFES TO MOVE

LOUISVILLE, Ky., Jan. 4.—The Sutcliffe Company's bicycle repair shop will probably get a more lively rush in the near future as the Western Union Telegraph Co. will shortly occupy a new building at Fourth and Market streets or just a half square from the bicycle and sporting goods house. At present the concern is some squares away.

TO REPAIR TIRES

ALLIANCE, Ohio.—The Alliance Tire & Repair Co. has been incorporated with a capital of $10,000 to deal in and repair automobile and motorcycle tires. The incorporators are: T. Galensky, W. C. Daniels, H. C. Newman, F. W. Zumkehr, and J. F. Coulter.

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TENDENCIES FOR 1916 IN BRITISH MODELS

Countershaft Gearsets With Chain or Combination Drive Prevalent—Lightweights Are Numerous

By OLD RAMBLER

LONDON, England.—With the advent of the new year it is appropriate that a general survey of motorcycle innovations for 1916 be made. First, hub-located gears are dying out and countershaft sets are usurping their place in popular favor. The drive is either by chain or chain-cum-belt. One cannot help reflecting how some of the critics who used to condemn chain drive stand now confounded. There was a day when those of us who extolled chain drive wrote or spoke as with the voice of one crying in the wilderness. However, we can all afford to forget that. Even the troubles with belts are greatly eliminated by the use of large engine pulleys.

Lightweights are being fitted with handlebar-controlled clutches, a big improvement on the foot-controlled clutches. These light models, and the still more featherweight motocyclettes are going to have a big vogue; in fact, the two-stroke lightweight promises to be one of the most successful propositions of the season.

Fewer T. T. Models

As so many of our sporting young men are on war duty, there are not so many enquiries about for T. T. (Tourist Trophy) racing models, nor for single-geared mounts of any sort, as there will be after the war. The standard type of motorcycle for the average rider has for a long time been the 3 1-2 horsepower, but it does not dominate the present demand quite as much, for solo riders are finding the 2 1-2 horsepower and other lightweights wonderfully good for individual travelling and are wanting 5, 6, 7 or 8 horsepower engines to give the extra or reserve power that is desirable for sidecars.

American makers and riders will be flattered at the news that more attention is being paid over here to springing. The Indian probably set the fashion; the Pope, P. V., and A. B. C. have catered well in that direction, also, and amongst well-known British makes with good springs for 1916 are the Matchless, the Douglas and the Royal Ruby. It is wonderful what a big name the last mentioned machine has made since it came into the market. The works are amongst the first in the trade, a credit to the city of Manchester and to the head of the firm—Mr. George E. Rigby. The Matchless is springing by coils, while the others employ leaf springs.

A Big Sunbeam

The Sunbeam stable is to have a big brother in 1916, in the form of an 8 horsepower machine. It is classified as a de luxe model, specially serviceable for the sidecar users. It should be capable of carrying a thumping big passenger and plenty of luggage with that power, for the existent Sunbeams are already famous for their weight-pulling and hill-climbing potentialities. The Sunbeam with "the little oil-bath" is a mount beyond reproach, and if it could be delivered amongst the Britishers in the Far West of America it would be nearly priceless, for one gathers that the boys who follow the lone life out there prefer mounts with plenty of power, even for solo work. This monster Sunbeam will have the M. A. G. engine and will be fitted with three or four speeds, so that it will be equal to hot work on level roads and to tackle practically anything in the way of hills.

There isn't really a great deal of startling news from the factories just now, for everyone is greeted with the familiar words: "We're busy on munitions." The motorcycle factories, like those which turn out cars and bicycles—or should turn them out, war permitting—have done magnificent service to the Allies in the way of shell-making, etc., even at the sacrifice of trade. However, we are all hoping to recover whatever has been missed in the way of orders, bye and bye.

The Dreadnaught Lightweights

Meanwhile, W. A. Lloyd's, of Birmingham, announce what they are offering in the way of lightweights for 1916, and the reason the firm give for fitting two-stroke engines to all three models is put simply: "We think there is no question that for lightweights a two-stroke is absolutely *the* engine. Its handling is so very easy and its power (especially for hill-climbing) very great." Model B Dreadnaught with single-gear is listed at £30 10s., or about $153, and with Albion two-speed gear at £36 15s., or $184. Model C is listed at only a few dollars more and it is an interesting proposition, for it is a lady's machine.

It is, generally speaking, an adaptation of the A model, but instead of the top tube being bent but slightly to join the saddle pillar lug it falls well down the seat-pillar tube, thus providing a fair lot of room for the lady's dress. But she will have to wear a fairly short skirt or, peradventure, a divided skirt. The makers have got over the gasoline tank problem by making it wider and shorter than in the men's model.

At the Scott Works

I was at the Scott works in the North of England the other day; the place where the great racing machines and men come from. Adjoining the factory, which is situated in a nice bit of country, is a private speed track. The 1916 machines are to be pretty much on the lines intended for 1915, during which year it has been impossible to cater for ordinary trade owing to war calls. W. Tunstall, the manager, did tell me, however, that some new minor details will be incorporated. The radiator, for the Scott is water-cooled, will be made larger and otherwise altered; a sight-feed lubricator is to be fitted and in a few other points there will be deviations.

I was shown a grim reminder of the war, viz., the foot-pedals with their connecting rod and part of a brake rod. These are all that remained of a man and a Douglas motorcycle when a German shell had done its work. Not a vestige of aught else was to be found. They were brought back by a military motorcyclist who has done brave things and handed them into the care and keeping of the Scott manager.

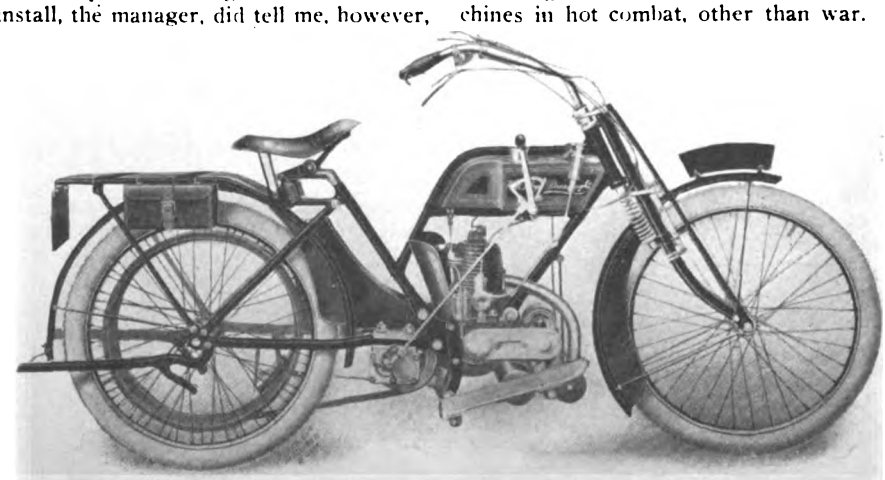
One Spoke Remained

By contrast, I know a captain in the Scottish regiment who also does a lot of cycling and motorcycling at the Front. He was riding in the danger zone when he heard the ominous shriek of a shell on the way. He dropped from his machine and ran to what he considered a safe shelter. The shell came, made the usual row and big hole in the ground, and all that the captain could find of his beloved machine was one spoke and part of the saddle.

British and Allies all tell me one tale about the motorcycles and their riders at the Front—that they figure in some of the most hazardous and responsible work. In days to come, one may be allowed to give some details.

Sport and War

It's a wonderful thing to note how closely linked with motorcycle sport is the daring and risky work of our motor men in France and Belgium, not to mention the other Fronts. Many of those who have earned fame for their reckless cornering in the Isle of Man and other racing grounds over here have employed their sensational skill to the country's advantage. And then sapient people growl sometimes about the folly and uselessness of speed contests! Anyway, the men are showing that fierce sport breeds great warriors, just as we know that races are the breath of life to motorcycle designers. Speed the day when we may once again be thrilled by the young bloods who know how to get the last ounce out of their machines in hot combat, other than war.



Model C Dreadnaught Lightweight for Ladies' Use, Made by Lloyd's. It Is Fitted with 2½ Horsepower Two-Stroke Motor and Two-Speed Gear

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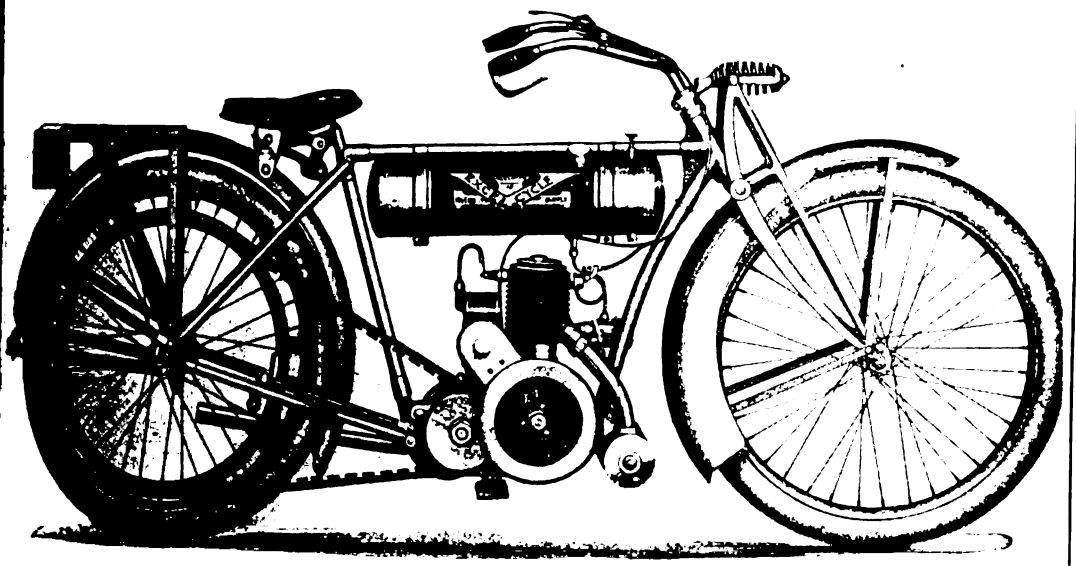
X Lightweight

UP TO OUR EXPECTATIONS



We have assured EXCELSIOR dealers that the EXCELSIOR LIGHTWEIGHT would make the biggest hit in motorcycle history.

Demonstrators are now being shipped all over the United States and, like all EXCELSIORS,

"ARE MAKING GOOD"

The following telegram is one of many, all telling the same story:

Philadelphia, Pa., Dec. 31, 1915.

"Excelsior Motor Mfg. & Sup. Co.,
Chicago, Illinois.

Baby "X" just arrived and the boys are wild about it. A sure winner. When can we expect carload shipments?

HAVERFORD CYCLE COMPANY,
Per Max Sladkin."

The EXCELSIOR LIGHTWEIGHT will add to the ranks of motorcycle riders an entirely new class including Business and Professional men, Students and thousands of others who appreciate the value of Economical, Clean and Convenient personal transportation.

Any dealer not in right for 1916 had better

GET BUSY NOW

We have some open territory and there will be no delay in deliveries on LIGHTWEIGHTS or any other models of the

"GOOD OLD 'X'"

Do it now

Excelsior Motor Mfg. & Supply Company

Office and Factory, 3703 Cortland Street, Chicago

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Of a Personal Flavor

Tom Wilkinson has been selected as manager of the San Francisco branch of the United States Tire Co., New York City. He succeeds W. R. Rigdon, who goes to the Boston branch. Wilkinson has been with the United States Tire forces for five years, and is well known on the Pacific Coast.

L. L. Banford, who has been in charge of the Indianapolis (Ind.) branch of the Stewart-Warner Speedometer Corporation, has been transferred to the home office in Chicago. He will work in the Eastern territory as special salesman.

Charles Johnson, who has been dangerously ill in Detroit with pneumonia, is recovering. He was recently appointed factory equipment manager of the Lovell-McConnell Manufacturing Co., Newark, N. J.

J. C. Rader, formerly assistant to J. P. Patterson, manager of the St. Louis branch of the Firestone Tire and Rubber Co., has been appointed general manager of the Auto Tire Sales Co., of St. Louis, succeeding Edward F. Bartling. The latter resigned to become associated with the Gibbs Brown Oil Co., of St. Louis.

Joseph E. Mayl is now manager of the branch in Memphis, Tenn., of the Firestone Tire & Rubber Co., Akron, O. He was for five years on the sales force of the St. Louis branch of the company.

Louisville, Ky., Jan. 4.—A. W. Ellis, manager of the local branch of the Goodyear Tire & Rubber Company, has returned from Liberty, Ind., where he spent the holidays with relatives. Business is exceptionally good with the Louisville branch for this season of the year.

Stanley Wilson, secretary of the D. P. Harris Hardware Co., has just returned to New York after a trip through the Middle West. He states that business has been especially fine in this territory, and in particular as regards Rollfast tires. He looks forward to a most prosperous 1916 season all over the industry.

F. A. M. STATUS IN LOUISVILLE

LOUISVILLE, Ky., Jan. 4.—Riders and former members of the Federation of American Motorcyclists in this district have received literature from Secretary G. B. Gibson, of Westboro, Mass., enclosing a message from A. B. Coffman, president of the organization. Kentucky at present is very poorly organized and has neither F. A. M. Attorney or Supervisor. Henry Pardon, at Owensboro, Ky., has been working hard to organize the riders in the Western section of the state, and has been very successful. In fact it has been suggested that Pardon would make an excellent supervisor for Kentucky. Frank Barkhouse, secretary of the Owensboro Motorcycle Club, has also been active in the movement.

AMERICAN MOTORCYCLES IN NATAL

Consul William W. Masterson, writing from his post at Durban, Natal, Union of So. Africa, says of the motorcycle in his territory: "The motorcycle is the most popular vehicle in Durban. A larger number of them are now seen on the streets than of motor cars, or even bicycles. Their popularity is enhanced by the sidecar.

"An excellent opportunity is offered for American manufacturers of motorcycles to establish agencies in Natal. About the first of the year an American firm of motorcycle manufacturers established an agency in Durban, and since that time, by advertising in the papers, by hustle, and by reasonable prices, it has succeeded in establishing a remarkably successful trade, until now fully half the motorcycles seen on the streets are of this company's manufacture.

"The agent has informed this consulate that another shipment, consisting of 120 machines, will arrive this month, and that at this time 100 have been delivered and paid for."

SURPRISING EXPORT FIGURES FOR A SINGLE WEEK

EXPORTS from this country during the week ending December 18, totalled in value more than $95,000,000.

A total trade of a half billion dollars in the month and five billion dollars in the year, with exports comprising two-thirds of the whole, is the unparalleled record of American commerce in November and the twelve months ending with November. Figures made public by the Bureau of Foreign and Domestic Commerce, of the Department of Commerce, show that November imports were valued at $165,000,000, as against $126,000,000 in 1914, and that they exceeded by $11,000,000 the former November record in 1912. It will be surprising to many to learn from the above figures that not only our exports, but also our imports, attained record-breaking figures last month.

The export total for November was $331,000,000 as against $328,000,000 in October, as compared with $205,000,000 in November last year and $278,000,000 in November, 1912, the former record.

WANT AN AMERICAN TWO-STROKE

Under date of December 16, the Sidecar Company, of 895 Fulham Road, London, S. W., England, advises the publishers of this journal that their company is very desirous of introducing an American two-stroke motorcycle. Manufacturers who are not already fully represented in England may find it to their advantage to communicate with this concern.

EXEMPTION IN PARAGUAY

A law enacted November 8, 1915, provides that unused motor vehicles, together with accessories and spare parts, shall be exempt from import duty in Paraguay for a period of two years from that date. The suspended duty on motor vehicles imported into Paraguay amounts to 62 per cent. ad valorum,

SPECIALIZES IN PARTS FOR ALL MAKES OF MACHINE

T. E. Berry, of Los Angeles, Cal., and His Shop, Where Riders Can Get Spares Right to Hand. Berry's Stock Includes Whole Power Plants Also

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SUPPLEMENT TO MOTOR CYCLE ILLUSTRATED

BICYCLING WORLD

FOUNDED 1877

ALL THE BICYCLE NEWS EVERY WEEK

JANUARY 6, 1916

A Belgian Cycle Corps Repairing Machines on Road to Ostend

THE GUARANTEE AS A SELLING FEATURE—By G. D. Crain, Jr.

SECOND INSTALLMENT OF KRAMER'S LIFE STORY

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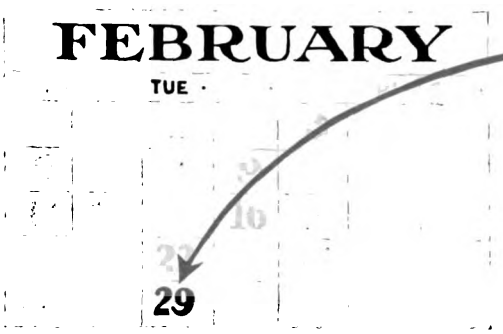
We'll help you in the big boost now being made

—*for a* Million Bicycles in 1916

Since our announcement, made a week ago, this campaign has received the enthusiastic support of hundreds of Dealers and Jobbers in all parts of the country. There's one extra day this year and that day—



Will be Bicycle Day

Let every Dealer and Jobber in the land unite in the move for a bigger, better bicycle business—***for a Million Bicyles in 1916.***

We're out to help you do it—

May we co-operate with you?

We have a plan that's bound to succeed. It will create enthusiasm for the bicycle in your city and bring customers to your store. It will sell bicycles for you. ***Write us to-day.***

The New Departure The Brake That Brought The Bike Back

The New Departure Mfg. Co.

Bristol, Conn., U. S. A.

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The Bicycling World
DEPARTMENT OF MOTOR CYCLE ILLUSTRATED
"ALL THE BICYCLE NEWS EVERY WEEK"

THE GUARANTEE AS A SELLING FEATURE

Two Sides to the Proposition of "Playing Up" the Promise to Make Good All Defects

By G. D. CRAIN, Jr.

[illegible] article the advisability of [illegible] after high-grade business when- [illegible] was discussed. In this con- [illegible] use of the guarantee, in an [illegible] and well-defined way, may be [illegible] in view of the fact that [illegible] grade bicycles are guaranteed [illegible] manufacturers for five years, as [illegible] one year on cheaper wheels.

Advertising the Guarantee

[illegible] the general question of ad- [illegible] guarantee is not one that can [illegible] off-hand, nor is all the argu- [illegible] of the affirmative. In fact, [illegible] are strongly opposed to [illegible] phase of the situation in any [illegible] to handle each case on its [illegible] may arise.

[illegible] may be compared with a [illegible] or, more accurately, an [illegible]. The guarantor is issuing [illegible] covering the bicycle and its [illegible] under conditions as stated; [illegible] he is assuming a liability. [illegible] he has given formal [illegible] he will make good, and it [illegible] do so.

[illegible] as a broad-gauge and [illegible] dealer, he must do that [illegible] customer comes back with [illegible] part, due not to the fault of the owner but to a defect in the material, it is good business to go ahead and replace it, irrespective of whether the time limit exactly covered the period in which the breakage occurred. As a matter of good-will protection, this is essential; at the same time, it is an advantage to be able to settle the question on its merits—and the customer is more likely to appreciate good treatment then than if his attention had been called to all of the features of the formal guarantee at the time of the purchase of the wheel.

The dealer's assurance that a machine is up to the mark and that he will stand back of it always impresses a customer.

"We do not believe in stressing the guarantee," said a successful bicycle dealer recently. "We carry all grades of bicycles, some of them the very best, and guaranteed by the manufacturer for five years, and some cheaper models which are covered for only one year. Now, as merchants, we are standing back of all these wheels. We take the ground that anything we sell is worth the money paid for it; in short, that it is good merchandise. Hence, we let our customers know, as a general proposition, that they will be taken care of in connection with any defects in the bicycles which they purchase, without making a point of calling their attention to it.

A Conservative View

"Even on the bicycles which carry the long-term guarantee, we do not issue it unless it is asked for. We prefer to have the customer rely on our reputation for fair and square dealing, in case there is occasion to deal with anything in the nature of a breakage. This is possibly a conservative view of the situation, but it is one that we have found most satisfactory."

The chief point brought out in this con-

ARE YOU GETTING OUT OF THE RUT?

"BICYCLE DAY"—February 29—will be what you make it, Mr. Dealer. Success or failure will depend largely on you.

It is not entirely up to the manufacturers to help the dealers—the dealers can help each other. How?

If you are making use of effective selling ideas, if you've got a strong window display, if you are using sales-making advertising copy or circular letters—

Pass the good word along! Tell the bicycle editor of Motor Cycle Illustrated what you are doing to get out of the rut—don't bother about the literary part, we'll attend to that. Your ideas and the photos you send in will be printed in these columns.

Start the ball rolling toward the goal: ONE MILLION BICYCLES IN 1916!

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A BUSY BICYCLE ESTABLISHMENT IN WICHITA, KANS.

Interior of the Hamilton Bicycle Shop, Owned by C. B. T. Hamilton

nection, it will be observed, is that the dealer quoted wants the customer to look to him and not to the manufacturer for adjustments of complaints. If he were to feature the guarantee, it would be necessary to point out, in the case of each individual sale, just the peculiarities of the special guarantee placed on it. In some cases the guarantee is broad and covers all features; in others, the manufacturer guarantees only those portions of the wheel which are of his own make. There are so many minor differences in individual guarantees, as a matter of fact, that it is impossible for the merchant to make a composite guarantee that he can announce on his own responsibility.

When to Advertise

This being the case, it is hardly worth while to advertise the guarantee, since it cannot be applied to the entire stock. Of course, if the dealer is handling one line exclusively, on which a uniform guarantee applies, this plan might work out, but in the case of the average member of the trade, it would not be a practicable stunt. Reasoning along this line, it appears as if the general proposition of keeping the guarantee in the background, until it is necessary to bring it forward into the light for examination in reference to any particular breakage, is to be favored.

When the customer is given a guarantee, at the time of the purchase of the wheel, he is put immediately in touch with the manufacturer, since it is the latter, and not the merchant, who is taking the responsibility. In the event of a breakage, the customer may take the matter up direct with the maker; and at long distance it is often difficult to get satisfactory adjustments, owing to failure to state all the facts or to make the circumstances plain. This may lead to irritation or dissatisfaction on the part of the customer; and in that event the merchant gets the reaction, since the owner is always inclined to blame the dealer if he doesn't get all that he feels is coming to him.

Customers Come to Him

"We encourage our customers to come to us with their troubles," said another bicycle man, who is a veteran in the business. "If they have a claim for breakage or defective parts, we represent them in their dealings with the manufacturer. We are usually able to get a satisfactory settlement, and are always in favor of a liberal interpretation of the guarantee, with the end in view of making the customer realize that we are working for his interest. It is, of course, for the good of the maker of the bicycle and ourselves that the user be satisfied, and go away boosting instead of knocking; and the best way to insure that is to handle all adjustments ourselves, and not risk having the customer take the matter up with the factory on his own account. There is too much danger of trouble arising from some misunderstanding which we would have been able to dispose of without difficulty."

Taking Advantage of the Guarantee

A point in connection with the guarantee is that it suggests several ideas in the mind of the purchaser. One is that since the bicycle is guaranteed for a given time, it doesn't make any difference what happens to it—a broken part will always be replaced. In certain cases this may encourage rough usage, if not actual abuse, and may lead to claims being presented that would not have been made otherwise.

A hardware man, who is likewise a big bicycle retailer, told how this worked out in some of his other lines.

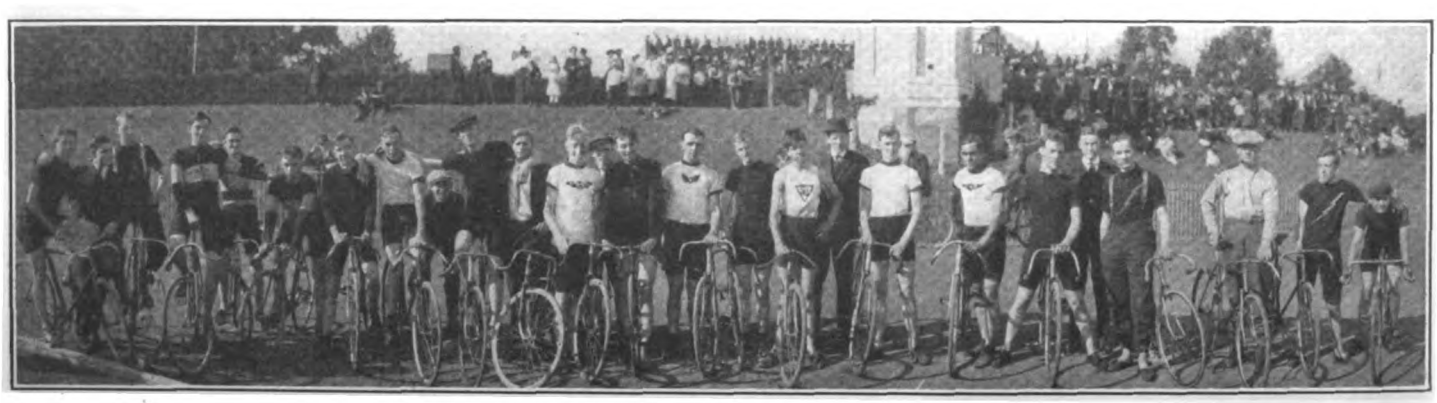
"We formerly guaranteed pocket-knives," he said, "but we began getting so many come-backs that we found it necessary, after correspondence with the manufacturers, to remove the guarantee. It turned out that a great many people who bought knives which were prominently guaranteed promptly went out of their way to test them under conditions which made breakages inevitable, and calls for replacement under the promise made in the guarantee became all too frequent. We know that bicycles are sturdy and will stand a lot of rough handling, but reasoning from our experience in the other line, we have decided not to put the loud pedal on guarantees in our advertising or selling."

Not Likely to Have Complaint

The point brought out there is worth noticing, too, namely, that a bicycle of any dependable make is so well manufactured that the dealer is not likely to have many complaints regarding the service which it gives. That being the case, there is not much reason to feature the guarantee, from the standpoint of meeting any public demand. Owners of bicycles seldom have cause to complain that their mounts did not hold up long enough, and consequently when a man or boy buys a wheel he does so without any expectation of having to ask for a replacement of any part within a reasonable period. To make a guarantee is to assume a liability, as pointed out above; and while under the plan of con-

(*Continued on page* 48.)

A CLUB THAT IS DEVELOPING SOME OF THE BEST SPEED MERCHANTS IN AMERICA



A Lineup of the Members of the New Century Wheelmen of San Francisco, Cal., Before a Recent Bicycle Meet

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BELGIAN "REFUGEE" SKIDS TO VICTORY IN CHICAGO CLASSIC

Peter Himschoot Wins the 24th Annual Grind of the Two-Fifty Cycling Club; Anderson is Second; 13 Riders, Out of 40 Entries, Turn Out and Ride in a Steady Downpour of Rain

By BEAU

Start of the Chicago New Year's Day Race Held Under the Auspices of the Two-Fifty Cycling Club

C[illegible]ll., Jan 4.—Peter Himschoot, [illegible] Belgian-American Athletic Club, [illegible] in the Pullman bicycle race [illegible] here on New Year's Day [illegible] Cycling Club in a down- [illegible] It was only by wonderful [illegible] he sailed across the tape first [illegible] the title of chief scorcher. [illegible], competing unattached, re- [illegible] place.

Time 30:00 2-5 Distance 22 Miles

[illegible]'s time was 30:00 2-5, which [illegible] of a second better than [illegible] by Anderson. The distance [illegible] miles, and the going was ren- [illegible] the mud and slippery pave-

[illegible] forty-two entries, but due [illegible] other only thirteen men faced [illegible] Out of this field ten completed [illegible]

[illegible] collapsed at the finish [illegible] carried to shelter. The grind [illegible] the most gruelling ever wit- [illegible] Chicago fans, for the contest- [illegible] pedal over icy pavements, ford [illegible] of rain water, and ride in a [illegible] of the riders from seeing [illegible]

24th Annual Race

[illegible] of this the time for the 1916 [illegible] minutes better than the figures [illegible] year. The race was the 24th an- [illegible] New Year's event of the Two-Fifty [illegible] members are admitted only [illegible] by riding a mile in 2:50.

[illegible] of the spectators, each of [illegible] cyclists who ventured on the [illegible] New Year's Day deserves a huge [illegible], in addition to the tires, inner [illegible] lamps, etc., which they won [illegible]

Downpour at Start

The start of the race was made at Thirty-[illegible] street and the Grand Boulevard at [illegible] in the morning, the cyclists crossing the line in a downpour which increased as the race progressed. Accidents were just narrowly avoided because of the heavy fog. The finish was at 111th street in Pullman.

The only participant in the race who escaped a spill on the ice covered pavements was Himschoot. The other riders all had one or more spills. It was almost impossible for them to go very far at a reasonable pace and keep their wheels from skidding.

Reisner Leads for 30 Blocks

A. Reisner, of the Chicago Cycling Club, jumped into the lead at the start and set the pace for thirty blocks. He was the first to be eliminated when at 93d street, he skidded on a slippery turn and broke his chain. He was picked up by the emergency car which accompanied the riders. Jim Rose who finished seventh was bumped by an automobile at 103d street. He attempted to wheel into the car tracks, when the big touring car struck him, but fortunately he escaped injury.

Freight Cuts Into Field

A freight train at 95th street cut the field off from Himschoot and Anderson, who had passed the crossing in safety. C. White and T. E. Stasch, who had been engaged in a tussle with the foremost riders, were delayed five minutes by the train—enough time to put them out of the running. Far from being discouraged, the two cyclists made a hot fight for third position, White winning out by a margin of a few seconds.

Himschoot fought his way into the lead at 95th street. Three blocks further and he had increased his margin over Anderson to half a block, the best advantage any of the riders held at any stage of the race, with the exception of the time when the freight train cut into the field.

Anderson cut down the gap opened up by his rival steadily, until 107th street, when the two leaders struck a pond of water six inches deep for half a block and both had difficulty in making headway. A lively spurt of two blocks marked the end of the duel in which Himschoot won. The victor jerked his machine up the walk of the hotel and fainted on the steps. After he was revived, Mr. C. Kurtzeborn, of the Chicago C. C., took the young Belgian home in his auto.

Ed. Manning, competing unattached, was forced to turn back at 95th street, after a bad fall, while Ed. Murphy, of the Chicago C. C., quit the grind at 103d street.

NEW ENGLAND WHEELMEN RACE WON BY AICKELIN

NEW YORK, N. Y., Jan. 4.—With a big margin of almost five minutes, Eugene Aickelin was returned the victor in the New Year's Day Race of the New England Wheelmen from their club house at 162nd street and Jerome avenue to Bartow Bridge and return. The next in line was J. Hall, who was leading C. Tonjes, and the rest of the field of seven who came in straggling were covered with mud until hardly recognizable.

The bunch stayed pretty well together on the out-trip, but on the return trip Aickelin made a getaway and finished all alone.

Pos.	Rider.	Time.
1	Eugene Aickelin	51 min. 42⅗ sec.
2	John Hall, Jr.	56 " 28⅖ "
3	C. T. H. Tonjes	56 " 29 "
4	Philip Bieber	58 " 20 "
5	George Polacsy	58 " 30 "
6	Berthold Baker	58 " 42 "
7	Ed. Schindler	58 " 55 "

HOW THE CHICAGOANS FINISHED THE GRIND

Pos.	Rider	Club	Time
1	Peter Himschoot	Belgian-American A. C.	30:00⅖
2	Paul Anderson	Unattached	30:00⅘
3	Cyril White	Chicago C. C.	37:20
4	E. Stasch	Unattached	37:24⅖
5	Wm. Michaels	Unattached	48:00
6	Jim Rose	Italian-American A. C.	49:00
7	Fred Nelson	Chicago C. C.	59:00
8	P. Nelson	Unattached	1:18:00
9	P. Rockledge	Chicago C. C.	1:20:00
10	H. P. Jewett	Chicago C. C.	1:25:00

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USE WALL OF OLD STORAGE RESERVOIR FOR VELODROME

HOLLYWOOD, Cal., Jan. 1.—A race meet every Sunday with no prizes and likewise no entrance fees is the program of the "bunch of guys" who have discovered an ideal velodrome in an empty storage reservoir located two blocks from the entrance of Griffith Park in Hollywood. The new fellow in the game has to look out as there is a black pool in the lower part of the reservoir. The bicycle fellows have the first call on this speedway, and occasionally have a lively brush with some lucky chap who owns a Smith Motor Wheel; and there are even times when a motorcycle rider strays in to trim the bunch in a handicap grind. This speedway is not much on looks and is so well hidden that the events seldom are witnessed by spectators, except a few riders who are "in the know," but it is developing a bunch of amateur speedsters, some of whom are likely to be heard from in bigger meets.

SCHELL AND SMITH CAPTURE HOLIDAY BICYCLE RACES AT BUFFALO

BUFFALO, N. Y., Jan. 4.—For the first time in eight years the 74th Regiment A. A. attended the games of the 65th Regiment A. A. on New Year's night, and the former organization came 200 strong, with a fife and drum corps to help the sealing of the peace pact. A fine card of events were staged on that night, and two of the most exciting cycle races helped make up the card.

A hard fought contest developed in the two-mile lap race in which eight men started in the final. Spills cut the field down to three riders, but as Joe Schieder managed to gather enough points before he fell to entitle him to fourth prize the referee decided to allow him the place despite the fact that he finished over a lap to the bad. Fred Schell, an unattached rider, won the event with a total of 56 points. Second place went to Eddie Levy, his total being 47 points, and Fred Best carried off third honors with 31 points. Schieder's tallies amounted to 27.

Although the back-mark men tried hard enough to overtake the long-mark men in the mile and a half handicap the majority of places were accounted for by riders placed at 70 yards or over. A spill or two also featured this race. C. H. Smith, a Royal Flyer club member, won the race from the 170-yard mark, and second place went to the young Polish rider, Isadore Gronkowski, who had twenty yards. John Tanner, 110 yards, finished third, and Fred Best, 70 yards, was placed fourth. Summary:

Two-mile lap race, amateur—Won by Fred Schell, unattached, 56 points; second, Eddie Levy, Pirate C. C., 47 points; third, Fred Best, Royal Flyer B. C., 31 points; fourth, Joe Schieder, Y. M. C. A., 27 points. Time, 4:32⅗.

One and one-half mile handicap, amateur—Won by C. H. Smith, Royal Flyer B. C., 170 yds.; second, Isadore Gronkowski, Royal Flyer B. C., 20 yds.; third, John Tanner, C. M. B. A., 110 yds.; fourth, Fred Best, Royal Flyer B. C., 70 yds. Time, 3:21.

OHRT OUT OF HOSPITAL

SAN FRANCISCO, Cal., Jan. 2.—Hans Ohrt, the amateur champion bicycle rider, who was very ill in a hospital in San Francisco, has fully recovered. In a letter to **Motor Cycle Illustrated,** Ohrt states that after his operation for appendicitis he was operated on for an abscess which was close to the brain. Ohrt left the hospital the day before Christmas.

Ohrt's fine physical condition enabled him to go through the two operations without suffering any great weakness. He even gained weight while confined to the hospital. Ohrt says when he comes East next season he will bring with him, Harry Hoffman and Eddie Carroll, two of the most prominent coast amateurs.

CRESCENT CLUB ELECTS

BALTIMORE, Md., Jan. 4.—The semi-annual election of officers of the Crescent Bicycle Club was held on December 28, and resulted in several changes being made. Wm. T. Wright, formerly color bearer, was elected president, succeeding Welby Sherman, who was elected vice-president, thus changing places with Wright, who had been holding down the offices of vice-president and color bearer. Fred M. Sanborn succeeded himself as treasurer, and had the duties of secretary thrust upon him in addition to his old job. Walter Iglehart, a new member of the Crescents, who has proved his worth by his enthusiasm, was rewarded by the position of color bearer. The captain is Langdon M. Sanborn.

BUTLER CLUB DANCES

HAMILTON, O., Jan. 3.—The annual New Year's eve dance of the Butler County Cycle Club, held at the organization's quarters, was attended by the largest crowd which has been seen at any of its social functions this season, and was therefore a huge success. A big Christmas tree was a glitering feature. The club held open house on New Year's day, following its immemorial custom.

BIG RACE FOR FRISCO CLUBS

SAN FRANCISCO, Cal., Jan. 3.—Under the auspices of the California Associated Cycling Clubs a home trainer race will be held on January 8. It will be twenty men inter-club affair. The Century Wheelmen will hold a five-night handicap race some time in January.

A SIMPLE BUT ATTRACTIVE HOLIDAY WINDOW DISPLAY

Window of the O. H. Kathmann Company, of Quincy, Illinois

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TO FORM PERMANENT BODY

ST LOUIS, Mo., Jan. 4.—Cycle dealers of this city have resolved to put St. Louis on the trade map and by way of starting the ball rolling they have formed a temporary organization of motorcycle, cycle and accessory men. This association will be made permanent at another meeting to be held in a week or two. The new trade body will be known as the St. Louis Cycle Trades Association and membership will be open to all workers in the cycle fields. Persons engaged in the trade outside of St. Louis will be accepted as associate members.

August Schueddig, of the Leacock Sporting Goods Company, of this city, was made temporary chairman, and G. F. Wiewemer is now acting as the secretary-treasurer.

The organization states that its objects are to promote the use of motorcycles and bicycles, both in business and recreative lines, and to co-operate in such a way as to bring to the attention of the public the value of the two-wheeler.

NEW YORK POLICE GET REPEAT ORDER PIERCE SHIPMENT

NEW YORK, N. Y., Jan. 3.—The New York Sporting Goods Co. has today delivered its first re-order of bicycles to the New York Police Department, numbering seventy-five machines. In the course of a few days the sporting goods company expects to deliver seventy-five more wheels on a second re-order. All of these machines come from the factory of the Pierce Cycle Company, Buffalo, N. Y., and they bear the manufacturer's name plate. The police bicycles are each equipped with Pennsylvania Vacuum Cup Tires. Deliveries of Indian motorcycles to the Police Department by the New York Sporting Goods Co. will be made shortly. Lamps from the Rose Mfg. Company, Philadelphia, will be used on the police bicycles.

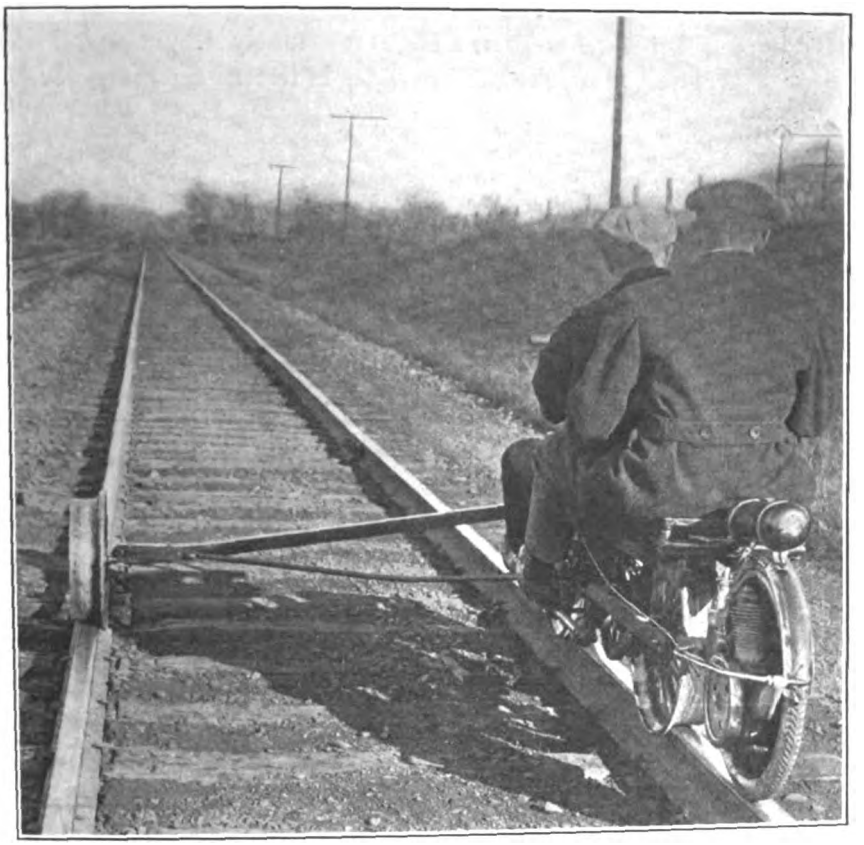
BIG DEMAND FOR LADIES' MODELS

DAYTON, Ohio, Jan. 3.—The biggest demand for ladies' models during the holiday season in the history of the company is reported by the Davis Sewing Machine Co. Advertising Manager S. H. Ankeny says that orders poured into the factory by telephone and telegraph from dealers and jobbers all over the country. "I believe," he said, "that this is a sure indication that the bicycle has returned to popular favor and has come back to stay. During the holiday season we also enjoyed an unprecedented demand in men's and juvenile models."

ST. ONGE VISITS WORCESTER

WORCESTER, Mass., Jan. 2.—Fred St. Onge, who is connected with A. E. Provencal, of Montreal, the Smith Motor Wheel distributor for eastern Canada, is visiting friends and relatives in Worcester during the holidays. When he returns to Canada he will introduce the Red Arrow bicycle, the popular machine made by the J. W. Grady & Co. St. Onge expressed himself as highly satisfied with the cycle prospects in Johnny Cannuck's country and believes that record sales will be made.

SMITH MOTOR WHEEL USED ON RAILROAD VELOCIPEDE



Four Railroads Are Employing Outfits Like the One Illustrated Here; With Two Passengers It Can Make 12 Miles Per Hour; With One Passenger, 20 Miles

JENSEN VICTOR OF NEW YEAR RACE OF C. R. C. A. OVER BRONX COURSE

NEW YORK, N. Y., Jan. 4.—In competition for the annual trophy, eleven members of the New York Division of the Century Road Club Association started at 10:35 o'clock Saturday (New Year's Day) morning, from 162nd street and Jerome avenue, in the Annual New Year's Day Race to the Pelham Creek Bridge at Bartow and return, a total distance of 16.6 miles.

This race was the third for this trophy, which must be won twice for permanent possession; those having already won it being Arthur Morgan, 1914, and Anthony Desimone, in 1915. In addition to this first prize, several other prizes were offered to the participants up to the fourth position in finishing.

Edwin Jensen, who has, literally, "cleaned up," as the vernacular goes, during the past year in winning road championships and establishing new records for America, with the assistance of John Marquart, accounted for this year's race, and covered the course in the remarkably fast time of forty-six minutes, nosing out Marquart in the final sprint, the latter's time being one-fifth of a second slower.

Marquart was responsible for this fast time; being a resident of the Bronx, he was able to show Jensen a short route, which is allowed under the rules of the race, and made the getaway just in time to "lose" the field, resulting in getting to the tape about half a mile in the lead.

Not until six minutes and seven seconds had passed did the remainder of the field come into view, and when they did Ray Caldwell was leading George Harvey and they finished in that order through the sprint. Next in line was Johnson, who had momentarily slowed down but was not passed by Naphtal, the latter exerting a final effort to better his position. After Naphtal, came Ex-Captain George Steppello, Taub and Belmont. Mullin and Zarr were not placed, for failing to make the turn at the further end of the course.

Reports of the first Association riders to complete a century (100 miles) in the new year have not been received yet.

Summaries for the New Year's race:

Pos.	Rider.	Time.
1	Edwin Jensen	46 min.
2	John J. Marquart	46 " 15 sec.
3	Raymond Caldwell	52 " 7½ "
4	George I. Harvey	52 " 10 "
5	Nelson Johnson	52 " 20 "
6	Joseph Naphtal	52 " 22 "
7	George Steppello	53 "
8	Isadore Taub	53 " 30 "
9	William Belmont	53 " 50 "

CENTRAL CYCLE RENEWS

WICHITA, Kan.—The Central Cycle & Supply Co. has renewed its contract for the Smith Motor Wheel for 1916. W. H. Nichols, the proprietor, is one of the most aggressive dealers in Kansas and has made preparations for a big sales campaign involving the Motor Wheel and a number of models of high-grade bicycles.

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CHICAGO "OUTLAWS" GET OPTION ON GARDEN

After Signing Up Twenty-Four Riders for Windy City Grind, Packey McFarland Gets Option on Madison Square Garden for Six Day Race in December; Professionals Band Together to Form Union

NEWARK, N. J., Jan. 4.—Thomas P. Convey, who, with Packey McFarland, the Chicago boxer, and Michael Boyle, has signed up twenty-four riders for an "outlaw" six day race in the Windy City during the first week of February, announced, when in New York on Monday, that he had secured an option on Madison Square Garden to hold a six day race there early next December. Convey said that he had come to terms with Harry Cockrane, the general manager of the Garden.

Mihlon Also Has Contract

On the other hand, Frank Mihlon, secretary-treasurer of the Cycle Racing Association, which really controls professional racing in the United States, claimed that he and his partner Uppercu, had an iron clad contract for three years with the owner of the Garden and that no other party could hold a six day race there.

Convey left for Chicago on Monday without the signed contracts of Alfred Grenda and Fred Hill, the winners of the New York race this winter. Convey stated last week that Grenda and Hill would fall in line with the other twenty-four riders who have signed up for the Windy City grind, but this failed to materialize. Grenda and Hill did not wish to incur the wrath of the National Cycle Racing Association, which has threatened to suspend all the riders going over to the prize fighter and his partners, unless the latter came to terms with the C. R. A., holder of the indoor franchise at Chicago, which they refuse to do.

C. R. A. Refuses Permission

Last Monday Packey McFarland came to Newark to get the C. R. A.'s permission to run a six day grind in Chicago and to sign up the professionals who ride for that body. But both Messrs. Uppercu and Mihlon, who are at the head of the C. R. A., which controls the indoor franchise in Chicago, refused to allow McFarland and his partners to stage the affair, and the National Cycling Association, which supervises amateur and professional cycling, would not grant a sanction.

Thereupon the Chicago promoters went to the riders and finding them disgruntled, because they would be practically idle until the Newark Velodrome opens next spring, and the C. R. A. has been making no successful efforts to employ them during the winter months, realized that there would be no difficulty in persuading the cyclists to sign contracts for the six day race proposed for Chicago.

N. C. A. Backs Down

At a secret conference in this city, the professionals decided to thrown down the gauntlet to the C. R. A. and N. C. A. Seeing that the revolt was making rapid strides, the National Cycling Association withdrew its unqualified refusal to grant a sanction and announced that its permission would be given to stage the Windy City grind provided the promoters would give to the Newark men five per cent. of the receipts up to $10,000, and ten per cent. up to $20,000.

"We have not yielded a step to McFarland, Convey, and Boyle," said an official of the N. C. A., "nor will we until they promise to abide by our rulings. We have not refused them a sanction entirely. We sent the Chicago promoters to Mihlon and Uppercu to settle their differences. Our franchise for Chicago is held by the Newark men. They wanted McFarland and his colleagues to give them, in return for permission to promote the race, five per cent. of the receipts up to $10,000 and ten per cent. up to $20,000. It seems to me that this sum is small enough. We are not trying to hold up anybody. We are simply trying to protect the interests of all concerned.

"Mihlon and Uppercu have promoted two races in Chicago, one this year and another in 1914. Last year they lost $6,000, and this year they cleared about $1,000, and they should be permitted to make up this $5,000 deficiency before any others should break in on their field."

The riders are reported to have applied for admission in the Federation of American Motorcyclists, but since the national body of motorcyclists has made no provision for supervising bicycle competition, the professionals are said to have taken definite steps toward forming a union and affiliating with the American Federation of Labor. About twenty riders have each paid an initiation fee for charter membership.

THE GUARANTEE AS A SELLING FEATURE

(*Continued from page 44.*)

ducting a business on a liberal basis this liability exists in tacid form anyhow, it is better in this condition than to be made explicit and prominently featured.

Playing It Up Strongly

On the other hand, there are dealers who take the view that since there is little chance of trouble, they can afford to go beyond the manufacturer's guarantee, and to put a broad coverage on all the wheels they sell, guaranteeing them for three or five years, whether the makers are willing to stand behind them to that extent or not. They "play up" in their advertising the fact that they are using this guarantee, interpreting it as a surety of satisfaction to the customer, even going so far as to say that the reason the guarantee can be made so strong is because of the high quality and general dependability of their goods.

It is worth mentioning in this connection that the guarantee is no longer being featured in the sale of automobiles. When motor cars were in their early stages of development, people wanted to know for how long they were guaranteed. This indicated that they expected a certain amount of trouble, and wanted to be prepared for it. Now the average motorist buys a car without knowing what the guarantee amounts to. He expects to get the right kind of treatment if he has trouble, but he doesn't anticipate it, particularly, and therefore doesn't worry about the guarantee. Furthermore, the dealer who gave a great deal of emphasis to the fact that his car was guaranteed would raise the suspicion in the minds of some people that the machine must have been having its troubles to require such strong backing.

There are so many specific, "brass-tacks" arguments connected with every bicycle, and with bicycles as a whole, and so many opportunities to create trade by showing what the bicycle can do both in business and pleasure that a prominently featured guarantee seems, to the writer, at least, superfluous. It may be useful at times; but the same emphasis could just as well, if not better, be placed on some more tangible point.

BIG TRADE MEN MEET IN CLEVELAND

CLEVELAND, O., Jan. 3.—A meeting of prominent manufacturers in the cycle trades was held in this city recently to consider plans that will materialize the popular slogan of the year: "One Million Bicycles in 1916." Efforts were made to interest metropolitan newspapers in establishing bicycle departments in their sporting news sections.

Acting on the suggestion of the manufacturers the Chicago Evening Post is running a bike news column, and it seems certain that other newspapers will follow suit in giving publicity to the two-wheeler. A publicity campaign in which bicycling will be effective is assured.

At the Cycle Parts and Accessories Association and the Allied Cycle Trade meetings which are being held this week in New York, a resolution is being presented incorporating complete and detailed plans for the huge campaign for spreading interest in bicycling and assisting the dealers.

Those who attended the meeting in this city were:

J. C. Ferguson, representing the Eclipse Machine Co., of Elmira, N. Y.; J. W. Brant, representing the Troxel Mfg. Co., of Elyria, O.; J. C. Manternach, representing the Standard Welding Co., of Cleveland, O.; J. C. Spray, representing the Diamond Chain and Mfg. Co., of Indianapolis, Ind.; J. B. Tucker, representing the Tucker Wood Work Co., Sidney, O.; Charles E. Weaver, representing the Kelly Handle Bar Department, American Stove Co., Cleveland, O.; S. A. Falor, E. R. Stillwell, W. J. Cameron and Harry S. Quine, representing the Goodyear Tire and Rubber Co., Akron, O.; W. T. Jefferson, publicity representative of the Erwin & Wasey Co., of Chicago, advertising.

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FRANK KRAMER'S LIFE STORY

Second Installment of the First Authorized Story on the Great American Champion's Career

How Kramer Entered the Professional Ranks—His Victories Over Top-Notch Riders

By HARRY MENDEL

K[illegible] relates interestingly how he [illegible] to become a professional bike [illegible] it was when he was winding up [illegible] of 1899 as an amateur that he [illegible] strong desire to turn to the pro[illegible] ranks, and it came about by an [illegible] which happened on the way home [illegible] race meet in Philadelphia. Kramer [illegible] in the train with his uncle, Mr. [illegible] who accompanied him to practi[illegible] his races. Major Taylor, the [illegible] rider, who had won two pro[illegible] races at the same meet, came [illegible] and dropped into [illegible] conversation with [illegible] and Burnett. He [illegible] a roll of bills [illegible] "trip up an [illegible]" as Kramer ex[illegible]

What Taylor's "Roll" Did

Major Taylor re[illegible] that Kramer was [illegible] to go out in [illegible] professional ranks [illegible] get the money. [illegible] told the writer [illegible] had been think[illegible] the same thing [illegible] time, and the [illegible] Taylor's roll of [illegible] settled the is[illegible]

[illegible] in 1900 Kramer [illegible] to the office [illegible] Amos G. [illegible] of the Board [illegible] and asked [illegible] registration card. [illegible] immediately [illegible] an amateur card [illegible] making it out. [illegible] told him that he [illegible] want an amateur, [illegible] professional card. [illegible] was greatly [illegible] and said: "Frank, are you fool[illegible] really want a professional [illegible] In those days practically all the [illegible] who became professionals were [illegible] for selling their prizes, and to [illegible] a rider step up and ask to be made [illegible] was indeed a great surprise [illegible]

Had Enough Glory

Kramer told him that he had been na[illegible] champion for two years and received [illegible] the honor and glory possible from being an amateur "champ." But he insisted: "I am going out and race for money, and if I cannot make good as a professional rider, I am going to get out of the game." Well, there is no denying that Frank made good, and he certainly received more money out of the bicycle game than probably any other rider who ever mounted a bicycle.

Kramer was given a great ovation when he won the half-mile open race on Sunday, May 6, 1900. This was Frank's debut into the professional ranks, and it was the first race meet of the season. He certainly started his career in an auspicious manner, and his victory drew forth tremendous applause. Kramer's chances looked rather slim going into the last bank, but a swerve of Jay Eaton and Bobby Walthour on the turn allowed him a chance to come through, which he did skillfully, making up two lengths in the homestretch and beating out Howard Freeman, who finished second, and Jay Eaton, who came in third.

"Whirlwind" Major Taylor, the Colored Professional Champion of 1900, Who Persuaded Frank Kramer to Turn Professional

Freeman is now one of the best all-around newspaper men in Newark, if not in the East. His cartoons are a daily feature in the Newark *Evening News*, and he writes excellent breezy bike news and comment. "Poke," as he is known by all of his friends, can also handle a camera, and for a number of years was the press agent at the Newark Velodrome.

Freeman Got Even on Kramer

Freeman evened up things with Kramer in the two-mile handicap race by defeating the East Orange rider. The first lap of the half-mile race which Kramer won was ridden slow, but then Jay Eaton hit up a stiff clip. Walthour was trailing, while Freeman and Fisher were fighting them around the outside. Kramer was trailing in the rear and seemed to be out of it entirely, but when Eaton and Walthour swung wide on the last turn, Kramer came through on the pole and won by a half length.

In the two-mile race, twenty-three riders started. There was no one to shout "skiddoo," as that phrase had not been coined as yet. There were three groups in the race, one composed of limit men, another of middle markers, while Kramer, Freeman and Eaton rode from the scratch. The track was a quarter mile affair, and on the fifth lap the pace slowed down, allowing the scratch men, who had been systematically changing pace, to overtake them. Freeman went into the lead, and Downing came out of the bunch and went around them. At the bell, Downing sprinted, with Freeman on his wheel. Freeman came out at the eighth lap and beat the speedy field of riders.

First Dead Heat

Sunday, May 20, was a fine day, and Kramer won the half-mile open with a burst of speed which reminded one of the days of the mighty Arthur Zimmerman. In the two-mile handicap, Kramer rode the first dead heat of his career. It was with the late Floyd McFarland. Kramer rode the distance in 4 min. 10⅖ seconds, which at

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that date was pretty near the record time.

By his work he proved that he possessed great ability both in speed and headwork. The two-mile race in which he was tied with McFarland was a battle royal. Kramer, McFarland, Eaton and Freeman formed the crack quartet on scratch. Fisher had 30 yards and Walthour had 60 yards. These six formed a back bunch, and eight riders formed a front group. Kramer had a slight advantage going into the backstretch; McFarland, however, crawled up inch by inch. It was doubtful if Kramer could hold his sprint to the tape, but he did, and the crowd shouted like mad. A. G. Batchelder, chairman of the National Cycling Association, declared the race a dead heat. In the half-mile race, Frank finished two lengths in front of Freeman, and Freeman had two lengths on Jay Eaton.

Almost Mobbed by Crowd

Kramer was almost mobbed by his admiring friends, who numbered close to 5,000, when, on Sunday, May 27, he won the five-mile handicap race from scratch. His riding was the best seen in years, and he won over a fine field, consisting of Tom Cooper, Floyd McFarland, Jay Eaton and Orlando Stevens. Kramer's time was 11 minutes 14⅗ seconds. On the same day Kramer did not do so well in the half-mile open; in this race McFarland sprinted for a quarter of a mile, and Kramer could not pass him.

It was in June that Kramer rode the first big match race of his career with Tom Cooper, who had won the national professional championship in 1899. The lad who had won the amateur championship was meeting the holder of the professional title. It was to have been the best two out of three heats at one mile, but owing to a fall the second and third heats were postponed for two weeks, after Cooper had won the first. Kramer came back, however, and took the next two and the race.

Cooper Takes First Heat

Hadfield, who was pacing the riders, dropped out at the end of the third lap, or three-quarters of the distance, leaving Cooper up in front. Cooper slowed up and ran up the back, watching back all the time to see what Kramer would do. On the turn going into the backstretch, Kramer jumped and started through on the inside. Cooper saw him coming and closed down on the inside. The riders collided and both fell. They got up and immediately started an argument, when suddenly Kramer grabbed his bike, mounted it, and started for the tape. Cooper watched him for an instant then took his own wheel, straightened the handle bars, and went after Kramer. He caught him on the turn and beat Frank out at the finish. Both riders were badly cut up in the fall. Cooper strained his shoulder and would not ride again that day.

How He Beat Cooper

Sunday, June 24, Kramer won the two remaining heats of the match that afternoon and was heartily applauded by the 6,000 spectators. In both races he won just as he is doing today—beating out his men at the tape by coming from behind. The margin of victory was very close; in the first race he won by about a foot, while in the second heat his win was accomplished by half that distance.

Cooper was not the contender for the title in 1900, but if Kramer thought by taking his measure in the match race that he would have clean sailing for the championship that year, he was very much mistaken. Major Taylor was just then at the zenith of his power, and it was the colored boy who took the national championship, and not the East Orange speed merchant. Kramer was the runner up, but Taylor, with his French sprint, natural speed and cunning tactics, ran off with the title.

When Taylor Trimmed Kramer

Major Taylor and Kramer met in a match race at Manhattan Beach, on Saturday afternoon, June 30. This was the first match race that Kramer rode against Taylor, and the colored wonder justified all the predictions of those who said he could beat them all, by winning in two straight heats. In the first, Kramer was beaten by a length and a half, and in the second by less than a half length.

Although it is more than fifteen years since this race was run, Kramer still has a vivid recollection of how the darky "put it over him." The other day the writer went out to East Orange to call on the American champion, and speaking of this race, Frank said, with a reminiscent smile:

Taylor Had More Speed

"I was outjockeyed in the first heat. Getting into the homestretch, I looked around for Taylor, and before I knew what was happening he shot past on the inside and won the heat. In the second heat, however, Taylor did not outgeneral me as he did in the first, but he had the least bit more speed and won by less than a half a length."

Kramer only won one national championship race in 1900, and this was at Asbury Park, on Wednesday afternoon, August 8. Earl Kiser finished second and John Fisher third. Kramer finished second on three occasions, and third, four times. The final standing of the riders, with Major Taylor, the champion, was as follows:

	First	Second	Third	Pts.
Major Taylor	5	1	0	40
Frank Kramer	1	3	4	20
Owen Kimble.....	2	1	1	18
Freeman	2	0	0	8
John T. Fisher.....	0	0	2	5
James B. Bowler.....	0	1	0	2

STARTING LIFE RIGHT

Master Arol H. Bernard, a 3-Year-Old Rider of Tiffin, O.

Newark fans could not get enough of bicycle racing in the daytime, and on Thursday July 19, night racing was inaugurated. Light was supplied by big lamps, suspended from poles along side of the course. A good view of the race was to be had at nearly every point. The first night race run was a half-mile open, which was won by Howard Freeman. Bobby Walthour finished inches ahead of Kramer for second place. Frank came back and won the five-mile handicap event, riding from scratch. Hardy Downey followed Kramer home.

Kramer tells an interesting little yarn of what happened on July 22, when the big crowd could not get out of the ordinary exits and broke down a portion of the fence and swarmed through. The gates had been shut to get the people to leave the grounds through another way and through the "Shooting Park," where beer was being sold.

Men battered down the door with a heavy beam, and the police took hold of four of them. Before the cops had gone ten steps the crowd was upon them, and after a tussle the blue coats were routed and the prisoners released.

The big feature on this eventful day was a team match race in which Tom Cooper and Orlando Stevens easily defeated Frank Kramer and Jay Eaton. Cooper and Stevens had more speed, and won in two straight heats. In a five-mile handicap race, Kramer came back by taking first place.

The "Demon on Wheels"

On Labor Day, 1900, Major Taylor, known as the colored "Whirlwind," "Cyclone" and "Demon on Wheels," won the quarter of a mile championship of America at the Vailsburg track. It was the first national race ever held in Newark under National Cycling Association regime, and was also the first circuit meet sanction ever to be granted to any track for a holiday. The colored rider clearly proved his worth. He met a field of the most speedy sprinters who could be brought together in America, and went away from them in a way that astonished those who thought they were thoroughly familiar with his powers. The crowd was the largest of the season, and they fairly went wild over the colored rider. Kramer finished second and Fisher was third. Kramer got into the final by defeating Owen Kimble. Taylor beat Tom Butler and Fisher vanquished Willis Coburn. In the final, Taylor rode from the rear and first passed Fisher and then Kramer, winning by a length and a half. The time for the distance was 33 seconds. Taylor had hardly dismounted when the crowd swarmed over the track and into the arena to pay homage to the wonderful colored cyclist.

Kramer Suspended for Not Riding

On Saturday, September 22, the championship races came to a close with a one-mile event, contested at Montreal, Canada. Kimble led Taylor home by two lengths, while George Collett finished third. Kramer refused to ride in one of the semi-finals and was suspended for the rest of the day. Kramer was pretty badly used up in his heat and did not want to start.

After this Saturday in Montreal, Kramer jumped back to Newark, and on Sunday afternoon won a big 25-mile race.

(To be continued.)

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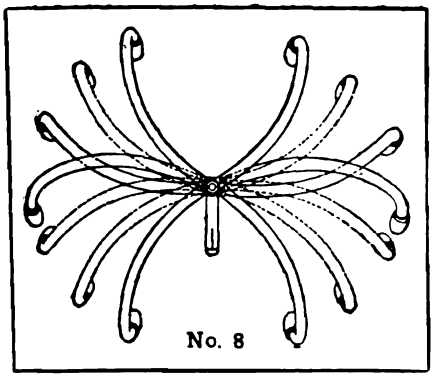
Kelly Handlebars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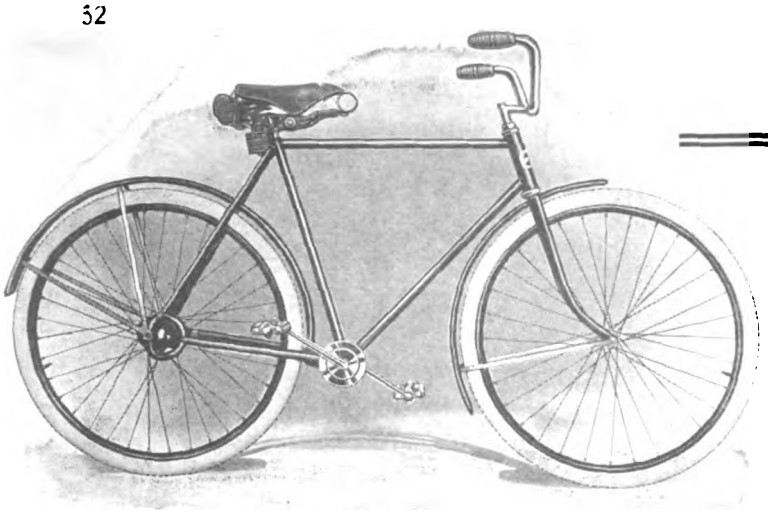

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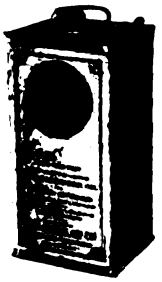

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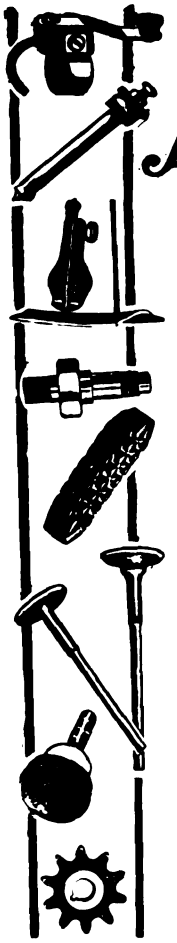

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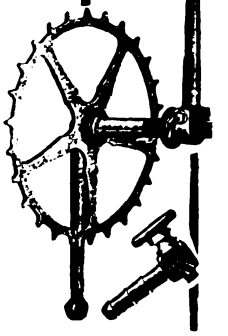

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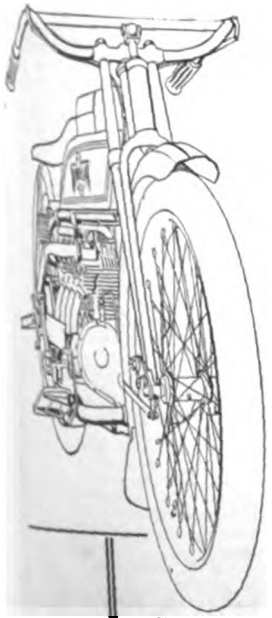

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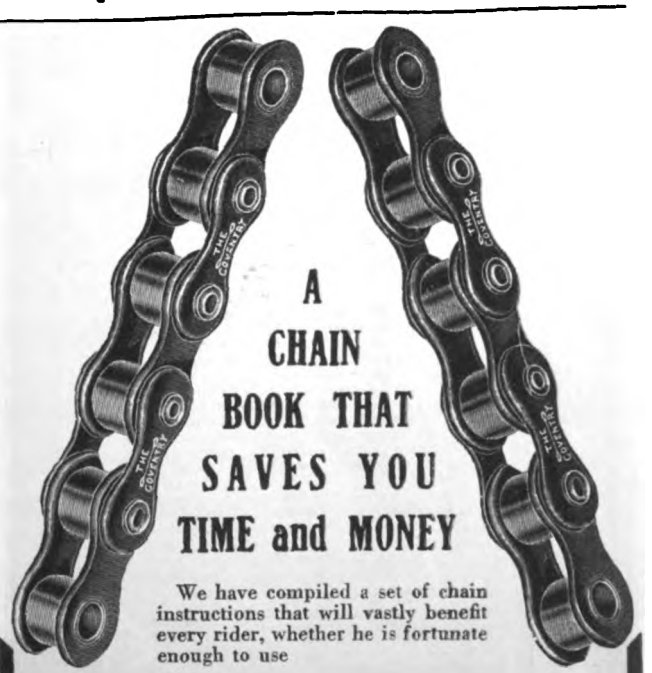

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Worcester, Mass., U. S. A.

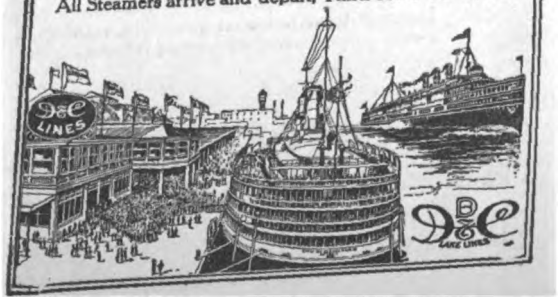
THE COAST LINE TO
MACKINAC

DETROIT, CLEVELAND, BUFFALO, NIAGARA FALLS. | TOLEDO, PT. HURON, ALPENA, ST. IGNACE.

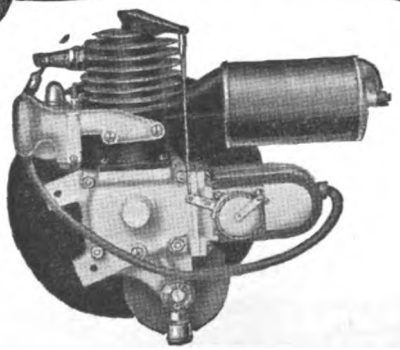
A LAKE TRIP FOR REST AND RECREATION

Have a real vacation on the Great Lakes, the most enjoyable and economical outing in America. The cool lake breezes, the ever-changing scenes along the shore, and the luxurious steamers of the D. & C. Line are positive guarantees that you will enjoy every minute of your trip, and return home refreshed and glad you went. Daily service between Detroit and Cleveland and Detroit and Buffalo. Four trips weekly from Toledo and Detroit to Mackinac Island and way ports. Two trips weekly, special steamer, Cleveland to Mackinac Island, no stops enroute except Detroit and Alpena. Special day trips between Detroit and Cleveland during July and August. Daily service between Toledo and Put-in-Bay. RAILROAD TICKETS AVAILABLE FOR TRANSPORTATION on D. & C. Steamers between Detroit and Buffalo or Detroit and Cleveland either direction. Send two-cent stamp for illustrated pamphlet and Great Lakes map. Address L. G. Lewis, G.P.A., Detroit, Mich.

Detroit & Cleveland Navigation Company
Philip H. McMillan, Pres., A. A. Schantz, V.P. & G.M.
All Steamers arrive and depart, Third Ave. wharf, Det.



Cyclemotor
"WHEELING WITHOUT WORK"



Beneath the bright nickel plate and smooth enamel finish of the Cyclemotor you will find many refinements and achievements which largely account for its perfect performance and the genuine enthusiasm expressed by the riders and dealers alike.

It is the hidden qualities, which are brought out in actual service, that make satisfied customers.

Better secure the Cyclemotor agency for your section, now, and let it boost your business the coming season. Ask for Booklet "J-1."

CYCLEMOTOR CORPORATION
Arlington Bldg. Rochester, N. Y.

A *good* deed often means a *good* deal—Please mention MOTOR CYCLE ILLUSTRATED.

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The Greatest Horn Value of the Year

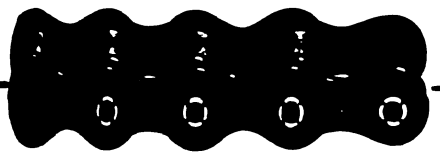
SEISS $3.75 SEISS

A powerful, commanding warning signal—the surprise in Mechanical Horns. Operated by touch of hand—turning either to right or left—for short low or sharp blast—or for long continuous sound same as a motor driven Horn to demand attention and right of way.

The Only Hand Operated Horn With the Motor Driven Sound

A Horn to be used—a Horn to be proud of and **guaranteed for 10 years.** Finished in Black Enamel with Nickel Bell. Universal Bracket for attaching to frame or handle bar tube. Write today for printed matter.

The Seiss Mfg. Co. 432 Dorr Street Toledo, Ohio



STRENGTH—SERVICE

These two qualities you have a right to demand in a motorcycle chain.

You will get them in the

DIAMOND NO. 149

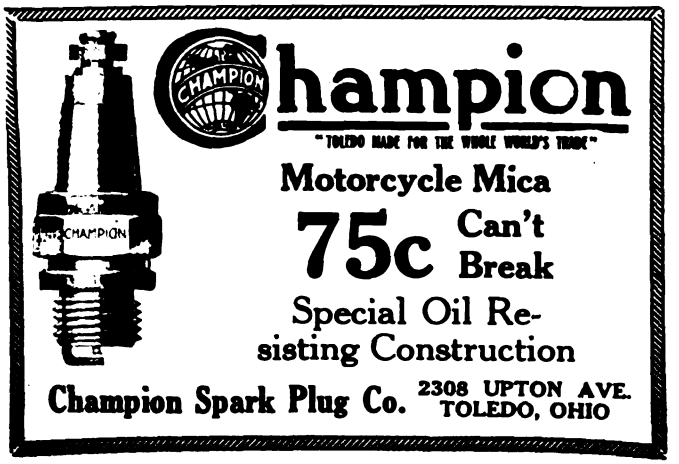
Built for strength — with nickel steel rivets and alloy rollers that DO NOT BREAK, you can travel mile after mile without chain troubles.

Specify DIAMOND No. 149 with recessed rivets.

Free Short Sample on Request

Look for This
TRADE ◇ MARK
On Every Link

Diamond Chain & Mfg. Co.
Indianapolis, Indiana



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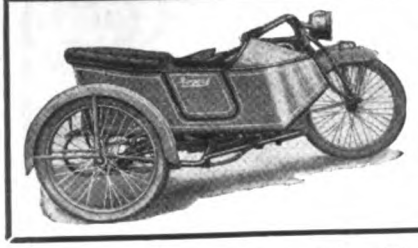
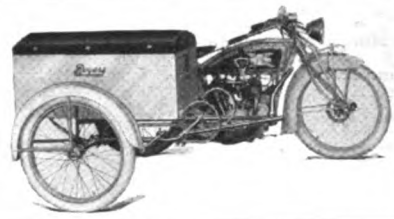


Rogers SIDECARS
For Pleasure or Business

If You Use A ROGERS You know you have the BEST

ROGERS MFG. CO. 324 W. Madison St., Chicago
Irving Beck (Service Station), 1493 Fifth Ave., New York



Berling Magneto

This "S" type will carry the motorcycle maker to Success because it will carry the rider to his destination.

Ericsson Manufacturing Co. 1116 Military R'd, Buffalo, N.Y.

Select A WRIGHT SPARK PLUG

For Insuring Reliable Ignition

There's a good reason

Used as regular equipment on the 1916 models of HARLEY-DAVIDSON

N. Y. MICA MFG. CO.
Auburn, N. Y.

FREE

You can't be up-to-date without it.

Write today to

MECO
Hammondsport, New York
3664 S. Main
LOS ANGELES, CAL.

The Oldest Supply House in America

A Word to the Dealer

Every day you let pass without showing an

F-N Tandem

on your new model Motorcycle means a serious loss to you. You not only make a big profit on the Tandem, but it helps sell the motorcycle.

With folding foot rests or footboards $10

FENTRESS-NEWTON MFG. CO.
Detroit Michigan

THE MOTORCYCLE MANUAL

124 Illustrated Pages Containing Just the Information a Dealer or Rider Wants.

25 Cents a Copy

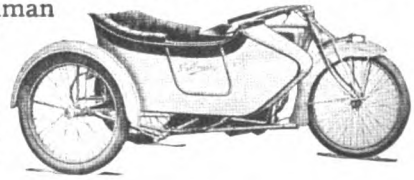
All About Motorcycles—Trouble Chart—Complete Dictionary—Trade Directory, Etc.

PUBLISHED BY
Motor Cycle Illustrated
13 PARK ROW, NEW YORK

Pullman
THE HARRY SVENSGAARD SALES CORP. DETROIT

The One and Only Real Coach Built SIDECAR

Compare the luxurious elegance of the Pullman with any other sidecar built.



Harry Svensgaard Sales Corporation
471-473 Woodward Ave.
DETROIT, MICH.

FEDERAL MOTORCYCLE TIRES

"EXTRA SERVICE"

Federal Rubber Manufacturing Co. - Milwaukee

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No. 150 tandem to be used on rigid carriers, the price includes one pair foot rests.

Retail Price Complete $5.50

Dealers and Jobbers, write us for our new Proposition.

WALD MANUFACTURING CO.

Dept. F SHEBOYGAN, WIS.

Motocycle and Bicycle Supplies

Catalogs now Ready

No. 60 Motorcycle Supplies
No. 61 Bicycle Sundries

The most complete books of their kind ever issued.

FREE TO DEALERS

who write us on their letter heads or enclose their business cards. Ask for our Bargain Books, too.

"INDIAN" Motocycles — "PIERCE" Bicycles

New York Sporting Goods Co.

15 and 17 Warren St., near Broadway, New York

"DUCKWORTH" CHAINS

Are sold on merit, not on price. Satisfactory service is their strongest selling argument.

DUCKWORTH CHAIN & MFG. CO., Springfield, Mass.

The choice of the experienced rider is

PREST-O-LITE

The Only Practical Light for Motorcycles

The best Road light at the lowest cost. Simple, sturdy, absolutely reliable and highly convenient. Send for literature.

The Prest-O-Lite Co., Inc. 246 SPEEDWAY INDIANAPOLIS, IND.

The World's Largest Makers of Dissolved Acetylene

Prest-O-Lite Exchange Agencies Everywhere

MASCO

EXPERT OVERHAULING

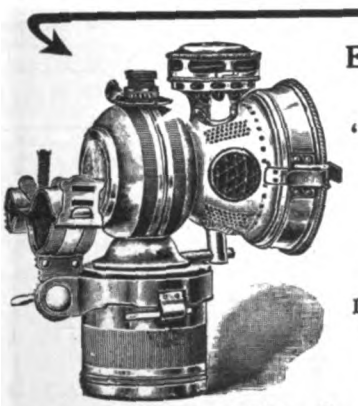
Cylinder Reboring, Motor and Machine Overhauling, Frame and Fork Straightening, Enameling, Nickel Plating and Rebuilding. Work Guaranteed.

SPECIAL OFFR

We will pay the freight charges one way on all motors or machines sent us for rebuilding from October 10th to January 20th.

Motorcycle Accessories Co.

St. Paul, Minn.



Electric Lighting May Be Pretty, But "For Safety's Sake" Carry a

20th Century

Lamp as Extra Equipment.

It NEVER Fails

Write for Details

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A FEW OF THE PROMINENT DISTRIBUTORS OF PIERCE BICYCLES:

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Petter Cycle Company, Denver, Colo.
Bicycle Supply Co., Salt Lake City, Utah
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THE PIERCE CYCLE COMPANY
BUFFALO NEW YORK

NATIONAL Motorcycle and Bicycle Spokes

We are selling several of the representative motorcycle and bicycle manufacturers, as well as some of the largest jobbers in the country.

For Motorcycles—.135 x .110 and .120 x .100. Made of high grade wire, either hand buffed or regular bright nickel finish. For Bicycles—.092 x .072; .080 x .060; .072 x .056. Furnished in National hand buffed or regular finish. Finest grade of wire. Rust-proof!

The National Screw and Tack Co.

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EXPERT REPAIRING
Motorcycles a specialty. All work guaranteed. Large accommodations for storing motorcycles and sidecars at low rates.
Broadway Auto Repair & Supply Co.
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Parts for DAYTON and DE LUXE
Repairs and Supplies
DRISCOLL & JEANROY
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'Phone, 3352 Morningside.

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Agent for INDIAN MOTORCYCLES
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HARLEY-DAVIDSON
M. J. GOLDMAN
All Makes of Bicycles—Expert Repairing.
115 Greenwich Ave. Phone 3956 Chelsea.

Uptown Indian Headquarters
Parts and Accessories
Cash—Installment—Exchange
LOUIS GOLDSMITH, 92 St. Nicholas Ave.

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Distributing Agents for
HARLEY-DAVIDSON MOTORCYCLES
533 West 110th Street, Near Broadway, New York
15 So. Lexington Ave., White Plains, New York

HENDERSON MOTORCYCLE COMPANY
New York Branch: 227 W. 108th St., New York
Cash or installment sales handled. Best facilities in New York for storage. Bargains in used machines. Full stock of parts and factory service. Always open.

"FLYING MERKEL MOTOR CYCLE"
"MIAMI POWER BICYCLES"
Parts for all makes of machines, coaster brakes, and clutches. Repairing; storing.
MIAMI SALES CO., 1777 Bway., Room 450

OLIVER'S BRONX INDIAN AGENCY
F. A. M. Repair Shop. Full line of accessories.
The Only All Night Service in the Bronx.
993 Washington Ave. Near 164th St.
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N. Y. Distributor for Reading Standard Motorcycles. Rogers Sidecars in stock. Agent for Excelsior and Henderson
1491 Fifth Avenue Telephone, Harlem 2337

T. J. SIXSMITH
283 W. 100th Street.
Expert Repairing. New York Agent for the EXCELSIOR.
Telephone, 8861 Riverside.

AMOS SHIRLEY, 935 Eighth Ave.
INDIAN and EXCELSIOR
Columbia, Hartford and Fay Juvenile bicycles.
Parts for the Indian, Excelsior and Pope.
Repairs and Accessories.

Exceptional Offer of Choice Seconds
28 x 3 Firestone Non-Skid.....$6.25
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These tires are fresh stock practically perfect, but slightly discolored in spots
E. J. Willis Co., 85 Chambers St., N. Y. City

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M. WORKSMAN, Agent
Large Stock of Parts and Supplies. Used Machines Bought, Sold and Exchanged on 5% Basis.
14 VESEY STREET.

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MOTORCYCLE WORKS
Expert repairing on all makes. Used machines for sale. Agents for Smith Motor Wheel. Service Station. Storing.
1729 1st Ave., near 90th St. Tel. 2183 Lenox

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HARLEY-DAVIDSON
Brooklyn and Long Island, 1157 Bedford Ave.; 594-596 Jamaica Ave. Exhaustive line of supplies, repairs, parts; in short, we stock everything for the motorcycle and the rider.
BOB BRAZENOR, Proprietor.

FRANK P. BAKER
BROOKLYN DISTRIBUTOR
***Indian* Motocycles**
1038 Bedford Avenue
Phone Bedford 5297 Brooklyn, N. Y.

1916 EXCELSIOR IS HERE
All models on display.
Full line of Parts—A1 F. A. M. Repair Shop.
HOWARD C. HENDRICK
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A. H. PATTERSON
Distributor of
Excelsior-Reading-Standard and Cleveland Motorcycles, Smith Motor Wheel, Crown bicycles and the best accessories.
Two Stores—1060-62 Bedford Avenue, 713 Flatbush Avenue, near Parkside, Brooklyn, N. Y.

Thor Motorcycles
Easy payments. All makes taken in trade.
Full stock of parts. Expert repairs.
B. RUDERMAN
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WINGES BROTHERS, 1315 Bushwick Avenue, Brooklyn, N. Y., Brooklyn and Long Island distributors for the Dayton; also Indian agency. Expert repairing on all makes of motorcycles. Complete line of supplies. Prompt and satisfactory service a feature of this establishment.

LIGHTWEIGHT
SCHICKEL
GEO. A. ASHLEY, Distributor for Brooklyn
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INDIAN
AND SMITH MOTOR WHEEL
All makes of Bicycles—expert repairing
FLUSHING BICYCLE EXCHANGE
30 MAIN ST. FLUSHING, N. Y.
Phone 496J Flush.

Plaza Motorcycle Exchange
EXCELSIOR DISTRIBUTORS
Parts and Supplies—Repairing by factory mechanics.
Bridge Plaza, Long Island City.
Phone Astoria 1889

D. & D. MOTOR SUPPLY CO.
INDIAN MOTOCYCLES
Phone: 2045 Astoria.
Expert Repairing—Gasoline.
Full Line of Accessories—Used Machines.
Bridge Plaza South, Long Island City, N. Y.

HARLEY-DAVIDSON
Territory—Long Island City to Port Washington on North Shore. Demonstration gladly given.
Full Stock of Supplies—Used Machines.
HORN & McCRACKEN
F. A. M. Shop College Point.

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W. EDW. MACDOUGALL CO.
Dist. of Harley-Davidson Motorcycles. Drop us a line if interested in second-hand machines.
102 Van Houten St., Paterson, N. J.

INDIAN
MOTOCYCLES
Rebuilt machines. A written guarantee with each machine. Write for details and price list.
JOHN STEELE, 91 Broadway, Paterson, N. J.

RHODE ISLAND

Motorcycle Repairing and Winter Overhauling. Complete repairs on any make.
INDIAN A SPECIALTY. PRICES RIGHT
Work guaranteed. 1916 Indians always in stock; any make taken in trade. All makes of second-hands on sale.
B. A. Swensen, 522 Broad St., Providence, R. I.

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Mt. Vernon Motorcycle and Bicycle Shop
Agents for HARLEY-DAVIDSON Reg. F.A.M.
Opposite Proctor's Theatre, Mt. Vernon, N. Y.
We Fix Everything

THE TRIPLER-GEORGE CO.
EXCELSIOR, HENDERSON, and
MERKEL Distributors in Capitol District
270 HUDSON AVENUE Albany

DEALERS!
GET IN LINE
Write us for rates for advertising in this special dealers' directory. Motor Cycle Illustrated, 13 Park Row, New York.

Special Service Department

Motorcycle Tires
Parts and Supplies
Also
BICYCLES and SUPPLIES
WHOLESALERS and JOBBERS
CITY SUPPLY CO.
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CLEAN-UP SALE
All slightly used and rebuilt machines, about [illegible] on hand, all makes, at unheard of price reductions. A new sheet, full of bargains ready for you. Don't wait longer, don't look any further—we have what you want at the right price. Write today.
WESTERN SUPPLIES COMPANY
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Largest Cycle and Motor House in West

Pacific Motor Supply Co., Inc.
A. FREED, Pres.
Jobbers, Importers, Exporters, Distributors
Cycle supplies of every description. We have it—We'll get it—or it isn't made. Visitors to the fairs are invited to make our stores their headquarters.
1438-42 Market St., San Francisco.
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Finest Stores on the Coast

TIRES Repaired and Vulcanized
by experienced tire specialists. All work guaranteed. Finest of modern equipment and facilities.
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Motorcycle Accessories and Supplies
Manufacturers, Agents and Jobbers, Wholesale and Retail. Get Our Catalogue Before Buying Your Supplies.
Dealers, Attention! Send For Our Catalogue and Dealers' Price List.
HARLEY-DAVIDSON SALES CO.
533 W. 110th St., Near Broadway, N. Y.

Are You Looking for Bargains in Second-hand Motorcycles?
Read all the advertisements listed in the classified section of Motor Cycle Illustrated directly below.

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[illegible]—Luggage Carrier, Speedometer, [illegible] in good condition for Indian. [illegible] Mt. Vernon, Ind.

[illegible]—Mechanical Draftsman with ex[illegible] gasoline motor preferred. State nature, [illegible] references, and salary. Draftsman, [illegible] Motor Cycle Illustrated.

[illegible] SALE—Indian Carbureter, for twin; [illegible] frame and spring tandem. Wm. G. [illegible] Ill.

[illegible] on weekly payments; about [illegible] charged over list price; sold [illegible] New York, New Jersey, Pennsylvania [illegible] and States; enclose stamp for in[illegible] C. Anthony Wolfe, Northport, Long [illegible]

ANY MOTORCYCLE CYLINDER reground, fitted with new piston and rings, $5. All work guaranteed. Send old piston and pin with cylinder. Muncie Piston Co., Muncie, Ind.

DYKE'S WORKING MODEL METHOD of teaching the automobile, motorcycle, and general engine repair business by mail; how to become a successful repairman and chauffeur. Send for interesting and instructive booklet—free. A. L. Dyke (Pioneer), Publisher. Box 98 Roe Bldg., St. Louis, Mo.

CYLINDERS REBORED, Motors overhauled, Frame and Fork straightening, enameling. All broken cast, aluminum and steel parts perfectly welded. Try our new leakless piston rings and light weight pistons fitted like factory work. All work absolutely guaranteed. Prices right. A. E. Bakeman Motor & Supply Co., St. Cloud, Minn.

FOR SALE—First-class motorcycle and bicycle business in second best city in Ontario. Have sold thirty-four new Indians and thirty-five second-hand machines this season. Good trade in bicycles, accessories, repairing. Future prospects extremely bright. Best roads in Canada. Indian agency for city and surrounding territory. Stock about two thousand. Will reduce same. C. N., MOTOR CYCLE ILLUSTRATED.

FOR SALE, CHEAP—Good Paying Sporting Goods, Indian Motorcycle, Bicycle, Business; any one or all, to suit buyer. Guy W. Campbell & Co., Waterloo, Iowa.

TRAVELING SALESMAN to call on motorcycle repair shops, dealers and jobbers with line of motorcycle repair parts and accessories. Unlimited territory. Only experienced men need apply. Address C. M., care of MOTOR CYCLE ILLUSTRATED.

PATENT YOUR IDEAS
Inventions bring fortunes when protected by good patents. New ideas in great demand. I will get a valuable patent for you and will help you make money from it. Ask about my free advice, or send sketches for free search of patent records.
LESTER L. SARGENT, Patent Lawyer, N.W. Cor. 9th and G Sts., Washington, D. C.

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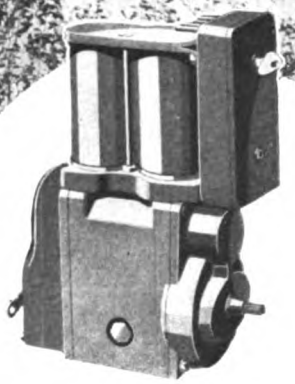
A New Brand of "Night-Riders"

They came into existence when the REMY Equipment began to appear as an important part of Motorcycle equipment.

Now you will find there are thousands of these "night-riders" on all kinds of roads, from Maine to California, protected from the dangers of darkness by the



REMY

Motorcycle Lighting-Ignition System

The REMY system stands for a brilliant, never-failing light at the 'fore and aft of a Motorcycle and strong, reliable ignition always available. Spill-proof battery. Protected wiring. A system fully worthy to bear the same name as the famous REMY equipment for automobiles.

See the REMY system demonstrated on a Harley-Davidson. Service stations nearly everywhere.

Remy Electric Company

Makers of World Famous REMY Equipment for Automobiles

Sales & Engineering Offices: Detroit, Michigan

Factories: Anderson, Ind.

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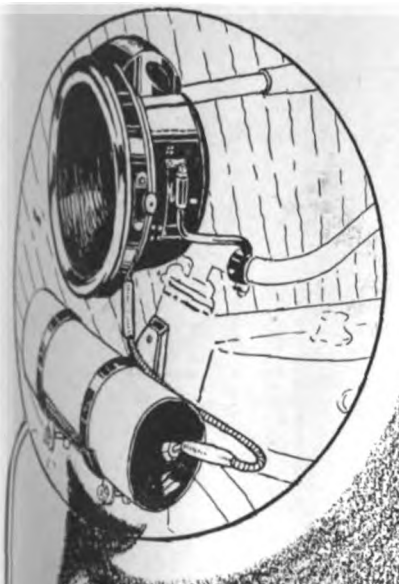


Here's the Safest, Most Logical Place for Your Prest-O-Lite Tank

If all the motorcycle engineers and designers since the first motorcycle was built had put their heads together and decided upon the most convenient, safest, simplest and most logical place for the Prest-O-Lite tank, and if they had combined their efforts in the construction of a strong, inexpensive holder for the Prest-O-Lite Tank, we believe they would have unanimously agreed on the

One Dollar Leonard Prest-O-Bracket Neatest Cheapest Strongest

YOU CAN'T BEAT THE PREST-O-BRACKET! It's as naturally *the* place for your tank as the front fork is the proper place for the lamp.

The LEONARD holds the tank out of danger of being struck in case of a spill.

The LEONARD does away with the need of long tubes that clog and break. Just a short eight or ten inch connection from tank to lamp.

Then, again, you get a better light because of the direct connection and steady, even flow of gas.

You have your entire lighting unit directly before you, permitting the adjustment of gas while lighting.

The added weight of the TANK over the front wheel adds to the riding balance and makes steering easier.

The LEONARD clamps to the fork brace directly under the headlight and is held rigidly in place by means of bolts. It weighs but 16 ounces and is made of nickel-steel.

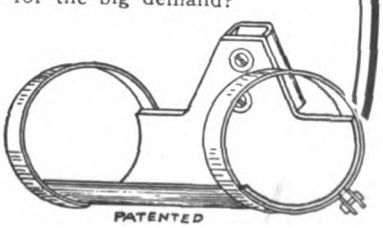
When you consider the many talking points of the LEONARD PREST-O-BRACKET your common sense will tell you that here is the solution of the tank-carrying question.

Go to your dealer and ask for a LEONARD PREST-O-BRACKET *today*. Remember the price, $1.

Dealers—are you ready for the big demand?

G. A. Leonard Mfg. Company

BURLINGTON, VERMONT



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BLUE STREAKS

In a certain sense the Motorcycle Manufacturer risks his own reputation in his tire equipment.

Yet every leading Motorcycle Manufacturer specifies Goodyear Blue Streaks as standard tire equipment for 1916.

Could any argument we might advance in behalf of Blue Streaks compare with this unequivocal endorsement?

The specifications of the Blue Streak Tire indicate why this tire has so splendidly demonstrated its superiority.

For example, there is 4-ply fabric—the same as used in the small-size automobile tires.

Then there is a breaker strip, built between the tread and the carcass. This protects the fabric and prevents tread separation.

There is a metal valve spreader which clutches the rim like a vise—so Blue Streak Tires can't creep.

And Blue Streaks have the exclusive Goodyear "All-Weather" Tread. We believe no other tire has a tread so wide, or thick, or deep.

These are the reasons Blue Streaks should be your only motorcycle choice, whether you are a rider or dealer.

The Goodyear Tire & Rubber Company
AKRON, OHIO

GOODYEAR
AKRON

BLUE STREAK TIRES

A good deed often means a good deal—Please mention MOTOR CYCLE ILLUSTRATED.

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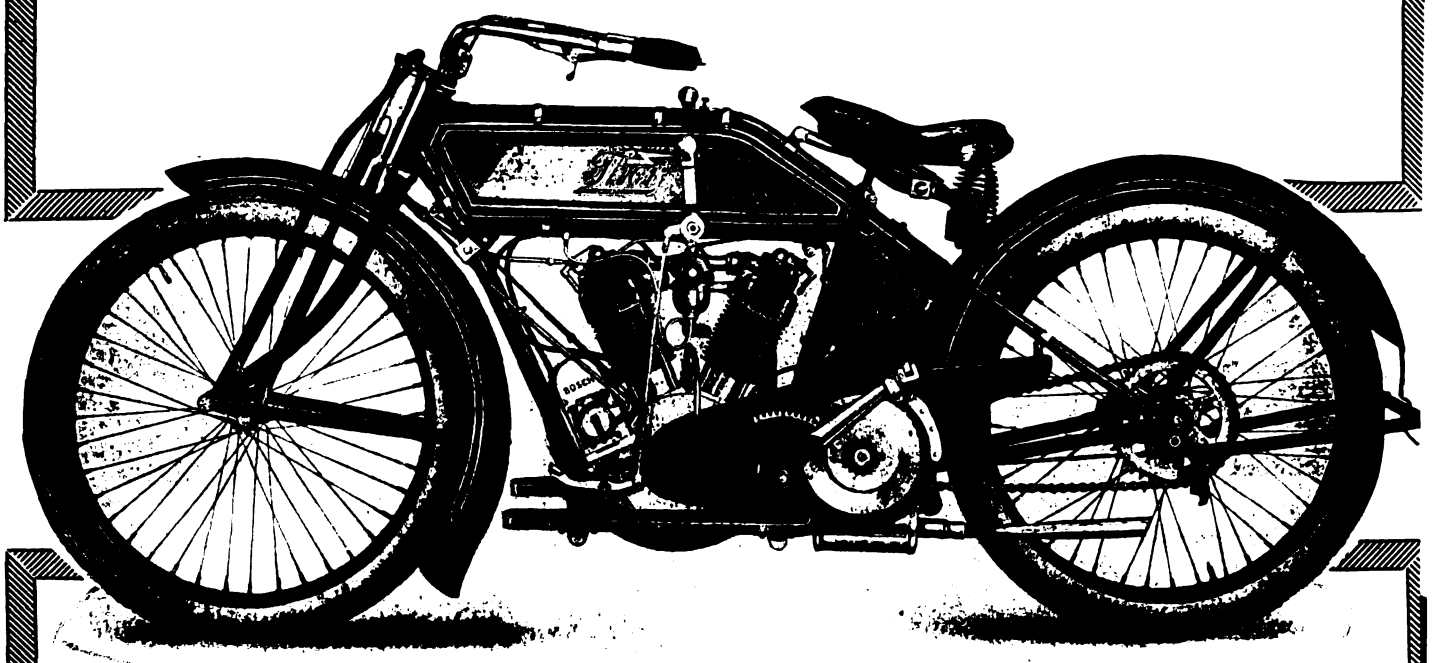
SUBSTANTIAL, CONSERVATIVE, EFFICIENT

A dignified elegance—unsurpassed motor design, transmission and control—a way of performing unusual feats of endurance, speed and reliability—these are the things by which the Thor gains the spotlight of attention.

There are unlimited possibilities in a Thor Agency. We will give your inquiry immediate and courteous attention.

Model U—12 H. P. Twin $265
Model V— 6 H. P. Twin $225



The Motor Masterpiece

Thor

Model V..6 H.P Twin $225

Thor

Aurora Automatic Machinery Company

General Offices, Thor Bldg., 1307 Michigan Ave., Chicago — Sales Offices and Works, 361 W. Superior St., Chicago

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Morrow

"The Brake that Cancels Danger"

MORROW control means safety. Safety is what the buyer demands first and last in his mount. And NO brake can so strongly emphasize the absolute smoothness, ease of handling and safety of the bicycle as can the MORROW.

In the MORROW the rider gets the most positive forward drive—remarkably free coasting. The MORROW has the largest braking surface of any coaster brake made. No less than 24 quarter inch balls are used in the MORROW. This makes for marvelous coasting smoothness.

This year will witness the greatest bicycle boom in the history of the industry. **The most practical and effective boost the bicycle dealer can give his bicycle business is to equip each bicycle he sells with "The Brake That Cancels Danger."**

Eclipse Machine Co. Elmira, New York

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Harley-Davidson

VICTOR ROOS, Harley-Davidson dealer in Omaha, is a typical example of the sort of men who sell Harley-Davidsons. To think of Roos is to think of Harley-Davidson—he is all Harley-Davidson, simply wrapped up in his business. He is an enthusiastic rider, a man who makes his customers his friends.

Four years ago, after selling another make, Victor Roos took on the Harley-Davidson. Since then he has outstripped his competitors, who were enjoying a far bigger motorcycle business than Roos when he signed his first Harley-Davidson contract.

Victor Roos is a typical Harley-Davidson success. He is one of the red-blooded sort of men who singled out the motorcycle business and staked their future on the industry.

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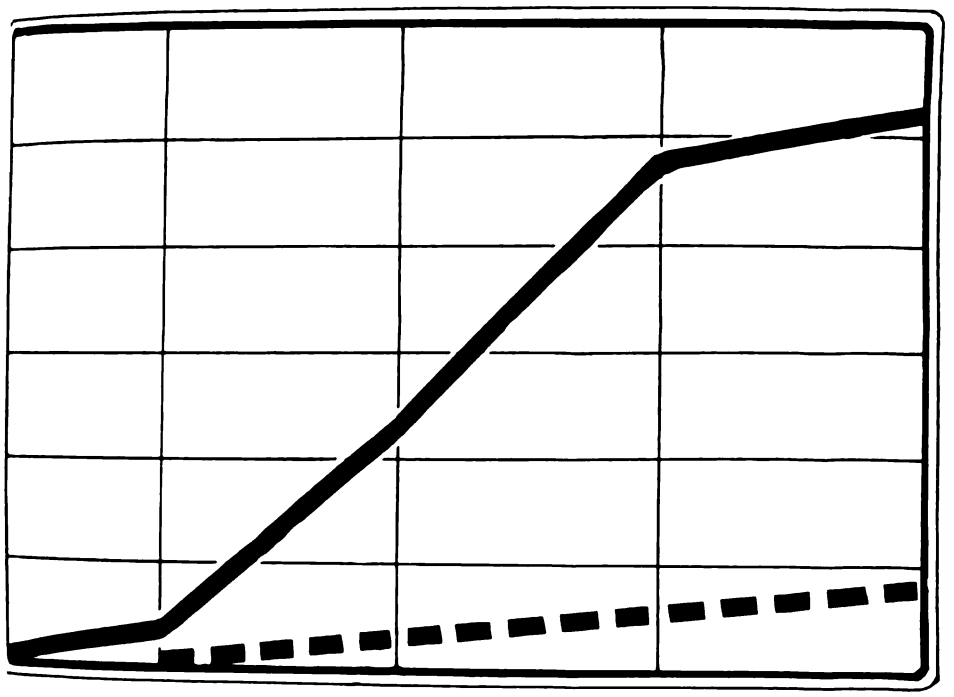
nSales in Omaha



Comparison of 1916 shipments of Harley-Davidson motorcycles with 1915 shipments to Victor Roos

During the first four months of the 1915 season, or up to February 1st, we shipped Roos three machines, but he sold 57 during the season. This year he got a better start, and up to January 1st we had shipped him 26 1916 models. How many Harley-Davidsons he will sell during 1916 can only be conjectured.

There are two big reasons for Victor Roos' success. He secured the right machine, and then went out and pushed the line.

Any dealer with equal enthusiasm and ability, and backed up by the intensive co-operation of the Harley-Davidson factory organization, can duplicate Roos' record in a like city.

Harley-Davidson Motor Company

Milwaukee, Wis., U. S. A.

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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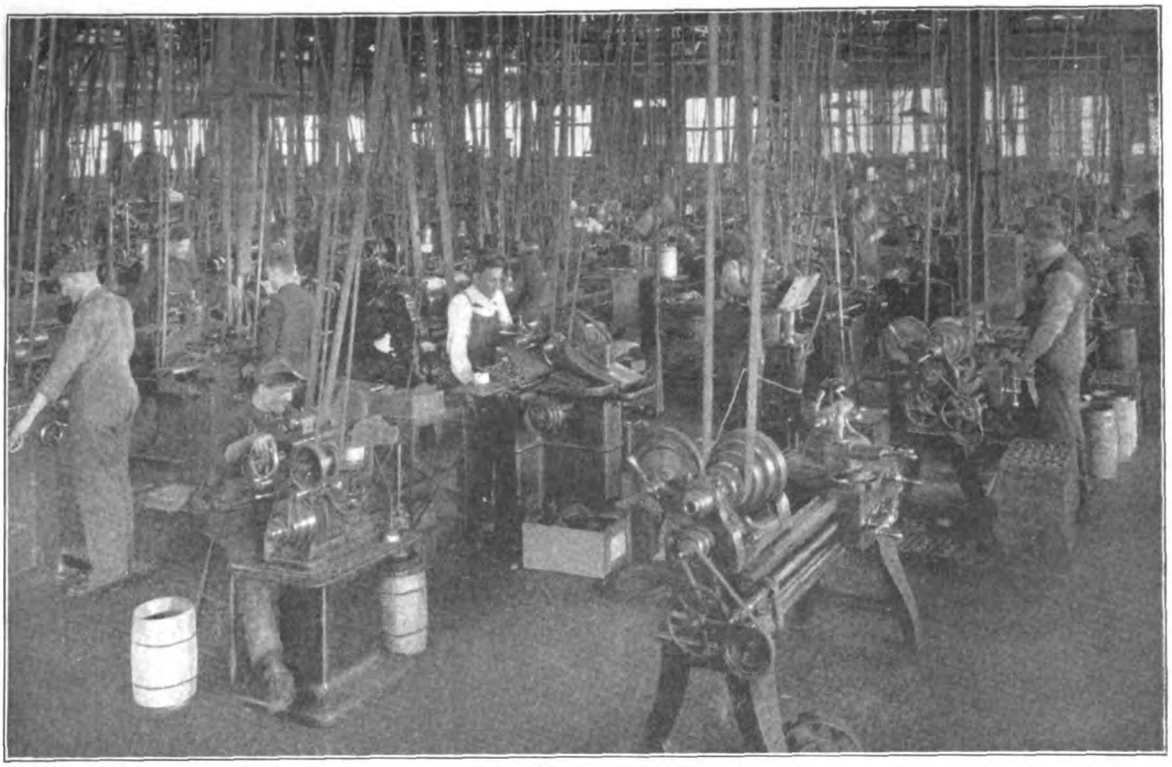

Running Day and Night

THERE are 1400 men employed in this factory, 1100 by day, 300 by night; and there are 48 distinct departments.

With few exceptions, such as tires, magnetos, etc., every Smith Motor Wheel part is made and finished in our own factory.

All of the stampings are made in our press department, which is one of the largest in the world, consisting of 122 presses, ranging in sizes up to 2000 tons pressure. The Motor Wheel parts that are drop forged are the products of our drop forge plant, which is one of the most modernly equipped in America, having 18 hammers, of from 1000 to 5000 pound drop.

If you are not a Smith Motor Wheel dealer write for our 1916 Profit Proposition to Dealers. Tell us the lines you handle and the size of your business. Address:

Smith MOTOR WHEEL

Detachable

"The Bicycle Booster"

100 to 125 Miles on a Gallon of Gasoline
Speed up to 25 Miles an Hour

List Price, $60 F. O. B. Milwaukee

Can Be Attached to Man's or Woman's Bicycle

The Picture

PICTURED above is a view of the Machine Shop where connecting rods, oil pumps and pistons are being machined and finished for Smith Motor Wheels. Many thousands of dollars have been expended for tools, fixtures, and machines for this department, which is but one of the many departments aiding in the great production of Smith Motor Wheels.

Motor Wheel Division 171

A. O. SMITH COMPANY, Milwaukee, Wisconsin

Largest Manufacturer of Automobile Parts in the World.
Motor Wheel Fully Protected by U. S. and Foreign Patents.

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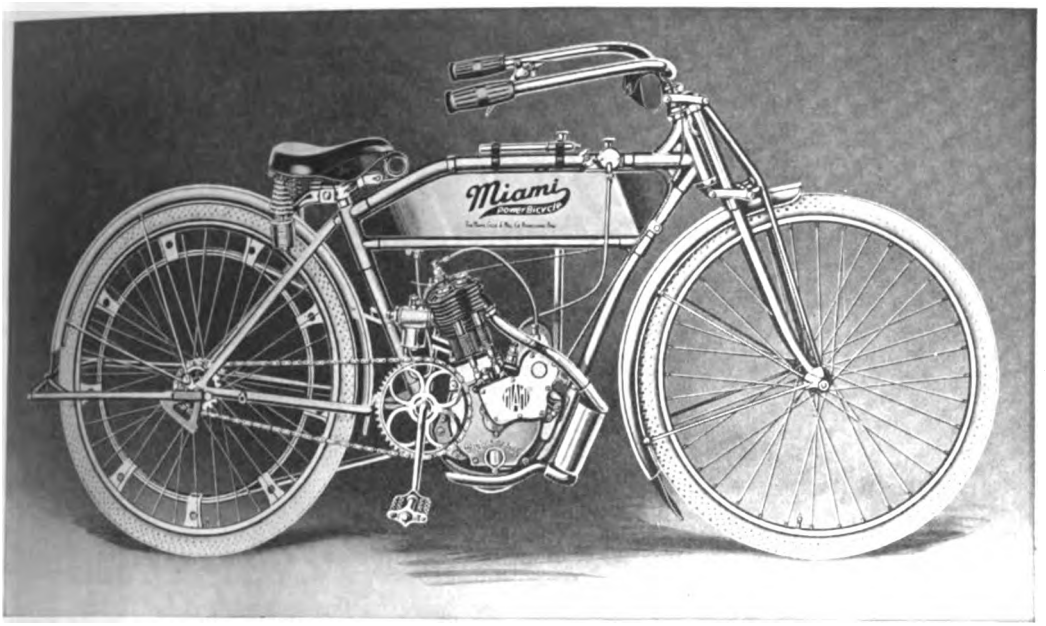

Miami Power Bicycle

Price, $115.00

"100 MILES for 10 cents"

SAFE SILENT CLEAN

A Money making proposition for the Dealer. We solicit correspondence from the trade

The Miami Cycle & Mfg. Co., - Middletown, Ohio

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The Big Motorcycle Market—
Where It Lies

The modern trend is toward labor and time-saving devices, of which the motorcycle stands in the front rank.

Merchants, salesmen and contractors are using the motorcycle in their business every day—and saving dollars as well as hours.

But there is a vast army of mechanics who are spending precious hours traveling to and from their work. A few of them have already found the motorcycle to be just what they need to help them make the most of every spare moment. But the great majority offer an almost untouched field for your sales effort—and mechanics have the money—especially in these prosperous times.

The Motorcycle that is the logical one to sell the mechanic is the

Pope Lightweight Model H-16

for the mechanic does not buy for the sake of great speed, great power, nor for the pride of having a more expensive model than his neighbor. The Pope Lightweight meets his demand for moderate speed, moderate power and moderate cost, combined with simplicity of construction and the lowest possible up-keep.

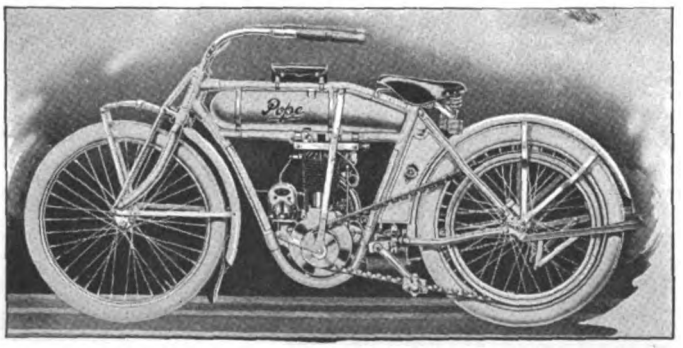
After five years of popularity this model is acknowledged to be the leader of the lightweight class in America. It has behind it the experience, the skill, and the reputation that has standardized the name of Pope throughout the world.

Have you got the Pope Lightweight to sell to this big market now? If not, you will find our prices worth writing for.

Westfield Manufacturing Company

Successors to The Pope Mfg. Company

11 Lozier Ave. Westfield, Mass.



Model H-16

Makers of
Columbia
Tribune
Rambler
Cleveland
Crescent
and Pope
Bicycles

Largest Manufacturers of High-Grade Bicycles in the World.

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Make Rollfast TRADE MARK Your Leader

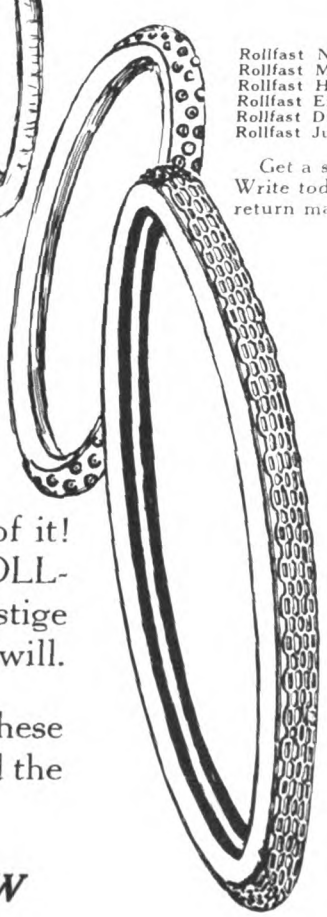
Run your eye down the prices shown here. These prices are subject to a good discount. Quick sales, satisfactory profits and an enduring trade in ROLLFAST Tires are the lot of the dealer who is fortunate enough to get the ROLLFAST agency.

DEALERS—Talk ROLLFAST—boost ROLLFAST—bring these incomparable tires to the front of your store and let everyone get a look at them—at the wonderful variety — the resiliency — the tough, sturdy build of them.

When you become the ROLLFAST Dealer you get the exclusive selling agency for your town. Make the most of it! Let your store be known as the ROLLFAST store. It means more prestige for you—more sales—greater goodwill.

You can **absolutely guarantee** these tires. They're made to make good the strongest guarantee.

Write for our proposition NOW



Rollfast Prices
(Retail)

	Per Pair
Rollfast Non-Skid Cup	$8.50
Rollfast Motor Fabric	7.50
Rollfast Harwaco Heavy Tread	7.00
Rollfast Extra Heavy Tread	6.00
Rollfast Disc Tread	5.00
Rollfast Juveniles—Red Studded Treads, 4.00 to	4.50

Get a sectional sample of ROLLFAST tires. Write today and tire section comes to you by return mail.

Rollfast Distributors

Atlanta, Ga., Walthour & Hood
Baltimore, Md., Henry Keidel & Co.
Boston, Mass., Hub Cycle Co.
Chicago, Ill., Edwards & Crist Mfg. Co.
Denver, Colo., M. L. Foss
Detroit, Mich., Detroit Cycle Supply Co.
Indianapolis, Ind., Geo. H. Westing Co.
Jacksonville, Fla., McGraw Bros.
Kansas City, Mo., Townley Metal & Hardware Co.
Los Angeles, Cal., Appeal Mfg. & Jobbing Co.
Memphis, Tenn., Johnson & Meyer Co.
Minneapolis, Minn., Hall Williams Co.
New York City, City Supply Co.
New York City, N. Y. Sporting Goods Co.
Omaha, Neb., Lee-Coit-Andreeson Hdw. Co.
Philadelphia, Pa., Geo. C. Miller & Co.
Philadelphia, Pa., Geo. W. Robb
Pittsburgh, Pa., Sportsmen Supply Co.
Reading, Pa., Keyser Fry
San Francisco, Cal., Appeal Mfg. & Job. Co.
Tacoma, Wash., Washington Cycle Sup. Co.
Worcester, Mass., J. W. Grady & Co.
Youngstown, O., Stambaugh Thompson Co.

Harwaco Rubber Works Company

Office, 48 Warren St. New York

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THE ORIGINAL INDIANAPOLIS G & J BICYCLE TIRE

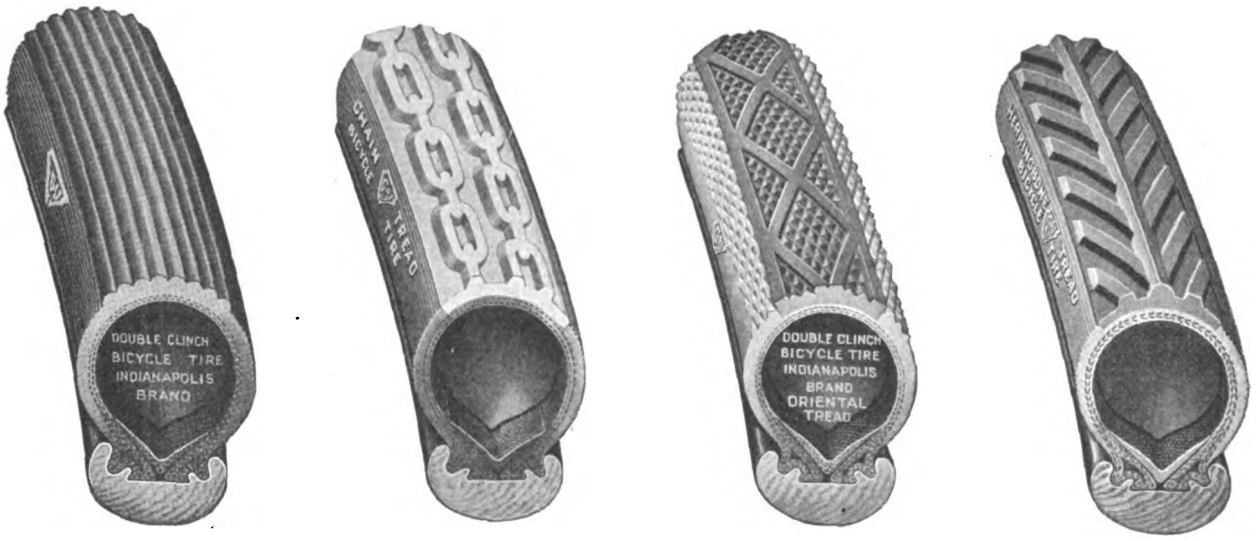
A Tried and True Tire

THERE are many imitations of the genuine G & J tire —they look the same, but there is only one genuine "G & J" in service.

Avoid imitations—get the original—specify the brand INDIANAPOLIS G & J.

The merits of this justly famous tire need no explanation.

In its original form it is known wherever there is a bicycle.



We are making it now in four styles of tread—
At the left, the old familiar "corrugated" tire—
Next, the "Chain" tread—Best of anti-skids—
Then, the "Oriental" tread—Entirely new—
At the right, the "Herring-bone" tread—with heavy fabric—

You have your choice of four superb tires—

Four tires that will out-last by many miles the average bicycle tire.

If satisfaction in what you buy means anything to you, the original G & J is the tire to get.

Remember—specify INDIANAPOLIS brand, on all orders.

UNITED STATES RUBBER COMPANY US RUBBER SYSTEM AND ASSOCIATED COMPANIES

United States Tire Co.

UNITED STATES RUBBER COMPANY US RUBBER SYSTEM AND ASSOCIATED COMPANIES

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MOTORCYCLE ILLUSTRATED

WITH WHICH IS NOW INCORPORATED

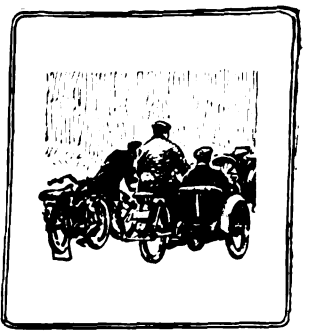
The Bicycling World

Published Every Thursday by

THE MOTORCYCLE PUBLISHING CO.

13 PARK ROW

NEW YORK



Volume Eleven | January 13, 1916 | Number Two

OCTOBER EXPORTS SHOW BIG JUMPS

Shipments of Motorcycles for That Month Total 1,148 and Their Value Aggregates $230,327—Bicycle and Parts Exports for October Reach the $81,900 Mark

N[illegible] whole story of the European [illegible] is written under the "scarce [illegible] first page of the newspapers, [illegible] entire tale told in the illus[illegible]. A very significant and, to [illegible] manufacturers, all-important chap[illegible] struggle is told each month [illegible] and export statistics which [illegible] the Bureau of Foreign & [illegible] Commerce. The summary of [illegible] statistics for October, for instance, [illegible] ing that month in 1915 Ameri[illegible] manufacturers shipped 1,148 motor[illegible] at $230,327, to foreign lands. [illegible] same month of 1914 the num[illegible] shipped were only 507, and [illegible] given at only $76,604, repre[illegible] percentage increase of 112 in the [illegible] shipped, while the per[illegible] in the value is 154.

[illegible] Machines in 10 Months

[illegible] ten months ending with Oc[illegible] year, 13,007 motorcycles, val[illegible] were shipped across the [illegible] represents an increase of a [illegible] 100 per cent., both as to [illegible] machines and the valuations, [illegible] the ten months ending with [illegible] being 6,327 motorcycles, [illegible]

[illegible] is the percentage in[illegible] valuation of bicycles which [illegible] October of 1915 over those [illegible] the same month of 1914. [illegible] the past year the value [illegible] gure including bicycles [illegible] During the same month [illegible] was $42,543. How[illegible] that particular month the [illegible] was far in advance of what [illegible] the same month of 1914, [illegible] in the ten months ending [illegible] 1915, did not show a corre[illegible] great advance. The total valua[illegible] bicycles and parts shipped to [illegible] by American manufacturers [illegible] months ending with October, [illegible] $525,109, while for the corre[illegible] months of 1914 the valuation [illegible] a percentage increase of about

Even more significant and pointing strongly to the possibilities of the foreign cycle market for American manufacturers, is the falling off in the imports during the same period. During October of 1914, for instance, the valuation of imports of motorcycles, bicycles and parts was $11,625, while during the same month of 1915 the valuation had fallen to $2,272, a falling off of just about 80 per cent. in a twelvemonth. The totals for the ten months ending with October for the two years, tell the same story, the valuation being $180,376 during the ten months ending with October, 1914, and only $33,403 for the ten months ending with October of the year just past.

TICE AND GRAVES WIN AT BAKERSFIELD

Harley-Davidson Rider Captures Two Firsts, While "Morty" on His Indian Stars in 100-Mile Event

BAKERSFIELD, Cal., Jan. 10.—M. Tice, Harley-Davidson, carried off most of the honors at the meet in this city yesterday, winning two firsts and a second. Tice's time as winner of the ten-mile event was 8:18⅘, while in the five-mile sidecar race, he came first in 6:28⅖. Tice was second in the 100-mile feature event. Morty Graves, Indian, captured the 100-mile race in 1:24-20, while P. Gilmore, Excelsior, was winner in the five-mile open event. His time was 5:38⅖. The times were considered indifferent, owing to the poor condition of the track.

Don Johns Takes the Lead

In the long-distance event, Don Johns, on his Indian, shot ahead at the start and held the lead for 43 miles, with Graves trailing and Tice a good third. The Jinx, however, had it in for Johns, and in the forty-third mile his oil tank ruptured, and he was forced to drop out. Graves went to the front with Tice close up, and Mahlin, Harley-Davidson, coming on strongly. At the tape it was Graves, Tice, Mahlin, with Gilmore, Excelsior, fourth. Time, 1:24:20.

Gilmore Never Headed

The five-mile initial event saw F. Gilmore, Excelsior, in the lead soon after the start, with T. Barulich, Harley-Davidson, following. Gilmore was never headed and Barulich came in second. Tice was third man. Time, 5:38⅖. In the ten-mile, Tice was a good winner, with Martin, Excelsior, second, and Barulich, who shifted to a Thor, third. The time was 8:18⅘. The five-mile sidecar event was a win for Tice with his Harley-Davidson outfit; Gilmore, Excelsior, being second, and Berges, Indian, third. Time, 6:28⅖. The attendance was over 3,000, and the motorcycle enthusiasts enjoyed every minute of the meet.

REYNOLDS, ON EXCELSIOR, IS TUCSON VICTOR

TUCSON, Ariz., Jan. 10.—H. Reynolds, Excelsior, was first in the Tucson-Oracle road race held on January 8 from this city. Reynolds' time for the 78 miles of the course was 1:40:13. W. Jeffries, Indian, came second in 1:55:40, while W. Cox, Harley-Davidson, was third man in 2:01:50. R Reynolds, Harley-Davidson, was fourth, in 2:02:50. Eight out of the nine riders entered finished, the ninth man, D. J. Buck, Harley-Davidson, spilling on a sharp turn and retiring without sustaining serious injury.

Huge Crowd Attends

The Tucson-Oracle race was a closed club event, with $40 as the first prize, $30 for the second man, $20 for the third and $10 to the fourth man. The referee was M. L. Moran. The start and finish were witnessed by a huge crowd. The affair was pronounced a rousing success by all, and the fans are eager for the next races.

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CYGNET REAR CARS GOING LIKE "HOT CAKES"

Sales Manager Ogden Lines Up Export Contracts For 500 Cars and Books a Strong Array of Dealers in Eastern Section of the United States; Commercial Outfits in Demand

NEW YORK, Jan. 11.—Sales Manager Leadley Ogden, of the Cygnet Rear Car Company, of Buffalo, who has been conducting a whirlwind campaign among the leading dealers of the East, and also reaching out in all directions for foreign representatives, has obtained results during the last few weeks that establish something of a record. When Mr. Ogden found time to drop in at the office of **Motor Cycle Illustrated** today he was loaded with information of the kind that invariably keeps a wideawake sales manager smiling.

The Cygnet company has found the export demand for its product especially active and contracts have already been closed for Australia and New Zealand, under one distributor; Holland and the Dutch colonies, under one distributor; Spain and Portugal. The two countries last named have separate agents, and in Portugal the first order for Cygnet cars has been placed on behalf of the government, which will give them a trial preparatory to placing a larger order.

The orders for immediate delivery from the countries above named total fifty cars, and the contracts call for an aggregate of 500 cars during the year for these points.

Negotiations are now pending with representatives in the Netherlands, West Indies, South America, Philippine Islands, France, India and China. An interesting angle on the outlook for Cygnet business in China is that a former United States consul is planning a campaign to have the Cygnet passenger outfit replace the jinrikisha, the traditional vehicle of the Orient. The promoter of the idea argues that the middle and upper classes in China are ready to give up the jinrikisha for a speedier and more comfortable form of conveyance, and he feels that the Cygnet rear car will fill the bill. Present indications point to a demand for about 2,000 Cygnet cars from these countries.

Among the dealers who have signed up with Sales Manager Ogden during the last week or ten days to handle Sygnet rear cars are the following: George L. Miner, of Rochester; George E. Seavey, of Haverhill, Mass.; Bridgeport Cycle Co., Bridgeport, Conn.; General Motorcycle Sales Co., of Boston; A. T. Tragesser, Lancaster, Pa.; F. S. Bump, of Binghamton; J. F. Kilham, of Beverley, Mass.; Neal, Clark & Neal, Buffalo; Henderson Motorcycle Sales Co., New York; T. J. Sixsmith, New York; B. G. Sammis, Huntington, L. I.; Hugo Scherin, Bronx, N. Y.; O. C. Berckhemer, Bronx, N. Y.

The New York Sporting Goods Co., New York City, which has the general distributing rights for Cygnet cars in the metropolitan district, states that it is prepared to supply the cars for attachment to any standard make of motorcycle. The firm believes that 300 cars for the season is a conservative estimate of the business in sight.

Wallace Stuart, of New York Sporting Goods Co., with a Cygnet Rear Car Party

WANT FIFTY MOTORCYCLES FOR SPECIAL SERVICE

BOSTON, Mass., Jan. 10.—Fifty motorcycles will be needed for special patrolmen who will investigate automobile accidents if a bill filed by Representative Foster, of Gloucester, a few days ago becomes a law. It is the aim of the bill to regulate speeding and discourage any misuse of the roads which might lead to accidents, and to provide for immediate and thorough investigation of any smash-ups that do occur.

The bill provides that the fifty special men shall be supplied with motorcycles "or other suitable vehicles," and it goes without saying that the motorcycles will be selected if the measure goes through.

CLAIM EXCESSIVE FREIGHT RATES CHARGED

TWO more complaints regarding excessive freight rates charged for motorcycles have been filed with the Interstate Commerce Commission since November 20, 1915, both referring to shipments in less than carload lots. The first of these was submitted by Nicholas Lawlor, transacting business as the Lawlor Cycle Co., and naming the Chicago, Milwaukee & St. Paul, the Chicago, Burlington & Quincy, and other railroad companies as respondents. The second is that of E. F. Rose, naming the Boston & Albany R. R. Co. as respondent.

Lawlor, whose headquarters are in Lincoln, Neb., stated that he was charged by the defendant railway companies rates of $2.125 and $2.145 per hundred pounds, from Milwaukee, Wis., and Middletown, O., respectively, for shipments of motorcycles from the cities mentioned, to Lincoln, Neb., and that these rates were unjust and discriminatory. He claimed that just and reasonable rates for the shipments from Milwaukee and Middletown would be $1.275 and $1.545, respectively, and prayed for a hearing, reparation for damages sustained and other relief.

E. F. Rose prays for a rehearing of his case, also one claimed to be on rates unjust and discriminatory. He claims that the conclusions of the commission, that he was not entitled to money reparation from the Boston & Albany Co., were contrary to the finding of the commission in similar cases and that the conclusions were not based on finding of fact.

Both complainants base their claims on the 1½ times first-class rate being just and reasonable, that being the rate charged on bicycles in less than carload lots. This rate was fixed by the commission in its finding and order of May 9, 1910.

NEW FIRESTONE MANAGERS

C. D. Studebaker has become manager for the New York branch of the Firestone Tire & Rubber Company, of Akron, O. He succeeds Dan C. Swander, who was recently placed in charge of the Eastern District.

G. A. Spohr is now managing the Des Moines branch of the Firestone Tire & Rubber Company, of Akron, O. He is the successor of E. W. BeSaw, now in charge of the Firestone western branches.

VOTE BONDS FOR HIGHWAY

UNIONTOWN, Idaho.—The Lewistown Highway District has voted bonds to the amount of $150,000 for the construction of a hard surface highway from Clearwater river to the top of Uniontown hill. The road from a point near this city to the Snake river in Clarkson county constitutes the Idaho link in the Washington State highway system.

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BAKER DASHES THROUGH TASMANIAN MOUNTAINS AND SMASHES A RECORD

The First Picture of Baker (in Center) Before the Start of his Initial Record Breaking Ride in Tasmania. The Other Two Riders Acted as Escorts on Their Indians. This Was a Section Where the Road Was Good

HOBART, Tasmania.—"Cannon Ball" Baker is plunging right into his record-breaking work and has just succeeded in hanging up a new mark for Tasmanians to aim at. On his 1916 Powerplus machine he whizzed from Hobart to Launceston in the record time of two hours and thirty-seven minutes. He maintained an average of 50 miles per hour over a mountainous course and roads with rough surfaces.

The best previous record for a motorcycle covering this distance was two hours fifty-three minutes, and the best car record three hours thirty minutes, while the train time between these two cities is six hours. Baker has therefore clipped sixteen minutes off the former motorcycle record.

Baker left the United States two months ago to visit Australia and some of the South Sea Islands to demonstrate in that part of the world the ground-covering qualities of the new Indian machine. It is interesting to note that the motor with which "Warhorse" made the new Tasmania record is the same one he used to smash the three-day record last fall, riding from Canada to the Mexican line on the Pacific Coast in three days, nine hours and fifteen minutes. Tasmania, as is generally known, is an island lying just off Melbourne, Australia.

BUY OUT MOTOR SUPPLY CO.

PORTLAND, Ore.—C. G. Arnold and F. P. Waring have purchased the Motor Supply Company of this city and have incorporated under the old name. Arnold is secretary and general manager while Waring is president and treasurer. The location will be retained at 31-33 Broadway.

WHY ARE GASOLINE PRICES SOARING?

Federal Officials Say Conditions *Do* Not Justify the Higher Rates and Promise Searching Investigations.

WASHINGTON, D. C., Jan. 10.—Government figures made public today show that in the face of rising prices of gasoline, production of crude petroleum in the last year was greater than in 1914, that although production was "purposely retarded as far as practicable," reserve stocks of crude petroleum now being held in the country are the largest ever recorded, and that exports of gasoline, to which the rise in prices frequently has been attributed, were in the last ten months of 1915 less than the exports in the corresponding period of the two preceding years.

Both the Department of Justice and the Federal Trade Commission are preparing to investigate gasoline prices.

A statement issued recently by the Geological Survey estimated the 1915 production of market petroleum at 267,400,000 barrels, 2,000 barrels more than in 1914.

"This," says the statement, "does not agree with the currently reported reason for the exceptionally high prices now prevailing for motor fuel.

"As a result of the overload put on the transporting and refining phases of the petroleum industry by the excess output of 1914," the statement continues, "the year 1915 may be characterized as a period of readjustment in which production activity was purposely retarded as far as practicable. The small increase therefore is more significant than the simple figures indicate."

Factors that might be expected to affect the price of gasoline, according to Geological Survey officials, are production, consumption and prices of crude petroleum. Consumption figures, they said, were not available, though consumption was increasing.

BOTH MOTORCYCLE AND OWNER DISAPPEAR

NEW YORK, Jan. 11.—Motorcycle garagemen and others are requested to keep a sharp lookout for an Indian Powerplus machine, motor number 70H892, which has disappeared under conditions which lead to the suspicion that the owner may have met with foul play. The machine was owned by a Southampton (L. I.) man who rode it to New York to keep an engagement with an acquaintance. Neither machine nor rider have since been seen. If the machine is located, the Chief of Police at Southampton should be notified at once; his phone number is 56. It is explained that the present holder of the machine need fear no complications with the police, as their desire is simply to trace the machine back to its owner and thus account for his disappearance.

The motorcycle had been ridden about three weeks. It carried an Old Sol lamp, No. 6; Prest-O-Lite tank, Old Sol brackets, and a tail lamp which was not connected. The tool-box had been removed.

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RACINE CLUB BOYS FROLIC AT BIG ANNUAL BANQUET

Wisconsin Notables Attend Merry Affair; "Doc" Hanson Eclipses Arthur Davidson at Telling Swedish Yarns; Local Club Boys Dance the Oriental Mazurka and Stage a Hypnotic Seance

By PATHFINDER

RACINE, Wis., Jan. 11.—Arthur Davidson has met his Waterloo.

Now don't misunderstand us.

While the doughty little leader of the Harley-Davidson sales force is one of the best-versed men in the motorcycle industry on the matter of selling two-wheelers from the manufacturer's standpoint, and has every detail of his profession at his finger tips, it is not in this particular qualification that Arthur has been eclipsed.

Doc's Swedish Yarns

Out of this humble burg has come one who threatens to supplant Arthur in another qualification—the telling of Swede stories. He is Dr. ("Doc") W. C. Hanson, toastmaster at the big annual get-together banquet of the Racine Motorcycle Club. The fact that the affair stretched out to way beyond last Saturday midnight, with everybody in a wideawake and hapy frame of mind, testifies to Doc's versatility as presiding genius of banquets. It was Doc's incomparable Swedish yarns that did it.

William Wadewitz, newly re-elected president of the Racine club, was the openning speaker. He urged his fellow members to co-operate with the club's officers to give the Racine club still greater prestige in the world of live-wire organizations. Big Bill Wadewitz is the idol of local motorcyclists. His word is supreme. And Bill has helped the Racine club to a prominent spot on the motorcycle map.

Lauds Racine Boys' Work

H. E. Baldwin, state F. A. M. referee, praised the Racine club for its enterprise demonstrated in numerous affairs during the past year and for the effective results achieved in elevating the sport of motorcycling in the Southeast corner of Wisconsin.

In introducing Hugh Sharp, secretary of the Milwaukee Motorcycle Club, Doc. Hanson certainly gave ye humble scribe a flattering send off that threatened to cause indiscriminate popping of upper vest buttons and serious expansion of our bald dome.

Not that we are unusually short of hirsute adornment, but—the epithet persists in sticking so we might just as well take things as others would have us see them. "Others" meaning those lacking in appreciation of high foreheads.

Speaks on Value of Trade Journal

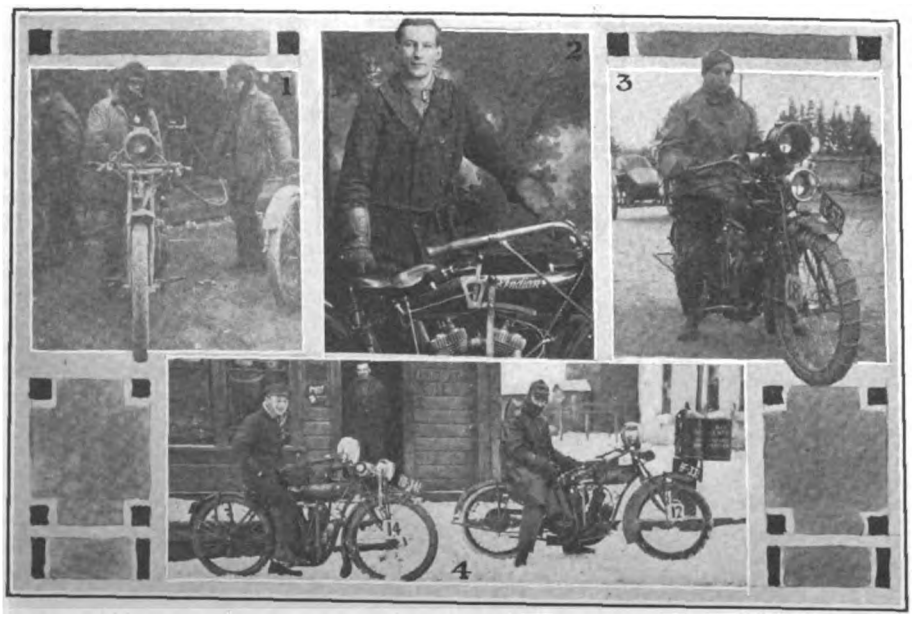
The value of the motorcycle trade paper we modestly take it was what Doc. meant when he said: "Here is a man who speaks to thousands through the medium of **Motor Cycle Illustrated** in boosting the motorcycle sport and business." We, in turn, pulled the old one about the newspaper man being a rotten speaker, got away with it, and then tendered greetings from the Milwaukee club, put in a little boost for the F. A. M. and, well, after we got through Baldwin whispered, "Good speech, old man." And Baldwin is the Milwaukee club humorist.

Club Officers Elected

Besides Mr. Wadewitz as president, the Racine club elected the following officers at the annual meeting: Vice-president, T. Peterson; secretary, B. Larson; treasurer, F. Meiske; custodian, H. Helding; captain, C. Albright; first lieutenant, C. Hill, and second lieutenant, V. Jensen.

A feature of the program was the appearance of several dancers around whom "Doc" threw much mystery. They turned out to be just the club fellows imitating an Oriental mazurka. Charlie Bullette tried a hypnotic seance and almost got away with it. He got so far as to put his "inert" subjects across the backs of two chairs.

HIGH-SCORERS IN PORTLAND NEW YEAR'S RUN



1, Archie Rife, Harley-Davidson, Who Got Perfect Score; 2, Ed. Berreth, 1916 Indian First to Finish Run with 1,000 Points; 3, Henry Kurtz, Indian, Finished Without Penalization; 4, Ed. Carson, Indian, 1,000 Points, and A. Zehringer, Single-Geared 1912 Indian, 998 Points

HIGH-CLASS PUBLICITY FOR VAN IN ROANOKE

ROANOKE, Va., Jan. 10.—The Indian delivery van purchased from the Roanoke Cycle Co., of this city, agents for the Indian and Henderson, played quite an important part in the "efficiency sale," held by the S. H. Heironimus Co., one of the largest department stores in the state. This sale was held for the purpose of impressing their patrons with the type of clerical and delivery service they endeavored to give. The delivery van was advertised as being used in delivery of those goods which were desired immediately by customers and which could not be handled expeditiously enough by the auto trucks.

To emphasize the importance of this one item of service, the S. H. Heironimus Co. was loaned an extra Indian by the Roanoke Cycle Co., to be placed in one of their show windows. An entire corner window was used for this purpose, the machine being surrounded by appropriate display cards.

CONSOLIDATED M. C. ELECTS

INDIANAPOLIS, Ind., Jan. 10.—Harvey Davis was re-elected for the third consecutive time as president of the Consolidated M. C. at the recent semi-annual meeting. Davis, and Earl Starkey who becomes vice-president for the next six months, are both charter members of the organization and have done much to foster the club spirit and care for the club during its infancy. Harry Todd is secretary, while Fred Dyer, former vice-president, is now treasurer. Dyer is a veteran rider and a former member of the old Indianapolis M. C. in which organization he was known as the "Daddy of the Indianapolis motorcycle riders."

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MOTOR CYCLE ILLUSTRATED
With Which Is Now Incorporated
"Bicycling World"

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HE WON'T GO SHORT ON SALES FUEL

CONSIDERING the remarkable business returns from the last motorcycle, bicycle and accessory show in New York, and the fact that the admissions reached a total materially higher than at the Chicago show, it is only reasonable to expect that the trade bodies would decide in favor of continuing the eastern exhibition. There are indications on all sides that this arrangement meets with unanimous approval; and further indications that the shows for 1916, both western and eastern, will go far beyond the 1915 programs in the number of exhibitors.

MUCH DISCUSSION ON USING MOTORS ON R. F. D. ROUTES

URBANA, Ohio.—The question of motorizing the rural mail service, in which the initiative has been taken by the postoffice department, with a view to reducing expenses, is creating much discussion in this and other localities where rural routes are numerous. Many carriers going out of this point use motorcycles in almost all kinds of weather, making their routes in less than half the time required with a horse. The average run is 25 miles, and the proposed increase will make the average about double that, letting out a corresponding number of carriers. Some of the farmers, however, are protesting at the proposed change, declaring that a small motor truck cannot be relied upon to make 50 miles regularly through the winter in the same time that a horse will make 25 miles. The motorcycle seems to be the happy medium, alternating with the horse, and giving way to the latter when the roads get heavy. Congressman Fess and others will take up with the Government the protest of the farmers against the proposed change.

ORGANIZE TO PREVENT ACCIDENTS IN CINCINNATI

CINCINNATI, Ohio.—The extent to which the number of accidents due to reckless motorists has increased lately has resulted at last in definite proposals to eliminate the evil, the police authorities promising full co-operation in this connection. An organization of pedestrians is also proposed, which will insist on the local registration of every owner of a motor vehicle of any sort, and on stringent punishment for speeding or other forms of reckless driving or riding. On the other hand, local authorities point out that "jay walking" is unusually common here, and that regulations which will compel pedestrians to cross streets only at the regular crossings and to keep on the right side in all cases, obeying the signals of traffic officers at crossings just as do vehicle drivers, will do much to reduce the number of accidents.

BEST FORM OF DELIVERY

LOUISVILLE, Ky.—Motorcycle delivery has proved itself the best form for handling drugs, according to the experience of the Newman Drug Company, of this city. This firm is one of the leading prescription houses in the state and employs a motorcycle to carry its goods to any point within the city limits. The company has been using this delivery for two years and would not be without it.

"IT CAN'T BE DONE"

EDITOR.—I took **Motor Cycle Illustrated** for two years and then tried to get along without it. It can't be done. I feel lost without it, so please send it to me again. Find subscription price enclosed.

Eli L. Garrett.
West Chester, Pa.

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"TEDDY" HASTINGS COMES BACK TO AMERICA

MELBOURNE, Australia, Dec. 20.—Mr. T. K. Hastings, the manager of the Australian branch of the Hendee Mfg. Co., is on his way back to America, having sailed from here with Mrs. Hastings and T. K., junior, a few days ago. He will visit the Indian factory at Springfield, Mass.

Before leaving Australian shores Mr. Hastings was given a bon voyage banquet at the Paris House in Sydney, which was attended by a host of friends as a "recognition of good services to motorcycling by a good sport." Hastings had become the stanch friend of hundreds of riders on this big island and they were certainly sorry to see him depart. He was not only a hustler in business, having in a comparatively short time made the Indian machine one of the most popular in Australia, but he was always active in promoting motorcycle competitions that aroused the interest of the two-wheeler enthusiasts as never before.

On his departure Mr. Hastings expressed himself as glad to get back to "Little Old New York" once more and to see his many American friends again. American motorcyclists will recall that Mr. Hastings made some very formidable records in motorcycle competitions in the States. In 1906 he was the vice-president of the F. A. M. and took and active part in its affairs.

SOCIABILITY RUN WILL BE STAGED BY DETROIT CLUB

DETROIT, Mich., Jan. 10.—The Harley-Davidson Motorcycle Club has completed its plans for a sociability run which will start from the store of W. E. Wandersee, the local agent for the gray fellow, at 10:30 p. m. on January 15, and will proceed over fifteen miles of well-paved road to one of the best road houses near the city, where at midnight a turkey supper will be served and entertainment will be furnished by the riders. The fellows will spend the night at the road house and will motor home at their own convenience in the morning.

The entry fee is fifty cents for each rider, which only will help to defray the expense.

THREE PERFECT IN EUGENE (ORE.) CENTURY

Charles Forneri on a Harley-Davidson Wins 100-Mile Event Over Snow-Covered Course; Brandt, H-D, Second; Schnorenburg, Excelsior, Third

Forneri Waiting to Check in at Control in Eugene on Second Lap

EUGENE, Ore., Jan. 10.—Averaging 55 minutes to the lap over 32 miles of snow-covered road, Charles Forneri, riding a Harley-Davidson, won the century endurance run of the Eugene Motorcycle Club, which was held January 2.

Dick Brandt, on a Harley-Davidson, took second place, and Bill Schnorenburg, riding an Excelsior, was third. All three men were awarded perfect scores. They were the only riders to finish. Brandt made the fastest lap of the day by covering the 32 miles in 50 minutes.

Ed Tripp, riding an Excelsior, and Yale Smith, with an Indian, were both compelled to drop out of the race before the finish on account of accidents to machines.

The race was run over a fairly level course between Eugene and Junction City, which had been covered by a few inches of snow and frozen crust. Riding was very difficult and spills were many. Just as the first man started, the snow began to fall again and the entire race was run in a blinding storm. Eleven men signed up for entry, but there were only five at the start.

A silver cup was presented by the motorcycle club as a trophy for the run, and it will bear the names of Forneri, Brandt and Schnorenburg, the perfect score men.

500-MILE ENDURANCE RUN FOR ROANOKERS

Active Virginia Club Starts Plans for Big Two-Day Trial and Also Schedules Races for Decoration Day, July 4 and Labor Day

ROANOKE, Va., Jan. 10.—At the first semi-monthly meeting of the Dixie M. C., for the new year, officers were chosen as follows: A. S. Leslie, president; Herbert Webb, vice-president; W. A. Paxton, recording secretary; G. A. Martin, financial secretary; Clarence Webb, road captain; W. C. Stevens, lieutenant; H. McDonald, assistant recording secretary; G. A. Martin, auditor; W. A. Paxton, auditor; G. A. Martin, club reporter.

After the new officers had been installed, plans for endurance runs, races, etc., for the season were taken up. It was decided to hold three races, one on Decoration Day, another on July 4, and the third on Labor Day.

The endurance run, which will be a two-day affair under F. A. M. sanction, was put into the hands of the necessary committee. Although it is not definitely known, the course will probably run from Roanoke to Richmond via Lynchburg and Petersburg, and return via Louisa, Charlottesville, Staunton and Natural Bridge, a distance of over 500 miles. It will be by far the most important event of its kind ever held in this state.

As the permanent marking of a course of this length will be decidedly expensive, assistance will be asked from the various tire companies, from the motorcycle clubs en route, and probably from the American Automobile Association, as it can be readily understood that the thorough marking of a route between four of the largest cities in a state would be conducive to an increased automobile traffic, as well as a great advantage to motorcyclists. The matter is now being handled by correspondence, but in the course of two or three weeks, three club members will cover the entire course to see just what the situation is.

REPAIRING TACOMA SPEEDWAY

TACOMA, Wash., Jan. 3.—As soon as the weather settles, the work of constructing an adequate guard rail around the Tacoma Speedway will be begun, and other needed repairs will also be made. When this work is completed the track will be much faster than it was in 1915. Motorcyclists are anxiously awaiting the completion of the repairs, for they are desirous of trying out their 1916 models.

BRAZILIAN RUBBER EXPORTS

The total exports of crude rubber from the port of Paco and Manaos in Brazil in the first three-fourths of 1915 was 25,172 tons, of which 14,903 tons went to Europe, and 10,269 tons to the United States. English vessels carried four-fifths of this rubber, while the remaining fifth was shipped in Brazilian bottoms.

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NEW YORK SHOW CONTINUED; LATER DATES CHOSEN

M. M. A. Decides Upon Second Week in November for Chicago Exhibition; Week of Six-Day Bike Race Favored for New York Show; More Exhibitors Are Promised

[illegible]K, Jan. 10.—Just as predicted [illegible] January 6 issue of this journal, [illegible]cycle Manufacturers decided at [illegible] at the Hotel Astor last Thurs- [illegible] the cycle shows at later dates. [illegible] decided almost unanimously, to [illegible] New York Show. The Chi- [illegible] will be held in November, dur- [illegible] two weeks preceding Thanks- [illegible] The week of the New York [illegible] definitely decided upon, al- [illegible] week beginning December 4, [illegible] Six Day Bicycle Race, was fa- [illegible] committee representing the [illegible]facturers and Jobbers.

[illegible] was presided over by T. W. [illegible] the Henderson Motorcycle [illegible] In attendance were also [illegible] Aurora Automatic Machinery [illegible] Ill., S. W. Treat, of Shickel [illegible] Stamford, Conn.; W. V. S. [illegible] A. O. Smith Company, Milwau- [illegible] Schack, of Emblem Mfg. Co., [illegible] Messrs. Alexander and [illegible] Cleveland Motorcycle Co., [illegible] F. J. Weschler, of Hendee [illegible] Springfield, Mass.; Walter David- [illegible] Davidson Motor Co., Mil- [illegible] Horace Huffman, of Davis [illegible] Co., Dayton, Ohio; Secre- [illegible] and Show Manager A. [illegible]

More Funds Are Needed

[illegible] Arthur Davidson's annual re- [illegible] attention to the fact that addi- [illegible] for financing the affairs of the [illegible] would have to be provided. As [illegible] this situation was entirely [illegible] by the association having [illegible] rate to its members of fifty [illegible] instead of seventy-five cents a [illegible] space. This meant a saving [illegible] like $3,000 to members, and [illegible] loss of the same amount to [illegible] The matter was discussed [illegible] and it being the opinion [illegible] the members that the secretary's [illegible] maintained, it was finally [illegible] members should contribute to [illegible] at the rate of ten cents per [illegible] further notice. The old [illegible] was continued insofar as [illegible] Company is concerned, as [illegible] at a much lower price than [illegible] and it was not con- [illegible] that a $60 article should have [illegible] a machine selling at a much [illegible]

New York and Chicago Show Figures

[illegible] Manager Coffman reported the [illegible] income to have been [illegible] expenses $13,558.47, leaving [illegible] The New York Show [illegible] expenses, $10,870.84; [illegible] paid admissions at New [illegible] of Chicago, totaling [illegible] Western show and $1,649 for [illegible]

[illegible] present participated in [illegible] with reference to financing [illegible] after all had been said, [illegible] uppermost that the as- [illegible] expect a large profit when the show rentals to members had been reduced fully one-third; that is to say, the members of the association had already profited several thousand dollars, and the revenue of the association had been reduced in that amount.

It was decided on motion by Mr. Huffman and seconded by Mr. Fogarty that the annual dues be $50, payable in advance.

Better Show Patronage Expected

It was the general impression that with heartier co-operation from the jobbers and parts manufacturers, this year's shows would be much more liberally patronized. Show Manager Coffman brought out the interesting fact that nearly half of the space at the Chicago Show and more than half of the space at the New York Show had been purchased by motorcycle manufacturers. Now that the parts makers and jobbers will be represented on the show committee and have been given an opportunity to help determine the show dates, it is generally believed that many members of the other two associations who have not heretofore exhibited will take show space.

As the Motorcycle Manufacturers' session was approaching its close, a committee of the Cycle Parts Association, consisting of Messrs. Schwab, Hamilton and Brandt, of the Stevens, Federal and Troxel companies, respectively, announced that Atlantic City had been selected as the place, and the first week in August as the time, for the annual convention of the allied cycle associations. This had the hearty indorsement and unanimous approval of the motorcycle manufacturers.

Next M. M. A. Meeting in Springfield

With ten members voting, Messrs. Weschler, Arthur Davidson, Schack, Quinlan and Kirk were elected a board of directors for 1916. The board subsequently re-elected T. W. Henderson as president, Arthur Davidson as treasurer, and E. F. Hallock as secretary.

Mr. Kirk was of the opinion that the New York Cycle Show should be held in January, during the week of the Automobile Show. He said that the Automobile Show, as well as the various meetings of the Cycle Associations, always attract a large attendance of cycle tradesmen, and this was the logical week for the cycle show in New York. However, no decision was reached as to the date, this being left to the joint show committee.

On invitation extended by Mr. Weschler, of the Hendee Manufacturing Company, it was decided to hold the next meeting of the Motorcycle Manufacturers' Association at Springfield, Mass., April 12.

WITH GUTERMAN IN FLORIDA

Reading-Standard Traveler at Old Gates in St. Augustine; Below, Paul Weigant, Who Will Represent the R-S in St. Augustine, in the Sidecar, Out for a Run

NATIONAL CAPITAL CLUB ELECTS OFFICERS

WASHINGTON, D. C., Jan. 6.—The National Capital M. C., of this city, held its annual election yesterday at the club house. E. Mitchell Dodson, president for the past two seasons, was re-elected for 1916, while John S. Berryman becomes vice-president. F. H. Thornhill succeeds himself as secretary, while W. F. Throop was elected treasurer to succeed H. B. Cohen, who declined re-election. Victor Dessez continues as road captain and Fritz Weiss and Percy Wise are lieutenants.

A banquet will be tendered the officers-elect by the retiring officials at the University Club during the first week in February. There will be a number of prominent speakers present, and among other matters that of forming a military motorcycle division will be taken up.

WESTFIELD BOOSTERS HOME

WESTFIELD, Mass.—The Christmas spirit was strongly in evidence at the home office of the Westfield Manufacturing Company last week when five of the salesmen, C. B. Hull, F. R. Swayne, T. B. Hallbourg, C. T. Quinn and B. A. Edgar, dropped in from their territories to pass around the compliments of the season, and to spread the tidings of excellent business conditions in all sections of the country.

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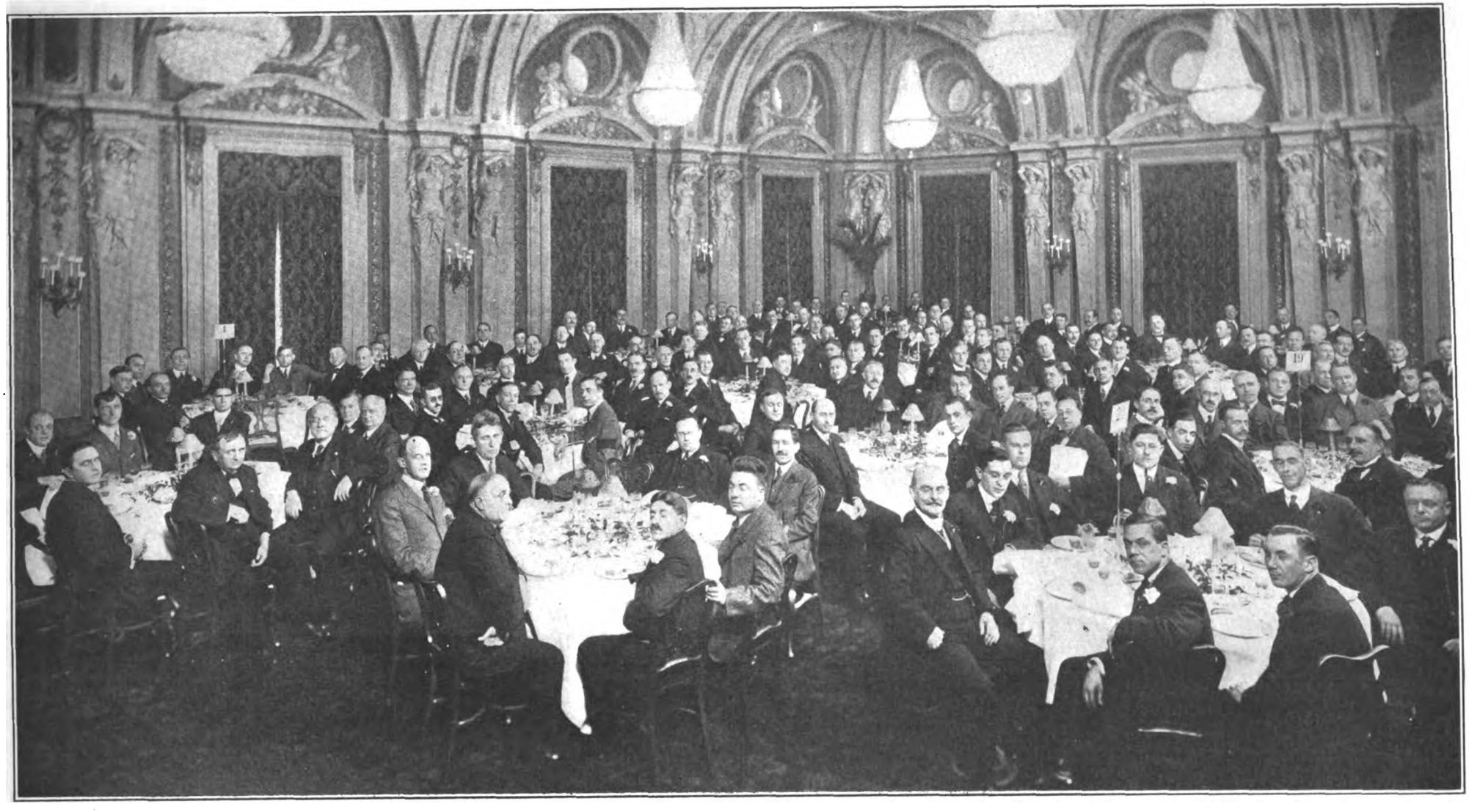
ENTHUSIASM HEADED THE MENU WHEN THESE CYCLE MEN MET



IT was announced that 190 trade men were accommodated, and an examination of the photograph will show that there was no space to spare in the famous North Ball-Room of Hotel Astor when all the guests were seated and ready for the starter's gun. A notable feature was that the social spirit of the occasion was always appreciable although the assemblage was bombarded with more solid facts and straight-from-the-shoulder business arguments than had been brought to bear upon the trade leaders at any previous affair of the kind. Its success followed naturally.

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Among Those Present at Cycle Parts Luncheon

...OWING is a complete list of the ...ade men who attended the mid-... luncheon of the Cycle Parts and ...ories Association, which was ten-... the M. M. A., Cycle Jobbers and ... Manufacturers at the Hotel Astor, ... on Tuesday, January 6. Even ... glance over the list will serve to ... that the gathering was one of the ...epresentative ever entertained under ...ices of the allied industries. No less ... Boosters (don't forget the capital ... Cuneotyper) were seated at the 20 ... filled the North Ballroom of ... hostelry, and every one of the ...mented enthusiastically upon the ... the program. Here's the lineup:

...rkson J. B. Clarkson & Co., Ltd., ...n, N. Z.
... Haft, Badger Brass Mfg. Co
...Treat, Schickel Motor Co., Stam...
...Jackson, A. O. Smith Co., New ...
... A. O. Smith Co., New York
...an Fisk Rubber Co.
... Rubber Co.
...Goodby Rankin & Co., ... R. I.
...Jr., Goodby Rankin & Co., ... R. I.
...Taylor, Brideport Brass Co.
...Goodby Rankin & Co.
...Motorcycling & Bicycling.
...Bridgeport Brass Co.
...Adler, Emil Grossman Mfg. Co.
...Shreyer & Co.
...Emil Grossman Mfg. Co.
...Erwin & Wassey Co., Chi...
...President Toledo Rubber
...Endurance Tire & Rubber
... Schraders' Sons, Inc.
... B. F. Goodrich Co.
...Colonial R. S. Co.
...of M. Adler, Amsterdam,
...Colonial Rubber Specialties
...Federal Rubber Mfg. Co.
... Secretary M. M. A.
... Buffalo Specialty Co.
Martin J. Cabana, Buffalo Specialty Co.
J. H. McCauley, Forsythe Metal Goods Co.
Max M. Sladkin, Haverford Cycle Co.
T. Hemenway, Ericsson Mfg. Co.
Wm. E. Diehl, Corbin Screw Corp.
Louis Schwab, Stevens & Co.
J. W. Morse, Stevens & Co.
Walter C. Voss, Standard Welding Co.
J. C. Manternach, Standard Welding Co.
A. H. Harrop, Corbin Screw Corp.
W. F. Carroll, Utica Cycle Co.
J. E. Talty, Racine Rubber Co.
A. W. Parry, **Motor Cycle Illustrated.**
B. A. Quayle, Standard Welding Co.
Stanley Wilson, D. P. Harris Hdwe. Co.
R. T. Baden, Henry Keidel & Co., Baltimore, Md.
Wm. M. Deem, Reading Saddle Co.
Wm. Holland, Henry Keidel & Co.
A. E. Bregent, Montreal.
John Brown, with W. H. Grover.
Jacob Roth, Montreal.
Fred St. Onge, with A. E. Bregent.
J. C. Ferguson, Eclipse Machine Co.
A. H. Bartsch, Bosch Magneto Co.
A. C. Rice, Eclipse Machine Co.
F. R. Palmer, Continental Rubber Works.
Wm. A. Owens, Coggins & Owens.
M. H. Tisne, A. Schrader's Sons Co.
H. Mesinger, H. & F. Mesinger Mfg. Co.
M. E. Foshett, Albany H. & I. Co.
W. J. Surre, Continental Rubber Works.
J. B. Tucker, Tucker Wood Rim Co., Sidney, O.
F. S. Ellett, Eclipse Machine Co.
R. L. Harriman, Hendee Mfg. Co.
J. Leo Sauer, **Motor Cycle Illustrated.**
E. M. Jackson, Hendee Mfg. Co.
F. J. Weschler, Hendee Mfg. Co.
W. G. Schack, Emblem Mfg. Co.
Joseph Goodman, Frank Presbrey Co.
J. P. Fogarty, Westfield Mfg. Co.
H. M. Huffman, Davis Sewing Machine Co.
G. M. Hendee, Hendee Mfg. Co.
F. A. Baker, N. Y. Sporting Goods Co.
John W. Henry, Vim Cycle Co.
W. S. Quinlan, Cleveland Motorcycle Mfg. Co.
H. N. Kirk, Aurora Automatic Machinery Co.
J. E. Shaw, The Olmsted Co.
Walter Davidson, Harley-Davidson Motor Co.
H. G. Alexander, Cleveland Motorcycle Mfg Co.
George E. Briggs, Wheeler & Schebler.
A. B. Coffman, American Wood Rim Co.
J. W. Brandt, Troxel Mfg .Co.
D. H. Wetzel, Mott Wheel Works.
W. F. Emerson, Buffalo Metal Goods Co.
H. N. Condict, **Motor Cycle Illustrated.**
M. G. Horton, New Departure Mfg. Co.
DeWitt Page, New Departure Mfg Co.
F. R. Huntington, New Departure Mfg. Co.
Charles F. Corey, Hub Cycle Co.
F. I. Willis, Central Rubber Co.
H. A. Githens, Federal Rubber Co.
B. W. Snowman, Continental Rubber Co
E. J. Warren, S. L. Crosby Co.
C. R. Miller, Miami Cycle Mfg. Co.
Harry S. Wise, Miami Cycle Mfg. Co.
Geo. A. Greiss, Geo. A. Greiss.
H. A. Gliesman, Miami Cycle & Mfg. Co.
James W. Ash, Miami Cycle & Mfg. Co.
G. H. Hamilton, Federal Rubber Mfg. Co
Martin C. Stokes, U. S. Tire Co.
J. J. Hanse, U. S. Tire Co.
Geo. K. Culp, U. S. Tire Co.
G. W. K. Voigt, Rose Mfg. Co.
C. A. Wigmore, Mfgrs. Supplies Co.
D. N. Marks, Mfgrs. Supplies Co.
Edw. J. McCaffrey, Federal Rubber Co
Clinton Lovell, K. & C. Co.
C. J. Smith, C. J. Smith & Co.
Arthur T. Merrick, **Motor Cycle Illustrated.**
J. H. Donehue, **Motor Cycle Illustrated.**
George W. Ellis, Supplee Biddle Hdwe. Co.
E. H. Lang, Gt. Western Mfg. Co.
Harold F. Turner, *Bicycle News.*
W. J. Cameron, Goodyear.
N. Evens, Perlman Cycle Co.
H. Perlman, Perlman Cycle Co.
C. A. Sawyer, Persons Mfg. Co.
E. R. Stillwell, Goodyear Tire & Rubber Co.
Henry S. Biron, Hawthorne Mfg. Co.
A. E. Griffith, New Departure Mfg. Co.
T. W. Henderson, Henderson Motorcycle Co.
J. W. Grady, J. W. Grady & Co.
J. F. Beck, Keyser Fry.
Bert F. Fries, Keyser Fry.
Elsworth A. Hawthorne, Hawthorne Mfg. Co.
Daniel F. Printz, Reading Saddle Mfg. Co.
B. A. Edgar, Westfield Mfg. Co.
D. B. Nally, Double Seal Tire V. Co.
E. H. Hawthorne, Hawthorne Mfg. Co.
C. F. Olin, New Departure Mfg. Co.
Geo. W. Nock, Geo. W. Nock & Co.
E. G. Westlake, Chicago *Evening Post.*
Keyser Fry, Reading Cycle Mfg. Co.
L. M. Wainwright, Diamond Chain.
H. L. Quine, Goodyear Tire.
C. Kauffman, Non Pareil Horn Mfg. Co.

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C. Stanley Schwartz, City Supply Co.
W. M. Johnston, Continental Rubber Works.
A. Scaison, Progressive Cycle Co.
E. Pitzele, Progressive Cycle Co.
Chas. W. Leng, J. S. Leng's Son & Co.
G. Hess, J. S. Leng's Son & Co.
H. V. Dodge, New York City.
Frank L. Chase, Frank Mossburg Co.
E. W. Scott, Louis Rastetter, Inc.
A. J. Musselman, Cycle Mfg. & Supply Co.
R. F. Kelsey, *Bicycle News.*
T. J. Sullivan, *Motorcycling & Bicycling.*
R. M. Barwise, Diamond Chain.
Judd W. Spray, Diamond Chain.
E. J. Lonn, Gt. Western Mfg. Co.
L. J. Hood, Walthour & Hood.
W. D. Alexander, Alexander Seewald Co.
C. E. Morehouse, Standard Co.
E. Forest Knap, Standard Co.
James H. Graham, Standard Co.
E. J. Lobdell, American Wood Rim Co.
Ed. C. Gallo, Henry Horton.
J. F. Creamer, Henry Horton.
Henry Horton, Henry Horton.
R. W. Dick, Louis Rastetter & Sons.
M. S. Swople, Bevin Bros.
F. Southmayd, Fisk Rubber Co.
Ben Josephson, Colonial R. S. Co.
M. Schweinert, A. Schrader's Son, Inc.
C. L. Elyea, Elyea-Austell Co.

CYCLE JOBBERS AFTER MORE MEMBERS

Will Push Standardization Work; Majority of Members Favor Two Cycle Shows; Meeting Well Attended

NEW YORK, N. Y., Jan. 10.—At the meeting of the Cycle Jobbers' Association, which was called to order by Chairman Keyser Fry on Thursday morning, January 6, it was decided to start a vigorous membership campaign, each member of the association being asked to bring at least one of the former members back to the fold. Speaking of the shows, Mr. Fry stated that he had circularized all the members of the association and had obtained 56 answers: 34 men were in favor of one or more shows, while 22 were either against or neutral on the subject of shows.

A committee was appointed to participate in the publicity campaign for one million bicycles in 1916. This committee consists of J. W. Grady, of J. W. Grady & Co.; William A. Owens, of Coggins & Owens; F. A. Baker, of the New York Sporting Goods Co.; J. F. Beck, of Keyser Fry, and Fred I. Willis, of the Central Rubber Supply Co. Keyser Fry and John Henry will act as ex-officio members. An appropriation of $100 was voted for the standardization committee to carry out its work, and it was decided that the next meeting would be held at Atlantic City.

To Arrange for Shows

During the meeting Walter Davidson, representing the Motorcycle Manufacturers' Association, announced that that organization desired the jobbers to appoint a committee of one to act in conjunction with a similar committee of the Cycle Parts and Accessories Association and the M. M. A. to arrange for the next shows. Fred Grubb was appointed to represent the jobbers.

Keyser Fry discussed fully the work of the standardization committee and spoke of the many benefits to be derived from the formation of an Allied Cycle Trades Association, all the members at the meeting being in favor of organizing such a body. Secretary Henry reported that sixteen new members had joined the Jobbers' Association, while the treasurer announced that the association was in splendid financial condition.

Those present were: J. E. Shaw, of The Olmsted Co., Syracuse, N. Y.; F. A. Baker, of New York Sporting Goods Co., New York City; L. J. Hood, of Walthour and Hood, Atlanta, Ga.; C. W. Leng, J. S. Leng Son, New York City; Geo. W. Nock, of Geo. W. Nock Co., Philadelphia, Pa.; Max M. Sladkin, of Haverford Cycle Co., Philadelphia, Pa.; H. Perlman, of Perlman Cycle and Auto Supply Co., New York City; N. Evens, of Perlman Cycle and Auto Supply Co., New York City; Wm. A. Owens, of Coggins & Owens, Baltimore, Md.; J. F. Beck, of Keyser Fry, Reading, Pa.; W. H. Grover, of W. H. Grover, Norfolk, Va.

C. J. Smith, of C. J. Smith Co., St. Paul, Minn.; W. D. Alexander, of W. D. Alexander, Atlanta, Ga.; C. L. Elyea, of Elyea-Austell, Atlanta, Ga.; G. W. Shreyer, of G. W. Shreyer & Co., Dayton, O.; E. C. Deardorff, of The Toledo Rubber Co., Toledo, O.; Geo. H. Greiss, of Geo. H. Greiss, Philadelphia, Pa.; Albert E. Goodby, of Goodby-Rankin, Providence, R. I.; Wm. Holland, of Henry Keidel & Co., Baltimore, Md.; J. W. Grady, of J. W. Grady & Co., Worcester, Mass.; Henry Horton, of Henry Horton, New Haven, Conn.

Mr. Foskett, of Albany Hardware & Iron Co., Albany, N. Y.; Nat C. Cohn, of Goodby-Rankin, Providence, R. I.; Chas. F. Corey, of Hub Cycle Co., Boston, Mass.; D. N. Marks, of Mfrs. Supply Co., Philadelphia, Pa.; Jno. Henry, Vim Cycle & Hardware Co., Buffalo, N. Y.; Keyser Fry, of Keyser Fry, Reading, Pa.; Geo. W. Ellis, of Supplee-Biddle Hdw. Co., Philadelphia, Pa.; A. Scaison, of Progressive Cycle & Auto Supply Co., New York City; E. Pitzele, of Progressive Cycle & Auto Supply Co., New York City; W. F. Carroll, of Utica Cycle Co., Utica, N. Y.; G. Hees, J. S. Leng & Son, New York City; Fred I. Willis, of Central Rubber Supply Co., Indianapolis, Ind.; C. S. Schwarz, of City Supply Co., New York City.

ALL GOT A "SHAV-RITE"

NEW YORK, N. Y., Jan. 10.—Mr. Wood, of the Buffalo Specialty Co., in behalf of its secretary, Mr. Martin J. Cabana, pleasantly surprised the trade men who gathered at the Astor Hotel last week by presenting each of them with a "Shav-Rite" safety razor set. This consisted of a new patented blade holder, a strop holder, and six blades, all neatly tucked away in a handsome leather case. Mr. Wood found, on distributing the sets, that there were more trade men present than he had calculated, so that his supply of gifts did not go round. However, he generously invited all those who did not receive a "Shav-Rite" to communicate with him at Buffalo and promised to mail a shaving outfit to all who wrote.

AN OBSTINATE JITNEY BUS

NEW YORK, N. Y., Jan. 10.—Some of the trade men who attended the meetings at the Hotel Astor last week may still be trying to get the jitney bus into the garage. Everybody tried it at the Astor, but mighty few succeeded. And the representatives of the Forsyth Metal Goods Co., of Buffalo, N. Y., who distributed the jitney bus puzzles—for it wasn't a real jitney bus—just smiled at the vain attempts to back the four-wheeler into its stall. The puzzle was a very ingenious one, consisting of a glass-covered container in which was fastened a little garage, and around which rolled a tiny jitney that "didn't want to go home," and kept the men in an uproar trying to back it into the garage.

C. P. A. COMMITTEE TO AID IN CAMPAIGN

Will Co-operate With Other Trade Bodies in National Drive for Bicycle Business; Discuss Some Standardization Points

NEW YORK, Jan. 10.—President Daniel F. Printz presided at the session of the Cycle Parts and Accessories Association at the Hotel Astor on Thursday morning, January 6, and a considerable amount of business, chiefly along routine lines, was transacted.

A committee made up of H. S. Quine, C. F. Olin and Horace Hawthorne was appointed to represent the C. P. A. in co-operating with the other trade bodies in the national bicycle campaign.

It was decided that the annual summer convention of the cycle trades will be held at Atlantic City as usual early in August, and that W. J. Surre and C. E. Morehouse will continue to handle the arrangements.

When the matter of standardization of cycle parts was taken up there was a lengthy discussion, but only two recommendations were definitely decided upon: That the use of 7-16 drill on 1 1-4 inch rims and upward be endorsed and that the advisability of using 1 1-8 and 1 inch drills be left open for the time.

Many angles of the standardization question were threshed out on Wednesday afternoon by the Standardization Committee, which is made up of Keyser Fry, chairman; President Daniel F. Printz, J. W. Ash, H. S. Wise, C. R. Miller, J. P. Fogarty, J. F. Beck and Louis Schwab.

LOVELL AND WAINWRIGHT ON M. A. M. STAFF

NEW YORK, Jan. 7.—F. Hallett Lovell, Jr., of the Lovell-McConnell Mfg. Co., maker of Klaxon horns, was elected president of the Motor and Accessory Manufacturers, at the annual meeting in this city yesterday. Mr. Lovell was also re-elected to the directorate.

L. M. Wainwright, of the Diamond Chain & Mfg. Co., of Indianapolis, was elected treasurer of the same body.

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THE PRESIDENT OF THE M. M. A.

FIRST IN A SERIES OF CHATTY SKETCHES CONCERNING TRADE LEADERS

How T. W. Henderson Began Life in Glasgow, Came to America with His Parents, Reached a High Place as a Singer and Then Was Forced to Aim His Ambition in Another Direction Which Led to the Henderson Motorcycle and Success

Once upon a time, many many years ago—in 1872, to be exact, although you would never guess it today from the youthful appearance of our subject), there was born in the city of Glasgow, Scotland, a baby with a four-cylinder ambition that has since made its presence felt and a family leaning towards the name of Henderson. He was given—

"Now" we hear you gurgle, with an accent in your voice, "don't delude us with any of that New York stuff—you are just getting ready to write something about the life of T. W. Henderson, president of the Henderson Motorcycle Company, and of the Motorcycle Manufacturers' Association, etc., etc., and we're wise to you right off the bat. It's a"

Yes it's true. There really is no sense trying to be subtle these days. The subtle business is not what it used to be. So let's get back on the job. Where was I?

Seven Seasons in Glasgow

Oh yes—Tom was given seven years in which to imbibe some of the classic atmosphere of Glasgow before his father decided to emigrate to America. Then in company with his three younger sisters the boy started with his parents for New York. He arrived without seeing a submarine, and spent two years in the Metropolis. His parents then arrived at the conclusion that the New York climate did not agree with the children, so Tom was bundled up again, and this time accompanied by another sister and also a brother, he started with his family for Cleveland. There the greater part of his life has been spent.

While he was still quite a tender youth Tom Henderson started to work and learned the pattern-maker's trade, which he followed for eight years. When he reached at the age of 22, that he was practically at the top of his trade, inasmuch as he was earning the maximum wage, and as the maximum wage did not fully realize his ambitions, he decided to start out again and attended a business college for a period of six months. After graduating he obtained a position as a salesman.

Choosing a Singing Career

At this time he was earning more money as a salesman than he ever had before—being at one time the highest paid church singer in Cleveland. While he was at work, he decided that he would make a career of singing. Several years were spent at the Conservatory of Music at Dresden, Germany. On his return to this country the youth was in concert and oratorio, also in one of the New York churches on Sunday and in a Jewish synagogue on Friday nights.

He prospered as a singer, and after a couple of years went back to Paris to spend some time in study to prepare for grand opera. After a year there it was said that he was the most promising American student. Unfortunately, at this period he changed teachers and made a very bad change, because in a few months what had been a beautiful voice was entirely ruined and quite unfit for publication, which meant that young Henderson had to come back home and go to work; and he has been hard at it ever since.

Mr. Henderson's first employment upon returning to America was as a salesman for the Winton Motor Car Company, of which his father is the vice-president, in Philadelphia. Later he went to New York in the same capacity. From there he was transferred to Detroit as manager of the Michigan branch.

T. W. HENDERSON

He Can Turn Out a Good Motorcycle or a Good Story With Equal Facility

During this period his brother Will was working on a four-cylinder motorcycle. He had been fussing around with this machine for several years, and finally, in order to get it out of his system, he built a couple of them. While Tom Henderson was on a visit to his home in Cleveland, his brother showed this motorcycle to him, and Tom became so enthusiastic about it that he decided to cast his lot with his brother and organize a company in Detroit for the manufacture of the motorcycle.

For all that has transpired since that time, Tom Henderson modestly gives credit to brother Will. He credits Will with a positively uncanny way of working things out on paper and getting them right. In the last few years the company has religiously given everything a thorough test in practical service before incorporating it as a regular part of the machine, but in the hurry of getting out its first 1912 models, many features were never tried at all. Will Henderson laid them out on paper the way they *ought* to work, and work they did.

Made Good From Start

And the surprising part of it was that no serious mistakes resulted from that reckless course. From the very start the Henderson "four" made good. The company started on a small scale, of course, by comparison with the volume of business the established manufacturers were doing then, but for a start it did wonderfully well. The records show that in the first year after the incorporation of the company, they sold more motorcycles than have been sold by any other motorcycle company during the first year of its existence.

The company proceeded conservatively, took no ultra-long chances, kept busy and sawed wood. And in its second year it doubled its output. The 1914 season was a good one for the Henderson too, the sales continuing to increase conservatively but steady.

But it was in the 1915 season that business really started to take on speed for the company. The first half of the year was just moderate, but when the firm shortened the wheelbase to 58 inches and brought out its 1915 model E, the deluge began. Sales for the year totalled fully 50 per cent. above 1914, and the factory was humming to keep pace with the business.

For 1916, the company's increased production has enabled it to reduce prices, and this, in connection with the new features of the machine, brought in a volume of business that positively staggered the officials.

Can't Keep Up With Orders

They had arranged to build more machines than they ever had before, but even this increased production was wholly inadequate, and they have been unable to keep up with the orders from the very first announcement that was made.

The factory has been working day and night since early in October, and every department is pushed to its maximum output, but they are today 179 machines behind orders.

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THE BICYCLE STARTS FOR THAT MILLION MARK

Trade Men Outline Educational Plans in Addresses at Cycle Parts Luncheon and Bring Up the Big Guns for Nation-Wide Publicity Campaign; Figures Show the 1916 Possibilities to be Greatest in History of American Cycledom; Standardization Work Progressing

TO say that the spirit of the allied cycle tradesmen, as expressed by the speechmakers at the Cycle Parts luncheon in the Hotel Astor, New York, on January 6, was one of optimism is to put it mildly. At no previous gathering of the kindred industries had there been such unanimity of opinion as to the potential scope of cycledom in America, and it is safe to say that when the addresses were over everyone present had a clearer insight into the great possibilities—and responsibilities—of the current year.

The appeals for co-operation, for a whole-souled campaign to attract nation-wide attention to the bicycle were featured by a policy from which the individual element was eliminated as far as possible. "No one wants personal glory or commendation, no company seeks special benefit from the present movement," said President Daniel F. Printz, of the Cycle Parts and Accessories Association. "We are all going to pull side by side for the wonderful results we know can be obtained, and which in due time will amply repay all concerned. We are after broad achievements and we must work along broad lines.

President Daniel F. Printz of the C. P. A.

The spirit of this affair seems to give pretty solid evidence that we can do that very thing—and continue to do it."

President Printz expressed the opinion that an unusual concentration of powerful influences for the upbuilding of the cycle industries had been brought about through the luncheon, and that in his opinion it was only necessary to set these influences at work along constructive lines to insure truly wonderful results. He referred to the slogan, "1,000,000 Bicycles in 1916," as quite in keeping with the generally optimistic outlook, and ventured to predict that the total bicycle sales might even go beyond a million for the year if all the forces of the industry are marshalled so as to present a solidly co-operative front. President Printz closed his talk with the statement that unsurpassed opportunities confront the cycle tradesmen and that the time for immediate action has arrived. Mr. Printz then introduced Keyser Fry, president of the Reading Cycle Co., and chairman of the Standardization Committee of the Allied Cycle Trades. Mr. Fry's address was as follows:

A Valuable Investment

"We are gathered here socially, yet our organizations have performed more work and accomplished more good for the benefit of the cycle industry than was ever done in years gone by when the Jobbers' Association was formed for strictly business purposes.

"Each moment, of course, has its market value as an investment for all of us, and when put to proper use as a drawing account in the vast bank of experience we can get full interest semi-annually and benefit materially by attending the winter and summer meetings of the allied cycle trades. We feel fully repaid for the valuable time spent, in having met with men—broad-gauge, energetic and noted for their capabilities and cashed in on the things we have learned and the benefits derived from such intimate association.

Allied Cycle Trades Body

"Let me offer some suggestions that may appeal to you as being helpful for the cycle business. Why not have one big association called the Allied Cycle Trades Association to which bicycle and motorcycle manufacturers are eligible as well as the parts maker and the jobber? Every member of each of the other cycle associations now in existence would be eligible to join and membership in the others would be a pre-requisite to membership in the new association. All would be active members. We should have no less than 250 members and at a nominal fee of $5 to join, with annual dues of $10, we would have sufficient money to pay an assistant secretary who could attend to correspondence, issue weekly bulletins and handle much work as now devolves upon officers of the several associations. This allied trade association would virtually be the clearing house for all questions and problems that might perplex either the jobbers or the manufacturers and an executive committee or a board of directors of such an association would be able to plan and execute many important things through the minor associations, such as publicity stunts, adopt uniform dating and terms, plan for cycle shows, etc. If a generous amount of money would be necessary for promoting any worthy proposition it wouldn't be difficult to raise $25,000 by getting $100 from each member.

"We now have three healthy cycle associations and need another for the bicycle manufacturers, so that they can meet on

Keyser Fry

common ground in a social way and accomplish for one another what the jobbers have in their association. Ten years ago the jobbers were just as far removed from a get-together spirit as the bicycle manufacturers have been. If the motorcycle makers can meet and discuss business problems, why not the 16 bicycle makers? There certainly will be good business for all during this year, and if there ever was a good time and place to get together it ought to be done right here and now.

"The formation of the Allied Cycle Trades Association can be accomplished now and officers of the several associations, president, vice-president, secretary and treasurer can meet this afternoon and make arrangements so that at our mid-summer convention the Allied Cycle Trade Association will be a reality.

Progress in Standardization

"As chairman of the Standardization Committee I can report that much has been accomplished, but a vast amount of work is yet to be done and in order that proper compilations may be made regarding the various questions that confront your committee and officers of the associations I have arranged a series of questions that each of you present are to answer. Don't leave any unanswered—then sign your name and the firm you represent and we will be guided by your wishes and answers. Ask questions and offer suggestions if you don't care to publicly express

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C. F. Olin

...ver, they will all receive attention and ... result in lasting benefits to the in-...try.

...Devotion to your work and business, ...h to your friends and associates are ...factors that make for honest thought ...service and the divinity in business for ...all of us in the cycle trade should ...

...ring the luncheon sheets were dis-... bearing a series of questions con-...g the standardization of cycle parts, ...being left for the trade men to give ...swers, and Mr. Fry explained that ...nsideration of all the queries and ... return of the sheets would greatly ...ate the work of the Standardization ...ittee.

...Wainwright, of the Diamond Chain ... referred to his long association ...cycle industries and stated that in all his experience he had not found more remarkable opportunities confronting the American cycle trades than those existing at present.

"Let no one feel that we are talking fairy tales when we discuss the outlook for '1,000,000 bicycles in 1916,'" said Mr. Wainwright, "for I feel that such a showing is quite within our capabilities. If Mr. Ford can market 300,000 motor cars in a year, at a price that necessarily must appeal only to the middle class man and those higher up, we certainly should be able to sell 1,000,000 bicycles when we consider that they are marketed at a price within the reach of all."

L. M. Wainwright

Bike Makers Need Co-operation

The speaker called attention to the co-operative work that is being done by the jobbers, and remarked that the time had arrived for the bicycle manufacturers to work out their plans on an equally liberal basis.

"Through standardization and a truly co-operative spirit it ought to be possible for the manufacturers to bring the standard price of a good bicycle down to $15," continued Mr. Wainwright, "and when they once reach that figure you will see them go at a startling rate. Prices for a good many classes of material are now ascending, but it would seem that one of the chief aims of the wideawake manufacturer should still be to get his prices down somewhere in the neighborhood of the $15 mark. I believe it can be done, and the results that will follow are surely worth the effort.

"Great campaigns cannot be carried through without money, and when funds are needed to pursue the educational work, and to make the publicity plans liberal and really fruitful the cycle tradesman should hold himself ready to go down in his pocket for 'the needful.' It will come back to him with interest later on."

President T. W. Henderson, of the Motorcycle Manufacturers' Association, opened a characteristic talk by arguing that with so many hard facts being passed out by other speakers it was unnecessary for him to be serious in his remarks. Accordingly, he treated the assemblage to a trio of stories, and "got 'em across," as our friends the theatrical magnates say, with the usual Hendersonian cleverness. He also extended the thanks of the M. M. A. to the Cycle Parts and Accessories Association for the invitation to participate in the luncheon program.

Calls It "Piker Figure"

One of the most enthusiastic speakers at the luncheon was H. S. Quine, manager of publicity for the Goodyear Tire & Rubber Co. Mr. Quine admitted that the slogan "1,000,000 bicycles in 1916" was considered rather sweeping when it was first casually considered, but stated that careful investigation into the existing possibilities had convinced him that 1,000,000 is really a "piker figure" for the number of bicycles that can be sold in the current year if all the forces of the cycle trades are properly concentrated.

"A slogan is a fine thing," said the speaker, "but of itself it can bring about no startling results. It must be put into action before it takes on genuine value. And when we start to boost we must keep in mind that we are working to upbuild bicycling as a national proposition. In other words, we must boost the bicycle itself; not any one make of machine, nor any special make of tire, for example. All lines are bound to benefit when the bicycle takes its place as a national vehicle, and the far-seeing manufacturer will be willing to work along with all the others in the field until his reward comes to him through the natural development of the trade."

Mr. Quine explained that the Goodyear company recently opened a campaign for the dealers, and that the response obtained wah highly satisfactory. "We found that our suggestions and letters fell upon fertile ground," continued the speaker, "and that it was not half so hard to get the hearty co-operation of the middlemen as some folks seem to believe. We expect great things from this general awakening of the dealers to their opportunities."

H. S. Quine

In discussing publicity work, Mr. Quine stated that editors of automobile columns in various newspapers in the large cities seem quite willing to give the bicycle consideration and called attention to the fact that one Chicago paper is now running a bicycle column regularly. He argued that practically all newspapers could be induced to give space along the same line to the bicycle, and pointed out that it is the aim of the trade boosters to extend the campaign from the large cities to the smaller places, so that in a comparatively short time most of the papers of the country will be giving as much attention to the bicycle as it received in the "boom days."

Lots of Work Ahead

"We have a lot of work to do in the coming six months," declared Mr. Quine, "but we must not look for big results immediately. It should not be a question with us of how things will stand next week, or next month—or even next year. What we have to look to is the standing of our industry five years or ten years hence. We are building for the future. If we work hard with a clear eye on the future, the present is pretty certain to take care of itself.

"One of the big angles to be considered in the present campaign is the juvenile field.

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A WINNING TEAM

Messrs. W. J. Surre, at Left, and C. E. Morehouse, the ever-busy and unfailingly-successful Entertainment Committee of the C. P. A. They have been retained as usual, by the way, to handle the 1916 cycle trades convention, which will meet at Atlantic City.

Every boy wants a bicycle—and should have one. It should be an accepted part of his boyhood. He'll be a better boy for having a bicycle and no parent could make a wiser investment.

"And the ladies should not be forgotten. Interest the ladies in a pastime and its success is assured. They must be shown that the lady who rides a bicycle has just as distinctive a place in the community as the lady who rides in her limousine. In fact, the lady bicyclist should often be envied by the motor car owner, for she is obtaining exhiliration, healthful exercise, change of scene and a sense of freedom—all at an outlay too small to be considered. Ladies in high places the world over—in many royal families, for example, are as ardent bicyclists today as they were ten years ago, so there certainly is nothing to prevent the American woman from taking the bicycle into her affections and making the most of it.

The Campaign Well Started

"There are many sides to a big campaign of this character," said Mr. Quine in conclusion, "but as far as the 1,000,000 bicycles for 1916 are concerned I feel that it is all over but the details."

C. F. Olin, advertising manager of the New Departure Mfg. Company, delivered an address that bristled with bed-rock arguments and straight-from-the-shoulder facts from beginning to end. He opened by calling attention to the long-recognized policy of the New Departure Company, by which all its campaigns are based on liberal co-operation with the dealer, and stated that this plan had proved a highly satisfactory one, both in material returns and because of the fine spirit of understanding it has developed between the factory and its many representatives.

Speaking of the slogan "1,000,000 bicycles in 1916," which he originated, Mr. Olin remarked that the greatest compliment that could be paid in connection it is that it has "moved real men to action."

"A slogan, or anything else under the sun, that can set in motion the varied influences of trade circles, make men roll up their sleeves and prepare for a united fight in the interest of high ideals is a mighty good thing," said Mr. Olin, "and the desire to place a bicycle in most of the homes of our land is certainly a high ideal. At least, that's the way I regard it. I don't pretend to juggle words, or polish phrases—I haven't time for it—but I feel sure I will make myself clear when I say that I can work like h—— for a proposition as broad and clean and worth while as this bicycle campaign."

When the applause had subsided Mr. Olin went on to explain that the calculations of the New Departure company with reference to the number of bicycles that can be sold during 1916 are based upon carefully gathered data, that there has been little or no guesswork in estimating the business in sight.

The Market Is Spreading Out

"Some time ago," continued the speaker, "we gathered figures covering the sales of bicycle and accessories for four years and we were amazed at the growth of interest in bicycling from year to year, in spite of the fact that no broad, co-operative effort was being made to foster it. The market was being left somewhat to itself, and still it was spreading out at a very satisfactory rate. It was evident that the bicycle was 'coming back' strictly on the basis of its own appeal to the public and that with reasonable attention it would certainly become the great, nation-wide industry that all its friends have predicted it would become. The bicycle industry is already a very big proposition; that fact must not be lost sight of, but it is at present only in a preliminary stage of the great upward movement to universal favor.

"As far back as September we had data in hand which convinced us that 1916 would be the biggest bicycle year the industry in American had ever seen.

"We have built up our plans around the estimate that 1,000,000 bicycles for the current years is perfectly reasonable, and I feel sure that if the forces represented at this luncheon are put at work on a harmonious basis the number of machines for the twelve months can be made even higher. To the attainment of this goal I pledge the support of the New Departure Manufacturing Company and my own hearty efforts."

And Then Eddie Came on Deck

At this stage Eddie Westlake, motor editor of the Chicago Evening Post, enlivened the occasion by shooting across some reminiscent remarks anent his own cycling career and passing out a few publicity pointers. He argued that the cycle business is big enough to merit the attention of every newspaper in the country and that space for bicycle material can be obtained on a regular basis as soon as the editors are properly approached.

"We editors have been Rip Van Winkles as far as bicycle publicity is concerned," said the breezy Chicagoan, "but no more so than the cycle trade men. We fell asleep but you failed to wake us, so the responsibility must be shared fifty-fifty. Start something now and I believe you will have no trouble in getting all the newspaper publicity you want."

J. B. Clarkson, manager of J. B. Clarkson, Ltd., of Wellington, New Zealand, was the next speaker. He dropped a verbal bomblet by stating that the one-time business of American bicycle manufacturers with New Zealand had been completely lost. From thousands of machines yearly, the shipments from the United States had dropped to zero. Practically the same conditions apply to Australia, he explained.

Mr. Clarkson stated that this trade had been sacrificed through neglect and because American builders refused to make any concessions in designing to meet the demands of foreign markets. He advanced the opinion that with the low-priced labor obtained in America, and all the industrial advantages of a prosperous nation to back up the manufacturers, it ought to be possible for this country to corner almost the entire cycle business of the world. He held the belief that 1,000,000 bicycles for 1916 was a conservative mark, all things considered, and stated that the figure could easily be 2,000,000 in 1918.

Holland's Big Bicycle Sales

D. G. Ruarus, of Amsterdam, Holland, spoke briefly on the progress that his country had made in cycling. Holland has about 6,000,000 population and the yearly sales are in the neighborhood of 160,000. He pointed out that this is a better showing, proportionately, than 1,000,000 bicycles in a year will be for the United States. Mr. Ruarus emphasized the value of cycle clubs and stated that nearly every small town in Holland has an organization of cyclists.

George W. Nock, of Philadelphia, a veteran in cycle trade circles, closed the speaking program with an appeal to manufacturers to place their name and trademark on every product sent out. He contended that the manufacturer of a high-class article is entitled to the credit for producing it, and that it should be made very easy for the consumer to tell where his bicycle and its accessories had come from.

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Bicycle Day

Get in Line to-day for the Big Day of the Big Bicycle Year,--your competitor has already started to "get busy." He will use New Departure Trade Helps, Selling Plans, and has ordered his wheels equipped with the New Departure Coaster Brake,--*the Brake that Brought the Bike Back.*

A Million Bicycles in 1916 ~

Full particulars of how to win your share of increased bicycle business will be sent to you on request ——

THE NEW DEPARTURE MFG. COMPANY
BRISTOL, CONNECTICUT

Feb. 29

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100,000 Mo

First cry of a nation sweeping slogan. Manufact

"100,000 Moto

And why not, when you sit down and think abou
It is not such a revolutionary thing to do.
This means only *one* new machine for every thou
The Indian alone has already sold from Septemb
cycles more than last year.
Selling conditions in the United States are at lea
The whole motorcycle industry has felt this in ea
As a matter of fact if things keep up the way
met in 1916 simply by the natural course of events.

Now—everybody—throw in that little e
Now—everybody—keep your eye on thi
Now—everybody—talk it—argue it—be

100,000 Moto

Hendee Manu
(Largest Motorcycle
Sprin

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otorcycles for 1916!

ctures and dealers together sing it forth in one voice—

rcycles in 1916!"

ut it in calm thought?

usand inhabitants in the United States.
ber 1st to December 31st over $600,000 worth of motor-

st 200% better than they were a year ago.
arly ordering.
they have started the 100,000 mark will be pretty closely

extra steam!
is new goal!
elieve it—the new slogan—

rcycles for 1916!

facturing Company
Manufacturers in the World)
gfield, Mass.

You get quick results from advertisers when you mention MOTOR CYCLE ILLUSTRATED.

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With the Manufacturers

BIG EXPORT AND WESTERN SHIPMENTS OF EMBLEMS

ANGOLA, N. Y.—The second shipment of bicycles to India from the factory of the Emblem Manufacturing Company has just been sent off, following the receipt of a recent order from Bombay. Another shipment of Emblem motorcycles has been made to Australia and four carloads of bicycles have been dispatched to the West, up to the end of the week of December 27.

President Schack states that the Western trade this season has been better for 1916 than for the last two years, while Emblem export trade has been excellent. The latter has included European shipments, as well as Asiatic and Australasian.

TUBELESS TIRE CO. FORMED

MILLERSBURG, Ohio.—The Tubeless Tire & Rubber Company has been incorporated, with a capital of $75,000, to manufacture motorcycle and automobile tires. Incorporators are O. J. Hicks, John Lemmon, W. R. Price, G. B. Helmuth, D. A. Messner and S. N. Miller.

ELLIS PRESIDES AT BANQUET

LOUISVILLE, Ky.—A. W. Ellis, manager of the local branch of the Goodyear Tire & Rubber Company, of Akron, Ohio, was toastmaster at a banquet given by the office staff on Wednesday evening, January 5. There were ten present at the affair.

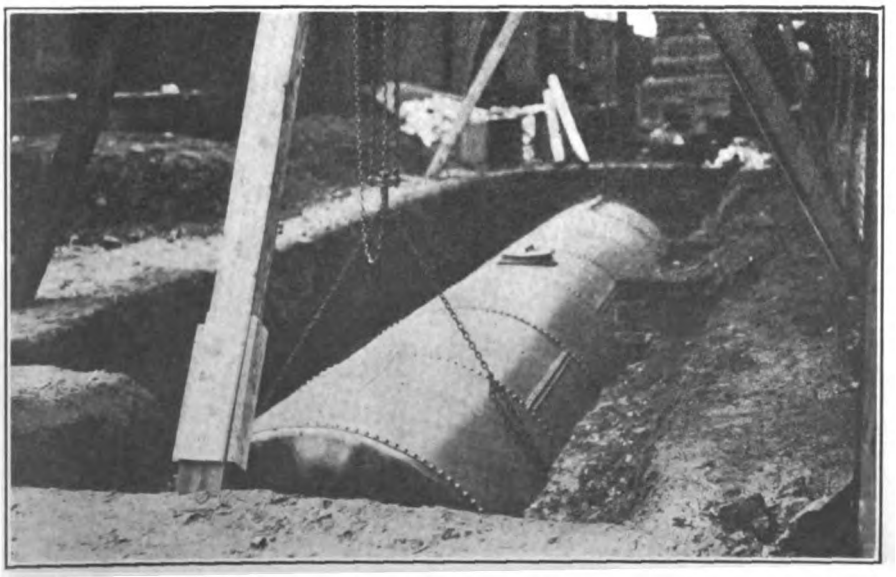
THIS OUTFIT DEFIES THE WEATHER MAN

FAYETTEVILLE, N. Y.—The outfit shown in the accompanying photo has been driven from Fayetteville to Syracuse and return every day but two so far this winter, sometimes navigating six inches and more of snow. The machine is fitted with a C. & G. Twin Seat, which is occupied in the picture by B. S. Chilson, sales manager of the E. U. Scoville Co., manufacturer of the Twin Seat, and C. M. De Puy, of Brooklyn, the company's distributor for New York.

These riders keep the machine in almost constant use to demonstrate the adaptability of the motorcycle to all-season travel and to show the comfort and sturdiness of the C. & G. seat. Three hours after the photo was taken the hardy roadsters made the homeward trip in 15 inches of snow without difficulty.

"I believe there is no finer sport than winter motorcycle riding," says Mr. Chilson, "if both driver and passenger are properly dressed and the machine is comfortably equipped for passenger-carrying. The three-speed motorcycle affords plenty of power for all conditions of roads, and while we have the business object in keeping the machine on the road every day with its Twin Seat we also get a lot of genuine enjoyment out of it."

TO SUPPLY POPE HEAT-TREATING DEPARTMENT



WESTFIELD, Mass.—A new giant tank, 35 feet in length, has just been buried at the plant of the Westfield Manufacturing Company, maker of Pope motorcycles and bicycles. This tank will be filled with 10,000 gallons of fuel oil, for use in the heat-treating department, and is one of the many indications of increased facilities which have been made necessary by reason of the excellent business done by this company.

JOERNS CREDITORS TO MEET

ST. PAUL, Minn., Jan. 10.—Notice is given that a meeting of creditors of the Joerns Motor Mfg. Co., of this city, will be held at the office of Referee Gideon S. Ives, 915 Commerce Building, on Saturday, January 15, at 10 a. m.

VANCE GOES TO BUTTE

DELAWARE, Ohio.—Donald Vance, formerly of this place and for a year connected with the Goodyear Tire & Rubber Co., has been transferred to Butte, Mont., and placed in charge of the adjusting department of the company's branch.

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FRASSE COMPANY COMPLETES A CENTURY

1916 Marks 100 Years of Steady Progress for Well-Known Firm; Tract Bought for New Mill and Warehouse in Hartford, Conn.

NEW YORK, Jan 10.—Peter A. Frasse & Co., Inc., the well-known importers [illegible] manufacturers' agents for tubing, steel, [illegible] supplies, and for the widely-used [illegible] chains, is now 100 years old, the [illegible] 1916 bringing the firm to the [illegible] mark. Some of the company's old [illegible] which are still in existence show [illegible] with Aaron Burr, Alexander [illegible] and many of the other early fami- [illegible] Manhattan whose activities are now [illegible] history. In the little shop of the [illegible] Frasse was made the model engine [illegible] model steamboat invented by Robert [illegible]

[illegible] a far cry, however, from that shop [illegible] company's holdings of today. In- [illegible] the steady growth of the con- [illegible] the recent purchase of a tract 65 by [illegible] feet close to the tracks of the Central [illegible] England Railway, in Hartford, Conn., on which a new mill and warehouse will be erected. Hartford was chosen for the location of the new buildings because it is considered the best point from which to serve the trade in western New England, and is also in direct communication with Pittsburgh and within easy reach of the company's warehouses in New York, Buffalo and Philadelphia.

The new mill will be three stories high. In the heat-treating department there will be furnaces for annealing, heat-treating, case-hardening and tempering of steels. Draw benches for cold drawing will be installed, as well as lathes for machining steel bars. The equipment will enable the company to deliver on short notice anything that a manufacturer might need in the way of raw material, as well as semi-finished material in the various grades of steel of its manufacture.

DIXIE-IGNITED INDIAN WINS TASMANIA RECORD

NEWARK, N. J.—Word has been received by the Splitdorf Electrical Company, of this city, that Erwin G. Baker, used a Dixie-ignited Indian when making his record across Tasmania. This record, an account of which appears elsewhere in this issue, started from Hobart, and the other side of the island was reached in 2:37:00. The course covered was rough and mountainous and Baker's average of 50 miles per hour was therefore considered remarkable. His time betters the former motorcycle record by 16 minutes and the automobile record by 53 minutes. Baker gives great credit to the Dixie ignition apparatus in this performance.

OPEN PHOENIX BRANCH

PHOENIX, Ariz.—The Goodyear Tire & Rubber Co., of Akron, O., will shortly open a factory branch at 133 North Centre street, this city. This branch will be the wholesale distributing point for Arizona.

NEW PULLMAN CONNECTIONS

DETROIT, Mich.—The Harry Svens- [illegible] Sales Corporation, maker of Pull- [illegible] sidecars, has had its engineering [illegible] at work for some time on a [illegible] universal connection and recent- [illegible] ped this to the firm's satisfac- [illegible] the connection as now brought [illegible] es a Pullman sidecar to be fitted [illegible] standard model of motorcycle by [illegible] changes as can be carried [illegible] both hands. Details of this [illegible] will be announced in a later [illegible]

G-K EMPLOYEES GET BONUS

[illegible]STER, Mass., Jan. 10.—Eighty- [illegible] dollars in bonus money was [illegible] recently among seventeen hun- [illegible] by the Graton & Knight [illegible] this city, makers of Spartan [illegible] average amount given to each [illegible] was approximately $50. These [illegible] given by the company in ap- [illegible] their employees' loyalty during [illegible] in this section the past [illegible] the Spartan belt manufacturers [illegible] with orders.

GOODYEAR HEIGHTS ANNEXED

[illegible] Ohio.—So successful has been [illegible] building plan for employes of [illegible] Tire & Rubber Company, [illegible] of Akron included the whole [illegible] tract in an annexation ordinance [illegible] just been passed, and Goodyear [illegible] is now a part of the city.

[illegible] was started three years ago by [illegible] A. Seiberling, who felt that [illegible] the 10,000 Goodyear workmen [illegible] become home owners, but were [illegible] the "down payments" necessary [illegible] real estate deal. Thereupon [illegible] land were purchased close to [illegible] plant, the ground was al- [illegible] streets laid out, paved, sewered, etc., [illegible] and electric light provided for [illegible] built and sold to workmen on [illegible] rent, no down payment being [illegible]

ELEVEN NOZZLES IN MASTER CARBURETER

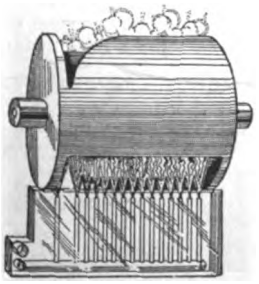
Novel Motorcycle Instrument Has Multi-Jet Arrangement in Which Mixture Is Controlled by Throttle Movement Only

QUICK starting and correct proportion of gas and air at all times and speeds are features of the Master motorcycle carbureter, the product of the Master Carbureter Corporation, of Detroit, Mich. In this carbureter, there are eleven nozzles as compared with one or two in other motorcycle instruments, and the gas is thus broken up into a series of minute sprays, forming a mist which mixes instantaneously with the air entering the mixing chamber. The result is a rapid and powerful gaseous spray which ensures perfect combustion and great economy at all speeds. There is but one moving part, a barrel throttle, and this throttle regulates the air and fuel-mist.

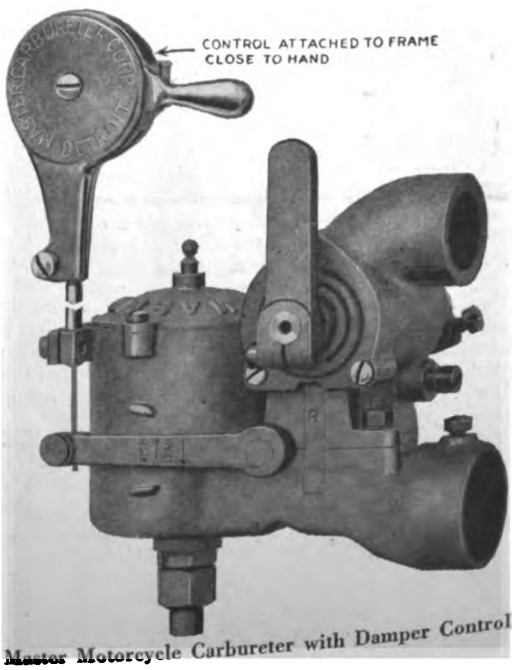
The jet of the ordinary carbureter is replaced by a fuel-distributor in the Master carbureter, this distributor having eleven minute holes or nozzles in one rank. Above these is the rotary or barrel throttle in which are cut ports on opposite sides of a diameter, these ports being of special form in order to control the proportions of fuel-mist and air for all speeds. Thus, when the throttle is closed, fuel is admitted from only one of the eleven nozzles, with air sufficient for slow speed and idling.

As the throttle is opened, the ports therein uncover additional nozzles one by one, and the fuel supply is increased, thus insuring perfect flexibility and unusual power. The throttle is borne upon large journals with substantial bearings, thus eliminating wear and consequent air leakage. The throttle cannot wear the distributor, as it is not actually in contact with the latter.

A damper is provided, in the form of a rigid plate extending across the passage parallel to the fuel distributor. This damper acts as a sort of Venturi around the nozzles in the distributor and is controlled by a lever and wire mechanism fitted to the frame of the motorcycle. When the lever is moved "rich," the damper moves toward



The Fuel Distributor



Master Motorcycle Carbureter with Damper Control

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the distributor, increasing the suction on the nozzles and riching up the mixture. When the damper is "rare," a much larger area is opened and there is less suction on the jets and a leaner mixture. This damper is used to correct for atmospheric conditions, and like the throttle and fuel distributor system is protected by patents.

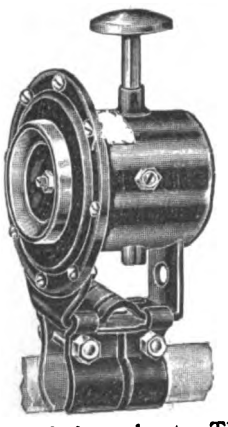
Precautions Against Clogging

Clogging of the fuel passages to the distributor and of the distributor passages themselves is prevented by a detachable trap located under the float chamber. This trap has a removable 80-mesh brass screen which thoroughly filters the fuel and keeps out water and dirt. In the float chamber there is also inserted a 100-mesh cylindrical screen through which the fuel is again filtered before entering the distributor passages. The outlet to the manifold is horizontal on this carbureter, so that it can be applied to existing inlet arrangements. In the ¾-inch motorcycle size the Master carbureter lists at $15, complete, with control and tubing and hot air connection. In the one-inch size the list prize is $20.

"ROLLFAST" MECHANICAL HORN FOR CYCLISTS

BICYCLISTS desiring a reliable mechanical signalling device will be interested in the latest offering of the D. P. Harris Hardware Company, of 48 Warren street, New York. This is the "Rollfast" bicycle mechanical horn, of the vibrating diaphragm type, listing at $1.50 complete with bracket ready to attach to the machine.

The "Rollfast" horn is very light in weight and is cleancut. The operating plunger is vertical-acting, and when depressed gives a penetrating and attention - compelling tone whose volume is regulatable at the will of the cyclist. The body of the horn is cylindrical, the finish being in black. The diaphragm lug is adjustable to take up any wear. The horn is fitted with short bell and is waterproof throughout. The bracket which accompanies it attaches to a special piece of general U-form fitted to the body and the diaphragm flange. This bracket will accommodate any bicycle frame tube. The price, as mentioned above, is $1.50, and in spite of this low figure, the horn is a thoroughly reliable article. Those interested should address the company at its New York headquarters.



PREST-O-LITE CALLS IN BONDS

INDIANAPOLIS, Ind.—The Prest-O-Lite Company, of this city, has recalled $2,000,000 worth of bonds for redemption. The date on these bonds has not been reached, but the company is sufficiently prosperous to call them in ahead and thus clear itself of the interest obligations upon them.

COMING WARNING SIGNAL IS EASILY OPERATED

VARIABLE control of sound, from a mild and pleasant note to a loud and distinct warning, is a feature of the Coming warning signal, produced by the Coming Manufacturing Company, of Railway Exchange building, Chicago, Ill. This mechanical horn, although designed for motorcycle service, is used freely by automobilists by reason of its ease in operation, a slight touch of the hand or elbow setting the vibrator in action. This ease in operation commends itself to the rider inasmuch as the giving off of a powerful warning in no way interferes with the balance of the operator.

Coming Motorcycle Horn

The vibrator is fitted with a ball-bearing adjusting screw. The gears are made from steel and formed out of the solid. All bearings are of special alloy to ensure smooth running and long life. The vibrator or diaphragm is made of Swedish steel of uniform quality and is so treated as to obtain uniform thickness and temper all over. This results in a clear tone and prevents cracking from excessive vibration. The Coming horn is furnished complete with double supporting bracket, adaptable to any portion of the frame. Finish is black and nickel.

NEW TIRE FIRM FORMED

A new tire and vulcanizing firm has been started at Memphis, Tenn., by Loren L. Watson, Colyar Reese and Bethel Edrington. Headquarters have been established at the corner of Marshall and Union streets. In addition to vulcanizing, the concern will handle the Mohawk line of tires. A complete vulcanizing plant will be installed, and a corps of service cars and free service will be maintained.

KELLNER BACK ON THE JOB

BUFFALO, N. Y., Jan. 11.—A. Kellner, manager of the Buffalo Haverford Cycle Company branch is again at his desk, although he is still very weak. For the past two weeks he has been confined to his bed with bronchial trouble. L. J. Kellner, the manager of the Cleveland Haverford Cycle Company's branch, took charge of the local store during his illness.

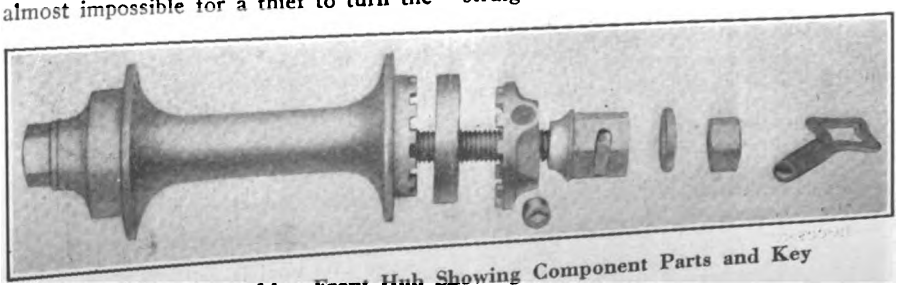
LOCKING HUB IS LATEST FROM ECLIPSE

New Fool-Proof Device for Front Wheel Is Operated by Socket Key and Insures Machine Against Theft

ONE of the most recent offerings of the Eclipse Machine Company, of Elmira, N. Y., is a front locking hub for both motorcycles and bicycles, designed to render the machine to which it is fitted proof against theft, or unauthorized handling. To all appearances, this new hub resembles the standard Eclipse front hub, but it contains a strong locking means, whose movement is governed by a special key carried by the rider. By using the key, the front hub is prevented from rotating and the motorcycle is thus unridable until the key is put into service once more.

The ball-race flange on one side is notched to receive a locking member. The cone has a hexagon head, over which the locking member moves longitudinally when the key is inserted over the shifting pin in a recess in the outer part. The key is of the socket type, this arrangement making it almost impossible for a thief to turn the shifting pin by any other means than by a similar key. The inside end of the shifting pin operates as a cam in the slot in the hexagon cone head and is held securely, in either the locked or released position, by a flat spring.

The lock may be placed on either side, but the makers recommend putting it on the left side with the key-slot down. It is then accessible to the owner, but a thief would have to turn the wheel over to get at the key. Even if the man were familiar with the device he would not be able to determine why the wheel would not turn, for there is no indication of any locking device on the outside. With the lock engaged, the machine is immovable, except by carrying it away. The Eclipse locking front hub may be applied to any motorcycle or bicycle, either in course of manufacture or in use. It is made in both concave and straight hub designs. The list price is $1.25.



New Eclipse Locking Front Hub Showing Component Parts and Key

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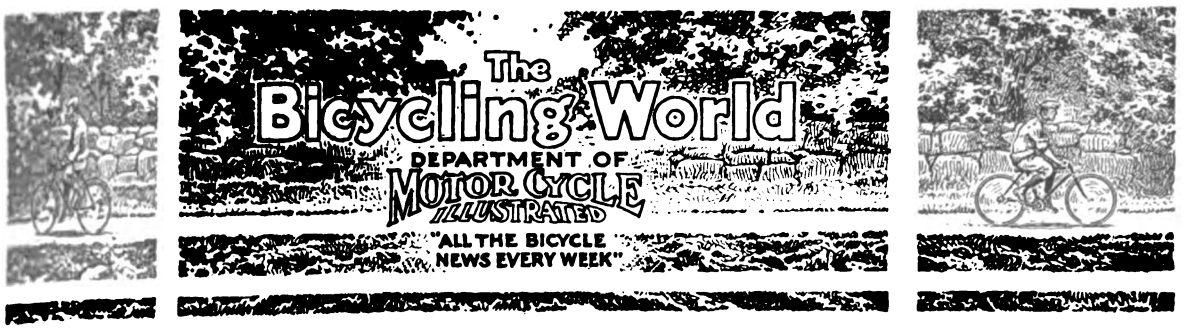


WILL OFFER MANY PRIZES FOR BICYCLE DAY

Cycle Parts Men and Jobbers Organize Joint Committee to Promote BICYCLE DAY and the "One Million" Campaign; Will Cooperate with Every Dealer; Big List of Awards for Dealers Announced

NEW YORK, Jan 10.—Following the great enthusiasm for "One Million ...les in 1916," which marked every meet-... the bicycle trade interests at the Ho... on Wednesday and Thursday of ... week the committees appointed by the ... Parts and Accessories Association ... the Cycle Jobbers' Association, met to ... and perfect plans for immediately ... the monster sales campaign.

Prominent Trade Men Present

... present at the meeting were: H. ..., of Akron, O., and Charles F. ... Bristol, Conn., representing the ... Parts and Accessories Association; ..., of Worcester, Mass., and Fred ... of Indianapolis, Ind., W. A. ... Baltimore, Keyser Fry, of Read... the committee from the Cycle Job... Association F. A. Baker, of New ... E. H. Hawthorne, of Bridgeport, ... are also members of the joint ... were unable to attend.

... following resolution was adopted: ... the members of the Cycle Parts ... Association and the Cycle ... Association have had their respec... and taken action favorable to ... a campaign for furthering ... cycle riding, be it, therefore,

... That the joint committee appointed by the aforesaid organizations shall now organize for the purpose of working for the sale of 'One Million Bicycles in 1916.'"

PRIZES FOR DEALERS AND SALESMEN

AT their meeting last week in New York the joint committee of the Cycle Parts and Accessories Association and the Cycle Jobbers Association decided to offer the following prizes to dealers and their salesmen in order to arouse interest in BICYCLE DAY:

For the best advertisements appearing in a local newspaper, featuring machines for men and boys: first prize, $50; second prize, $25; third prizes (two), $10.

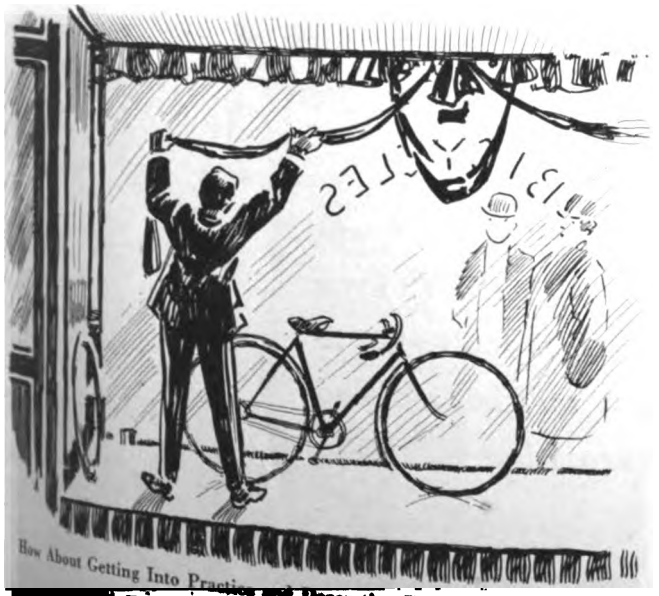
For the best advertisements featuring bicycles for girls and ladies: first prize, $50; second prize, $25; third prizes (two), $10.

For the best bicycle window displays: first prize, $50; second prize, $25; third prizes (two), $10.

The above prizes are all for dealers and the ads as well as the displays must be used during BICYCLE DAY WEEK or the preceding week.

To the salesmen or clerks writing the best selling talks on bicycles (not to exceed 500 words) the following prizes are offered: first, $100; second, $50, and third (two), $25. And to the writers of the best one hundred letters that do not win a cash prize will be given a handsome traveler's outfit.

Letters and photos may be sent to Motor Cycle Illustrated, 13 Park Row, New York, which will forward them to the Committee.



The work of organizing followed immediately, and Harry S. Quine was elected chairman of the joint committee, while Charles F. Olin was chosen secretary, and Fred I. Willis, treasurer. It was the sentiment of the entire committee that it should start right away on plans for furthering the success of BICYCLE DAY, Tuesday, February 29.

Co-operation All Year

It was agreed that the co-operation of the committee would not cease with BICYCLE DAY, but that it would continue throughout the entire season, and that during the period of this work plans will also be discussed from time to time, and information gathered, etc., that will enable the joint committee to make recommendations to the Atlantic City meetings of the cycle trades men, next August, for waging a still stronger campaign for the season of 1916-17.

It was voted to establish a fund to which the members of the associations would contribute, which would enable the joint committee to send to every bicycle dealer and repairman in the country an announcement of its sales campaign plans, as well as an appeal for co-operation.

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Cash prizes of $50, $25, and two of $10 were voted to be given to the dealers having the best advertisements in city and local papers in which bicycles for men and boys were boosted. This was done by the committee in order to interest the dealer in a way by which he can make BICYCLE DAY a big success. And in order to still further attract the attention of the dealers the country over to live wire merchandising ideas, the committee also voted to give a similar list of prizes to dealers using the best advertisements in girls' and ladies' models are featured. A like set of prizes will be awarded for the best bicycle window displays gotten up by dealers.

Put Punch Into Your Sales Talks and Ad Copy—Get an Early Start and See If You Can't Win One of the Prizes That Are Offered

Equal Opportunity

The conditions under which these contests will be run give the small dealer or the small town dealer an equal opportunity with the large dealer. The advertisements and the window displays must be used during BICYCLE DAY week or the week preceding BICYCLE DAY.

It was the opinion of the committee that newspaper advertising with a punch in it was very important to the success of BICYCLE DAY, and that every dealer will get substantial returns from all advertising of this character in connection with the big national BICYCLE DAY campaign.

Reading notices will be sent out by the joint committee to every dealer on BICYCLE DAY and for boosting bicycle riding, which the dealer can turn over to the reporter of his local paper for publication.

Prizes for Selling Talks

Cash prizes of $100, $50, and two of $25 are to be awarded to the bicycle salesman or clerk who will write the best selling talk on the bicycle that could be used to convince a prospective rider. These talks are to be not more than five hundred words. In addition to the cash prizes, one hundred handsome traveler's outfits, consisting of a set of toilet requisites, in a leather case, will be given to the one hundred best letters after the cash prize letters.

The committee put in several hours of hard work and discussed at length various ways and means of getting dealers interested in BICYCLE DAY and getting them to realize the big opportunity that is offered by this monster sales campaign. After completing details of organization, the committee decided that it would make an early announcement to the trade covering the entire campaign.

PRICES MAY SOAR

LA PORTE, Ind., Jan. 10.—In a letter sent out to all dealers representing the lines of bicycles manufactured by the Great Western Mfg. Co., President E. J. Lonn states that all present quotations are withdrawn and that new prices on all machines will be sent to agents some time in January. "We do not believe in the indiscriminate advance of prices," writes Mr. Lonn, "but you will agree with me that materials and metals have greatly advanced due to the present condition of the world's trade."

Mr. Lonn further states that there will be no sacrifice in the high quality which marks the Crown, Adlake and America lines, made by the Great Western Mfg. Co. Rather than use less expensive material, he announces in his letter, he would ask for a slight increase in price. By additional purchases of material and metals the Great Western company declares that it will stand by the new prices which it proposes to ask until July 30. This announcement of proposed price increases does not affect orders placed previous to December 30.

NOVEL SALES CONFERENCE

CLEVELAND, O., Jan. 10.—Lockwood, Luetkmeyer & Henry Co., one of the largest hardware jobbers in Cleveland, handling also a complete line of bicycles and accessories, held a novel salesmen's conference recently. They had samples of their lines exhibited on one of the floors of the building they occupy, all wares of the same lines being grouped together. Then the traveling men and experts from the various factories attended the conference and thoroughly posted the salesmen of the jobbing firm on the various points they ought to know about their products. Among the cycle trade men present were H. M Huffman, of the Davis Sewing Machine Co., W. J. Surre and E. H. Strickland, of the Continental Rubber Works, and Mr. Van Vetten of the Buffalo Metal Goods Co.

BICYCLE DAY will mean MONEY to you —BUT you've got to get on the job and earn it!

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HORDER "COMES BACK" AND WINS TWO AUSTRALASIAN CHAMPION RACES

S[illegible] Australia, Dec. 15.—Frank [illegible] not the only champion of [illegible] for the Australasian [illegible] George Horder, who [illegible] Alfred Goullet and Alfred [illegible] other Australians now [illegible] and who has now been [illegible] nearly twenty [illegible] the second [illegible] his ability to [illegible] proved him[illegible] sprinter of [illegible]

[illegible] Two Champion Races

[illegible] 29 at the [illegible] Sports Ground [illegible] met in com[illegible] best men here, [illegible] almost young [illegible] his sons, and [illegible] which he beat [illegible] certainly convinc[illegible] championships [illegible] were decided, [illegible] won two, being [illegible] only six inches [illegible] after leading [illegible] bell on a four[illegible] track. That sure [illegible] performance [illegible] 36 years, who [illegible] of two strap[illegible]

[illegible] championship races [illegible] five and ten [illegible] Wells, who [illegible] wheel from [illegible] just won the [illegible] while the cham[illegible] the other two [illegible] Fred Walcott [illegible] place in the five [illegible]

Rode Against Major Taylor

[illegible] like McNamara and Spears, first [illegible] commence on country tracks of [illegible] New South Wales way back in [illegible] 1901 he made his first appearance [illegible] riding in handicaps against [illegible] when that famous sprinter [illegible] here. It was not long before [illegible] spoke of him as a coming world's [illegible] and to his generous advice Hor[illegible] that he owes much of his pres[illegible] perfect sprinting style.

[illegible] Horder ran second to W. T. J. [illegible] Sydney Thousand," the mile [illegible] in 1 minute and 51⅘ seconds. [illegible] 1907 and 1910 he won more Aus[illegible] and state championships than he [illegible] He also ran Jackie Clark up to [illegible] match when Clark was [illegible] on the Melbourne saucer [illegible] 1912 came round, Horder [illegible] reached the end of his [illegible] in sprint races during [illegible] him up to 120 yards [illegible] essfully.

Had Second Relapse

[illegible] began to come back, and [illegible] as his partner captured [illegible] four team race and two New [illegible] championships—the one mile and the twenty-five miles, these being won in one night. Following another relapse into bad form, Horder has again come back in the champion events of 1915. Horder was also a great road rider and has a ten-mile unpaced record of 21 minutes and 50 seconds.

George Horder and Trainer, After Winning the Championship of Australasia

U. S. I. GIVES BANQUET TO PRESIDENT AND ELECTS

NEW YORK, N. Y., Jan. 11.—On Sunday night Elmer Mullin beat Nelson Johnson by inches in a half-mile race on home trainers at the club house of the Unione Sportiva Italiana. The time was 36 seconds flat. The second race of the evening, which was at one mile, resulted in the victory of A. Ferreo over Thos. La Rossa. The time was 1:17⅖. Next Sunday, January 16, Francesco Verri, the crack Italian sprinter, will give an exhibition on home trainers.

On the morning of January 2, thirty-five members of the U. S. I. gathered at a banquet in Bruschi's Restaurant, which was given in honor of President Golzio and Secretary Rappio. As a token of the esteem in which these officers are held by the members, Dr. Gullino, editor of the *Italian Herald*, presented them with handsome presents.

The following new officers were elected for the 1916 season:

President, Luigi Golzio; first vice-president, A. Gallina; second vice-president, A. Cerruti; treasurer, P. Tesio; secretary, L. Rappis; controller, A. Cerruti; sport director, F. Bizzoni; trustees, John Taletti, A. Almini, and F. Gasperini; manager of cycling, George Bieregel.

Both President Golzio and Secretary Rappis have been re-elected to their respective offices for the third time.

BAYONNE CLUB WILL STAGE A TWENTY-FOUR HOUR BICYCLE TEAM RACE

BAYONNE, N. J., Jan. 11.—A twenty-four-hour two-man team race will be staged by the Hudson County Wheelmen some time in May, according to the plans recently announced for the new year by the boosting committee of the Bayonne Cycle Club. The past year was one of the most active for the local cyclists, and 1916 promises to see a larger number of bicycle events which will draw entries not only from Hudson County, but also from New York and Long Island.

Will Draw Best Eastern Amateurs

More than $400 in prizes will be hung up for the twenty-four-hour grind, which fact, it is believed, will bring some of the best riders in the East into the competition. It has already been definitely decided that the first place prize will be worth at least $100. Harry Jaeger, Duane Moore and Bill Chambers, who are in back of the race, expect to find little difficulty in raising the necessary money for the prizes.

The grind will be an amateur affair. The City Park Oval track will be used, and camps and bunks will be pitched inside the track for the riders and their attendants. A special committee of the Hudson County Wheelmen will wait on the city commissioners and ask them to grant permission to erect temporary lights. The race will be limited to ten teams and the same rules will govern Bayonne's little grind as those that were in force during the recent New York six-day race.

SELLERS' BUSINESS BRISK

KANSAS CITY.—The Sellers Cycle Company has been doing one of the largest businesses in bicycles in Kansas City. The company is located at Fifteenth street and The Paseo and is an exclusive bicycle shop. Mr. Sellers says that this is one of the first winters that he has found the selling of the bicycles almost enough without the repairing department. Most of his time has been taken up with the selling of wheels, although the repair business has been as proportionately large.

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PROVIDING SPORT FOR BICYCLE FANS DURING THE WINTER

How Amateurs Staged Home Trainer Act in Chicago Theater Recently

CRESCENT BICYCLE CLUB PLANS BIG PROGRAM FOR THE NEW YEAR

BALTIMORE, Md., Jan. 12.—Following the election of the officers the Crescent Bicycle Club's program for the season of 1916 was announced. Three handsome medals, gold, silver and bronze, will again be offered for competition in the century mileage contest, the contest starting, as usual, with the first day of January and ending with the last day of December. There will also be a set of three medals of a differen design for the three riders scoring the most points in the club championship series, five points being given for first place, four for second, three for third, two fourth, and one for fifth, the series consisting of a quarter mile, half mile and one mile track race; a five, ten, fifteen, twenty-five, fifty and one hundred mile road race, and a hill climbing contest, making ten events in all.

In addition to this there will be offered a gold medal for the most points scored in weekly point races, all of which will be at a distance of five miles, and which will be scored by points as in the club championship races. The gold medal, known as the meritorious record medal, will be offered this year. In order to win this medal the competitor must ride at least five thousand miles, including ten centuries, and secure three new members, who must remain in the club six months.

The Crescents will also promote a number of open events during the coming year, among which will be a track meet on either Decoration Day or the Fourth of July, a ten mile road race and a spring century run. A number of long trips will also be held to nearby cities and points of interest within a radius of 100 miles from Baltimore, including Philadelphia, Winchester, Frederick, Hagerstown, Gettysburg, Washington, Leonardtown, Easton, Ocean City, Martinsburg, Harpers Ferry, Havre De Grace, and other interesting points.

BECOMES ATHLETIC DIRECTOR

BUFFALO, N. Y., Jan. 3.—John D. Rust, one of Buffalo's best amateur riders in the last few years, has been appointed as athletic director of the 74th Regiment Athletic Association, to take the place of Fred Vokes, the former incumbent, who resigned after a mixup with one of the officials of the organization.

NEW LINE FOR APPEAL COMPANY

LOS ANGELES, Cal.—Two carloads of fully-equipped bicycles are now on their way from Middletown, Ohio, to the Los Angeles and San Francisco stores of the

This Bicycle Van Is Used by a Baker to Deliver Quick Lunches

Appeal Mfg. & Jobbing Co. This is a new line for the firm, and dealers can now obtain jobbing wheels at very attractive prices. A big shipment of Emblem bicycles from the Angola, N. Y., factory is now coming west.

BICYCLE SALES LARGE

KANSAS CITY.—The bicycle in W. Bell's Pope agency has been the main feature for several weeks. Bicycles have been selling in this section of the country better than they have ever before sold, according to Mr. Bell, and nearly all of the other dealers. The business is expected to be extremely large in them during the summer.

SILVER TROPHIES FOR BUFFALO AMATEUR SERIES

BUFFALO, N. Y., Jan. 3.—The local cycle trade and a number of individuals have donated two handsome silver trophies to be awarded to the amateur cyclists scoring the most number of points in the bicycle races to be staged at the 65th and 74th regimental armories during the winter season. One of the cups will be emblematical of the city championship and will be contested for in open events, while the other will be awarded to the winner of the most number of points in handicap races.

Points will be scored at the rate of five, three, two and one for first, second, third and fourth places respectively. Robert Schultz and Fred Schell are tied for the championship series with ten points each. Andrew Ciaciuch, 4 points; Elmer Bundt and Eddie Levy, 3 points; Fred Best, 2 points, and Joe Schieder, 1 point, is the way the others have scored. In the handicap series Fred Best leads with six points, while C. H. Smith and Peter Rott each have five points. Joe Schieder, W. Fraser and Isadore Gronkowski each have two points, and John Tanner, Fred Schell and R. J. Hoover have each scored two points.

COASTER BRAKE RECORD

BUFFALO, N. Y., Jan. 11.—An interesting little folder has just been issued by the Buffalo Metal Goods Co., makers of the Atherton coaster brake, in which a messenger boy tells the story of how he used a Pierce bicycle equipped with one of these brakes and ran up a mileage of more than 16,574 miles. His greatest mileage for one day was 121, while the lowest was 85. During the period of this riding he experienced no trouble with the brake; in fact, after his Veeder cyclometer indicated that he had rolled up a huge mileage, he became worried about the brake, and when he had it taken apart and inspected, it was in first class shape. This is only one instance, says Mr. Emerson, of the Buffalo Metal Goods Co., where the coaster brake has succeeded in making the work of the messenger easier and more pleasant, and has increased the utility value of the bicycle.

BACK TO FORMER LOCATION

LOUISVILLE, Ky., Jan. 2.—The National Supply Company, retailers and jobbers of bicycles and supplies, has moved from 207 West Main street to its original location at 104 West Market street, where the concern was located ten years ago when it was first organized by Sol. Lipski. The company has been showing some very attractive bicycles, tricycles and velocipedes for the holiday season.

SOLD 512 BICYCLES IN 1915

DETROIT, Mich.—The W. E. Wandersee Co., of Detroit, reports that the records for 1915 show that 512 bicycles were sold by the firm. The company handles the Miami, Flying Merkel, Iver Johnson and Dayton wheels.

Ed. Harris, who has long been known in the trade as an expert repairman, has joined the staff of the Wandersee company.

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PRO. BIKE TRAINERS ALSO FORM A UNION

N[illegible]RK, N. J., Jan. 12.—If the pro[illegible] racing cyclists who are wag[illegible] eliminate the National Cyc[illegible] from the control of cycle [illegible] that they are going to garner [illegible] and publicity they are [illegible] The trainers, the much [illegible] easily peeved trainers, have [illegible] and they are already figur[illegible] in a few 42-centimetre [illegible] some of the racing luminaries [illegible] been wont in the past to set[illegible] agreement with the men who [illegible] possible.

[illegible] held at one of Vailsburg's [illegible] close by the Newark Velo[illegible] week, an organization was per[illegible] trainers and they even had [illegible] the labor unions to help them. [illegible] had some grievance to cite and [illegible] was one of real eclat before [illegible] They have applied for affiliation [illegible] American Federation of Labor, [illegible] last reports received from the [illegible] headquarters was to the effect [illegible] would receive a charter.

[illegible] formation of the trainers' union [illegible] interesting angles. Now the [illegible] dictate terms and instead of [illegible] having a fireman on the [illegible] railroad training him for [illegible] will have to engage a real [illegible] Peter Drobach, according [illegible] of the trainers' union, carry [illegible] is desirous of seeing Chicago [illegible] of the coming Coliseum race [illegible] transportation and expenses. In [illegible] a summary may read something [illegible] "One-mile National Champion[illegible] [illegible]—Won by Alfred Goullet, [illegible] trained by Jack Neville, Train[illegible] No. 1; second, Frank Kramer, [illegible] trained by Mory Gordon, [illegible] Local No. 2." It will be very in[illegible] especially to the riders when [illegible] to pay.

DELUGE OF BICYCLE BUYING OVERWHELMS LEBELL

L[illegible] ANGELES, Cal.—"It was not [illegible] a revival, it was a deluge of [illegible] said E. Lebell, manager for the [illegible] Motor Supply Company, speaking [illegible] Christmas bicycle business of his [illegible] The store was absolutely cleaned [illegible] We took down old bikes [illegible] had hanging from the ceiling, [illegible] the windows and finally [illegible] one of the boys out to beg [illegible] from our sub-agents. We [illegible] out all of the machines taken [illegible] sub-agents.

[illegible] remarkable rush Lebell attributes [illegible] general revival of interest in the [illegible] he focused on his store [illegible] advertising on the "Buy a Bike [illegible]" idea. The advertisements [illegible] in the papers of the two [illegible] the holiday and on the [illegible] following.

[illegible] head salesman for the [illegible] bicycles on the Saturday [illegible] Christmas. They ran completely [illegible] on the second day of [illegible] campaign and for the first [illegible] history unloaded all of their [illegible]

SLEIGH RIDING DE LUXE WITH A MOTOR WHEEL

Four Passenger Smith Motor Wheel Bob Owned by A. S. Pike, Glen Falls, N. Y.

CYCLISTS' UNION AFFILIATES WITH "WHITE RATS" AND SEEKS NEW GOVERNING BODY

NEW YORK, N. Y., Jan. 12.—A meeting of the delegation which hopes to take over the reins of the National Cycling Association was held at the Metropolitan Opera House, on Sunday last and while the reports the delegates gave out at the time sounded very good, they hardly held water when an attempt was made for a confirmation. These gentlemen went so far as to say that the Amateur Athletic Union would take over the control of cycling. They had present at the meeting Herman Obertubessing, the official handicapper of the Amateur Athletic Union and one of the big factors in A. A. U. athletics.

Bob Larsch, Dayton Factory Tester, Riding a Dayton Motor Bicycle

A committee was appointed to draw up the constitution and by-laws, consisting of Harold Diblee, Dr. A. J. Birs and Dr. George H. Muth. Diblee and Birs were officials at the Newark Velodrome last season while Dr. Muth is a newcomer. Hugh Brown, an old amateur rider, was for putting the grievances of the men up to the National Cycling Association before making an attempt to overthrow the present body. This was put to a vote and was killed when Alfred Goullet, William Coburn, Harold Diblee and Doctor Muth voted "no."

Frederick W. Rubien, president of the Metropolitan Association of the A. A. U., in commenting on the meeting, said: "Do not think for a minute that Mr. Obertubessing or Mr. Diblee were at the meeting in any official capacity. The A. A. U. has an agreement with the N. C. A. which has been in effect for the last sixteen years and it will stand by this agreement. If the N. C. A. has a fight on its hands we will stand by the National Cycling Association to the end and give it all the support we posisble can."

"False Pretenses" Charged

Mr. Obertubessing stated that he was brought to the meeting by Harold Diblee under false pretenses and did not know there was any outlaw movement under way. He said he came to the meeting with the intention of talking on club organization and as it turned out this was not the case.

On Saturday, the American Racing Men's Union held a meeting in Newark and elected officers. Alfred Goullet, of Australia, was elected president; Peter Drobach, secretary and treasurer.

The riders were turned down by the American Federation of Labor on their application for a charter and were referred to the White Rats, an organization of theatrical performers. The riders journeyed to New York in a body on Tuesday night and became affiliated with the "Rats."

Owing to the pressure on our columns this week, the third installment of Kramer's Life Story has been crowded out. A big, interesting installment will appear in the Bicycle Supplement next week. Watch for it!

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On the Pacific Coast

TRADE ACTIVITIES IN BUSY 'FRISCO

PRESIDENT A. FREED, of the Pacific Motor Supply Co., Indian distributor for this section, has gone to Los Angeles for a visit to the branch there. Freed has been a very busy man during December on account of closing up the deal for Indian distribution, taken on about a month ago, and a little respite will not come amiss.

THE MOTORCYCLE SALES CO., distributing the Reading-Standard and Cyclone in this section, has received its first 1916 model of the brown R-S. It is a three speed twin, and it has been kept out on the road in catering to numerous demonstrations.

GOLDEN GATE motorcyclists were introduced to the Dayton Motor Bicycle just before Christmas, when the first one arrived at the agency of W. E. & W. H. Jackson, Pacific Coast distributors. All dealers who have seen it are enthusiastic over it, and the Jacksons have closed contracts all over Northern California for this make. W. E. Jackson reports receiving applications for local representation for the motor bicycle from all over the State with each mail.

THAT the Excelsior lightweight, which has recently made its initial appearance in this city, is destined to become very popular, is evidenced not only by the attention which it has attracted but also by the bookings for demonstrations. Whenever the little fellow appears on the street, it speedily becomes the center of an interested throng of people and favorable comments are heard on every side.

ALL the stock of the Hendee Manufacturing Company's San Francisco branch is now in the salesrooms of the Pacific Motor Supply Company, the work of shifting from the Van Ness avenue branch having been already complete. Charles Meyer, who had charge of the parts department for the factory branch, has been retained by President Freed, of the Motor Supply Co., in the same position, and will have R. H. Carter as his assistant.

The Hendee branch is in charge of George W. Sherman, who is closing up the Hendee business. It is expected that it will be the first of March before this work is completed.

SAN FRANCISCO CLUB HOLDS ANNUAL ELECTION

SAN FRANCISCO, Cal., Jan. 4.—The San Francisco M. C. have elected the following officers for 1916 at the recent New Year's meeting: Charles Meyer, president; W. Hunt, secretary; Miss R. Powell, recording secretary; A. W. Green, financial secretary (re-elected); George W. Payton, treasurer (re-elected); M. C. Tracy, and W. L. Caughlan, directors.

Under the constitution, the president has the right to name the captain and lieutenants, but President Meyers has waived this and will let the club do the electing of these officials. At the next meeting of the club the committee which has charge of arrangements for the projected endurance run will make its report. It is believed that the run will be decided upon for February 15.

GAVE CLARK A BAD 5 MINUTES

TACOMA, Wash.—For about five minutes on Christmas Day Jack Clark was one of the most doleful men in this State. Clark, on his Harley-Davidson, patrols the high-tension power line between this city and the Mashell river. While he was having visions of a nice turkey dinner and other things, he got word to go to the superintendent, B. W. Collins.

When Clark arrived, he was "jacked up" for not being able to cover his beat well, and he explained that the trouble was due to his machine, which was pretty nearly worn out, having been in use since the power line was first started. Then Collins presented Clark with a brand-new Harley-Davidson. Clark's despondent looks vanished like a lightning flash.

The Tacoma light department has been exclusive users of Harley-Davidsons ever since motorcycles were adopted for its service.

PACIFIC HIGHWAY NEARLY FINISHED

TACOMA, Wash.—The last stretch of the Pacific Highway in California from Yreka to the Oregon line is practically completed. A distance of 27 miles is graded and four bridges, inclusive of the steel structure over the Klamath river, have been put in. The two bridges across the Shasta river are not yet finished, but it is expected that the work will be completed before Spring.

THOR LEADS TO VICTORY

SEATTLE, Wash., Jan. 9.—Without any of the customary preliminary boosting, quite a speed event was pulled off in this city last week, when Guy Verhon, on a Henderson, and George Brannon, on a Thor, met on the North Trunk road and decided to settle an argument as to which one was the better at handling his mount. Brannon, with the help of his trusty Thor, quickly took the lead and was never headed. Vernon, however, is of the opinion that the case should be appealed, and the fans will probably see another snappy contest soon.

POOR RESULTS FROM HUNT

TACOMA, Wash.—E. E. Peterson, Excelsior dealer in this city, had all his plans laid for a goose hunt over Thanksgiving Day and started off accordingly. However, the rains did the rest and Peterson came home with a couple of ducks and some clams. One of his consolations is that the "Big X" for 1916 is "going fine."

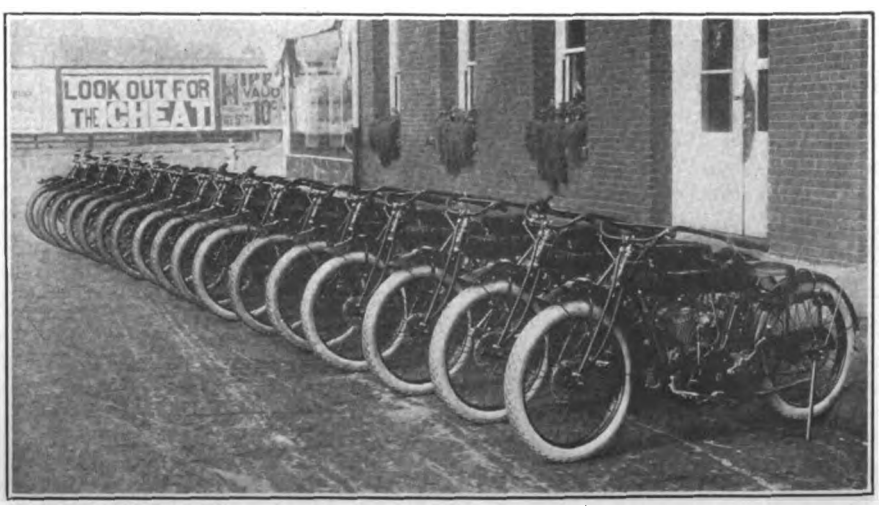
WANT LOW NUMBERS

TACOMA, Wash.—Motorcycle riders are always anxious to get low registration numbers for each season and most Washingtonians desire to retain the same numbers from year to year. Wherever possible, this is being done by secretaries of state of Washington and Oregon, and already 1916 numbers are seen in quantities in the larger cities.

MOTOR VEHICLES IN WASHINGTON

TACOMA, Wash., Jan. 11.—The registration of motor vehicles in the State of Washington is at present 45,711. The population of the state is approximately 1,150,000, which means that one individual, in every twenty-five in the state of Washington, is the possessor of a motor vehicle.

READY TO REGULATE SPEEDING DURING THE 1916 SEASON



These Seventeen Indian Models with Powerplus Motors Were Recently Delivered to San Francisco Police Department by the Pacific Motor Supply Company

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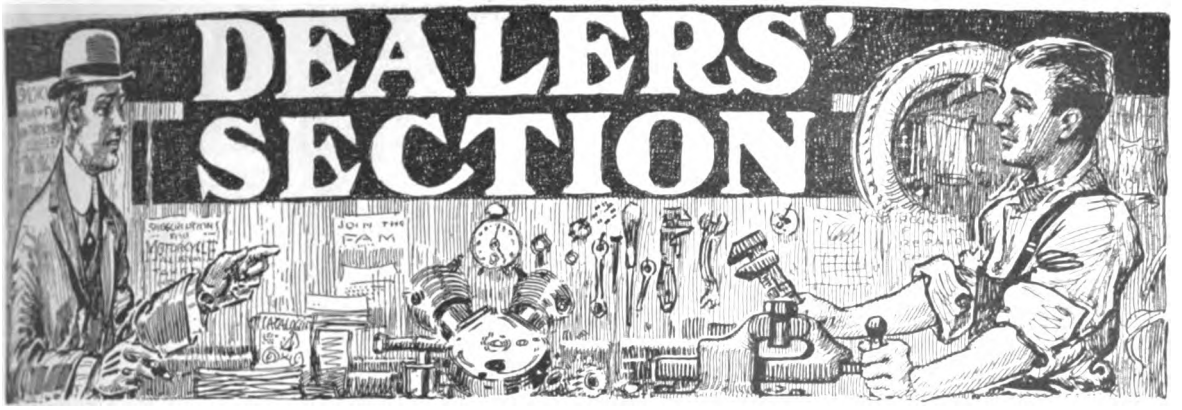

THE SOCIABILITY FACTOR AS A SALES-BOOSTER

How the Rider's Desire to Share His Pleasures Can Be Turned to Good Account by the Dealer—The Value of Recommendation in Increasing Trade and How it Hits Both Ways

By IRVING BECK

Eastern Representative, The Rogers Manufacturing Company and the Fentress-Newton Mfg. Co.

A ...ol friends, I can number ... cycle dealers, and with ... discuss business in general ... interchange of ideas. Very ... them through what medium ... most of their motorcycles, ... comes back, either directly ... through recommendation." ... that advertising helps the ... to a large extent, but most ... is secured through riders ... word for the dealer's prod... without this good-will on the ... customers, many a dealer would ... of the running long ago.

Sharing the Pleasure

... of Dealer Smith, who has ... motorcycle. Jones, like every ... being, is sociably inclined; ... does not like to keep a good ... When Sunday comes, for ... yearns for the company of ... man or girl—in order that ... enjoy his motorcycling pleas...

... that Jones' friend is his ... and that the machine has a good ... ment. His friend, who may ... have thought of a motorcycle, ... for the first time. He realizes, ... that he is missing half the fun in ... the machine himself, and he ... also becomes a prospect through ... ation. On Monday morning, ... back to the office or shop ... are employed and tell others ... they had riding on the day ... they interest others—through ... talk.

The Case of the Girl

... hand, let us suppose Jones' ... Girl," and that he has either ... a sidecar on his machine. The ... tells her girl friends, and ... brother or two, what a fine sport ... riding is, and these people, not ... suggest to their brothers or ... the advisability of getting a ... Again the dealer gets more pros... recommendation.

... are sold, and sold in big ... through the sociability features ... recommendation. Motorcycle dealers in many cases do not sell as many machines as they could because they neglect to take into consideration one or both of these factors, particularly the one that any human being craves the society of some other or others.

How Sales Are Lost

Now, Dealer Smith and every other dealer should realize the force of this hankering after companionship, and, also, that whether he (the dealer) equips or does not equip Jones' machine, Jones is going to get a passenger by hook or crook. If the dealer sells his man a mount with a bare luggage carrier, the motorcycle appears with a lot of folded cloths or rags for the passenger, or a cushion that is frequently not much better than a rag. The result is that his friend, instead of becoming a booster for the pastime, becomes an advocate for the best liniment that the drug store can provide and his friends hear all about how sore he is the next morning. We here have a case of sales lost through recommendation.

Can you picture an automobilist having a comfortably-upholstered seat in front for himself and putting his guest on the steel frame of the car with a folded raincoat or something like it for the trip? Well, this sight is duplicated on a motorcycle every day of the week, and the dealers themselves are entirely responsible for such sights.

Irving Beck

Get Tandem in First

In selecting equipment for a customer's motorcycle, the dealer should consider it just as important to prepare him to properly carry a passenger as to fit him out with adequate lamps. He should furnish him with a good lamp right off, as well as with a good tandem attachment or sidecar—or both. If the rider cannot spare enough money at the time to purchase both the lighting outfit and the tandem, it is up to the dealer to get in the tandem first. The rider will have to come back for the lamp and cannot use cloths for throwing a strong light at night.

Among my own customers, I can say that 50 per cent. refuse to sell cheap cushions to their trade, and it is a further fact that in those cities where good tandems and sidecars are in vogue, motorcycle riding is further advanced and the dealers are more prosperous.

I do not mean in this article that by following out the above suggestions any dealer can sell a maximum number of motorcycles and that the sales of the power two-wheeler will immediately compare favorably with the sales of automobiles in his town. I do know from long observation that they will increase his sales materially. My point of view may be prejudiced, perhaps, due to the fact that I sell tandems and sidecars, but throughout I have endeavored to discuss the subject "neutrally."

STENGER TAKES ON THE DAYTON MOTOR BICYCLE

CINCINNATI, O., Jan. 3.—Ferd Stenger has taken on the Dayton motorbicycle, and looks for big things for it this year. The low price and inexpensive upkeep of this lightweight are expected by Mr. Stenger to make a decided hit with the man who wants the engine to do the work, but does not want to pay high prices for the machine or its upkeep.

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NEWS NOTES OF BUSY CHICAGO TRADE MEN

FRED HUYCK AND C. E. Way, of the Motor Sales Company, at 1804 South Michigan avenue, have delivered 20 machines of 1916 models so far and have booked orders for ten more for March 1 delivery. They consider that the company has never before equalled this performance in so short a time after the first of the year. There are but three used machines on hand now. The Sales Company is agent for Henderson and Flying Merkel machines.

MORRIS TANNENBAUM, who holds the West Side agency for the Henderson has disposed of 4 of the four-cylinder models of 1916 so far and has prospects of as many more for the next shipment. He is wearing the smile that lasts, as this is the first year he has sold so many around New Years. Tannenbaum is located at 3151 Ogden avenue.

J. P. COLLINS, who manages the West Side branch for the Edwards-Crist Company, at 1150 West Jackson boulevard, predicts that the demand for Indians during 1916 will be unusually heavy, especially for early spring delivery. He has evidence on his books to prove his claim, too.

FRANK W. SNOOK, manager of the West Side branch of the R. C. Crist Company, Excelsior distributor, at 1111 West Jackson boulevard, has made deliveries of 1916 machines since the first of the year. He is looking forward to the best season he has ever had, for 1916, and is taking orders for present and Spring deliveries.

OUT at 3018 East 91st street, South Chicago, is the headquarters of the S. C. Brown Music Company, distributing the Henderson, Indian and Excelsior. This firm recently held a big opening celebration and has been busy ever since booking orders on all three of its lines. Most of these are for Spring delivery.

LOS ANGELES, CAL.

FOLLOWING the visit of President A. Freed to the local branch of the Pacific Motor Supply Company, active preparations are being made to enlarge the store and garage in this city. Freed arrived here on January 5, and two days later, Manager Edward Lebell was busily superintending a force of workers. The second story of the building in which the branch is located has been leased, the floor area being even greater than that of the present quarters. An elevator has been put in, of ample capacity to take several crates of machines. The upper floor will be used for the firm's wholesale business.

TOMMY BUTLER was as busy a man as the Los Angeles trade has ever seen on January 5. He was handling another carload of Powerplus Indians at C. Will Risden's store, and trying to satisfy immediate demands for the same before the crates were taken off.

SALESMEN on the Appeal Mfg. & Jobbing Company's staff met at headquarters on December 31, to outline plans for 1916, in concert with Sales Manager E. E. Welborn. The organization is going after business with a vengeance, not only pushing the Harley-Davidson, but also the bicycle and sundries business, including Firestone bicycle tires.

SEATTLE, WASH.

PIPER & TAFT, Excelsior motorcycle and bicycle representatives in this city, report an extra heavy demand for the motor-equipped "X" models in this territory. An increase of 50 per cent. in the sale of bicycles during Christmas week as compared with the same period of 1914 has naturally made the partners very enthusiastic over bicycle conditions.

Neat and Accessible Arrangement of Excelsior Parts in Stores Department of J. B. Clarkson & Co. at Wellington, N. Z. System Enables Orders to Be Filled Rapidly

Dealers'

RACINE, WIS.

GUY DIXON, handling the Harley-Davidson in connection with his sporting goods establishment has recently made an addition which triples his floor space and gives him a fine display front on Main street. Motorcycle sales made this addition necessary.

EXCELSIOR machines will be sold by the Rice Cycle Company for 1916, this representation being continued for the third season. L. R. Rice, the proprietor, is one of the veteran motorcycle and bicycle dealers in this state and looks forward to another excellent sales season.

WILLIAM WADEWITZ, manager of the De Luxe Garage, will continue the Thor agency in this city for the 1916 season.

N. C. JOHNSON & CO. have signed up again to represent the Indian motorcycle and bicycle lines.

JONAS & PROSTERNICK have renewed their contract with the Westfield Manufacturing Company and will handle the Pope line once more during 1916.

DAYTON motorcycles, and the Motor Bicycle with front-wheel power plant will be represented during 1916 by the Dayton Cycle Company in this city and surrounding territory.

CINCINNATI, O.

HOW motorcycle sales respond to the least encouragement in weather conditions was demonstrated recently, on a nice day, when Joe Wandstrat, of the Brendamour Sporting Goods Company's motorcycle department, sold an Excelsior for cash. A trial trip across the Ohio river took the purchaser to a Kentucky town to get his cash, and also showed him what the machine could do on muddy roads. The Brendamour firm is now rejoicing in the possession of one of the 1916 big-valve speed models, similar to that which won the Chicago classic last fall, and a number of riders who want to burn the wind have been looking it over.

SHOW OPENS NEXT WEEK

ROCHESTER, N. Y., Jan. 11.—Four motorcycle dealers will exhibit at the automobile show which opens at Exposition Park on Monday night, January 17. These firms are Geo. L. Miner Co., Wagner-Dolph Co., Flynn Bros., and A. J. Deininger. The motorcycle exhibits will be a prominent feature of the show and will appear with accessories at the entrance, so that visitors will see the powered two-wheeler before they inspect the autos. The show is under the auspices of the Rochester Auto Trades Association.

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LOUISVILLE, KY.

SCOUTERS, Harley-Davidson ... just closed a deal whereby ... the aut mobile accessory and ... W. J. Durning, at 517 West ... The motorcycle shop at 912 ... street has been closed, and the ... ness is being operated at the ... addition to handling motor- ... bus, the Klines now do vul- ... k Firestone, Goodyear and ... A line of bicycles is also ...

... started in business in this city ... a shop at 412 South Third ... time there were no Harley- ... city, but in the six seasons ... the firm sold over 650 in ... and the surrounding counties. ... that the West Broadway lo- ... than the old one, as there ... more trade to be picked up.

... and riders in this city are ... to hear of the appointment ... Marshall, manager of the Cen- ... as F. A. M. commissioner ... Marshall has been an F. A. ... for years and riders feel that ... will be well cared for.

... formerly a well-known pro. ... at one time connected with ... Manufacturing Company. He ... the management of the Indian ... department of the Sutcliffe Co., ... representatives, and traveled ... its interest. Early in 1915 ... with the Century firm, handling ... also a line of bicycles and ...

WASHINGTON, D. C.

... SHAAR, handling the Indian ... street, N. W., has on display ... mount formerly used by ... This is the first eight-valve ... this city and is naturally the ... of interest. Leishaar will ... the machine into service in ... as the Haverford Cycle Co., ... representative, have one of ... "X" mounts which is ... speedsters and are anxious ... the first open Sunday race ... Competition between ... is being looked forward ...

NEWARK, N. J.

... Excelsior lightweight has ... in town and is attract- ... and favorable comment. ... of the Haverford Cycle ... little two-stroker has its ... saving it on the road con- ... demonstrating its paces to the ... crowds. In one speed trial, the mount showed 42 miles per hour before the throttle was opened full. One of the Big X speed-monsters is due soon, to be turned over to one of Newark's speed merchants.

A move toward co-operation was made by the local motorcycle dealers recently, and uniform closing hours were decided upon. The stores close at 8 p. m. daily except Saturday, when 10 p. m. is the closing hour. Sundays and holidays, the dealers themselves go riding after ten. The new ruling is working well, the riders readily adapting themselves to the idea.

BRONX, N. Y.

GENE COUGHLIN is now the Bronx representative for the Harley-Davidson, having recently severed connections with the Harley-Davidson Sales Co., of New York which not long ago had a sub-agency of its own in this section. Up to January 3, Coughlin sold 14 of the Silent Gray Fellows of 1916 model, as well as 11 used machines of various makes.

Coughlin carries a line of accessories which have been welcomed by Bronx riders and has done a big business in this direction since starting in last Fall.. The repair shop keeps him busy what time he is not out giving demonstrations of the capabilities of the 1916 three-speeders.

KANSAS CITY, MO.

CHARLES HANSON, Indian agent for this section, states that the motorcycle business has decidedly increased the winter over that of previous years and assigns two main causes for this. The first is the amount of publicity given to the practicability of Indian models, and the other is the changing of the climate.

The publicity has resulted in sales during the past two months being as heavy as during the top of the riding season in some years. Kansas City has not had a real hard winter for several years and riding conditions have consequently been fine.

NEW HAVEN, CONN.

THE contract for supplying the New Haven Police Department with six motorcycles has been awarded to Albert Werle, agent for the Harley-Davidson. The machines ordered are all 1916 three-speed twins, with full electric equipment. At present the department has four 1914 two-speed Harley-Davidsons in use, so that from now on New Haven will have a force of ten motorcycle policemen.

Until recently the police machines had very poor lighting equipment—no tail lights at all, in fact, and very dim head lights—so that there was considerable adverse comment on the part of motorists. It seemed very unreasonable for a motorcycle rider to be stopped by a policeman because he had no tail lamp, or because his tail lamp was not lighted after dark, when the officer himself was violating the law he was trying to enforce. That is a thing of the past, however.

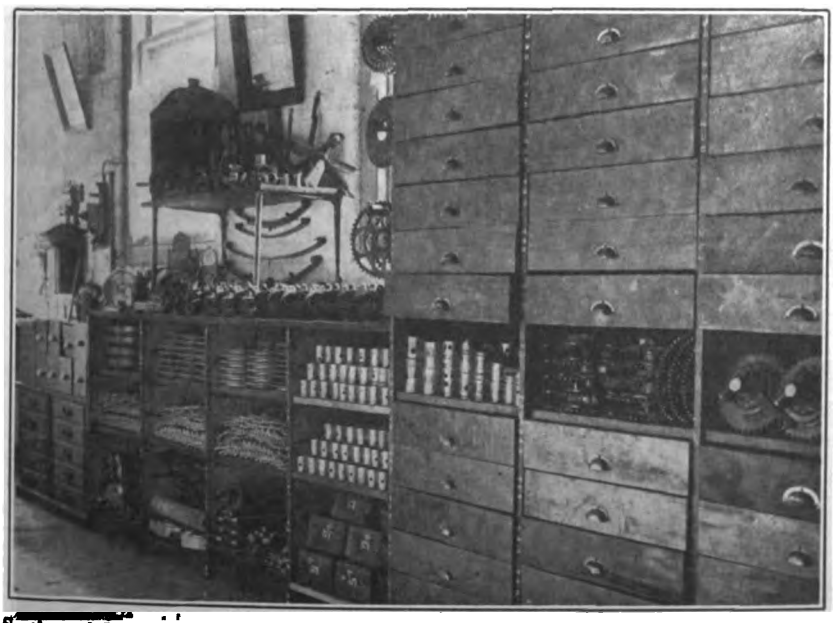
It is the intention of the Department of Police to put most, if not all the machines on night service as well as day. Up to the present the mounted police have gone off duty at six.

COLUMBUS, O.

TEN dealers from Franklin County, which includes this city, were registered with the state of Ohio during 1905, according to a report made by W. H. Walker, registrar of automobiles. In all, says the report, there were 227 dealers, of which Hamilton County, inclusive of Cincinnati, had 12; Cuyahoga County, with Cleveland, 8; Wood County, 8; Lucas County, 7; Miami County, 8; Montgomery County, 8, and Ashtabula County, 7. The remainder were scattered over the state.

PORTLAND, ORE.

GEORGE E. RICHARDS, formerly with the Dayton motorcycle agency in San Francisco, has returned to this city for an indefinite stay. He expects to enter the motorcycle business here after a short rest.



Section of Large Parts Department in Establishment of J. B. Clarkson & Company, Representing the Excelsior. Another View Appears on Opposite Page

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Our Canadian Letter

CANADIANS PLAN "BICYCLE WEEK"

As Soon as Motor Cycle Illustrated Arrived with News of a Big Bicycle Day for the States the Torontoans Decided Upon a Six-Day Program

TORONTO, Ont.—On the same day that the announcement reached Toronto, through **Motor Cycle Illustrated,** that Tuesday, February 29th, had been set aside as "Bicycle Day" as the formal opening of the 1916 season, officers and members of the Toronto Bicycle and Motorcycle Dealers' Association decided that the whole week of February 28th should be a "Bicycle Week" during which a number of special features would be employed to arouse enthusiasm and, incidentally, to demonstrate the staple efficiency of the wheel.

The dealers gathered at the headquarters of the Planet Bicycle Works to discuss the "Bicycle Day" proposition as it was outlined in the issue of **Motor Cycle Illustrated** and the first decision reached was to have a whole week's "celebration" instead of one day. The assistance of several manufacturers was promised and the tire people are to be asked to co-operate to the limit. All windows are to be dressed alike during "Bicycle Week" and a certain amount of advertising and publicity is to be placed in the daily newspapers. Special printed matter is to be distributed as well and every salesroom and store is to be made a show room—in fact every dealer is expected to conduct a small bicycle show of his own with all of the special features and attractions.

There are about sixty bicycle dealers in Toronto and each of them will take part in the big demonstration, providing the officers of the association can impress upon them the benefits of co-operation. Every cycle merchant in the city, whether he is a member of the association or not, will be given an opportunity to secure a share of the good things whether he cares to become actively associated with the local organizations or not. The hope of President Grove of the Toronto Association is to have every legitimate dealer in line for the demonstration so that the best results can be obtained.

Secretary Walter Andrews and Treasurer Sam Bulley were detailed to secure as much information as possible regarding the features which are planned for Bicycle Day in the States and a request has been sent to **Motor Cycle Illustrated** for all available particulars.

The association members also took steps to secure the reduction of the fee for so-called second-hand licenses from $15 to $5 per year. Junk peddlers are required by the city to pay only $1 per year for their second-hand licenses and they can buy and sell all the used bicycles they care to handle.

The municipal authorities are also to be asked to prohibit the handling of used bicycles by peddlers because it has been found that too many wheels, supposed to have been stolen, have been disposed of through the junk dealers.

President Grove told the meeting about the experience which his son, Pte. Joseph Grove of the Canadian Divisional Cyclist Corps had encountered since going overseas. In a recent letter from the soldier-son, particulars were given of an all-day ride of 85 miles which had been taken by 2,500 cyclists. It rained nearly all day and the roads were in a terrible state, he wrote. The Canadian cyclists came through the trip with honors, however, as scarcely a Canadian rider had to fall out.

TRADE CIRCLES CONTINUE ACTIVE IN TORONTO

Percy McBride Adds Miami Power Bicycle—Indian Featherweight Scores Hit—Kipp Starts Another Long Trip

TORONTO, Ont.—Percy A. McBride, the widely-known Canadian distributor, has added the Miami Power Bicycle to his already formidable array of agencies. This lightweight will be handled in Toronto at McBride's branch store, 45 Queen street East. He has already received his first shipment of machines.

The Indian Featherweight, with its two-cycle engine and general completeness, is making a hit in Canada, according to reports. During one week recently, more orders were received at the Canadian Indian factory here for the lightweight model than for any other model and the orders for the regular lines were heavy also.

Herbert W. Kipp, the Canadian traveling representative of the Indian forces is starting on another cross-country business trip for the Hendee Company. It is understood that he will cover the whole of Western Canada before he returns to Toronto.

Announcement has been made by President T. A. Russell of the Russell Motor Car Company, Limited, recently purchased by the Willys-Overland Company, that the Canada Cycle & Motors Company, Limited, West Toronto, will be a separate and distinct organization in future from the automobile concern. J. W. Gibson, formerly sales manager of the Canada Cycle Company, has been appointed general manager of the new bicycle firm.

WAR HONORS FOR MOTORCYCLE OFFICER

Lieut. Hallam Did Great Work With Machine Gun Section at Dardanelles and Has Received Distinguished Service Order

OTTAWA, Ont.—The story has just been released through the Canadian military offices here of the winning of the Distinguished Service Order, a high British military honor, by Lieutenant Douglas Hallam, a motorcycle officer and a son of the late Alderman Hallam of Toronto, during activities at the Dardanelles.

Lieut. Hallam was attached to the Armored Car Division of the Royal Naval Air Service, but he was in charge of a motorcycle machine gun section, composed of four guns and thirty-six men. It was announced that Hallam won his commission through working out an original plan to mount machine guns on motorcycles. The details of this arrangement are, of course, withheld. He was sent to the scene of operations in Turkey, and during forty days of terrific fighting he was wounded no less than five times.

DOINGS OF LONDON DEALERS

LONDON, Ont.—Fred Kerr, who possesses a model motorcycle establishment in this city, has just secured the sales rights for London and vicinity for the Harley-Davidson.

McCarthy of Stratford, Ontario, has also secured a Harley-Davidson agency and he will handle the Milwaukee motorcycle in addition to the Indian.

Butler, of Waterloo, Ontario, now represents the Harley-Davidson in that town as well.

LOOK FOR WHEELS

SEATTLE, Wash.—Vernon & Son, Excelsior and Henderson distributors in this city, are not considering taking on bicycles as yet. They point out that they are on the lookout for a good line and are anxious to interview manufacturers' representatives.

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This Illustrates What Happens When You Start A Cold Motor

WHEN you "light the gas" under your cold spark plugs the effect is much the same as if you poured boiling water on a spark plug half buried in a cake of ice.

Unless the materials are exactly conditioned—

Unless the parts are accurately tooled and fitted—

Unless the contact points are properly cushioned where the strains come—

Something is bound to break.

Champion

"TOLEDO MADE FOR THE WHOLE WORLD'S TRADE"

Motorcycle Spark Plugs

give absolutely reliable service under all the varying strains of temperature, speed and load.

We have tried them out in motorcycle engines under every conceivable condition.

We go to extremes in testing you'd never dream of.

By actual comparative tests the Champion plug designed to serve your motorcycle engine will do the work better than any other kind of plug you can buy.

Insist upon having Champions.

Be sure the name "Champion" is on the *porcelain*—not merely on the box.

The Champion Guarantee

Complete satisfaction to the user—
free repair, replacement or your money back

The Champion Spark Plug Company

1704 Upton Ave. **Toledo, Ohio**

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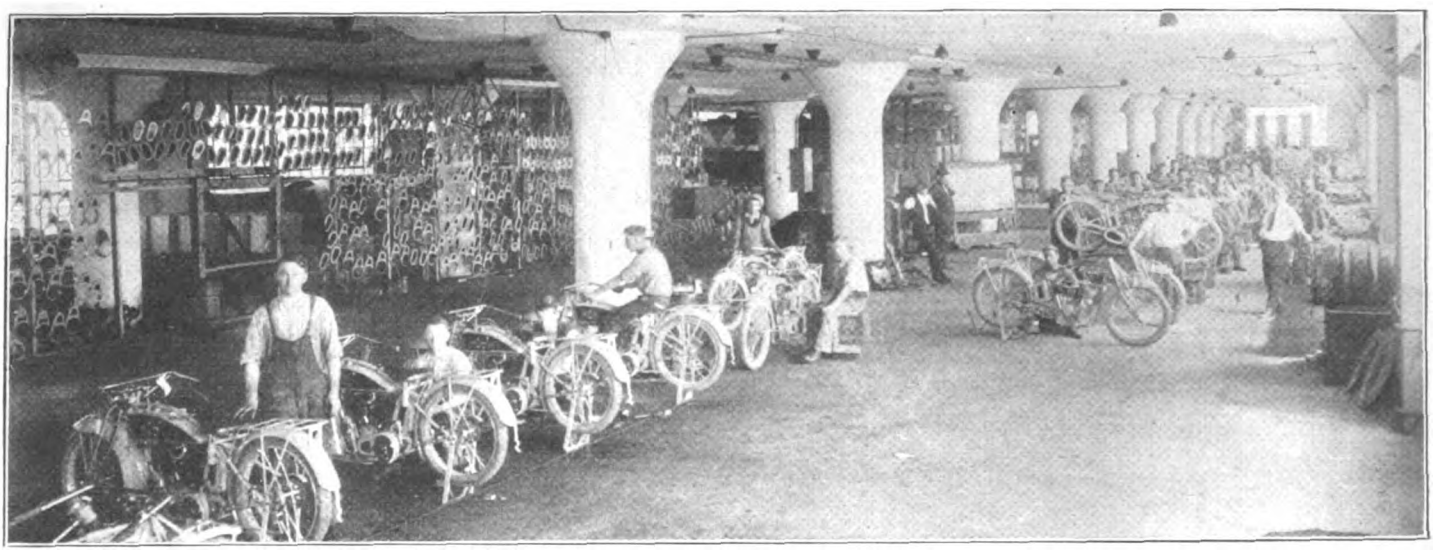
PERFECT ASSEMBLY OF THE EXCELSIOR

Only Experienced Men Thoroughly Familiar with Every Detail of the Excelsior Machines Employed in These Departments. The Final Inspector's O. K. Signifies a Perfect Machine



Final Testing Section of Assembling Department

NO matter how scientifically designed, how perfectly made, or the quality of the material, the element of perfection in a motorcycle is largely dependent on the exactness of its assembly and the final inspection and test before it leaves the factory.

In the Excelsior plant each element such as motors, transmission gears, brakes, frame, wheels, tanks, etc., are carefully tested and approved by the heads of the several departments before they reach the assembling room.

While in the manufacture of the various details of the machine, the workmen are often familiar only with their own particular element, the men of the assembling department are largely men who have passed through other departments or at least in some way have become thoroughly familiar with every detail of the several models. The relation of their work to the finished product closely resembles that of the man who finally times and regulates an accurate time piece or the man of perfect ear who gives the final tone to a magnificent piano. They know the proper relation of every part and how its operation must harmonize with that of other elements to produce perfect results.

Setting Motors and Transmission Gears

Even skillful men cannot produce satisfactory results without proper equipment. To insure such efficiency, the assembling room of the Excelsior factory has been developed to its present efficiency, not by one man, but through the joint ideas of the workmen who know what they are required to accomplish and are often better able than any one else to specify what tools and equipment they need. Taking advantage of the almost entirely glass sides of the building, the assembling department runs along the East front for a distance of over 200 feet, each operator being provided with a specially designed bench and a complete set of special tools, wrenches, spanners, etc. Borrowing from neighboring workmen is absolutely prohibited and each assembler is required to keep all his appurtenances in perfect condition. Wrenches must perfectly fit the parts for which they are designed, bruising and damage to the nuts and bolts being thereby avoided. Pliers for holding control rods, tubes and similar nickel parts are leather faced to protect the finish and when the machine is fully assembled and ready for the final inspection, it must be perfect both in operation, adjustment and finish.

By employing a large force of workmen, and perfect equipment, the assembling of individual machines need not be rushed and every care can be given to even the smallest details, yet on account of the number employed and the capacity of the department, 300 machines per day can be passed to the shipping room for crating and delivery.

It is by such thorough methods and equipment throughout the plant that the mechanical perfection of the Excelsior Autocycle has been attained and when the dealer or ultimate user uncrates an Excelsior Autocycle, he knows it is right and ready for immediate use. —Adv.

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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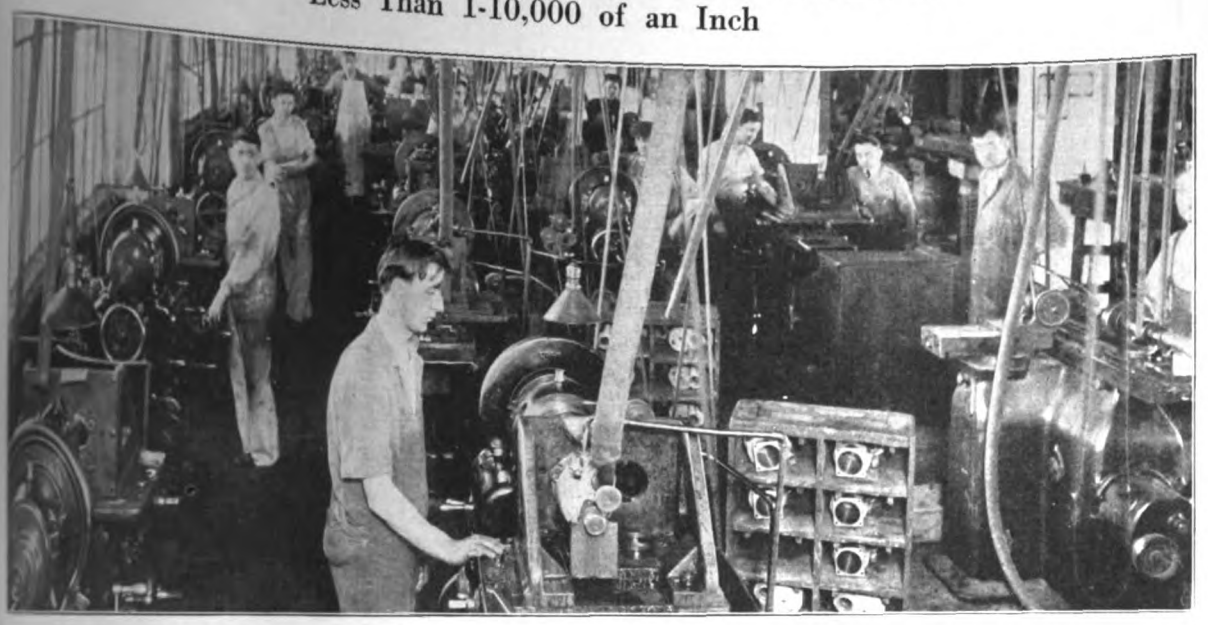
EXCELSIOR MOTOR BUILDING METHODS

Absolute Accuracy a Feature of Every Step in the Production of Excelsior Motors—Every Moving Part Ground to Size with a Variation of Less Than 1-10,000 of an Inch



Cylinder Grinding Department

THE efficiency, power and reliability of a gas engine is largely dependent upon the absolute fit and perfect accuracy of every element. In the production of the Excelsior motorcycle engines, the cylinders, pistons, rings and in fact all moving parts are first machined to a size slightly over that of the finished product. In this work, the most modern machinery is used. Cylinders are bored by heavily constructed, perfectly adjusted and absolutely accurate vertical boring mills.

The pistons are all machined on heavy turret lathes.

Piston rings are machined inside and out and cut apart on heavy lathes, after which all three of these moving parts are sent to the grinding department.

The cylinders are ground on special machines which insure perfect cylinders both as to curvature and constant diameter.

The pistons are ground to a size 3/1000 of an inch less than the cylinder diameter.

The rings are ground on three sides, the flat faces being ground on magnetic chucks and, by this means, perfect fit is assured both in the piston grooves and against the cylinder walls.

The valve seat and guides are machined by means of special jigs and after the cylinder walls are ground the valve seats are ground by means of special machines.

The valve cams are ground to contour on special grinders designed solely for cam production by which perfect contour is attained and silent valve action assured.

Gears are cut from special steel and perfectly tempered, thus producing a gear of great wearing qualities and eliminating the noise and back lash inevitable in improperly formed or irregular tempered gears.

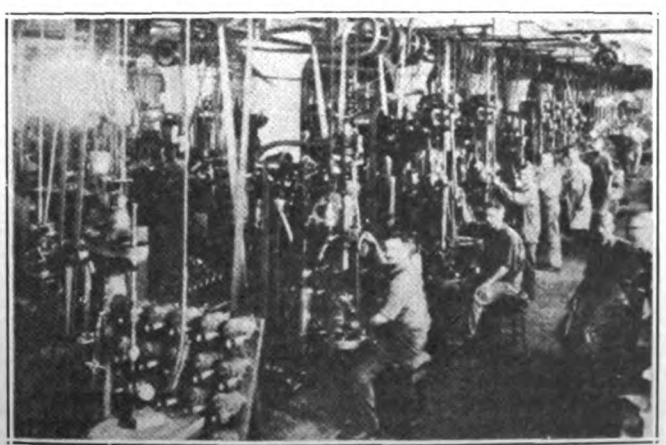
Fly wheels are turned and balanced in specially designed lathes that insure perfect uniformity with consequent elimination of motor vibration.

CRANK SHAFT PERFECTION A FEATURE OF THE EXCELSIOR MOTOR

The crank shafts and crank pins are first formed on heavy automatic machines.

The smooth running and great durability of the main shaft bearings are the result of perfect grinding of the main shafts and crank pins, all of which are finished on micrometer grinders with a variation of less than ½ of 1/10,000 of an inch. Such a shaft, tempered glass hard before grinding, is practically frictionless when working within the Non-Gran bronze bushings used in the Excelsior motor. In short there is no operation in the production of Excelsior motors that can be in any way improved upon within the present knowledge and machinery of motor construction. The results of such mechanical accuracy are written large in the records of Excelsior accomplishment wherever motorcycle contests for speed, power and endurance are held in properly controlled and accurately recorded contests.

Bear in mind, an Excelsior motor of strictly stock design was the equipment of the only motorcycle to officially attain a speed of 100 miles per hour and other world's records for the majority of the recognized distances are held by these motors.—Adv.



Boring Excelsior Motor Cylinders

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NEWS AND VIEWS OF F. A. M. DOINGS

By GOSLIN

RECENTLY, the F. A. M. paid the twenty-seventh reward of $25 for the recovery of a member's motorcycle. A. W. Anderson, of Chicago, Ill., had his machine taken the day after he affiliated with the Federation. When his machine was recovered more than one year after the theft, the reward was paid to the member of the Chicago police force who located it.

The thief had to pay Anderson $60 for repairs and was sent away for one year to safeguard other Chicago motorcyclists. Anderson had an emphatic answer to any query he might have made regarding what he got for his dollar, and you, too, Mr. Rider, can lean over his shoulder and hear it.

Anderson's Answer

He was helped to the extent of $25 in offering a reward for the recovery of his stolen machine, and like the rest of us, could not afford to lose a motorcycle very often. When your machine is stolen, that F. A. M. reward of $25 added to what you can offer yourself is quite a tidy sum. It is enough, in fact, to make the recovery of the machine worth while to quite a number of Sherlock Holmes'.

Twenty-seven $25 rewards makes close to $700—paid out for the recovery of F. A. M. members' motorcycles. Some answer to that question, "What do I get for my dollar?" isn't it?

Why Not Affiliate?

Now, you may never have your motorcycle stolen, but are you positive of this? Can you say definitely that there is no lad hanging round your neighborhood awaiting the opportunity to make off with your motorcycle? Even admitting that you will never lose it through theft, is there no honor in affiliating with a body that has a standing reward to recover its members' property? You may never appear in courts, yet you are taxed for their maintenance; you are proud to live in a country which gives the right of fair trial, therefore, why not affiliate with a body of motorcyclists who are banded together for the common good of all who ride?

It is all over now, this annual Christmas rush with the strain of what to give, but this suggestion will be good next year at the same season and for any part part of the season, in fact. Give your riding pal a membership in the F. A. M. By doing so you not alone benefit him, but you help yourself and thousands of other riders—good fellows all, even if you do not know them. What could better represent the real, 18-karat Christmas spirit?

Speed Up, All Hands

The F. A. M. has been running along throttle down for the past few months, but 1916 is here now and we want to speed up. We want to sign up all those new riders and go after the veterans who have not been affiliated as yet. We need those 20,000 riders and Mr. Ignatz Schwinn's $500.

All of you 437 collectors, registered men, brush up your arguments and oil up your persuasive powers. Do your little bit and do it hard. Clubs, too, get after the 1916 crop of riders and don't overlook the lightweight riders by any means. We need them and they need us.

NEW JERSEY CLUB ARRANGES SEASON'S AFFAIRS

NEWARK, N. J.—The New Jersey M. C. installed its new set of officers last meeting and began the new year with a rush. A secret time run is scheduled for January 16, a theater party with cabaret trimmings at one of the local lobster-palaces is on the cards for January 27 and a dance committee has been appointed to prepare for an event of this nature some time in February. The club held 19 runs last year, totaling 2,616 miles, and is planning 25 sociability rides during the present season. The club starts 1916 with a membership of 118 and a bank balance of $125.

FREEPORT OFFICERS INSTALLED

FREEPORT, Ill., Jan. 13.—President-Elect Roy Mensenkamp and the other officials of the Freeport M. C., of this city, were installed by the retiring officers today with the procedure which has marked such action in the club heretofore. The first affair determined upon by the new president was the participation of the club in the Rockford M. C. dinner on January 15. Most of the members have decided to attend the affair as a body.

In addition to President Mensenkamp, the following officers are to serve during 1916: M. W. Barkman, vice-president; Harry Kuhlemin, secretary and treasurer; J. E. Kegel, corresponding secretary; Elmer Koym, road captain.

BUSY MEETING FOR WHEELING

WHEELING, W. Va., Jan. 10.—The first meeting of the new year was held by the Wheeling Motorcycle Club last Tuesday, with a large attendance. The new officers were installed and a racing committee was appointed. London Bier was elected chairman of the committee, whose members are as follows: Paul Dangle, Harry Douglass, Carl Sells, A. C. Hubbard, H. A. Brady and H. G. Friedrichs. After the meeting was over the members presented President Bier with a shaving set, as a token of their appreciation for his splendid services.

Three new members were initiated, one of them being Harvey Bernard, the well-known Indian representative. A committee was appointed to visit the Moundsville Club in order to induce them to affiliate with the F. A. M. In the New Year's resolutions adopted by the fellows, they promised to comply with all speed ordinances, to keep their mufflers closed and to be courteous to all users of the road.

WATCH FOR THESE STOLEN MACHINES

DEALERS and riders who are willing to co-operate with the F. A. M. in aiding its members to recover stolen machines will find below a complete list of the motorcycles which were stolen during the past year. It will be wise for dealers to cut out this list and post it prominently in their stores. Full data regarding each stolen mount is on file in the office of Secretary G. B. Gibson at Westboro, Mass., and can be secured by communicating with Dr. Gibson. The list follows:

Harley-Davidson: 6209DG, 3324H, F9592H, 1613K, 7641H, 789C, 9072H, 8257B, 1988EH, 1680K, 7874H, 1530EH, 4058K, 8760H, 2731K, 5841K, 3406D, 6470DG, 2752K, 11557H, 10992H, 6044H, L4299K, 6684E, 6525H,6760H, 1735EH, 3876K, 10026H, 9289K, A14349H, 5151G, 10158H, F14107H, 8201, 7036H, 10533, K1426, 2009D, 5214DG, 9188K, L5883K, 6084K, 4613H, 10397K, L8467K, 4364, 6844H, 11519K, 12501K, 12525K, 9524H, 5147K, L8430K, 2805E, 4960E, F14146H, 10428H, 14583K, 2625K, 712E, 8833K, 7410H, 9519K, 1017K, A13845H, L3114K or 13114K, 6654K, 7953B, 11833K, 15002K, 13395K, 12823K, 1278H, 10123H, 8760H, 3246H, 1234EH, L12534K, 1860K, 3527H, 3655B, 7958K, 10993K, 3493H, 1177K, 4397K, 8955K, 10730K, 3157K, 1656B, 4530E, 12862K, 13941K, 1374E.

Indian: 70G592, 70C126, 71E855, 70C672, 82F664, 142565, 82E176, 79F369, 71E215, 86F575, 76F109, 77F902, 82E482, 79G565, 79F039, 83F055, 83E592, 45E217, 73F431, 74F580, 81F753, 79F15, 91F209, 91F316, 74E164, 82G125, 72G849, 70G793, 73G109, 81G183, 79D898, 51G165, 70G609, 71F763, 82F985, 78G544, 85E717, 72G899, 87F870, 92F072, 81G812, 75G459, 78G644, 75F220, 76G493, 82G691, 82E356, 72F834, 82E188, 73E014.

Excelsior: 53112, 17341, 54073, 12306 or 11506, 47839, 56167, 56305, 76909, 57587, 78862, 77033, 78477, 45699, 45091, 18086, 79937, 27898, 76701, 77445, 52230, 75876B, 77072, 81591, 80626, 40259.

Thor: 14A15, 13M105, IV No. M417, 14A440. Yale: 21967, 11187, 20242. Henderson: 2687, 3830, "D." Merkel: 6725. Reading Standard, 29756. Pope: 2985. Eagle: 010331. Smith Motor Wheel: 5749.

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Cyclemotor

The high speed, light-weight motor was officially endorsed by the leading automobile manufacturers at the New York Show. They approved the important principle expressed in the Cyclemotor.

The power of a gas engine is measured by its speed. **High speed means reserve power and lack of vibration.** The Cyclemotor engine makes 3000 R. P. M., running at 20 miles per hour, hence, vibration is eliminated and the motor is not injurious to the bicycle frame.

This achievement is several years in advance of all other cycle engines now on the market and it is therefore to your decided advantage to cash in on the exceptional selling qualities of the Cyclemotor at once. Ask for our dealers proposition and booklet "L I."

CYCLEMOTOR CORPORATION

Arlington Bldg. Rochester, N. Y.

Preparedness

IS on the mind and tongue of every American!

Mr. Dealer, have you brought the principle of preparedness into your individual business?

ARE YOU PREPARED TO HANDLE YOUR PORTION OF THE MOTORCYCLE, BICYCLE AND ACCESSORY BUSINESS WHICH WILL SOON BE AT ITS HEIGHT?

HAVE YOU SUFFICIENT SPACE IN WHICH TO HANDLE THE LOOKED FOR BUSINESS?

Better dispose of those second hand machines. IT WILL PAY YOU TO ADVERTISE THEM IN THE CLASSIFIED COLUMNS OF MOTOR CYCLE ILLUSTRATED.

IF used once the ad will cost three cents a word—if used two or more times the cost will be two cents per word for each insertion. Address, Department C, Motor Cycle Illustrated, and

MAIL IT TODAY!

This Brake Means Better Bicycling to You—The

CORBIN

DUPLEX COASTER BRAKE

Perhaps no other device on the market has done more to make bicycling a practical convenience and pleasant pastime than the Corbin Duplex Coaster Brake.

It has played a large part in popularizing the bicycle and kept pace with its most rapid progress.

For years it has been the standard equipment.

Bicyclists the country over know its service record, know its power of grip, its ease of action, its remarkable durability.

On roads, hills and traffic congested streets it has been tried and tested year after year and found reliable.

It is the **one** coaster brake equipment which the dealer will find will give universal satisfaction to his customers.

1916 bids fair to be the biggest year that the bicycle has ever known and you will not be securing your share of the profit unless you carry the Corbin Brakes.

All bicycle manufacturers will equip the Corbin for 1916 when specified — jobbers will gladly furnish it. Discounts, price lists, and catalog on request.

The Corbin Screw Corporation

THE AMERICAN HARDWARE CORPORATION, Successor

NEW BRITAIN, CONN.

BRANCHES: New York Chicago Philadelphia

Makers of Corbin-Brown Speedometers

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How Can You Tell A Good Tire?

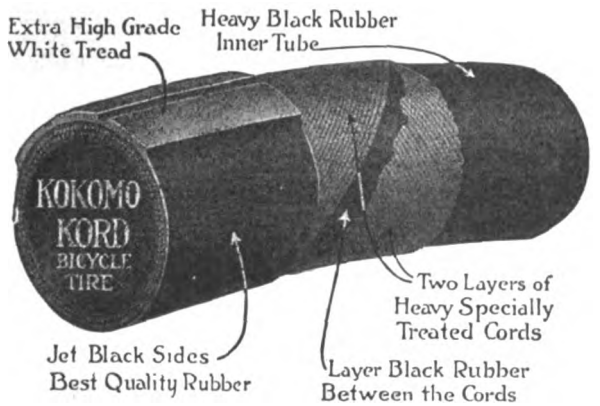
Not by looking at the exterior—that's understood. So when we ask you to send for a sectional sample of

Kokomo Kord

we KNOW that you will emphatically O. K. this new arrival in the KOKOMO tribe, the line that has turned out more bull's-eye hits than any other.

Write for that sample today.

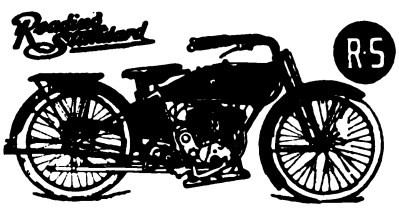
KOKOMO RUBBER COMPANY
Kokomo, Indiana



POWER and SPEEI

R-S R-S

Best material, finest workmanship and neat design make the **READING STANDARD** the world's greatest motorcycle.



Its construction is such that the inhabitant of the backwoods, away from the base of supplies, can enjoy motorcycling without being inconvenienced for want of repairs.

The R-S once sold remains sold—It is the longest lived motorcycle in America.

Liberal discounts to live agents. Write for catalog.

R-S R-S

READING STANDARD COMPAN
501 WATER ST., READING, PENNA.

"THE COVENTRY

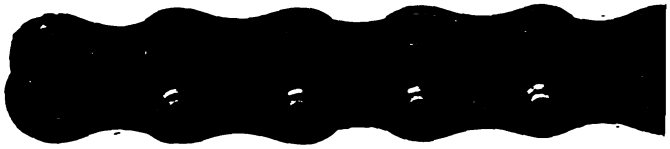
Coventry, England, is the Mecca of mechanical knowledge. It is the centre of the steel industry of England. There are turned out the finest motorcycles England can produce. And there, too, are built "The Coventry" Chains.

While, ordinarily, the geographical location of a manufactory is of slight significance, the fact remains that here, at the very core of the mechanical world, "Coventry" engineers apply every known test to "The Coventry" Chains.

This is but another reason why "The Motor's True Mate" is the strongest, most durable motorcycle chain in the world.

Write for our interesting booklet,
"The Motor's True Mate"

Herbert F. L. Funke Co., Inc.
112 BROAD ST., N. Y.



when you mention MOTOR CYCLE ILLUSTRATED.

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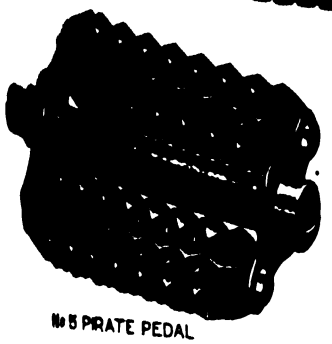

No 5 PIRATE PEDAL

Two Pedals That Are Immensely Popular

Their design and construction assure strength and comfort. Especially is this true of the No. 5 PIRATE, whose deep corrugated rubber cushions are not only soft to the feet, but absorb shocks and keep the feet from slipping.

The No. 4 STANDARD is a new addition to our large and comprehensive line of Rat Trap Pedals. It is strongly made, well designed and gives a splendid foot hold.

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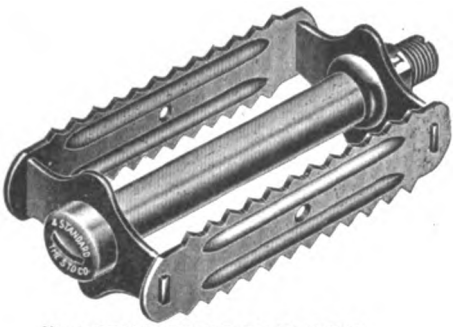
Diamond "E" Spokes and Nipples for bicycles, motorcycles, tricycles, velocipedes, invalid chairs, sulkies, carriages, cycle-cars and automobiles. Pedals for bicycles, tricycles, velocipedes and motorcycles. Toe clips for bicycle pedals. Emergency axles for pedals. Screw machine products.



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Let us send you our motorcycle booklet giving the views of tire manufacturers on the importance of keeping motorcycle tires inflated to a prescribed air pressure.

If you have been riding on haphazard pressure you have been spending a great deal more money for tires than you need have spent.

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TIRE PRESSURE GAUGE

will save you this needless expense and may save you your life in the bargain.

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For sale by Tire Manufacturers, Jobbers, Dealers, Garages, or

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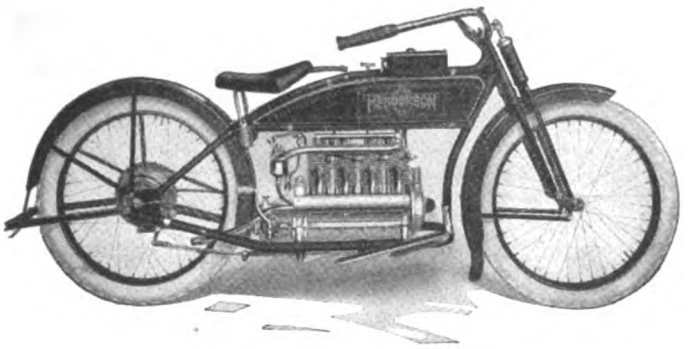

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For cold-weather starting. Turn the knurled screw and shut off all the air. Pff-t! The motor starts—every time. List price, 20c.

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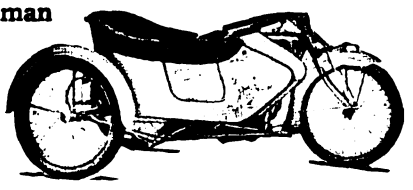

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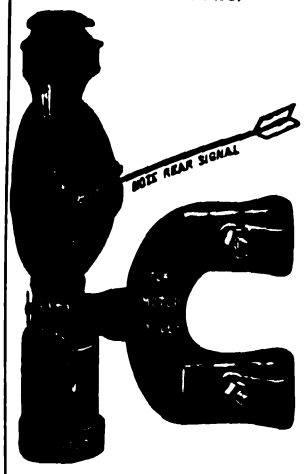

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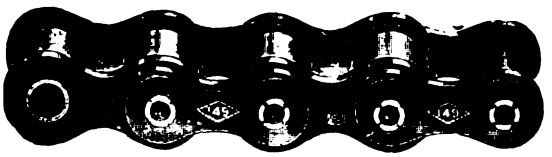

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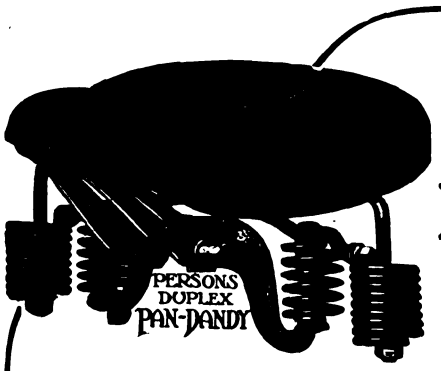

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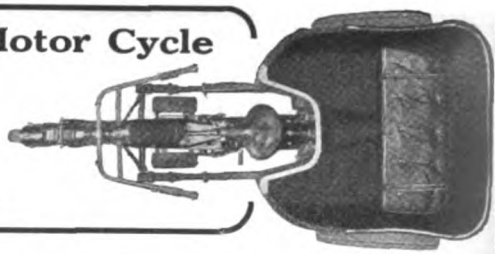

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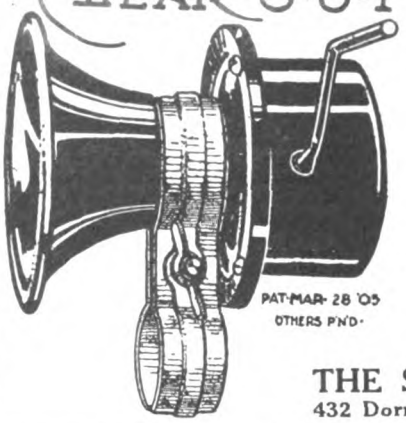

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Price Complete, $5.50
Including Footrests

No. 150 tandem to be used on rigid carriers, the price includes one pair foot rests.

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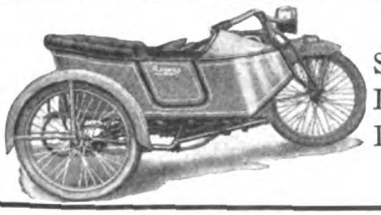

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For a perfect fit and unequalled comfort get an

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Presto-holder, extra 1.50
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This "S" type will carry the motorcycle maker to Success because it will carry the rider to his destination.

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Extra thickness, extra wear, extra safety. All standard sizes. Non-Skid and corrugated tread. Order now.
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12 hours' flickerless light on one filling. Cheapest to use—most efficient.
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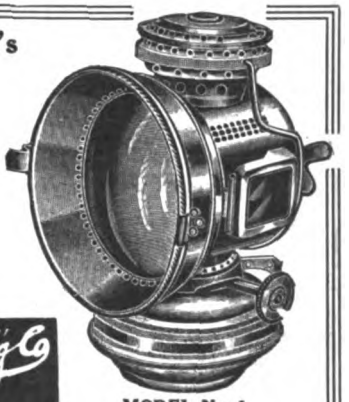

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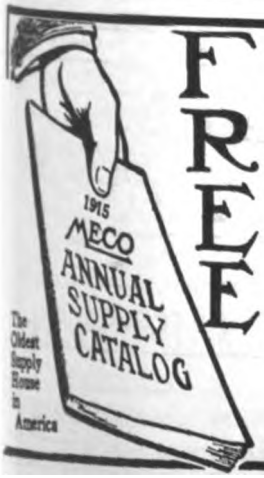

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These tires are fresh stock practically perfect, but slightly discolored in spots
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Rebuilt machines. A written guarantee with each machine. Write for details and price list.
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Opposite Proctor's Theatre, Mt. Vernon, N. Y.
We Fix Everything

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[illegible]—High Class Salesmen, capable of [illegible] motorcycle dealers and distributors. State [illegible] and give references. Cygnet Rear Car [illegible] Niagara St., Buffalo, N. Y.

WANTED—Luggage Carrier, Speedometer, Storage Batteries in good condition for Indian. [illegible] Ben Inkam, Mt. Vernon, Ind.

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1916 Motorcycles on weekly payments; about 1/3 down; bonus charged over list price; sold only in New York, New Jersey, Pennsylvania and N. England States; enclose stamp for information. C. Anthony Wolfe, Northport, Long Island.

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Now is the time to dispose of those used motorcycles. You will need all available space for handling new business when the season opens.
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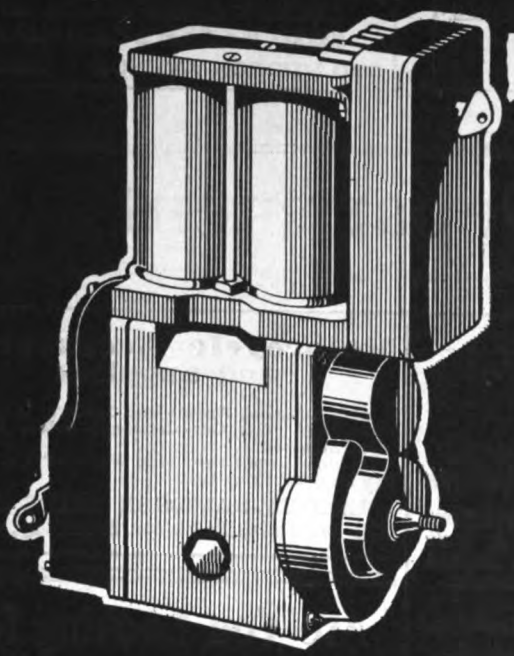

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Steady, intense, white light---where you want it---when you want it.

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There's fifteen years experience built into the Harley-Davidson motorcycle and seventeen years experience incorporated into the REMY Electric Lighting-Ignition system---an unbeatable combination.

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Factories: Anderson, Ind.

Sales and Engineering Offices: Detroit, Michigan

REMY

MOTORCYCLE LIGHTING-IGNITION SYSTEM

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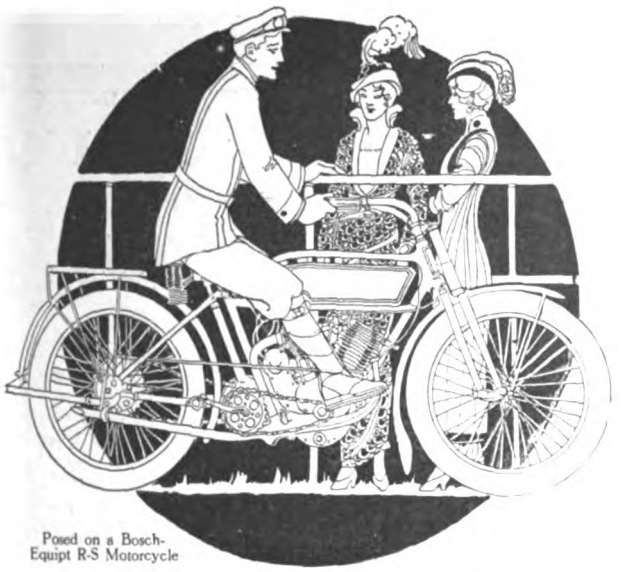

Posed on a Bosch-Equipt R-S Motorcycle

BOSCH

IS THE NAME YOU MUST LOOK FOR

AFTER you have faced the pain of ignition breakdown—after you have "forked up" for another magneto so as to have dependable ignition, you will have learned forcefully the necessity for looking for the name "Bosch" on the ignition system of the motorcycle you buy.

No item of your motorcycle is as important as the ignition system.

No item is as puzzling as ignition.

No individual accessory costs as much.

None can make or mar your motorcycle so readily.

For these reasons look—look for the name "Bosch" and insist on getting Bosch Magneto Ignition, for then you will have the ignition system used by most makers—the highest priced system, to be sure, but the very best system, the system without a "Big Bogey Man" within itself.

BE SATISFIED **The Motorcycle you buy or sell can be Bosch-Equipt—insist** SPECIFY BOSCH

BOSCH MAGNETO COMPANY

206 West 46th Street, New York

Service stations in every state Correspondence invited

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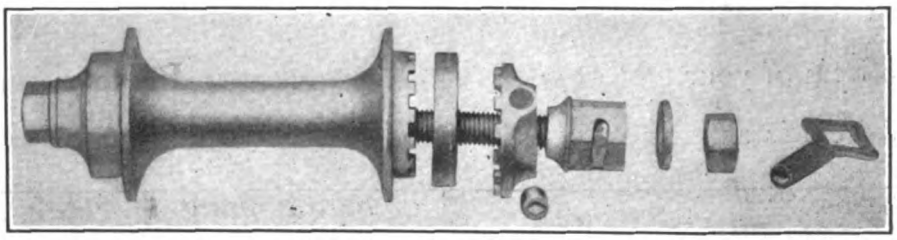
ECLIPSE LOCKING FRONT HUB

FOR

Bicycles and Motorcycles

An invention which is revolutionizing the locking device market

Riders buy a machine to own it. They demand protection against theft and the annoyance of the practical joker. The lock and chain are things of the past. The Eclipse Locking Front Hub is efficient, thief proof and fool proof. Carry a key; that's all. Same distance between cones.



SIMPLEST, SUREST LOCKING DEVICE KNOWN

This photograph shows the Eclipse Locking Hub parts (made for both bicycles and motorcycles). It shows the ball race flange notched to receive the locking member. Between the notched surfaces is shown the dust ring, slipped off to expose the notches. The cone has a hexagon head, over which the locking member moves longitudinally, by the use of a socket key inserted over the diamond shaped shifting pin. The inside end of the shifting pin operates cam-like in the slot in the hexagon cone head and is held securely, either locked or unlocked, by a flat spring which prevents movement. Unlimited key shapes are provided.

Eclipse Machine Company

ELMIRA, N. Y., U. S. A.

Makers of Morrow Coaster Brakes, Motorcycle Coaster Brakes, Bicycle, Motorcycle, Cyclecar and Sidecar Hubs and all Famous Eclipse Products.

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HORNS

List Price $2.50

For Motorcycle and Bicycle

Highest Quality at Lowest Prices

Motorcycle Model **$2.50**

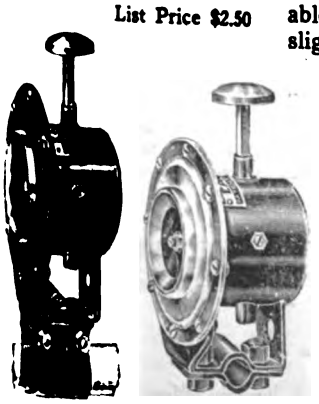
Bicycle Model **$1.25**

Guaranteed Permanently

The only Motorcycle Mechanical Hand operated Horn furnished with two Brackets for instant attachment.

Our Bicycle Horn

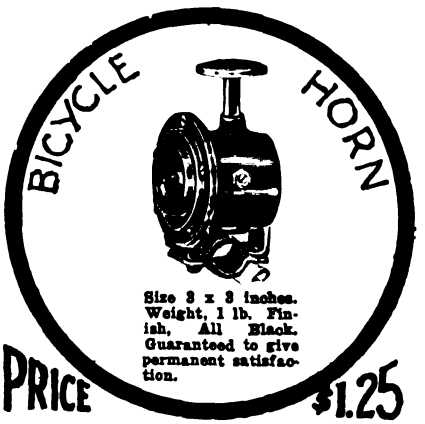
This is the only practical, mechanical and correct bicycle horn made. ***It is a miniature automobile horn***—Every part interchangeable. Beautiful in design. Emits a loud, penetrating tone at the slightest touch of the plunger.



Over Half a Million Sold.
Order Now. Descriptive Pamphlets on Request

Jobbers and Dealers

Be sure and see our exhibit at the Chicago Automobile Show
A-2 Basement
January 22 to 29



Size 3 x 3 inches. Weight, 1 lb. Finish, All Black. Guaranteed to give permanent satisfaction.

PRICE $1.25

E. A. LABORATORIES, Inc. Broadway and Wythe Ave. BROOKLYN, N. Y.

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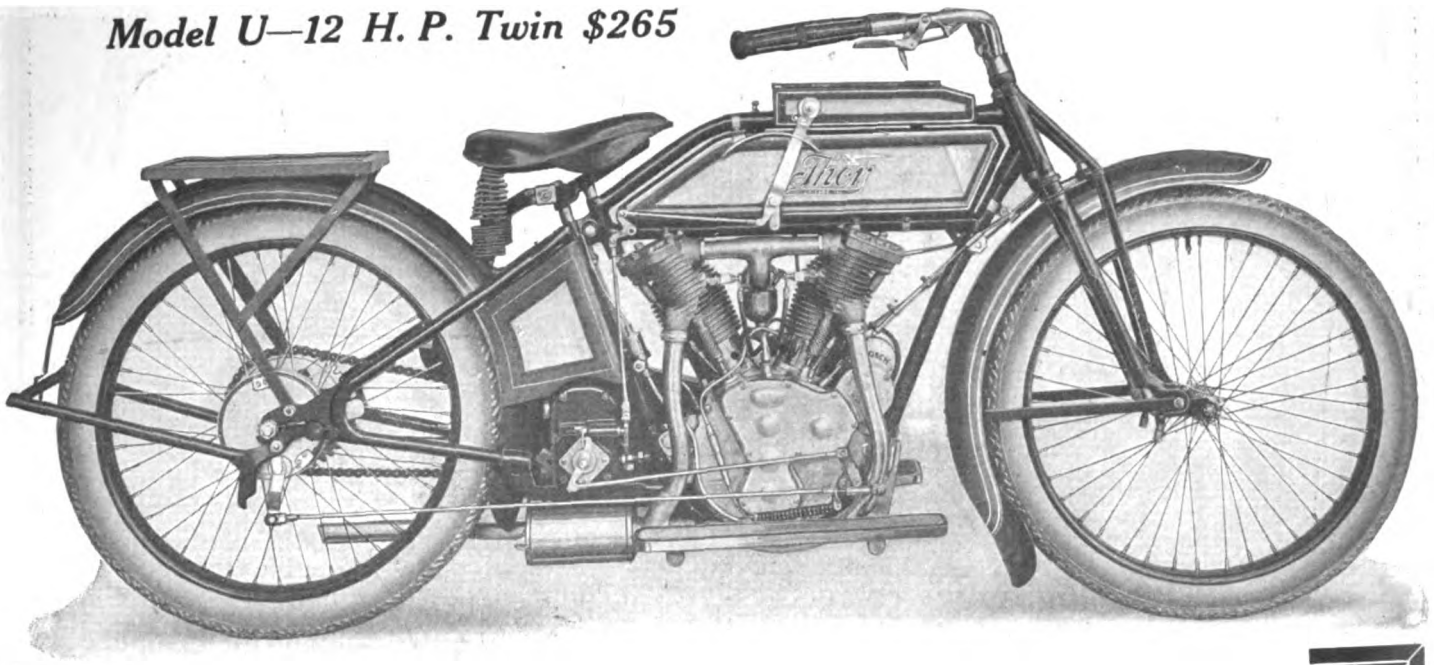
Model U—12 H. P. Twin $265



THOR ON *TOP* AGAIN!

Right on the heels of Thor's feat of climbing Mt. Wilson, comes the Thor hill-climbing victory at Asheville, N. C.

The hill has an 11% grade. All makes were entered. The Thor reached the summit—a distance of one-half mile—in 31 seconds.

Here's the way the leading riders finished. L. C. Wilson on THOR, first. G. P. Tilson and Emmet Davis second and third, respectively, on other makes.

Get it? THOR, First! Results speak louder than words. For 1916 sell the machine that's first in actual test—the THOR. Order now!

Model U—12 H. P.—$265 *Model V.—6 H. P.—$225*

Thor

AURORA AUTOMATIC MACHINERY COMPANY
Gen. Offices, Thor Bldg., 1307 Michigan Ave.
Chicago Sales Offices and Works,
361 West Superior Street, Chicago, Ill.

Thor

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America's Pioneer Lightweight Uses Belt Drive

FOR six years the Pope Lightweight, Model H, has been a faithful adherent to the belt drive method of transmission. Its original method of transmission remains unchanged because no change has been found necessary or advisable.

Admitting the correctness of the belt drive principle for lightweight motorcycles, the engineers of the Pope Lightweight, the pioneer American motorcycle for "Everyman" would not have been so successful had it not been for the fact that it was belt drive with a different kind of belt. A belt that withstands exposure, water, oil and mud—a belt that will not slip, tear or crack and outlives any other method of transmission—a belt that is known the world over as "par excellence"—the Spartan Belt.

Let your selection of a Lightweight be governed by the reputation of its transmission. Insist that the Lightweight Motorcycle you sell be simple, long lived and smooth running—insist that they be guaranteed to do all both you and your customers require of them—insist that they be fitted with no other than

SPARTAN BELTS

THE CLEAN, SMOOTH, NOISELESS TRANSMISSION

Made only by
THE GRATON & KNIGHT MFG. CO.
Worcester, Mass.

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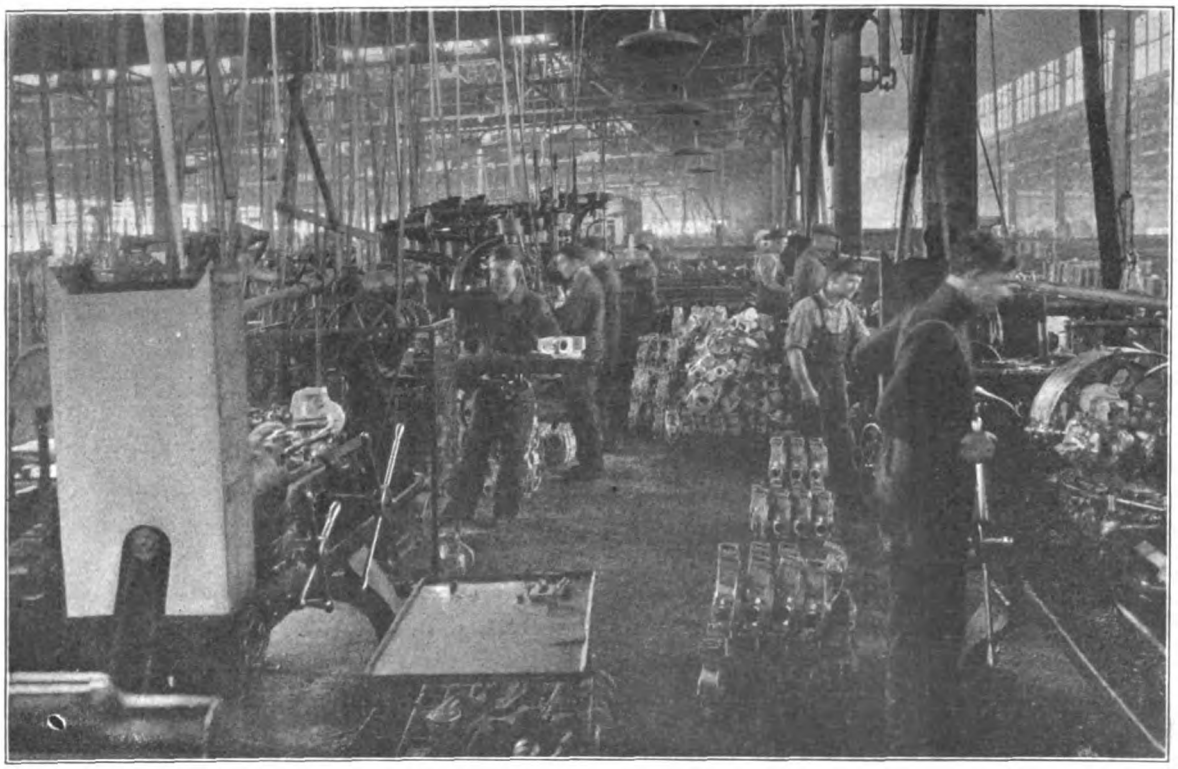

Section of Smith Motor Wheel Crank Case Department

An 1800 Horse Power Factory

EIGHTEEN hundred horse power is used to drive the 900 machines which occupy the greater portion of the 424,300 square feet of floor space in this factory. This power is of our own manufacture, generated by one large steam engine and two gas engines in our power house.

Most of the machines are specially designed for their purposes. The crank case machining department, a section of which is pictured above, is equipped to finish crank cases for Smith Motor Wheels in 24 operations. These machines are fitted with fixtures and tools designed for Motor Wheel crank cases only, and are laid out in the order the operations on the crank case follow. This allows not only quantity production, but insures absolute uniformity of all Motor Wheel crank cases and positive accuracy to the minutest degree.

IF you are not a Smith Motor Wheel Dealer, write for our 1916 Profit Proposition to Dealers. Tell us the lines you handle and the size of your business. Address:

Smith MOTOR WHEEL

Detachable

"The Bicycle Booster"

100 to 125 Miles on a Gallon of Gasoline
Speed up to 25 Miles an Hour

List Price, $60 F. O. B. Milwaukee

Can Be Attached to Man's or Woman's Bicycle

Motor Wheel Division 173

A. O. SMITH COMPANY, Milwaukee, Wisconsin

Largest Manufacturer of Automobile Parts in the World.
Motor Wheel Fully Protected by U. S. and Foreign Patents.

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MERKEL WINS

Highest Award
Portland Motorcycle Club
Endurance Run

DUSTIN FARNAM FINISHES FIRST

The 1916 Model FLYING MERKEL MOTORCYCLES are beauties. They have 21 improvements.

We have sold all the machines we can ship in January, and the February and March Schedules are fast filling up.

Dealers everywhere who have received the new Models are most enthusiastic.

The Miami Cycle & Mfg. Co.

Middletown, Ohio

For assurance of prompt attention to your wants mention MOTOR CYCLE ILLUSTRATED.

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TWITCHELL AIR GAUGE

Guessing May Cost You Your Life

BE SURE

You can't tell how many pounds pressure there is in your tires by pinching them or looking at them, and a difference of a few pounds between what they have and what they should have means the price of a new tire or a broken collar bone, or both.

Inflate your tires to the pressure prescribed by your tire maker and test the pressure in them by means of a Twitchell gauge. There is no other SAFE way of doing it.

Write for table of air pressures recommended by the tire manufacturers.

PRICE ONE DOLLAR

For Sale by Jobbers, Dealers, Garages or

THE TWITCHELL GAUGE CO., 1213 Michigan Avenue, Chicago

If You Bought This Copy of

Motor Cycle Illustrated

from a News-Dealer

If you are not a regular subscriber and prefer to buy your copies from a news-stand, then place your order with your regular news-dealer, so that you will get your copy each week as issued.

Your news-dealer will be glad to order **Motor Cycle Illustrated** for you, provided you promise to take your copy each week.

Just fill in the coupon below, tear it off, and mail or deliver it to your news-agent. As **Motor Cycle Illustrated** is non-returnable, news-dealers will not order it unless they are assured of having no "left-overs."

USE THE COUPON TODAY

Date..

Mr.. (Name of News-Dealer)

Address...

Dear Sir:

Order one copy of **Motor Cycle Illustrated** for me each week until further notice. I will pay you 10c. upon receipt of each copy, and notify you when I want the paper to be discontinued.

Name ....Address ....

Note to News-Dealer: **Motor Cycle Illustrated** is handled by the American News Company.

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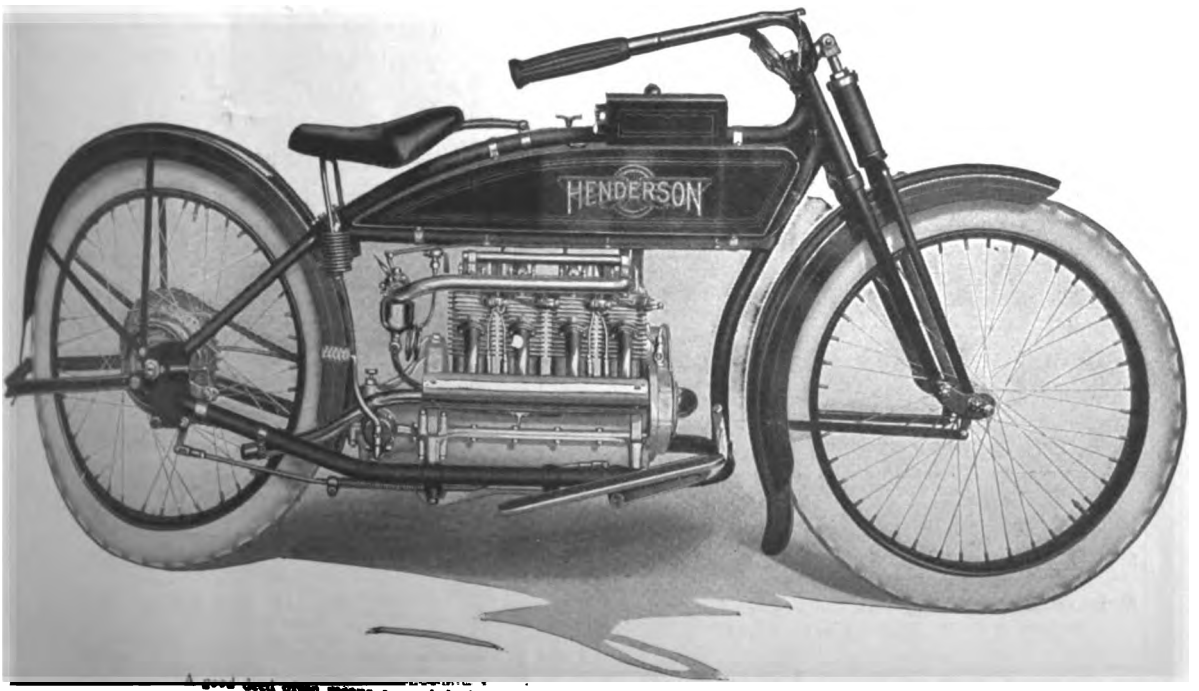
ANNOUNCEMENT

The very great increases in cost of material and labor compel us to announce change of prices for 1916 Henderson motorcycles. The new prices are in effect immediately.

Model F
Single Speed
$295

Model F2
Two Speed
$325

Henderson Motorcycle Company
1158 Cass Ave. **Detroit, Mich.**



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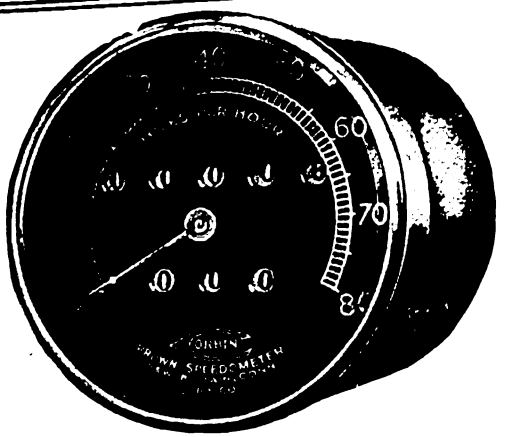

Motorcycle Dealers for 1916 Specify the

CORBIN-BROWN SPEEDOMETER

"The Speedometer of Absolute Accuracy"

The Corbin-Brown has more logical sales arguments behind it than any other speedometer on the market. And motorcyclists of note the country over have emphatically endorsed these arguments.

Your customers will be interested in the Corbin-Brown. Once they have seen it they will be more than interested, they will be convinced.

Its friction reducing, flexible shafting, its strong, simple mechanism, its steady hand and clear dial, its correct centrifugal principle and its fair guarantee of one year of service will be sufficient "reason why" to clinch the sale.

More motorcyclists every day are coming to recognize the dependable service to be had by the Corbin-Brown. And every day more dealers are realizing the profit that lies in carrying it.

Its unequalled selling features together with its nation wide reputation for durability and accuracy have always made the Corbin-Brown an attractive sales proposition. It will be more so than ever for 1916.

Write for price lists, discounts and catalog

The Corbin Screw Corporation
THE AMERICAN HARDWARE CORPORATION, Successor
NEW BRITAIN, CONN.
BRANCHES: New York Chicago Philadelphia
Makers of Corbin Duplex Coaster Brakes for Bicycles

ANNOUNCING
"ELISCO"
Welded
STEEL TUBING

For Motorcycle and Bicycle Handle Bars, Frames, Etc.

and all other purposes where high grade light-gauge seamless steel tube is desired. Furnished in straight lengths, or formed to suit your requirements.

We have the most modern equipment in the country for producing light-gauge tubes of special shapes.

"ELISCO" tubing is manufactured under an entirely new process, by automatic machines, ensuring a degree of mechanical accuracy and finish hitherto unattainable. In a single machine the tubing is formed, welded, burred, rounded, straightened, smoothed and cut to length.

Our new Clevelend plant is equipped with twenty of these huge units, with a total yearly capacity of twenty million feet of tube; and additional machines are now being erected.

Let us submit samples and quote on your requirements.

The Elyria Iron & Steel Co.
East 131st St.
CLEVELAND, OHIO

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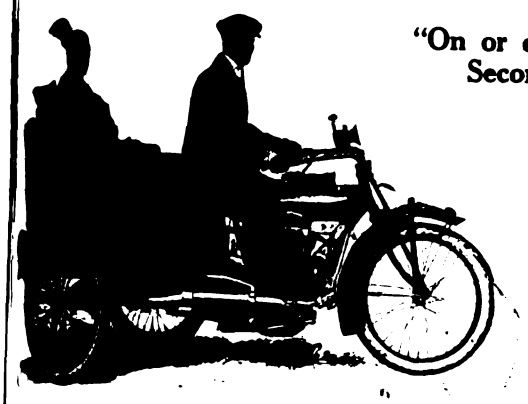
"Boost" your Motorcycle-CAR Sales

with the CYGNET REAR CAR

Here is one live motorcycle-CAR proposition—ready to earn for you that much-desired extra profit on 1916 sales. The merit of the car sells it on sight—add to that the advertising we have already started in the SATURDAY EVENING POST, LESLIE'S WEEKLY, POPULAR MECHANICS, ETC., and you'll quickly see it means a lost opportunity unless you prepare at once to show and demonstrate this remarkable car both

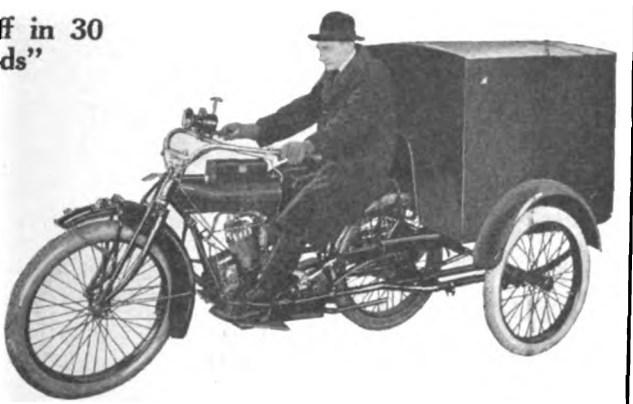
As Pleasure Car



"On or off in 30 Seconds"

Turns a motorcycle in auto instantly. Rider uses his cycle alone all he wants—then, on half a minute's notice can hitch on the 3-passenger, non-skidding, non-tipping auto and let wife and kiddies or friends share the joyride. Fits any standard motorcycle. Best auto design and finish; chase leather upholstery; spring seat and back; complete.

As Delivery Car



Two Types of Delivery Vehicles—Open Box and Closed Panel. 44" long, 41" wide, 34" high. A practical, economical, regular or special delivery outfit for any kind of work—town or country. Fits any standard machine. Attractive in appearance, speed, low first-cost and minimum upkeep. Helps you sell motorcycles for commercial purposes.

These are NOT side cars—there are two wheels to the rear car itself and the motorcycle wheels are left intact.

We have an attractive, liberal proposition for dealers—on either or both cars—write for particulars.

CYGNET REAR CAR CO.

SEE
THIS CAR SENSATION
at
CHICAGO MOTOR SHOW
January 22-29

Dept. 4,
1200 Niagara St.
Buffalo, N. Y.

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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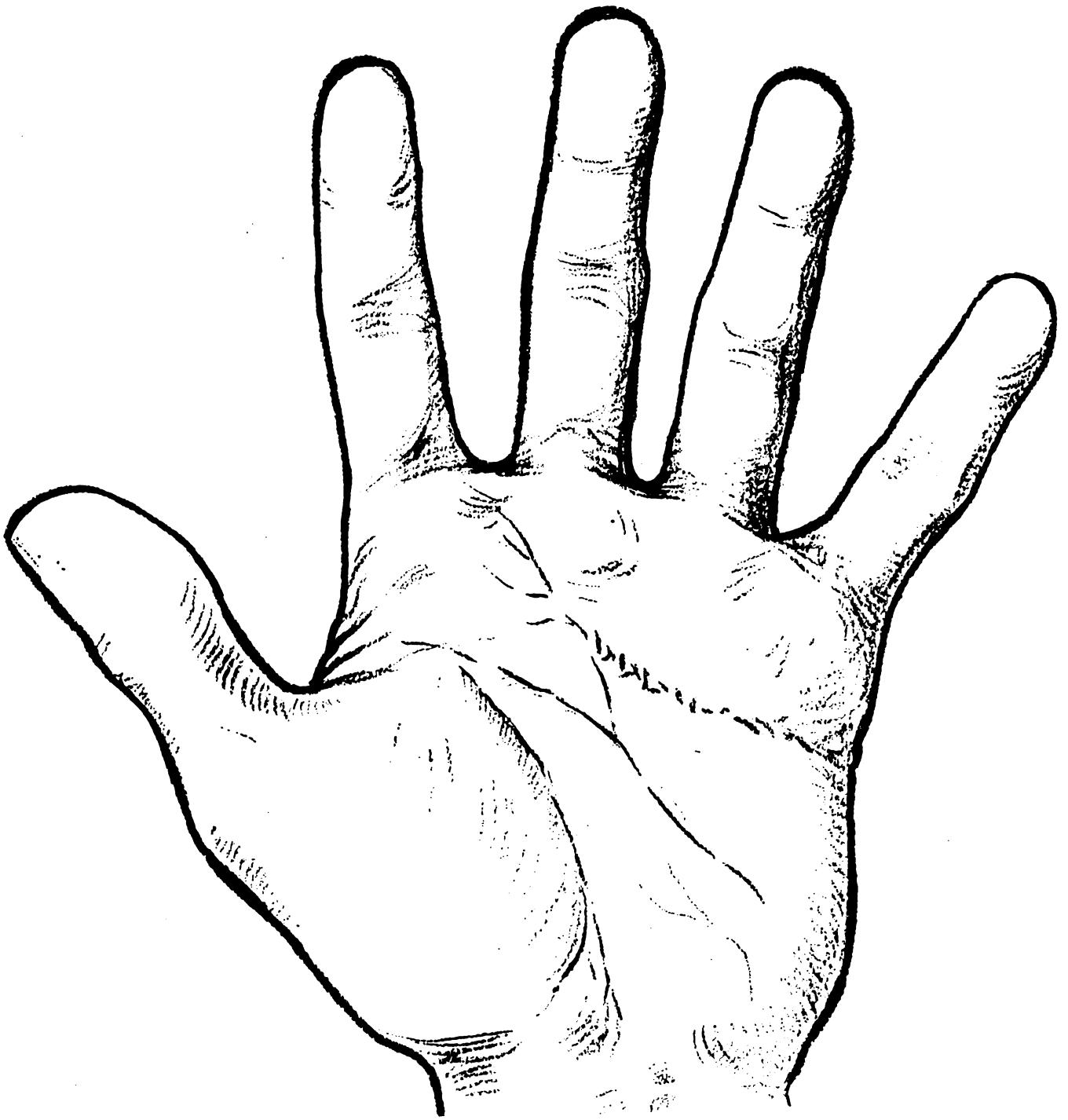

Don't leave it to a Fortune

Teller to find out what the future has in store for you. Get the Harley-Davidson contract for your locality and go to it. Then your future will be an assured success.

Harley-Davidson Motor Co.

Milwaukee, Wis., U. S. A.

A *good* deed often means a *good* deal—Please mention MOTOR CYCLE ILLUSTRATED.

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BLUE STREAKS

A Standard Bicycle Tire at $2.50 Each

Do you really want to eliminate the factors in the bicycle business that have been its own worst enemies?

Do you want to eliminate factors in bicycle tire selling methods, that you would not permit for a single moment in any other line you carry?

Lack of faith in tires and tire prices has kept thousands of people from purchasing bicycles; people who did not care to renew old grievances against the Dealer in bicycles and bicycle tires.

Now, so far as Goodyear Dealers are concerned, that is ended.

We have standardized the brand—it is the Goodyear Blue Streak Non-Skid, the best tire value we can build.

We have standardized the price—it is $2.50 each to riders everywhere.

We have standardized the guarantee—it provides both the dealer and the rider with a new tire free if the service is unsatisfactory.

You can always tell the Goodyear by its beautiful white tread, with the Blue Streak on each side.

The price to dealers is the same whether 10 pairs or 100 pairs are purchased.

More than 7000 Dealers have accepted this Goodyear Square Deal Policy. Don't you believe it would help your bicycle sales too? Then write us for complete Goodyear Dealer's Bicycle Tire Proposition.

The Goodyear Tire & Rubber Company
AKRON, OHIO

GOODYEAR
AKRON

1,000,000 New Bicycles for 1916

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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THE HONOUR MARK OF A GREAT COMPANY

Baker Establishes New Record in Australasian Classic

Rough mountainous course. Time, 2 hours 37 minutes.
Average, 50 miles per hour. Previous Record, 2 hours 57 minutes.
Car Record, 3 hours 30 minutes.

Over rough, mountainous roads, under the severest sort of conditions United States Tires carried E. G. Baker from Hobart to Launceston, Tasmania, at an average speed of 50 miles an hour, beating the previous record for the course by twenty minutes.

United States

Tires Win

HERE IS BAKER'S CABLEGRAM:

"UNITED STATES TIRES carried me through Classic Tasmania record Hobart to Launceston over rough mountainous course. Average fifty miles per hour time two hours thirty seven minutes. Previous record two hours fifty seven minutes. Car record three hours thirty minutes.

(Signed) E. G. Baker."

Baker's experience with United States Tires is simply one more proof of the wonderful efficiency that we have attained in the manufacture of dependable motorcycle tires.

THE HONOUR MARK OF A GREAT COMPANY

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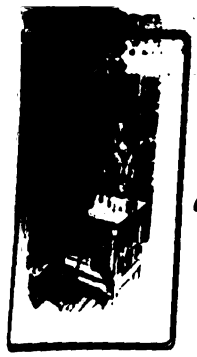


MOTORCYCLE ILLUSTRATED

WITH WHICH IS NOW INCORPORATED

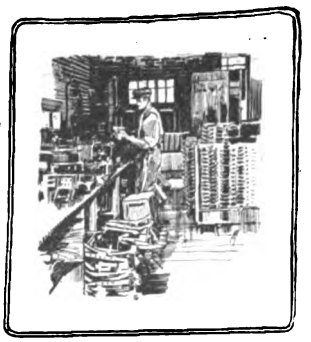
The Bicycling World

Published Every Thursday by

THE MOTORCYCLE PUBLISHING CO.

13 PARK ROW

NEW YORK



Volume Eleven | January 20, 1916 | Number Three

HENDERSON PRICES ADVANCE TO $295 and $325

Rapidly-Ascending Cost of Material and Labor Necessitates This Action by the Company to Avert Actual Loss; Single-Speed Formerly Sold at $265, Two-Speed at $295

CONFRONTED by the raw material shortage and labor conditions which hardly have been foreseen, and determined to preserve the high standard of workmanship by which its motorcycle has established an enviable reputation, the Henderson Motorcycle Co, of Detroit, announces that it has been compelled to advanced the prices of its two models. The single-speed machine, which formerly sold at $265, will now retail at $295; the two-speed, formerly sold at $295 will now retail at $325.

The announcement is the result of abnormal conditions of manufacturing which have existed for several months, and which promise to become more bothersome. The cost of materials of all kinds has increased greatly and labor has also become much more expensive. For example, the aluminum crankcase castings for the Henderson motors now cost $5 more apiece than they did in 1915. The crankshaft costs $1.75 more than formerly, and so it goes throughout the whole machine. Screw machine work costs the company four times what it did a year ago. Other manufacturing costs are likewise increased.

To make matters worse it is impossible to get satisfactory deliveries on material, even at these high prices. War-order manufacturers are using such quantities of all metals that a serious shortage exists, and the difficulty of getting the materials when they are needed hampers production in proper volume.

The Henderson company emphasizes the fact that it did not decide upon the increased prices until it became evident that it would be impossible to continue production on the present high standard without an actual loss on every machine.

Realizing that the company would not make such a move unless it was found unavoidable, most of the Henderson dealers throughout the country are showing a loyal spirit and receiving the announcement of the new prices without complaint. With few exceptions the dealers assert that they can sell nearly as many machines at the new prices as at the old.

"We deeply appreciate this spirit," said President T. W. Henderson, in referring to the situation, "and will certainly do all we can to back up these loyal agents so that they will never have cause to regret their faith in us and in the Henderson machine."

TIRE PRICES JUMP UPWARD TEN PER CENT

A Number of Leading Manufacturers Announce Higher Quotations for Motorcycle Products and Others Are Likely to Follow Suit Owing to Increasing Cost of Production

NEW YORK, Jan. 18.—Tire users woke up with something of a jolt today to learn that the threatened advance in tire and tube prices by the leading manufacturers had become a reality. One or two of the companies issued formal announcements to the newspapers, and the others made statements to **Motor Cycle Illustrated** from their New York offices when asked for their revised quotations. Where a definite increase in price has been decided upon the advance is 10 per cent.

The United States Tire Company, from its headquarters at 1790 Broadway, announced an advance of ten per cent. on all motorcycle and automobile tubes and casings in standard sizes to take effect at once. This advance, of course, included accessories and repair goods.

The Goodyear Tire & Rubber Company announces an advance of ten per cent. on standard sizes of motorcycle and automobile tires and on solid and cushion tires for heavy motor vehicles as well. In other words, the Goodyear advance affects its entire line of motor vehicle products.

The Firestone Tire & Rubber Company issues a statement quoting an advance of ten per cent. on standard sizes of motorcycle and automobile tires, including accessories, etc. This advance became effective today.

The B. F. Goodrich Company announced its advance today. The figure quoted is ten per cent. above former prices and all motorcycle and automobile tires of standard sizes are involved.

While a statement from the headquarters of the Federal Rubber Company was not obtainable as regards motorcycle tires, an advance of ten per cent. was announced on automobile goods; this increase took effect today. It is thought, however, by tire men in the metropolitan district who represent Federal products, that motorcycle tires will shortly be similarly advanced in price.

The New York office of the Pennsylvania Rubber Company would not go into details regarding an advance in prices of Vacuum Cup tires. It was stated that no advices had been received as yet on any changes in the present prices.

There have been a number of vital causes for an increase in prices. Successively during the past four or five months, the price of crude rubber and of other materials which are essential to the manufacture of tubes and casings has advanced. There has been a general increase in wages also, and these factors necessitate a higher figure being charged to the consumer, as the manufacturing cost had been proportionately increased. Factory costs have likewise undergone a marked advance during the last half of 1915.

While the ten per cent. increase affects motorcycle and automobile tubes and casings in several instances only, each maker announcing the advance specifies that the new quotations are for tire accessories and repair materials also.

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WESTFIELD EMPLOYEES GET 10 PER CENT. INCREASE

Machinists Will Also Receive Time and a Half for Overtime Work and Double Pay for Sundays and Holidays; Big Factory Is Humming at Capacity Schedule These Days

WESTFIELD, MASS., Jan. 15.—Official announcement was made tonight at a meeting of the employes of the Westfield Manufacturing Company that the company had granted the men in every department of the big factory a 10 per cent. increase in wages, to go into effect at once. Negotiations have been pending for two weeks between the company and the newly-organized Machinists' Union and the men were jubilant tonight when the agreement was made public.

Not only does the company grant the 10 per cent. increase, but the men are granted time and one-half for overtime, and double pay for Sundays and holidays, with no work on Labor Day. The older men will be given the preference, all other things being equal, when it is necessary to lay off any of the help. The company will deal with the men through the Shop Committee. The machinists asked for an 8-hour day, but the company has contracts to fill based on the 9-hour day and settlement of that question was postponed, at least until the close of the fiscal year of the company, August 31. About 500 men will be benefited by the 10 per cent. raise in wages. At the Union meeting tonight the report of the committee was unanimously accepted.

The relations between the Westfield company and the men in its various departments have been of a decidedly friendly character, and the present liberal attitude of the company has strengthened what has always been a close bond between officials and employees. The big Westfield plant has rarely been busier than it is at this time, and there are strong indications that the pace now being set will have to be maintained indefinitely. When questioned concerning the increasing demands for their motorcycle and bicycle lines, the Westfield folks stated that both motor and bicycle sales are certain to go considerably beyond those of 1915.

DETROITERS DEFY JACK FROST IN MIDNIGHT RUN

As the Mercury Drops, Enthusiasm of Detroit Riders Climbs and Brings Large Number Out to Sociability Affair; Turkey Dinner at Hotel Followed by Dancing and Games

DETROIT, Mich., Jan. 18.—The fact that the temperature hovered around the zero mark, making it the coldest day of the season seemed to prove a stimulant in bringing out a larger attendance than expected in connection with the Sociability run of the Harley-Davidson Motorcycle Club of Detroit, which took place Saturday evening, January 15. Up until noon reservations were made by about 25 members; each hour the weather got colder and each hour more reservations kept coming in.

Got a Royal Send-Off

The boys met at the club over the W. E. Wandersee store, 129 Gratiot avenue, at ten o'clock; many brought their wives and sweethearts along; at eleven o'clock Roscoe D. Brown, of the Wandersee store, and who arranged the outing, announced that everything was ready to start. There was much enthusiasm and cheering as the riders got away, as a large crowd had gathered in front of the Wandersee store. It was such a unique outing—think of it! starting out about midnight on the coldest day of the season!

The itinerary included West Fort street, then West Jefferson avenue, through Delray, River Rouge, Wyandotte and Ecorse. The latter village was where the riders landed about a quarter of twelve. They went at once to the Riverview Hotel where a hot fire was in the grate to thaw out the riders. Promptly at midnight they sat down to a turkey dinner, which included cranberry sauce and all the other goodies that usually go with such a dinner. A special room had been reserved for the dinner.

Dancing, Singing, Games

Following the fine dinner—and it certainly tasted like home-cooking—the crowd made the time whizz past by dancing, music, singing, games, etc. This round-of-pleasure lasted until three o'clock and then the ride back to Detroit began. It was four o'clock before everybody returned. The event was one long to be remembered. Everybody had such a real good time. Among those who participated were riders of Harley-Davidsons, Excelsiors, Indians and other prominent motorcycles. Each participant was assessed seventy-five cents and the balance of the expense was generously paid by W. E. Wandersee.

There were prizes for those who arrived at Ecorse ahead of the others. The first prize went to Adolph Lemaigre; it consisted of a chain tread tire and inner tube donated by the United States Tire Co. John Otte won the second prize,—a twelve dollar sweater given by Mr. Wandersee; the third prize was won by Roscoe D. Brown, a $5.50 Harley sweater was also given by Mr. Wandersee.

GEORGE SCHRADER'S DEATH REPORTED

Government of Norway Cables That Former Head of A. Schrader's Son Died on Trawler Sailing to that Country; Was Noted Inventor

NEW YORK, N. Y., Jan. 18.—George H. F. Schrader, formerly head of A. Schrader's Son, Brooklyn, N. Y., manufacturer of tire valves, valve parts and gauges, is reported to have died on November 15 last aboard a fishing trawler enroute from Iceland to Norway. Mr. Schrader, after retiring from the firm in 1904, spent most of his time and fortune in philanthropic work and it was this which had taken him to Iceland.

His activities there exhausted his energies and he was on the verge of nervous prostration, when three months ago he wrote to an intimate friend in America that he would return. He could get no passport in Iceland, and feared to travel without one to England, lest he be interned as a German because of his appearance and accent although he was an American citizen. He therefore decided to take passage for Norway, where he could establish his identity.

While this letter was in transit here Mr. Schrader sailed, so that the New Year's greetings which Mr. Hunter, the secretary of the company, cabled him brought back the reply that no Mr. Schrader could be found in Iceland. Then came the letter. Mr. Hunter communicated with the government of Norway, and they reported his death. The Norwegian government officials have been requested by Mr. Hunter to furnish the necessary proofs of Mr. Schrader's death, including affidavits of the sailors who were aboard the trawler with him.

Mr. Schrader, according to his friends, was a mechanical genius. Of an extremely modest and retiring nature, he was very active at all times, and in addition to turning out his numerous inventions, including the well-known Schrader valve for pneumatic tires, he devoted himself to philanthropic undertakings.

SOUTHERN TRADE LOOKS FOR BIG YEAR, SAYS TRAVELER

SAVANNAH, Ga., Jan. 17.—T. S. Long, the Indian traveler, told the representative of **Motor Cycle Illustrated** a few days ago that the outlook for Indian business in the South is the best he has ever seen.

"Nowhere could I find a dealer who felt justified in crying over poor times," said Long, "and from Washington, D. C., to Jacksonville, Fla., it seemed to be generally agreed that 1916 is going to be a humdinger of a year for both motorcycles and bicycles."

Keeping in Touch with Cycledom Means to

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MILWAUKEE MOTORCYCLE SHOW FEBRUARY 26-27

Canvass of Dealers Shows Strong Sentiment for Another Independent Exhibition and Capable Committee Starts Work—Charles Grier Is Again Appointed Manager

MILWAUKEE, Wis., Jan. 18.—Tentative dates for the second Milwaukee motorcycle show have been set at Saturday and Sunday, February 26 and 27; the Auditorium and Walker halls, Auditorium building, Fifth and Cedars streets. A canvass of the dealers in town showed conclusive evidence of the desire for another show this year and from the present outlook for space the show is assured of success.

Charles Grier, president of the Milwaukee Motorcycle Club, under whose auspices the show will be conducted again this year, has drawn about him a committee to manage the show which augurs well for results. It comprises Arthur Davidson, Arthur Eckes, George Melcher, Wilbur Geiger, Rudolph Fischer and Paul Bruess.

The club's show committee held a conference with the dealers at which preliminary plans for the show were discussed. It was decided this year not to give out the customary complimentary tickets with space, the dealers themselves urging the club not to adopt this plan and thereby to eliminate a common nuisance and at the same time make more money for the club.

The club this year will add new features to make the show more attractive to the rider. A sidecar will be given away during the course of the show, the winner being given the privilege of selecting his own make of sidecar.

The show committee expects to have the floor space laid out and a complete report ready to present to the club and to the dealers by January 28. At that time the space will be allotted and final details arranged. The office of the Milwaukee Show Committee will be 253 Fourth street and communications should be sent there.

BUFFALO IS TURNING POINT FOR BAY STATE RUN

Boston Club Announces Complete Plans for 1,000-Mile Endurance Grind to Be Held May 28-30; Six Classes of Contestants Provided for, Including Lightweights

BOSTON, Mass., Jan. 17.—Plans for the most ambitious event ever arranged by the Bay State Motorcycle Club, which will be run off May 28, in the form of a 1,000-mile endurance run, have now taken definite form. The original announcement of the run was made in **Motor Cycle Illustrated** recently. It will start from Boston at 3 a. m. on that date, and the contestants are expected to reach Buffalo, the turning point, at noon the next day. After a short rest for refreshments they will hit the trail again for home, and count upon checking in at Boston at 8 p. m. on May 30.

The interesting feature of the run will be the participation of lightweight motorcycles. These machines will be ridden by amateurs and will make Syracuse their turning point. The schedule will naturally be slower than that for the standard twins.

The Six Classes

The following classes have been provided for: *Class A*—To consist of teams made up of professional riders, as follows: four solo riders or four tandem machines with two riders, or four sidecar machines with two riders. Teams will be made up of one make of machine. Every member of a team finishing with the highest consistent score will be awarded a diamond medal. Members of all other teams finishing with perfect scores will be awarded gold medals, and all "survivors" will be awarded silver medals.

Class B—To consist of professional riders on solo, tandem or sidecar machines, not connected with any team. All riders in this class finishing with perfect scores will be awarded gold medals, and all "survivors" will be awarded silver medals.

Class C—Same as Class A, except that all contestants must be amateurs. Each member of the team finishing with highest consistent score will be awarded a diamond medal. Members of all other teams finishing with perfect scores will be awarded gold medals, and all "survivors" will be awarded silver medals.

Class D—Same as Class B, except that all contestants must be amateurs. Riders in this class finishing with perfect scores will be awarded gold medals and all "survivors" will be awarded silver medals.

Class E—To consist of teams made up of professional riders as follows: Four solo lightweight motorcycles all of the same make. Each member of the team finishing with highest consistent score will be awarded a diamond medal. Members of all other teams finishing with a perfect score will be awarded gold medals, and all "survivors" will be awarded silver medals.

Class F—To consist of professional riders on solo lightweight machines not connected with any team. All riders in this class finishing with perfect scores will be awarded gold medals, and all "survivors" will be awarded silver medals.

The term "survivor" covers any rider who finishes with a score of more than 900 points, and less than 1,000.

The committee has decided to classify as a lightweight any machine entered that is rated at 3 horsepower or less.

CYCLES FEATURE OF BUFFALO MOTOR SHOW

Nearly Every Motorcycle and Bicycle Dealer in the Bison City Represented—Lightweight Machines Attract Crowd

BUFFALO, N. Y., Jan. 18.—An unusually large number of motorcycles and bicycles were exhibited at the Buffalo Motor Show which was held here in the Broadway Auditorium, January 10-15, under the auspices of the Buffalo Motor Manufacturers' and Dealers' Association.

The Emblem Mfg. Co., of Angola, N. Y., had a complete exhibit of its motorcycle and bicycles. Mr. Schack and Mr. Gale were in charge. The Emblem lightweight was the powerful magnet of this booth and elicited much favorable comment from the visitors.

Seeber & Hofheins, of the Bison City, displayed the machines for which they hold the Buffalo agency, these being the Henderson, Thor and Cleveland lightweight. Pierce and National bicycles were also at this stand, a big attraction being the Pierce Machine on which Krank Kramer won the national championship.

Poppenberg Brothers exhibited the complete line of Pope motorcycles, and also the Columbia, Rambler, Tribune, Barnes and Fay Juvenile bicycles. This booth was in charge of Otto Brocker and the Westfield factory representative, C. A. Leander.

H. L. Peters, the Buffalo Harley-Davidson dealer, had a very attractive exhibit, showing the whole family of silent gray fellows. In charge of this booth were Otto Peters and factory representative E. R. Durkee. A number of Peters' sub-agents were also on the job, among whom were: H. C. Wood of Hartfield, N. Y.; P. Moone, of Niagara Falls, N. Y.; Mr. Londahl, of the firm of Londahl & Johnson, of Jamestown, N. Y.; C. A. Granger, of Westfield, N. Y.; Harry Willyoung, of Bowmansville, N. Y.; William H. Hummel, of Clarence, N. Y.; William Schlichter, of Springville, N. Y.; E. C. Arenz, of Tonawanda, N. Y.; Ira Palmer, of Central Park District, Buffalo, N. Y., and Charles Liske, of East Buffalo, N. Y.

The Vim Cycle and Hardware Company had a very interesting exhibit of its bicycles, also the Schickel and Dayton motorcycles. Frank Albert, the Schickel factory representative, was at this stall with the glad hand.

Almost to a nicety did F. F. Rick & Company display the Standard-Reading Motorcycle and the Rick bicycles. A feature at this stall which made a hit was the miniature bicycle which was constructed by the Emblem Manufacturing Company.

Have Motor Cycle Illustrated At Your Right Hand

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GOODYEAR SALESMEN GATHER MOTORCYCLE DATA

Ten Special Representatives Are Studying Conditions the Country Over Preparatory to Assisting in the General Campaign for 100,000 Motorcycles in 1916

NEW YORK, Jan. 17.—S. A. Falor, and E. R .Stilwell, of the Goodyear Tire and Rubber Company, called upon the publishers of **Motor Cycle Illustrated** after their visit to the Hendee factory, one day last week. With Mr. Quine, of the Goodyear Company, enthusiastically acting as Chairman of the Million Bicycle Committee, Messrs. Falor and Stilwell took it upon themselves to inaugurate a campaign for larger motorcycle sales. Their suggestion was heartily welcomed by the Hendee Company, and the slogan: "100,000 Motorcycles in 1916" is the result.

To the end of making this slogan an actual fact, the Goodyear folks are resolved to obtain more and better motorcycle publicity. The daily newspapers, the National Press Associations, and various other news channels, together with some of the leading national magazines, will be enlisted. Special efforts will be made to arrange to supply the newspapers with daily items of general interest, and the magazines with feature articles on the motorcycle as a pleasure and commercial vehicle, its wonderful adaptability to military purposes, etc. Finally, it is planned to conduct an educational campaign in behalf of the lightweight motorcycle as a vehicle of general utility, so as to make possible production on a much larger scale than heretofore.

As these plans assume more definite shape announcements of the details will be made from time to time in **Motor Cycle Illustrated.**

An idea will be gained of the systematic manner in which the Goodyear company is entering upon the campaign for 100,000 motorcycles in 1916 when it is understood that Manager S. A. Falor, of the company's Motorcycle Tire Department, now has ten special salesmen recollecting data on which to base broad-gauge plans for helping the dealers. These salesmen handle nothing but Goodyear motorcycle and bicycle tires, and the country is divided into ten districts for them. When their reports have been turned in the Goodyear company will have an invaluable fund of information with which to proceed.

Each of the ten salesmen is now making a careful study of motorcycle sales in his district, to ascertain the potential business in the field and to pave the way for bigger sales by getting at the bottom of the conditions that have been detrimental to the advancement of the power two-wheeler in the past.

SUPERIOR FACTORY ON CAPACITY SCHEDULE

ELYRIA, Ohio, Jan. 17.—Manager H. A. Jackson, of the Superior Metal Products Co., the well-known saddle manufacturers, reports that the call for immediate shipments of his saddles has jumped way beyond his expectations.

"We counted on big business," says Manager Jackson, "but hardly expected it to strike its present remarkable pace. If we could obtain the necessary skilled hands we would certainly put on a night shift and operate on a 24-hour schedule for awhile."

BIG CALL FOR COMMERCIAL CYGNET MODELS

BUFFALO, N. Y., Jan. 17.—One of the most interesting phases of the rapidly increasing demand for Cygnet Rear Cars concerns the adaptation of the product to commercial uses, and Sales Manager Leadlay Ogden is authority for the statement that no less than a dozen calls for specially designed Cygnet bodies are now on file. One large concern purposes using Cygnets on suburban milk routes, and is having a special type of car tried out. Other lines of business in which the Cygnet has created a highly favorable impression include tea and coffee houses, tailoring establishments, department stores and florists.

The New Sporting Goods Company of New York City, reports that excellent publicity was obtained when a Cygnet Rear Car, driven by one of its salesmen and drawn by a 1916 Indian, carried nine men in one load to the recent automobile show.

THREE FISK DISTRICTS ON PACIFIC COAST

CHICOPEE FALLS, Mass.—The Fisk Rubber Company, of this city, has divided its Pacific Coast territory into three districts for 1916. The northern district will be in charge of William Bayliss, with headquarters at Seattle, Wash., while the central district will be managed by C. O. Du Mars, at San Francisco. Du Mars will also take care of Fisk foreign trade in the Pacific. The southern district will be in charge of F. Sargeant, with headquarters in Los Angeles.

TIRE COMPANY IS SEEKING SITE FOR NEW FACTORY

GRAND RAPIDS, Wis., Jan. 18.—There is a certain tire manufacturing company that bewails the ingratitude of a community lacking enough enterprise to induce large factories to locate within its precincts. Grand Rapids is the community but we won't mention the name of the tire concern. But among the modest requests that the tire company makes is a factory site on which a plant valued at $150,000 can be built, this plant to be two stories high and basement, constructed of brick and concrete and cement floors and it asks that Grand Rapids sell $100,000 worth of stock. It is stated on good authority that the request for an early reply was complied with.

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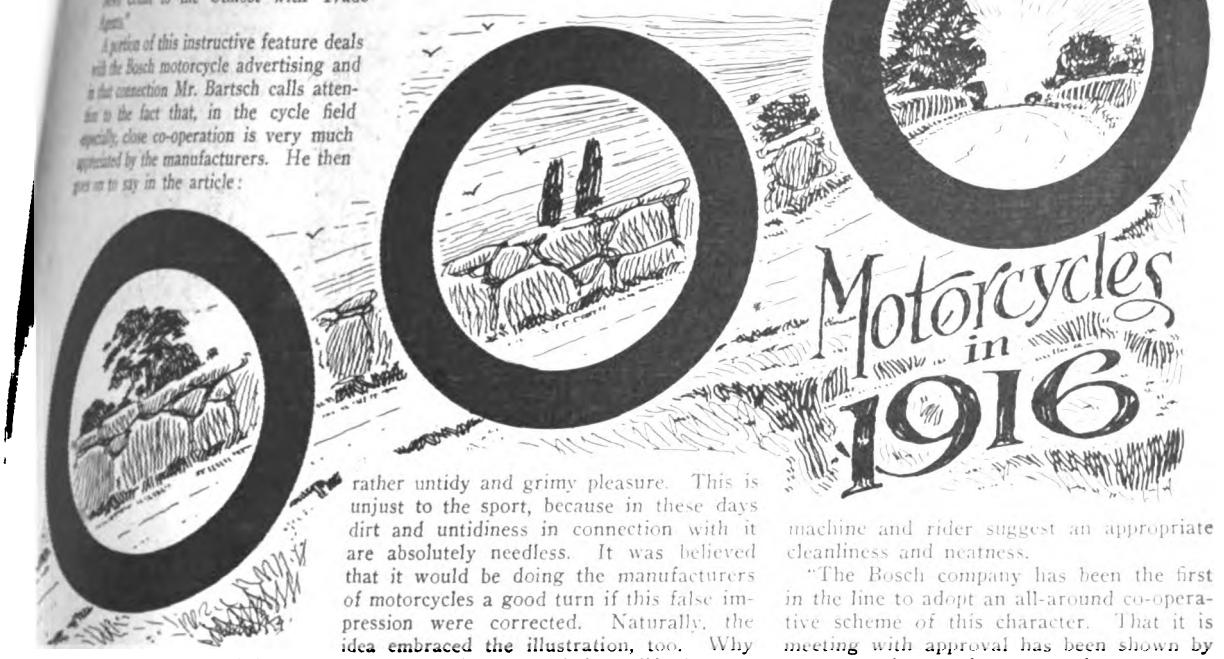
BARTSCH DISCUSSES TRADE ADVERTISING

In the "Inland Printer" He Writes an Instructive Article, Commenting on What the Bosch Magneto Company Has Done in the Cycle Field

NEW YORK, N. Y., Jan. 18.—In the January 13 issue of the *Inland Printer*, which is probably the best authority on advertising, appears an interesting article from the pen of Alfred H. Bartsch, Advertising Manager of the Bosch Magneto Co., which is entitled "Making Advertising News Count to the Utmost with Trade Agents."

A portion of this instructive feature deals with the Bosch motorcycle advertising and in that connection Mr. Bartsch calls attention to the fact that, in the cycle field especially, close co-operation is very much appreciated by the manufacturers. He then goes on to say in the article:



"Most of them desire to see their machines used in illustrations and frequently make a very strong point of the matter in connection with the editorial pages of magazines.

"It was figured that the company could not only co-operate with the manufacturers, but would please and help them materially if their machines were used in the illustrations in the ads. It was also counted on that the riders of each machine, being interested in pictures of the motorcycles they rode, would be more apt to read the copy if it contained such pictures.

"Motorcycling, it is hardly necessary to mention, has been generally considered a rather untidy and grimy pleasure. This is unjust to the sport, because in these days dirt and untidiness in connection with it are absolutely needless. It was believed that it would be doing the manufacturers of motorcycles a good turn if this false impression were corrected. Naturally, the idea embraced the illustration, too. Why not use one that would help to lift the motorcycle from the undeservedly low plane to which it had been relegated by the public?

"Whites and blacks affording the greatest contrast in illustration, that type was determined upon. Since the presence of the gentler sex suggests surroundings in harmony, one of its members was included in each illustration and so helped to have the machine and rider suggest an appropriate cleanliness and neatness.

"The Bosch company has been the first in the line to adopt an all-around co-operative scheme of this character. That it is meeting with approval has been shown by numerous letters from manufacturers expressing thanks and appreciation for the co-operation, from trade papers which felt assured that the advertisements were teaching a lesson of better advertising, and from riders in general. These evidences all indicate that the series has got across better than any other of the house's copy heretofore run."

INDIANA CYCLE SHOW OPENS FEBRUARY 24

Municipal Exhibition Hall in Indianapolis Will Be Used to Stage Annual Show; 20,000 Feet of Display Space Available; Show Will Last Three Days and is Expected to Draw Record Crowd

INDIANAPOLIS, Ind., Jan. 18.—The Annual Indiana Cycle Show will be held this year on February 24, 25 and 26 in Tomlinson Hall, the municipal building where large exhibitions are usually staged. The Mansur Garden, in which the show was held last year, proved too small to handle adequately all the exhibits; and the show this year promises to be much larger than that of 1915.

Opens Noon Each Day

In addition to products of the cycle trades sporting goods will also be shown, most of the dealers throughout the State combining these two lines. The show be thrown open to the public on noon of each day until eleven o'clock in the evening, except on the last day, when the show will wind up at midnight. The booths will be set up on the morning of the first day.

According to official count more than 7,000 riders and dealers visited the exhibition last year, and, with a larger building in use and more products on display this year, prospects indicate that at least twice that number of riders and dealers will attend. Space in the new show will be placed on sale beginning with the first of February, so that everybody contemplating exhibiting will have plenty of time in which to make arrangements.

Plenty of Space This Year

The hall will be decorated in attractive colors and everything for the convenience of visiting dealers will be arranged for. The Hearsey-Willis Co., G. H. Westing Co., Van Camp Hardware Co., Central Rubber and Supply Co., and several other Indianapolis jobbing firms are making special arrangements to entertain all their dealers.

As special attractions for riders, the Indianapolis News Boys Band has been booked for the three days of the show, and Charles Clary, baritone, will sing with Ione Booth, while Graff and his midget will also be engaged.

Lightweights to Appear

A special feature of the show will be the lightweight motorcycle. The Miami lightweight was the only machine of this type on display last year and aroused more interest than any other exhibit. This year at least seven different makes of the light models are expected to be displayed. All of the leading heavy machines will be on display with men from the factory to represent them. Bicycles will come in for more attention this year, as several of the smaller dealers who did not exhibit at the 1915 show have already agreed to come in.

The show is under the management of the Indiana Cycle Show Association. Jack C. Carr is secretary of the association and makes his headquarters at 337 N. Pennsylvania street, Indianapolis.

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SOCIABILITY RUNS EVERY SATURDAY FORM AN EXCELL

A Typical Group of Kansas City Indian Devotees, Including a Creditable Showing of Sidecar and Tandem Enthusiasts, R... Weather Predictions Are Eagerly Scanned During the Week to Note if Clear Skies Will Pre...

EIGHTEEN NEW FISK SERVICE STATIONS

Plans Call for Opening of That Number During 1916—Consider Eau Claire, Wis., as Location for Big Distributing Center

EAU CLAIRE, Wis., Jan. 18.—The Fisk Rubber Company, Chicopee Falls, Mass., may establish a distributing center and service station in this city. L. G. Barrett of the Minneapolis Fisk branch, has been in the city looking about for a suitable building to house the new Fisk center.

About a month ago representatives of the Fisk company were in Eau Claire investigating shipping facilities and conditions generally and Mr. Barrett stated that after due consideration the Fisk officials had looked favorably on the matter of locating here, the only question being the securing of a building that would meet the demands.

Mr. Barrett stated that the Fisk company intended opening up 18 new service stations during the present year. With the enlargement of the Chicopee Falls plant and added production facilities the Fisk company is beginning a campaign for preparedness in the service end of the business as well and promises that its service will be unexcelled.

WILSON STARTS ANOTHER FLYING TRIP

NEW YORK, Jan. 13.—Stanley Wilson, secretary for the D. P. Harris Hardware Company, of this city, has just left on one of his flying trips to the South and West. Starting with Maryland, he will cover that State and also Virginia, Ohio, Illinois, Mississippi, Michigan, Indiana, Texas, Florida, Georgia, Alabama, Missouri, Arkansas and then return to Maryland.

If Wilson meets with the same success on this trip as he did on his recent one, the Rollfast line will receive an additional strong impetus. The Rollfast line, true to its name, is rolling up sales fast and 1916 is destined to be a boomer.

RACERS MUST REGISTER FOR 1916, SAYS DONOVAN

CHICAGO, Ill., Jan. 14.—Chairman John L. Donovan, of the Competition Committee of the F. A. M., has issued a notice concerning the registration plan for racing riders for 1916, and a second with regard to blank sanctions. Regarding the registrations, he calls attention to the fact that all registrations issued expired on December 31, 1915, without regard to the date originally issued. This date, says the chairman, has passed, and renewals have not been coming in.

The chairman calls attention to the fact that the registration plan is still in force and that in order to compete in sanctioned events this season, all racing men must have up-to-date registration cards. Delay in renewing until such time as the cards are needed will be justification for refusing such renewals when applied for.

Chairman Donovan states that all blank sanctions held by referees are being withdrawn, and new ones issued direct from the office of the Competition Committee, 811 Ashland Block, this city. He calls the attention of promoters to this fact, and points out that much time will be saved and better service given to those organizing affairs when direct application is made.

CLEVELAND AND HENDERSON WIN JERSEY RUN

Waughop on Lightweight and Ker on Four-Cylinder Sidecar Rig Score Highest in First Club Competition Event

NEWARK, N. J., Jan. 16.—C. W. Waughop, on his Cleveland lightweight won the highest score in the solo class in the first monthly competition run of the New Jersey M. C. today. His score was 985. Walter D. Ker, Henderson sidecar, won in the sidecar class, with a count of 993. The run was a secret time event, the course being from Newark to New Brunswick and return, about 50 miles in all. Eight solo riders and six sidecarists entered and all finished. Besides winning in the solo class, Waughop and his little two-stroker came in for some city notice. This was in the form of a summons for travelling at 32 miles per hour inside the city limits The performance of the Cleveland was notable as the conditions of the roads was a severe test to both mount and rider Ker, Henderson sidecar, tied with W J Phillips, Harley-Davidson sidecar, but won in the toss-up held after the run

H. B. Misner, Harley-Davidson sidecar, had Mrs. Misner as passenger; this lady being the only one in the run. Misner and Fred S. Hofman, solo Harley-Davidson, covered the course in one minute less than two hours. After the finish Waughop demonstrated the Cleveland to an admiring crowd of both riders and just ordinary people. Because of the non-appearance of the Excelsior lightweight, the club cannot brag of holding the first lightweight competition, but is looking forward to several entrants of this character next month.

Following are the summaries:

SOLO CLASS.

C. W. Waughop, Cleveland lightweight	985
H. I. Cogswell, Indian	984
A. W. Wintsch, Indian	981
Leslie Wintsch, Indian	977
Harry Kunath, Indian	977
W. S. Moffatt, Harley-Davidson	974
Milton Cox, Henderson	974
F. S. Hofman, Harley-Davidson	958

SIDECAR CLASS.

Walter D. Ker, Henderson	993
W. J. Phillips, Harley-Davidson	993
C. L. Eckhardt, Harley-Davidson	984
Wilbur D. Malden, Harley-Davidson	981
H. B. Misner, Harley-Davidson	958
Elliott B. Holton, Harley-Davidson	953

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...EANS OF BOOSTING SALES FOR DEALER CHAS. HANSON

...Charles Hanson, Local Wigwam Representative, On a Run Through Eastern Kansas. So Popular Are These Affairs That ... Mr. and Mrs. Hanson are at the Right with Sidecar Combination

BIG TROXEL DEMAND HAS BRANDT HOPPING

...ELYRIA OHIO, Jan. 17—Jack Brandt, ... of the Troxel Mfg. Co., is very much ... ob these days while Mr. Troxel is ... ering on the coast, and to say that the ... Jack is up to his neck in work is ... it mildly. "But who wouldn't be ... to jump in and hustle," he queries ... a significant smile, "as long as the ... is piling up in record fashion?" ... Brandt has just returned from a suc... trip through the East and is now ... at the factory getting out the goods. ... has been such a demand for Troxel ... of late that the company has been ... them by express at times, with the ... charges running up as high as $40 ... shipment.

FARNHAM IS WINNER OF PORTLAND RUN

Flying Merkel Rider Wins Consistency Trophy and a Rooster in New Year's Event; Other Finishers Get Merchandise Prizes

PORTLAND, Ore., Jan. 12.—Final decision of the officials in the third annual New Year's Run of the Portland M. C., held on January 1, 1916, gave the trophy for the most consistent performance to J. H. "Dustin" Farnham, Flying Merkel, who was one of the ten perfect score men in the affair, which was detailed in **Motor Cycle Illustrated** of January 6. Farnham also received the Plymouth Rock rooster, an added prize donated by one of the members, a Firestone casing and a pair of gauntlets. C. G. Danielson, Harley-Davidson side car combination, another perfect scorer, was awarded a Vacuum Cup casing and a Persons' saddle. Ed. Carlson, Indian, also scoring 1,000 points, received a Goodyear Blue Streak casing and a tube, while Gus Peppel, Harley-Davidson, received a Fisk casing and a U. S. tube.

In addition to the above, six other contestants who received perfect scores were awarded merchandise prizes. These are: Ed. Berreth, Indian, Goodrich casing and case of porter; Archie Rife, Harley-Davidson, mackinaw, one pair leggins and two chickens; Ted Gilbert, Harley-Davidson, Federal casing and Goodyear tube; Herbert Yost, Harley-Davidson, U. S. casing and 5 gallons oil; Henry Kurtz, Indian, Prest-O-Lite tank and 5 gallons of oil; Henry Klein, Harley-Davidson, Vitalic casing and pair of leggins.

Joe Freburg, Harley-Davidson, who scored 998 points, received a Long Horn and a cap as finisher's awards. Lawrence Zehrung, Indian, 998 points, was awarded a Stewart-Warner horn and 5 gallons of oil. H. G. Hadfield, Harley-Davidson, 990 points, received 5 gallons of oil and a $5 merchandise order. H. Lystul, Indian sidecar, received 10 gallons of oil in two lots; his score was 974. Walter Erickson, Reading-Standard, with a score of 968, had as prizes a Persons' saddle and box of cigars. Leonard Kratzke, Excelsior, scored 943; he received a Troxel saddle and a pair of gauntlets. Fred Gilbert, Harley-Davidson, had hard luck with his mount and scored only 867. As a finisher he was awarded a tandem and 5 gallons of oil.

The following did not finish: Jos. A White, Reading-Standard, broken frame; Clyde Clement, Dayton, frame trouble; Ernest Long, Indian, bad spill and retired; W. J. Hadfield, Thor, last lap, mechanical trouble, Thomas Colton, Reading Standard, broken rocker; W. T. McDonald, Indian, broken control and no gasoline.

BUFFALO CLUB FORMS RIFLEMEN CORPS

Will Also Qualify as Messengers and Scouts, and Co-operate With Local Militia; Purpose to Enroll 135 Riders

BU...LO, N. Y., Jan. 18.—The latest ... cycle club to offer its services for ... urposes is the Buffalo M. C. Its ... are a healthy crowd of patriots ... ardent supporters of the policy of ... ss. On January 17, they formed ... motorcycle riflemen who in event ... ll be ready to take the field with ... soldiers.

... the militia in this city has no ... unit, as have some of the cities, ...ington and New York. Whether ... club will join the local militia ... been decided, but some of the ... believe that greater efficiency can ... by the riders if they joined the ... under some suitable arrangement. ... qualify not only as riflemen, but ... messengers and scouts and will be ... accordingly.

... Peters, the local Harley-David... who is the prime mover in the ... a rifle corps among the Buffalo ... made the following announcement after the recent meeting of the club:

"Our idea is being splendidly received by motorcycle riders; not only the members of the club, but also unattached riders are showing unusual interest in the formation of a motorcycle corps for military service. We have been given every reason to believe that the War Department will furnish us with rifles and uniforms. After we get the necessary equipment, I do not believe that, in view of the keen interest which is now being displayed, it will be difficult to get the right sort of men to train. Buffalo has many red blooded riders who would be more than glad to join us.

"We will call our organization," concluded Mr. Peters, "'The Buffalo Motorcycle Mounted Riflemen,' and will look for training, aside from riding, to the officers of the army and militia. Our target practice will be done on the ranges of the local armories and on the big outdoor ranges at Kenilworth. I expect that the corps will number about 135 men."

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On the Pacific Coast

HENDERSON DISTRIBUTOR IS NAMED FOR 'FRISCO

SAN FRANCISCO, Jan. 17.—Motorcyclists of this city are greatly interested in the announcement that a new store is to be opened here for the sale of the four-cylinder Henderson.

The new dealers will operate under the name of the Motorcycle Sales Company, and is a partnership between Edward Loudenclos and E. J. Angwin.

In addition to the big store they will conduct in this city, these two hustlers plan to open a branch store immediately in Oakland. They have contracted for a large slice of territory in this part of the state, and intend going after the business in a very aggressive way.

LOS ANGELES

SALES MANAGER WELBORN, of the Appeal Mfg. & Jobbing Co., which recently took the representation for the Bethlehem spark plug, states that the phenomenal sales of this article have been in a large measure due to the policy of the Silvex Co., the maker of Bethlehem plugs. The maker sent a special missionary to assist the Appeal forces in the latter's territory, and between the Silvex and Appeal men, a rousing business has been done.

C. FRED BREESE is now with C. L. Smith, Reading-Standard representative, at 1043 South Olive street. He was formerly with the William H. Hogee Co., as manager of the bicycle department.

BAKERSFIELD

JULES BERGES, head of the Berges Motor Supply Co., of Bakersfield, is thoroughly satisfied with his start as an Indian representative. This is his first season with the Hendee folks.

FRESNO

BEN BRESEE, who handles the Harley-Davidson in Fresno, says he has no fault to find with 1916 business. The present season so far is considerably better than the same period of the 1915 season.

SAN FRANCISCO

E. F. MERRY, Excelsior representative in San Francisco, has made a point of demonstrating the new "Ex" lightweight as a hill-climber. His first demonstrating machine has climbed every test hill in the city.

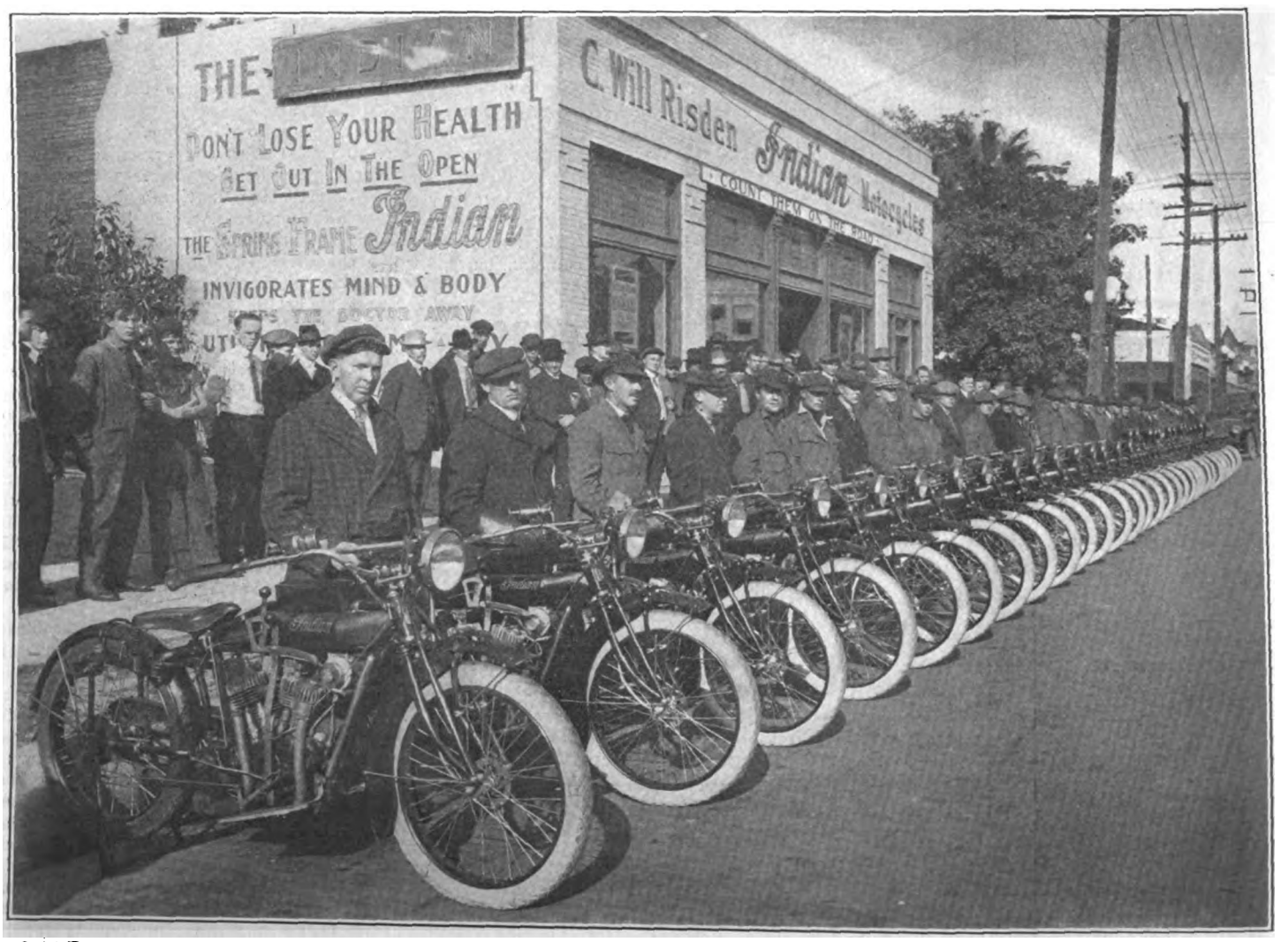
TURLOCK

SWANSON BROS., who sell Harley-Davidsons in Turlock, state that they have have disposed of as many machines to date as they figured on selling up to the middle of next summer.

PORTLAND

BALLOU & WRIGHT have taken the representation for the Eklipse spark plugs for both the Portland and Seattle sections. The firm holds the Indian agencies in both cities.

ANOTHER FLEET OF INDIANS TO PATROL LOS ANGELES' BUSY BOULEVARDS



1916 Powerplus Indian Machines Recently Delivered to the Los Angeles Police Department. This Is the Second Shipment of Indians Made Within a Few Months to the Speed Law Guardians of Southern California's Hustling Metropolis

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MOTOR CYCLE ILLUSTRATED
With Which Is Now Incorporated
"Bicycling World"

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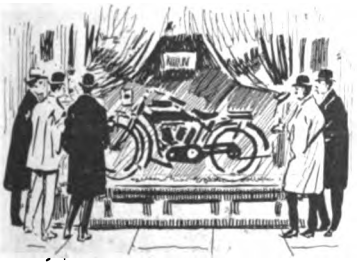
MAKE YOUR SHOW WINDOW TALK

A CORPORATION having successful stores in most of the large cities recently made systematic observations to ascertain the actual value of a well-decorated show window. It was found after weeks of figure gathering and comparisons that the window with a "punch" in it is more of an asset than even its most enthusiastic advocate would be likely to believe at first thought. It was proved that a truly attractive show window could be counted upon to ... chance from ten out of twenty passersby—men being referred to in ...—and that under ordinary conditions six of the twenty would ... at least a brief stop for an inspection of the window's contents. To ... these facts the corporation in question spent considerable money. ... regarded the investment as a wise one. It learned that too much ... tion could not be given to its show windows; that every hour spent in ... a window attractive brought actual cash returns; that it is a simple ... to catch the eye of the passerby and hold his attention if the proper ... is made.

There are comparatively few articles that can be displayed in a window ... effectively than a motorcycle or a bi- The machine itself carries a "punch" ... requires less work on surroundings ... background than is necessary with ... of the trade lines displayed in store ... ows. A shining motorcycle, suggest- ... speed and endurance in every line and ... ng the master touch of the skilled ... er and the best craftsmanship of the ... eer, is a magnet that will draw the eye ... a man, and not a few women, even ... ough a thought of buying has never been entertained. The same applies ... the bicycle.



In some quarters we have heard it argued that a motorcycle or bicycle ... es not offer a good opportunity for a window display. That is all wrong. Men who make a business of decorating windows would laugh at such a ... m. They are constantly dressing windows with articles much more ... saic and unattractive than motorcycles and bicycles—and getting away ... with it. They know that the heart of man turns towards a wheeled vehicle as it does to few other things under the sun; that the mere sight of a motorcycle or bicycle is suggestive of open roads, fresh air, freedom from the turmoil and hum-drum grind of the city; that with the recreation idea there is coupled up the equally strong health appeal. They know that with eight out of ten boys and men of riding age, to see a bicycle or motorcycle is to want it.

But they must see it. Not on the street nor on a country road. That helps, of course, but the influence is too abstract to be worth much. They must see the machine at a dealer's establishment, where they can learn all about it—and a cycle displayed in the show window will often bring in a prospect who might otherwise be lost.

MAY HAVE SPECIAL REGISTRATION LAW

PROVIDENCE, R. I., Jan. 18.—A new motorcycle registration law has been introduced in the General Assembly here providing for special registration, to expire on the last day of December, and for special plates for summer residents. The act provides that the letter "S" shall precede the number on plates issued for registration between June 1 and September 30.

The law reads as follows: "For each original license or duplicate thereof to operate a motorcycle, $1." The law further says: "For the substitution of the registration of a motor vehicle for that of a vehicle previously registered in accordance with the provisions, $1 will be charged; provided, however, that any person who is a temporary resident in this state between the first day of June and the 30th day of September, shall be permitted to pay one-half of the fee prescribed by this section, and the State Board of Public Roads shall issue a special plate."

MARYLAND CLUB HOLDS ITS ANNUAL ELECTION

BALTIMORE, Md., Jan. 18.—The Maryland M. C. has just elected officers for the coming season on the occasion of its annual meeting. H. A. Frederick is president; H. E. Snyder, vice-president; F. O. Boyd, secretary, and William Wood, treasurer. A. Gebhardt is road captain and has as his lieutenants William Snyder, Joe Hannibal and N. Leppo.

The club is now in its sixth season as a motorcycle organization. It started as the Walbrook M. C. on September 29, 1910, with seven members. Inside of two months the membership had grown to 25 and the present name was adopted. At present the club occupies a whole building at 847 Hamilton Terrace.

As an organization, the Maryland M. C. has led in promotion of meets and runs in this section and will be by no means behind hand in these respects in 1916. The first social event of the season will be the annual banquet on January 27.

PLAN SOCIABILITY RUN FOR FEBRUARY 22

SAVANNAH, Ga.—With the holiday racing events as past performances, members of the Savannah M. C. are now awaiting the next series that the organization will pull off. The holiday races were a success financially as well as from the standpoint of attendance.

The club is now considering a sociability run from this city to Sylvania and return, a distance of 60 miles each way, for February 22, as the proposed tri-state meet has been given up. The run will be free to all Savannah riders if it is held. A barbecue at Sylvania will be a start of the affair.

The tri-state race meet will probably be run off on July 4 in addition to the annual road race. Definite plans for this dual arrangement have not yet been settled, however.

Charles J. O'Neill, the official F. A. M. referee in Savannah, announced that the New Year's race was the last as far as his being referee was concerned.

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CURTISS SAILS HIGH IN AERO DEAL

Pioneer Motorcycle Manufacturer Receives $5,000,000 in Cash and Big Block of Flying Machine Stock in New Company

ALBANY, N. Y., Jan. 17.—His hundreds of friends in the cycle trades will be pleased to learn that Glenn H. Curtiss, one of the pioneer motorcycle manufacturers in this country, has come into a large fortune as a result of his hard work and ingenuity in the development of the now famous Curtiss aeroplane. On Thursday of last week, there was incorporated in Albany, N. Y., the Curtiss Aeroplane and Motor Corporation of Buffalo, a combination of the old Curtiss Aeroplane Company and the Curtiss Motor Company. The incorporation papers revealed the interesting fact that Glenn Curtiss, inventor of the aeroplane which bears his name, received $5,000,000 in cash and also, it is said, $3,500,000 of the 7% accumulative preferred stock and 75,000 shares of the common stock of the new company. The shares are underwritten by a syndicate composed of many strong banks and business houses. The capitalization of the old companies was $3,000,000. The business in the past year was in excess of $5,000,000 and orders and contracts, both domestic and foreign, have been received which amount to between $13,000,000 and $15,000,000.

Mr. Curtiss and James Imbrie have been elected trustees and the control of the stock for the next five years has been placed in their hands. The directors of the new corporation are Glenn H. Curtiss, Monroe Wheeler, Kenneth B. McDonald and Harry C. Genung, of Buffalo; G. Ray Hall of Hammondsport, and James Imbrie, C. Horace Connor, Murray W. Dodge, George Q. Palmer and Harmon S. Graves of New York.

For many years Mr. Curtiss manufactured motorcycles and motorcycle motors. He was also prominent in competition, and it was only a few years ago that, on an eight-cylinder machine of his own design and manufacture, he was timed for a mile in 26 seconds on the Ormond-Daytona Beach, in Florida. This is still a world's record.

INDIAN CLUB ARRANGES FOR SPLENDID HOME

CHICAGO, Ill., Jan. 18.—The Indian Motorcycle Club of Chicago, with headquarters at 1154 W. Jackson Boulevard, recently elected new officers for the coming season. The officers now are: President, Jess Wilbourn; vice-president, Wm. Johnston; secretary, Art Hertzer; assistant secretary, G. Gosman; treasurer, J. W. Collins; captain, Gus Zina.

The club has completed arrangements for a new, beautifully equipped club house at Algonquin, Ill., overlooking the Fox River, where the members can spend their weekends and entire summer vacations. All of the club riders are enthusiastic over the new headquarters, and believe that its many attractions, such as fishing, boating and bathing in the Fox River, will bring new riders into the Indian organization.

ANOTHER CYCLIST CORPS

TORONTO, Ont.—When Gordon Moffat, a moving picture machine operator at the Family Theater, Toronto, left his post in order to enlist with the Divisional Cyclist Corps, the audience in the theater tendered him an ovation as the anouncement of his resignation was flashed upon the screen.

It is understood that still another corps of cyclists will be raised in Canada in the very near future. Toronto has already supplied approximately one thousand riders for this branch of the service and more local cyclists are preparing to join the colors.

TRADE DATA IN DEMAND

We are informed by the Department of Commerce that as the war in Europe has brought about a famine in South America of all European literature relating to trade and commerce, American publications are in big demand. American manufacturers are advised that for the current year no better method of advertising can be found than the sending out of large numbers of calendars. There is a dearth of them, particularly in Brazil.

MORLEYS ENJOYED THEIR CROSS COUNTRY TRIP

JACKSONVILLE, Fla., Jan. 15.—Ten months ago Mr. and Mrs. Morley left this city on what proved to be a very pleasant motorcycle cross-country journey. They recently arrived in Jacksonville on their return trip and their Indian machine and sidecar with attractive lettering was viewed by thousands of people. Mr. Morley was most enthusiastic about the whole journey.

On the way out Mr. and Mrs. Morley chose the northern route, the return being made via the southern route. Mr. Morley said to a representative of **Motor Cycle Illustrated** that he made the journey to California as a human advertisement for the Dixie Highway.

A feature of the trip to which Mr. Morley frequently refers with great satisfaction is the fact that he rode 3,800 miles on a Firestone tire placed on the wheel of the sidecar when he was in Omaha, Neb. Not only that, but he arrived in Jacksonville on the same air. Morley considers this quite a tire feat, and he has been riding a motorcycle for several years.

THE FRONT COVER

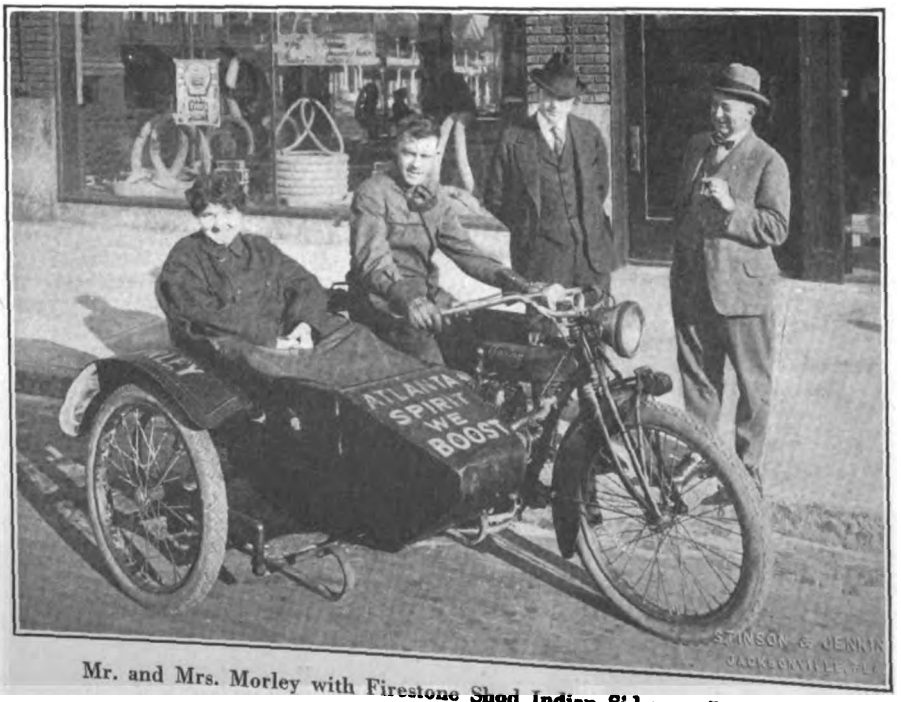
THIS week's front cover illustration shows a Cygnet Rear Car party on a pleasure jaunt in Central Park, New York. The car is attached to an Indian motorcycle and is driven by Wallace Stuart, of the New York Sporting Goods Company's staff. The latter company has kept a Cygnet demonstrating outfit on the streets of New York almost daily of late and passengers are so plentiful that they are booking their rides some time in advance.

INDIAN AND RUTAN DID GOOD WORK

ELMIRA, N. Y.—Phay B. Rutan, of Elmira, found his Indian and sidecar very valuable in getting into the Adirondacks and out again on a hunting trip a few weeks ago. On the homeward trip he carried a prize cargo of a ten-point buck, weighing 191 pounds when dressed. It was one of the handsomest specimens that ever came into Elmira, and the lucky hunter on his machine was surrounded by an admiring crowd.

JACKSON SIGNS 'EM UP

TOLEDO, Ohio, Jan. 18.—W. V. C. Jackson, general manager, Motor Wheel Division, A. O. Smith Company, Milwaukee, stopped off here long enough on his way to the Manufacturers' Convention in New York to close Associated Motor Sales Company on contract to again handle the Bicycle Booster, also Toledo Store, H. D. Capron, manager, who will continue with the Motor Wheel another year.



Mr. and Mrs. Morley with Firestone Shod Indian Sidecar. Item Above

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W. G. SCHACK A CYCLING PIONEER

NUMBER TWO IN A SERIES OF SKETCHES CONCERNING TRADE LEADERS

It Was Thirty-Five Years Ago That the Present Head of the Emblem Mfg. Co. Entered the Cycle Field and His Record Since, Both as Sportsman and Manufacturer, Has Been an Enviable One; Still an Athlete at Fifty, Says Doctors are Superfluous

WHEN a man devotes thirty-five years [illegible] an active life to one industry [illegible] without saying that he is possessed [illegible] character, an unusual degree of [illegible] and more than ordinary loyalty, [illegible] the same process of reasoning it [illegible] admitted that the industry which [illegible] such consistent concentration [illegible] an ideal must also be out of the [illegible] and decidedly worth while. That [illegible] any sketch of the life of President [illegible] Schack, of the Emblem Mfg. Co., [illegible] to be somewhat of a tribute to [illegible] cycledom—and vice versa. Few [illegible] cycle trade circles in this country [illegible] are so closely bound up with the [illegible] and romance of the industry as Mr. [illegible] and certain it is that no man is [illegible] of the part he has been enabled [illegible] the advancement of cycling.

Started at Fifteenth Year

[illegible] will be better understood when it is [illegible] that Mr Schack's active participa[illegible] and cycle trade work goes [illegible] his fifteenth year. He was just [illegible] his school course when he turned [illegible] bicycle—and he has never turned [illegible] Mr Schack is now fifty years of [illegible] least, he has reached the half-[illegible] mark as the calendar records time, [illegible] friends and he himself figure that [illegible] a day over thirty as far as en[illegible] working spirit and general abil[illegible] deliver the goods are concerned.

[illegible] was in 1882 that Mr. Schack began [illegible] the old high-wheel, or Ordinary, [illegible] a very short time he was attracting [illegible] Almost before he realized it he [illegible] known as one of the best road [illegible] riders in his section of New York [illegible] While he was not greatly inclined [illegible] his prowess before spectators he [illegible] persuaded to enter a number of events [illegible] most of them. He held the cham[illegible] of the Rambler Club for some [illegible] also captured the two-mile Buf[illegible] championship.

An Expert Roller Skater

[illegible] the same time Mr. Schack devoted [illegible] attention to roller skating and up [illegible] he was undoubtedly the best [illegible] roller skater in central New York [illegible] At that period his interest in skat[illegible] neck and neck with his love of [illegible] and he captured many races on [illegible] He was captain of one of the [illegible] and most successful roller polo [illegible] that played in those days, and the [illegible] show that for two years or more [illegible] Schack's aggregation of stars was practically invincible.

That Mr Schack was consistent in his admiration of the bicycle, however, is evident from the fact that he continued to ride one until about seven years ago, when he started to use an Emblem motorcycle. He has ridden the latter steadily ever since. Each summer he rolls up a mileage of about 3,000 and up to the time he leaves for his annual Pacific Coast business trip by rail he rides from his home in Buffalo to the Emblem factory in Angola several times a week. Nearly every pleasant Sunday finds him out on the road on his Emblem motorcycle, and he asserts that no other pastime so admirably combines mental relaxation with healthful exercise and fresh air.

W. G. SCHACK
He Does the Work of Three Men Daily and Keeps Right on Smiling

During the last 10 years Mr. Schack has devoted considerable time every winter to bowling, and has a striking array of cups won in competition on the alleys. He finds that bowling is a good form of exercise, and does not hesitate to "roll a few" whenever he can find a worthy opponent. Mr. Schack is not boastful of his bowling accomplishments, but it is generally understood that few athletically-inclined boosters in the cycle trades care to pit themselves against him.

Looking back upon his long experience in the field, and profiting by developments in the past, Mr. Schack is of the opinion that the greatest need of the industry at present is better co-operation among manufacturers, jobbers and dealers. He argues that the sales of bicycles could easily be doubled if a harmonious campaign, in which all can participate, is carried through, and he is heartily in accord with the present movement to boost 1916 bicycle sales to the million mark. The spirit of co-operation should not be confined to the jobbers or retailers, in Mr. Schack's opinion, but must be the keynote of the whole movement from factory to rider.

For Greater Co-operation

Mr. Schack is also strongly in favor of greater co-operation among motorcycle manufacturers.

"If anything," says the Angola enthusiast, "the necessity is greater for 'get-together' work in the motorcycle field than in the bicycle industry, because the motorcycle's chief competitor—the low-priced motor car—is drawing closer all the time and necessitating a harder fight to maintain our position. The interests of the dealer and the manufacturer should be so cemented by loyalty and mutual welfare that it will be impossible for any other vehicle to take the place of the motorcycle. In other words, the motorcycle should stand permanently in a class by itself, and it is the duty of the factory and the dealer to see that it does maintain that prominence to which it is entitled."

It will have been inferred from the opening paragraphs of this article that Mr. Schack has always been a keen believer in outdoor exercise, and he still practices what he preaches. He asserts that fresh air and reasonable exercise are the best medicines anyone can take—in addition to being the least expensive—and that riding a bicycle or motorcycle give the ideal combination of economy, variety and exhilaration.

Hard Work and Health

What's more to the point, Mr. Schack backs up his arguments by calling attention to his own excellent physical condition. He cannot recall when he has missed a day at business through illness, and he is capable of as much hard work today as he was twenty years back. He never goes to bed until about midnight, and is always up in the morning at 7:30 or 8 o'clock. He arrives at the factory in Angola at 10 a. m., clears up the work of three men during the day and pulls out for Buffalo again at 4:45. But he is never so busy that the inherent spirit of hospitality for which he is noted will not move him to pass out good cigars and devote a few moments to discussion of the good old days—and the better days to come.

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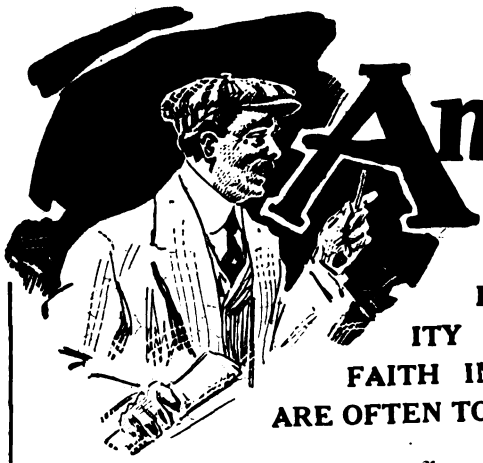


Andy Says

FIRM BELIEF IN THE SOLIDITY OF YOUR BUSINESS AND FAITH IN MACHINE YOU HANDLE ARE OFTEN TOP-NOTCH SALES BREEDERS

I EXPECT any man who offers to sell me an article to believe in that article from the ground up; to swear by it; to cherish its reputation as he does his own; to take it to his heart and make it a part of all he is and all he hopes to be. And I'm ninety-nine per cent. human. If I feel that way, other people do.

I can't buy a motorcycle or a bicycle from a man unless he believes—and makes me believe—that the article can't be beaten at the price I want to pay. He must *believe* it, mind you, not merely say it.

I've never seen a phonograph that could hold me with a sales argument for a pair of minutes. I can't trust the darn thing. I know it'll say whatever happens to be on the record. And a cycle dealer who winds himself up and recites a few random statements from the manufacturer's catalog gives me the same feeling of uneasiness. I don't believe he's ready to stand behind all he's saying, any more than the phonograph is. It makes me leary. So I button up my mackinaw, make fire in my jimmy pipe according to prescription, and go away from there.

Now, the motorcycle or bicycle dealer who fails to get his sales talk across is suffering from one of two shortcomings: lack of knowledge of the article, or lack of faith in it. There's little to choose between them. As business-losers, they run fifty-fifty. What he needs is a thorough insight into the machine he is handling—and the faith ought to follow. If it doesn't, that dealer has the wrong machine, or he's in the wrong business.

A dealer ought to know his catalog, of course, and be ready with the hard mechanical facts. But after that if he can't talk about the machine he is selling with the light of triumph in his eye, and his breath coming fast and his hands caressing the friendly metal every time he gets within reach of it—if he can't make himself feel just that way about it, I mean—there's something seriously wrong. Sooner that "something" is located and remedied, the better.

BUFFALO SPECIALTY WINS IN NEVERLEAK SUIT

BUFFALO, N. Y.—The United States Circuit Court of Appeals had recently decided in favor of the Buffalo Specialty Company, in a suit brought by this firm against Van Cleef Brothers, of Chicago, Ill. The suit was in regard to the term "Neverleak," which name refers to a compound made by the Buffalo Specialty Company, and which the Van Cleefs had used in connection with their "Dutch Brand" line of goods.

The decision in the Circuit Court of Appeals was to the effect that the Dutch Brand Neverleak was a violation of the Buffalo Specialty Company's trademark and trade rights on Neverleak tire fluid. The Van Cleef Brothers have already accepted the decision and have discontinued the manufacture and sale of Dutch Brand Neverleak as well as paying damages and costs.

With the obtaining of this decision, it is the intention of the Buffalo Specialty Company to proceed against other infringers. The firm feels that the decision places it in a stronger position than ever to defend its rights in infringements from any source.

TO ENFORCE TRAFFIC RULES

CINCINNATI, Ohio.—Steps have been taken by both the criminal division of the courts of Hamilton County and the police department of Cincinnati for a better observance of the traffic rules and regulations. Judge Cosgrove, in instructing a recently empaneled grand jury, devoted an hour to the traffic question and urged the passage of a law making reckless driving of any vehicle a felony. The question of educating the school children in the better observance of traffic rules and to exercise greater care was also discussed.

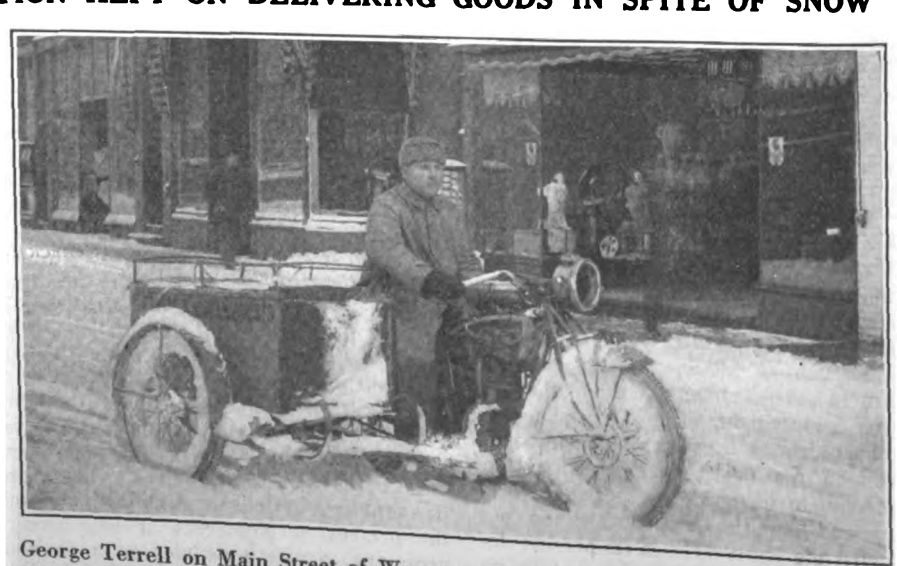
GALE WITH EMBLEM AGAIN

ANGOLA, N. Y., Jan. 18.—The Emblem Manufacturing Company announce that M. E. Gale is again back at his old job. It was last spring that Mr. Gale left the Emblem people to join the Schickel factory, but since the recent New York show is once more within the folds of Emblem boosters.

ROGERS-EXCELSIOR COMBINATION KEPT ON DELIVERING GOODS IN SPITE OF SNOW

WASAW, Ind.—George E. Terrell, of the firm of William Terrell & Son, florists, figures that the sidevan outfit is invaluable in delivering flowers and other goods from his firm, no matter what the weather. The equipment used is an Excelsior with Rogers attachment, and was put into operation in the early spring of 1915. Terrell used the van to transport Christmas rush orders on December 25, and got through on time, in spite of a heavy fall of snow the night before.

"I had to go through drifts and lots of streets where the snow was unbroken," said Terrell, "but the Rogers outfit did the trick. We feel that this sidecar is invaluable in our business and are anxious to help a good thing along." This is not the first occasion upon which the sidevan outfit has proven its worth, but until the first fall of snow, there had been no opportunity to test its reliability under hard plugging at speed.



George Terrell on Main Street of Wasaw on Way to Complete Round of Daily Deliveries; Fifty Miles Is No Unusual Travel Before Closing Time

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CLASSING THE LIGHTWEIGHT IN COMPETITION

Suggesting Means for Giving the Little Fellow a Square Deal When Contesting with the More Powerful Singles and Twins in Endurance Runs and Hillclimbs—Not Suitable for Tracks

By ARTHUR CHAPPLE

The author as he appeared in board track competition

[illegible] regard to lightweights in competition [illegible] expressed in a recent article in **Motor Cycle Illustrated**, the matter is of such [illegible] to the present development of [illegible] fellows" that the writer has ven[illegible] give his observations and experi[illegible] this particular field. While the [illegible] is comparatively new to the [illegible] American rider and dealer, it has [illegible] important factor in the develop[illegible] the present-day motorcycle in all [illegible] countries.

[illegible] appeared in competition [illegible] A. M. sanction as early as 1910 [illegible] country, and its performances were [illegible] still, it failed to receive enough [illegible] to warrant motorcycle manufac[illegible] taking it seriously. However, con[illegible] of the excellent showing of [illegible] in various British and Con[illegible] competitions gradually aroused in[illegible] over here to bring out a few [illegible] models, and today we have a [illegible] of the "little fellows" bidding for [illegible]

Lightweight in Competition

[illegible] know the old motto about "Com[illegible] being the life of trade," so we may [illegible] to the motorcycle industry in [illegible] Perhaps my past experience in [illegible] and endurance runs impresses this [illegible] phrase strongly on my mind. [illegible] I am open to argument and shall [illegible] any and all criticism from readers [illegible] publication.

[illegible] in relation to trade may be [illegible] to several distinct lines in the mo[illegible] field, but the purpose of this article [illegible] apply it as a medium to arouse public [illegible] in the possibilities of the light[illegible] and to govern those possibilities in [illegible] and impartial manner. I do not [illegible] that the lightweight in its present de[illegible] can be considered a possibility [illegible] the racing game, especially on motor[illegible] or dirt tracks. It will, I am sure, be a big factor in our future endurance runs, hill-climbs and economy trials.

Let us first take up the subject of endurance runs, which to my mind will prove very important to numerous motorcycle clubs throughout the country in laying out their 1916 schedules. Some of these runs have already been mapped out, and, much to my surprise, I find that the lightweight has been ignored or will be forced to compete with the large twins. Several seasons back, when motorcycling was a new sport, many manufacturers still adhered to the single cylinder mount as their standard. Now to put a single up against twins in competition was of course unfair, and a system was applied in nearly all the important contests which gave the "one-lungers" an opportunity to share in the results. This was in classifying the machine according to piston displacement.

There were two classes: the 61 cubic inch class, which applied to twins, and the 30.50 cubic inch class applying to singles. An initial credit of 1,000 points was received by each contestant in each class. These credits were subject to penalization on two schedules of points; for example, five points were deducted for every minute late or early at a control in the single cylinder class and ten points in the twin cylinder class. As many endurance runs in those days included either one or two hill-climbs, the schedule of points was followed out in inflicting penalizations for pedaling on hills or for complete failures to ascend.

Penalization for Pedaling

It was not considered a disgrace to resort to pedaling on a severe hill in the single cylinder class, but 25 points were deducted for this in the twin cylinder category. In the case of a complete failure, it was 25 points deduction in the single and 50 points in the twin class.

To apply these rules to the lightweight, we must also consider the average speeds necessary to keep on schedule. Any reader who has competed in an endurance run can very easily understand my claim that to check in at controls calling for a schedule of 20 miles per hour, it is very necessary to keep the speedometer hand between 25 and 30 miles per hour, while if an adjustment has to be made it means a speed of 35 to 40 miles per hour.

The difference in speed between the lightweight and the large twin of today is far greater than that between the single and twin of several seasons back. Therefore, in adopting a system for penalization to suit the present developments, it will become necessary to plan schedules on a basis of two average speeds. As a criterion, I might suggest that where a schedule calls for 20 miles per hour for the larger machines, 15 miles per hour would be sufficient for the lightweights. Another plan would be to place the lightweights in a class with the sidecars, for it has worked out in a number of past endurance runs that a sidecar combination is under a handicap in maintaining a fast schedule along with solo machines.

We have already derided the sidecar combination in one particular run: that of the New Jersey M. C. during the spring of 1915. It was the fast schedule that eliminated the majority of sidecars in the famous F. A. M. National Run from Chicago to St. Louis. I competed in that affair with a sidecar combination, and in order to maintain schedule speed took far more chances with the life of my passenger and myself than has been necessary in any high-speed competition that I have ever been in. Keeping in mind the increasing popularity of the sidecar we might improve conditions by separating this class also, and kill two birds with one stone by classing lightweights and sidecars together. We can thus eliminate the danger for one and include the advantage necessary for the other.

Callendar's Formula

In hill-climbing competitions, we are confronted with the same conditions as regards the multi-speed twin and the lightweight. In spite of the severity of the grade, it may be possible for the big twins to roar up at a fine pace on high gear, while the little fellows will have to use low gear in order to make a creditable showing. We cannot use the 30.50 and 61 cubic inch classifications, as the majority of lightweights are far less piston displacement than 30.50, hence we have an excellent opportunity to revive Professor Callendar's hill-climbing formula, which was brought out and applied to equalize the difference between the larger and smaller motors. In this formula time, weight of machine and rider and piston displacement are all considered.

(To be continued)

JUST what changes are needed in competition rules in order to play fair with the lightweight? How can the little fellows be given a fair chance to demonstrate their economy and reliability in contests with the existing motorcycle classes?

"Motor Cycle Illustrated" invites a full discussion of the matter, and will print all letters which seem to aid in getting at the bottom of the problem. What are your views as to the position of the lightweight in competition? The Editor will be glad to learn of them.

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GETTING THE BEST FROM BULB AND BATTERY

Long Life and Proper Light Obtainable by Correct Voltage Relation Between Lamp and Source of Current—Focus Regulation Is Desirable As Well As Low Current Consumption

By ELLSWORTH A. HAWTHORNE
President, The Hawthorne Mfg. Company

IN order to obtain the most satisfactory results with miniature electric bulbs used with dry cells, such as are employed in many motorcycle and bicycle outfits, the voltage of the battery of dry cells should be from ¼ to 1½ volts higher than that of the bulb used. The amount of this excess voltage is dependent upon the size of the bulbs, and the schedule below will give the best practice in this line:

For one dry cell, of voltage 1½, the bulb should be 1¼ to 1.3 volts; two dry cells, voltage 3, the bulb should be 2.8 volts; three dry cells, voltage 4½, the bulb should be 3.8 volts, while for four dry cells, with a voltage of 6, a 5-volt bulb should be used.

It must be understood that this applies to dry cells only. When storage batteries are employed the voltage of the bulbs must be equal to that of the batteries. Each battery cell in a storage battery equals two volts, so that for a 3-cell battery, such as is used on most motorcycles, the voltage for the battery and for the bulb will be 6.

Testing for Voltage

Under no circumstances, short of an emergency of course, should the voltage of the batteries exceed the above schedule. When there is any doubt as to the voltage of a bulb, it should be tested by connecting to a single dry cell. If the bulb has a higher voltage than 1½, the filament will glow a faint red only, and additional dry cells should then be added, one by one, until the filament shows a white light. In connecting up several dry cells, the carbon of the first should be connected to the zinc of the second, then the carbon of the second to the zinc of the third and so on. The wires should be led from the zinc of the first cell and the carbon of the last cell respectively. This is known as the direct or series method of wiring.

It is impossible to mark low voltage bulbs in such a manner as to enable the user to determine the voltage of the same, and consequently, a large number of lamps are ruined, due to connecting them to batteries of higher voltage than that for which they are intended. As an example of this, if two dry cells are connected to a 1½-volt bulb, the battery voltage will be much in excess of the bulb voltage; the bulb will burn with an intense white glow and soon burn out. Hence, unless positive that a bulb is a certain voltage, the test referred to above should be used.

Trying Out the Bulbs

In testing bulbs, it is obvious that submitting each lamp for a life-service test would make it useless to the purchaser, but most manufacturers put each one through tests for defects and for voltage. But no matter how thorough tests may be, there is a possibility that a few bulbs will not give the life service desired and this is rarely due to defective manufacture. In the majority of cases, it is the result of broken filaments, broken globes and other effects of careless handling, as well as to the use of excessive voltage.

With regard to dry cells, testing by an ammeter will assist the purchaser in selecting those which are in good condition and which have not been deteriorated by age or weakened by previous use or accidental short-circuit. In making ammeter tests, it is very desirable to employ a "dead beat" ammeter; i. e., one whose indicating hand comes to a stop so that no time may be lost in reading. It must be thoroughly realized that putting an ammeter on a dry cell subjects it to short-circuit, so care should be used to remove the instrument as quickly as possible after reading. A voltmeter test of a dry cell will show 1½ to 1.6 volts with the cell in good condition. The lower voltage cell should be selected for use with low voltage bulbs, as high voltage batteries have a tendency to shorten the life of bulbs of 1½ and 2.8 volts, in that they give higher voltage than necessary.

For example, two dry cells, totaling 3 volts, when used with a 2.8 volt bulb, allow an excess of 0.2 volt, which is approximately correct. Two dry cells of 1.6 volts each, totaling 3.2 volts, give an excess of 0.4 volt when used with the same bulb. This is higher than necessary and means shorter lamp life. Usually, there is a complaint about the bulb being defective, whereas, the fault is excessive voltage.

Of the two tests, that for amperage is the more important and cells should be selected that show the highest reading.

Adjustment of Focus

Correct focal adjustment is desirable on all lamps and particularly in the case where bulbs of different candlepower from that normally supplied are used. The choice of users in regard to light varies: some riders prefer a small circle of light giving clear white on a small portion of the road, while others prefer a beam illuminating the full width of the road, as two instances of this. With a means of focusing, the small circle of light in the first case can be located to suit the individual taste of the rider. However, this small circle of light is inferior to a medium diameter circle with as bright a center as is possible to obtain.

In the light with the medium diameter circle, dark rings such as appear in the light circles are eliminated, as well as a frequent dark spot which appears in the center of the circle. Such rings and spots show that the bulb is not correctly focused, and when present give a diffused rather than a clear light.

OFF FOR WEEK END TRIP IN CANAL ZONE

Mrs. John Ward, Harley-Davidson, and Mrs. J. L. Greene, Pope, with Party on Trail to Miraflores During Recent Pleasure Run. Both Are Ardent Riders

GASOLINE PRICE GOES UP ANOTHER CENT

NEW YORK, Jan. 17.—Gasoline retailed at 28 cents a gallon yesterday, a rise of one cent, which causes garage men to predict the price will soar shortly to 30 cents. In view of the steady increase of the past few days early prophecies that the product would reach 40 cents before spring seem justified.

Retailers place the blame for the increase on the wholesalers, although they disagree on the margin of profit which they themselves should be allowed. Some garage men are satisfied with three cents a gallon, while others claim a profit of five cents is necessary to meet overhead expenses.

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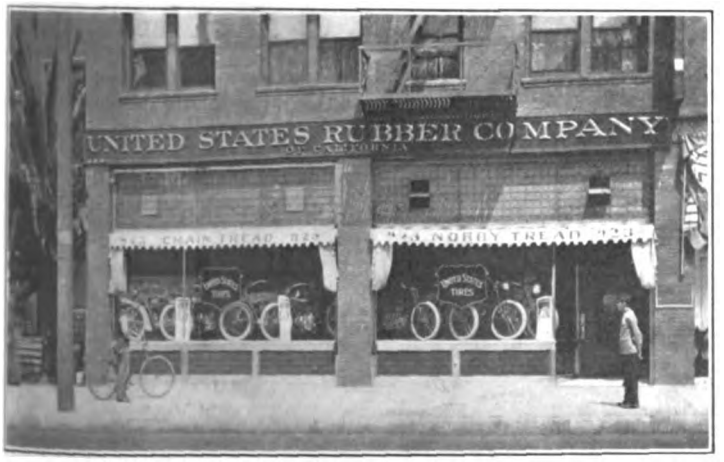
THREE SCENES OF WINTER ROAD WORK AND A BUSY TIRE BRANCH

MILO W. KIBBE, of Henderson traveling staff, togged for winter roadwork and waiting for a ferry on his homeward run from Canada; Two Henderson trail-breakers demonstrating the prowess of their machines after a recent snowstorm in Detroit; at the right, Larry Kaltz, Detroit messenger, who helped to handle the holiday delivery rush in spite of the bad condition of roads and streets; below, the Los Angeles branch of the United States Rubber Company. It will be noted that the windows are filled with motorcycles of various makes and a heavy percentage of the business of the branch is in motorcycle products.



BUSY DAYS FOR MOTOR-BOBS IN WISCONSIN

R[illegible] WIS.—The even, cold tem[illegible] of the past month has [illegible] bob sport in the state of [illegible] where almost every city of [illegible] its power sleigh enthusiasts. [illegible] the club members have or[illegible] of race meets and rivalry [illegible] the members to see which [illegible] fastest motorcycle propelled [illegible] river running through town [illegible] right of way for these [illegible] are staged every Sunday.

Big Crowds Are Always on Hand

[illegible] motorcycle fans are becoming [illegible] bob sleds and are equip[illegible] with runners and bobbing around this vicinity at a merry clip. Edward Fahrbach, Joseph Liebhauser, Joseph and Philip Gazecki and George Diedring are the latest recruits to the sport.

From Algoma comes the announcement that Otto and Arthur Krueger, of Forestville, are builders of what is probably the most unique bob-sled yet designed. The frame is made of split rails, the runners chopped out of a plank, the steering apparatus is what was left of an old binder and the seat an old cushion from a discarded buggy. After the outfit was assembled the Krugers merely hooked their motorcycle alongside. Needless to say, the outfit is not a thing of beauty, but the Kruegers state that they have obtained quite satisfactory results with it in various conditions of snow-running.

HIGHER WAGES FOR FISK TIRE WORKERS

CHICOPEE FALLS, Mass.—A revision of wages and a reduction in working hours has been put into effect in the plant of the Fisk Rubber Company, of this city. Time and one-half is paid for overtime on week days and double time on Sundays. The night force, in addition to other increases, will get two cents more per hour than the day force.

Working hours are reduced from 55 to 50 hours a week and the factory will be operated under two shifts—day and night—instead of the three-shift arrangement previously employed. The latter arrangement did not permit of such rapid shipments as does the two-shift one.

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COMBINING COMMON SENSE WITH TIRE MILEAGE

The Rules for Obtaining Maximum Service from Motorcycle Tires Are Few and Simple—You Will Save Money and Avoid Road Worries By Observing Them Carefully

By R. S. WILSON
Manager of Service Dept., Goodyear Tire & Rubber Co.

WHETHER you ride a motorcycle for business or for pleasure, tire service is one of the most important items for consideration. For that reason, tires ought to receive a proportionately large amount of attention. As a matter of fact, it is questionable whether tires ever receive attention commensurate with their importance in the rendering of efficient motorcycle service.

A great deal has been said and written about the care of automobile tires, and solid tires on trucks are beginning to receive their share of attention. Motorcycle tires, however, have seemingly never come in for their share. Luckily, it is not a very difficult task to give the attention necessary to your tires.

Selection of Proper Tire

The first thing that should be given attention is the proper size. The machines of recent manufacture are heavy and powerful. When they are used in rough service, over bad roads, it is desirable that they should be equipped with extra strong tires to meet the emergency. Such a tire as the Goodyear Blue Streak, for instance, is especially adapted for heavy service of this sort.

Another important consideration is the type of tire. If your rim is old style, BB, or CC, you must be sure to get a tire of the proper profile to fit your rim. Otherwise the tire does not seat itself properly in the hook of the clincher rim and it will probably rim cut easily.

As in the case of automobile tires, by far the most important individual attention is the matter of inflation. It has been found from actual observation that only a very small percentage of motorcycle riders test their tires with pressure gauges. It would be interesting to any motorcycle rider to make the following experiment some time:

Go out and feel the rear tire and make an estimate of the pressure; then apply an inflation gauge and see how near this estimate comes to the actual pressure registered on the gauge. This will fully convince one of the inadvisability of inflating his tires by guesswork.

The following is the ordinary schedule to which motorcycle tires should be inflated:

Stock Tires

2½-inch	40 lbs.
2¾-inch	40 "
3-inch (Cor. or Stud.)	40 "
3-inch (Blue Streak)	50 "

Racing Tires

2-inch	50 lbs., when cool
2¼-inch	55 lbs., when cool

Of course, if you are carrying a particularly heavy load it will probably be necessary to increase this pressure slightly. On the other hand, if your machine is a particularly light one and you find that it bounces a good deal over the road under the inflation given above, it would be proper to reduce the pressure slightly.

The next important attention to give your tires is the closing up of the little tread cuts that you are bound to get from time to time as a result of running over sharp stones and little pieces of glass, etc. Run over your tires once a week with a damp cloth and plug up the little holes that you find with Tire Putty.

Of course, an essential to good service is care on the part of the rider. This is particularly true in riding over country roads where ruts and stones are likely to be encountered. If a heavy machine going at a good rate of speed runs oved a stone the size of your fist, the force of the blow on the tire is enormous. Tires are built to withstand such shocks and they will up to any reasonable force, but occassionally, particularly unless the rider is careful, these shocks will break the inside of the fabric; the tube then works up into the break and is pinched, causing a blowout. Such breaks can be patched temporarily with a tire plaster, but should be repaired by a vulcanizer before the tire is used for any length of time.

Starting and Stopping

Another important consideration that depends upon the rider is the matter of quick starts and sudden stops. It is not uncommon to see a rider put his back wheel on the stand, start his engine while astride the machine, and then with the back wheel revolving rapidly let the machine down on the ground. When the rapidly revolving tire comes in contact with the ground there is a fearful grinding, tearing action which tends not only to grind off the tread, but also is likely to pull the tread loose from the carcass. This is a very injurious practice and should not be used by riders who seek long mileage from their tires. Setting the back wheel and skidding have the same effect.

It is natural that since both the majority of the weight and the driving power concentrate on the back wheel the rear tire should wear more rapidly than the front tire. It has been found advisable among most experienced riders to change the rear tire to the front, and vice versa, at the end of two or three thousand miles of riding. In this way both tires are worn out evenly and both give good service.

PROVING WINTER CAPABILITIES OF READING STANDARD

Manager E. W. Theurer, of Reading Standard Co., with Sidecar Outfit on Which He Recently Climbed Mt. Penn Through Nine Inches of Snow on Second Speed

NEW CROSSING REGULATION

BOSTON, Mass.—Pedestrians who cross the streets at other than crosswalks, or when a traffic officer at a crosswalk has signalled vehicles to proceed, are liable to a fine of $20, according to an ordinance put into effect on January 1. The city has determined to abolish the practice of "jaywalking," hence the ordinance.

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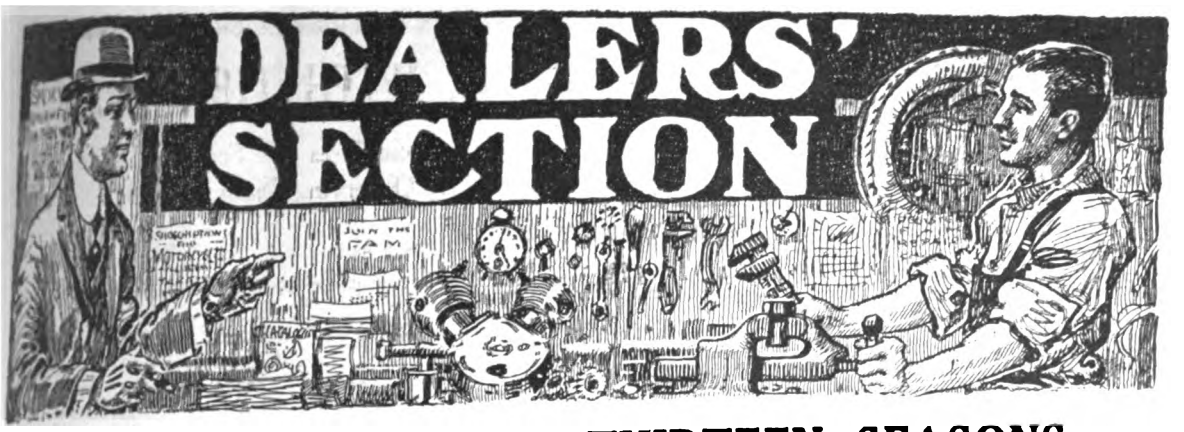

RIDER AND DEALER FOR THIRTEEN SEASONS

Same Has Marked Career of H. L. Loudenclos Since His Entry Into the Trade in Pasadena in 1903—Climbs Mt. Wilson as a Power and Reliability Demonstration.

THERE are few men in this country who can boast of having been a follower of motorcycling for thirteen years, yet one of these is H. L. Loudenclos, of the firm of Loudenclos & Angwin, forming the Motorcycle Sales Company, in San Francisco, the Reading-Standard distributor for Northern California. His start in the pastime was made early in 1903, when he purchased and used a Marsh-Metz single cylinder 1903 model.

Loudenclos' first mount, the Marsh-Metz, had single-tube tires and wood rims as well as a ingenious but unadjustable carburetor. He used this make of mount until 1906, when he purchased a Reading-Standard. With the opening of the next season, he took the agency for R-S machines in Pasadena and began his trade connections with the rapidly-growing motorcycle industry. From 1907 to 1910, Loudenclos sold more R-S motorcycles in Pasadena than all other makes combined and he is credited of the credit of introducing motorcycling in that territory.

First to Climb Mt. Wilson

The first season with the R-S was not a success, by any means. In 1907, people were more skeptical as to the adaptability of the motorcycle that at the present time, a considerable number looked upon the motor-wheeler as a toy. Loudenclos staged a real climbing demonstration in an ascent of Mt. Wilson, and much to the surprise of the public accomplished without trouble. Loudenclos with his car was the first man to ride or drive a motor vehicle up this mountain and his feat received continent-wide attention.

Mountain-climbing and road demonstrations were not the only directions in which Loudenclos activity was displayed. He competed on the race tracks in Pasadena and Los Angeles long before Graves, Balke and Seymour really knew what made a motorcycle run. Among his trophies on the track is the Pasadena Endurance Cup, which he won three times and thus made it his personal property. He continued to handle the R-S until 1915, but added the Excelsior some seasons earlier. Last year he moved to San Francisco and opened up a distributing agency for the Cyclone. His most recent big deal was in the Fall of 1915, when he took over the Reading-Standard distributing agency for Northern California with Mr. Angwin.

Loudenclos' partner, Angwin, is new to the motorcycle trade, although he has been a follower of the sport for several years. Like his senior partner, he has no doubt of the success of the Reading-Standard in California for 1916.

CLARKSON DISPOSED OF 500 EXCELSIORS IN 1915

J. B. CLARKSON & CO., Wellington, N. Z., representatives for the Excelsior, have distributed over 500 Excelsiors during the 1915 season, according to a recent statement made by President Clarkson.

Mr. Clarkson, who was in this city recently for a visit to the Excelsior factory, stated that there was an excellent prospect for increasing the firm's output by a large margin over that of 1915.

BALTIMORE DEALERS HAVE INDIVIDUAL SHOWS

BALTIMORE, Md., Jan. 18.—The automobile show opened at Fifth Regiment Armory today minus the usual motorcycle dealers' exhibits. Representatives of the power two-wheeler, however, were perfectly satisfied with the arrangement and are keeping open house at their own stores. The latter have been attractively decorated for the occasion and all the latest models are on view. The Baltimore Motorcycle Dealers' Association solved the show problem by this arrangement.

All Baltimore dealers are filled with enthusiasm over the outlook for 1916. Orders are piling in and the firms are after the factories to hasten deliveries. The mild winters in this section make riding an all-year sport and very few of the boys tuck their mounts away when cold weather makes its appearance.

HASELTON LOST NO TIME

CLEVELAND, O., Jan. 17.—Guy Haselton, of Stevensville, Mont., was in Cleveland last week during the Automobile Show and was so favorably impressed by the Cleveland lightweight that he lost no time in getting his name down on the dotted line of a contract.

YALE SMITH BUYS SHOP

EUGENE, Ore., Jan. 9.—Gus DeVos, who has operated the Cycle Shop in this city for several years, has recently sold his business to Yale Smith. The new owner has secured the Indian agency and reports excellent prospects.

Proprietor Loudenclos, of Motorcycle Sales Co., San Francisco Agent for Reading-Standard, with 1916 Model in Front of His Establishment. Item Above

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SAVANNAH, GA.

JOSEPH S. CAFIERO, the Indian speedster, has become connected with R. R. Oakman's tepee in this city. He will assist Chieftain Oakman in running the agency from now on. Cafiero is about the most popular rider in and around Savannah. He won the 100-mile road race last July 4th, competed in two 300-mile races staged here and is the holder of several dirt track records. He announced his retirement from the racing game on New Year's day.

PUEBLO, COLO.

R. L. FLEMING, proprietor of the Pueblo Motor Company, Harley-Davidson representative, has just delivered two machines for municipal service. The first is a three-speed, electrically-equipped twin to the Police Department for use in answering emergency calls. It is fitted with Stoll tandem and J-M speedometer, and is the second machine of 1916 model to go to this department. The other mount just delivered is a three-speed single which went to Deputy Sheriff C. L. Fiscus, who will use it to serve official papers.

NEWARK, N. J.

NEWARK, N. J., Jan. 18.—The Carl W. Bush Company was incorporated last week with Carl W. Bush as president. Lincoln Holland, Jr., as vice-president and sales manager, and P. Wilmer Stevens as secretary-treasurer and manager of the repair shop. Frank Bagswell, formerly with the Harley-Davidson Sales Company of New York, will assist Stevens in the shop.

This trio will make an exceedingly strong combination, as all are veterans in the motorcycle line. The oldest in point of experience is Stevens, whose connection with the industry dates from 1901, his first mount being the Yale. Bush has been a motorcyclist since 1906 and has been identified with the Harley-Davidson since 1912. Holland has ridden and sold machines ever since he was in knickerbockers.

The Carl W. Bush Company, Inc., will continue to represent the Harley-Davidson in Newark. "We expect a banner year for 1916," says Bush. "Our 1915 mark was 184 machines and 72 sidecars, and present demand looks as if we would beat this all hollow."

TACOMA, WASH.

MANAGER PETERSON, otherwise E. E. Peterson, who handles the Excelsior in this city, reports a number of inquiries for machines to be used by local and suburban commercial firms. In each case, the machines are to be fitted with side-vans. He considers that the activity in the lumber market is the reason for the inquiries.

ALTOONA, PA.

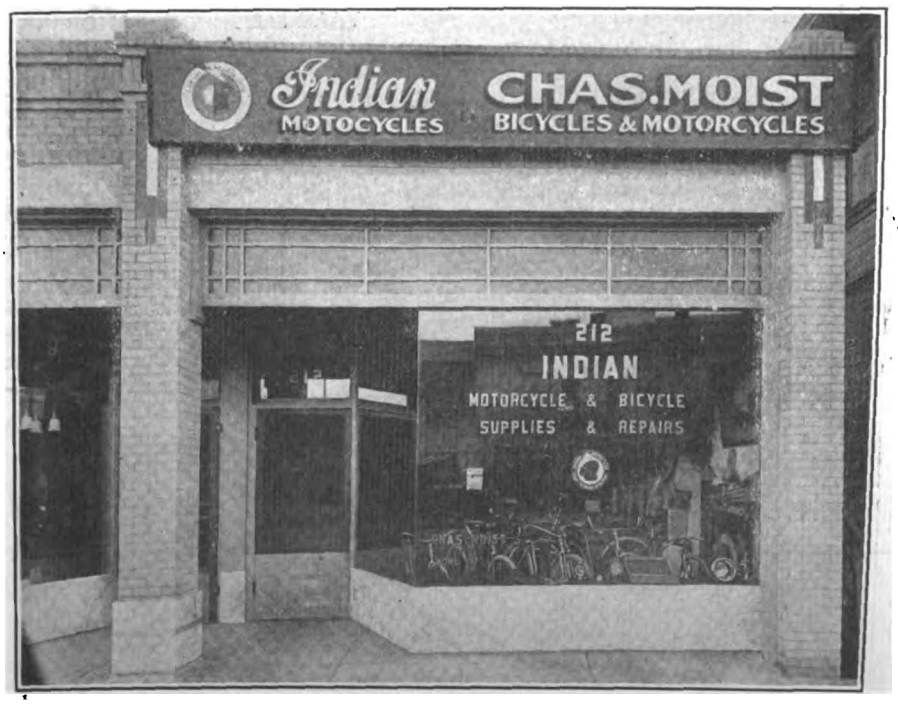
JOSEPH WOLF, local agent for the Harley-Davidson, has a unique window-display which has been attracting much attention ever since it was first shown. The center of the window is occupied by a 1916 model with cards showing the various improvements and features, while the background is some attractive country scenery. Photographs of Wolf and his riders in various pleasing places, as well as a line of parts and accessories, make up the rest of the exhibit.

SPOKANE, WASH.

THE SPOKANE AUTO & CYCLE SUPPLY CO., of this city, has taken the distribution for the Eklipse spark plugs, the product of the Fulton Co., of Milwaukee, Wis.

OAKLAND, CAL.

THE BURG AUTO SUPPLY COMPANY, of this city, has taken the agency for Eklipse spark plugs, made by the Fulton Co., of Milwaukee, Wis.



Substantial and Orderly Headquarters for Indian at Long Beach, Cal.; Agency of Charles Moist at 212 East Broadway, Now in Fourth Year of Prosperous Existence

Dealers'

DENVER, COLO.

THE ROCKY MOUNTAIN MOTORCYCLE CO., which was recently organized, has moved into its new quarters at 1616 Broadway in the heart of Denver's motor row. The company handles the Henderson and Cleveland lightweight for Colorado and Wyoming and has established a number of live sub-agencies in the larger cities. Manager D. B. Southard expects to order a carload shipment of four-cylinder Hendersons within a few days.

The Broadway location was chosen by Southard to put him into the best touch with prospective patrons. The store is finely fitted up and carries an atmosphere of progressiveness and neatness that wins the approval of all who enter its doors.

PHOENIX, ARIZ.

TIBBETS & THOMPSON have been made state distributors for the Excelsior in Arizona, their headquarters being in Phoenix. They are lining up a strong organization of sub-agents throughout the state.

LOUISVILLE, KY.

KLINE BROTHERS, Harley-Davidson agents, who recently took over a motorcycle and automobile supply house on Broadway, are quite busy straightening out the establishment just now. Free air, a vulcanizing plant and a first class oil and gasoline equipment will enable the concern to give better service to its patrons.

DAYTON, O.

HARLEY-DAVIDSON and Dayton motorcycles were featured at the big industrial exhibit which opened on January 14 in the new building of the Dayton Engineering Laboratories, Inc. The motorcycles were shown by the local Harley-Davidson agency and by the Davis Sewing Machine Co. A number of local tire and automobile concerns also exhibited.

BOISE, IDAHO

A. P. TYLER, who represents the Harley-Davidson in this city, has sold twice as many 1916 machines so far as he did 1915 models during the same period last year. Motorcycle dealers are getting their Spring business under way and all look forward to 1916 as a record-breaker.

SANTA ROSA, CAL.

JENKIN'S CYCLERY is the center of great interest these days. The cause of the arrival of the first 1916 Powerplus Indian. Since its advent Jenkins has been busy showing the red twin's speed and power and taking orders for a number, mostly three-speed models.

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Section

CLEVELAND, O.

[illegible] MUELLER, Indian and Hen[illegible] representative at 6307 Woodland [illegible] his own show just across the [illegible] Cleveland automobile show [illegible]. The exhibition included Indian [illegible] motorcycles and Indian and [illegible] bicycles.

[illegible] were L. J. Mueller, Ivan [illegible] Mallard Toepel, of the Splitdorf [illegible] Mr. Oakey, of Wheeler & [illegible] President T. Henderson, of the [illegible] Motorcycle Co., and A. E. [illegible] Great Western Co., were visi[illegible] the week.

[illegible] motorcycles were on exhibition at [illegible] Automobile Show, the stand [illegible] of the Casino Cycle & Supply [illegible] agent. John Zucker, manager of [illegible] was in charge, with Howard [illegible] and Eddie Hawkins as assistants.

AURORA, ILL.

[illegible]ERS C. HINCKLEY has taken [illegible]erson agency for 1916 in this city [illegible] deposits on four of the two-speed [illegible] a starter. The mounts are for [illegible] delivery. Hinckley represented [illegible] for several seasons in this [illegible].

READING, PA.

[illegible] PENN CYCLE & MOTOR CO., [illegible] and Fourth streets, is making a [illegible] experiments with a motor-driven [illegible] A Smith Motor Wheel is used [illegible] the power, using a spiked wheel to [illegible] traction. Considerable speed has [illegible] ded

[illegible]ETTINGER BROTHERS have estab[illegible] a new agency at 240 Court street. [illegible] handle the Dayton line of motor[illegible] cycles

HAVANA, CUBA

[illegible] agency for the Cyclemotor was [illegible] ently in this city with Placi[illegible] Compania, a large bicycle, mo[illegible] supply house, by the represen[illegible] the Cyclemotor Corporation, of [illegible]ester N. Y.

[illegible] Harley-Davidson agency in this city [illegible] be handled by Mr. Vence, [illegible] serve the accredited agent, has [illegible] another line of business. The [illegible] which are now actively rep[illegible] Havana are the Indian and the [illegible].

[illegible] de la Hoz, who has been nick[illegible] while" has returned to Havana, [illegible] touring a new Harley-Davidson [illegible] one of Mr. Vance's customers, [illegible] former located in an isolated sec[illegible] several hundred miles from Havana. [illegible] that he covered the distance [illegible] and that the machine respond[illegible] ed splendidly. In one of the cities along the route Hoz had a race with a brand new Ford and beat it "to a frazzle."

MARICOPA, CAL.

C. A. WATSON, Harley-Davidson agent, has had to keep open Sundays for the last month in order to accommodate anxious patrons. "Each Sunday meant one new or used machine sold," says Watson. "There are two 1916 three-speed twins here now, but they won't be with me long. I have to order them from the Los Angeles headquarters by wire, the demand is so brisk.

CROWN POINT, IND.

EARL J. CRAWFORD, agent for the Flying Merkel in this city, has already disposed of four 1916 models, two of which were fitted with electric lighting. He figures that 1916 will show 100 per cent. more sales than did 1915 in his territory.

ST. LOUIS, MO.

A. A. KNIGHT, head of the Knight Motor Co., has signed up to represent the Henderson and Flying Merkel models for the St. Louis district. He has just completed a trip through Southern Illinois and has arranged for sub-agencies in Charleston, Mattoon, Shelbyville, Taylor, Hillsboro, Litchfield and Alton. The company has moved to 3327 Locust street, where it has five times the floor space of its former quarters.

THE OLIVE CYCLE & MOTOR CO., Harley-Davidson dealers, is making alterations in its store at 1035 North Grand avenue, which will increase the space by 33 per cent.

HARRY LOSSER AND FRED WITLER are soon to open a Harley-Davidson shop and repair department in East St. Louis. They have the agency for East St. Louis and St. Clair county. Losser was formerly with the Olive Cycle & Motor Co. in this city.

AUBURN, WASH.

M. R. JORGENSON now has his name over the Crescent shop in Auburn, Wash., as sole owner. He is the Excelsior agent.

MAGGINI & PERKINS, Harley-Davidson live wires in San Francisco, report unusual interest in the commercial vans. They now have about 40 of these outfits on the road and giving uniformly good service.

COLUMBUS, O.

WILLIAM T. BERGIN, manager of the Franklin Cycle & Supply Co., Excelsior agent, has resigned to accept a position with an automobile accessory house. He is succeeded by John McCormick.

THE BELT-BARR MOTOR CO., Gay & Fifth streets, distributing the Indian in Central Ohio, has signed up the following sub-agents for 1916: J. W. Grube, Delaware; Noecker & Brehmer, Circleville; Harry Kindler, Lancaster; Weaver Hardware Co., Basil; Millersport Garage, Millersport, and Arthur Grant, Ashley.

SAN ANTONIO, TEXAS

THE GUARANTY CYCLE CO., Wigwam representative, has sold seven 1916 Indians to the United States Government for use in scout service and border patrol. The machines are at Fort Sam Houston.

SHEBOYGAN, WIS.

THE SHEBOYGAN MOTORCYCLE SUPPLY COMPANY, 1813 Indiana avenue, handling the Harley-Davidson for this city, is remodelling its store extensively. An entrance six feet wide is incorporated in the plans for an entire new front. When completed the alterations will give the Sheboygan concern one of the finest looking shops on Indiana avenue.

PUYALLUP, WASH.

A. B. HICKEY is the man to see about Excelsiors in Puyallup, Wash. "Hick" is also making a feature of stocking a full line of motorcycle and bicycle parts.

Interior of Salesroom of Cromer Cycle Company, Excelsior Headquarters at 1204 Houston Street, Fort Worth, Texas. The Entire Staff Is Seen in the Picture

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EXPORT NEWS GATHERED FROM MANY SOURCES AND BOILED DOWN TO FACTS FOR THE BENEFIT OF BUSY MANUFACTURERS

Those Who Are Interested in Any Announcement Made Under This Heading Are Invited to Communicate with Motor Cycle Illustrated; Additional Details for the Guidance of the Exporter Sometimes Come to Hand After the Original Item Has Appeared in Print

CO-OPERATION FOR CYCLE EXPORTERS

Motor Cycle Illustrated Places Constantly Growing Store of Information at the Disposal of Manufacturers

AS announced in the January 13 issue of **Motor Cycle Illustrated** during the ten months ending October, 1915, 13,007 motorcycles, valued at $2,491,527, were exported by American manufacturers. Of this number, 1,148, valued at $230,327, were shipped in October. It is more than probable that November and December shipments will be even larger, and that still higher figures will be attained during 1916.

In any event, something like 25 per cent. of the total business now done by American motorcycle manufacturers is with foreign countries, the conditions produced by the war being largely responsible for the recent unprecedented growth in our export trade, which has affected bicycles as well as motorcycles, the increase in the latter for 1915, as compared with 1914, approximating 25 per cent.

As a matter of fact, American manufacturers are in a way to do practically all of the cycle business of the world. English, German and French manufacturers who once controlled nearly all the foreign cycle business are now, with very few exceptions, devoting all their energies toward turning out munitions of war. The American advantage will continue for some time after the war, as it will take foreign factories many months, and in some cases years, to reorganize their facilities and secure again the trade which they have lost and are still losing.

Always Ready to Assist

We desire again to call the attention of manufacturers in the cycle fields to the fact that this jojurnal is doing all it possibly can to assist in the development of foreign business in motorcycles, bicycles, parts and accessories. We are constantly adding valuable material to our store of export data, that is to say, names and addresses of importers, jobbers and dealers in foreign countries, cycle trade opportunities, and the like. All of this information is at the disposal of our advertisers and we want to be considered entirely at their service. We are in position to secure practically any export information which we have not already in our possession, and invite our manufacturers to call upon us for any assistance which it is in our power to render. Don't feel that you may be asking too much.

EXPORT DECLARATION PROCEDURE AMENDED

A REVISED draft of the regulations entitled "Shippers' Export Declarations and Export Procedure" (Treasury Decision 35,708 of Sept. 15, 1915), was approved jointly by the Secretary of the Treasury and the Secretary of Commerce on December 14, 1915, and issued as Treasury Decision 35,969.

The new order makes clear certain doubtful points in the first order and meets some well-founded objections against specific provisions. The principal modifications are as follows:

Instead of January 1, 1916, the new regulations are made effective on February 1, 1916.

No oath is required on declarations for export by vessel if total value of shipment does not exceed $100.

It is specifically provided that the declarations may be executed by an authorized agent of the shipper.

In case of shipment from an interior point for export on a through bill of lading, if it is not practicable to prepare the declaration in time to accompany the goods, it may be transmitted to the seaboard with the shipping papers.

The car manifest required for exportations by railway may be a copy of the waybill, bill of lading, or other shipping paper, or of the manifest prepared for the foreign customs.

No declaration will be required for goods shipped under any form of customs bond for exportation from or in transit through the United States, the statistics in such cases being obtained from the customs papers covering the shipment.

When the goods are sold, the selling price should be stated as the value, otherwise the market value at the time of exportation in the port of the United States from which shipped.

On application the Bureau of Foreign and Domestic Commerce will supply up to ten copies for distribution to shippers. Additional copies, if desired, may be obtained from the Superintendent of Documents, Washington, D. C., at the rate of 5 cents a copy.

CYCLE RATES REDUCED FOR NEW ZEALAND

ACCORDING to a telegram received from the American Consul General at Auckland, the recently proposed changes in the New Zealand customs tariff have been enacted and are now in effect. American cycle manufacturers will be interested to learn that while the duties on various articles imported into New Zealand have been increased, the rates on bicycles, motorcycles and fittings therefor have been reduced. That is to say, whereas the old general rate on bicycles, tricycles, motorcycles, sidecars and parts was 30%, and the British preferential rate 20%, the general rate is now 20% and the British preferential rate 10%. With reference to bicycle fittings, including handlebars, plain forgings and stampings, rims not bored, spokes, etc., the old general rate was 20%, while the new general rate is 10%, as against free admission from Great Britain.

Rubber tires, solid and pneumatic, for vehicles of all kinds, including motorcycles and bicycles, continue to be exempt from duty.

POSTAGE PROBLEM BOTHERS THE FOREIGN BUYERS

AN example of the carelessness that often loses business for American exporters is brought to light in the communication printed below. It is from the North American Trading Co., a well-known Italian importing firm, and reads as follows:

"We enclose herewith the envelope in which we received your esteemed favor.

"The letter was taxed 30 cents for shortage of stamps and we had to pay to the post office the above mentioned fee to receive your letter. Kindly remit to us at your earliest opportunity in international postage stamp coupon, or in U. S. A. postage stamps, the above mentioned amount, and kindly take notice that the postage rate to Italy is 5 cents for first class mail."

From the fact that the letter was stenciled, with a blank space left for the insertion of the amount due, it is evident that the practice of "shorting" the postage on letters addressed to that one firm at least is so general as to constitute a nuisance. Needless to state, the American firm that forwarded the letter received no reply other than the dunning letter above reproduced.

CYCLING IN CONSTANTINOPLE

We are informed by the American consul general at Constantinople, Turkey, that although poor road conditions have hampered motorcycling, the sport has found great favor in Constantinople itself, the number of machines in use increasing steadily from year to year. In so far as bicycles are concerned, the Consul General advises that Turkish dealers, as a general rule, are partial to European makes.

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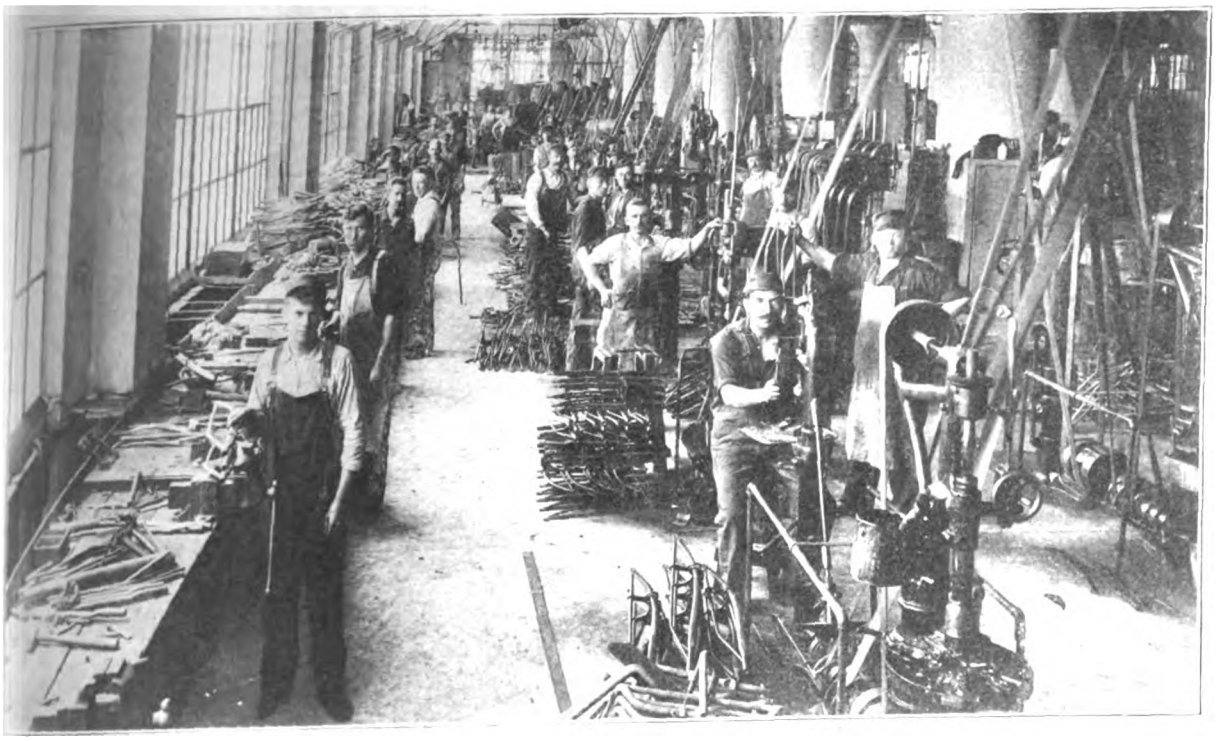
EXCELSIOR FRAME CONSTRUCTION

Nickel Steel Forgings, Extra Heavy Seamless Steel Tubing and Perfect Workmanship Insure Reliability, Safety and Efficiency



Excelsior Frame Shop Machining Assembled Frames

THE Excelsior was the pioneer low saddle position frame and is the one motorcycle frame built of nickel steel drop forgings throughout. There has never been a casting or any other element of cheap construction in any Excelsior Autocycle frame ever built.

By the use of such materials, consistent design and perfect workmanship, Excelsior Autocycle frames have established a world-wide reputation for strength, rigidity and durability.

With correct design and the best of materials, the final result is still a matter of accurate workmanship, requiring not only skilled labor but a thorough equipment in machinery and tools.

Adhering to the fixed policy of maximum efficiency, a large section of the Excelsior factory is equipped with specially designed machines, including boring mills, drilling machines, turret lathes, automatic screw machines, grinders, etc., which are devoted exclusively to the various operations of frame building.

In this department the rough forgings are bored and reamed in heavy jigs that insure absolute accuracy and perfect fitting of the various parts of the frame.

A Corner of the Brazing Plant

In another department, the extra large gauge nickel steel tubing is cut to exact length and then in still another department, the frames are assembled and prepared for brazing.

The Excelsior brazing department is one of the most elaborately equipped and extensive brazing plants in the country. The brazing together with the pickling and other processes requiring the use of acids, is done in a separate building provided with an elaborate exhaust system to carry away the fumes, thus protecting the workmen and preventing the corrosive gases from getting to other parts of the plant.

The next operation is the removal of the surplus spelter which is done partly by an electrolytic process and partly by grinding and filing.

This being done, the frames are sent to another machine shop where the boring, facing and similar work is done in specially constructed jigs, after which the frames are alined and finally finished for enameling. In this department particular attention is given to the perfect alinement by which maximum efficiency of the power plant is insured, and it is largely through the enormous strength and correct alinement of the Excelsior frames that Excelsior Autocycles have established their many world's records for speed and durability.

The final inspection of the frames and forks is of such thoroughness that no part in any way faulty can get into the finished machine, and the durability of the motorcycle and the safety of the rider is thereby assured.

The frame of a motorcycle is the foundation on which is built the entire structure, and the final quality of the machine is inevitably in proportion to the mechanical perfection of the frame.

The Excelsior frame is as near mechanical perfection as skilled workmen and accurate machinery can make it, and the quality of the entire machine is therefore of the same high degree.—Adv.

For assurance of prompt attention to your wants mention MOTOR CYCLE ILLUSTRATED.

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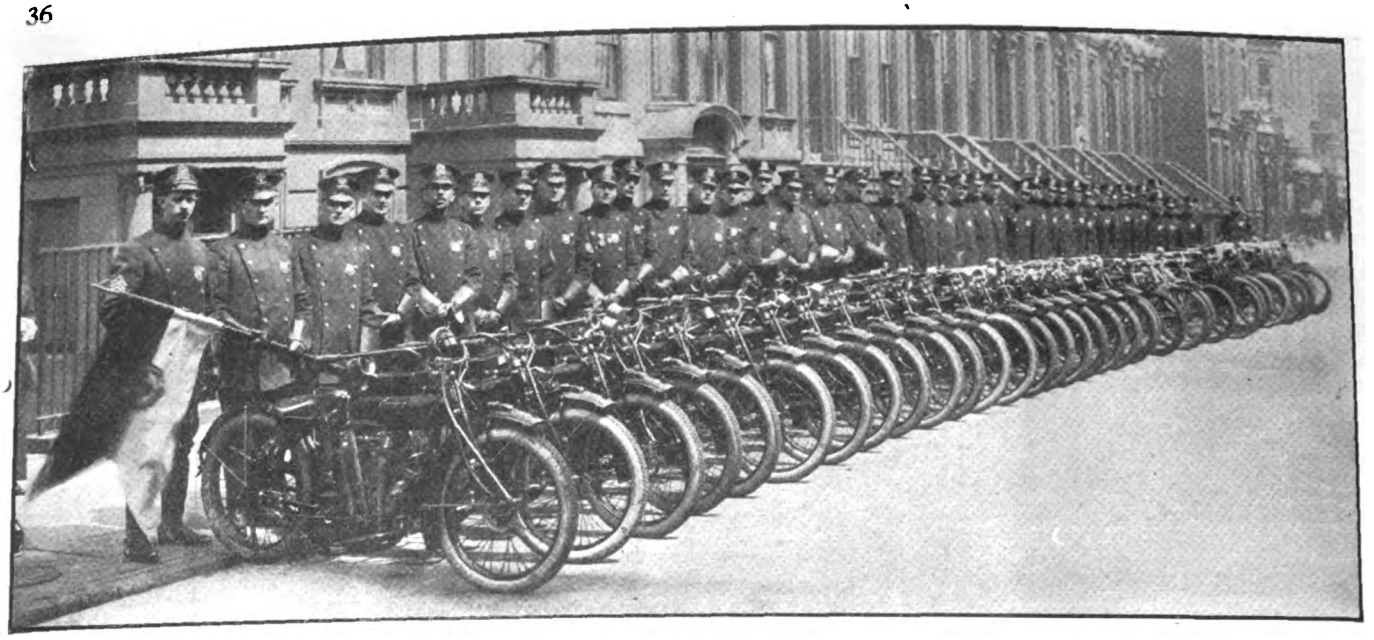

INDIANS AT NEW YORK

75 *More* Indians For New York Police

Again the New York Police have *re-ordered* Indians—75 more this time, right on top of a previous total of 107 machines.

Simultaneously Baltimore also re-ordered 6 more Indians for the extension of police work.

Recent other big police contracts—*all of them re-orders*—include the cities of Philadelphia, Los Angeles, San Francisco and Birmingham. Hundreds of police departments in the United States and in foreign countries are Indian equipped.

It is a conspicuous fact that these departments re-order Indians over and over again whenever new machines become necessary. *Motorcycle police are practically unanimous for Indian.*

Indian serviceableness, great speed and dependable mechanical operation are *known and proven factors in police work.*

For assurance of prompt attention to your wants mention MOTOR CYCLE ILLUSTRATED.

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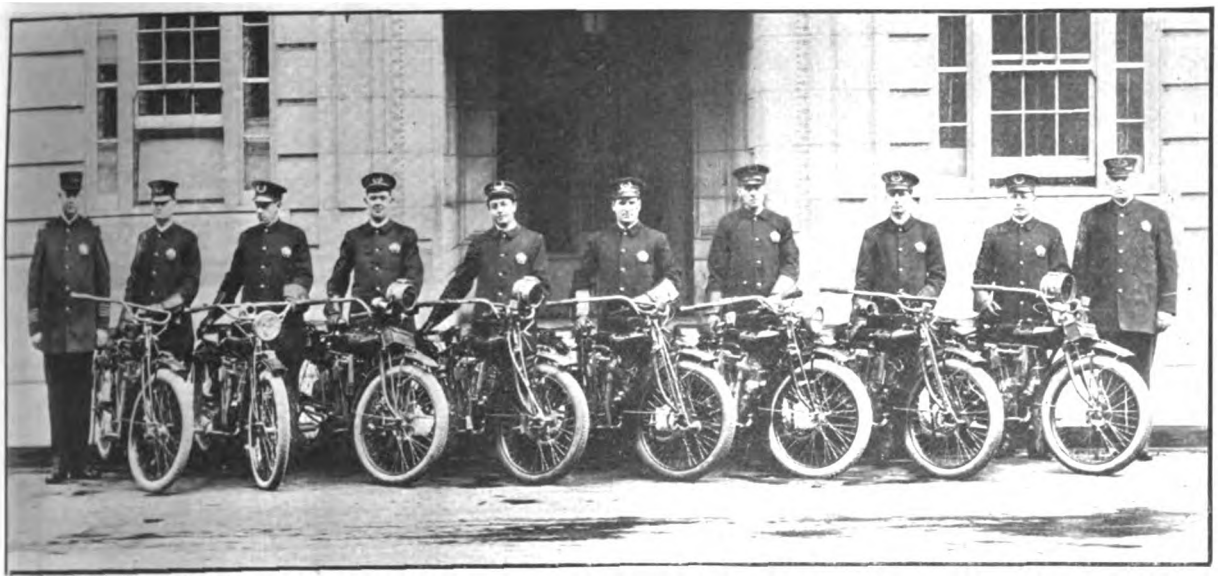


INDIANS AT PORTLAND, ORE.

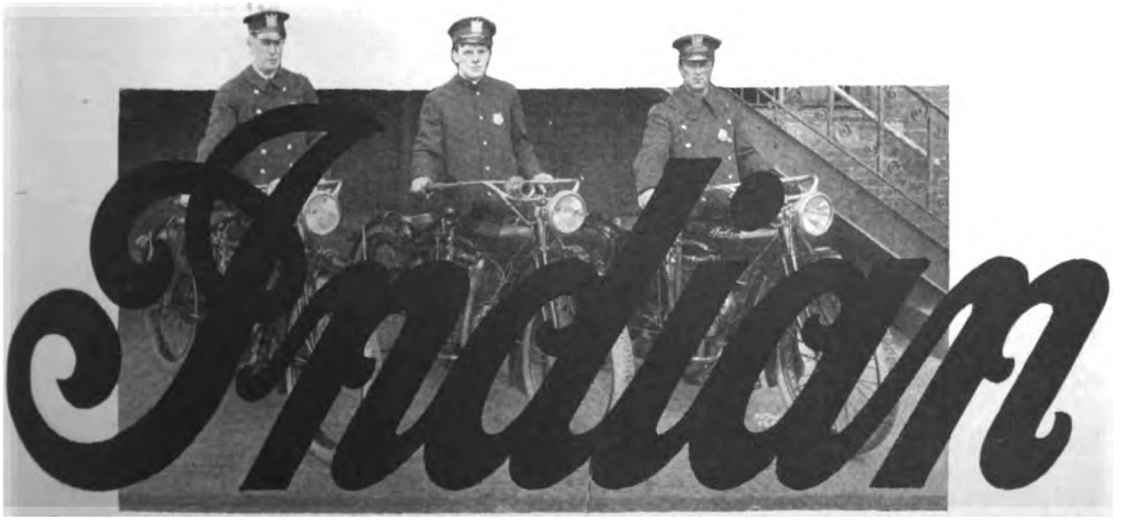
Indian has innumerable official statements which show how Indian lives up to the severe police requirements. It has, in effect, practically the entire endorsement of the whole country for police performance.

Buy the Machine That Makes Good For the Men Who Must Have the Make-Good Machine!

HENDEE MANUFACTURING COMPANY

(Largest Motorcycle Manufacturers in the World)

SPRINGFIELD, MASS.



INDIANS AT ATLANTIC CITY

You get quick results from advertisers when you mention MOTOR CYCLE ILLUSTRATED.

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With the Manufacturers

FINGER ADJUSTMENT ON NEW SPARTONS

Hand-operated Horns Have Ingenious and Ready Means of Varying Tone for 1916—Two Models for Motorcycles

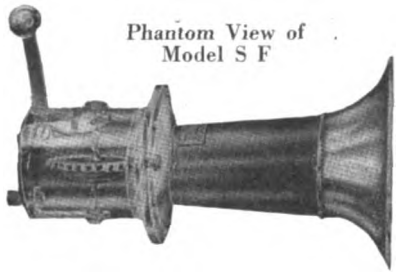
IN offering its 1916 line of Sparton hand-operated horns or safety signals, the Sparks-Withington Company, of Jackson, Mich., announces a number of improvements and refinements over those of previous models. The most important of these is the fitting of a knurled screw at the rear of the body, this screw allowing the mechanism to be adjusted by the fingers and obviating the use of special wrenches or pliers. For motorcycle service, the SF and SM models are exceedingly well adapted. The list price of each model mentioned is $4.

Sparton Safety Signal Model S M

The Sparton SF, illustrated herewith, is of the vibrating diaphragm type with the diaphragm having a central hardened point on its interior face. Against this rotates a ratchet wheel on a worm-shaft, the latter being moved by the downward movement of a nut attached to the forked ends of a rocker. This rocker moves in an arc when the ball-ended lever at the top rear is moved forward. A spring lifts the rocker to its normal or upper position when the lever is released.

The vertical worm-shaft carrying the ratchet wheel pivots in a piece at the bottom of the case. This piece is movable to and fro under the influence of the knurled screw mentioned before and by this means the contact of the ratchet and the diaphragm point is regulated. All wearing parts are hardened to eliminate wear and there is nothing to get out of order.

The SF signal is furnished with a long bell or projector, while the SM has a short projector. The mechanism of the SM is the same as that just described. Both signals are fully guaranteed. Every part is made in the firm's factory by skilled operatives. The tone of each Sparton is long and penetrating for country roads or short and commanding for city service, according to the wish of the user. Each Sparton is furnished with a bracket ready to fit to any tubular part of the motorcycle and only an ordinary screwdriver is needed to fit the horn in place.



Phantom View of Model S F

CLEVELAND EXHIBIT DRAWS HUNDREDS AT SHOW

CLEVELAND, Ohio, Jan. 19.—One of the real novelties of the automobile show which opened on Monday is the handsome exhibit of the Cleveland lightweight, the product of the Cleveland Motorcycle Company, of this city. The exhibit includes the white model in its black and gold frame, which was the hit of the New York motorcycle show, and this particular portion of the stand was the center of interest for the fair sex in particular.

The Cleveland stand attendants were kept busy all day and evening in answering hundreds of inquiries about the little two-stroker. Several automobile engineers examined the Cleveland and gave great praise to its original features of construction and about the high standard of materials and accessories used. One interesting feature of the exhibit was the interest among automobile dealers. One agent for a well-known automobile said: "It seems to me the Cleveland offers automobile dealers a big chance to increase their sales with little or no increase in their overhead expenses. Its construction and the high grade of materials used certainly means that it will need very little service work after being sold."

Messrs. Quinlan, Alexander and Neracher were in attendance at the exhibit, while several demonstrators with Clevelands were kept busy outside.

Testing Cleveland Two-Stroke Lightweight for Road Performance in Sixth City Park

FEW CHANGES IN ENGLISH 1916 MODELS

TORONTO, Ont.—A recent visitor to Toronto was A. W. Torkington, of London, England, a prominent officer of the Auto-Cyclists' Union of England. He declared that but few changes were noticed in the mechanical construction of British motorcycle for 1916 because the British factories, without exception, are engaged in the manufacture of war supplies to almost the complete extent of their outputs.

Sam Bulley, treasurer of the Toronto Bicycle Dealers' Association, recently sent a large kit of spare parts, tire supplies and other accessories to the Canadian headquarters in France as a gift to the many Toronto cyclists now engaged in warfare.

Enquiries regarding Canadian bicycles, tires and other products have been received in Toronto from tradesmen in Bermuda, where British wheels were formerly sold in large quantities. The English bicycles are now difficult to obtain and Canadian makers are receiving sample orders. A large quantity of Canadian wheels is also sent to Australia every year.

EDDIE SEEBER VS. SCHACK

BUFFALO, N. Y., Jan. 18.—They say that Eddie Seeber, the Emblem agent in the Bison City, has taken the motorcycle bowling championship away from Mr. Schack, president of the Emblem Mfg. Co. Heretofore Mr. Schack has been regarded as the most invincible knight of the pins in the cycle field, and now Seeber at a recent match held during the motor show, according to report, appropriated that honor. But Mr. Schack is still smiling genially, for Seeber is a relative of his so that the "championship" is still in the family.

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PRIVATE EXHIBIT WHICH WAS GREATLY ADMIRED BY TWO TRADES

Apartment in Hotel Astor, New York, During Automobile Show, Featuring Champion Spark Plugs. Many Visitors from Motorcycle and Automobile Circles Attended, and Were Entertained by Staff Under Direction of Advertising Manager F. Caswell

FIRST HENDEE BALL PROVES A BIG SUCCESS

SPRINGFIELD, Mass.—The first annual ball of the employees of the Hendee [illegible] Co., held in the Auditorium on Jan[illegible] 7, was a great social and financial [illegible]. The attendance was 1800. The [illegible] march was led by Mayor F. E. [illegible] with Mrs. A. Tobin, wife of the pres[illegible] of the Springfield Machinists' Union. [illegible] lasted until one o'clock and in[illegible] many square figures, the changes [illegible] these being called by Prompter Harri[illegible] Indian advertising manager.

The hall was decorated with plants and [illegible] flags, while on the stage was a [illegible] 1916 Powerplus sidecar combina[illegible]. The general committee for the affair [illegible] composed of A. J. Tobin, chairman; [illegible] Mulcahy, secretary; W. N. Town[illegible] L. Waite, C. F. Newton, W. E. [illegible] W. L. LePlant, F. I. Russell, G. [illegible] G. Watts, M. E. Hindle, G. Ander[illegible] J. Thomas, G. Carney, C. Green, R. [illegible] D. Bird, H. Meldrem, A. Rat[illegible] F. D. Parron, E. Zerb, A. Frost, J. [illegible] Anderson, W. Dumas, A. Fromke, F. [illegible] R. W. Turner and B. Howland. [illegible] proceeds of the ball are for the bene[illegible] a social club which is being formed.

BECK SAYS NEWARK IS FINE SIDECAR CITY

NEWARK, N. J., Jan. 18.—Irving Beck, the genial Rogers sidecar salesman, was here last week and after making a [illegible] of the trade, showed orders for four [illegible]. Beck says that Newark is one of the three leading motorcycle towns in the East and is a fine sidecar city, too. He has delivered over a dozen Rogers cars so far this winter.

TWO BRACKETS WITH M-B BICYCLE HORN

ONE of the latest additions to the line of warning signals put out by the E. A. Laboratories, Inc., of Wythe avenue and Broadway, Brooklyn, N. Y., is the Type B-M mechanical horn, devoted to the use of bicyclists. This horn, like the Type B hand-operated horn for motorcycles, is the only cycle horn sold with two brackets for immediate attachment to handlebar or top tube. It is a miniature automobile horn with every part interchangeable and guaranteed to give permanent satisfaction.

The B-M bicycle horn is operated by a vertical plunger which turns a toothed wheel. This toothed wheel is of the ratchet type and acts on a pointed anvil in the center of a vibrating diaphragm. On the axis of the toothed wheel is a ratchet device to allow the wheel to over-run and also to let the plunger return without interference. The tone is far-reaching with only a light touch on the plunger. The horn measures 3 by 3 inches and weighs but one pound. It is finished in all-black only. The makers claim that it is the most efficient bicycle mechanical horn on the market. Those interested should address the firm at its Brooklyn headquarters.

WAUGHOP WILL MAKE HIS HOME IN NEWARK

NEWARK, N. J.—Jan. 14.—C. W. Waughop, of the Cleveland sales force, will hang up his hat in Newark when not on the road this spring and summer. Waughop wishes to affiliate with the New Jersey M. C. and join with the members in their social and competitive events.

BIG GOODYEAR PERCENTAGE

The Goodyear Tire & Rubber Company, of Akron, O., not only produces the largest number of automobile tires, but is also a leader in the motorcycle tire field. Three out of every four motorcycles start their careers on Goodyear Blue Streak tires. The firm estimates that this season's production will be about 60,000, and 45,000 of these will start on the road on Blue Streaks.

FREIGHT RATE REDUCED

MILWAUKEE, Wis., Jan. 18.—W. V. C. Jackson, general manager of the Motor Wheel Division of the A. O. Smith Company, has succeeded in reducing the freight classification of Motor Wheels for the Eastern territory, making the rate first class instead of one and one-half times first class.

FEDERAL RUBBER TO ADD

CUDAHY, Wis.—The Federal Rubber Company, of this city, has approved plans for a new five-story addition which will increase the present floor area by 50,000 square feet. The new space will be devoted chiefly to making casings.

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Our Canadian Letter

QUIET ANNUAL SESSION OF THE C. M. A.

Letter from President Coffman of F. A. M. Relative to Co-operation Is One of the Features—No Outside Clubs Represented

TORONTO, Ont.—With a number of its officers and members serving with the colors overseas, and with little direct interest being shown by motorcyclists of outside centers, the 1916 annual meeting of the Canada Motorcyclists' Association was held quietly at the Queen's Hotel, Toronto, on Saturday evening, January 15, with President J. M. Scott in control of the proceedings. The attendance was limited to not more than twenty officials, delegates and spectators, all of Toronto. Outside clubs were represented in no way and no communications were received to indicate that the governing body was of concern to the riders of other Canadian cities.

Reasons for Continuing C. M. A.

In addressing the meeting, President Scott declared that little sport could be expected during the coming season, but that it would be very wise for the association to "carry on" until such time as track and road competitions could be renewed, especially because of the affiliations which the C. M. A. held with the F. A. M. and the A. C. U. of England. Legislative matters might arise, he said, and these would demand attention, while if any racing were held at all during 1916 the association would be ready to issue sanctions as usual.

The most interesting feature of the session was the reading of an address for President A. B. Coffman of the F. A. M., who could not reach Toronto in time for the meeting. Mr. Coffman pointed out that competition matters in Canada were apparently satisfactory because no complaints had been made to him and American riders who had competed in Canada had always received fair treatment. The Federation leader described the main features of his organization and made special point to impress upon Canadian riders the necessity for collective effort and co-operation in order to protect the cause of motorcyclists. He drew attention to the fact that no less than $83,000 had been saved to American riders through opposition to unjust and discriminatory legislation proposed in several states during 1915 alone. He made particular reference to the way the Federation had fought the law-makers of the Panama Canal Zone last year.

Toronto M. C. Starts Something

The only ruffle during the annual convention occured when the Toronto Motorcycle Club insisted that they were entitled to vote at the meeting on a membership representation of 101 members when they had not paid their fees for last year. It was finally settled that the local club be allowed to use their three delegates on the understanding that the club guarantee to pay the 1915 dues. The three Toronto club men who were permitted to vote were D. Boyd, F. L. Dolson and Walter Andrews. It was also agreed that Toronto club representatives who might secure a place on the C. M. A. directorate for 1916 would resign in case the club failed to make good its guarantee. The debt was admitted by President J. G. Jones of the Toronto club, but he declared that his organization was in more or less financial difficulties.

New Officers Elected

The elections resulted in the placing of F. A. O. Johnston in the president's chair in succession to J. M. Scott. The defeated candidate for this office was Fred Dolson of the Toronto club. Herb Marshall was the unanimous choice for the vice-presidency, and W. H. Cooke, of Toronto, was re-elected to the position of secretary-treasurer. Five directors were elected, as follows: A. E. Humphrey, J. M. Scott, F. L. Dolson, W. E. Andrews and D. Boyd. There are really seven directors on the board, but it was decided to choose only five. No attempt was made to give outside clubs any representation.

F. L. Dolson gave notice of motion that affiliated club fees for 1916 be only $5 per club instead of being figured on a per capita basis. He argued that more of the small motorcycle clubs would be induced to join if a low fee were imposed and that the association would really be in a better position thereby.

President-elect Johnston suggested that the fees owing by several clubs for 1914 be wiped out, and W. E. Andrews gave notice of motion to this effect.

F. A. O. Johnston, C. M. A. President

The report of the competition chairm for last year, W. E. Stoner, showed th sanctions to the value of $135 had be issued. But few race meets, outside those held on the Toronto board trac were held during the year.

The incoming board of directors will me at Toronto within two weeks, when t committee chairmanships will be allotte It is expected that J. M. Scott will be s lected for the competition department.

Among those present at the meeti were: J. M. Scott, F. A. O. Johnston, A. Humphrey, Herbert Marshall, W. Gladish, A. Burke, H. A. Mahaffy, F. Dolson, J. G. Jones, W. E. Andrews, Be Stillaway, D. Boyd, H. E. Wood a J. McDonald.

SENTIMENT FOR "BICYCL WEEK" IS GROWING

TORONTO, Ont.—When the bicycle a parts manufacturers of the Unit States took up the suggestion for a wi selling campaign with the slogan "O Million Bicycles in 1916," they truly start something. Although the movement w primarily intended for the American h public, the bicycle manufacturers and cessory makers in Canada have taken the idea and considerable activity, as w as enthusiasm, is already being shown. ready a number of newspapers have pu lished lengthy editorials on the subje which the writers are pleased to call bicycle revival," and if nothing further th these articles are secured something w have been accomplished.

More will undoubtedly be achieved, ho ever, for the simple reason that the bicy tire and other producers of Canada taking steps to launch a Canadian campa along the lines of the American moveme Special literature is being drawn up to bo the game along and retail dealers are to assisted in working out window decorat schemes. The waves of this trade tide v probably reach to every corner of the D minion, in which there are approximat 3,500 retailers.

No change has been suggested from tentative dates of February 28-March 4 the Bicycle Week for the local trade. Th dates will probably be used by bicycle de ers in other cities as the idea is spread rapidly for such a demonstration.

A VETERAN PASSES OUT

MONTREAL, Quebec.—The credi pioneer of bicycling on this continent, bert T. Lane, passed away at his home Outremont, a suburb of Montreal, on Ja ary 10. Lane brought the first bicycle America in 1872 from England and wa close friend of the late Colonel Pope "Happy Days" Pitman, as well as ot early cyclists. The deceased was a p president of the Canadian Wheelmen.

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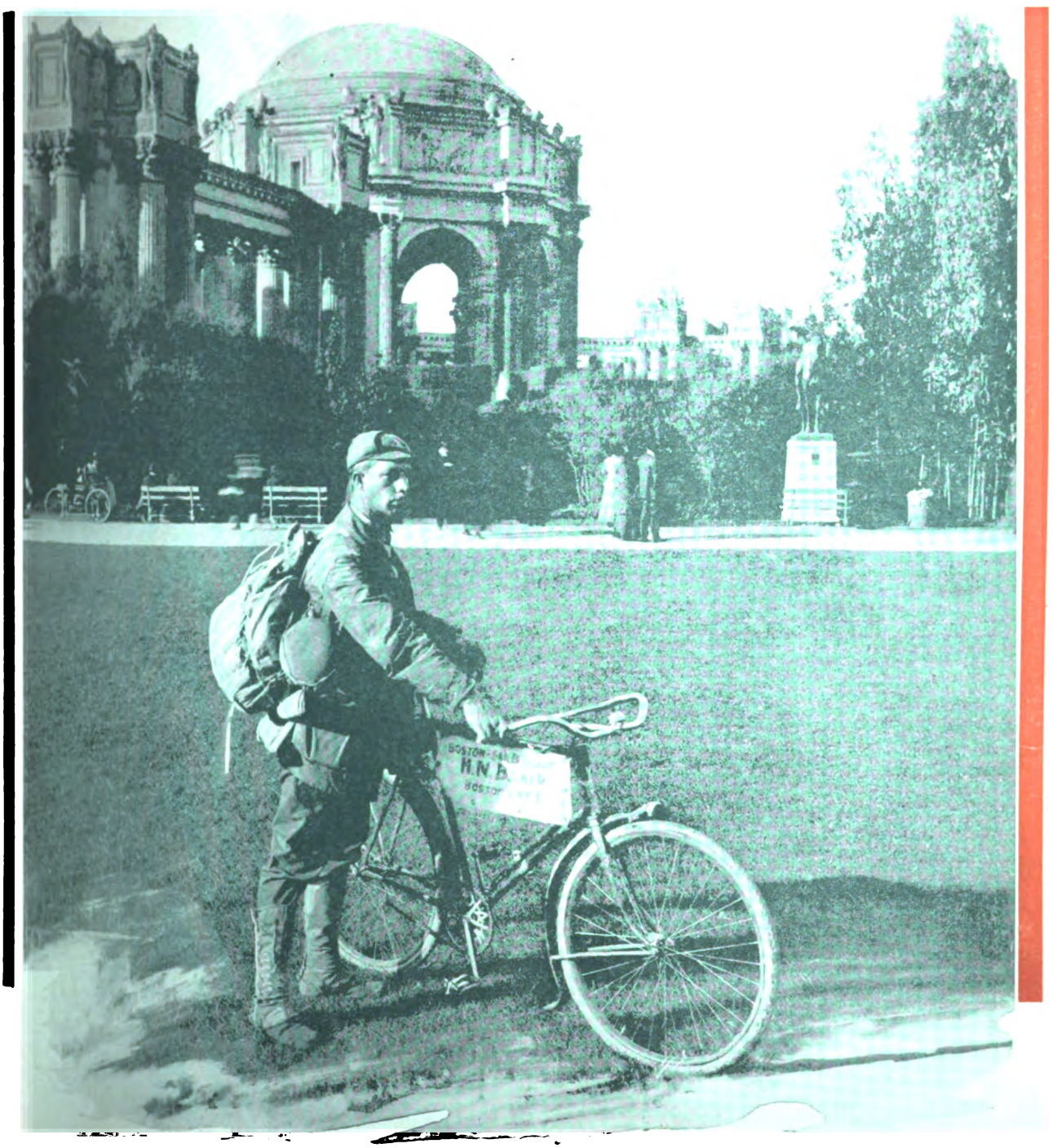
BICYCLING WORLD
FOUNDED 1877
ALL THE BICYCLE NEWS EVERY WEEK

JANUARY 20, 1916



H. N. Baker Completing Cross Country Bicycle Trip at Exposition Grounds in San Francisco. *See Story Page 48.*

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THEY'RE OFF!

A MILLION BICYCLES IN 1916

Hundreds of Live DEALERS

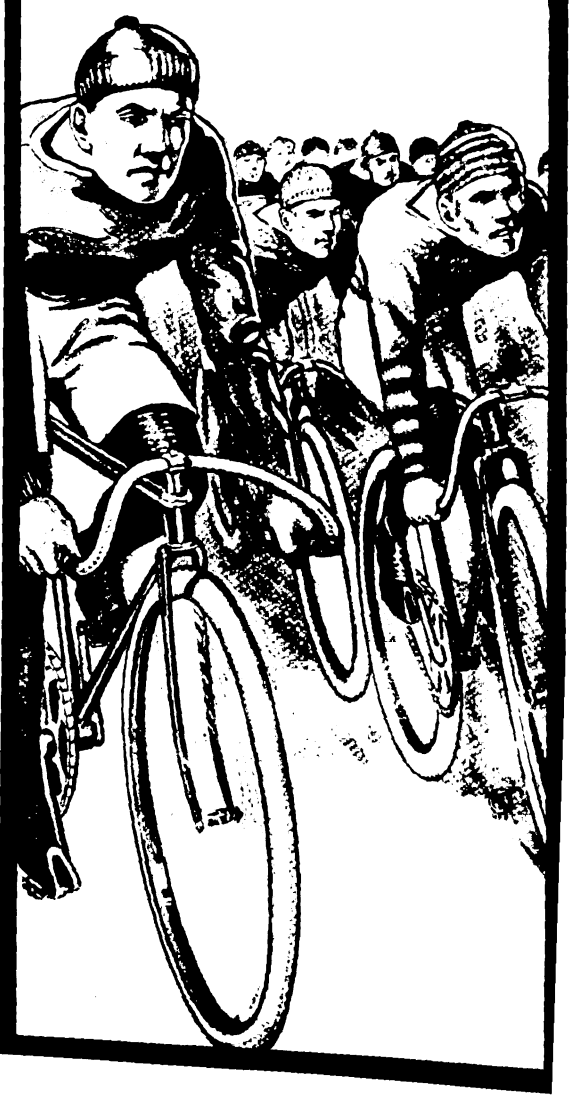
Have already started to "get busy" for the Big Day of the Big Bicycle Year. They will use New Departure Trade Helps, Selling Plans, and have ordered their wheels equipped with the

NEW DEPARTURE COASTER BRAKE

The Brake that Brought the Bike Back

Full particulars of how to win your share of increased bicycle business will be sent to you on request.

THE NEW DEPARTURE MFG. CO.
BRISTOL, CONNECTICUT



A *good* deed often means a *good* deal—Please mention MOTOR CYCLE ILLUSTRATED.

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The Bicycling World
DEPARTMENT OF MOTOR CYCLE ILLUSTRATED
"ALL THE BICYCLE NEWS EVERY WEEK"

START WHEELS MOVING TO BOOST "BICYCLE DAY"

Circular Sent to Dealers by the "One Million Committee" Urging Them to Form Plans for BICYCLE DAY; Everybody's Working Hard; "Talk Contest" Will Close on January 31

NEW YORK, N. Y., Jan. 18.—"The One Million Bicycles Committee," which was appointed by the trade associations during the recent luncheon at the Hotel Astor, is already well in harness and is working hard for the success of BICYCLE DAY, February 29, which will formally open the nation-wide dealers' campaign to increase bicycle sales.

Did You Get This Circular?

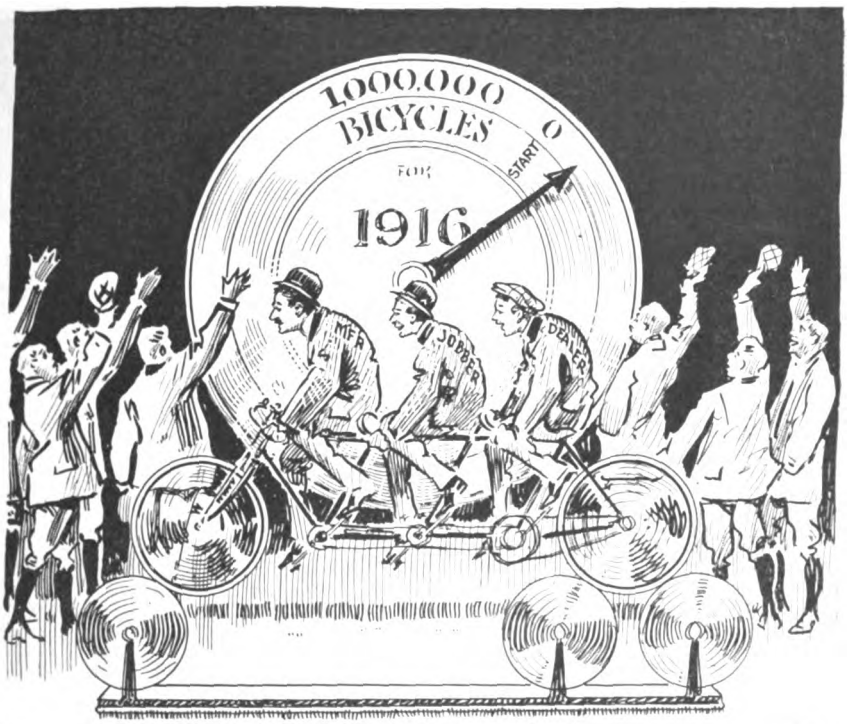
There has already been mailed to bicycle dealers an illustrated folder, urging the dealer to get into line and make his plans for window displays, newspaper advertising, moving picture show publicity; to get up mailing lists of prospects, encourage selling schemes, and to arouse the interest of his clerks, etc. Any dealer in bicycles who has not received this circular should write to the secretary of the committee, Charles F. Olin, Bristol, Conn. Mr. Olin will promptly furnish him with full information and place his name on the committee's mailing list to insure his getting all future announcements.

Trade Men Pull Together

Many letters have been received from manufacturers and jobbers in the trade, says Mr. Olin, showing their enthusiastic interest in the monster campaign. From present indications it is certain that their co-operation will not be lacking and that they will do their utmost to arouse the dealers to the opportunity they will have for increasing bike sales.

Salesmen on the Job

Several of the manufacturers are now planning to furnish their dealers with more and better selling helps than at any previous time. Manufacturers' and jobbers' salesmen are being instructed by their sales managers to do everything possible to further the success of BICYCLE DAY and the "One Million" movement. Many of the salesmen have already written to Secretary Olin expressing their enthusiasm over the committee's work and pledging their co-operation.



The committee expects that the dealers and their clerks will respond in large numbers to the contest, which was first announced in last week's issue of **Motor Cycle Illustrated**. Mr. Olin is of the opinion that the cash prizes will arouse an unprecedented interest and that the dealers and their employees will strive hard to win one of the many awards. The offering of one hundred gentlemen's traveling sets to clerks, in addition to cash prizes ranging from $25 to $100, will make it possible for a large percentage of those who enter the best selling talk contest to be well rewarded for their efforts. The committee states that these traveling sets are being made to its special order and are far superior to any of the five-dollar outfits found in retail shops and will be very useful to the contest winners.

"Talk" Contest Closes Jan. 31

The selling talk contest will close on the 31st of January, and all the good selling points brought out by the dealers' salesmen and clerks in their letters to the committee will be printed and sent out to every dealer in the United States in order to assist them in making sales and writing advertising copy. The committee feels that even if it had not offered a single prize, the amount

ARE YOU TRYING ?

ONLY a few days left for dealers' salesmen and clerks to send in their selling talks to the secretary of the "One Million Bicycles Committee" and to capture a cash prize or a traveling outfit. The prizes are $100, $50, two at $25 and 100 traveling outfits. Talks must not exceed 500 words. Contest closes Jan. 31.

And dealers, remember your chance to win a prize during BICYCLE DAY week for (1) best newspaper ads featuring men's models; (2) best ads featuring ladies' machines; (3) best bicycle window displays. For each of these three contests there are hung up the following prizes: first, $50; second, $25; third prizes (two), $10. Send your letters to Secretary C. F. Olin, Bristol, Conn.

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of practical benefit which each clerk would have received in concentrating his attention on bright, effective sales talks would have more than compensated him.

The joint committee has this week suggested to all bicycle manufacturers that they incorporate in their 1916 catalogues illustrated copy, featuring the attractions, the advantages, and the pleasures of bicycle riding, so that the prospect's desire to be mounted on a wheel this year will sharpen to a razor edge.

This has been done by the committee as a result of a canvass of a number of dealers who claimed that literature of this character is just what is needed to sell more machines. These dealers stated that before the manufacturers can sell their own particular make of bicycles, there must be, on the part of the customer, a real, live desire for a two-wheeler. In many instances, the dealer's experience has shown, boy prospects are eager for bicycles, but the consent of parents is sometimes difficult to obtain. Most catalogues lack illustrations and reading matter which would convince the parents that the bicycle is just the thing to provide their boys and girls with wholesome and enjoyable recreation that they ought to have.

The joint committee will make further announcements in the columns of the Bicycling World Department for the benefit of its many dealer readers, summing up the progress that has been made from week to week in rounding out the campaign.

WHY EVERY STORE SHOULD HAVE A SHOP

Impossible to Give Adequate Service Without a Repair Shop; How Sundry Sales Are Boosted by Repair Business; No Elaborate Equipment Need Be Provided for Effective Shop

By G. D. CRAIN, JR.

"SERVICE" is probably the most overworked word in the advertising dictionary. Every business man claims that he is able to give service to his customers. Some of those who make the claim would hardly be able to tell whereof their service consists. Others, including principally those who handle mechanical products, know, as the result of the frequent calls made upon them by their customers, that they must give service if they are to remain on the commercial planet.

Has Wearing Qualities

The bicycle, fortunately, is so simple a proposition, and is so sound a commodity, from the standpoint of good manufacture, that the dealer seldom has to worry about its making good. Nearly every wheel on the market, irrespective of make or price, is a good buy, in the sense that it will deliver service to the customer without requiring a great deal of attention.

Even bicycles which are subjected to abuse, as in the case of those which are used by messenger boys—and their name is legion—stand up under their work remarkably well, everything considered, and do not require a great deal of maintenance.

It might be assumed by the uninitiated from the foregoing that it is quite unnecessary for the dealer in bicycles to run a repair shop, unless he feels like doing it for the money that he thinks he can make out of it.

Must Be Prepared

But while the premises seem to suggest such a conclusion, it could not be reached by any logical process based on an examination of conditions in the business, for the reason that while purchasers of bicycles do not require a great deal of service, they want it sometimes; and when they want it they expect to get it—or know the reason why. Hence, whether for profit or policy, a bicycle repair shop is almost an essential of the business.

A dealer in hardware, for instance, who handled bicycles as a side-line, might get along after a fashion without a shop, in the event that he required none for his other business; but he would disappoint a good many customers, first and last, by not being able to render the prompt and efficient service which they have been taught by modern business men in other lines to expect as a matter of course.

Giving Business to Competitors

The dealer who sold bicycles without attempting to do anything in the repair line might refer the purchaser in every case to some dependable shop which could look after whatever repair work happened to be necessary; but such a direction would amount to a strong endorsement of the business policy of that concern, for practically all of those who run shops of any consequence are likewise in the business of selling bicycles.

Thus, since bicyclists do require a certain amount of mechanical service, and since the man who sells the wheel and makes the profit out of the sale is the logical person to provide that attention, it looks as if the dealer who expects to get anywhere in his bicycle business must have a shop and be prepaired to render service whenever he is called upon for it.

Work Usually Simple

Most of the work done is not of an elaborate nature; in fact, the most important work is simple, requiring only a few minutes' time. But it is ability to take care of these minor requirements, which the owner of the wheel correctly believes ought to be met without any question and with little loss of time, that creates the correct selling atmosphere, and leads people to say of a concern: "It gives the service."

In the case of big jobs, like brazing a frame, a bicycle store might logically refer the customer to some shop specializing in that kind of work, on the ground that it hasn't enough of it to justify the installation of the equipment. But for handling minor jobs it ought to be provided with the necessary mechanical features to be able to take care of the bicycle user in a way that will put a good taste in the latter's mouth.

Helps Sundry Sales

The sale of sundries practically involves doing some shop work. Putting on rubber grips is a simple proposition, but it takes a practical man to complete the job. The same is true of replacing worn rubber pedals, putting a new spring on a saddle, etc. All of these transactions involve the purchase of merchandise and then its application to the bicycle; the sale, as it were, of both goods and labor. The dealer can hardly provide one without the other, and, incidentally, there is no reason why he should not make money on one just as easily as on the other.

The sundries business is one of the most profitable features of the bicycle trade, as well as of allied lines, and it is a good thing to get those who are riding wheels in the habit of coming in the store for their sundries. They are much more likely to do this if the habit has been developed by necessary recourse to the repair shop. If there is no repair shop, the opportunity to come to the store will not be created; hence from this standpoint, too, it is well to have a shop as a feeder for sundry department trade.

WILL ENTER NEW YORK RACES

NEW YORK, N. Y., Jan. 18.—Some of the city's best cyclists will participate in the races that will be given for the benefit of the *Evening Mail's* Save-a-Home Fund, which will be staged on Thursday evening, Jan. 20. Edwin Jensen, the crack rider of the C. R. C. A., has already signed an entry blank, as have John J. Marquart, Nelson Johnson, Raymond Cladwell, Joseph Naphtal, Joseph Brexel, George Harvey, John Welton, Bert Baker and George Steppello.

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CYCLISTS PUT THE SKIDS UNDER THE N. C. A.

New Governing Body Is Formed and Board of Control Elected; Western Promoters Announce a Circuit of Six-day Races and Contemplate Building Rival Track Near Newark Velodrome

NEWARK, N. J., Jan. 18.—Developments have followed one another in rapid succession in the bicycle war during the past week. The riders have received a charter from the White Rats of America, a theatrical organization which is affiliated with the American Federation of Labor. A body has been chosen by the bicycle riders to govern the sport of cycling, and a statement was made here in Newark that if the present promoters decide to bar all the riders who compete in the Chicago six-day race, a new track will be erected at Hillside Park, Belleville, which is just a few paces outside of Newark. This is by far not all that has happened. The promoters who are contemplating running the Chicago six-day race have also offered the riders races in Kansas City, Milwaukee and St. Louis. The riders are not the only men who have been active, and the trainers who take care of them all through the season have formed a body and received direct affiliation with the American Federation of Labor. The trainers have put their demands before the riders to be acted upon.

The Chicago Promoters (Left to Right): Packey McFarland, Thos. P. Convey, Mike Boyle, Dave Malkay. The Fifth Man Is Iver Lawson, One of the Belligerent Cyclists

Riders Who Joined "White Rats"

All the riders have not been initiated into the White Rats as yet, but the following have signified their intention of joining the Cycle Racing Men's Union, as well as the White Rats: Alfred Goullet, Jackie Clark, Iver Lawson, Robert Spears, Reggie McNamara, Alfred Grenda, Joe Fogler, Percy Lawrence, Jake Magin, Pete Drobach, Harry Kaiser, George Cameron, Frank [illegible], Frank Corry, Donald McDougall, Lloyd Thomas, Thomas Grimm, Joe [illegible], William E. Coburn, Larry Corbett, [illegible] Ruddi-Russe, Gus Wohlrab, Norman Anderson, Ernest Ohrt, Thomas [illegible], Paul Suter, Charles Piercey, Martin [illegible], Fred Weber, Floyd Krebs, Eddie [illegible], Clarence Carman, Raymond [illegible], Eddie Madden, Francisco Verri, [illegible] Madonna, William Hanley and [illegible] Schlee.

There is also a small list of riders who have not decided as yet whether or not they will join the other cyclists, and the largest of these is Frank L. Kramer, the American champion. Kramer has not committed as to what he proposes to do. The other riders who have not committed themselves one way or the other are: Fred [illegible], Eddie Root, Bobby Walthour, Menus [illegible], John Bedell, George Wiley, Worthington Mitten, Cesar Moretti, Victor Linart, Walter Schlee, Alfred Halstead, Gordon Walker, Oscar Egg and Marcel Dupuy.

Elected New Board

The riders met here on Saturday and elected a board that will probably be known as the American Cycling Association. These men are to take the place of the National Cycling Association, according to the riders. Harold Dibblee is the chairman. The other members are: Dr. George H. Muth, Dr. E. J. Birs, William Coburn and Hugh R. Brown. Any promoters desiring a franchise will have to make application to this body and it will be granted for a fee of $50. In settling disputes this body will not have full power to act, but will work in conjunction with two riders and two promoters.

At the meeting the proposition of the Twentieth Century Cycling Association, Inc., was put up to the riders. It is this company that intends to run the Chicago six-day race and is composed of the following men: President, Packey McFarland; vice-president, Samuel Pruyn; second vice-president, Michael Boyle; treasurer, Charles R. Hall; secretary and general manager, Thomas P. Convey. These promoters also offered the riders a ten hour a day six-day race in St. Louis, Kansas City and Milwaukee for thirty per cent. of the gross receipts and transportation expenses. The riders turned their offer down and asked for forty per cent. of the gross receipts, an eight-hour race instead of a ten-hour affair, and transportation. As yet the promoters have not acted on the riders' demands.

Call It Game of Bluff

After the meeting on Saturday, Dave Mackay, who is acting as Eastern representative for the Twentieth Century Cycling Association, was approached, and told that Frank Mihlon, president of the Cycle Racing Association, had expressed his opinion that Mackay and his associates were putting through a big game of bluff. This rather peeved Mackay and he gave out the story about the new track to be erected in Newark. Mihlon, when told about the new track, said it was along the same lines of the rest of the "bluffs" they were throwing.

Mackay then went along to say that if the Newark promoters black listed the riders, a new saucer would be built. He said that the men behind the movement had gone so far as to have plans and specifications made and that the track, grandstand and bleachers would cost $22,800. Being just outside of Newark, Mackay said motor-paced races could be run which are not allowed in Newark. Who the men are behind the new move is not known as yet, but it is believed that a prominent brewer here is the party Mackay had in mind to back the move.

There has also been a rumor current that the riders wished to join the Federation of American Motorcyclists, should that body extend its scope so as to embrace bicycle competition. This was put up to Alfred Goullet, the president of the Cycle Racing Men's Union of America, by a representative of **Motor Cycle Illustrated.** Goullet said:

Would Co-operate With F. A. M.

"We would like to affiliate with the Federation of American Motorcyclists just as we would with the Amateur Athletic Union, but we have no desire to come under the jurisdiction of the motorcyclists. We have selected a body to take the place of the National Cycling Association and intend to be governed by that body. We, however, would like to be on good terms with Federation of American Motorcyclists and would like to work hand in hand with them in competition."

The text of the communication submitted by the Bicycle Trainers of America to the riders at their meeting on Saturday is as follows:

"We hereby notify the cyclists' organization that we, the professional trainers, have organized a union to be known as the 'Bicycle Trainers of America,' effective January 16. The object of the union is to protect all the members of said organization.

"This union consists of none others than those who make their livelihood in the bicycle game as trainers, and it is only fair that the steps which we have taken to protect ourselves should meet with the approval of your organization.

"We do not wish, nor do we ask, to dictate to the riders, nor have we raised our wage scale beyond the means of any rider."

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SCHULTZ AND PETERSON STAR AT BUFFALO

Former Breaks Local Record for One Mile by Four-fifths of a Second; Handicap Races Thrill a Large Crowd at Buffalo Armory

BUFFALO, N. Y., Jan. 15.—A big crowd witnessed the indoor sports at the 74th Armory tonight. Besides the local fans there was a fair sized crowd from Toronto. From the very beginning the entire program was a thriller.

The one-mile bicycle lap race brought forth a howl of applause from the crowd when Robert Schultz broke Allie Krushel's record of last year by ⅘ seconds. His time was 2:08⅘. In his effort to make the 39 points Schultz was pressed hard by Schell and Bundt, who took second and third place.

The final heat in the 1½ mile bicycle handicap race was a thriller throughout. The excitement was at its height when the scratch men nearly caught the leaders after the first mile. L. A. Peterson starred in this event. Carl Muth and Joe Muehlbauer took second and third place.

One mile lap race, bicycle. Winner and second man in three heats having the most points to qualify for the final.

First heat—Robert Schultz, W. S. R. C. (41 points), first; J. Muehlbauer, Royal Flyers (22 points), second. Time, 2:16⅘.

Second heat—Joe Schieder, C. Y. M. C. A. (38 points), first; C. V. Kohlmeyer, unattached (17 points), second. Time, 2:16⅗.

Third heat—Elmer Bundt, unattached (41 points), first; Eddie Levy, Pirate C. C. (33 points), second. Time, 2:15.

Fourth heat—I. Gronkowski, Royal Flyers (33 points), first; Fred Schell, unattached (26 points), second. Time, 2:15⅘.

Fifth heat—Warren Fraser, unattached (39 points), first; A. B. Funk, P. O. D. (21 points), second. Time, 2:16⅗.

Final heat—Robert Schultz, W. S. R. C. (39 points), first; Fred Schell, unattached (23 points), second; Elmer Bundt, unattached (22 points), third; I. Gronkowski, Royal Flyers (8 points), fourth. Time, 2:08⅘. New world's record. Former time, 2:09⅘, held by Allie Krushel, February 20, 1915.

One and one-half mile bicycle handicap race. First two in each heat and third in the two fastest heats to qualify for the final heat.

First heat—Carl H. Smith, Royal Flyers (60 yards), first; Carl Muth, unattached (115 yards), second; A. B. Funk, P. O. D. (130 yards), third. Time, 3:17⅗.

Second heat—Fred Best, B. F. B. C. (45 yards), first; J. M. Tanner, C. M. B. A. (65 yards), second; O. E. Quigley, unattached (185 yards), third. Time, 3:19⅘.

Third heat—Robert Schultz, W. S. R. C. (scratch), first; L. A. Peterson, B. R. C. C. (90 yards), second; O. V. Kohlmeyer, unattached (105 yards), third. Time, 3:21⅘.

Fourth heat—William Anthony, Alma A. C. (65 yards), first; Jos. Meuhlbauer, B. F. B. C. (85 yards), second; L. Schreck, unattached (100 yards), third. Time, 3.20.

Final heat—L. A. Peterson, B. F. B. C. (90 yards), first; Carl Muth, unattached (115 yards), second; Jos. Muehlbauer, R. F. B. C. (85 yards), third; A. B. Funk, P. O. D. (150 yards), fourth. Time, 3:18.

C. R. C. A. AWARDS PRIZES FOR FIRST THREE CENTURIES

NEW YORK, N. Y., Jan. 18.—Awards have just been made by Chairman Jacobson, of the C. R. C. A.'s Road Records Committee, to the three riders who have completed the first centuries in 1916. The prizes were a silver mug, offered by National Treasurer J. M. Mitchell, and two club jerseys, hung up by the New York Division. Frank Kuno, of New York, captured the mug, while Fred M. Sanborn, of Baltimore, and Ed. Jenkins, of New York, accounted for the jerseys.

Kuno rode from New York to East Islip, L. I., and return on New Year's Day, starting after 1916 had been only one minute old. Sanborn sailed forth for his century at nine o'clock on New Year's Day morning and completed the hundred miles at a leisurely pace, while Jenkins, who rode the third century, covered the hundred miles on January 5.

WILL HOLD ANNUAL BANQUET

ST. LOUIS, Mo., Jan. 18.—The annual banquet of the St. Louis Cycle Club, which claims the largest membership of any similar club in the country, will be held at the Marquette Hotel in St. Louis Saturday night, Jan. 22. Plans for the 1916 activities of the club will be discussed. Robert E. Lee will be toastmaster. The club now has a membership of more than 100.

PALMER STARS AT SYDNEY

SYDNEY, Australia.—William "Pedlar" Palmer, the Australian cyclist who has performed on many American tracks in former years, accounted for the "second and third class" handicap at a recent race meet held here. Palmer had fifteen yards and won in 1:04 2-5, W. B. Seaman, 30 yards, being second. The "Fisher Scratch Race," at five miles, went to A. M. Beath, with T. J. Wilson and F. D. Walcott following him across the line. Walcott accounted for the mile handicap from the 80-yard mark, beating A. J. Davies, 65 yards, and George Horder, 85 yards, in the order named. Many classic races will be held in Australia this year in spite of the war.

VERRI GIVES EXHIBITION

NEW YORK, N. Y., Jan. 18.—At the headquarters of the Unione Sportiva Italiana, last Sunday night, Francesco Verri, the six-day rider, gave an exhibition mile on home trainers in the fast time of 1:08⅘. Tom Bello gave a mile exhibition in 1:15⅗, while Desimone rode a half mile in 32 seconds flat. In a special match race between Johnson and Desimone at one mile, the former won, after a nip and tuck battle, in 1:12.

HAD SUCCESSFUL SEASON

MILWAUKEE, Wis., Jan. 18.—The North Side Cycle Club will hold its annual meeting during the month of February according to President Louis Pierron. The club has had a remarkable season, the bicycle sport here showing a marked revival. Runs and tours were held almost every Sunday, although the weatherman butted in and spoiled some of the best affairs planned by the club. The Thanksgiving Turkey tour had to be abandoned on account of inclement weather. The club includes amongst its members some of the oldest bike riders in the city.

LIPPOW CYCLE INCORPORATES

MILWAUKEE, Wis., Jan. 18.—The Lippow Cycle Company has been incorporated, with a capital stock of $10,000. The incorporators are L. and M. Lippow and N. L. Baker. A new store has been erected at Seventh street and North avenue in the North end of town to handle Miami cycles.

CYCLIST HUYBRECHT MAY COME TO AMERICA

NEW YORK, N. Y., Jan. 18.—Francois Huybrecht, a Belgian cyclist who is one of the best known motor pace followers in Europe, has applied by letter to the Cycle Racing Association for a contract to ride in America this season. He is now at Putte, Holland, where he fled when the Germans captured Antwerp. Frank Mihlon, the treasurer of the C. R. A., said last week that the Belgian would probably be engaged for the coming season, although he will leave the signing of the contract entirely to Manager John Chapman, who is now resting up at his home in Atlanta, Ga. American pace followers who have met Huybrecht in competition rate him as one of the best in the game.

Victor Linart, the Belgian who was the runner up in the American motor paced championship last year, will probably stay in America until the war is over. After the New York Six-Day Race he intended to return to his native land and join the army. But, it is reported, he was advised by cable to remain here.

LOTS OF FUN AT C. R. C. A. AMATEUR NIGHT

NEW YORK, N. Y., Jan. 18,—An amateur night and dance were held by the New York Division of the Century Road Club Association last week at its club house at 54th street. During the acts refreshments were served, and after prize winners for the best acts were announced dancing was in order. First prize was awarded to Ed. Gavin for an exhibition in breaking straps, weight lifting, etc., while the second award went to Robert Einson, who demonstrated how easy it was to escape from a regulation straight jacket. Henry Engel captured the third prize for a clever monologue. There was lots of fun throughout the evening and the members of the association and their friends voted the affair a huge success.

CRESCENTS START WEEKLY POINT RACES

BALTIMORE, Md., Jan. 18.—Walter Iglehart was again the winner of the second point race of the Crescent Bicycle Club, Fred. M. Sanborn finishing second and Ernest Nitz third. Five riders lined up for the start, but owing to the strenuous going and the hilly course two of them dropped out of the race several miles from the finish, Iglehart winning out in the final sprint. This gives Iglehart a total of ten points in the series, having captured a point race last week, and a lead of 5 points over the nearest man, Ernest Nitz. Owing to his victory in last Sunday's race Iglehart was compelled to start fifteen seconds behind the field, but easily made up the distance in the first mile.

A hill climb contest was held on the steep grade on Charles Street Avenue, near Towson, on the way out to Cockeysville, the destination of the run, and the winner proved to be Fred. M. Sanborn, who walked away with the event in easy fashion. Ernest Nitz was second, Langdon M. Sanborn third, Welby Sherman fourth, and Walter Iglehart fifth.

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ALLIED CYCLISTS ARE ON THE JOB IN WINTER AND SUMMER

In the Upper Picture Is Seen a British Bicycle Detachment Entering Salonika During a Recent Snowstorm on the Way to Check Advance of Bulgarian Infantry Toward the Greek Frontier; Below, French Mounted Riflemen Ready to Start Toward Western Front. The Troopers Are Equipped with Regulation Military Folding Bicycle Which Has Proved Its Worth in Present Campaigns. These Two Pictures Present an Interesting Contrast: the Bicycle Is Useful in War, Both Winter and Summer

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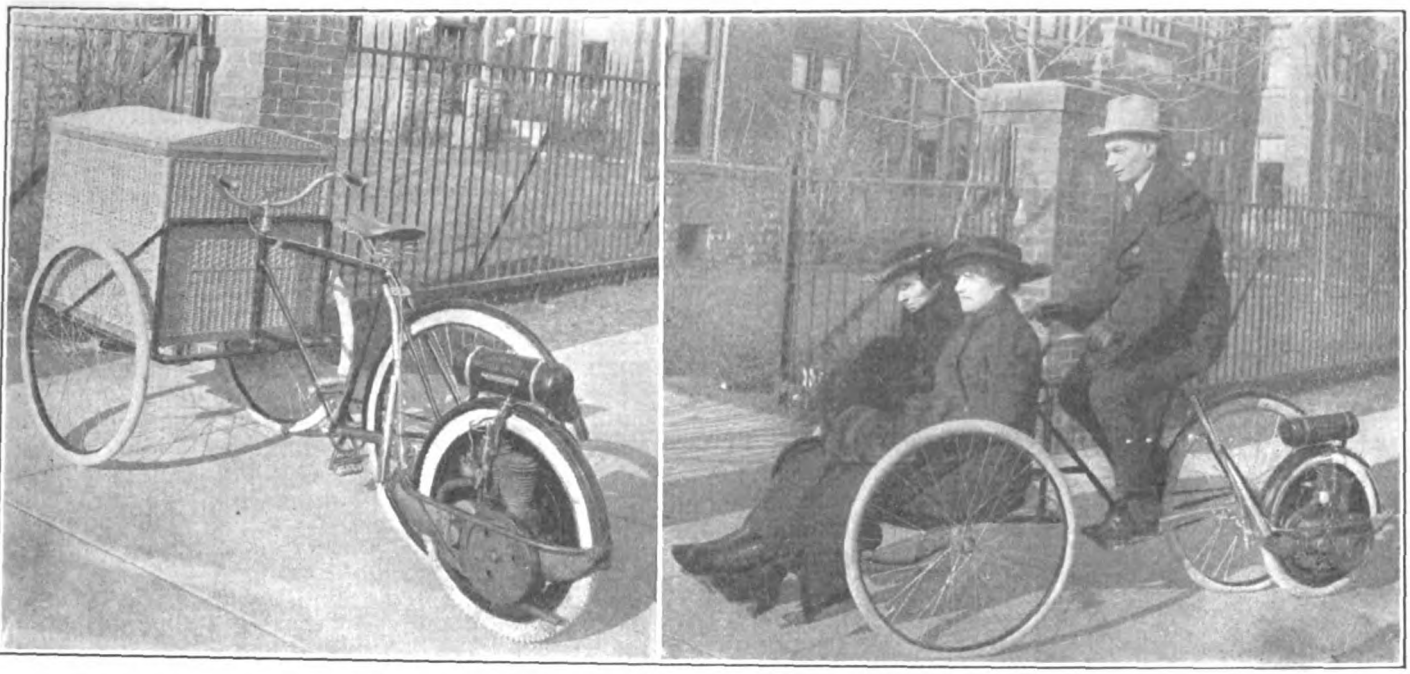
WORTHINGTON PACKAGE AND PASSENGER TRICYCLE FOR MOTOR WHEEL USE



MILWAUKEE, Wis., Jan. 18.—The Worthington Company, of Elyria, Ohio, has placed on the market a very practical package carrier tricycle for use with the Smith Motor Wheel.

The Worthington outfit is extremely light in weight, having light bicycle framework and the package container being made of woven wicker. It is a very commodious box and suitable for any light delivery service.

A unique feature about the Worthington tricycle is that it can be instantly converted into a passenger conveyer. This gives it a double use in that during the day it can be used for delivery purposes and at night and on holidays the rider can take his friends out for a ride.

ADDS INDIAN BICYCLE

ARDMORE, Okla., Jan. 17.—W. O. Lane & Co., one of the biggest bicycle firms in this city, has added the Indian bicycle for 1916. The firm did a large business in Pope and Miami wheels during 1915 and will open a branch in Corsicana, Texas, in a short while.

THE BICYCLE COVER PICTURE

H. N. Baker, who is one of the most intrepid cyclists in the country, is seen on the front cover this week on the grounds of the Panama-Pacific Exposition, after completing his transcontinental bicycle journey from Boston to Frisco. Speaking of his wonderful trip, Baker says:

"I wanted to see America and the great Exposition, so I started on my Dayton bicycle from the Y. M. C. A. building in Boston, Mass., on the 6th of last June. In the East, where the towns are numerous and near together, the travelling was quite pleasant. But when I got into the wilderness of the mountains and into the deserts of Nevada and Utah, where you cannot even get a drink of water, it was quite different.

"I sailed into Frisco finally on the evening of November 27. It is interesting to note that my bicycle was still in splendid condition after that long, gruelling ride; my Vitalic tires, with which I had covered nearly 3,900 miles when I arrived at the Golden Gate, were good for another 500 miles, while I had no trouble at all with my Coventry chains. All things considered it was certainly an interesting journey—a wonderful education."

TOM BELLO JOINS U. S. I.

NEW YORK, N. Y., Jan. 18.—Tom Bello, who is popularly known as the "clean-up kid," is the latest New York amateur cyclist of note to join the growing ranks of the Unione Sportiva Italiana. Bello has won quite a number of fast time prizes in big Eastern competitions last season and also has two American competition road records to his credit. At Floral Park, L. I., last fall he covered ten miles in the record time of 23:08, while in the Coney Island handicap classic on Decoration Day he made twenty-five miles in 1:03:07.

Tom Bello

VETERAN FIRM AGAIN TO HANDLE BICYCLES

NEW YORK, Jan. 17.—At one time a big factor in the bicycle trade, the H. & D. Folsom Arms Company, 314 Broadway, New York City, subsequently discontinued its cycle business. During the past year, however, the Folsom Company has received so many inquiries for bicycles that it has just decided to put in a representative line and issue a catalogue.

Not only that, but as a result of a recent visit by Messrs. Jackson & Cahn, of the A. O. Smith Company, of Milwaukee, Wis., the Folsom company has taken on the Smith Motor Wheel for a good-sized contract, and arrangements have been made to have the concern act as a service department for New York and nearby territory, carrying a complete line of repair parts for the motor wheel. In the early days of the bicycle the Folsom Company were distributors for the Monarch, of which they sold many thousands in the metropolitan territory each year. Their return to the bicycle business is another evidence of the vast improvement which the industry has recently experienced.

INTER-CLUB TO BANQUET

NEW YORK, N. Y., Jan. 18.—The delegates and alternates of the Inter-Club Amateur Cycle Road Racing League will give a banquet at the Hungarian Restaurant, 161 West 46th street, to President D. J. McIntyre and Secretary-Treasurer H. W. Zarr, in appreciation of the efficient services which these two officials have rendered during the past season. Three representatives from each club in the League will attend the banquet.

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FRANK KRAMER'S LIFE STORY

Third Installment of the First Authorized Story on the Great American Champion's Career

How Kramer Won His First Professional Championship—His Defeats and Victories in 1901

By HARRY MENDEL

K[illegible] after finishing second to the great colored rider, Major Taylor, [illegible] National Cycling Championship in [illegible] during the winter months [illegible] he would capture the premier [illegible] the land. Sure enough, he [illegible] his fondest ambition when on [illegible] in a race meet at Hartford, [illegible] "Big Steve" clinched the title by [illegible] five-mile championship race. [illegible] was the runner up to Kra[illegible] Lawson finished in third [illegible] the race at Hartford, where [illegible] the issue, Lester Wilson [illegible] while Major Taylor breezed [illegible] Kramer was the pro[illegible] of America just a cou[illegible] his twenty-first birth[illegible] youngest champion the [illegible] ever known.

Trained at Ambrose Park

[illegible] in the habit of training in [illegible] at Ambrose Park, in [illegible] when he went there in 1901 [illegible] track in an unridable condi[illegible] Bill's" bucking bronchos [illegible] to roam over the field [illegible] winter months and Kramer [illegible] of large holes in the track. [illegible] were being made at the [illegible] and Kramer made his [illegible] at Berkley Oval, up in the [illegible] until the Newark track was [illegible]

[illegible] May 12, when the formal [illegible] Vailsburg track was held, [illegible] people on hand. Kramer, [illegible] an auburned haired young[illegible] the crowd by a brilliant [illegible] the tape in the final of the [illegible] professional handicap race, in [illegible] defeated Floyd Krebs and [illegible] who had liberal handicaps. [illegible] race on the same afternoon. [illegible] Walthour started from scratch [illegible] just nosed out Kramer for [illegible] a foot. Charley Hadfield [illegible]

[illegible] excitement out of the ordinary [illegible] Sheriff Virtue and several of [illegible] visited the races on Sunday, [illegible] investigate the character of the [illegible] request of the anti-Sunday rac[illegible] Vailsburg. Speaking of this [illegible] Kramer said: "After I had ridden [illegible] crossed the track to exchange [illegible] the day with the sheriff and [illegible] to find the officer of the law [illegible] watch on all of the races. [illegible] sheriff," I said, "I see you are [illegible] interested."

"Yes," the sheriff answered, "and the official timers and I have agreed on every heat ridden so far."

Sheriff Virtue, who since that time has passed away, became an ardent bike fan and nothing was done to interfere with the Sunday racing which has become so popular in Vailsburg. With the sheriff looking on, Kramer won a two-mile race from Bobby Walthour and the badge wearer

Frank Kramer in 1901 When He Had Won His First Professional Championship

joined in with the rest of the fans in applauding the East Orange rider.

Twelve thousand people swamped the Velodrome on Decoration Day, the big event being a two-mile bumping race which corresponds to an Australian pursuit race today. Hardy Downing was the winner while Kramer finished third. Frank did not let the holiday go by without winning a race, finishing first in the half-mile professional affair after an exciting finish with Owen S. Kimble.

Kramer came out on the track the first Sunday in June and declared that he would split up the McFarland-Cooper combination. But though he tried hard to accomplish it Frank only came out second best. Kramer was rushed off the track at the first opportunity by McFarland and "Mac" was hissed loud and long. The judges did not disqualify any one and Kramer naturally was a pretty sore individual and had a hot argument with Cooper and McFarland right on the track.

The warfare continued down into the dressing room and Mr. Burnett wanted to wager $500 on Kramer to beat McFarland or Cooper, but both claimed they were not in condition to ride Frank a match race. That afternoon was not a good one for Kramer. After failing to finish in the five-mile race, in which he was ridden off the track, he could only get third place in a quarter mile sprint which went to McFarland, with "Foke" Freeman second.

Bad Day for Kramer

The following Sunday rivalry was still hot and McFarland defeated Kramer easily in a ten-mile race in which there was a field of twenty-five starters. Kramer was unable to place second, Bobby Walthour beating him over the line. On Tuesday, June 11, Kramer visited Boston and cleaned up in two professional races. In a third of a mile dash Kramer led Kimble and Freeman home while Johnny Cooper finished second and Tom Cooper third in the one mile open.

"An official with more ivory in his head than brains caused me to go down in a mean spill at Vailsburg on Sunday, June 16," remarked Kramer to the writer last week, seeming still peeved over this spill. "This fellow stepped on the track and was hit by Walter Babb, while Al Newhouse, Howard Freeman, Hardy Downing and myself all went down in a heap, but luckily none of us were seriously injured."

There was a race named after Kramer on Sunday, June 31, called the "Frank Kramer stakes" and Kramer happily won the event which was at a half mile. There was also a "Floyd McFarland handicap" on the bill and Kramer finished second in this, to Willie Fenn, who had a handicap of 100 yards. The distance was five miles and Kramer riding from scratch was clocked at 10 minutes, 29⅕ seconds, exceptionally good time.

"Big Steve" made a field of the best hand-

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icap riders of the country look like mere novices in the Vendome stakes, a two-mile handicap affair. Riding from scratch and with a stiff wind blowing, Frank clipped 8⅗ seconds off the world's record. The previous mark was held by Floyd McFarland, who covered the two miles in 4 minutes and 8 seconds. Kramer's time was 3 minutes, 59⅖ seconds. McFarland had hung up his mark in Washington, D. C., in 1899.

In a sensational finish at Vailsburg on Sunday, July 14, Kramer flashed over the tape a winner by barely two inches over Howard Freeman, of Portland, Oregon, in the combination team race at one mile. Kramer was teamed with Fisher while Freeman had Hardy Downing for a "side kick." In the heat that Kramer won, Barney Oldfield, the now famous automobile driver, teamed with W. A. Rutz, came in third. Oldfield did not shine on a bike as he does now behind the wheel of a big racing car.

Bike Riders Strike

It was right after this race that 20 of the leading bicycle riders of the country declared a strike at the Vailsburg board track. Tom Cooper was delegated to act for the cyclists and presented a petition to the management asking for an increase in the size of the purses offered.

On July 22 Kramer was again shut out of a championship race. This time it was held at Madison Square Garden and Kramer fell a victim to the speed of Freeman and Fenn. Fenn and Taylor rode in the final and the Major won by three lengths over "the boy wonder." Kramer finally came into his own by taking a half-mile championship race on the night of July 30 at Albany. Major Taylor was beaten in the grand semi-final by Johnny Fisher, the Chicago boy, while Kramer met Fisher in the final and won by a scant wheel.

The first day of August Kramer rode in a championship race at Syracuse. Lawson and Kramer went through the sifting process successfully in the half-mile event, but Lawson beat Kramer by a length in the final. Iver went into the last lap leading and was never headed.

Although the first race in August was not particularly lucky for Kramer, he managed to climb into the lead for the national cycling honors before the week was out. On Saturday afternoon, August 3, Frank took the measure of Major Taylor in a half-mile race at Vailsburg, before some 5,000 fans. He won over the colored marvel by two feet. Kramer got a rest when it rained on Sunday and then jumped on a train for Hartford. On Monday night, in Hartford, he defeated the colored rider once more. This time in a race at two-thirds of a mile. In the final, Taylor was unable to get the pole and he was a full length behind at the finish. Kramer by this victory had a total of 26 points while Taylor had 22.

McFarland's Sportsmanship

Kramer was beaten three lengths on Thursday, August 8, by Iver Lawson. In the semi-final Lawson won over Lester Wilson by two lengths. The late Floyd McFarland beat Wilson in the semi-final but Wilson punctured and McFarland would not take the race.

"This was characteristic of Floyd," said Kramer, commenting on this race. "He had a big heart and did not wish to take advantage of Wilson in this way. McFarland rode another heat with Wilson but this time he was beaten." Kramer remarked that McFarland got a wonderful ovation for his sportsmanship and he was bigger in the eyes of the fans in defeat than he would have been in victory.

Kramer smashed the world's record for a half mile in the fourth heat of a half-mile championship race, at Madison Square Garden, on August 9. Kramer's time was 58 seconds. The final narrowed down to Cooper and Kramer. Cooper set the pace but Kramer beat him out in the home stretch by two lengths. Lawson had a mishap with his bike and could not finish while Taylor did not ride on account of injuries. The next day Kramer won the half-mile championship at Manhattan Beach.

Pan-American Exposition Races

On Monday, August 12, the riders turned their attention to the International Grand Circuit meet which was being held in the Stadium at the Pan-American Exposition in Buffalo. Four preliminary heats and the semi-finals of the quarter-mile championship race were run off, Kramer, Lawson, Taylor and Freeman qualifying for the finals. The following day, in the finals, Lawson defeated Kramer in the first semi-final while Taylor disposed of Freeman. Iver then took the measure of the Major in the final.

The racing continued at Buffalo all that week and on Wednesday the fight for honors in the one-mile race narrowed down to Kramer, Fisher, Lawson and Kimble. Taylor won his heat but was shut out in the semi-final. Thursday, Kramer beat Lawson in the final of the one-mile titular race before 15,000 people, one of the biggest crowds that ever turned out for a bicycle race in Buffalo. Kramer caught Lawson napping in the last eighth and worked up a good sprint before Lawson realized that the final was on. Kramer went "dead" to the tape and beat Lawson by two lengths.

On Monday, August 19, the riders appeared again in New York at the Madison Square Garden. Kramer won a half-mile championship race from Collett. Taylor, Kimble and Fisher figured in a spill in the first semi-final, Kimble and Fisher beating Taylor home after the mix-up. On Tuesday, at Baltimore, Lawson beat Kramer in a half-mile championship race, in which all the stars were entered with the exception of Taylor.

Showed Signs of Weakening

Kramer started to show signs of weakening on August 23 when in a meet at Madison Square Garden he failed to qualify in the half-mile championship race. Frank was shut out by Cooper and Taylor. Lawson won the final by defeating T. J. Gascoyne. On Sunday in Newark, Kramer lost the first open race in his professional career. Iver Lawson was the rider to do it. He opeend up a gap of three lengths and just managed to win by about a couple of inches.

Kramer sprung a "come back" at Hartford the next Monday by nosing out Willie Fenn in the half mile titular race. Fenn, "the boy wonder," shut out Lawson in the semi-final and Kramer led Lester Wilson home. Kramer failed to show at New Haven, in the half-mile championship race. George Collett was the winner and Willie Fenn was second. Major Taylor was still among the missing. Kramer was shut out by "Poke" Freeman and Fenn.

It was just one race after another and at Providence, on Wednesday, Kramer was beaten in a one-mile championship race by Lawson. This victory put Lawson ahead of Taylor in the race for the national title and within striking distance of Kramer.

Major Taylor came out of his hiding on Thursday, August 29, and riding at Springfield, Mass., led the East Orange rider to the finish mark, in the one-third mile championship race. Taylor had barrels of speed after his long rest and won by six lengths. On the first day of September the standing of the riders for the national title showed Kramer with 65 points, Lawson 40, Taylor 32 and Fenn 20.

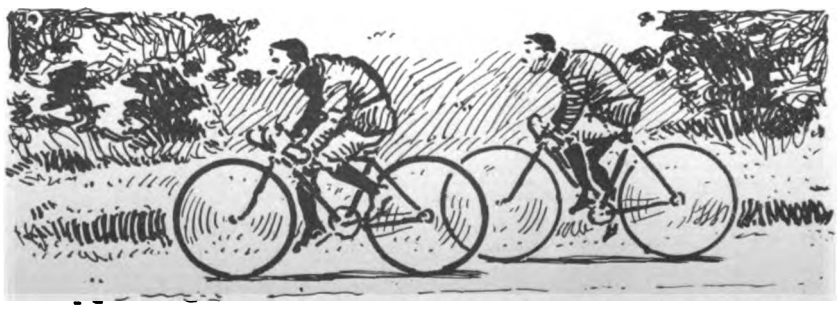
On Wednesday, September 4, the colored Major gladdened the hearts of over 5,000 enthusiastic admirers by winning the one-mile championship affair. Kramer was disqualified in the grand semi-final.

At the Boston Races

The Boston races started on September 6 and Major Taylor immediately began to make a clean up. He won the quarter-mile championship race and was second in the two-mile affair. Kramer was not placed in either one of these races. Willie Fenn was the winner of the two-mile race. On Saturday Major Taylor won the two-mile race at Charles River Park, beating Kramer and Lawson. He then came through and won the one-third-mile championship race and the next day took the one-mile race, and bettered his chances for the title. He then had 66 points while Kramer had a total of 72. Kramer was faring poorly and in a majority of the races was not being placed.

Kramer returned to Newark from Boston and rested up for a three cornered match race which was to be staged between Major Taylor, Iver Lawson and Kramer. Here were the three biggest stars in the game to be brought together. When Kramer was approached and asked who he thought would win the race, he put his hands deep in his pockets and said: "Right here." And he won, beating Taylor.

(To be continued.)



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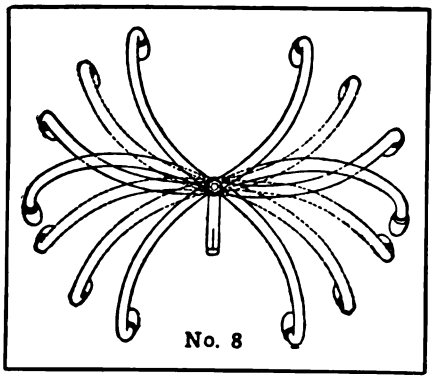
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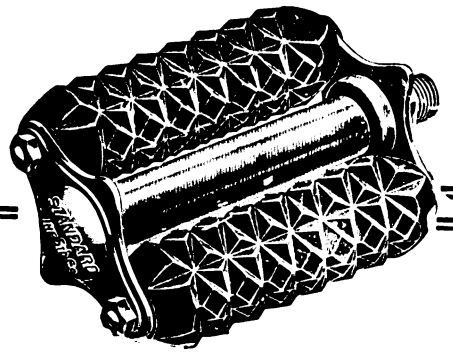
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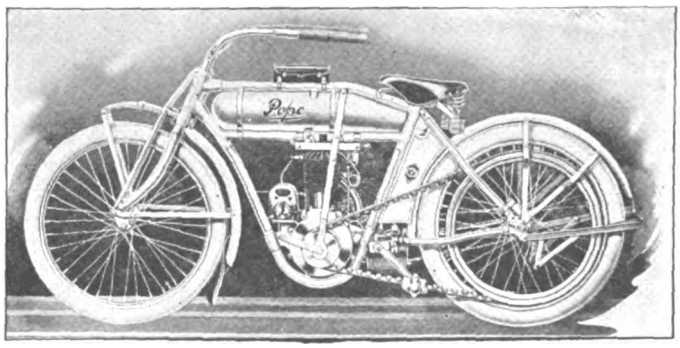

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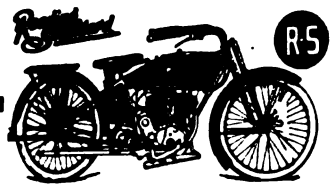
$265  $235

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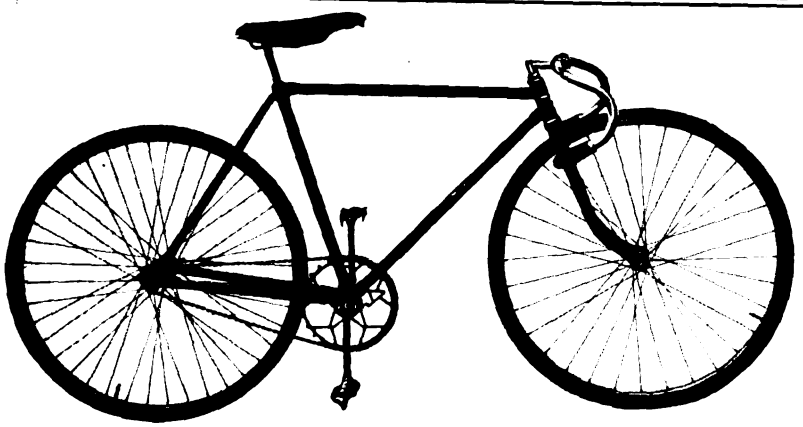

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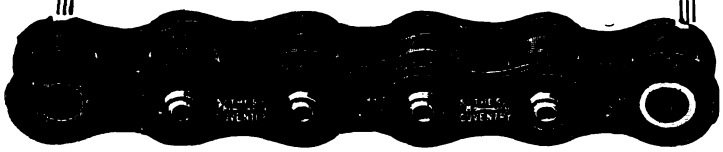

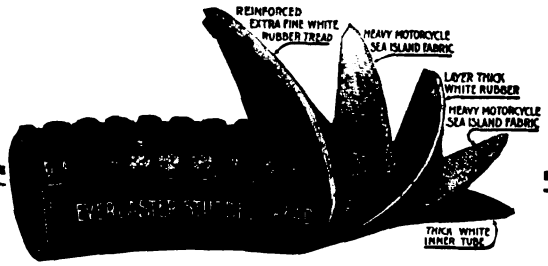

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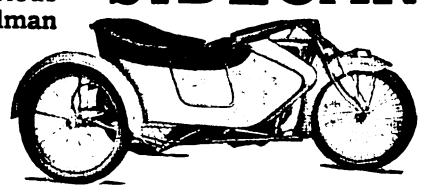

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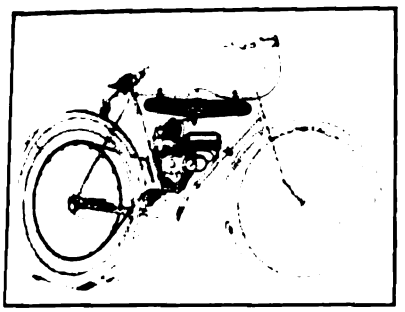

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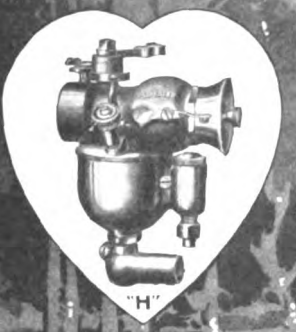

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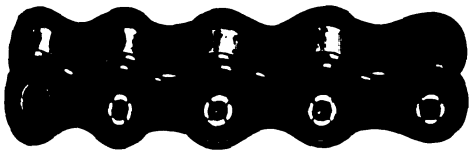

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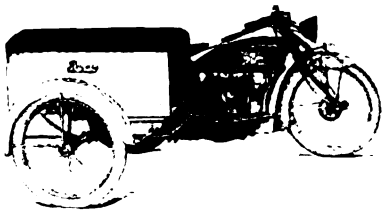

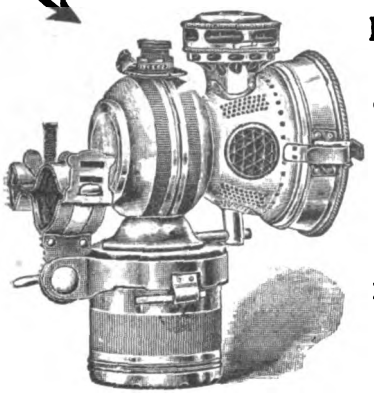

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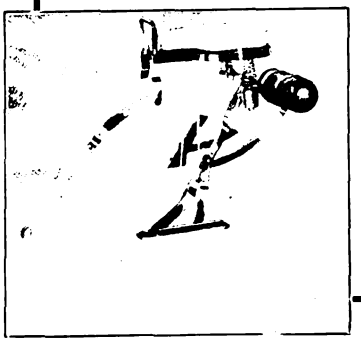

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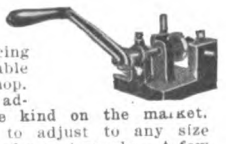
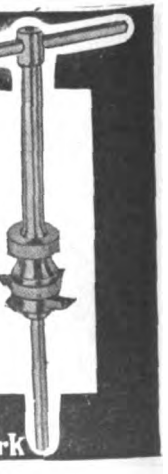


The "CYCLONE" Adjustable Valve Re-seating and Re-facing Tools are indispensable to every repair shop. They are the only adjustable tools of the kind on the market. Only a half-minute to adjust to any size valve and valve seat of a motorcycle. A few turns of the tool give a perfect seat, any angle desired.

Set of two tools, comprising Seating Tool and Facing Tool.....$10

Guaranteed to cut any set of Motorcycle Valves to perfect accuracy.

A card will bring descriptive literature.



American Valve Tool Co.
589 Hudson St. New York

Select A

WRIGHT SPARK PLUG

For Insuring Reliable Ignition

There's a good reason

Used as regular equipment on the 1916 models of

HARLEY-DAVIDSON

N. Y. MICA MFG. CO.
Auburn, N. Y.

Motocycle and Bicycle Supplies

Catalogs now Ready

No. 60 Motorcycle Supplies
No. 61 Bicycle Sundries

The most complete books of their kind ever issued.

FREE TO DEALERS

who write us on their letter heads or enclose their business cards. Ask for our Bargain Books, too.

NEW YORK SPORTING GOODS Co.
"INDIAN" Motocycles

NEW YORK SPORTING GOODS Co.
"PIERCE" Bicycles

New York Sporting Goods Co.
15 and 17 Warren St., near Broadway, New York

FEDERAL MOTORCYCLE TIRES

"EXTRA SERVICE"

Federal Rubber Manufacturing Co. - Milwaukee

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MASCO

EXPERT OVERHAULING

Cylinder Reboring, Motor and Machine Overhauling, Frame and Fork Straightening, Enameling, Nickel Plating and Rebuilding. Work Guaranteed

SPECIAL OFFR

We will pay the freight charges one way on all motors or machines sent us for rebuilding from October 10th to January 20th.

Motorcycle Accessories Co.
St. Paul, Minn.

Berling Magneto

This "S" type will carry the motorcycle maker to Success because it will carry the rider to his destination.

Ericsson Manufacturing Co. 1116 Military R'd, Buffalo, N.Y.

NATIONAL Motorcycle and Bicycle Spokes

We are selling several of the representative motorcycle and bicycle manufacturers, as well as some of the largest jobbers in the country.

For Motorcycles—.135 x .110 and .130 x .100. Made of high grade wire, either hand buffed or regular bright nickel finish. For Bicycles—.092 x .072; .080 x .060; .072 x .056. Furnished in National hand buffed or regular finish. Finest grade of wire. Rust-proof!

The National Screw and Tack Co.
Cleveland, Ohio

No. 428,
Price Complete, $5.50
Including Footrests

No. 150 tandem to be used on rigid carriers, the price includes one pair foot rests.

Retail Price Complete $5.50

Dealers and Jobbers, write us for our new Proposition.

WALD MANUFACTURING CO.

Dept. F SHEBOYGAN, WIS.

PIERCE

A FEW OF THE PROMINENT DISTRIBUTORS OF PIERCE BICYCLES:

New York Sporting Goods Co., New York City
Hub Cycle Company, Boston, Mass.
Elmira Arms Company, Elmira, New York
Buckeye Motor & Cycle Company, Akron, Ohio
Cortines Supply Co., Dallas, Texas
Pettee Cycle Company, Denver, Colo.
Bicycle Supply Co., Salt Lake City, Utah
Spokane Cycle & Supply Co., Spokane, Wash.
John T. Bill & Company, Los Angeles, Calif.
Henry Keidel & Company, Baltimore, Md.
Sportsman's Supply Co., Pittsburgh, Pa.

THE PIERCE CYCLE COMPANY
BUFFALO NEW YORK

The choice of the experienced rider is

PREST-O-LITE

The Only Practical Light for Motorcycles

The best Road light at the lowest cost. Simple, sturdy, absolutely reliable and highly convenient. Send for literature.

The Prest-O-Lite Co., Inc. 246 SPEEDWAY INDIANAPOLIS, IND.
The World's Largest Makers of Dissolved Acetylene
Prest-O-Lite Exchange Agencies Everywhere

"DUCKWORTH" CHAINS

Are sold on merit, not on price. Satisfactory service is their strongest selling argument.

DUCKWORTH CHAIN & MFG. CO., Springfield, Mass.

Champion

"TOLEDO MADE FOR THE WHOLE WORLD'S TRADE"

Motorcycle Mica

75c Can't Break

Special Oil Resisting Construction

Champion Spark Plug Co. 2308 UPTON AVE. TOLEDO, OHIO

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National Dealers' Directory

NEW YORK CITY

EXPERT REPAIRING
Motorcycles a specialty. All work guaranteed. Large accommodations for storing motorcycles and sidecars at low rates.
Broadway Auto Repair & Supply Co
248 West 108th Street C. Luria, Prop.

DAYTON MOTORCYCLES
Parts for DAYTON and DE LUXE
Repairs and Supplies
DRISCOLL & JEANROY
209 W. 126th St. New York.
'Phone, 3352 Morningside.

OILS SUPPLIES
J. C. FOLEY
Agent for INDIAN MOTORCYCLES
Repairing Storing
2050 JEROME AVE., Corner Burnside Ave.

HARLEY-DAVIDSON
M. J. GOLDMAN
All Makes of Bicycles—Expert Repairing.
115 Greenwich Ave. Phone 3956 Chelsea.

Uptown Indian Headquarters
Parts and Accessories
Cash—Installment—Exchange
LOUIS GOLDSMITH, 92 St. Nicholas Ave.

Harley-Davidson Sales Co.
Distributing Agents for
HARLEY-DAVIDSON MOTORCYCLES
533 West 110th Street, Near Broadway, New York
15 So. Lexington Ave., White Plains, New York

HENDERSON MOTORCYCLE COMPANY
New York Branch: 227 W. 108th St., New York
Cash or installment sales handled. Best facilities in New York for storage. Bargains in used machines. Full stock of parts and factory service. Always open.

OLIVER'S BRONX INDIAN AGENCY
F. A. M. Repair Shop. Full line of accessories.
The Only All Night Service in the Bronx.
993 Washington Ave. Near 164th St.
AL. CORWIN, Mgr.

GUS. ROTHOLZ
N. Y. Distributor for Reading Standard Motorcycles. Rogers Sidecars in stock. Agent for Excelsior and Henderson
1491 Fifth Avenue Telephone, Harlem 2337

T. J. SIXSMITH
283 W. 100th Street.
Expert Repairing. New York Agent for the EXCELSIOR.
Telephone, 8861 Riverside.

AMOS SHIRLEY, 935 Eighth Ave.
INDIAN and EXCELSIOR
Columbia, Hartford and Fay Juvenile bicycles.
Parts for the Indian, Excelsior and Pope.
Repairs and Accessories.

Exceptional Offer of Choice Seconds
28 x 3 Firestone Non-Skid.....$6.25
29 x 2¾ Firestone Non-Skid..... 5.65
These tires are fresh stock practically perfect, but slightly discolored in spots
E. J. Willis Co., 85 Chambers St., N. Y. City

EXCELSIOR
M. WORKSMAN, Agent
Large Stock of Parts and Supplies. Used Machines Bought, Sold and Exchanged on 5% Basis.
14 VESEY STREET.

YORKVILLE
MOTORCYCLE WORKS
Expert repairing on all makes. Used machines for sale. Agents for Smith Motor Wheel. Service Station. Storing.
1729 1st Ave., near 90th St. Tel. 2163 Lenox

BROOKLYN

HARLEY-DAVIDSON
Brooklyn and Long Island, 1157 Bedford Ave.; 594-596 Jamaica Ave. Exhaustive line of supplies, repairs, parts; in short, we stock everything for the motorcycle and the rider.
BOB BRAZENOR, Proprietor.

FRANK P. BAKER
BROOKLYN DISTRIBUTOR
***Indian* Motocycles**
1038 Bedford Avenue
Phone Bedford 5297 Brooklyn, N. Y.

1916 EXCELSIOR IS HERE
All models on display.
Full line of Parts—A1 F. A. M. Repair Shop.
HOWARD C. HENDRICK
155 Howard Ave. Phone: Bush 3639

A. H. PATTERSON
Distributor of
Excelsior-Reading-Standard and Cleveland Motorcycles, Smith Motor Wheel, Crown bicycles and the best accessories.
Two Stores—1060-82 Bedford Avenue, 713 Flatbush Avenue, near Parkside, Brooklyn, N. Y.

Thor Motorcycles
Easy payments. All makes taken in trade.
Full stock of parts. Expert repairs.
B. RUDERMAN
1031 Bedford Ave. Phone Bed. 769

INDIAN
Bicycles and Supplies. Expert Repairing
B. SLOTNICK, 5306 Fourth Ave., B'klyn
Near 53d St. Station Phone 4595 Sunset

WINGES BROTHERS, 1315 Bushwick Avenue, Brooklyn, N. Y., Brooklyn and Long Island distributors for the Dayton; also Indian agency. Expert repairing on all makes of motorcycles. Complete line of supplies. Prompt and satisfactory service a feature of this establishment.

LIGHTWEIGHT
SCHICKEL
GEO. A. ASHLEY, Distributor for Brooklyn
1213 Bedford Ave.

LONG ISLAND

INDIAN
AND SMITH MOTOR WHEEL
All makes of Bicycles—expert repairing
FLUSHING BICYCLE EXCHANGE
30 MAIN ST. FLUSHING, N. Y.
Phone 498J Flush.

Plaza Motorcycle Exchange
EXCELSIOR DISTRIBUTORS
Parts and Supplies—Repairing by factory mechanics.
Bridge Plaza, Long Island City.
Phone Astoria 1889

D. & D. MOTOR SUPPLY CO.
INDIAN MOTOCYCLES
Phone: 2045 Astoria.
Expert Repairing—Gasoline.
Full Line of Accessories—Used Machines.
Bridge Plaza South, Long Island City, N. Y.

HARLEY-DAVIDSON
Territory—Long Island City to Port Washington on North Shore. Demonstration gladly given.
Full Stock of Supplies—Used Machines.
HORN & McCRACKEN
F. A. M. Shop College Point.

PATERSON, N. J.

W. EDW. MACDOUGALL CO.
Dist. of Harley-Davidson Motorcycles. Drop us a line if interested in second-hand machines.
102 Van Houten St., Paterson, N. J.

INDIAN
MOTOCYCLES
Rebuilt machines. A written guarantee with each machine. Write for details and price list.
JOHN STEELE, 91 Broadway, Paterson, N. J.

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Motorcycle Repairing and Winter Overhauling. Complete repairs on any make.
INDIAN A SPECIALTY. PRICES RIGHT
Work guaranteed. 1916 Indians always in stock; any make taken in trade. All makes of second-hands on sale.
S. A. Swenson, 512 Broad St., Providence, R. I.

Mt. Vernon Motorcycle and Bicycle Shop
Agents for HARLEY-DAVIDSON Reg. P.A.M.
Opposite Proctor's Theatre, Mt. Vernon, N. Y.
We Fix Everything

THE TRIPLER-GEORGE CO.
EXCELSIOR, HENDERSON, and
MERKEL Distributors in Capitol District
270 HUDSON AVENUE Albany

Special Service Department

Motorcycle Tires
Parts and Supplies
Also
BICYCLES and SUPPLIES
WHOLESALERS and JOBBERS
CITY SUPPLY CO.
56 Warren Street New York

CLEAN-UP SALE
All slightly used and rebuilt machines, about 15 on hand, all makes, at unheard of price reductions. A new sheet, full of bargains ready for you. Don't wait longer, don't look any further—we have what you want at the right price. Write today.
WESTERN SUPPLIES COMPANY
1445-47 Larimer Street Denver, Colo.
Largest Cycle and Motor House in West

Pacific Motor Supply Co., Inc.
A. FREED, Pres.
Jobbers, Importers,
Exporters, Distributors
Cycle supplies of every description. We have it—We'll get it—or it isn't made. Visitors to the fairs are invited to make our stores their headquarters.
1438-42 Market St., San Francisco.
924 South Main St., Los Angeles.
Finest Stores on the Coast

TIRES Repaired and Vulcanized
by experienced tire specialists. All work guaranteed. Finest of modern equipment and facilities.
JUNGKIND & VOGLER, 158 Chambers St., N. Y.
Phone, 6217 Barclay.
Brooklyn Store, 1100 Bedford Avenue.
Phone, 8556 Bedford.

Motorcycle Accessories and Supplies
Manufacturers, Agents and Jobbers, Wholesale and Retail. Get Our Catalogue Before Buying Your Supplies.
Dealers, Attention! Send For Our Catalogue and Dealers' Price List.
HARLEY-DAVIDSON SALES CO.
533 W. 110th St., Near Broadway, N. Y.

Are You Looking for Bargains in Second-hand Motorcycles?
Read all the advertisements listed in the classified section of Motor Cycle Illustrated directly below.

Classified Advertisements

ONE INSERTION THREE CENTS A WORD. MINIMUM 50c. MORE THAN ONCE TWO CENTS A WORD PER ISSUE

FOR SALE—1915 two-speed Henderson, with Jea lighting outfit, speedometer and electric horn, $385. B. J. Hospes, 1907 S. Turner avenue, Chicago, Ill.

DYKE'S WORKING MODEL METHOD of learning the automobile, motorcycle, and general engine repair business by mail; how to become a first-class repairman and chauffeur. Send for interesting and instructive booklet—free. A. L. Dyke, Publisher, Box 98, Roe Bldg., St. Louis, Mo.

REAL BARGAINS. All trade-ins, all overhauled and to be as represented (must be sold): One 1914 two-speed twin 8 h.p. Harley-Davidson motorcycle, run about 1,500 miles; new Nobby tire on rear; only $160. One 1914 8 h.p. twin Thor, regular new Firestone tire on rear, only $95. One 1913 regular 9 h.p. Dayton, with electric light outfit and new Blue Streak tire on rear, only $115. One 1913 7 h.p. twin Indian, regular, with tandem, new tire on rear, new frame, new tank, only $90. One 1914 7 h.p. Indian, regular with tandem, Prest-O-Lite tank and lamp, new tire on rear, only $130. One 4 h.p. 1911 belt Harley-Davidson, new tire on rear; $45; $25, balance C. O. D. Harvey R. Williams, 626 W. Orange street, or 651 Columbia avenue, Lancaster, Pa.

FOR SALE—Copies MOTOR CYCLE ILLUSTRATED, 1915; any copy 12c. Carl Bergstrom, May City, Kansas.

1916 Motorcycles on weekly payments; about 1/3 down; bonus charged over list price; sold only in New York, New Jersey, Pennsylvania and N. England States; enclose stamp for information. C. Anthony Wolfe, Northport, Long Island.

WANTED—Rider agent in every city and town to demonstrate and sell the famous C. & G. TWIN seat. Here is an opportunity to get established in a steady, profitable business. Only one rider in a town considered, so if you mean business, address B. S. Chilson, Fayetteville, N. Y.

1914 EXCELSIOR TWIN, brand new tire in front; also has 1915 handlebars. Must sell for $120, or for best offer; a sure bargain. W. A. Buman, Harlan, Iowa.

AGENTS — Salary or commission. Greatest seller yet. Every user pen and ink buys on sight. 200 to 500 per cent. profit. One agent's sales $620 in six days; another $32 in two hours. Monroe Mfg. Co., X 47, La Crosse, Wis.

FOR SALE OR TRADE on motorcycle accessories or other things—three brown ferrets. Carl Truckenbrod, West Brooklyn, Ill.

WANTED — Complete Auto tire vulcanizing outfit. Must be in good condition. Keystone Tire & Vulcanizing Co., Warren, Pa.

TRAVELING SALESMAN to call on motorcycle repair shops, dealers and jobbers with line of motorcycle repair parts and accessories. Unlimited territory. Only experienced men need apply. Address C. M., care of MOTOR CYCLE ILLUSTRATED.

ANY MOTORCYCLE CYLINDER reground, fitted with new piston and rings, $5. All work guaranteed. Send old piston and pin with cylinder. Muncie Piston Co., Muncie, Ind.

TWO-SPEED YALE TWIN, in A-1 condition, equipped with Prest-o tank, headlight, horn and speedometer; $125; $25 down, balance C. O. D. Geo. Wilder, Pictorsville, Vt.

1913 FOUR-CYLINDER, two-speed Pierce Arrow; will sell for $50, or exchange for a good single. Howard Newkumet, St. Petersburg, Fla.

FOR SALE, CHEAP—Good Paying Sporting Goods, Indian Motorcycle, Bicycle, Business; any one or all, to suit buyer. Guy W. Campbell & Co., Waterloo, Iowa.

CYLINDERS REBORED, Motors overhauled, Frame and Fork straightening, enameling. All broken cast, aluminum and steel parts perfectly welded. Try our new leakless piston rings and light weight pistons fitted like factory work. All work absolutely guaranteed. Prices right. A. E. Bakeman Motor & Supply Co., St. Cloud, Minn.

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Perpetual Daylight!

THERE are twenty-four hours of daylight every day in the year, always available at a moment's notice for the rider whose motorcycle is equipped with the

REMY

Motorcycle Lighting-Ignition System

Besides this brilliant, steady, never-failing light making for comfort and safety in night driving, the REMY system provides strong, reliable, synchronized ignition. Spill-proof battery. Protected wiring. Enthusiastically endorsed by thousands of motorcyclists.

See the REMY system demonstrated on a Harley-Davidson Service stations nearly everywhere

REMY ELECTRIC COMPANY

Makers of World Famous REMY Equipment for Automobiles

Factories: Anderson, Indiana

Sales & Engineering Offices: Detroit, Michigan

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Before the Summer comes things are going to happen in the Bicycle Business!

"Here's for a Million Bicycles in 1916"

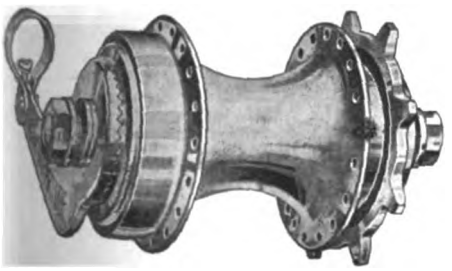
is not a mere theory—It is a fact—a fact accepted by the Manufacturers, Jobbers and Dealers who know the trend of the times.

Now the big question is—What Coaster Brake are *you* planning to feature as *your* leader?

Let your choice be governed by the consideration of *Quality* alone.

The NEW DEPARTURE COASTER BRAKE

is distinctively the brake of *Quality*.



The New Departure Coaster Brake—The Brake that Brought the Bike Back. Nearly 5,000,000 have been sold.

Send for Our New Catalog

It is made entirely of steel—each part so processed as to give it just the shape required and just the degree of strength needed for the work it must do.

Our aim is that no imperfect part shall find its way into the New Departure. 157 inspections guard you and your customers against defect. Materials, workmanship, inspection and testing combine in the New Departure, the brake that out-wears the bicycle.

This extreme care makes it possible for us to stand back of every New Departure you sell, with a guarantee based upon the assumption that the customer is right—a guarantee that safeguards you both.

Sell a man a good thing and he comes to you again.

THE NEW DEPARTURE MANUFACTURING CO., BRISTOL, CONN., U. S. A.

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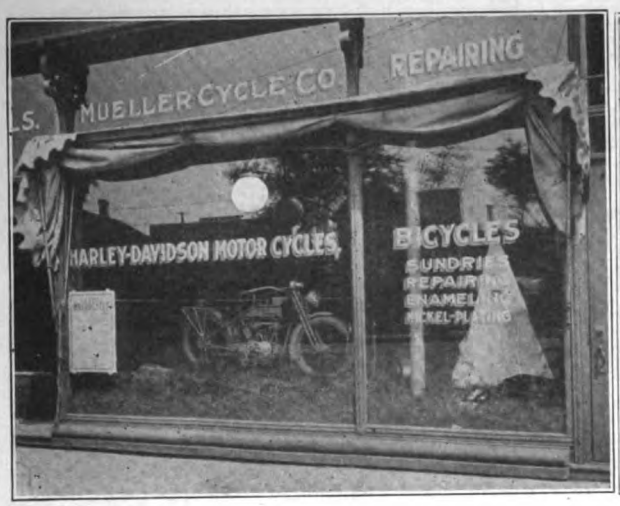
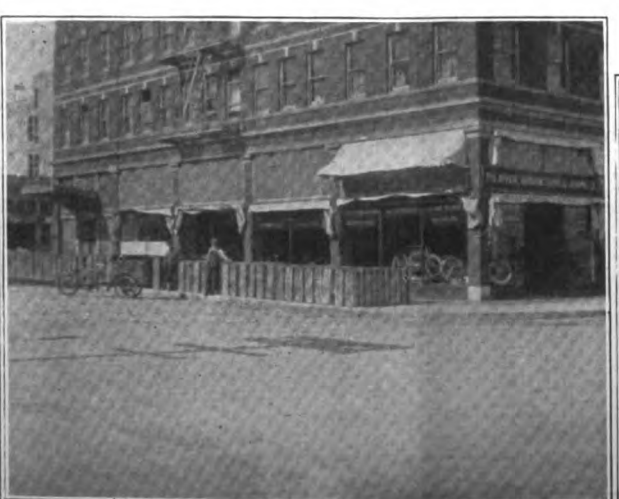
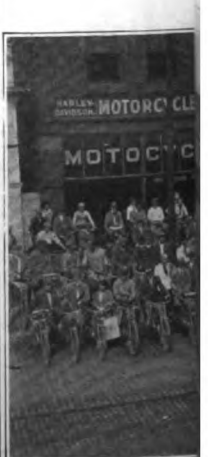


The ten Harley-Davidson dealers whose salesrooms are shown here, sold 404 1915 Harley-Davidsons to January 15, 1915. To January 15, 1916, these same dealers have sold 646

Harley-Da

Milwau





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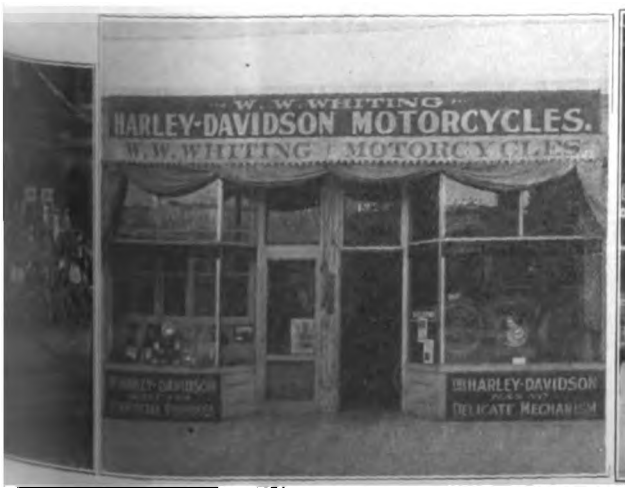
1916 Harley-Davidsons. "This is an average increase of more than 59% to date.

Every one of these orders has been delivered—truly this is a striking tribute to the Harley-Davidson factory organization.

Motor Co.

U. S. A.



A *good* deed often means a *good* deal—Please mention MOTOR CYCLE ILLUSTRATED.

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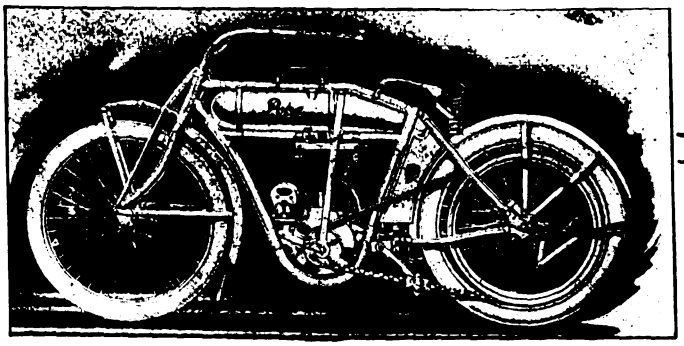

Pope Construction Tells

It is the excellencies of Pope construction behind the Model M-16 that make this Single Cylinder the equal of many Twins. Pope construction means not only the greatest care in the selection of the highest possible grade of materials, the concentrated attention of our experienced Engineers on every intricate detail of construction, but it means that every Pope Motorcycle is built with the one end in view—the complete satisfaction of your most particular customer.

That is why you find a motorcycle of recognized reliability and assured day-in-day-out demand in the

Pope

SINGLE SPEED Model M-16

One reason why the Model M Engine gives Speed and Power far in excess of its rating is because of the overhead valve construction—a construction which permits the use of practically all the produced power, affords instantaneous exhaust of spent gases, permits quick filling of the chamber with the new mixture, and combines accessibility, simplicity and certainty of action.

Model M is the very picture of sturdy dependability. And the fact that you carry this model in stock will not only bring more prospective customers into your store, but will send more of them away satisfied purchasers.

We are ready to meet your needs for Model M-16 with all the advantages of our facilities and organization which means immediate delivery of your requirements.

The Westfield Manufacturing Company

(Successors to the Pope Mfg. Co.)

11 Lozier Avenue Westfield, Mass.

Largest Manufacturers of High Grade Bicycles in the World.

Makers of the famous Columbia, Crescent, Rambler, Cleveland, Tribune and Pope Bicycles.

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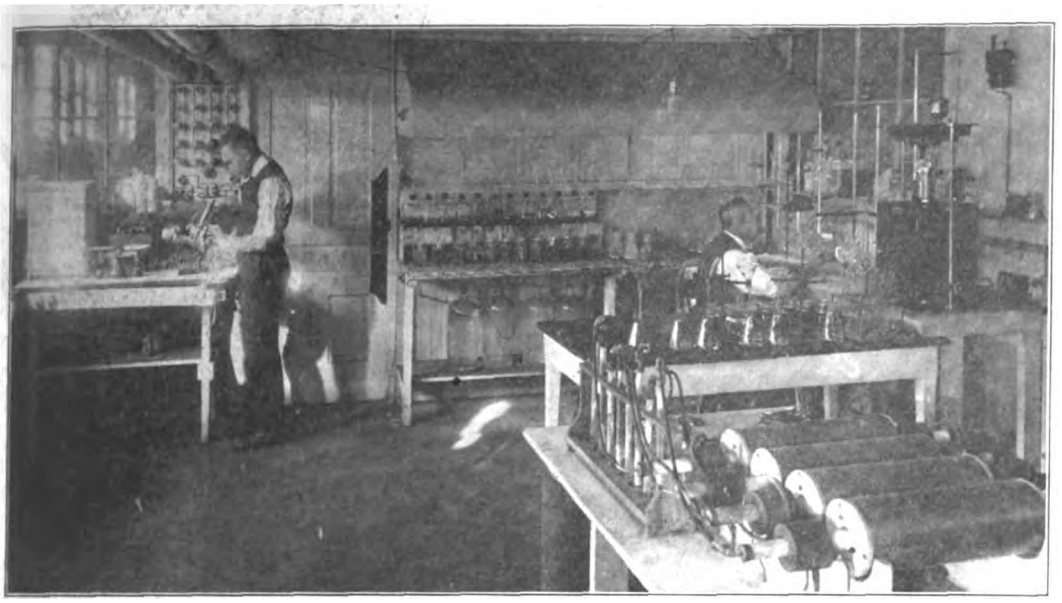


One Corner of A. O. Smith Co. Chemical Laboratory

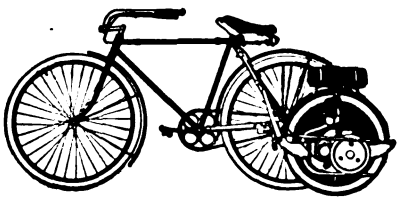
Where Rigid Analytical Inspection Prevails

A CHEMICAL and physical laboratory, one of the most extensive in the country, is maintained by this Company. Every shipment of steel, of which there is an average of over 4,000 tons received per month, all castings, forgings, coal and fuel oil and other materials used are thoroughly tested both physically and chemically by a large group of graduate chemists, and accepted or rejected, as the case may be.

We give special attention in this department to every Motor Wheel part, thus insuring durability of parts and a uniformity of product.

SEVERAL testing machines have been specially built for trying the different Motor Wheel parts under actual running conditions, determining the stresses to which all parts are subjected and their ability to withstand them. Thus we are assured of strength and accuracy in every Smith Motor Wheel shipped.

IF you are not a Smith Motor Wheel dealer write for our 1916 Profit Proposition To Dealers *now*. Tell us the lines you handle and the size of your business. Address:



Smith MOTOR WHEEL

Detachable

"The Bicycle Booster"

100 to 125 Miles on a Gallon of Gasoline
Speed up to 25 Miles an Hour

List Price, $60, F. O. B. Milwaukee

Can be Attached to Man's or Woman's Bicycle

Motor Wheel Division 175

A. O. SMITH COMPANY, Milwaukee, Wisconsin

Largest Manufacturers of Automobile Parts in the World.
Motor Wheel Fully Protected by U. S. and Foreign Patents.

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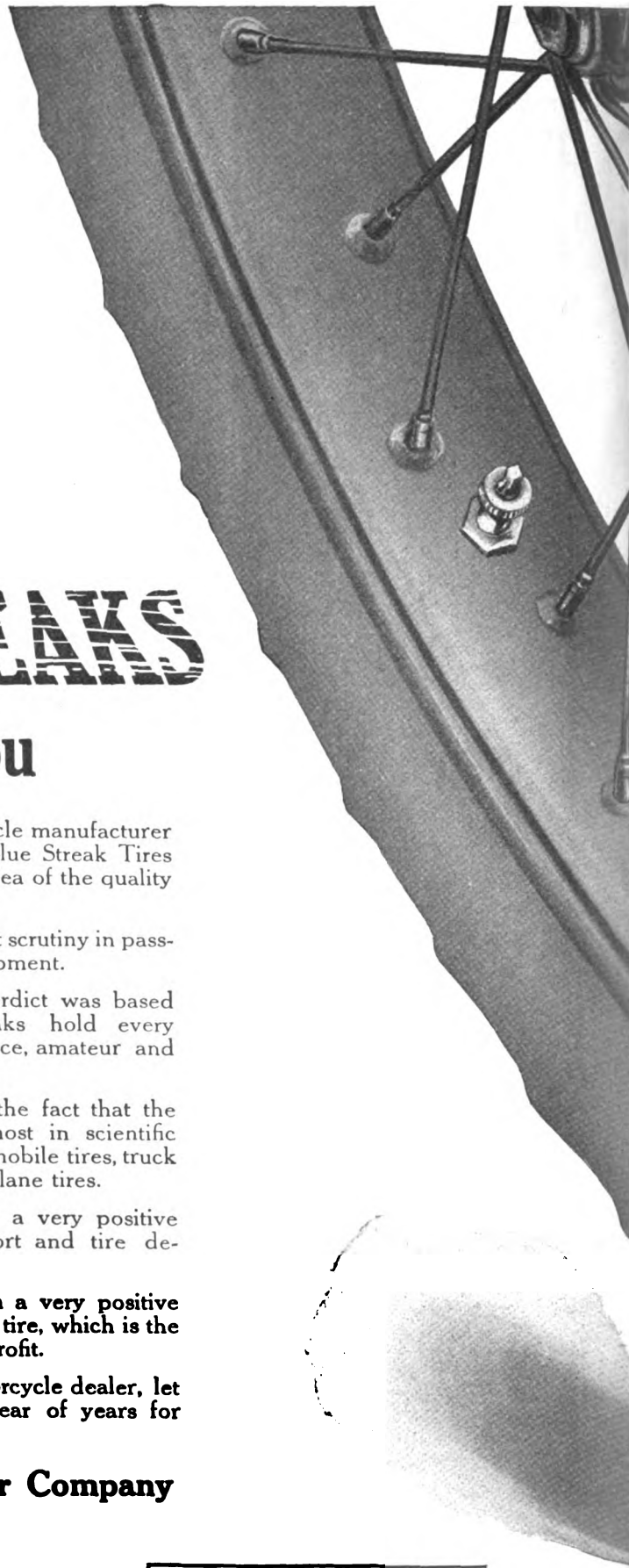

What BLUE STREAKS Mean to You

When you realize that every leading motorcycle manufacturer in this country has adopted Goodyear Blue Streak Tires for 1916, you can form a very definite idea of the quality of these tires.

These manufacturers must observe the closest scrutiny in passing judgment on their standard tire equipment.

We do not believe this almost unanimous verdict was based solely on the fact that Blue Streaks hold every world's record for speed and endurance, amateur and professional.

Far more important to rider and dealer, is the fact that the name Goodyear itself implies the utmost in scientific achievement in the manufacture of automobile tires, truck tires, motorcycle tires, bicycle and aeroplane tires.

To the motorcycle rider Blue Streaks mean a very positive assurance of tire mileage, tire comfort and tire dependability.

To the motorcycle dealer Blue Streaks mean a very positive assurance of a swifter and easier selling tire, which is the shortest and surest road to permanent profit.

Whether you are a motorcycle rider or motorcycle dealer, let us send you further details on this year of years for Blue Streak Tires.

The Goodyear Tire & Rubber Company
AKRON, OHIO

GOODYEAR
AKRON

BLUE STREAK TIRES

Bakersfield, Calif., January 9th, 1916—M. J. Graves, riding Blue Streaks, wins hundred mile open championship here today. Time 84 minutes. The first fifty miles covered in 40 minutes, 44 seconds.

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You get quick results from advertisers when you mention MOTOR CYCLE ILLUSTRATED.

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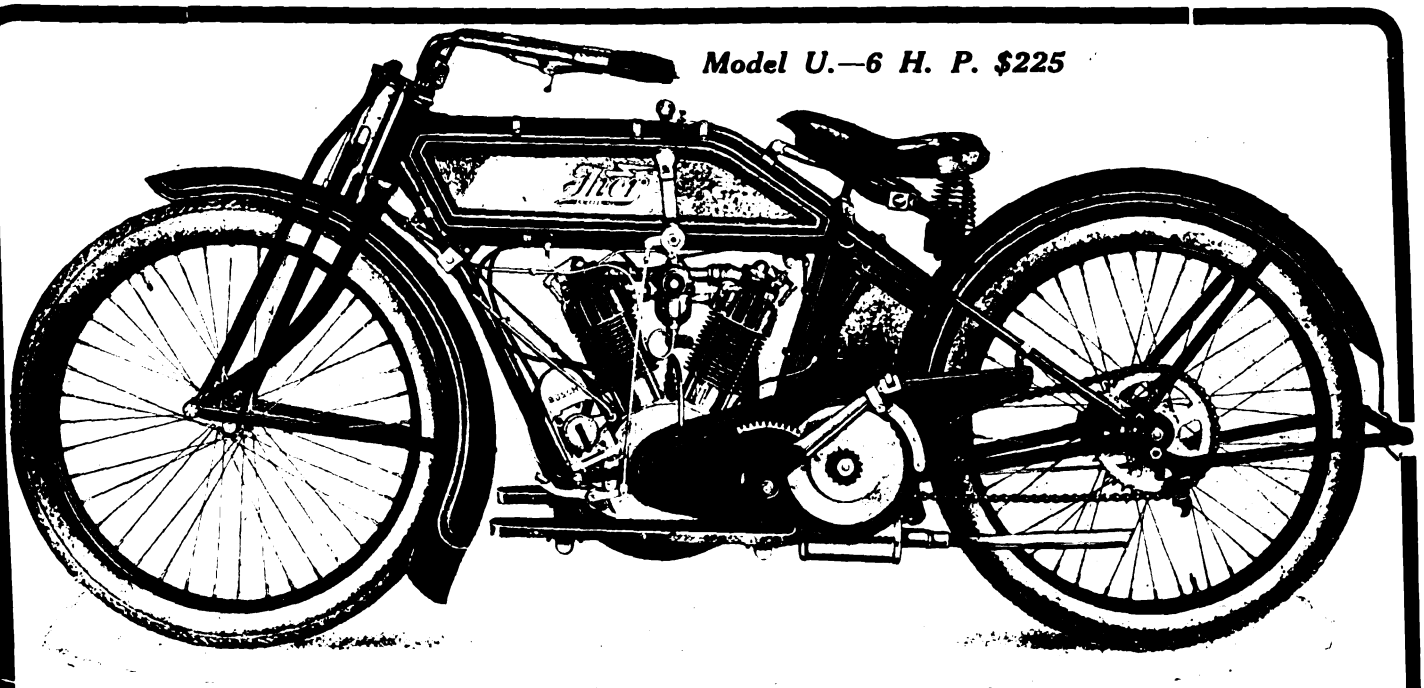

Model U.—6 H. P. $225

Model U—6 H. P.—$225
Model V—12 H. P.—$265

Shipments in Full Blast

By dint of hard labor; by running the factory night and day with two shifts; by our modern methods of quantity-manufacturing—we are now able to meet the Unprecedented Demand for Thors.

We could have "slapped" the Thors together and filled orders with little trouble. But the Thor is the most carefully made motorcycle on the market. Every part is inspected. Careful manufacture consumes time. Consequently we have been hard-pressed in spite of our ordinarily adequate facilities.

Thor

Put in your order now for the splendid 1916 Thors—better than ever before! We can fill your order promptly.

Thor

Aurora Automatic Machinery Company

General Offices: Thor Bldg., 1307 Michigan Ave., Chicago Sales Offices and Works, 361 W. Superior St., Chicago

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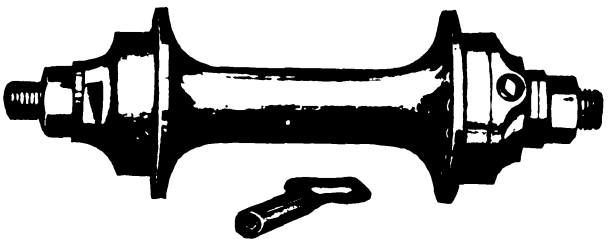
ECLIPSE LOCKING FRONT HUB

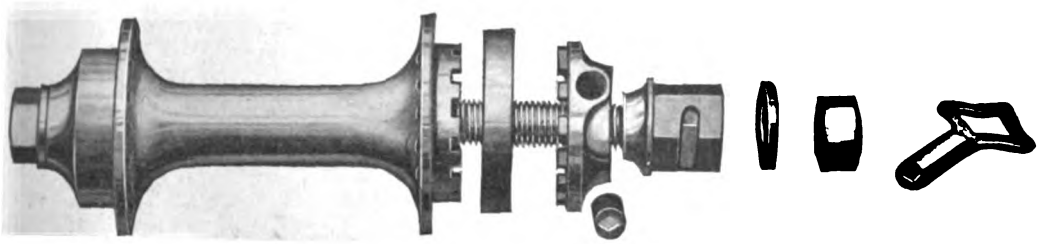


FOR

Bicycles and Motorcycles

An invention which is revolutionizing the locking device market

Riders buy a machine to own it. They demand protection against theft and the annoyance of the practical joker. The lock and chain are things of the past. The Eclipse Locking Front Hub is efficient, thief proof and fool proof. Carry a key; that's all. Same distance between cones.



SIMPLEST, SUREST LOCKING DEVICE KNOWN

This photograph shows the Eclipse Locking Hub parts (made for both bicycles and motorcycles). It shows the ball race flange notched to receive the locking member. Between the notched surfaces is shown the dust ring, slipped off to expose the notches. The cone has a hexagon head, over which the locking member moves longitudinally, by the use of a socket key inserted over the diamond shaped shifting pin. The inside end of the shifting pin operates cam-like in the slot in the hexagon cone head and is held securely, either locked or unlocked, by a flat spring which prevents movement. Unlimited key shapes are provided.

Eclipse Machine Company

ELMIRA, N. Y., U. S. A.

Makers of Morrow Coaster Brakes, Motorcycle Coaster Brakes, Bicycle, Motorcycle, Cyclecar and Sidecar Hubs and all Famous Eclipse Products.

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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A TYPE *for every*

Regular 7/8" 18 S. A. E. Long Type

Curtiss Aeroplane Type

Standard S. A. E. 7/8" O. E. *Dayton* Motorcycle

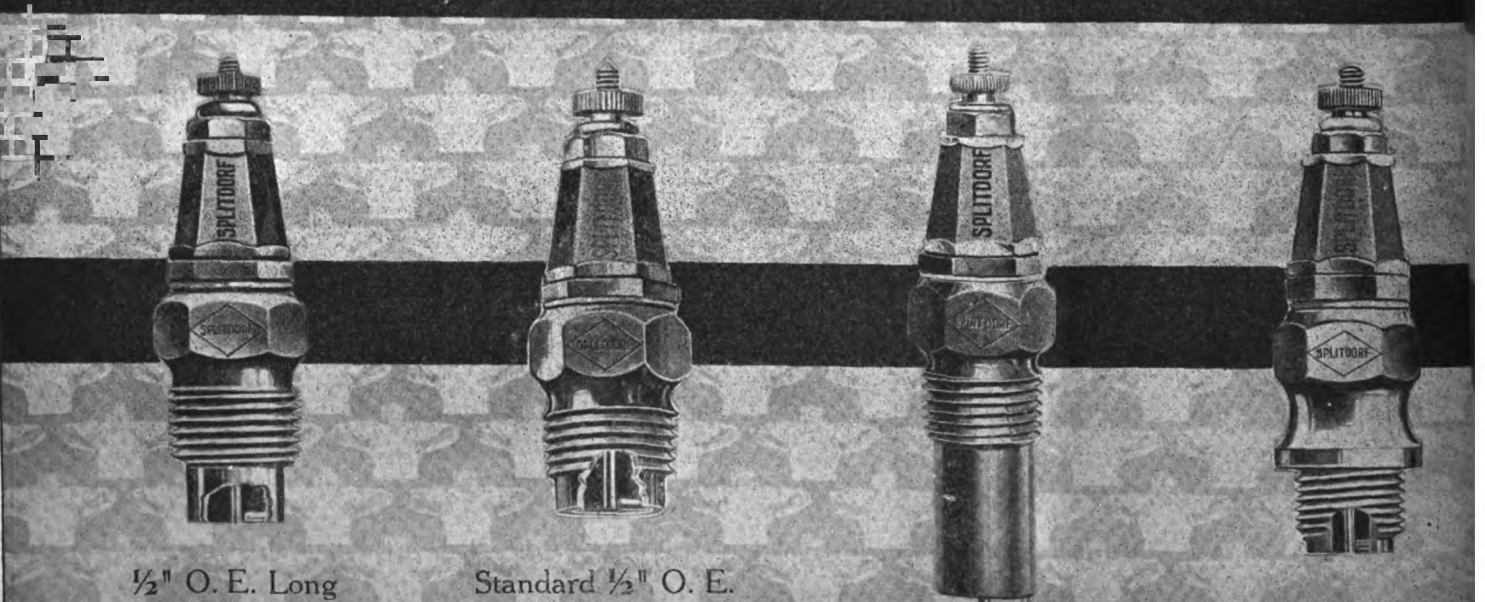
and *Princess* Automobile Equipment

Metric Long *Mack*

and *Saue* Truc Equi

SPLITDORF

COMMON SENSE



½" O. E. Long Special Type for *Ford* Cars

Standard ½" O. E. *Overland* and *Pullman* Equipment

Metz Equipment

Automobile Metric Type

AND NO GASOLINE MOTOR IS COMPLET

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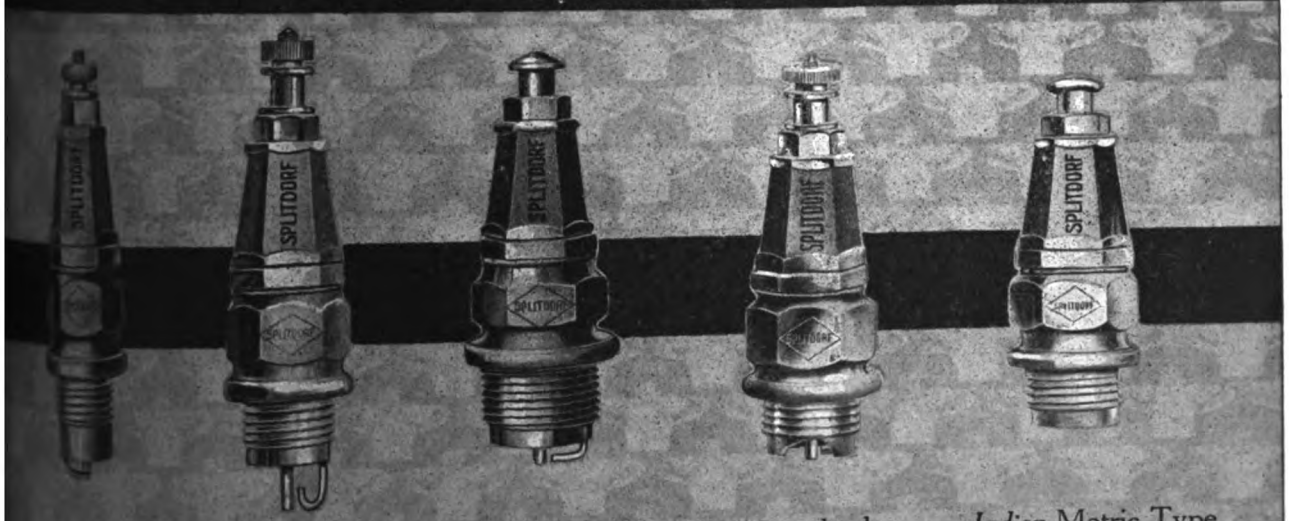
GASOLINE MOTOR

SPARK PLUGS

COMMON SENSE



WITHOUT SPLITDORF SPARK PLUGS

Mention MOTOR CYCLE ILLUSTRATED—It helps you, the advertiser and us.

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FLYING MERKEL

Motorcycles

Powerful Speedy Comfortable

The 1916 Models embody a great many improvements and are meeting with an enthusiastic reception by our Dealers.

We still have some good territory open and invite correspondence from live dealers. You will make money if you handle Merkels this year.

Send in your orders now to insure shipment during February

THE MIAMI CYCLE & MFG. CO.

MIDDLETOWN, OHIO

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Single Speed

$295

f.o.b. Detroit

NEW PRICES

Two Speed

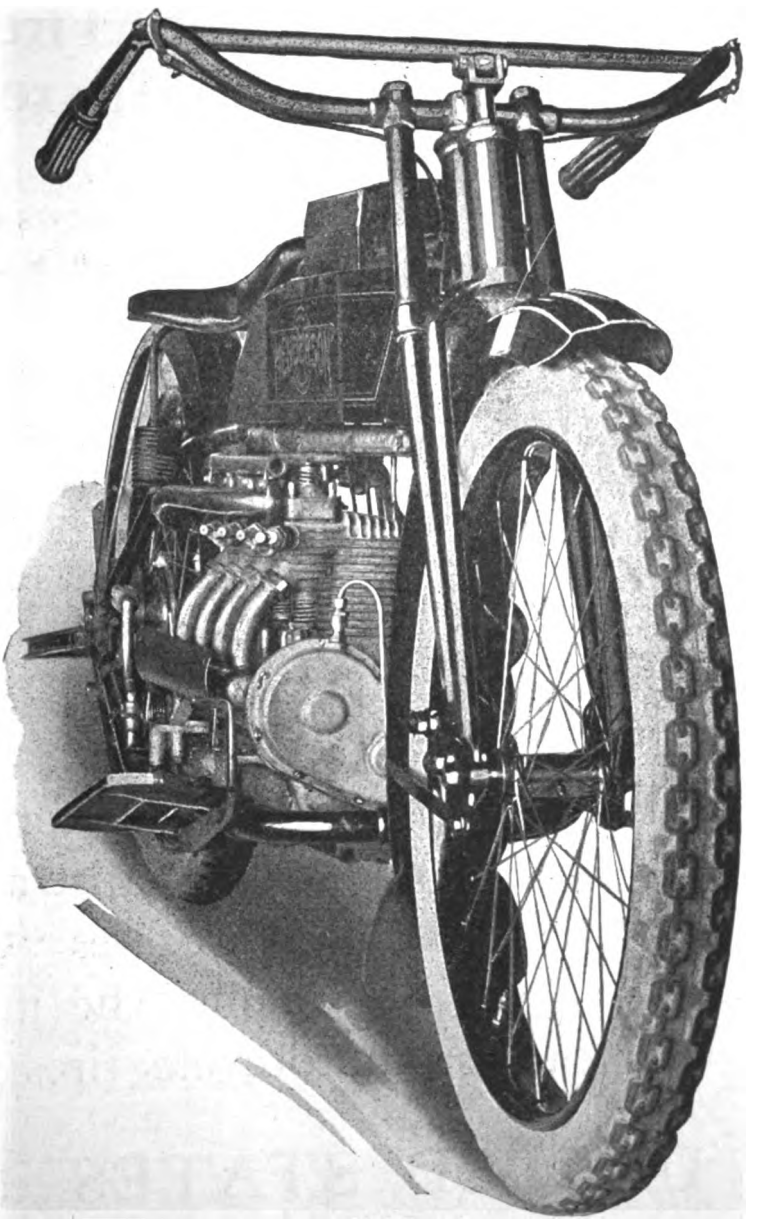
$325

f.o.b. Detroit

Though cost of materials and labor advanced so greatly that it was impossible to "break even" at the previous 1916 Henderson prices, we would not skimp quality or cheapen construction to offset increasing expenses.

For Henderson riders want the very **best.**

This policy of making the machine **right,** regardless of difficulties, is one reason for the confidence Henderson riders feel in their motorcycles.



Henderson Motorcycle Company

Detroit, Mich.

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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Another Victory!

United States Tires break more world's records

Mr. E. G. Baker cables news of his wonderful day's run over rough Victorian roads

Melbourne

United States Tire Company, New York

Oh you United States Tires. On the greatest ride ever; accomplished world's twenty-four hour road record, nine hundred thirty and one fifth miles, without one minute's trouble, over Victorian rock strewn roads against heavy gales and driving rains.

BAKER

Here is another proof, for you who very wisely want your motorcycle tire assurance made doubly sure, that United States "Chain" Tread Motorcycle Tires are just the most efficient, durable, steadfast motorcycle tires now made.

UNITED STATES TIRE COMPANY

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MOTOR CYCLE ILLUSTRATED

WITH WHICH IS NOW INCORPORATED

The Bicycling World

Published Every Thursday by

THE MOTORCYCLE PUBLISHING CO.

13 PARK ROW

NEW YORK

Volume Eleven | January 27, 1916 | Number Four

BUY YOUR 1916 MOTOR NOW; HIGHER PRICES MAY COME SOON, MANUFACTURERS ADMIT

Producers Are Striving to Maintain Present Schedules, and Hope to Be Successful, But State That Continued Shortage of Material With Increasing Cost of Labor May Force Advances—All Motorcycle Factories Feel the Pressure and the Situation Is Being Studied Calmly

MANUFACTURERS DISCUSS OUTLOOK CONFIDENTLY AND STATE THEIR POSITIONS

"BUY NOW" is the keynote of the motorcycle situation, so far as prospective advances are concerned, according to statements obtained from eight manufacturers by **Motor Cycle Illustrated** and information gathered less formally throughout the field. Aside from the Indian Motorcycle Company, which announced an increase of $30 in the price of its models in the January 20 issue of normal, no manufacturer is ready at this time to put into effect a new price list, but almost without exception the factory officials admit that such action may become necessary in the near future.

Besides the shortage of material, with increased incidental costs, and the assured rates for labor, have made themselves felt in motorcycle factories and in several instances it is stated that the necessity of increasing the list prices of machines has been under consideration for some time. Needless to state, the manufacturers are striving by every means within their reach to avoid revising their prices, but point out that increases will be absolutely necessary unless there is an early and material improvement in labor conditions in the markets for materials used in motorcycle construction.

Pope Advance Is Possible

Replying to the inquiry of **Motor Cycle Illustrated**, Secretary J. P. Fogarty, of Westfield Manufacturing Company, Westfield, Mass., states that the matter of a possible advance in price to meet abnormal manufacturing conditions has been given serious consideration by the company of late.

"We have finally decided," says Secretary Fogarty, "that on the allotments of our various Pope motorcycle models that are now going through the factory, and for which material was bought during the early spring months at normal prices, there will be no advance.

"Should it be necessary to put through additional allotments, which we will probably have to do, judging from the number of orders booked since the New York Show, our selling prices will of necessity have to be advanced. Based on the advanced labor costs and present prices for material, such advance would amount to at least 10 per cent."

The Cleveland Situation

Secretary W. S. Quinlan, of the Cleveland Motorcycle Manufacturing Company, Cleveland, O., gave the following interesting reply to **Motor Cycle Illustrated's** inquiry concerning the possibility of a change in the Cleveland price:

"We have not given the question of advance in list prices of our machine any consideration, as our entire efforts have been devoted to the production end of the business, and we are very pleased to say that machines are coming through in good shape, and we are securing very satisfactory reports from all parts of the country on the performance of the machine.

"In territories where contracts have been made for a modest quantity of machines, we have already received specifications for shipment in excess of quantities that were supposed to cover demand for the entire year. As an example, we closed up with one concern for twenty-one machines, and already have an order for a carload from this company for shipment just as soon as we can get the goods out.

"It is our sincere hope that in spite of the extreme advances that have taken place on almost all materials entering into the manufacture of machines, we will be able to maintain our present list price, by producing a comparatively large number during this, our first year.

"It is becoming more difficult daily to secure certain materials and premiums seem to be in order. If this condition continues it will be impossible to produce as many machines as we are equipped for, but we are hoping this condition will improve."

Excelsior Factory "Stands Pat"

"For the present we shall stand pat," says Sales Manager Fred B. Mathis, of the Excelsior Motor Manufacturing & Supply Company, Chicago, "leaving our prices as they are and thus giving our friends the advantage of our unusually large purchasing power.

"On the other hand, if our material costs continue to soar as they have, we will undoubtedly be compelled to advance our prices a little later on.

"This means that Excelsior prices are subject to change without notice.

"Our suggestion is to buy now."

No Indian Raise Expected

While stating that the situation is at present well in hand, owing to purchases of large quantities of material when prices were normal, or nearly so, the Hendee Mfg. Co. places emphasis upon the seriousness of the shortage in materials and states that "it will take a prophet to tell what tomorrow will bring forth."

F. J. Weschler, treasurer and sales manager of the company, outlines the position of the Indian manufacturers as follows:

"We contracted over twelve months ago for all materials in connection with the manufacture of 1916 Indian motorcycles;

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in consequence, our materials are being purchased generally at lower figures than the market, and so far as we can see at the present moment there will be no advance in the prices of 1916 Indian motorcycles.

"We believe it would be impossible for any manufacturer to say today that there will not be an advance, because the question of delivery of materials today is almost as important a factor as the price. Oftentimes deliveries from the regular source are not sufficiently prompt to keep the factory going, with the result that we must get material elsewhere, at a considerable advance in price and oftentimes paying premiums on top of that.

"The material situation has become more acute each day, and it will take a prophet to tell what tomorrow will bring forth.

"Wages have also advanced over the wages of a year ago, but we are happy to say that this was a known quantity at the time our 1916 prices were established, consequently there will be no influence from that direction."

No Militaire Raise at Present

President N. R. Sinclair, of the Militaire Autocycle Company, of Buffalo, states that "for the present this company is not seriously considering raising the list price of the Militaire."

"On the other hand," continued President Sinclair, "it is quite true that the cost of material has gone up quite rapidly within the last few months, and I would not care to state positively that we will not be under the necessity of slightly increasing the price of the Militaire before 1916 is over."

Manager Huffman's Statement

Manager H. M. Huffman, of the Cycle Department of the Davis Sewing Machine Company, Dayton, O., states that the company "has given no consideration to an increase in the price of the Dayton motorcycles during the present season."

"It is true," says Mr. Huffman, "that there is an increased production cost, but for the present at least we will make no change in our prices."

R-S Decision Is Pending

From Assistant Treasurer Theurer, of the Reading Standard Company, Inc., Reading, Pa., comes the reply that this company "has not as yet decided to increase its list prices. Of course, if material continues to advance in price something must be done to offset the increased cost of production. We have given the matter some consideration since the situation was brought home to us by the abnormal conditions existing, but no definite decision has been reached."

Miami Co. Considering the Problem

James A. Ash, secretary and manager of sales of the Miami Cycle & Manufacturing Company, Middletown, O., made the following statement concerning the likelihood of an increase in the Miami schedule of prices:

"It is indeed true that with the present cost of material and labor an advance is very essential and should be made, and w have the matter under consideration at th present time."

Can't Promise for the Future

No advance is contemplated at this tim in the price of Iver Johnson motorcycle according to a statement from the factor

"Of course it is quite uncertain what w happen several months hence," writes Lovell Johnson, of the company, "conside ing that there is a continual change of co ditions throughout the country."

SYDNEY ADMIRERS GIVING BAKER THE ONCE OVER

F. G. Raape and George Milledge, of Milledge Brothers, Ltd., Indian Agents, and Spencer Smith, U. S. Tire Representative, Listen to "Cannon Ball"

HARDEN ENTHUSIASTIC OVER COAST OUTLOO

Westfield Sales Manager, Now on His Way East Again, Says Carlo Orders for Pope Machines are Quite Common

"SHIPMENTS of Pope motorcycles to the Pacific Coast will be in carload lots this year," said Sales Manager L. D. Harden, of the Westfield, Mfg. Co., on leaving Los Angeles for his trip back East, via Salt Lake City. While in southern California Sales Manager Harden closed the contract by which C. L. Smith will continue to handle the Pope in the southern part of the State. Mr. Harden says Smith is enthusiastic over the new Pope 3-speed model, which sells on the coast for $290, and that the new features and improvements incorporated in this model are fully up Mr. Smith's expectations.

Many dealers have placed their ord for the 1916 models, a stock of which v leave the factory the last of January. Harden reports an increase over last y in sales of the Pope lightweight, wh sells on the coast for $160. He repo that the factory has orders at the pres time for five carloads of bicycles for t ritory west of the Rockies for immedi shipment. Pope business on the Coast surely good and improving every day.

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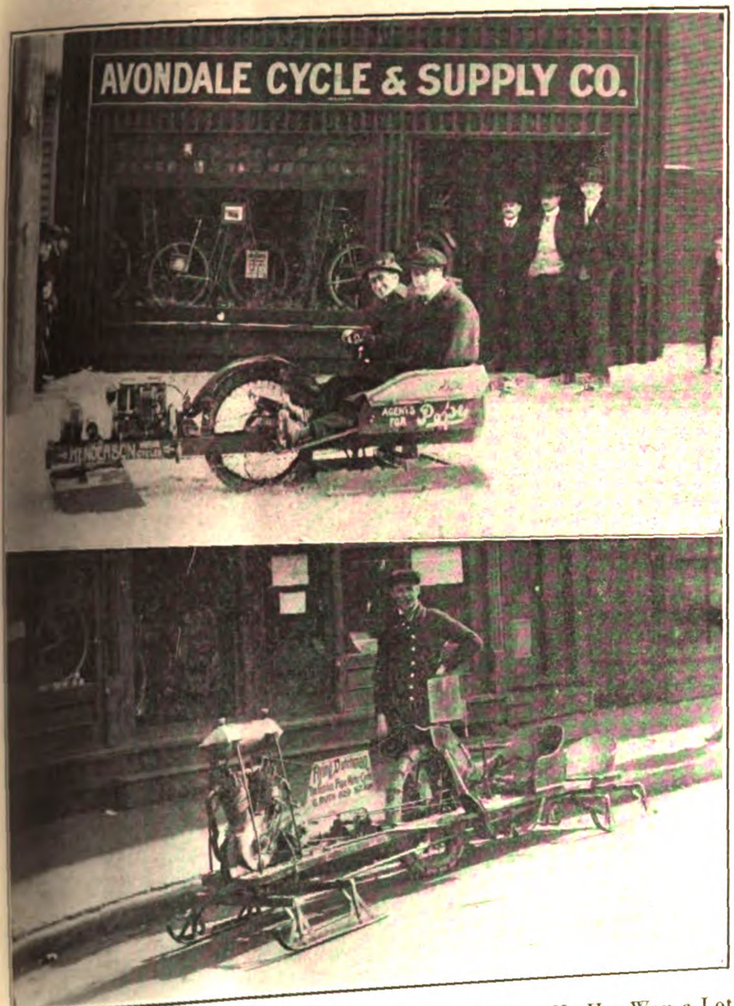
TWO MOTOR-BOBS THAT HIT ONLY HIGH SPOTS



Geo. Roth, of Altoona, Pa., and His Snow Outfit with Pope Motor—He Has Won a Lot of Races; Above, Motor-Bob Designed by Avondale Cycle & Supply Co., Cincinnati, O., Pope and Henderson Agents

PREST-O-LITE SUES SUNLITE COMPANY

Pioneer Gas Tank Firm Seeks Injunction Restraining Defendant Concern From Alleged Misuse of Prest-O-Lite Containers

INDIANAPOLIS, Ind.—Charging unfair and fraudulent competition, the Prest-O-Lite Company, of this city, has filed a suit in the United States District Court for the District of Indiana, against the Sunlie Company, of Indianapolis, and its president, O. K. Stuart. The complaint states that the Sunlite firm is operating a plant in Indianapolis for refilling acetylene gas tanks and that such tanks so refilled are sold under the Prest-O-Lite label and trademark and that Sunlite goods are sold to Prest-O-Lite customers as Prest-O-Lite goods.

A further charge is made by the plaintiffs that the Sunlite company is engaged in the sale of apparatus to others for the purpose of enabling them to engage in similar unfair competition and is representing to prospective purchasers of such apparatus that the business is a fair and lawful one. The Prest-O-Lite Company asks for an injunction to restrain the Sunlite firm [illegible] to engage in unfair [illegible] function to re- [illegible] market- have been refilled by the Sunlite process and apparatus. An accounting and damages are asked.

The suit, as regards refilling and selling tanks as Prest-O-Lite tanks, is uniform with a considerable number brought against refilling firms by the Prest-O-Lite concern and the result in each instance has been a decision in favor of the plaintiff. Courts all over the country have decided that re-fillers cannot sell tanks as Prest-O-Lites or dispose of them without defacing the Prest-O-Lite label and applying one of their own.

MASTER CARBURETERS MADE HENDERSONS FASTER

LOS ANGELES, Cal.—Los Angeles County Police have equipped their eight Henderson machines with Master carbureters, following several months successful experience with the first motorcycle Masters ever turned out. These were made by hand in the Los Angeles factory and put on the county police machines where General Manager C G. Harness knew they would get all kinds of use. After they had been run for over 50,000 miles they were brought in for inspection and were found to be in first-class shape. It was demonstrated that they had increased the speed of the Henderson machines five to ten miles per hour and made wonderful savings in fuel.

At that time the Master people intended to bring out motorcycle size carbureters at an early date, but the rush of orders for the other sizes caused them to postpone manufacturing the smaller pots until very recently, when they turned out a large batch of them and are now in shape to manufacture them continuously. Deals are on with several large cities for entire police patrol equipment.

GRAND RAPIDS DEALERS ARE READY FOR SHOW

GRAND RAPIDS, Mich., Jan. 24.—Nearly all of the local dealers have announced their intention of exhibiting at the motorcycle show which will be held in connection with the Grand Rapids Automobile Show, February 15 to 20, in the Klingmann building. This structure is one of the largest in the city and will afford more than enough floor to accommodate the large number of exhibitors expected.

Dealers are planning this year to exhibit on a much larger scale than ever before and present indications point to a show which will arouse interest among dealers in the entire State of Michigan.

BAKER HANGS UP NEW 24-HOUR RECORD

MELBOURNE, Australia.—Erwin G. Baker, astride a Powerplus Indian motorcycle, has hung up a new twenty-four-hour road record, covering 930⅕ miles in that time. Baker states that he had no trouble worthy the name, although his course led over rock-strewn Victorian roads which for part of the time were swept by heavy gales and a driving rain. Baker's machine was equipped with United States Chain Tread tires, and he reports that they gave him no bother.

PRICES ON HAND-OPERATED HORNS ARE REVISED

BROOKLYN, N. Y.—The E. A. Laboratories, Inc., of Wythe avenue and Broadway, this city, announces that the price of its Model T or hand-operated motorcycle horn is $3.50, while that of the Model B-M or bicycle horn is $1.50. The figures previously given publicity were $2.50 for the motorcycle and $1.25 for the bicycle models. The firm has been getting excellent results from all points of the country as a result of the Chicago auto show.

BIG ORDER FOR SCHICKELS

THE Ellisson Automobile Tire & Repair Co., of this city, has just closed a contract with the Schickel Motor Co., of Stamford, for 100 machines. This order, which is next to the largest taken for motorcycles in Bridgeport this year, includes Schickel lightweights, Big Sixes and delivery vans.

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MOTORCYCLE ACCESSORIES SHOWN AT CHICAGO

Many Interesting Offerings for the Power Two-Wheeler Are Effectively Displayed in Annual Automobile Show at the Coliseum and Motorcycle Visitors Are Numerous

CHICAGO, Ill., Jan. 24.—Motorcycle accessories are playing an important part in the 1916 automobile show, which opened in the Coliseum and First Regiment Armory on January 22. The balcony of the Coliseum and Annex, and the Greer Building are well provided with exhibits of accessories suitable for both motorcycle and automobile, as well as many articles exclusively for the power two-wheeler.

B. & L. AUTO LAMP CO.

The B. & L. Auto Lamp Co., of New York, is showing a complete line of headlights, spot lights and tail lamps, in both black and nickel finishes. Lamps for sidecar use are also displayed and the line includes those for acetylene and electric lighting.

BADGER BRASS CO.

The Badger Brass Mfg. Co., Kenosha, Wis., is featuring its double-bulb type of electric headlight under its well-known "Solar" trade-mark. The exhibit includes sidecar and tail lights as well as the old reliable "Solar" bicycle lamps, well-known since the advent of the safety bicycle.

STEVENS & CO.

Samson inner tube repair kits are featured at the stand of Stevens & Co., of New York. The firm's hand vise, grease guns, speedometer lights, and extensive line of small tools are also on display, as well as automobile novelties.

SPLITDORF ELECTRICAL CO.

Dixie magnetos in models for single, twin and four cylinder motors, and the Splitdorf Mag-Dynamo are the main features at the stand of the Splitdorf Electrical Company, of Newark, N. J. The various types of Splitdorf spark plug are also shown as well as the ammeters and fuses used in connection with the firm's motorcycle electric system.

GEMCO MFG. CO.

The Gemco Mfg. Co., of Milwaukee, Wis., is showing tire tools, one-hand wrenches, lamps and brackets. These goods are well adapted for motorcycle service.

GARFORD MFG. CO.

Electric and hand-operated horns are the features at the stand of the Garford Manufacturing Company, of Elyria, O. These horns attract the attention of practically every motorcyclist and automobilist who attends the show.

HEINZE ELECTRIC CO.

Heco horns are the main products of interest at the booth of the Heinze Electric Co., of Lowell, Mass. The firm reports that it is several thousand behind in its deliveries of the warning devices.

VEEDER MFG. CO.

Cyclometers for motorcycle and bicycle service in a number of sizes are important features at the interesting exhibit of the Veeder Mfg. Co., of Hartford, Conn. Revolution counters occupy another section of the stand.

SPARKS-WITHINGTON CO.

Sparton hand-operated safety signals in the SM and SF models interest the motorcycle visitor at the stand of the Sparks-Withington Co., of Jackson, Mich. Other models, both electric and hand-operated for automobile service, as shown.

IMPERIAL BRASS MFG. CO.

Dandy tail lights, fitted with shut-offs or regulable from an external control, are shown at the booth of the Imperial Brass Mfg. Co., of Chicago, Ill.

A. R. MOSLER & CO.

Mica motorcycle plugs are attractively displayed at the stand of A. R. Mosler & Co., of Mt. Vernon, N. Y., in addition to an extensive line of platinum electrode, "Spit-Fire" and other spark plugs of which the company is producer.

LOVELL-McCONNELL MFG. CO.

Hand Klaxons, Klaxonets and other mechanical and electrical horns working on the well-known Klaxon principles are shown at the exhibit of the Lovell-McConnell Mfg. Co., of Newark, N. J. The motorcycle horns are supplied with special brackets to attach to any part of the machine.

VOORHEES RUBBER MFG. CO.

Ideal red inner tubes and Model gray tubes for motorcycle service are to be seen at the stand of the Voorhees Rubber Mfg. Co., of Jersey City, N. J. Patches and liners are also on display.

ESSEX RUBBER CO.

Motorcycle inner tubes in different sizes, patches, goggles and a variety of other rubber goods adapted to the use of the motorcyclist are shown at the stand of the Essex Rubber Co., of Trenton, N. J.

TWO MEMBERS OF THE DAYTON FAMILY ON A SCENIC HIGHWAY

A Standard Twin and a Lightweight Featherizing on an Excellent Ohio Road

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ALL THE HARDY SNOW-PLUGGERS ARE NOT FOUND IN THE NORTH

This Party Is Made Up of Members of the Dixie M. C., of Roanoke, Va., Who Made a Successful Run While a Recent Snowstorm Was Fresh on the Roads. These Clubsters Are Consistent Riders and Are in the Saddle the Year Round

ELECTRIC STORAGE BATTERY CO.

Exide batteries in type Z, for motorcycle service, are included in the display of the Electric Storage Battery Company, of Philadelphia, Pa. These batteries are used as standard equipment by the Harley-Davidson Motor Co., of Milwaukee, Wis., among others.

C. A. SHALER CO.

Motorcycle Vul-Kits, affording a ready means of vulcanizing tires on the road or in the garage, are specialties at the booth of the C. A. Shaler Co., of Waupun, Wis., maker of electric and other vulcanizers.

PREST-O-LITE CO.

Prest-O-Lite tanks in the regular motorcycle size, with and without regulating device, are on exhibition at the stand of the Prest-O-Lite Co., of Indianapolis, Ind. A sectional view of one tank is displayed, as well as novel means of employing the tanks for inspection work.

JOS. DIXON CRUCIBLE CO.

Graphite and graphite greases form the bulk of the exhibit of the Jos. Dixon Crucible Co., of Jersey City, N. J. The lubricants, all of which incorporate graphite, are shown in a motor-driven gearset to demonstrate their efficiency.

KOKOMO ELECTRIC CO.

Kingston spark plugs, in metric, A. L. A. M. and half-inch sizes for motorcycle and automobile ignition service occupy the stand of the Kokomo Electric Co., of Kokomo, Ind.

AMERICAN BRONZE CO.

...ings and bearings of every description ...tand of the American ...bile a large picture of Bob Perry and his Excelsior machine, in which bearings of this make are used, adds to the attractiveness of the firm's catalog.

DOUBLE FABRIC TIRE CO.

Inner tubes, sleeves, reliners and double-fabric casings make up the display of the Double Fabric Tire Co., of Auburn, Ind.

ROYAL EQUIPMENT CO.

Raybestos brake lining in various widths, as well as clutch discs for drymultiple types are on view at the stand of the Royal Equipment Co., of Bridgeport, Conn. This lining is in widespread use among the standard makes of motorcycle.

BENJAMIN ELECTRIC CO.

Horns, batteries and tool kits shown by the Benjamin Electric Mfg. Co., of Chicago, Ill., are of interest to the motorcyclist.

H. H. FRANKLIN CO.

Die-cast parts such as time-covers, magneto casings and worm-drive housings are to be seen at the stand of the H. H. Franklin Mfg. Co., of Syracuse, N. Y. Bearings of various kinds adapted to motorcycle service are likewise shown.

VACUUM OIL CO.

Mobil oils and greases, gear greases and other lubricants in the "Gargoyle" line are to be seen at the stand of the Vacuum Oil Co., of Rochester, N. Y. An interesting feature is a series of lubrication charts illustrating the systems employed by various makers.

C. O. TINGLEY & CO.

Tire sleeves, inside and outside blow-out patches, cements and fillers bearing the "C. O. T." mark are to be seen at the stand of Charles O. Tingley & Co., of Rahway, N. J.

A. W. HARRIS OIL CO.

Oils for every model of motorcycle on the market, as well as greases are displayed on the stand of the A. W. Harris Oil Co., of Providence, R. I. Special lubricants for gearsets both new and with worn bearings are shown here.

VAN CLEEF AND ATLAS FIRMS AT ARMORY SHOW

CHICAGO, Ill., Jan. 24.—Van Cleef Brothers, makers of Dutch brand cements and other goods, and the Atlas Specialty Co., producing leggings, gloves and leather articles, are exhibiting at the automobile show in the First Regiment Armory this week. Both firms have their headquarters in Chicago and are well known in the motorcycle trade. Their exhibits have been centers of interest since the doors of the exhibition were opened.

At the Van Cleef stand, attention is attracted to the Dutch girl, dressed in her native costume, and representing the Dutch brand of goods put out by the company. In charge of the exhibit was President Noah Van Cleef, assisted by Paul Van Cleef, factory manager; Felix Van Cleef, expert chemist, and Maxime Van Cleef, traveling representative.

The Atlas Specialty Co. is featuring motorcycle leather goods such as leggings, gloves, skirt guards, handlebar muffs and other comfort-making apparel for the rider. C. J. Wollheim is in charge, assisted by an excellent staff of demonstrators.

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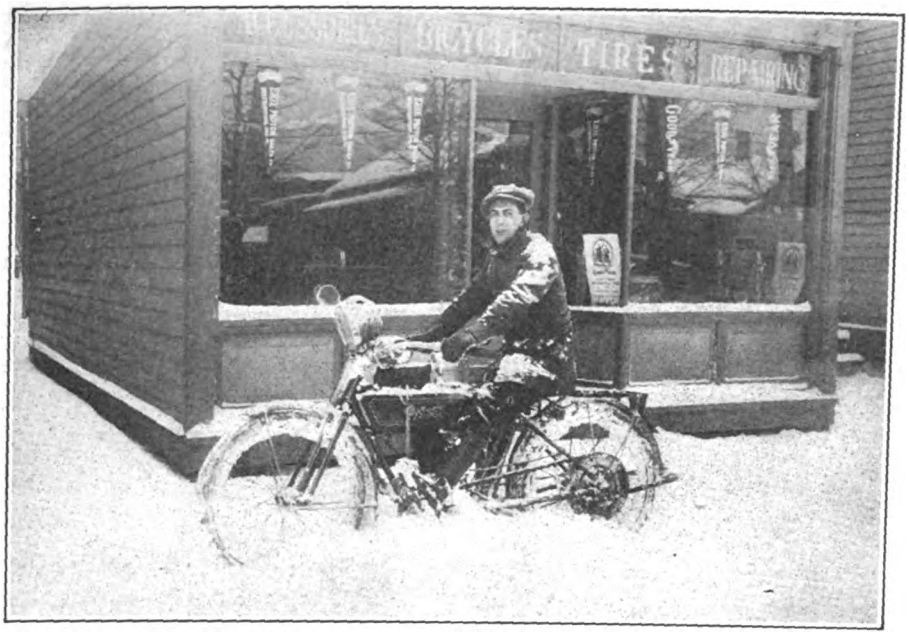
EARL HOBOUGH LIKES TO RIDE SNOW THIS WAY



This Young Rider of Erie, Pa., Uses His Reading Standard Regularly Since First Snow Fall Without Even Fitting Chains. Photo by Agent Ackerman

WHEELING CLUB TO RIDE TO ATLANTIC CITY

WHEELING, W. Va., Jan. 24.—At the meeting of the Wheeling Motorcycle Club which was held last week plans for the 1916 season were fully discussed. Among the more important features of the program are a club ride to Atlantic City next summer and an endurance run, which will be staked under the auspices of the *Wheeling Register* in June, that journal having promised to donate all the prizes. A deposit box has been procured from one of the local banks in which each member can put a small sum from week to week, receiving credit each time from the treasurer; in that way the riders will be able to store up quite a bit of money for the Atlantic City ride, without feeling the pressure on their pocketbooks.

TAIL LAMPS ARE NECESSARY SAYS ATLANTA CHIEF

ATLANTA, Ga.—Chief Mayo, of the local police department, announces that he will hereafter enforce the city's new traffic ordinance, especially with regard to tail lamps. Until last week, the Chief did not put the ordinance in force as regards motorcyclists, he states, in order to give them plenty of time to purchase tail lamps and put them on, and also by reason of dealers in this city not having tail lights in stock. Knowing that these lamps are now obtainable, the Chief states that any rider now found minus a tail lamp will be liable to arrest.

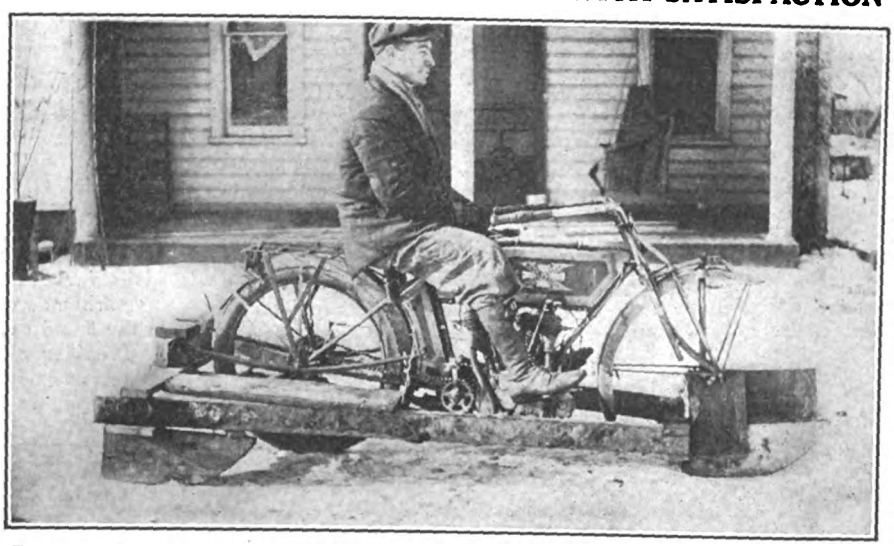
The traffic ordinance has been enforced as regards automobiles up to the present time, but nothing was done as regards the power two-wheeler. A heavy fine is inflicted for violations.

"PREXY" GRIER ENTERTAINED

MILWAUKEE, Wis., Jan. 24.—Charlie Grier's stag party was a big success and one of the crowning social events of the Milwaukee Motorcycle Club. Grier is president of the club, and back in December, when the atmosphere was roseate with holiday spirit, Prexy Grier proposed to the club members that he would provide the necessary fluid and other refreshments for a stag party at his expense if $50 in dues were forthcoming before January 15.

The dues rolled in so fast that Charlie's head began to swim, and more than a week before the date specified, Treasurer Martin has the necessary $50 and then some. Speeches by Arthur Davidson and J. J. Hegeman and some alleged singing by an improvised quartette furnished most of the entertainment. Friend Arthur speaks well in Swedish and Yiddish, and Hegeman makes one suspicious of his antecedents by his clever Irish impersonations.

C. C. FOUT USES WOODEN RUNNERS WITH SATISFACTION



This Home-Made Sled with Excelsior Twin as Powerplant Makes Good Speed Over Frozen Roads in Knox, Ind. The Designer Is in the Saddle

BLAIR COUNTY CLUB READY FOR ACTIVE SEASON

ALTOONA, Pa.—The Blair County M. C. has elected the following list of officers to serve during 1916: R. J. Anslinger, president; J. Frank Pixley, vice-president; Jos Schaeffer, secretary, and J. Blanden Greaser, treasurer.

The club is now in its new quarters on the third floor of the Shannon Building, having recently moved from the old place at 937 Nineteenth street.

WHILE MICHAEL CIMORELLI PREFERS V-SHAPED SHOES

From Catskill, N. Y., Comes This Arrangement, Which Took Its Owner Two Days to Make and Had a Try-out on the Icy Hudson River. A Pope Twin Propels It

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On the Pacific Coast

INDIAN RIDER CONQUERS STEEP GRADE NEAR FRESNO

SAN FRANCISCO, Cal., Jan. 22.—An annual hill climbing feat was recently accomplished by George Wood, of Fresno, when with a tandem passenger he ascended the Old Toll House Grade, 42 miles northeast of that city, on a 1916 Powerplus Indian, in very fast time. That the feat was really something out of the ordinary can be gathered from the fact that this grade is two and a half miles long and rises 2,500 feet above the level of the surrounding country.

"Quite recently," said Wood, commenting on the climb, "I went up the hill alone, but I had some doubt as to whether I could make the grade with a tandem passenger. I was willing to try—and success crowned the effort. However, I must give a great deal of credit not only to the power of the new Indian, but also to the Black Safety Tread Tires, which J. H. Rodda, traveling representative of the B. F. Goodrich company, advised me to use in the climb.

"The Indian just straightened out those curves," continued Wood, who, with Mr. Ray, has the subagency for the Indian in Fresno, "and the way we went up that hill would make you hold your breath. One of the boys was to take a photo of us on the grapevine turn while going up, but all he could get was a blur of wheels. After we got up the grade we continued on past the snow line and I took a picture of the party that witnessed the climb. My tandem passenger was Wesley Sullivan, and he sure has some pluck!"

Left, Riders Who Accompanied Wood to Grade—Sullivan Is in Foreground on Wood's Indian; Right, Wood and Sullivan After the Climb

MANY BUYERS KEPT GIRTON-HOFFER MEN HUSTLING

LOS ANGELES, Cal.—A rush of customers kept all hands busy at the store of the Girton-Hoffer Company, recently, and during working hours it was hard for anyone to get loose for a moment. Otto Kupfer, of the sales department made a number of attempts to get through the front door to make a minor purchase from one of the other stores, but it was only after about one hour and a half that he succeeded. The last hindrance to Kupfer's exit was a chap with $35 cash looking for a bicycle, and after taking the money and giving the customer the mount, Otto got into the open air. The many customers wanted bicycles and second-hand motorcycles for the most part, but there was a fine demand for new Excelsiors.

HENDERSON BRANCH THRIVING

LOS ANGELES, Cal., Jan. 24.—The Henderson branch in Los Angeles is reporting rapid headway in establishing dealers on the Pacific coast. "We are ..." said Sales Manager Hugh A. ... of the oldest deal... shows the ... on the coast. In a few months we expect to have one of the best sales organizations. Everything indicates that the Henderson dealers are going to have a splendid year."

STEWART-WARNER MOVES

SEATTLE, Wash.—The Stewart-Warner Speedometer Corporation has moved its station in this city to 1710 Broadway and Thomas M. Hart is now the manager. A chain of service stations has recently been established along the Coast. The Seattle station is run under the name of the Stewart Products Service Station.

PARK BILL POPULAR

SPOKANE, Wash.—Local motorcyclists are much interested in the bill to be introduced into Congress making Mount Spokane a national park. The mountain is 6,000 feet above sea level and good roads radiate from it in all directions. It has for some time been the Mecca for Eastern Washington and Northern Idaho riders and automobilists.

JUST GOT HIS SIXTH

TACOMA, Wash.—C. J. Embree, salesman for Albers Brothers, this city, has just purchased his sixth Indian twin.

NEATEST TACOMA RIDER

TACOMA, Wash.—G. W. Kelly, who rides a Harley-Davidson, is easily at the head of neat riders in this section. Most of the time Kelly is busy balancing accounts for F. T. Crowe & Co., yet he finds time to cover many miles of roads in Pierce county and keep his machine and himself looking spick and span.

LONG TOUR WITH SIDECAR

LOS ANGELES, Cal.—Chem Bird is getting together road dope these days, as he is planning a tour to Chicago with his wife. Bird will use his Henderson and carry "The Madam" in the sidecar.

TEACHER JOINS THE RANKS

THE FULLER CYCLE & SUPPLY CO. is demonstrating the 1916 Henderson these days and working up a most desirable class of customers. One of the first orders for the new four-cylinder types was that of Ben Gabriel, a teacher at the Whitman School.

LAMBERT WITH GLASGOW

W. P. GLASGOW, Harley-Davidson man in Tacoma, has placed Jack Lambert in charge of his service department.

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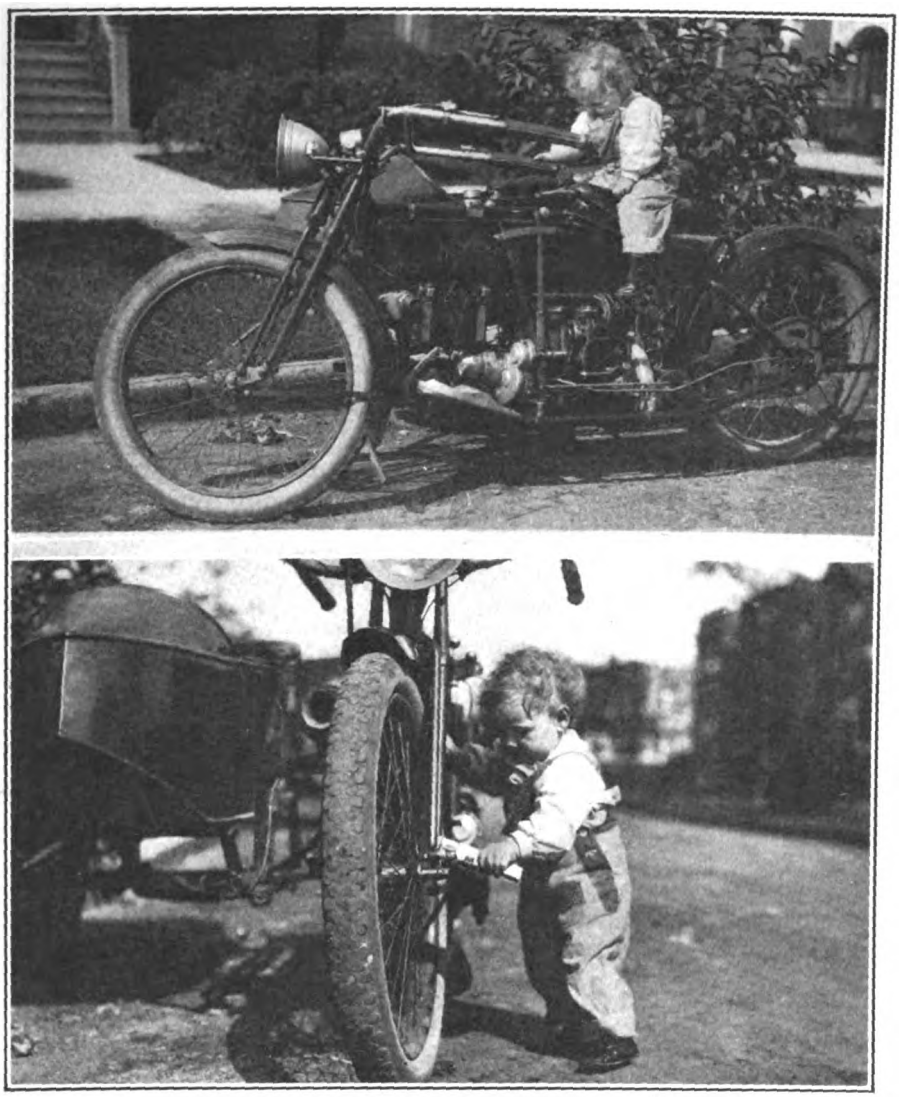
THIS IS R. F. ROGERS' NEW REPAIRMAN



Latest Addition to Forces of President of Rogers Mfg. Co., at Work on Henderson Outfit, Which Meets with His Fullest Approval

NEW JERSEY RUN TO BE 24-HOUR AFFAIR

Annual Endurance Test to Cover About 400 Miles in Day and Night Riding and Have Six Classes

NEWARK, N. J., Jan. 19.—The ninth annual endurance run of the New Jersey M. C. of this city will be held on May 31 this year. It will be a 24-hour affair covering 400 miles in all, and will be confined to roads in New Jersey. The course under consideration will cover 175 miles during the night at a 20-mile schedule and about 200 miles in the daytime at a 22-mile schedule.

There will be six classes of contestants: amateur solo, professional solo, amateur sidecar, professional sidecar and amateur and professional lightweight riders. Secret checking will not be used to any considerable extent and if the committee in charge can evolve another means of eliminating tie-scores that system will be discarded entirely. The route will be well posted and the running directions furnished each competitor so complete that there will be no chance for him to get lost no matter how unfamiliar he may be with the roads. Silver cups and accessory prizes as well as medals will be awarded the high score men.

The New Jersey M. C. introduced the twice-around-the-clock form of run in this country in 1911 and had 50 contestants to cover the 360 miles course. From this it is augured that the Decoration Day affair will be a big success.

AWARD PRIZES FOR MIDNIGHT RUN

TORONTO, Ontario, Jan. 26.—At an enthusiastic meeting of the Toronto Motorcycle Club, held in the club-room on Wednesday night, January 26, the prizes were awarded to the winners of the spectacular midnight run on December 31, the official report of which showed that the following earned perfect scores in the terrific struggle of forty-five miles: Walter Andrews, Harley-Davidson; Wilfrid Morrison, Harley-Davidson; L. K. Brown, Harley-Davidson; C. McDonald, Excelsior, and A. Shuttleworth on a Jefferson.

WILL NOT CHANGE ONTARIO LICENSE FEE

TORONTO, Ontario, Jan. 24.—Ontario Government officials are now entertaining no notion, it is declared, of raising the annual license fee for the use of a motorcycle within the borders of the Province of Ontario, although they are preparing to raise the license fees for automobiles.

Through recently enacted legislation, Ontario now has a Provincial Highways Department and all fees from the 4,200 motorcyclists in the Province go to this department for the improvement of roads. The total revenue from Ontario riders last year was about $12,000.

There has been no rush on the part of Ontario riders for 1916 license number plates because the motorcyclists are allowed until February 1 to take out new cards.

WESTING GOODS GOING WELL

LOUISVILLE, Ky.—F. H. Hassler, representing the G. H. Westing Co., of Indianapolis, Ind., in Kentucky, has just finished a round of the local motorcycle dealers. He reports an excellent demand for motorcycle and bicycle sundries throughout the State and also in Indiana.

THE WESTFIELD POLICY

WESTFIELD, Mass.—One of the latest additions to the literature issued by the Westfield Mfg. Co., makers of Pope products, is the card shown above. It indicates that courtesy is a predominating feature in Westfield policy.

CANADIAN TRADE REPORT

Despite the fact that the war is having a more or less depressing effect upon the Canadian people, buoyant prosperity is indicated by the November statement of Canadian trade. This reached a total of $154,000,000 as against $126,000,000 in the corresponding month of last year. Exports totalled $92,000,000 and imports $45,000,000. For the eight months of the fiscal year Canadian trade totalled $863,000,000 as against $767,000,000 in the corresponding period of 1914.

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MOTOR CYCLE ILLUSTRATED
With Which Is Now Incorporated
"Bicycling World"

Subscriptions—Domestic, $2.00 a year; Canadian and Foreign, $3.00 a year. Ten cents a copy.

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HE'LL SOON FILL IT

PEES ENTHUSIASTIC OVER AMERICAN TRIP

PALMERSTON NORTH, N. Z.—E. S. Pees, well known as an importer of motorcycles and other motor vehicles, has just returned from an extended trip through North America and is enthusiastic over what he saw and did there. In a recent letter to the Manawatu *Evening Standard*, Mr. Pees commented upon the jitneys which he found in all the large cities of the United States, and also upon the huge number of motor cars which he saw on Michigan avenue, Chicago, and Fifth avenue, New York. He suggested that a jitney service could be established to good effect in this city.

In regard to motorcycles and bicycles, Mr. Pees was surprised to find large contracts for these vehicles for the Russian, British and French governments in addition to other goods in which prior to the war these countries had almost a monopoly of the trade. From a commercial viewpoint, he found his trip very satisfactory, having secure a number of valuable agencies.

INTERSTATE ELECTS AT STORMY SESSION

TOLEDO, Ohio, Jan. 24.—The Interstate Racing Association's annual meeting, held here last week, was a stormy affair, owing to the steam-roller method of electing which was employed by the local men. Stockholders from Indiana and Michigan, who attended the gathering, failed to elect a single officer and only succeeded in securing two representatives on the board of nine directors.

About sixty per cent. of the total stock is owned by Toledo men, who found it an easy matter to put their favorites into office.

The following men were elected: President, W. G. McBree; vice-president, C. W. Quetschke; secretary, J. W. Siler; treasurer, F. W. Robinson; auditor, F. J. Kessler; referee, Ed. Ehlinger, and property man, H. Dimke.

Although the Interstate Association promoted numerous race meets during the past season, the year was not a big financial success, the promoters just about pulling out even. Tentative plans for next season's racing were made by the company, calling for the opening meet as soon as the weather permits.

ANOTHER BUILDING FOR STEEL PRODUCTS CO.

CLEVELAND, O.—Work has been started on an addition to the plant of the Steel Products Co., maker of valves for motorcycle and other vehicle motors. The addition is to be devoted to grinding and is to be constructed with special reinforcement to prevent vibration. It will be four stories high, will measure 126 x 90 feet and will be in L-shape to provide for subsequent enlargement. Full fireproof construction will be used throughout.

This latest unit is but one of several which have been erected from time to time during the past year by the firm. The previous additions included hot shops, heat treating rooms with single-unit furnaces and shops with hydraulic press equipment. The Steel Products Co. was formerly the Electric Welding Products Company.

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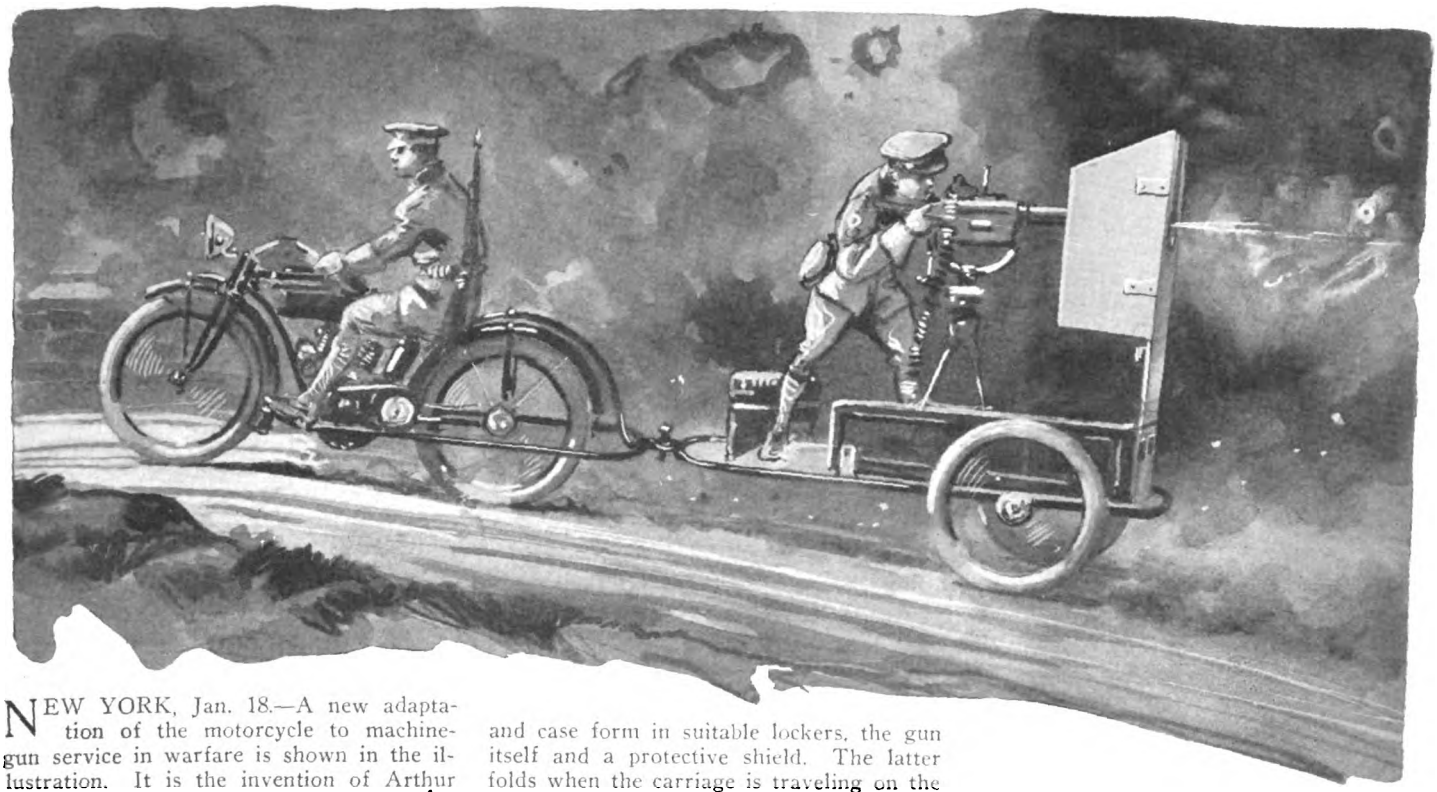
INGENIOUS NEW FIGHTING UNIT DESIGNED BY ARTHUR CHAPPLE



NEW YORK, Jan. 18.—A new adaptation of the motorcycle to machine-gun service in warfare is shown in the illustration. It is the invention of Arthur Chapple, well known as a veteran track and road rider in this country, and the details have been carefully worked out to fit it to American as well as European military conditions.

The device consists of a special frame fitted to the motorcycle and a chassis or carriage with footboards for transporting the machine-gun. The frame on the motorcycle is such that the machine-gun chassis can be quickly attached to either side or detached as readily, the side positions being the normal ones for travel. The chassis may also be towed by the motorcycle, attaching to the rear end of the special frame by suitable means. In this position a retiring action can be fought, and it is such an action that is pictured above.

The machine-gun chassis is made to transport the gunner, ammunition in belt and case form in suitable lockers, the gun itself and a protective shield. The latter folds when the carriage is traveling on the road. Side-shields are used to protect the gunner from oblique fire. The carriage wheels are removable, so that when the carriage is attached to the side of the motorcycle, one wheel is carried on a special fitting as a spare. When used as a trailer both carriage wheels are fitted in place.

The machine-gun is tripod-mounted to give an all-around fire or to be used when removed from the carriage. The present European war has demonstrated the desirability of having the gun removable from the carriage for use in restricted spaces, such as underbrush, etc.

Chapple is dickering with representatives of several European war departments with regard to the adoption of his outfit. These representatives have been ungrudging in their praise of its design and adaptability to present war conditions.

LIGHTWEIGHT MACHINES INVADE WASHINGTON

Nearly all Makes of Lightweights are Being Represented in the Capital City; Dealers are Enthusiastic Over Prospects

WASHINGTON, D. C., Jan. 24.—The long awaited invasion of Washington by the new lightweight motorcycle has come and taken the city by storm. First of the new arrivals was the Cleveland lightweight, which is being handled by a new firm, Seebley & Hines, located at 1006 H street. Mr. Hines was formerly the local agent for the Schickel and is thoroughly familiar with the two stroke motors of the type used in most of the lightweights this year. He has already disposed of several Clevelands and considers the outlook bright because of the well-kept streets in and about Washington and the fact that many of the government employees come in from the suburbs daily.

A few days ago the local branch of the Haverford Cycle Co. received their initial shipment of the new Excesior lightweights. They immediately placed one of the machines in the window and it certainly drew the crowds. Numerous comments were heard on the sturdy appearance of the little machine, and many of the spectators expressed surprise at the low price. Chas. H. Cross, manager of the local branch, is more than pleased at the enthusiasm aroused by the Excelsior lightweight and believes that his allotment of 100 machines will be gone in a few months. W. F. Throop, head of the Haverford motorcycle department, has already over 25 appointments for demonstrations and at this writing he said that he would book no more for another week until he catches up.

Harry F. Seamark, agent for the Miami Power Bicycle, has received his 1916 models and has completed arrangements with Frank Hazelton, who has a fine store at corner Ninth and I streets, to act as sub-agent for the machine. Mr. Hazelton will handle nothing but lightweights in his motorcycle department, having already built up a promising trade during the past season as agent for the Smith Motor Wheel. Seamark has contracted for 200 Miami Power Bicycles for the new season and says that he has already sold more than 10 per cent. of this allotment. He will concentrate his selling forces on the lightweight this year, for he believes that the low price and extremely small upkeep cost of the lightweight will appeal to a large number of prospects.

Cyclemotor Is Popular

The Acme Bicycle & Supply Co., located at 1749 Pennsylvania avenue, which has the agency for the Cyclemotor, reports numerous applications for catalogues describing the bicycle motor attachment. They are putting out several of the attachments each week and in most cases sell the complete outfit of bicycle and motor, thereby boosting the sale of high-grade bicycles. J. B. Shaw, the proprietor, states that he expects to sell about one hundred of the outfits in 1916.

When August Zimmerman, of the local Harley-Davidson agency, was approached on the lightweight situation, he stated that he had no difficulty in meeting the demand for lightweights with the regular Harley-Davidson single cylinder model, which he is now featuring.

The Neutral Motorcycle Garage, Dayton agent, is eagerly awaiting the first shipment of the Dayton lightweight. Samuel McPherson, the owner of the garage, expects to push the sale of these machines during 1916, and with the large following he has among Washington riders McPherson believes that he will sell a good number of the lightweights.

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THE MAN BEHIND NONPAREIL HORNS

THIRD IN A SERIES OF BREEZY SKETCHES CONCERNING TRADE LEADERS

A Wide Knowledge of Men and Trade Conditions, Combined with Natural Business Sagacity and an Inherent Disposition to Hustle, Has Brought President Carl Kaufman, of the Nonpareil Horn Manufacturing Company Steadily to the Front

"DON'T say much about me," was the characteristic reply of Carl Kaufman, President of the Nonpareil Horn Manufacturing Company, New York, when told by a representative of **Motor Cycle Illustrated** that he was to be interviewed for an article on his personal business career. And it will hardly be necessary to disobey this injunction inasmuch as the reader can form a pretty accurate estimate of the man from the achievements credited to him.

Let us only say that Mr. Kaufman possesses the excellently combined qualities of vitality, energy, breadth of mind and vision and a goodly amount of business acumen. Graduating from the public schools of Germany, Mr. Kaufman entered the Stuttgart Technology Institute from which he received his diploma. His early business experience led him to the far East where he studied carefully business conditions, and where he made innumerable business friends. In India alone, he spent five years. Many Americans were among the number of friends made by Kaufman during his sojourn in the East, and it was due to their importuning that he finally decided to visit America, to see for himself how accurately drawn were the word pictures of his Yankee friends. He came, he saw—and remained, not only to conqer all obstacles in the way of his business success, but also to enjoy the fruits of his efforts.

A Bicycle Enthusiast

Soon after his arrival and connection with an American firm, Mr. Kaufman went to North Carolina and there had opportunity of studying and learning the characteristics of the Southerner and his business methods. From the South he went West to Kansas, and here again made careful analysis of western men and western business conditions. His next jump was back to the East where he decided to settle permanently.

The bicycle early claimed Mr. Kaufman's attention, but from its sport-producing qualities and from its sales possibilities. He became an ardent devotee of the two-wheeler and entered and finished many a century run with the boys. For twenty years Mr. Kaufman has been identified with the bicycle industry, becoming, however, actively interested in the automobile and motorcycle industries as they came into being.

In 1903 he founded the Motor Car Equipment Company, whose size and business status is so well known as to need no mention here. For eleven years Mr. Kaufman acted as general manager, relinquishing this position to become President of the Nonpareil Horn Manufacturing Company.

From his first-hand knowledge of human nature, obtained both in the far East, Europe and America, from his wide experience of export conditions and by reason of his large number of business friends, both here and abroad and his thoroughly-American business activity and sagacity, it will be readily apparent why Mr. Kaufman has so ably succeeded in his business ventures. On national politics and international politics Mr. Kaufman's observations show a keen analysis of the situations. Though a great and careful reader of the newspapers, he forms his own opinions on the various important topics of the day.

CARL KAUFMAN
Next to Breaking Sales Records He Enjoys Playing Pinochle

In spite of the many demands made upon his time by his business, Mr. Kaufman is very active in Masonic work. In fact, he is a thirty-second degree Mason. Mr. Kaufman is married and has one little girl and is a lover and deeply interested observer of children.

"What is my hobby?" said Mr. Kaufman, while his face wreathed in smiles—"pinochle"; and by the way, this is an American game—not German, as is commonly thought; pinochle is scarcely known to Germany at all, your American game of poker or bluff, as it is called there, being universally played."

In general Mr. Kaufman views the business outlook in the motorcycle and bicycle trades optimistically. "Of course, shortage of raw material is a serious handicap," says Mr. Kaufman.

REPRESENTS BIG FRENCH DEVELOPMENT CONCERN

CLEVELAND, O.—Arrangements have been completed by which the Factory Appliance Company, Illuminating Building, this city, will have charge of all American purchases of the Consortium d'Importateurs et Exportateurs, of Paris, France. The Consortium is the commercial department of the Banque Mutuelle d'Etudie, 8-10 rue Nouvelle, Paris. It is capitalized at 2,000,000 francs.

The Consortium is interested in motorcycles, tires, magnetos, accessories, etc. Manufacturers desirous of making permanent business connections in France are advised to get in touch with the Factory Appliance Co.

20TH CENTURY CO. HAS LINE OF ACETYLENE BURNERS

NEW YORK, Jan. 22.—The 20th Century Manufacturing Company, of 41 Warren street, is now handling acetylene burners for all kinds of motorcycle and automobile lamps. These burners will fit any make of European or domestic lamp. The burners are in addition to the firm's extensive line of lamps for motor vehicles, bicycles and horsed-vehicles.

GASOLINE BY NEW PROCESS

BALD HILL, Okla.—Gasoline is to be made from "casing-head gas" in the near future by the Twin Hills Gasoline Co., which has just been incorporated with $125,000 capital. This gas comes from oil wells and is usually allowed to escape unused. A plant capable of handling 1,500,000 cubic feet of gas daily is to be erected and a daily output of 3,750 gallons of gasoline is looked for.

RUSHING WORK ON PLANTS

AKRON, O.—The new plants of the Goodyear Tire & Rubber Company, in this city, are rapidly nearing completion. When ready for service, the daily capacity will be 20,000 automobile tires.

JOHNS-MANVILLE SPEEDOMETER

NEW YORK.—The H. W. Johns-Manville Co., announces that its speedometer is now known as the "Johns-Manville," the name "Jones" having been discontinued.

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TEN CANDLES ON OUR BIRTHDAY CAKE

Motor Cycle Illustrated Closes a Busy and Fruitful Decade with This Number—From a Modest Booklet to the Journalistic Pace-maker of Cycledom

TEN years ago, that is, the latter part of January, 1906, appeared the first number of **Motor Cycle Illustrated**. It was a little paper, of hardly pamphlet size. Its front cover, reproduced herewith,

Cover of First Number of Motor Cycle Illustrated, Then a Monthly Journal

showed a photograph of the start of a race, on the Coney Island Boulevard, in Brooklyn, of the Greater New York motorcycle policemen.

The editorial contents were as follows: Introductory to the Trade. Meet of Brockton, Mass., Motorcycle Club. A Motoring Romance (poem by M. Winchester Adams). Use of the Motorcycle in New York State. A Strange Discovery, by L. E. French. Chicago Motorcycle Club on an Outing. William C. Chadeayne on His Record-breaking Trip Across the Continent. Associated Cycling Clubs New Year's Eve Run. The Care of Motorcycle Chains, by Hastings. Power, Speed and Utility of Motorcycles. Queries and Answers. Trade Notes.

Chadeayne's transcontinental trip would hardly be regarded as anything wonderful in these days of Baker and his kind, but it was quite an achievement then. Chadeayne, who was captain of the Buffalo Motorcycle Club, rode from New York to San Francisco on a 1904 model 44 Thomas Auto-Bi in 47 days, 23 hours and 50 minutes.

Among the text illustrations was one showing Oscar Hedstrom and Stanley T. Kellogg, winners of the Mt. Washington Hill Climb; a photograph of R. G. Betts, William Chadeayne and the late George Jenkins; also a picture of Glenn Curtiss, on his "two cylinder racing machine." Twin cylinder machines were then a novelty.

There were nine advertisers, as follows: G. & J. Tire Company, Armac Motor Company, American Motor Company, Jones Speedometer Company, Breeze Carburetor Company, Persons Manufacturing Company, Hastings & Miller, the Corbin Screw Corporation and the Reading Standard Manufacturing Company..

At the time the first issue of **Motor Cycle Illustrated** was published, *The Bicycling World* was already a comparatively old paper and solidly established. For a long time the older journal maintained its lead until, under the editorship of the late Frank Prial, **Motor Cycle Illustrated** began to gain upon its competitor. Mr. Prial in the meantime had converted his journal into a biweekly. It was not until 1914, however, that **Motor Cycle Illustrated** became a weekly, and in February of last year its publishers purchased *The Bicycling World* and combined the two journals.

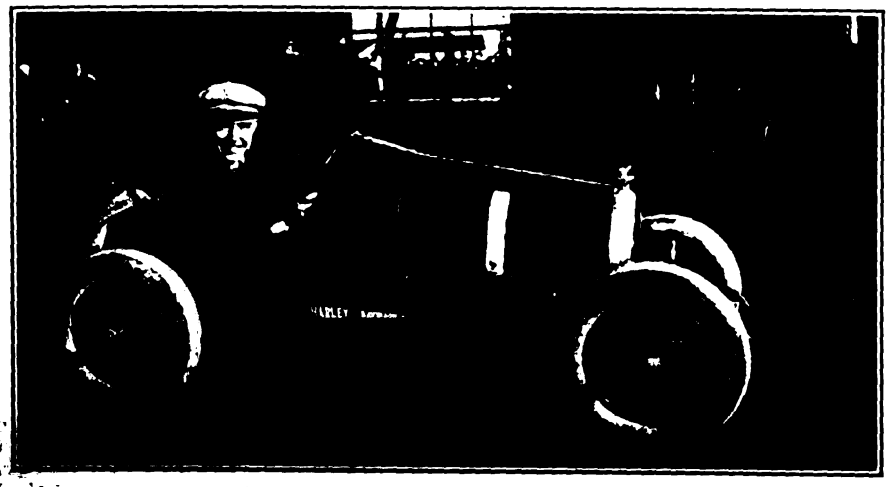
This is, in brief, the history of ten years' progress of the oldest American motorcycle journal, with which is now incorporated the oldest American bicycle journal, a combination which has not only found favor with the American industry, but has also succeeded in the recent past in making its influence felt throughout the entire cycling world.

Specimen Page from Recent Spanish Export Number of Motor Cycle Illustrated

HARLEY-DAVIDSON MOTOR IN NOVEL CAR

SAN FRANCISCO, Cal.— Art Smith, the aviator who thrilled thousands during the Panama-Pacific Exposition, has placed an order with Maggini & Perkins, for ten baby racing automobiles, each of which is to be fitted with a Harley-Davidson twin motor, three-speed gearset and clutch. The order is being filled as rapidly as possible.

Each car is to have a different hood made to resemble some well-known big racing car. The illustration shows one of them outside of Maggini & Perkins Harley-Davidson agency in this city. Smith will race these little speedsters in connection with his flight exhibition throughout the country during the coming season, the plan being to use the little machines in racing contests to draw the crowds inside the grounds.



Art Smith in One of the Baby Racing Cars Outside His Hangar

HENDERSON DISTRIBUTOR FOR MILAN, ITALY

MILAN, Italy, Jan. 18.—Vincenzo Lanfrancki, of this city, has just closed contracts whereby he gains the distributing rights for the four-cylinder Henderson motorcycle in this territory. Mr. Lanfrancki has had very wide experience in the motorcycle business in Italy and has business connections in all the principal cities of the country.

He believes that the outlook for business in 1916 is exceptionally good, as the demand for high grade motorcycles has become very strong in this country and the English and German factories, which formerly supplied machines, are no longer able to furnish motorcycles.

Mr. Lanfrancki predicts that the foothold which American motorcycles are gaining in Italy at the present time will not be effected when the English and German factories resume operations after the war.

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GETTING READY FOR THAT ENDUR'ANCE RUN

Endurance Affairs Should Comply with the F. A. M. Requirements—What Kind of Course to Select and the Necessity for Keeping a Moderate Pace and Marking the Route Well

By GOSLIN

NOW'S the time for the fellows to gather in the club house, round the comfy old stove, light their glimmies and start talking endurance runs. And when the puffs of blue smoke fill the room and you can hardly see Mike's homely face, we ought to get right down to brass tacks and discuss what kind of an affair an endurance run should be and how we can improve upon those which were held in seasons past.

Make It a Real One

Gee, fellows, if we're going to have something that's to be called an endurance run, make it a real one complying with F. A. M. requirements. Nothing under 300 miles is an endurance contest; yet how the distance has shrunk! Why, last summer they reached the absolute limit. Some boys had gosh darn nerve enough to call a sixty-mile ramble an endurance run. Can you beat it!

Just match that sport spin with the four-day 814-mile Ohio-Pennsylvania F. A. M. affair, or the Los Angeles M. C. two-day 640-mile event in which the contestants rode seventeen hours each day—the biggest portion of the way under a burning sun in a glittering desert. That's the mark to shoot at, boys—maybe not so hard and long, but make the run one of real endurance. Ye gods! to finish a run of that kind, even with a score riddled with penalties, is an honor.

Matching Your Skill and Strength

Yes, and finishing a run of that sort is a mighty fine satisfaction, too. The secret of the fascination which an endurance run holds over you is that old, deep-seated longing to match your skill, cunning and strength against the other fellows—and also against dear old Dame Nature. And gosh, the old dame is some pill at times. Am I right? Sure!

Motorcycling is an outdoor sport and the outdoor man is ever popping with energy. The endurance run is the logical safety valve for that big store of energy. We've just got to have our fling once a year, so on with a good, stiff endurance run—one we can brag of for twelve months at least. You'll not please all the boys in the club by doing so. But think, would all of the bunch compete if you held a set of races on the fair ground's track? Of course they wouldn't. In an endurance run you will need somebody to check and that's where the non-competing members come in handy.

Some Hills and Rough Going

Now when it comes to picking out a course, let's get one that includes hills and rough going—not necessarily Rocky Mountain stuff for the whole distance, but we ought to feed it to the field in small doses. Give them a rough stretch or let them wallow in sand for five or ten miles, then let them have a chance to get their breath again with a nice strip of velvet. After that some more ruts.

We must be sure that the mileage is accurate. Then let's schedule the run at twenty miles per hour and hold it there whether the roads are good, bad or indifferent. Twenty miles doesn't sound hard; but try it once for some distance, add the nervous strain of making your checks on time, and you'll readily agree that the gait is plenty fast enough.

Keep It Down to Twenty

Look at the poor Massachusetts lads who now have a state law prohibiting endurance runs, all because of some speed work on the highways of that state. A big field riding at too fast a pace is going to attract attention—the kind that puts the motorcycle in "Dutch." So keep it down to twenty miles an hour, fellows.

That pace will be more than enough if the run is held on a rainy day, for you surely will pull that big event off regardless of the weather. Remember when we went to Baltimore in 1914 and we rode into a rain belt and out again? When you cross a big stretch of country there is likely to be all sorts of weather. You've got to be willing to tackle inclement weather, for postponing an event always tends to subtract interest from it. Rain or shine—that's us. What did we get those Weed chains for—to hang the mistletoe on the parlor chandelier? And haven't we strapped the oil skin "slicker" on the luggage carrier for use?

Use More Arrows

Let's mark the course well: use twice as many arrows as last year. No one strayed off the course, to be sure, but we ought to be doubly certain this year that no contestant will go astray. I remember one run in 1915 which had an awful mix-up on account of poor marking.

Say what you will about the endurance run not being popular, I'll bet the real kick against them is due to poor management on the part of the promoters. The course is not routed clearly, or the mileage is incorrect, or the checking is not handled with speed and efficiency. All these matters are within the power of the fellows in charge to handle right, but they are often left until the last minute and then they're rushed through in a slap-dash fashion.

The old humdinging endurance run still has many friends, so get busy with your route, rules, maps and prize list. Get your entry blanks out and boost the run: locally in the home newspapers and nationally in the trade journals.

ECONOMY TALK IS TIMELY THESE DAYS

With Gasoline Still Bound Skyward and Tires and Tubes Following Suit the Motorcycle Ranks As An Obvious Money-Saver

By DUDLEY ESSEX

WITH the increase in the cost of gasoline still occupying our thoughts to a considerable extent, now comes a rise in the price of tires and tubes, and unless a motorcyclist is level-headed it may get the impression that the game is becoming rather expensive. If he stops to think a moment, however, he will realize that the motorcycle is still about as economical a vehicle as can be found, considering the returns it gives.

Every cloud has a silver lining, and it ought to cheer us riders somewhat to think of the motor car owner these days. The multi-cylindered cars of this season will make an awful dent in their owners' pocketbooks, with their 8 and 10 miles to the gallon of gas. Whew!

Our lot is easy by comparison. The average motorcycle's gas appetite is only about a gallon for 60-70 miles in solo work, and a gallon to about 45-55 miles in sidecar driving. That is a feature of the motorcycle that is not sufficiently emphasized by manufacturers and dealers. The low running cost for the motorcycle and sidecar combination is a trump card—now more than ever before—and it is not played as it should be. An economy talk these days makes a hit.

Many merchants have turned to the light automobile of late to solve their delivery problems, and these men will soon be worrying over gasoline bills and thinking of some less expensive means of transportation. That's where the motorcycle ought to come in. The country has been drained of horses by the warring nations of Europe, so no help can be expected from that source. Every one must use motors. Besides, very few merchants would be inclined to return to the slower and more costly horse delivery after having used a motor.

If the side-van is a good vehicle for the R. F. D.—and the carriers themselves say it is a winner—it ought to be a jim-dandy proposition for the merchant with a great number of comparatively small packages to deliver. It will give him plenty of speed, and the running cost is bound to be low. Economy talk is timely, all right.

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RECORD ATTENDANCE AT CROTONA BALL

BRONX, N. Y.—Motorcyclists and their guests to the number of 300 enjoyed themselves at the fourth annual ball of the Crotona M. C. on January 15. The attendance, which is a record one, included riders from this borough who represented all the clubs in the Bronx M. A., as well as a representative crowd from Manhattan and Westchester County. The dance order consisted of 24 numbers, all of which were run through, in addition to numerous extras. An excellent supper was provided.

Since the first of these balls in 1912, the Crotona M. C. has always come out successfully, both from the social and financial viewpoints, and the large crowd at 1916 affair has added a neat little sum to the treasury of this live Bronx organization.

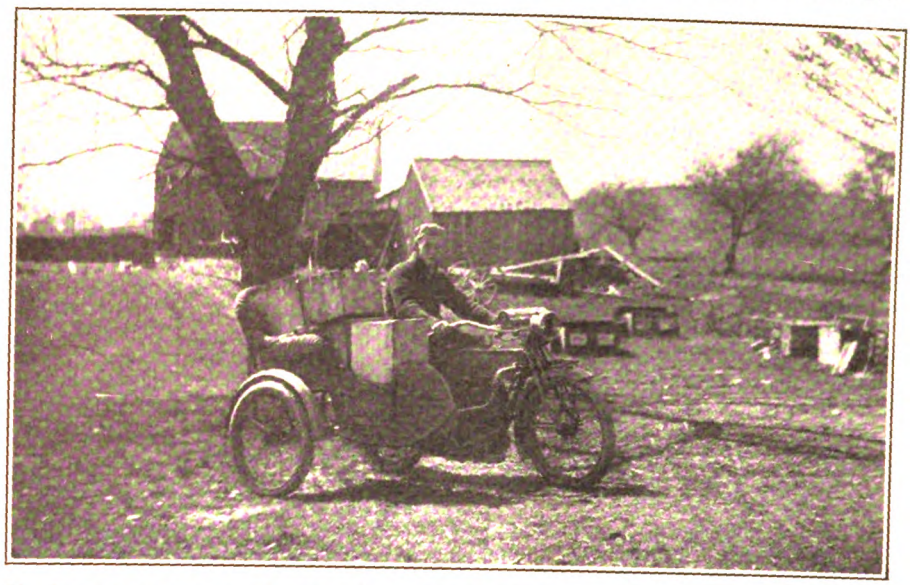
AUDUBON CLUB ELECTS

NEW YORK.—The Audubon M. C., of this city, held its annual election of officers at the recent January meeting. Arthur T. Merrick once more is president and E. P. Gooding has again been re-elected to the vice-presidency. A. L. Smith, former secretary, will continue this office for 1916, while W. H. Enell will succeed himself as treasurer. J. Miller and B. Doherty are directors for the new season. Road officers are W. Stuart, captain, and H. E. Smith and F. P. Cristalle, lieutenants.

MAY HAVE A TRAFFIC COURT

NEW YORK, January 20.—A traffic court has been suggested for this city, Mayor Mitchel, the originator of the plan, is confident that present traffic difficulties will be lessened by the establishment of such a court. The court will be presided over by a special magistrate and will have jurisdiction over all traffic cases.

SHOWING UTILITY OF POPE IN GENERAL FARM SERVICE



No Special Sidecar or Van Attachment Is Needed to Perform a Majority of the Hauling Duties in Connection with the Homestead

BUFFALO CLUB ELECTS NEW OFFICERS

BUFFALO, N. Y., January 25.—The Buffalo M. C. held its annual election of officers with the following results: President, O. H. Peters; vice-president, J. Leuer; secretary-treasurer, Fred Schudt; captain, H. Peters; lieutenant, Ed. Loescher; directors: A. McFarland, A. Rosenthal and A. D. Cook.

President Peters announced that the club would push the formation of a riflemen's corps and is now working on an interesting calendar of motorcycle events. Other forms of outdoor sports and indoor activities will also be fostered. During the summer time a camp will be built a short distance outside of Buffalo for the use of the riders.

ON RECENT SECRET TIME RUN OF NEW JERSEY CLUB

ABOVE is the line-up at the start, taken in front of the clubhouse on Broad street, Newark, N. J., on the morning of January 16. At the right is C. W. Waughop, who won highest mark in solo class, on his Cleveland lightweight. Waughop's total was 985 points.

NEW HERKIMER CLUB

ILION, N. Y., Jan. 24.—Motorcycle racing will be promoted more vigorously than before in this vicinity, now that a new club has been formed, made up of riders living in Herkimer County. The name of the new organization is the Indian Motorcycle Club, and the following officers have been elected: President, W. Thiel; vice-president, W. Moose; secretary, George Gay; treasurer, M. J. Bielawa; sergeant-at-arms, James Seney; pace-maker, Frank Metzer.

ROAD IMPROVEMENT INTERESTS

COLUMBUS, Ohio.—Motorcyclists in the Buckeye state are very much interested in the project of improving the road extending from Cleveland to Cincinnati, through Columbus, known as Market Road No. 10. The commissioners of Hamilton County have adopted a resolution agreeing to cooperate with the Ohio Highway Commission in bringing about the improvement. Civic and business organizations in many cities have boosted the improvement of the road and motorcycle clubs are aiding in the movement.

ROCKFORD CLUB ELECTS

ROCKFORD, Ill.—At the last meeting of the Rockford M. C., officers were elected to serve for the 1916 season. Reuben A. Croon is president, while William Swanson is vice-president, and Ralph Olson secretary. Henning Johnson is recording secretary, while Fred Dummer, Elmer Larson and Paul Pfansteil are directors.

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CLASSING THE LIGHTWEIGHT IN COMPETITION

How the Small Two-Stroke and Four-Stroke Mounts Can Be Placed on Even Terms with Larger Machines in Economy Tests—Such Contests Benefit Dealer and Rider—*Part 2*

By ARTHUR CHAPPLE

IN the last installment I spoke about Callendar's formula for hill-climbing and stated that this took into account the time for the ascent, the weight of the machine and rider and the piston displacement. There remains the economy contest as adaptable to the lightweight machine. In economy contests we have another form of competition which may prove of far more value to the average rider than speed trials. Such competitions give the advantage of fuel and oil consumption to the lightweight.

Another element that is to be considered is the relation between the two-stroke and four-stroke types of motor. It is not to be expected that a two-stroke motor will be entered into competition with a four-stroke motor of equal cubical capacity, as the advantage will no doubt be with the four-stroker. This is where a distinct division will become necessary among the lightweights themselves and I believe that it would be a good means to invite criticisms and suggestions from readers of Motor Cycle Illustrated.

Separate Classification

The simple way points towards a division of the four-stroke and two-stroke motors in separate classes. However, there may be other valuable suggestions which may prove beneficial in forming rules to cover economy contests. In former years, a smaller class was added in many economy competitions and entrants in this class invariably carried off the honors in fuel and oil consumption. To equalize the difference between large and small motors we must again resort to a speed schedule. It was no uncommon thing in past economy contests to use a variety of tricks to stretch out each drop of fuel to its utmost limit. I have witnessed economy runs where big twins could barely make 20 miles per hour with the throttle wide open; this was due to the very fine adjustment on the needle valve or jet. Such an adjustment had to be made in order to give a creditable showing when competing with machines of smaller piston displacement.

If I remember rightly, we used to have motors of 30½ cubic inches cover 50 miles on a quart of gasoline. This figures out at 200 miles per gallon. Such a consumption is exceptional, but it goes to show the value of carbureter adjustment. However, in the majority of cases, the machines entered in the 21 cubic inch class would show the best economy in these runs or trials.

Taking this as an example, we can improve upon previous rules by calling for an average schedule in each class and use it as an additional basis to determine results. If we set a schedule of 35 miles an hour for 61 cubic inch twins and 20 miles an hour for lightweights, this to be the minimum speed, it will bring out exceptional results and prove something, even in addition to acting as a check on freak adjustments.

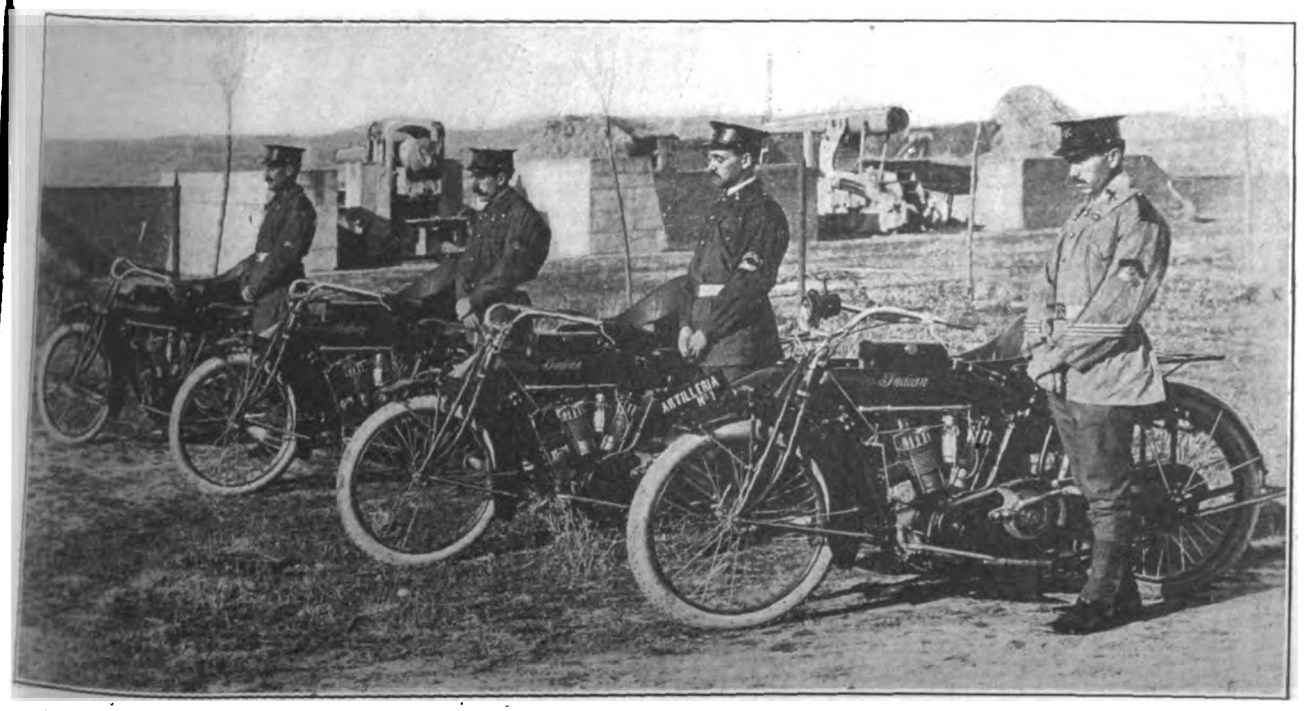
Of course, the reader will immediately criticize a speed of 35 miles an hour on a public highway or road. My answer is that a real economy contest with the best results cannot be run on a public road. It offers too many opportunities for cheating, and hence it is necessary to have the contestants under the eye of the referee and judges at all times. For such purposes, the old mile or half-mile tracks are excellent.

Benefiting Dealer and Club

This form of competition will prove a wonderful stimulant among members of motorcycle clubs and gives a good afternoon of variable enjoyment and sport. As many of the small motorcycle dealers throughout the country are watchfully awaiting the results of the lightweight movement, I am certain that it will prove to be of material benefit to them, if we assist in every way possible to put the lightweight into competition. But to do this we must create rules to fit the abilities of the little fellows.

In conclusion, I might state that the field for the lightweight is far greater than any previous development of the motorcycle. It is the machine that will appeal to the majority of the watching public and I am sure will be the means of adding the man in the street to the riding ranks.

INDIAN MODELS ARE IN HIGH FAVOR WITH SPANISH WAR DEPARTMENT



Four Sidecar Combinations Which Have Been Recently Delivered to the Motor Truck Division of King Alfonso's Forces

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Powerplus Making Remarkable

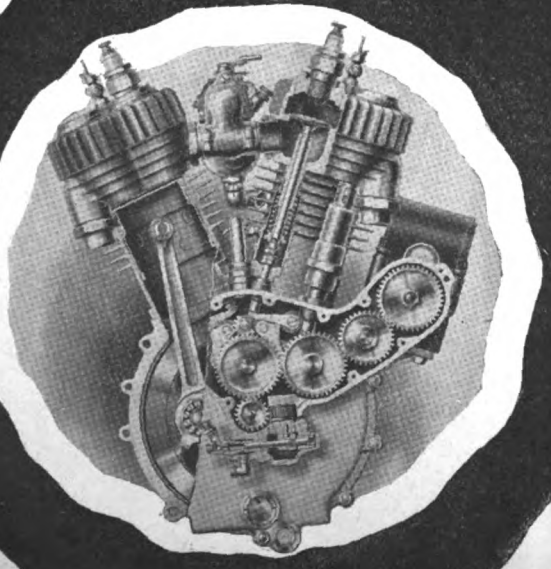
ERWIN G. BAKER on the INDI smashed every record he has ridden

First he "cannonballed" the Powerplus over severe rock-strewn Victorian roads and established four new Australian records—*one after the other.*

The runs were made under the auspices of the Victorian Motorcycle Club, who report a consistent 55 miles an hour average in each event. Time is as follows:

Three Hour Record—116 miles.
Six Hour Record—316 miles.
200 Mile Record—3 hours, 42 minutes.
300 Mile Record—3 hours, 58 minutes.

IT HAPPENE



POWERPLUS
THE MOTOR THAT DID IT

Then came the biggest event of all. Baker established a NEW 24-HOUR WORLD'S RECORD.

Over the same rock-strewn roads and in the teeth of a gale and driving rain he drove the Powerplus for 24 consecutive

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ords In Australia

VERPLUS has
t in Australia !

s. His total mileage
930⅕ — *beating the*
ious professional
rcycle record
55 miles !

AUSTRALIA!

BAKER
THE MAN THAT DID 'T

Before starting after the Australian records, the "old warhorse" shot the Indian Powerplus across the Island of Tasmania, through rough, mountainous roads, in 2 hours and 37 minutes. *He broke the previous motorcycle record by 16 minutes, previous automobile record by 53 minutes and train time by nearly four hours !*

Exactly the same Indian motor was used in all the above events that established the recent Three-Flag record—from Canada to Mexico—**1655½ miles in 3 days, 9 hours and 15 minutes.**

When the 1916 Powerplus tears down every record it tackles and pins up its own—and keeps right on going—isn't it pretty conclusive proof that the machine for you is

Indian

Hendee Manufacturing Company
(Largest Motorcycle Manufacturers in the World)
Springfield, Mass.

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With the Manufacturers

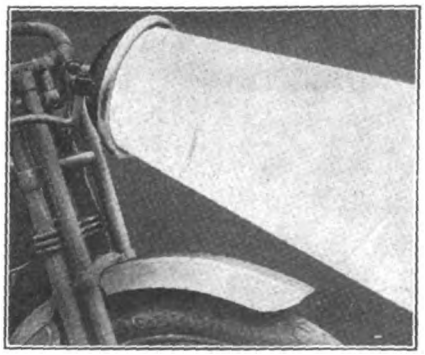
NEW LENS SYSTEM IN PITTSBURGH LAMP

Powerful Headlight Has Strong Beam and Low Current Consumption—Can Be Used with Dry Cells or Storage Battery

ABUNDANCE of light combined with low current consumption is a feature of the Pittsburgh motorcycle headlight, the product of the Pittsburgh Electric Specialties Co., of 927 French street, Pittsburgh, Pa. The lamp is fitted with an entirely new lensing system which increases the amount projected from the parabolic reflector. The current consumption is but one ampere.

The Pittsburgh headlight incorporates a lens centered focally as regards the bulb, this lens being used in connection with an 8-inch parabolic reflector. The beam produced by this combination is strong, with an extended thrust, enabling the user to read signboards and house numbers as well as to pick out bad places in the road. It can be lighted from ordinary dry cells or used in connection with a 6-volt lighting system, either straight battery or battery-and-generator. The consumption of one ampere enables the user to get long life from either type of battery.

The headlight is substantially made of first-class materials, and is fully guaranteed. While designed primarily for motorcycle service, it has been used with satisfaction on many automobiles. The finish is black japan with nickel trimmings. A switch is furnished with each lamp.



Pittsburgh Motorcycle Headlight

KOKOMO TIRE SALES HEAVY, SAYS SMITH

LOS ANGELES, Cal.—Julius Smith, manager for E. F. Merry in this city, states that there has been an unusually heavy sale of Kokomo Kord bicycle tires, as well as those of the Everlaster brand of Kokomo make. Smith said that he had to draw on the San Francisco store to fill orders, pending the arrival of a shipment from Kokomo.

HARLEY-DAVIDSON MANUAL IS MOST COMPLETE

HARLEY-DAVIDSON models for 1916 are supplied with an 80-page instruction book, known as the "1916 Manual," which is a model work of its kind. Great care has been taken to inform the owner of a Silent Gray Fellow exactly what he is to get with his machine, how to set it up after withdrawing from the crate, how to start it and stop it and to change gears on the variable-gear models. A short but effective section gives riding instructioons to the novice, and this is followed by complete information on regular lubrication of the various working parts.

The care of the different components is exhaustively described and all necessary adjustments demonstrated. The operation and adjustment of the mechanical oiler is another feature of the work, and this, the same as in other sections of the Manual, is well illustrated in addition to being plainly written. The center pages show an outline map of the United States with each Harley-Davidson service station indicated by a dot. The magneto and Remy type of generator and electric system are well described and pictured and the necessary adjustments demonstrated. The Schebler carbureter is exhaustively treated, and important suggestions on tire care are made. An index in the rear of the book enables the rider to quickly find any point he desires.

SPLITDORF EQUIPMENT ON POLICE MACHINES

NEWARK, N. J.—The Splitdorf Electrical Company is equipping the two Harley-Davidsons recently purchased by the local police department, with the Mag-Generator and electric lighting system. The entire 18 police motorcycles are now electrically fitted.

DeWITT'S NEW CONNECTION

DETROIT, MICH., Jan. 17.—Frank DeWitt, formerly Detroit representative for the Steel Products Co., of Cleveland, is now sales manager for the American Distributing Co., of Jackson, Mich., with offices in Detroit. The American company is concerned chiefly with the automobile trade, marketing a line of wheels, steering apparatus.

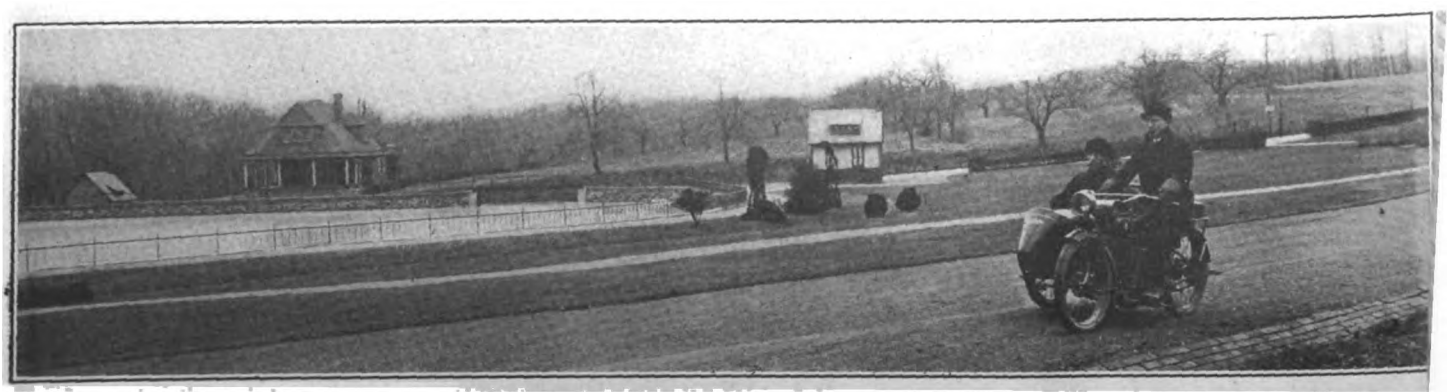
HEADS NEW ENGLAND BRANCHES

BOSTON, Mass.—Edwin H. Kidder is now managing the New England branches of the United States Tire Co., of New York City. He is making his headquarters in the Boston branch, of which he has been manager for several seasons.

COGHLAN IS SECRETARY

NEWARK, N. J.—Walter P. Coghlan has been elected secretary and a member of the board of directors of the Lovell-McConnell Mfg. Co., makers of Klaxon products in this city. He was formerly general sales manager of the firm.

READING STANDARD NOVICES LEARN AMID PICTURESQUE SCENES



Jacob Deysher, of Reading-Standard Staff, Initiating Beginner in Sidecar Driving Near Reading, Pa. Deysher Is in the Sidecar

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1916 MODELS DRAW CROWDS AT DAYTON

Harley-Davidson, Indian and Dayton Stands are Centers of Interest at Show Demonstrating Industry in Ohio Manufacturing City

DAYTON, O., Jan. 22.—Harley-Davidson, Indian and Dayton motorcycles are represented in the Industrial Exposition being held here this week. The three exhibits are attracting an extra large share of interest among the big crowds which throng the building each day. The Exposition is being held in the new seven-story building of the Dayton Engineering Laboratories Co.

The Harley-Davidson Sales Company, of whose exhibit proprietor Fluke had charge, showed three separate models of the Silent Gray Fellow. Fluke was assisted by I. W. Schroder, Harley-Davidson traveler for Ohio. The latter said that the Dayton show was the best he had seen yet. "The biggest thing about this show is the series of crowds which have come here, the ten cents admission having much to do with this. We have already made a considerable number of sales," said the Harley-Davidsonite.

W. J. Tubner presided over the Indian exhibit, consisting of a sidecar combination, a two-stroke Featherweight and a cradle spring frame twin. The latter was mounted upon eccentric rollers driven by an electric motor. The operation of the frame was thus demonstrated. A wax figure was placed on this motorcycle to represent the rider. Tubner expressed himself as well pleased with results from the show.

Dayton motorcycles and bicycles were staged by the B. B. L. Co., local Dayton agent. The chief attraction at this stand was the Dayton Motor Bicycle, shown in both ladies' and men's models and at times the throngs packed it five deep.

The Dayton Engineering Laboratories Co., which manufactures the Delco starting, ignition and lighting system for motor cars, donated its building free of charge to the Industrial Exposition committee, and while the show has cost over $25,000, the floor space sold has been sufficient to make it pay for itself.

NONPAREIL HORN BUSINESS HAS BIG INCREASE

NEW YORK, Jan. 22.—The Nonpareil Horn Mfg. Co., of 73 Wooster street, has transacted over 100 per cent. more business during January, 1916, than it did in the corresponding month of 1915. Sales Manager Kauffmann states that last season was far ahead of the preceding one and he estimates that Nonpareil business for the ensuing season will continue at least 50 per cent. greater than last year.

RANDALL-FAICHNEY CO. IS REORGANIZED

BOSTON, Mass.—The Randall-Faichney Company has been reorganized, the new firm taking over all assets of the old one. Production of motor accessories will be continued and a number of new products for the 1916 season will be added. There will be no change in the management, the same efficient body of officials continuing the work as they have been doing in the past 19 seasons. The officials are: W. A. Randall, president; G. H. Faichney, vice-president, and Charles P. Blinn, secretary.

THE MOTORCYCLE IS WELL REPRESENTED IN VERNON, B. C.

These Twenty Riders, Lined Up Before Indian Agency of McGaw Motor Company, Represent One Per Cent of the Town's Total Population—A Figure Rarely Reached in Any American City. Photo by Harold Smith

CONCERNING THE LIGHTWEIGHT IN COMPETITION

EDITOR **Motor Cycle Illustrated:**

Have read Arthur Chapple's article on the lightweight in competition and, while good, think he has been a little premature in saying that the clubs are overlooking the newcomer.

The Bay Staters will have a lightweight section and we New Jerseyites have in mind a pro and amateur lightweight* division running at a 15-mile schedule. Our plan is not to inflict any penalty for walking up the steeper hills this year at least.

I am not the racing authority that Arthur is, but I am sure that the lightweight can furnish some entertainment on small tracks. Racing between the two-strokes is quite a sport on the other side, so why not in America? The main thing is to keep the lightweight away from the big twins, for in competition with them the two-stroke is out of its class and will naturally suffer by comparison. At that, a Triumph two-stroke has stacked up against the big fellows in an Australian endurance run of note, coming home with the highest honors two years in succession.

Let the manufacturers of the lightweights show any inclination for competition and the F. A. M. and the various clubs will be on the job with rules and conditions that will give the newcomer a chance to demonstrate its efficiency.

E. B. HOLTON,
Sec'y N. J. M. C.

*"A lightweight shall mean a machine with a ... of less than 30 cu. ins. either two or four-...

DEPOSIT IS REQUIRED FOR TOURING IN CANADA

MOTORCYCLISTS and bicyclists who purpose touring in the Dominion of Canada will have to pay a deposit subject to refund of amount charged, provided that the machines are exported from the Dominion within six months of the date of entry. In a recent letter from the Department of Commerce it is stated that for motorcycles, a deposit of $10 is required, with the refund dependent upon satisfactory identification of the property at the port of exportation. Other regulations governing tourists' motorcycles are, in general, the same as those applicable to travelers' automobiles. The note regarding the bringing of machines into Canada for ten days' without charge, which came from a Canadian source, is therefore incorrect.

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CLEVELAND WINS NE

Rider Waughop on his Two-Stroke first prize (solo class)—against Newark-New Brunswick, 50 mile E plete victory for the CLEVELAND Entered in the Run! CLEVELA

Cleveland 2 STROKE SPEED

C. W. Waughop breezing al

C. W. Waughop on his CLEVELAND sailed away with first prize in the gruelling 50-mile test—an endurance run in every sense of the word. And although snow covered, the rough roads making the ordinarily hard going still harder, the CLEVELAND breezed in for first prize.

In short, the CLEVELAND put up the best all-around performance and beat machines that weighed and cost twice as much. The two-stroke CLEVELAND motor ran along smoother than any of its twin cylinder competitors. The test—the grind—the rough going—were not too severe for the CLEVELAND. This proves conclusively the adaptability of the CLEVELAND to rough going; that it is a real cross-country machine. It is dependable.

Cleveland Motorcycle Mfg. Com

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K ENDURANCE RUN!

VELAND romped away with the other heavier machines—in the ance Run on January 16! A com- htweight—the Only CLEVELAND Reliability is the reason!

the 50-mile course

Winning N.J.M.C. Endurance Run

Riders for 1916 are rallying strongly to the CLEVELAND colors. At $140.00 the CLEVELAND is more than living up to its big claims—it is not only doing what far more expensive motorcycles are doing—but more!

The CLEVELAND gives you what no other machine can—all the pleasure, comfort and economy of the lightweight—plus the wear and never-failing qualities of the heaviest and most expensive machines. It is absolutely reliable.

Dealers who are wise and see the writing on the wall—will get the CLEVELAND agency

201 Platt Ave., Cleveland, Ohio

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Andy Says

MAKE FRIENDS OF YOUR LOCAL NEWSPAPERS—PUBLICITY AND PROSPERITY ARE NATURAL TEAM-MATES IN ANY BUSINESS

I WONDER when the average cycle dealer is going to drop his somewhat belligerent attitude towards his local papers and face the fact that they can help to make or break him. Strikes me that it is about time he wised up on this angle of his business and started to make a study of the publicity situation. It'll pay him, believe me. There may be motorcycle and bicycle dealers who don't need the support of their town papers, but I've never seen one. And what's more, brethren, I never expect to see one. Such a dealer would have to be all-fired prosperous—or dead.

When I was hitting the trade routes only a short time back, I noticed that the dealer who prospered was in nine cases out of ten the one who made a point of being friendly with the newspapers—of getting his name and business into print at short intervals. That kind of a dealer might grab off the big sales anyway, through sheer pluck and hustling, but it must be something more than coincidence that connects his prosperity with consistent newspaper publicity. I've seen the two hooked up so often—publicity and prosperity—that I can't help believing they are natural team-mates.

On the other hand, I can't recall at this writing a single motorcycle or bicycle dealer among my friends who has ignored the local newspapers and got away with it. That's something to think about, boys.

Don't slip advertisements over on the editor and expect him to print them in his editorial columns. It can't be done. If he permitted everybody to operate on that policy there wouldn't be any advertising or any newspapers. You must give the editor something with at least a slight news value; then he'll feel that he's being repaid for working in the puff about you and your machine. Being hoggish won't pay. Bring out whatever news there is in your item at the top and then be satisfied to mention yourself casually. That will please the editor and get your item across.

Cultivate the local reporters. Take 'em to fires in your sidecar, or on your tandem. Co-operate with them in any other way possible. Make friends of them. But don't expect them to do the impossible. They can't devote a write-up to you and your place unless you use your ingenuity and hustle around and do things that make news. Finding an excuse for items that your local paper will print is a simple matter once you get the knack of it.

Next week I'm going to discuss briefly several easy methods of stirring up motorcycle news in the average town. It's a mighty interesting angle of your business, fellows, and a profitable one.

NOVEL ENGLISH SIDECAR HAS HAMMOCK SEAT

UNIQUE in sidecar design is a recent English model produced by The Sidecar Co., of 895 Fulham Road, London. The body is olive-shaped with a short, vertical windshield and folding victoria top, the latter having side panels of celluloid. No straps are used for the top. This sidecar is fitted with a hammock seat in place of the usual upholstered fixed one. An electric lighting outfit is used, there being a sidelamp, a light inside the top near the front and a tail-lamp. In the rear of the body is an ample luggage compartment, with a large door. The color scheme is black with white trimmings.

IN FAVOR OF DOG REGULATION

SEYMOUR, Ind.—Motorcycle riders and automobilists of this district are strongly in favor of a new "dog ordinance," providing that all dogs shall be harbored on the premises of the owner and specifying penalties for allowing them to roam on the streets.

BIG EXPANSION OF PACIFIC MOTOR SUPPLY CO.

LOS ANGELES, Cal.—Although the Pacific Motor Supply Co. is at present without a motorcycle agency, Manager E. Lebell explains the expansion of its quarters by referring to the heavy business done in bicycles and parts. The firm recently closed its accounts for 1915 and was actually surprised at the quantity of machines and parts sold.

The expansion will give the concern a second story, 175 feet wide and 137 feet deep, and will be the largest quarters of any place in Los Angeles. The staff is to be increased by another salesman and a shipping clerk, as well as an increase in the office force.

TO IMPROVE TURNPIKE

ALEXANDRIA, Va.—The Legislature of Virginia has granted a charter to an association known as the Warrenton & Fairfax Turnpike Co., Inc., to allow it to take over the old Alexandria-Warrenton turnpike. The company will grade it, re-surface the road and operate it as a toll-road until the State wishes to take it back. Nearly one-half of the required amount for construction has been subscribed and as soon as another $50,000 is obtained, work will be commenced. The route runs between Washington, D. C., and Warrenton, Va., passing through Fairfax Court House, Centerville, and the Bull Run battlefield. It is 46 miles long.

TRAFFIC REGULATION CONTINUES

CINCINNATI, O.—Measures to break up speeding and facilitate the handling of traffic with the minimum of danger are continuing in this city. The motorcycle police have been active in rounding up motor car speedsters, while traffic officers on crossing duty have been provided with white uniforms in wet weather. This provision has been made so that no motor vehicle user can complain about not seeing the officer's motions.

GOOD SPORT FOR GUTERMAN

Two Florida Beauties Captured by Reading Standard Traveler on Recent Fishing Trip Near St. Augustine

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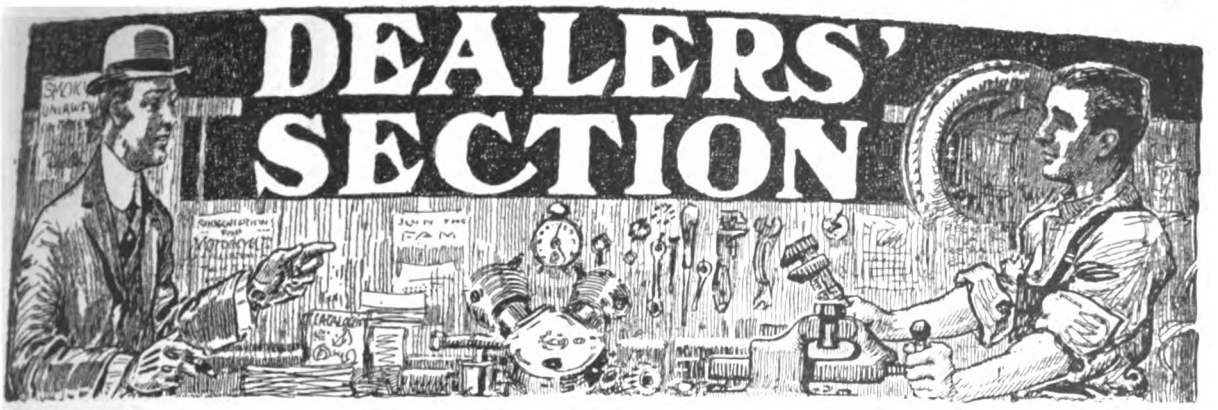

WHY CANDOR IN SALESMANSHIP PAYS

The Prospective Buyer Who Hears Every Dealer Describe His Machine in Superlative Terms May in Time Decide to Discount All Sales Arguments

By GEORGE M. JOHNSON

In a series of humorous pictures dealing with the New York Automobile Show, Briggs, the clever cartoonist on the Tribune's staff, has something that well deserves the attention of motorcycle dealers. An auto demonstrator is talking as follows:

"I don't say it's the greatest of all cars. If you buy it you'll probably have magneto trouble, and some time you'll have a rotten time making a hill, and you'll only get six miles to the gallon sometimes. You'll do a lot of cussing—she'll skip a cylinder and pound and lots of things. But you're buying a motor car."

To which the prospect, with a glad grin, responds: "Shake, George, I'll take it."

And this is the moral Briggs tacks on: "Some day when an auto salesman puts up a talk like this we are going to fall for the car."

Makes Little Impression

Now, did you or I ever meet a motorcycle dealer who would admit that his machine was not the fastest, the cheapest to operate, the easiest to handle, the most comfortable, the quietest, and the most satisfactory all-around mount? I trow not. And yet how, in the name of the prophet, can every one of a dozen makes be all of these highly desirable things? Echo whispers softly, "They *can't!*" The prospect who has a grain of sense, and most of 'em have or they wouldn't know enough to want a motorcycle, knows this very well. He realizes that a good bit of what the enthusiastic dealer says is mere bubble; the selling talk that is crammed full of superlative won't make a very weighty impression on him.

It may even make the wrong kind of impression. He may argue within himself: "There are other machines on the market as good as this fellow's. In some respects they are better. His line of talk doesn't stack up with truth worth a counterfeit copper; guess I'll look around elsewhere."

And finally, in sheer relief and desperation the prospect might buy his machine from a dealer who says, as did the auto salesman of Briggs' cartoon:

"I don't claim she's the only boat in the world. If you buy her, you'll probably have some trouble with the carb, and often when you want to change gears something'll stick. She'll start hard in the summer and harder in the winter; but remember this, bo: you're buying a motorcycle."

We mentioned the use of the superlative a short time ago. The modern idea in advertising and salesmanship is to go easy on the superlative. When you are trying to sell an article which differs in no great degree from a large number of others—as is the case with motorcycles and bicycles—you have a big contract on your hands to prove that your one article is the best of the lot. As a matter of fact, there is really no such thing as the *best* motorcycle, the *best* bicycle, the *best* automobile. This one or that may have it on the rest in some particulars, and is probably second best in some other features to make up for it—but best of all? That is indeed too big a dose.

In trying to land a prospect the dealer would do well to forget that superlative *best*. Let him concentrate on the proposition of convincing the prospective rider that his machine is first-class in every particular; guaranteed—not to clean up the X Y & Z every time on the road, not to outclimb the P D & Q, but to give satisfactory service as long as the rider gives the bus reasonably decent treatment.

Clear Out the Superlatives From Your Sales-Talks; They Are Rarely Convincing

When mention of other makes comes up, as will almost always be the case, the agent should get the talk back to his own make as soon as possible. He should be willing to concede some good things to the rival makes, but let him avoid the mistake made by one certain dealer. He was a rider who took up the business of selling motorcycles without much experience, but he knew that prospects didn't like to hear other machines knocked. He had a lad in tow and was spinning out his selling arguments to beat the band when the prospect interposed a question regarding a rival make. The new dealer at once became quite enthusiastic, and launched into a glowing tribute to the merits of the other motorcycle. His line of thought was something like this: "When Blank here sees what a good sport I am in praising up that old tub, he'll certainly come across with a deposit on mine."

Went the Wrong Way

Unfortunately, however, Mr. Blank's line of thought didn't parallel the dealer's. "Gee whiz!" he communed within himself. "If a rival agent thinks that boat is as good as this, she must be a bear! Me for her!" and his deposit found its way to the other shop.

There is really a bit of worth while selling psychology concealed in the ridiculous statements of the auto dealer in Briggs' cartoon. It pays to be frank with your prospect. Get confidential with him. Don't be afraid to admit that there may be one little thing, rather unimportant, to be sure, about the machine that you wish the factory would change; they probably will come to it sooner or later; it would merely make a machine already first-class a trifle better. That will impress the customer with your honesty, and he will be all the more ready to credit the statements you make regarding the virtues of the machine you are trying to sell. It may work still further; he will, perhaps unconsciously, expect other dealers to show the same de-

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gree of frankness. He will wonder what little criticism they may have to make regarding the motorcycle they represent, and the chances are that none will come forth, since the salesman who has given up the use of the superlative—at least, in the motorcycle business—is a rare bird. The prospect may even ask, in a timid sort of way, if there is no possible way in which the machine could be bettered, and when the unhesitating "No" is barked out—as it probably will be—he won't believe it. He won't feel the same confidence in that dealer as in the other one, and, other things being equal, he is more likely to buy at the first shop.

Perfection Claims Disastrous

The dealer must not make the mistake of claiming that his motorcycle has reached utter perfection. He can't do this honestly, and he knows he can't. Furthermore, the prospect probably knows it, too; if he doesn't, he will soon find out, and in any case, the dealer has done just so much to injure his chances of landing a sale. Some agents were making this claim three or four years ago, and look at the changes—actually vital improvements—that have appeared. At the very time the claim of perfection is being made, the factory experts may be contemplating radical changes in their prouct, and of course that makes the agent's line of talk look positively sick.

Perfection means 100% efficiency, and 100% efficiency is the biggest contract on earth, barring nothing. The up-to-date motorcycle is a mighty fine product, but perfect—No. If absolute perfection is represented by a steep hill, the motorcycle is only half way up, in low gear, with its engine red hot and pounding its head off. Perfection is unattainable, and it is a lucky thing for us that it is.

Statements Must Fit

Motorcycle dealers should realize that statements made to one rider are likely to be contrasted and compared with those made to some other rider. Therefore the statements must fit. I have met a good many dealers. Some of them I felt I could always believe; so far as I knew, they invariably told the truth. Others, experience demonstrated, told the truth about half the time, the natural result being that nobody ever believed them any of the time. Lose the confidence of a customer, and you lose his trade forever. He unconsciously applies the old Arab proverb: "If mine enemy deceive me once, shame on him; if he deceive me twice, shame on me!" The rider who has been treated dishonestly by a dealer won't put himself in a position to let it happen again. "I'm cured!" is his comment.

I don't mean to imply by the above that a large proportion of motorcycle dealers are rishonest in their sales policy, for most of them are not. And besides, the actually dishonest ones are rapidly being weeded out by the cold-blooded process of the survival of the fittest.

TOLEDO, O.

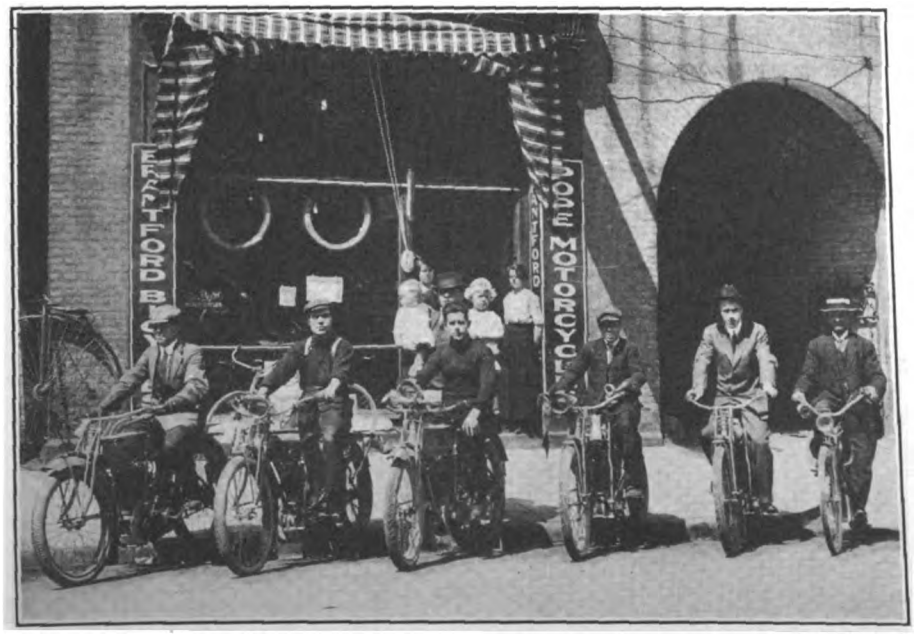
GEORGE LEIGHTON, proprietor of the Leighton Cyclery, agent for the Dayton products, has just returned from a visit to the factory of the Davis Sewing Machine Co., in Dayton.

JACKSONVILLE, FLA.

W. E. ROBBINS will hereafter represent the Vacuum Cup tire line for Jacksonville, handling these products of the Pennsylvania Rubber Company from the Jacksonville Motor Car Company's garage on Laura street.

NORFOLK, VA.

DRAKE HARDWARE CO., distributing the Indian in this city, has moved to its new location at 112 West Main street. The new store measures 80 by 140 feet and was formerly used as an automobile garage. The firm has sold to date as many motorcycles as during the entire 1915 season.



Where Pope Motorcycles Are Effectively Handled in London, Ontario; Establishment of The Bicycle & Motorcycle Sales Co., at 425 Wellington Street

Dealers'

NEW YORK, N. Y.

GUS ROTHOLZ, the veteran dealer of 1491 Fifth avenue, has just closed an excellent season in motorcycles. His season begins and ends on January 1 each year, and to the first day of 1916 he had disposed of 34 machines of various makes. Fourteen twins, one single cylinder and one van were the total of 1915 Reading Standards, while three Hendersons were sold. Excelsiors disposed of numbered 15. "This does not include used machines," says Rotholz. "Practically 45 per cent. of the mounts sold in 1915 were fitted with sidecars."

GRAND JUNCTION, COLO.

PETER FOX, Indian dealer for Grand Junction, has made the most of his opportunities and has been successful in business. He started to ride in 1912, using an Indian, and entered the agency field the following year. His total sales for 1913 was 8 machines. In 1914 he increased his space and sold 20 machines. In 1915 he took the Indian representation and disposed of 30. For the 1916 season he has so far sold nine of the Powerplus models and has expectations of selling 35 or 40 before the season closes.

WASHINGTON, D. C.

HOWARD A. FRENCH & CO., Indian representatives at 424 Ninth street, N. W., recently received fourteen two-cent stamps in an anonymous letter which stated that the stamps were in payment of a debt of several years' standing, plus interest. As this was the first payment to the "Conscience fund," Proprietor French is at a loss to know what to do with the remittance.

DETROIT, MICH.

PROPRIETOR WANDERSEE, of the W. E. Wandersee Co., Harley-Davidson representatives at 129 Gratiot avenue, reports an average of one sale per day since the first of new year, this being on 1916 models of the Silent Gray Fellow. In second-hand machines, the firm cannot secure enough to meet the demand. "This situation has never before been encountered," says Wandersee.

W. E. METZGER CO., 501 Woodward avenue, Indian agent for this city, has abandoned the use of the side window which formerly could be seen on Woodward avenue. The reason is that the owner of the property adjoining has leased the ground to a bill-posting firm and a big boarding shuts off the view. The Woodward avenue window is, of course, in plain view.

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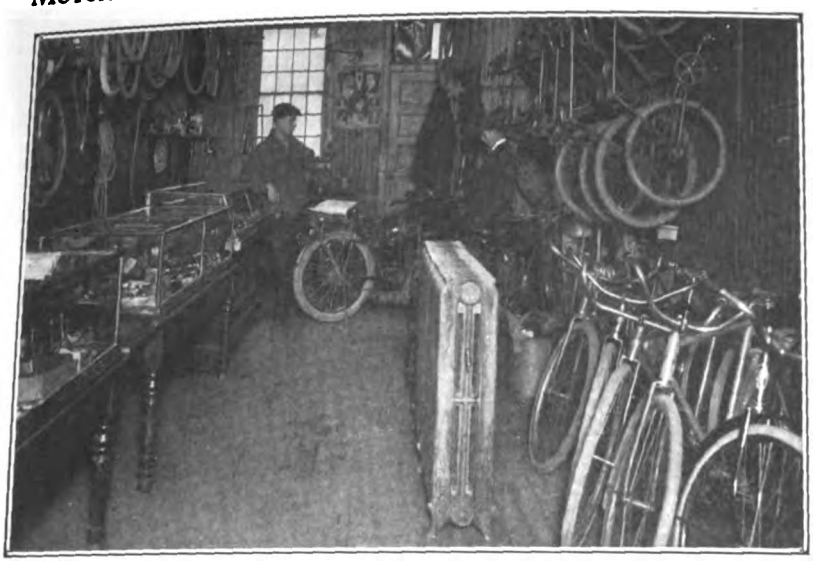

Interior of the Somerset Shop, 46 East Main Street, Somerville, N. J.—Handling Harley-Davidson and Indian Motorcycles, Smith Motor Wheel and Pope Bicycles

BALTIMORE, MD.

SOL NECHAMKIN, proprietor of the Baltimore Cycle Co., Pope representative, has just returned from a visit to the plant of the Westfield Mfg. Co., makers of Pope motorcycles, at Westfield, Mass. He went to the factory to increase his orders for the various Pope models.

DEALERS in this city have formed a business organization known as the Baltimore Motorcycle Dealers' Association. The body is doing a little co-operative advertising and is arranging to have a series of shows simultaneously in the salesroom of each member. This has come about because motorcycles were crowded out of the auto show owing to lack of space. The organization is doing good work for the riders, as it is the intention to work in conjunction with the local club in promoting contests of all kinds.

PATERSON, N. J.

FRED L. JOFFEE, representing the Excelsior, has moved into new quarters at 18 Clark street. He found his place at 180 Market street too small, hence his change to the larger store. Joffee has sold four more Excelsiors at this period of the season than he did during the corresponding period in 1915.

NEWARK, N. J.

WALTER GOERKE, Wigwam representative, with the aid of Percy Drumwood, his mechanic, has rigged an Indian Powerplus with handlebar-controlled clutch for trial by the Newark Police Department. The machine has the valve-lift on the throttle grip, while the clutch-rod extends from the right grip to the thrust rod and passes through the gearset to the clutch in the usual manner. The spark lever is separate, being mounted at the left side of the tank.

The Newark police specifications call for handlebar-control of the clutch and up to the present only one make could fulfil the requirements. The machine fitted up by Goerke will be in the hands of a traffic sergeant this week.

SEATTLE, WASH.

PIPER & TAFT, the Seattle hustlers, report 350 sales of bicycles for 1915, and state that indications point to a continuance of this pace throughout the present season.

FREDERICKSBURG, VA.

E. L. DOWNEY, who opened a bicycle store here about one year ago, has taken the agency for the Indian motorcycles and bicycles. In view of the fact that the road from Washington to Richmond has now been put in fairly good condition, many tourists will take the route through Fredericksburg during 1916 instead of the longer one through the Shenandoah Valley.

GRAND RAPIDS, MICH.

WARREN VELTMAN, Henderson dealer, has already sold six of the four-cylinder mounts and is very optimistic regarding the 1916 outlook. The past two State endurance runs have convinced the sceptics that the Henderson is there in heavy sand. Veltman has also the agency for the Miami Power Bicycle.

L. W. DELYLE, handling the Excelsior, has received a number of deposits on 1916 models and looks forward to a fine season. The police motor is making quite a hit among local speed fans. Nearly all DeLyle's orders specify the police motor with three-speed gearset. DeLyle also handles Excelsior bicycles and does a good business in them.

HOWARD FERGUSON, who is agent for the Pope, has just finished an addition to his store to accommodate an enlarged repair shop. Both his Pope motorcycle and bicycle business are good.

C. C. CLINE, representing the Harley-Davidson, has delivered a three-speed with electric equipment and a three-speed regular model to customers to date. He has also booked ten orders for Spring delivery. The new short-coupled model is creating big interest among the many speed bugs who live in and around Grand Rapids.

ROCKS BROTHERS, Thor agents, have taken the Grand Rapids representation for the Tiger lightweight.

SPOKANE, WASH.

ARDO M. PETERSON, manager of the Pacific Tire & Rubber Co., of Seattle, has just opened a branch in this city. He will handle Gordon and Batavia tires in both places. The Spokane Tire Company has taken a sub-agency for the Gordon, while the Fosdick Company has taken on the agency for the Batavia.

DAYTON, O.

L. P. BIRCKENBACH, of the L. P. Birckenbach Co., Dayton Motor Bicycle agent in Columbus, O., was an interested visitor at the Industrial Exposition in this city. While in Dayton, Birckenbach visited the Davis Sewing Machine Company's plant and advised the firm of plans being made to push the Dayton line this summer.

SAN FRANCISCO, CAL.

E. F. MERRY, representing the Pope motorcycle in this city, has just returned from a trip through the East. During this trip he stopped off at Westfield, Mass., to pay a visit to the factory of the Westfield Mfg. Co., makers of Pope products. Merry expressed himself as being greatly impressed by the business activity in the East.

BRONX, N. Y.

OLIVER BERCKHEMER, proprietor of Oliver's Indian agency, at 993 Washington avenue, is humming these days. "Ollie" is back on the job with his full vigor now and with Vic. Pelezzare, his manager, is kept busy in showing off the paces of the new Powerplus twins. A feature of the establishment is an up-to-the-minute Prest-O-Lite service.

GENE COUGHLIN & CO., of Washington avenue and 163rd street, Bronx County agents for the Harley-Davidson, have disposed of 17 new models as well as 12 used machines. The accessory business is a thriving one for this firm and between demonstrations and sales, the partners find little time on their hands.

J. COBBAN, Jr., is handling the Henderson once more for 1916. Cobban is a firm believer in the four-cylinder mount and proves it by going into all endurance runs that are held within any reasonable distance of his headquarters at 321 East Tremont avenue. He displays trophies from Crotona, Yonkers and Invincible M. C. affairs to assist him in demonstrating the lasting qualities of the Henderson.

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WESCHLER WRITES ON THE IDEAL AGENCY

Sales Manager of Hendee Mfg. Company Offers Valuable Suggestions in Honest Injun—Cleanliness and Brightness as Well as Business Activity Are Essential to Success

IN the January number of the *Honest Injun*, the Hendee Mfg. Company's interesting house organ, Sales Manager F. J. Weschler has a highly-instructive article under the title, "If I Were an Indian Dealer," his theme covering some of the principal features which contribute to the success of an agency. Mr. Weschler in describing his ideal motorcycle headquarters states that he would make the store "so attractive, so appealing, so fraternal looking and yet so businesslike that everyone in town would know me for my perfect business surroundings.

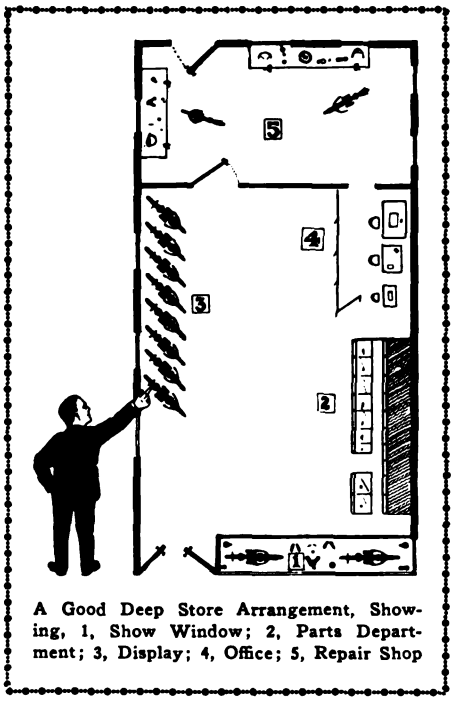
"My store," he continues, "would be a magnet for prospective customers. It would raise the standard of motorcycling in their estimation and it would radiate an atmosphere of cordiality that would be difficult for the prospect to resist—once he had been bitten by the Indian 'bug.' My store would be a landmark, a meeting place for the motorcycling fraternity of my vicinity—and yet, withal, a place of crisp, clean-cut business."

Agencies Not Laid Out Well

Mr. Weschler then proceeds to tell how he would bring about the above mentioned conditions, drawing upon his long experience in the sales field and his observations made on many trips throughout the country. He states at the outset that most agencies he has inspected have been laid out unscientifically, and that as a result the dealer has failed to obtain the best results. Most motorcycle agencies are unnecessarily dirty, also, in his opinion, and few of them are properly lighted.

The writer refers to the unsatisfactory conditions found where the salesroom and repair shop are not kept as separate and distinct departments, and argues that in some cases the confusion of departments and the general hodge-podge air of the place drives away discriminating prospects. He takes a firm stand for sectioning off the various branches of the business, the salesroom, parts department, reception room and repair shop all being provided for along scientific lines.

Mr. Weschler refers to three general classes of stores—as regards floor area; those that are narrow and deep, those that are square, or nearly so, and those that are shallow and wide. He points out that each type has its advantages, and in the three sketches accompanying he shows how each can be arranged to excellent advantage by the discerning dealer.



A Good Deep Store Arrangement, Showing, 1, Show Window; 2, Parts Department; 3, Display; 4, Office; 5, Repair Shop

The prospect who finds the motorcycle models attractively lined up on one side, the parts cabinet and counter within easy reach and still not intruding on the strictly motorcycle section, a small but neat reception room and a businesslike repair shop apart from the other branches, will in Mr. Weschler's opinion be a much easier man to handle than the one who enters the store to be confronted by a general jumble. "Well, this is a regular business," the prospect is quoted as remarking to himself. Motorcycles must be legitimate, substantial things—not freaks that go wild and get one dirty and messed up with grease and oil."

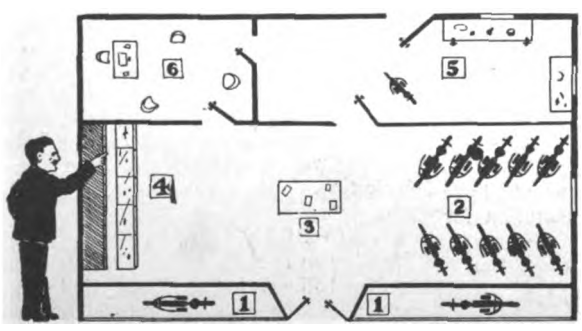
Coat of Paint Needed

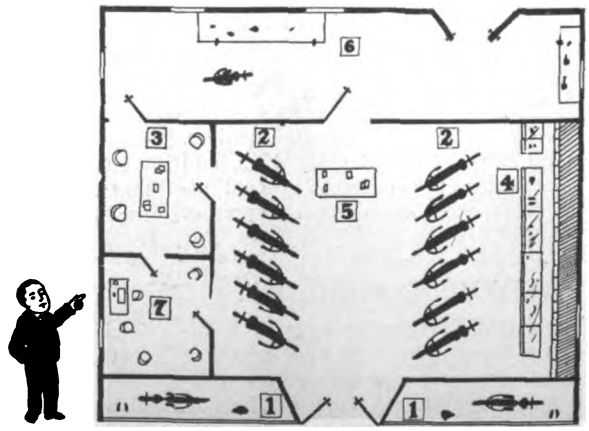
Reference is made to the fact that in most cases where a dealer's store looks dull and run-down, it is in need of a coat of paint. Mr. Weschler briefly discusses the "psychology of colors" and points out that the interior of an agency can be made suggestive of life, activity and cheerfulness by selecting a bright color, while a dark or drab tone will tend to be depressing. A bright color assists in the lighting arrangements and enables the dealer to give a much brighter general effect without increasing his bills for illumination.

Mr. Weschler devotes considerable space to the value of scientific lighting and argues that a motorcycle dealer who tries to get along with a poor lighting system is severely handicapping himself. He states that any reasonable outlay for a lighting system is money well invested, and calls attention to the fact that all successful dealers have been specialists in lighting and decorating as well as in the ethics of salesmanship.

ANOTHER BIG DISTRIBUTOR FOR HOLDFAST TIRES

NEW YORK.—Announcement is made by the Hawaco Rubber Co., of 48 Warren street, that the Olmsted Company, of Syracuse, N, Y., has arranged to distribute Rollfast tires throughout an extensive territory of which Syracuse is the center. The Olmsted firm will utilize all six of its travelers in pushing Rollfast tires during 1916. The Syracuse firm is the most recent of the numerous big distributors who will handle the Hawaco company's lines.





Above Is a Neat Plan for a Wide Store, the Figures Indicating, 1, Show Windows; 2, Display Section; 3, Catalog Table; 4, Parts Department; 5, Repair Shop; 6, Office. At the Right Is an Effective Scheme for a Square Store: 1, Show Windows; 2, Displays; 3, Office; 4, Parts Department; 5, Catalog Table; 6, Repair Room; 7, Reception Room

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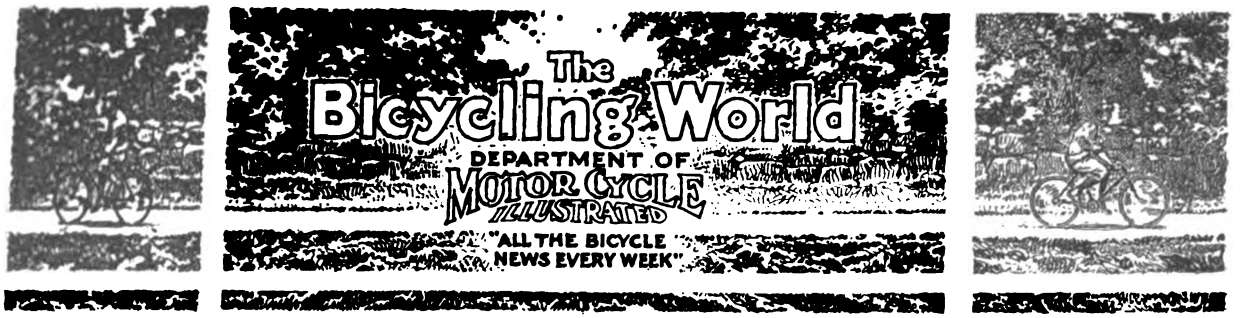


NEWSPAPER PUBLICITY FOR BICYCLE DAY

Staff of Newspaper Writers Now Working on Reading Material for the Dailies—Contest Letters Are Swamping Secretary Olin's Office—Announcement of Winners to Be Made Soon

BRISTOL, Conn., Jan. 24.—Rapid progress has been made during the past week in perfecting plans for BICYCLE DAY, February 29, that will mark the formal opening of the nation-wide campaign for "One Million New Bicycles in 1916." Letters from dealers in all sections of the country have been received by the "One Million Committee" pledging their co-operation and promising to use to the fullest extent all of the material which the committee is now mailing to the bicycle dealers.

More manufacturers and jobbers have also joined the ranks of the boosters and will bend every effort to crown BICYCLE DAY and the big campaign with an unprecedented success. According to Secretary Charles F. Olin of Bristol, Conn., the manufacturers and jobbers have never shown so much enthusiasm before and are resolved to see that everybody pulls together.

Newspaper Writers at Work

Beginning about the first of February there will appear in the newspapers throughout the country reading matter showing the attractions of cycling, its advantages and many pleasures. Several of the brightest newspaper writers in the country are now at work in preparing this material. Secretary Olin who has charge of this publicity work said recently: "With the cracker-jack staff of men we have at work licking this reading matter into shape, the automobile's little brother is to be brought into the limelight as it never has before."

While this material is running in the newspapers, live dealers will be given a splendid opportunity to land a good, active list of prospects. By placing their advertisements in the newspapers while interest is being thus aroused in cycling and by circularizing prospects through the mails each individual dealer can attract attention to his store and get his share of the big sales that will result from the general boosting campaign.

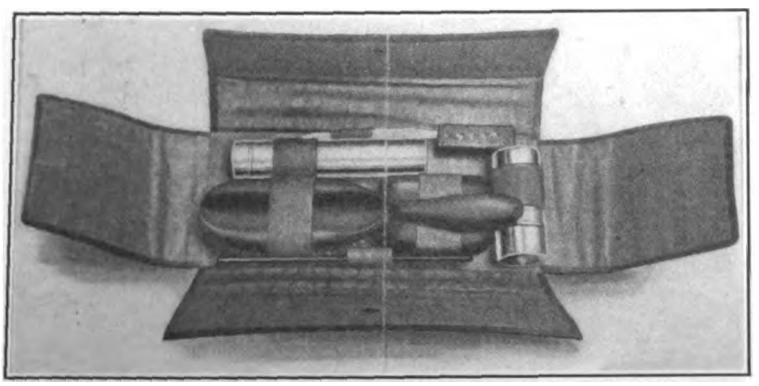
"As an indication that the dealers are getting on the job," remarked one member of the "One Million Committee," last week, "a letter I received from a dealer out in the Middle West is certainly very interesting. This man plans to get the schoolboys in his city, who now ride bicycles, active in boosting for BICYCLE DAY by having them bring into his store their friends who are prospective buyers. For every sale he makes to such boys he gives a premium to the lad who brings in the prospect. This is a very clever idea and ought to work well, for it interests every present rider to work for the success of BICYCLE DAY among his friends. Other dealers should do the same thing. The scheme is simple and yet very effective."

Contest Letters Coming In

In the initial announcement sent out by the committee last week, the dealers had outlined for them the general scope of BICYCLE DAY. It called attention to the prizes which are being offered for the best window displays, the brightest ads and the most effective selling talks. It also showed the necessity of getting up a first-class mailing list of the names and addresses of prospects, so that they can be properly circularized for BICYCLE DAY and throughout the year.

A big batch of letters are coming each day into the office of Secretary Olin at Bristol, Conn., from dealers' clerks and salesmen who are competing for the best "selling talk" prizes which range from $25 to $100 and include one-hundred traveling sets such as shown in the photograph reproduced on this page.

"These letters," said Secretary Olin, "prove conclusively that the great majority of bicycle salesmen and clerks are made of the right timber and that they know how to present a proposition effectively to the prospective rider. I feel certain that when BICYCLE DAY brings thousands of prospects into the dealers' stores that the salesmen and clerks will make the most of the opportunity. The prize winning selling talks will be printed soon and sent out to the dealers for use in connection with BICYCLE DAY."



This Traveling Set Will Be Given to the 100 Clerks and Salesmen Who Write the Best Selling Talks

MAYOR ATTENDS ST. LOUIS CLUB'S BANQUET

ST. LOUIS, Mo., Jan. 25.—One-hundred and eleven bicycle riders, comprising the membership of the St. Louis Cycling Club, which claims the distinction of being the oldest organization of its kind in America, wined, dined and made merry at the Marquette Hotel here Saturday night. It was the tenth annual and most successful banquet ever given by the wheelmen.

The guests of honor were Mayor Henry W. Kiel of St. Louis, Mayor R. M. Tidd of Webster Groves, Mo., a former president of the Cycling Club and City Supply Commissioner Thomas of St. Louis. Then there was also a delegation of about a dozen men from the motorcycle clubs of the city. Carl Schutte of Kansas City and Maldron Martin of this city, both winning members of the American bicycle team at the last Olympia games, were there. The height of hilarity was reached when Carl Lindenschmit, who in the annual Derby last July won the slow climb of Solomon's hill in St. Louis county by spending 34 minutes in the ascent, was awarded a copper medal 13 inches long by 17 inches, in recognition of the feat.

Shop-talk was taboo at the banquet, but from the whisperings of the few dealers present and from the general spirit of the 111 bicycle owners it was evident that 1915 had been a good year for the dealers and that 1916 would be even better. Mayor Kiel spoke about the good roads movement and asked all of the cyclists to stand back of the city administration by voting for highway improvements.

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BIKE PRICES WILL CLIMB, SAYS BROWN

Scarcity of Materials and Advanced Wages Have Increased the Cost of Manufacture and Shipments by Parts Makers Are Being Held Up

BUFFALO, N. Y., January 25.—"Every dealer may expect an announcement from the bicycle manufacturers in a month or so." This was the cryptic way in which Sales Manager Fred Brown, of the Pierce Cycle Co., greeted the **Motor Cycle Illustrated** correspondent last week.

When asked what the announcement would be about, Mr. Brown continued:

"There is a general shortage of bicycle parts, and this, if it affects others as it has us, will mean a great handicap on the output of machines. Heads, seat post clusters and all stamped parts are hard to get. We placed an order for heads last December and we were then told that shipment could not be made before April. Again, this month we contracted for tubing, and we were told that we would have to wait—wait until September before the first shipment could be made.

"Because of the scarcity of material," continued the Pierce sales manager, "prices have increased greatly. Tubing has advanced about 50 per cent.; the price of labor has jumped from 33 1/3 to 50 per cent.; while all stamped goods have advanced 50 per cent. Only the other day we received notice that the drop forge people were also going to ask higher prices. Taking all these facts into consideration, in addition to the present scarcity of dyestuffs, especially the reds, it seems that bicycle prices will have to go up soon.

"Already one manufacturer, as I understand it, has announced that after all his present orders are filled an advance in price will be made. But this advance," concluded Mr. Brown, "will in a sense be of benefit to the industry in that the manufacturers will be able to keep to a high standard."

INTER-CLUB MEN DINE

NEW YORK, N. Y., Jan. 26.—The banquet of the delegates and alternates of the Inter-Club Amateur Cycle Road Racing League, given in honor of President D. J. McIntyre and Secreary H. W. Zarr, for their faithful services during the past three years, was held at the Hungarian Restaurant, New York City, on Friday evening, January 21. Representatives were present from the eight clubs which comprise the league.

START RIGHT BY CLEANING YOUR STORE

The Neat Looking Shop Is the One Which Inspires Confidence and Will Draw the Crowd on BICYCLE DAY—Clean Up the Machines and Feature the New Models

By ROBERT GUTHRIE

THOUGH BICYCLE DAY is more than a month off, it is not too early to turn your store inside out and give it a first-class cleaning now. The war in Europe is showing the value of preparedness, and more than one business battle—even though it be but friendly competition—has proven that the fellow who isn't ready at the right time is a sure loser. Turning the hose on your store, so to speak, is the best way of getting the dollars headed toward your cash drawer for BICYCLE DAY.

Brush the cobwebs out of the corners and off the ceilings. Get rid of that heap of junk which has been piling up for so many months. Those dusty machines must be kept spic and span—the enamel shining and the nickel glittering. If the second-hand machines are falling all over each other near the door, put them toward the rear of the store where they belong. Bring the new wheels forward where customers will see them just as they enter the store.

And, Mr. Dealer, how about your windows? Can people see through them and tell what you've got on display, or look into your store? A bicycle rider in Buffalo told the writer the other day that when he purchased his last machine he went to a store, of which he only knew the approximate location, having been told to go there by a friend, and passed the place three times before he realized that it was a bicycle shop. The windows had at least six months' accumulation of dirt.

The windows are the eyes of a dealer's establishment. They indicate the character of his place and must be kept clean so that the displays can be clearly seen by passersby.

Cycling being an outdoor sport, the very mention of it suggests the open air, green fields and meadows, wholesome and healthy recreation. When a prospect has that vision of bicycling in his mind, imagine the shock on entering a store that is badly kept. By its cleanliness and neatness a bicycle store can be made to reflect the atmosphere of cycling.

If you are a live dealer, you will be circularizing your prospects and lining them up for a visit on BICYCLE DAY. The newspapers in your town will soon be printing the interesting reading matter which is being sent out by the "One Million Bicycles Committee." Your town will take a renewed interest in cycling.

You will be on the job, of course, talking bicycles to prospects on the big day. But will your store be on the job?

All the work that you have been doing to interest your prospective customers, all the articles which the newspapers in your town will publish, all the efforts of the "One Million Bicycles Committee," won't bring many dollars into your pocket, if the place from which you sell bicycles doesn't inspire confidence. A dirty store gives a prospect a pretty bad impression of its owner and of what he has to sell.

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SAMPLES OF ADS WHICH THE "ONE MILLION" COMMITTEE IS PREPARING

Every Girl Ought to Ride a Bicycle

No less an authority than Dr. Bessie Lobdell, of Chicago, tells us that the girls of the land are fast developing what she terms the "slinker slouch" type.

We do not like this expression, but are sure all will agree that the average girl of today lacks that robust, sturdy, rosy, full-blooded health that comes from **EXERCISE IN THE OPEN AIR.**

Dr. Lobdell and other physicians say that **BICYCLE RIDING IS AN IDEAL FORM OF EXERCISE** for girls, ideal because it brings all of the muscles into play, stimulates circulation of the blood, and affords pleasure every moment of the ride. This form of exercise is not only good for girls, but for boys and men.

Why not establish health, add new joys to life, by riding a wheel?

The handsome 1916 models are here and will be displayed in our show rooms on

Tuesday, Feb. 29, Bicycle Day

Come in and see them. You are as welcome to look as to buy.

(Signed by Dealers)

Why Don't You Ride a Bicycle?

Do you realize that there are over four million boys and girls, men and women in this country who have found the bicycle a help in doing their work? A sure and ready convenience, **A REALLY SPLENDID SOURCE OF PLEASURE AND PROFIT**—a thing they would not want to be without.

Stop a moment and think of what the bicycle can mean to you these delightful spring days and through the whole outdoor season; in fact, all year around.

The bicycle was never so popular as it is today; it was never so good as it is today; there were never so many reasons why you should own and ride a wheel as there are today.

We want to tell you all about it on

Bicycle Day, Tuesday, Feb. 29

We have made special plans to entertain you at our stores on this opening day of the season. Do not stay away because you are not ready to buy. **WE WANT YOU TO COME IN AND SEE THE HANDSOME NEW MODELS.** Please consider this as a personal invitation.

(Signed by Dealers)

WILL BE RECORD YEAR FOR IVER JOHNSON

FITCHBURG, Mass., January 25.—When asked how the prosperity wave had affected the bicycle business as far as his company was concerned, Mr. J. Lovel Johnson, of the Iver Johnson's Arms & Cycle Works, made the following statement:

"On bicycles it has been necessary for us to pass up business that we could have had for Christmas owing to our not being prepared in turning out any quantity of machines that we received orders for, not anticipating the great rush that we did have just at the Christmas season. For 1916 we think the bicycle business will be as good as any year in our history. All of these predictions depend upon our being able to get supplies and material.

"Steel, and some of that product, they want eight months delivery on, and we are paying prices at time of shipment, not knowing the cost at time of placing orders. Metals have doubled in price, chemicals are out of the market, and with everything tending upward we can't see any result except a fine year, and the biggest ever that is coming to us within a few days."

BIG DEMAND FOR CYCLE TIRES

BATTLE CREEK, Mich.—E. L. Saxton, who has a bicycle shop at 143 West Main street, is selling bicycle tires, as he expresses it. "They come in lots of 100 pairs and they go fast," says Saxton. "I have one shipment of 150 pairs on the way, and last week the remaining pairs of the last 100-pair shipment went to local customers."

MOTOR WHEEL TO BOOST

MILWAUKEE, Wis., Jan. 25.—"Put us down for 10,000 of the 1,000,000 bicycles scheduled for 1916," says W. V. C. Jackson, general manager of the Motor Wheel Division, A. O. Smith Company, Milwaukee. That many bicycles, be believes, will be sold with Smith Motor Wheels this year.

"Last year we sent out a very complete question blank to our dealers and one of the questions asked was, 'How many Smith Motor Wheel customers bought bicycles at the same time?' From statistics gathered from a count of the return of question blanks from 40 to 60 per cent. of Smith Motor Wheel customers bought bicycles at the same time from the same dealer. Now, this year we propose to manufacture 25,000 Motor Wheels and according to figures of last year this means at least 10,000 bicycles."

MOONE WILL HANDLE BICYCLES

NIAGARA FALLS, N. Y., Jan. 18.—P. Moone, the Cataract City Agent for the Harley-Davidson, has taken the dealership for the Columbia, Tribune and National bicycles, and also the agency for the Pennsylvania Vacuum Cup tires. Moone is one of the largest dealers at the Falls and has a good following.

TWO TIE IN U. S. I. HOME TRAINER CHAMP. SERIES

NEW YORK, N. Y., Jan. 25.—Tom Bello won the second race of the series of home trainer races for the championship of the Unione Sportiva Italiana, on Sunday night, January 23. Bello is now tie with Desimone, each having five points for winning one event.

Another series, separate from the championship races, was begun last Thursday night. The event was a one-mile match style, run off in three heats, one semi-final and a final. Bello and Gordano qualified for the semi-final, while Desimone riding the fastest heat qualified for the final, which was a battle between him and Bello. Desimone won in the slow time of 1:24⅘.

C. R. C. OF A. BANQUET

NEW YORK, N. Y., Jan. 26.—The date announced for the 25th Anniversary Dinner of the Century Road Club of America, is February 12th, at the Broadway Central Hotel, New York City. Tickets and invitations may be obtained from Julius G. Schmidt, Ridgefield Park, N. J., or Emile E. Fraysse, West Hoboken, N. J.

HAS MOTOR WHEEL AGENCY

SAVANNAH, Ga.—J. E. Hetzel has taken the agency for the Smith Motor Wheel, and celebrated the occasion by selling the first one sent him to a local furniture collector, along with a bicycle.

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MOTOR WHEEL SNOW BOB DELIVERS ORDERS

This Outfit Was Rigged Up by Will Van Liew, of Glen Falls, N. Y.

DEALERS TO UNITE AGAINST DEPARTMENT STORES

CHICAGO, Ill., Jan. 25.—Five bicycle dealers of the Windy City propose to organize the Chicago Bicycle Dealers' Association to fight department stores that make a practice of selling machines at cut prices.

To offset the advantages of the department stores, which buy large cash shipments and can therefore sell bicycles at a lower price than the average dealer, who is obliged to purchase in small quantities and ask for long dating on his bills, the Chicago dealers will unite to launch bargain days, and probably to combine their purchasing power. On the same days every dealer will sell similar goods at the bargain prices advertised.

The proposed association will, if the plans are carried through, use combination advertising in the big daily papers, all of the dealers contributing an equal sum to defray the expenses. In that way they will be able to secure prominent space and good display. Each dealer's name and address will appear in the same advertisement, so that equal benefits will be enjoyed by all. Those who have already agreed to join the association are: Fred Harlow, Oliver Turner, Fred Nelson, the Lakeview Cycle Co., and C. R. Hendricks.

CHAPMAN DECLARES VELODROME WILL OPEN APR. 2

NEWARK, N. J., Jan. 25.—Manager John M. Chapman of the Cycle Racing Association arrived here last Sunday and had an important conference with two officials of the organization, Frank Mihlon and I. M. Upperou, regarding the proposed break of the professional riders with the National Cycling Association.

Chapman announced that the Newark Velodrome would be opened on Sunday, April 2. He said that no bonus contracts would be made, but that big prize money would be the rule instead. The first race of the season will carry a purse of $500, of which the winner will receive $300. The value of the amateur prizes will also be increased during the coming season.

Chapman declared that the old bonus system was unjust, in that the riders who were paid big bonuses made no efforts on at the track at times, while those who did not receive large bonuses often showed superior ability for which they were not awarded. In the past, Chapman stated, referees had failed to disqualify riders for teaming, for the reason that their bonus money would be forfeited. With the prize system these evils will be eliminated.

N. C. A.'S RIVAL ELECTS SET OF OFFICERS

NEW YORK, N. Y., Jan. 25.—The organization which was formed a week ago for the purpose of wresting the control over amateur and professional bicycle racing from the hands of the National Cycling Association held a meeting in the Aeolian Building, New York, on Monday night, and elected officers, after deciding that the body shall be known as the Federation of American Cyclists.

The officers are as follows: President, Harold Dibblee, of New York; vice-president, John Matthews, of Newark; secretary and treasurer, Dr. George Muth, of New York. These three, with William Coburn, Hugh R. Brown, Samuel Barnet, and Dr. Birs, will form the board of control.

LEAVE FOR CHICAGO GRIND

NEWARK, N. J., Jan. 26.—Twenty professional bicycle riders left this city on Tuesday, January 25, for Chicago, where they will participate in the Windy City Six-Day Race, an outlaw affair, which will be staged in the Coliseum, beginning Thursday, February 2. These riders were: Kaiser, Cameron, Drobach, Corry, Ryan, Thomas, Lawrence, Magin, Ernie Ohrt, Anderson, Wohlrab, Kopsky, Smith, Coburn, Cavanagh, Grimm, Madden, Hanley, Ruddi-Russe and Madonna.

Iver Lawson, Ned Young, Francesco Verri and Piercey are now in Chicago.

ONE OF CANADA'S BEST EQUIPPED AND LARGEST CYCLE ESTABLISHMENTS

Interior View of the Bicycle & Motor Sales Co.'s Store in London, Canada, Which Handles a Complete Line of Bicycles and Indians

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FRANK KRAMER'S LIFE STORY

Fourth Installment of the First Authorized Story on the Great American Champion's Career

Kramer Broke Three World's Records in 1902 and Decisively Beat Major Taylor for the National Honors

By HARRY MENDEL

FRANK KRAMER was as fast as lightning during the season of 1902 and ran away with the national championship. After having the title safely stowed away the East Orange marvel put a crowning touch to his season's work by vanquishing Major Taylor, his nearest rival, in a match race at the Vailsburg track. Kramer took the measure of his dusky rival in two straight heats, the first at a half mile and the second at one mile. It proved beyond the question of a doubt that he was the best sprinter in America and far superior to any other rider.

The final summary for that year showed Kramer with 128 points. Major Taylor was second with but 57 credits, being 71 points behind the pride of East Orange. Jot Lawson was third and Owen S. Kimble and George Collett tied for fourth. The summary was as follows:

	1	2	3	4	Pts.
Frank L. Kramer	18	4	1	0	128
[illegible]	5	6	1	1	57
[illegible] Lawson	1	6	4	4	38
[illegible] S. Kimble	0	4	3	4	28
[illegible] H. Collett	0	4	6	3	28
Willie S. Fenn	1	0	1	4	17

Two Records In One Afternoon

Kramer not only ran away with the title but during the course of the season smashed three world's records, two in one afternoon. His first record-breaking performance occurred on Sunday, April 20, the second race meet of the season, when he led Floyd McFarland over the tape by half a wheel and rode the distance in 28⅗ seconds. The previous record was made on October 13, 1900, by D. I. Brown, of Decatur, Ill. Brown's time was 28⅘ seconds. This new record stood until last year when Kramer clipped a full second off the time in a meet at the Newark Velodrome.

About two months elapsed when Kramer took another crack at old father time. This was on Sunday, June 15, at the Vailsburg track. Kramer smashed the world's record for a half-mile in the third heat and did it by starting ten yards back of scratch. The race was arranged to see how much advantage Kramer could really give his opponents. In Kramer's heat Fisher was on ten yards and Kimble at twenty. Kramer caught Fisher at the first turn and the work of wearing down the other riders began. Passing the grand stand for the first time Kimble and Coburn were leading with Kramer not far back. Kimble and Coburn set a stiff pace up the back stretch, but when the sprint began and Kramer sat down to ride, it was a different story.

Shooting to the front Kramer carried the bunch at a merry clip. He was out for a new mark and although he had the race well in hand he sprinted to the tape a winner and the spectators showed their approval. When it was announced that Kramer had clipped one-fifth of a second off the world's record there was a tremendous applause. The previous time was 55 seconds, made by Pat O'Connor on June 10, 1895, at Minneapolis. The final of this race was won by Walter Bardgett, who led Kramer to the tape by half a length.

Smashing the 10-Mile Mark

Kramer then came through with a record in the ten-mile open, which he won in a sensational finish with Joe Jacobson, Eddie Bald, Danny Sullivan and George Collett. The other riders finished in that order. Kramer's time was 22 minutes and 10 seconds while the record was 22 minutes 35⅖ seconds made by Iver Lawson at New Haven, on August 1, 1901. Kramer's performances for a single day was remarkable: the smashing of two world's records, a victory in one race and second in the other, being his share of the afternoon's sport.

Kramer will not forget his victory over Major Taylor during the season of 1902 if he grows to be 100 years old. The superiority of one rider over another was never more plainly demonstrated than in a special match race, which took place at the old Vailsburg board track, on Saturday afternoon, September 6.

Taylor had always claimed that he was Kramer's master in the sprinting game and accounted for his defeats at the hands of the champion by averring that all the other cyclists were in a league with Kramer and

Frank Kramer (at the Left) with Willie Fenn. This Photo Was Taken at the Newark Velodrome Just Before the Opening of the 1902 Season

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working against him. Kramer offered to ride Taylor a match race and the colored rider accepted.

On this eventful Saturday Kramer won over Taylor in two straight heats. He won the first heat, which was one-half mile by an open wheel's length and he took the second, which was at one mile by a foot and one-half.

Cheers resounded throughout the grandstand and could be heard for blocks around and the relay of the shouts taken up by those in the bleachers drowned whatever sound was made by passing vehicles or trolley cars. In the fire house, opposite the track, bells clanged and whistles blew. It was a scene that made Kramer blush like a schoolboy.

A Tussle with McFarland

Kramer followed his custom of winning the first race of the season, when he took the Inaugural Stakes at a half mile. The season got under way on Sunday, April 13. With the exception of Major Taylor and Iver Lawson practically all the stars were entered in this race. In the three heats contested Frank Kramer, Floyd McFarland, Charley Hatfield, Franz Krebs, George Collett and Walter Bardgett qualified. The real issue came on the back stretch of the last lap, Kramer was leading and McFarland tacked on to his wheel. The race from there on was between these two and Kramer was compelled to do his best to beat McFarland.

During this year teaming was allowed if the riders declared before the race who they intended to work with. On Sunday, May 18, Kramer put over a win in a twenty-five mile race in which he was teaming with McFarland. McFarland finished second to Kramer while Charley Hadfield was third and John Bedell fourth.

Kramer went along through the early months of the season winning one race after another. There seemed to be no stopping the champion who made a clean up in practically every race meet that he started. The problem at the time was how to beat Kramer, and bike fans wrote into the different Newark papers telling how they thought the champion could be beaten. Hundreds of letters were received. One fan suggested mounting all of the other riders on motorcycles, while another thought that all the riders and trainers who were not busy should swarm on the track and block "Big Steve's" way.

The First Champ Race

Kramer won the first championship race run in 1902. It was on Saturday night, July 12, at the Revere Beach track. The distance was a half mile, George Collett and Eddie Bald following Kramer in. William Martin, known as "Plugger Bill" and F. S. Beauchamp, who came from Australia to participate in the national races, failed to qualify in the semi-finals. Four days later Kramer won a third-mile championship race at Providence. Major Taylor was not a starter in either one of these sprints.

Kramer won the first national championship race ever run in Pittsburgh when he finished ahead of Lawson, Kimble and Collett in a one-mile affair. It was on Monday, July 21, that Major Taylor made his first appearance in national races and the next Wednesday in Washington, D. C., he finished one foot behind Kramer in a half-mile race which was a corker.

Kramer beat Taylor again on the Saturday of that week, in a race at Vailsburg. Kimble was leading twenty yards from home but Kramer just shot by him and took first place. Lawson finished third and the best Taylor could get was fourth position.

Defeated in Canada

Kramer met his first defeat in a championship race for the season of 1902 at Ottawa, Canada, on Saturday, August 2. Major Taylor led him to the tape in a quarter mile championship race. "I will certainly give the Major all the credit in the world for his racing on that day," said Kramer in telling about his defeat. "Taylor rode with a borrowed wheel, a borrowed suit and a borrowed pair of shoes. and even with all of these drawbacks he managed to beat me. Though I got a bad start I pulled up even with Taylor on the backstretch, but on the turn I lost a little and was not able to make up."

On the day previous to this at Ottawa, Kramer had won the one-mile championship race, but Taylor did not ride in this event.

Two days later the riders were still at Ottawa, for it was a three-day meet. Kramer won a half-mile race, which was almost a dead heat, but Kramer got the decision by inches. In this meet Jay Eaton and Orlando Stevens were competitors. It was their first appearance since the "phoney" match race they rode at Vailsburg, two years previous.

On Friday night at Buffalo Kramer beat Taylor home in a five-mile titular race. On the last lap Kramer shot to the front and while Taylor gave him a hard battle down the stretch Frank was able to win out. Willie Fenn and John Bedell followed Taylor home.

Taylor scored his second victory over Kramer in a championship race the next day at Manhattan Beach, in a one-third of a mile sprint. Taylor won by an open length over Kimble who led the champion home by the same distance. At this stage of the season Kramer had a comfortable lead for the championship. He had 65 points while Taylor who was second had but 23 and Owen Kimble in third place was credited with 18. Taylor took another point race from Kramer, at Baltimore, on Thursday, August 14. The distance was two miles.

Kramer in Dead Heat

Kramer and Major Taylor rode a dead heat at Providence on August 27 in a hair-raising finish. Kramer protested the decision and right to this day he thinks he won the races but the judges said no. At Springfield the next night Kramer beat Taylor in a third of a mile race by about two feet.

The cycling season at Manhattan Beach came to a close on Saturday, August 30, with Kramer winning the one-third mile championship race. Major Taylor was pocketed by Lawson and John Bedell in the final heat. Taylor was used so badly that he sat up and stopped riding, while Kramer who was behind the two jumped out and won. Lawson and Bedell were disqualified and Taylor given second place.

(To be continued.)

NEW ENGLAND WHEELMEN DISTRIBUTE PRIZES

NEW YORK, N. Y., Jan. 25.—The New England Wheelmen of New York distributed the various medals and trophies which were offered for the different competitions during the year 1915, on Saturday, January 22, at the club house of the Italian Sporting Union in New York City.

While Eugene Aickelin was generally conceded to be the "clean-up kid" of the evening, Carl Sprauer, Sr., vied with him as to the quantity of the medals and cups which were taken home.

Representatives were present of the following clubs in New York city and vicinity: Glunz Wheelmen, Century Road Club Association, Acme Wheelmen, Century Road Club of America, Italian Sporting Union and the New England Wheelmen.

The prizes and trophies were distributed as follows:

The "Pelham" trophy, for most points in annual series of weekly cork races, won by Eugene Aickelin.

The "Kopsky" trophy, for fastest time unpaced over old cork course on Eastern Boulevard, won by Carl Sprauer.

The "McIntyre" trophy, for most new members introduced during year, won by George Polacsy.

Medals for Annual Championship Races, won by Eugene Aickelin, C. J. H. Tonjes, 2nd; Chris Eiler, 3rd; George Polacsy, 4th.

Medals for Annual Weekly Cork Races, won by Eugene Aickelin, C. J. H. Tonjes, 2nd; Carl Sprauer, 3rd.

Medals for Consolation Race for non-winners, won by William Holl, Jr., Carl Sprauer, 2nd; E. Schindler, 3rd.

HAS BEST C. R. C. A. MILEAGE

NEW YORK, N. Y., Jan. 25.—While the official figures of the National Century and Mileage Competition of the C. R. C. A. are not as yet ready, it is generally conceded that Fred M. Sanborn of Baltimore is again the winner, having before won the competition during 1914. William Winquist of Brooklyn, N. Y., accounts for second prize, while Sylvain Segal, of New York City takes the third prize.

PIERCE BUSINESS BOOMING

BUFFALO. N. Y., Jan. 25.—The Pierce Bicycle Works are experiencing a good year. Large shipments are being made to all parts of the world. Sales Manager Brown says that during the first 4 months and 20 days of this year (their fiscal year begins September 1), they booked orders which are equivalent to three-quarters of their entire business for 1915.

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GOODRICH GIANT BLACK SAFETY TREAD BICYCLE TIRES

Giant profits from Giant Tires

You are in business for profit. This tire gives you a handsome profit.

You are also entitled to interest for the money invested in your stock and fixtures. The retail price of this tire gives you that interest.

And in making a sale you often have to work to put on tires and do repairing just to please the customer. *You can get your pay* for this work out of what your customer pays for this tire

Now, look at the tire itself—

You know the unprecedented demand that is sweeping the country for Goodrich Black Safety Tread Auto Tires.

"Giant" is the same identical article in a bicycle tire. It has the same gristly Black Safety Tread. Its fabric is actually heavier than that used on many small sized auto tires of other makes, and is woven so that its loose mesh allows the separate layers of rubber to be welded together through it, an inseparable unit.

"Giant" is guaranteed for a year, everlastingly wears, and *stays sold.*

And, now the demand —

Everybody is talking about the Black Safety Tread *Auto* Tire that Goodrich has put on the market. Dealers are deluged with orders. And when a boy finds he can get the same up-to-date Goodrich Black Tread on his bicycle tire that his daddy has on his auto tire, that's the tire he is going to buy.

The big national "Giant" advertising campaign

is being directed for the most part to the boy. And to further stimulate his interest, we are offering two gifts with every "Giant" Tire. And we are telling him that he can get them at his local dealers' store which is your store. Here they are:

First—A rich maroon or dark blue pennant with silver frosted letters.

Second—The Boys' "Guide Book" telling how to make a boomerang, how to build a camping tent, how to tell poisonous snakes.

(Note—A coupon comes with every tire. He returns this coupon to us, we send him the gifts; hence you are put to no trouble.)

And every dealer gets, with the first ten pairs of tires, our "Giant" display rack which is a real sales booster.

The B. F. Goodrich Company

Makers of the Celebrated Goodrich Automobile Tires

Factories: AKRON, OHIO

"A Million Bicycles for 1916"

THE B. F. GOODRICH CO., Akron, Ohio

Please send me your "Giant" Tire Proposition

Name.....

Address.....

(L)

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Our Canadian Letter

CANADIAN NEWSPAPERS BOOST CYCLING

Give Generous Editorial Space and Agree That Cycling Has Come Back to Popular Favor; Comment on "One Million" Campaign

TORONTO, Ontario, Jan. 25.—Canadian daily papers have taken up the big sales campaign of the bicycle industry in a way that is exceedingly gratifying to the retailers of this and other cities of the Dominion. Half-column editorials have appeared in a number of the leading newspapers of Eastern Canada within the past two or three weeks, and a surprising part of this work is that the writers have struck the "correct dope" in their discussions.

"Neat Bicycle Stores"

The Toronto *Daily News* says: "The anticipation is held that more bicycles will be sold in Canada and the United States during 1916 than during any previous year in the history of the silent 'velocipede,' the so-called boom days of the nineties included. In the American Republic, manufacturers are making preparations for an output of one million bicycles which will be placed in the hands of users, they insist, before another winter. In Canada, the bicycle makers and dealers are preparing to produce or sell more wheels than have ever been distributed in any one year before. Practically every real bicycle dealer in Canada enjoyed a prosperous year during 1915 and the increasingly neat bicycle stores reflect in a decided manner the activity of the times."

Promises to Be Record Year

The Montreal *Gazette*, in part, says: "It may be that the war has had something to do with the restoration of the wheel to public favor on this continent. At any rate, the bicycle seems to be in for another boom which is an excellent thing, it may be stated. The present price of the bicycle is one-quarter what it used to be, a good wheel selling for from $25 to $40 complete. With inexpensive wheels and greatly improved roads, the healthy sport should not want for devotees in the coming summer. This present year promises to see a record in production and manufacturers and dealers have adopted as a slogan, 'One Million Bicycles in 1916.'"

Gaining Health and Saving

The Ottawa *Citizen*, another influential daily, has this to say in a half column article: "It is interesting to learn that bicycling, if no longer a popular sport, is increasing of late years as a means of transportation for city workers and in those districts where there is a considerable distance between the home and the factory or workshop. The price has cheapened very much and the modern wheel is a dependable and durable piece of mechanism. Reliability—not excessive speed—is the chief essential and the user of a wheel has the satisfaction of knowing that in its employment he is gaining in health and saving in pocket."

Other Canadian newspapers are speaking along similar lines of their own volition. No bicycle advertising is contained in the issues in which the above editorials, which are here greatly condensed, appear so that the boosts are not mere readers accompanying advertisements. It is also apparent that the press is reflecting the opinion of many Canadians.

IN TRAINING FOR FUTURE WAR SERVICE

Private A. Walker, Despatch Rider in 91th Battalion, Driving Excelsior Outfit with Sergeant Ward, 12th York Rangers, as Passenger on Way to Camp at Niagara, Ont.

NEW BRANCH FACTORY

Sarnia, Ontario, Jan. 25.—Scretary T. A. Gordon of the Sarnia Board of Trade announces that the representative of a well-known motorcycle manufacturing company of the United States recently visited Sarnia for the purpose of looking into local conditions with a view to the establishment of a Canadian branch factory here. The company will require a plant with 30,000 square feet of floor space to start with, and would employ two hundred skilled mechanics. Negotiations are proceeding and, in the meantime, Secretary Gordon is withholding the name of the concern.

CLASSIC CLUB WINS APPEAL

Toronto, Ontario, Jan. 25.—When police officials laid charges against the Classic Athletic Club of Toronto because of the operation of pool and billiard tables without a police permit, the club officials produced a government charter which authorized the organization to engage in various sports, including the playing of pool. A police court judge convicted the club, however, but an appeal from the conviction was carried to a higher court. On Thursday, January 20, this appeal was allowed by Judge Morson, after a copy of **Motor Cycle Illustrated** was introduced as evidence to show that the club was engaging in bicycling and other outdoor sports in accordance with its charter.

MONTREAL RIDERS MEET

MONTREAL, Quebec.—About fifty motorcyclists of Montreal met recently at the Windsor Hotel to organize the Montreal Motorcycle Association, the details of which are to be worked out at a meeting to be held in the Canadian Athletic Club on January 30. The latest movement to organize a club here was started by Mr. E. Barrett, a veteran motorcyclist of Montreal. Seven years ago Montreal had the only motorcycle club in Canada, but its existence was decidedly short-lived.

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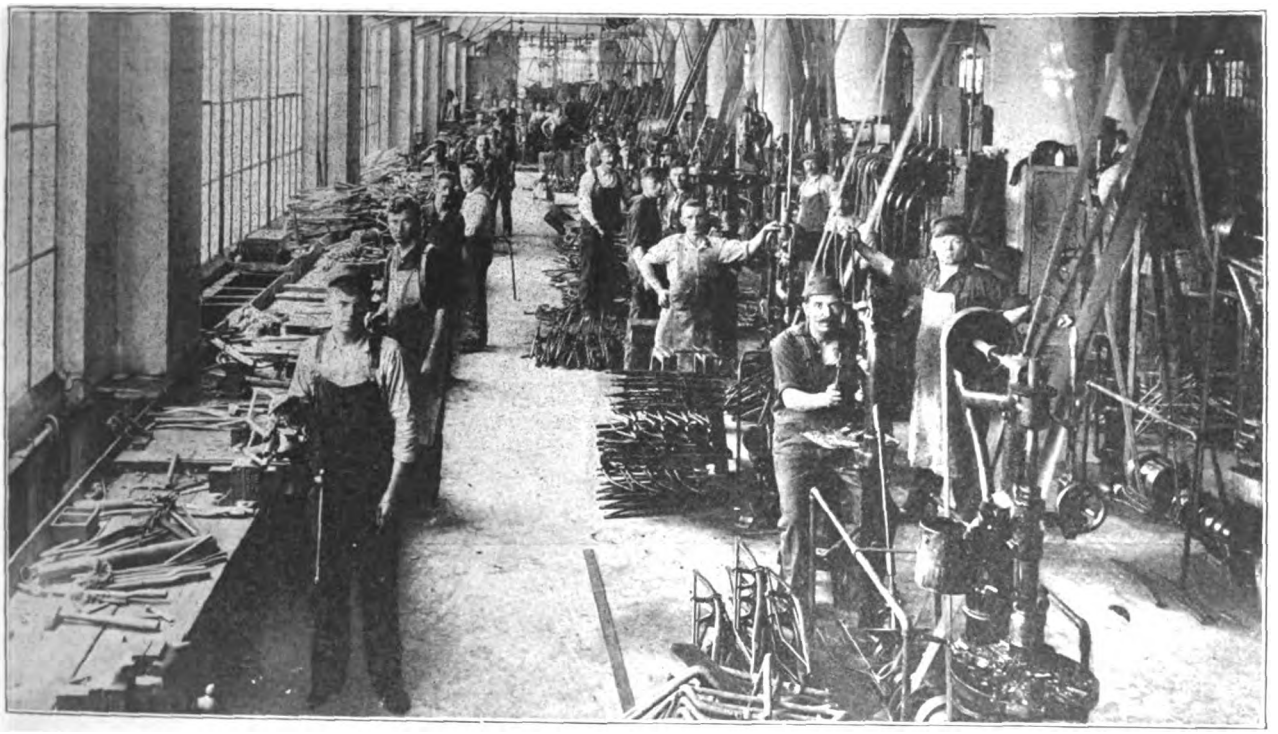
EXCELSIOR FRAME CONSTRUCTION

Nickel Steel Forgings, Extra Heavy Seamless Steel Tubing and Perfect Workmanship Insure Reliability, Safety and Efficiency



Excelsior Frame Shop Machining Assembled Frames

THE Excelsior was the pioneer low saddle position frame and is the one motorcycle frame built of nickel steel drop forgings throughout. There has never been a casting or any other element of cheap construction in any Excelsior Autocycle frame ever built.

By the use of such materials, consistent design and perfect workmanship, Excelsior Autocycle frames have established a world-wide reputation for strength, rigidity and durability.

With correct design and the best of materials, the final result is still a matter of accurate workmanship, requiring not only skilled labor but a thorough equipment in machinery and tools.

Adhering to the fixed policy of maximum efficiency, a large section of the Excelsior factory is equipped with specially designed machines, including boring mills, milling machines, turret lathes, automatic screw machines, grinders, etc., which are devoted exclusively to the various operations of frame building.

In this department the rough forgings are bored and finished in heavy jigs that insure absolute accuracy and perfect fitting of the various parts of the frame.

A Corner of the Brazing Plant

In another department, the extra large gauge nickel steel tubing is cut to exact length and then in still another department, the frames are assembled and prepared for brazing.

The Excelsior brazing department is one of the most elaborately equipped and extensive brazing plants in the country. The brazing together with the pickling and other processes requiring the use of acids, is done in a separate building provided with an elaborate exhaust system to carry away the fumes, thus protecting the workmen and preventing the corrosive gases from getting to other parts of the plant.

The next operation is the removal of the surplus spelter which is done partly by an electrolytic process and partly by grinding and filing.

This being done, the frames are sent to another machine shop where the boring, facing and similar work is done in specially constructed jigs, after which the frames are alined and finally finished for enameling. In this department particular attention is given to the perfect alinement by which maximum efficiency of the power plant is insured, and it is largely through the enormous strength and correct alinement of the Excelsior frames that Excelsior Autocycles have established their many world's records for speed and durability.

The final inspection of the frames and forks is of such thoroughness that no part in any way faulty can get into the finished machine, and the durability of the motorcycle and the safety of the rider are thereby assured.

The frame of a motorcycle is the foundation on which is built the entire structure, and the final quality of the machine is inevitably in proportion to the mechanical perfection of the frame.

The Excelsior frame is as near mechanical perfection as skilled workmen and accurate machinery can make it, and the quality of the entire machine is therefore of the same high degree.—Adv.

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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SELECTING FOREIGN AGENTS

Holland Representative Says Haste in Placing Agencies Abroad Accounts for Poor Results Often Obtained

ACCORDING to the director of a leading automobile and cycle firm at the Hague in Holland, several manufacturers of motorcycles and automobiles, apparently too eager to do business in that country, have appointed Dutch agents who regard motorcycles and automobiles as a sort of side line, and, in consequence, do not do full justice to their opportunities. Our correspondent claims that even big firms have fallen into this error; that, for example, a large American manufacturer has just entrusted its agency for Holland, Belgium and the colonies to a firm whose address cannot even be found in either a telephone or business directory.

"This is all the more remarkable," writes our correspondent, "because really competent firms, who are well up in the line, are unable to secure agencies. We think you can do a good work by pointing out to American manufacturers and exporters the importance of securing complete information before placing agencies. American products can readily find a market in Holland, and first-rate manufacturers need really not fall back upon some offside agent, but will easily find competent representing firms willing to take up their products. We think it is in the interest of the American manufacturers and the Dutch public to place agencies for American products in the hands of firms with capital for spare-stock, garage, repair shop and showroom facilities. It is only in this way that success for both parties can be secured."

There is undoubtedly merit in the above criticism. It is practically a fact that some of our manufacturers, too anxious to "land" foreign agents, have made in at least some instances rather poor selections. With increasing experience in export business this condition may not be as serious as it was at the start. In any event, the main point is that substantial foreign firms are only too eager to secure American agencies, so that it is not necessary for our manufacturers to consider the applications of small or unreliable firms.

COMMERCIAL ABBREVIATIONS USED IN ITALY

THERE have come to the attention of the American Consul at Rome several cases of misunderstanding between American exporters and Italian importers in which the use of commercial abbreviations has led to serious complications. There are certain generally used abbreviations known all over the world in commercial transactions which seem to be capable of different interpretations, to judge from a recent controversy between an importer in this city and an American exporter. In telegraphic communications such abbreviations are widely used, and it is therefore of the greatest importance that their significance should be understood. While the following list, showing what is meant by common abbreviations in Italy may appear elementary, the need of explanation of these terms has been shown in actual transactions:

F. o. b.—Free on board—is invariably understood to mean free on board ship at seaport. In Italy it is never understood to mean free on board cars. For instance, f. o. b. New York means that freight from the inland place of manufacture or shipment, insurance (if any) during the railroad transit in the United States, cartage from depot to dock, and loading charges at dock are all paid by the exporter.

F. a. s.—free alongside (ship)—means that railroad freight and insurance in the United States and all cartage charges to the dock are paid by exporter. The loading charges from dock to ship in this case are paid by the purchaser.

F. o. r.—free on rail—means loaded on railroad cars at the point quoted; e. g., by f. o. r. Cincinnati or f. o. r. New York it is understood that the purchaser buys the goods on the railroad cars at Cincinnati or New York free of all charges.

C. i. f.—cost (of goods), insurance, freight. By this term it is understood that the exporter sells the goods with all charges paid to the point quoted. For example, a quotation of coal at $12.50 per ton c. i. f. Naples would mean that the coal is sold by the exporter at that price on shipboard at Naples, the exporter having paid all charges, including ocean freight and insurance. The Italian buyer would have to pay the cost of unloading from ship, customs duties, and handling charges in Italy.

MALAY RUBBER EXPORTS

The exports of cultivated rubber from the Federated Malay States during the eight months ending August, 1915, amounted to 26,673 tons, compared with 18,671 tons for the same period in 1914.

LETTER FROM DUTCH AGENT

We are in receipt of a letter from J. Witmondt, Prinsengracht 291, Bij de Westermarkt, Amsterdam, Holland, who advises that he is desirous of representing American manufacturers of motorcycles and accessories in Holland and the Dutch Colonies. Mr. Witmondt states that for years he has been sole agent for many large English firms, and gives as reference The Enfield Cycle Company, of Reddich, England; the Abingdon Ecco, Ltd., Birmingham, England; J. B. Brooks & Co., Ltd., Birmingham, England; New Hudson Cycle Company, Ltd., Birmingham, England. Mr. Witmondt is desirous of receiving catalogues and quotations with trade discounts from firms not already represented in Holland, or who may be desirous of making any changes.

MADAGASCAR'S IMPORTS

A report recently rendered by Consul James G. Carter, of Tamatave, Madagascar, to the Department of Commerce, Washington, D. C., shows that among the imports into Madagascar having an increase in 1914, were motorcycles, bicycles and parts, which were valued at $44.824 in 1913 and $94,975 in 1914. The report does not show what proportion of these motorcycles and bicycles come from the United States. It is probable, however, that the proportion was larger than in the case of the total imports into Madagascar. These were valued at $9,139,000 in 1914, of which goods worth upwards of $7,500,000 were furnished by France and French Colonies, about $1,000,000 by England and British colonies, $117,000 by Germany and $290,000 by other countries, including the United States.

CYCLES IN STRAITS SETTLEMENTS

Automobiles, motorcycles, bicycles and parts, to the value of $970,502, were imported in 1914 from foreign countries into the Straits Settlements, and similar articles valued at $631,687 into the Federated Malay States.

ITALIAN CYCLE IMPORTS

During the year 1914 bicycles, motorcycles, parts and accessories, valued at $252,380, were imported into Italy, as against imports of the same articles valued at $330,960 in 1913.

REPORT FROM JOHANNESBURG

We are informed by American Consul Edwin N. Gunsaulues, who is stationed at Johannesburg, Union of South Africa, that very few American-made bicycles are in use in that country, nearly all having been imported from Great Britain. American-made motorcycles, however, have a very large sale in that Consular District, trade in these machines having had a great impetus within the last two or three years. Mr. Gunsaules adds: "I should regard the opportunities for trade in motorcycles as affording a good market for American manufacturers."

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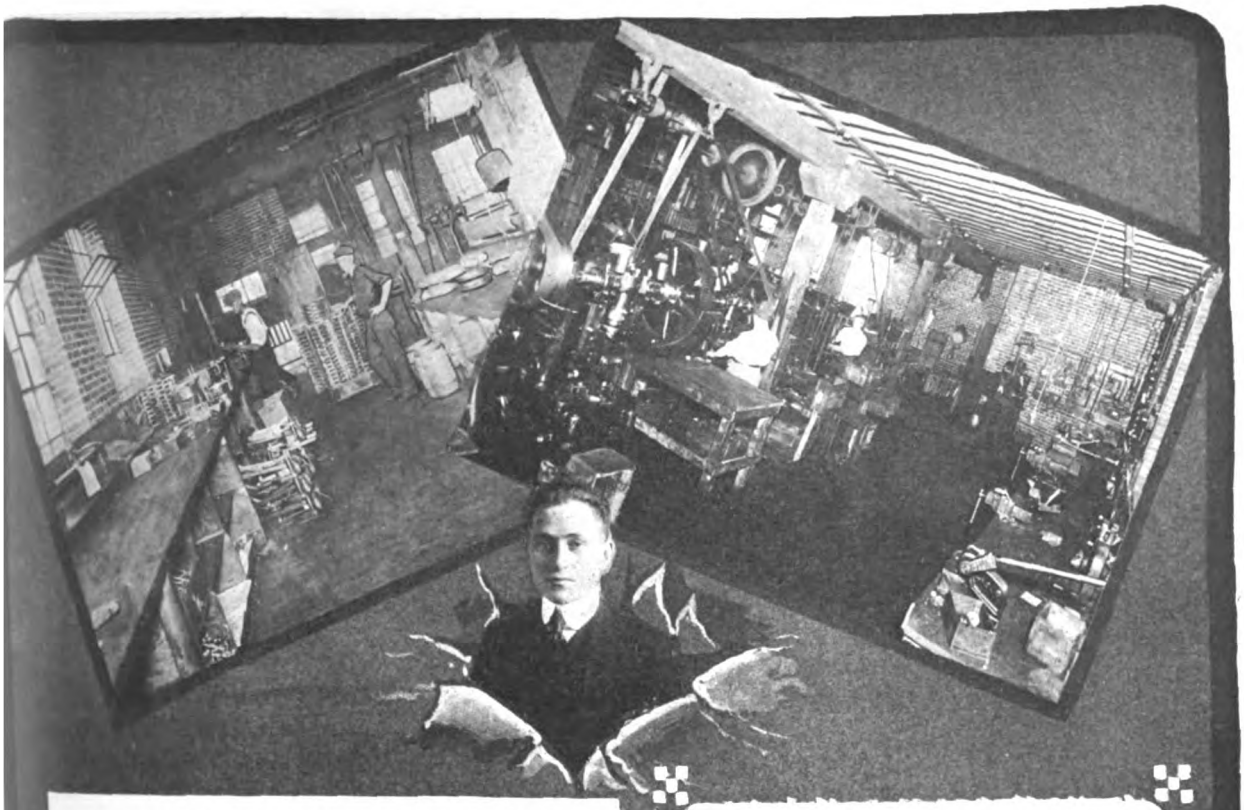

FENTRESS-NEWTON MANUFACTURING CO.
MOTORCYCLE ACCESSORIES
253-255 LAFAYETTE BLVD.
DETROIT, MICH.

October 25th, 1915.

Motorcycle Illustrated
13 Park Row,
New York City.

My dear Mr. Condiot:-

Enclosed you will find copy to be run in the next issue of your paper.

I am pleased to state that we are getting splendid results from the ads in your paper. We are constantly receiving inquiries from small dealers in places where we never have an opportunity to call and these are the kind of results that we are looking for.

We thank you for your cooperation and beg to remain

Yours faithfully,
FENTRESSNEWTON MFG. CO.
Irving Beck
Sales Manager.

The Fentress - Newton Manufacturing Company, of Detroit, Michigan, make tandems — good tandems. So good that a very large percentage of American-made motorcycles are fitted with the famous F-N.

The unsolicited letter shown herewith is another strong proof of our contention that good goods, consistently advertised in MOTORCYCLE ILLUSTRATED AND BICYCLING WORLD, will invariably gain a wider distribution.

We have many more letters like these, and will reproduce them from time to time.

"What Others Say"—

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Schrader
Universal Tire Pressure Gauge

Let us send you our motorcycle booklet giving the views of tire manufacturers on the importance of keeping motorcycle tires inflated to a prescribed air pressure.

If you have been riding on haphazard pressure you have been spending a great deal more money for tires than you need have spent.

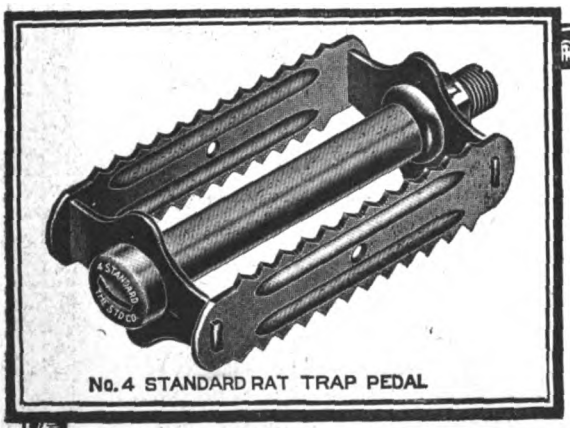
The use of a

SCHRADER UNIVERSAL
TIRE PRESSURE GAUGE

will save you this needless expense and may save you your life in the bargain.

PRICE ONE DOLLAR
For sale by Tire Manufacturers, Jobbers, Dealers, Garages, or

A. SCHRADER'S SON, Inc.
783-791 Atlantic Ave. Brooklyn, N. Y.



No. 4 STANDARD RAT TRAP PEDAL

THESE STRONG SUBSTANTIAL MOTORCYCLE TYPE PEDALS

have that sturdy look that comes only from correct design and first class construction.

THE NO. 4 STANDARD is a new type of rat trap pedal added to our line this year, making it the most comprehensive line of rat trap pedals offered to the trade.

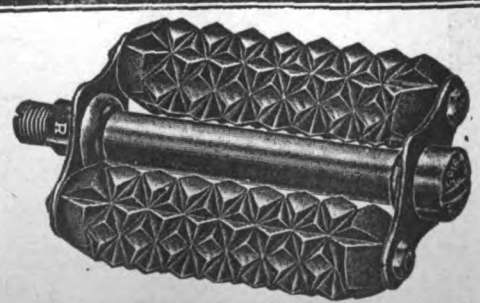
THE NO. 5 PIRATE has such big, soft, easy rubber cushions! It minimizes the jars and bumps. Try a pair and find out for yourself.

Our cycle parts and accessories appeal to the mechanical expert. They have been standard from the beginning, and mark the utmost in the industry.

Our products comprise: Diamond "E" trade mark brand, Spokes and Nipples for Bicycles, Motorcycles, Tricycles, Velocipedes, Invalid Chairs, Sulkies, Carriages, Cyclecars and Automobiles. Pedals for Bicycles, Tricycles, Velocipedes and Motorcycles. Toe Clips for Bicycle Pedals. Emergency Axles for Pedals.

THE STANDARD COMPANY, Torrington, Conn.

200 X


No 5 PIRATE PEDAL

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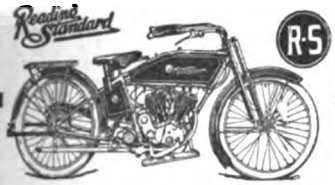
$265 Reading Standard R-S $235



JOIN THE R-S RANKS

Don't let the world get your number. Take the tip. Get away from the brain fag; from business worries and bring out all the old ginger in your system via the twentieth century flyer

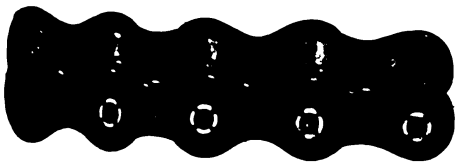
The Reading Standard Motorcycle.

It's GOOD FOR WHAT AILS YOU.

See your R-S dealer about that new 1916 machine—Don't delay, there are thousands of orders ahead of you and if you want your machine in time you should place a deposit on same right now and specify date wanted.

Write for catalog. Dealers wanted

READING STANDARD COMPANY
501 Water Street, Reading, Pa.



DIAMOND MOTOR CYCLE CHAIN

Actual service has proved Diamond Motorcycle Chains (No. 149) to be dependable under any and all normal service conditions.

Built extra heavy, with rollers of special alloy steel which positively DO NOT BREAK, the No. 149 motorcycle chain will give you the very best of satisfaction.

Your dealer or jobber has No. 149 in stock.

Diamond Chain & Mfg. Co.
Indianapolis, Indiana

This Brake Means Bigger Business—The

CORBIN

DUPLEX COASTER BRAKE

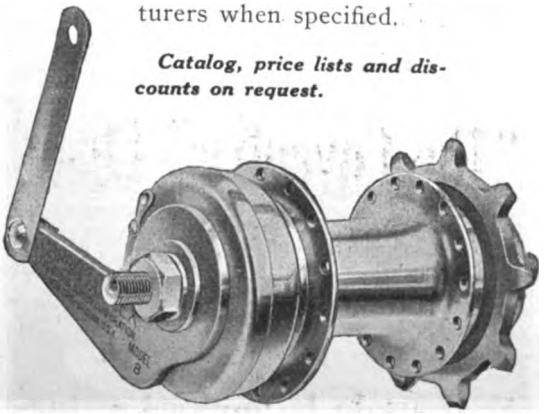
It has always meant bigger business. Dealers the country over have found this so. It is the one brake in the whole bicycling field in which the bicyclist can place his absolute confidence.

And bicyclists know this fact. They have known it for more than sixteen years. For more than sixteen years they have relied upon the Corbin Duplex and never found it wanting. Every day more riders are joining the Corbin ranks.

This reputation means something to dealers. It means more sales, more business and more satisfied customers. It means good dollar and cent profit to you.

1916 will see more Corbin Duplex Coaster Brakes sold than ever before. Are you, Mr. Dealer, prepared to handle the big increase in bicycle business that is coming your way? Are you prepared to fill the rider's order when he insists on the Corbin Duplex equipment? If not, communicate with your jobber today. Supplied by all manufacturers when specified.

Catalog, price lists and discounts on request.



The Corbin Screw Corporation
THE AMERICAN HARDWARE CORPORATION, Successor
NEW BRITAIN, CONN.
BRANCHES: New York Chicago Philadelphia
Makers of Corbin-Brown Speedometers

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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How Can You Tell A Good Tire?

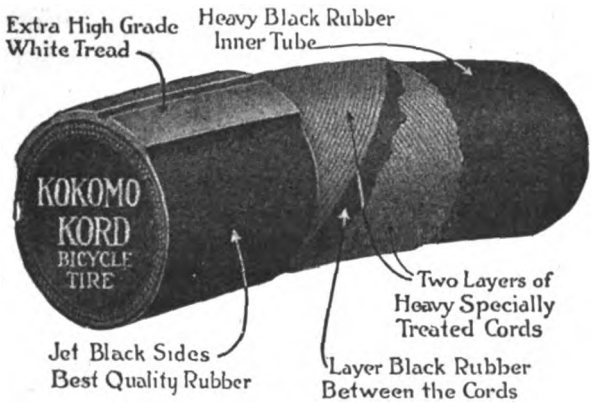
Not by looking at the exterior—that's understood. So when we ask you to send for a sectional sample of

Kokomo Kord

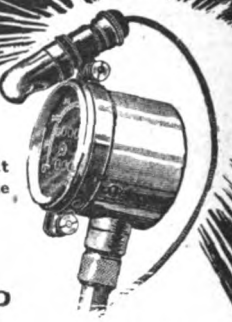
we KNOW that you will emphatically O. K. this new arrival in the KOKOMO tribe, the line that has turned out more bull's-eye hits than any other.

Write for that sample today.

KOKOMO RUBBER COMPANY
Kokomo, Indiana



Light is Life



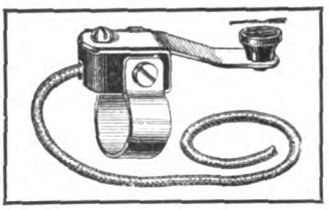
If you ride at night you will instantly appreciate the cheerful ray of the

Matchless Speedometer Lamp

It not only illuminates the dial of your speedometer, but creates an atmosphere of cheerfulness around the entire machine.

Price with armored cable and 3 or 6 volt bulb, $1.50

Your Quickest and Safest Brake
For Any Emergency



A touch on your **Simplex Magneto Cutout** short circuits the magneto, cutting off all power instantly and allowing the motor to act instantly as a smooth, powerful brake.

Price, complete with cable for any handlebar, 50c.

ANY LIVE JOBBER WILL BE GLAD TO SUPPLY STEVENS ACCESSORIES

Stevens & Co. 375 BROADWAY NEW YORK

Strength, Speed, Silence, Endurance

These qualities should be present in the chains you buy. And it is just the difference in the QUANTITY of strength, speed, silence and endurance between other chains and

"The Coventry" Chain

$1 A FOOT

that makes it cost more to buy—but infinitely less to USE.
Think this over.

Herbert F. L. Funke Co., Inc.
110 Broad Street New York

MASCO

Expert Repairs

Most modern repair shop in existence. Equipped for reboring cylinders, overhauling, reenameling and rebuilding all makes of motorcycles.

BE PREPARED FOR THE 1916 RIDING SEASON

Send work at once for estimate, prices right, work guaranteed.

MOTORCYCLE ACCESSORIES CO., St, Paul, Minn.

There's no lamp that gives greater satisfaction than the 20th Century Lamp

They are neat in appearance, easily cared for and can always be depended upon. Light your way the 20th Century way and ride in safety.

41 Warren Street **20th Century Mfg. Co.** New York

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The SCHEBLER CARBURETOR

America's Standard Supreme through Merit

WE EQUIP

THE HEART OF THE MOTORCYCLE

"H"

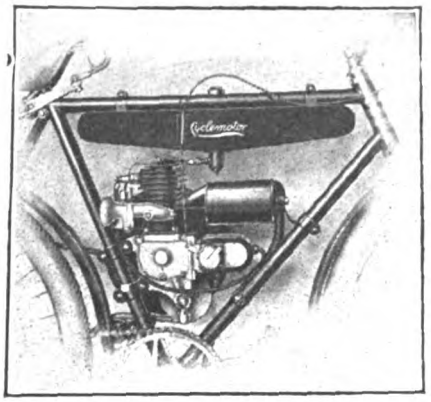
THOR
POPE
YALE
EAGLE
INDIAN
EMBLEM
DAYTON
SPACKE
DE LUXE
CYCLONE
EXCELSIOR
HENDERSON
IVER-JOHNSON
HARLEY-DAVIDSON
READING STANDARD

WHEELER & SCHEBLER
INDIANAPOLIS, INDIANA, U.S.A.
BRANCHES AND SERVICE STATIONS IN ALL PRINCIPAL CITIES

Cyclemotor

WHEELING WITHOUT WORK

2 STROKE



HIGH SPEED

VIBRATIONLESS

The startling claims made at the New York Auto Show by the Hudson, Chalmers, Marmon and other large manufacturers of high-speed, light weight motors, but reiterates what we have already said about the Cyclemotor, the pioneer high-speed gas engine.

You have been thoroughly convinced by their conclusive tests that this is the most powerful and vibrationless type of motor known. Then why wait longer in getting it before your trade?

Ask for our paying proposition and booklet "C-2" at once.

CYCLEMOTOR CORPORATION
Arlington Bldg. Rochester, N. Y.

HARRIS

TRADE MARK REG. U.S. PAT. OFF.

OILS AND GREASES

The result of 30 years' specializing in lubricants that reduce friction to a minimum. HARRIS OILS are the best for your motorcycle, the most economical—lubricants that are right and sell at the right prices.

They stand the strenuous test imposed by air-cooled motors. They are made of the highest grade Pennsylvania Crude Oil, purchased at a premium, and refined by our own special process.

If your dealer does not sell HARRIS OILS, write us.

A. W. HARRIS OIL CO.
326 S. Water Street
Providence, R. I.
Branch: 143 No. Wabash Ave., Chicago, Ill.

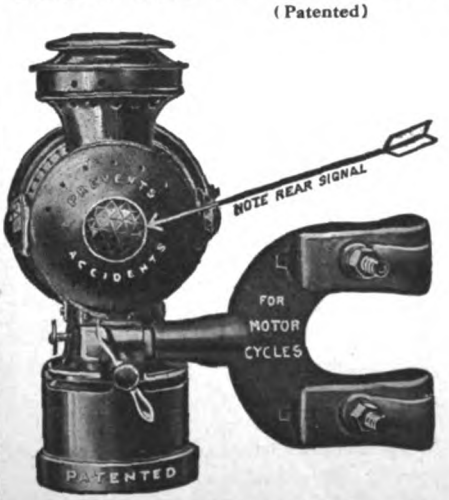
"A Little Goes a Long Way and Every Drop Counts."

The Neverout

REG. U.S. PAT. OFF.

MOTORCYCLE OIL LAMP

(Patented)



Burns 10 hours on one filling with kerosene

Guaranteed to stay lit or money back

Made of best quality brass—cannot rust

Riveted and clinched

No matter what Motorcycle Lamp you have used, you will ultimately get a Neverout.

FOR SALE BY LEADING DEALERS

Write to us for complete description

ROSE MANUFACTURING COMPANY
933 ARCH STREET PHILADELPHIA, U. S. A.

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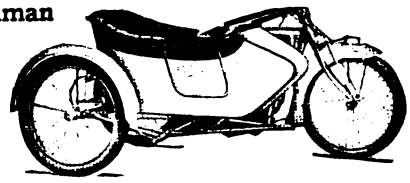
Pullman
THE HARRY SVENSGAARD SALES CORP. DETROIT.

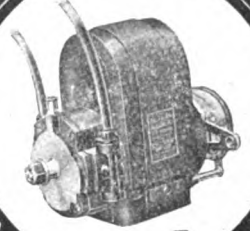
The One and Only Real Coach Built SIDECAR

Compare the luxurious elegance of the Pullman with any other sidecar built.



Harry Svensgaard Sales Corporation
471-473 Woodward Ave.
DETROIT, MICH.

Berling Magneto

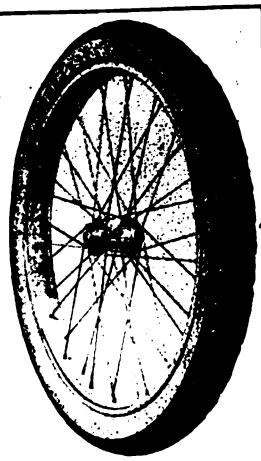


This "S" type will carry the motorcycle maker to Success because it will carry the rider to his destination.

Ericsson Manufacturing Co. 1116 Military R'd, Buffalo, N.Y.

Firestone
Motorcycle Tires

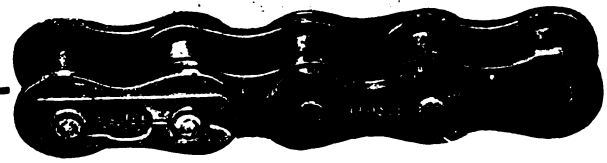
THE Red Side Wall and Black Tread, the trade-mark of Firestone Tires, stands for quality—the same materials and workmanship as in Firestone Automobile Tires. Equip now, for safety, easy riding and Most Miles per Dollar.



Firestone Tire and Rubber Company
"America's Largest Exclusive Tire and Rim Makers"
Akron, Ohio Branches and Dealers Everywhere

If Every Dealer Stocked
F-N TANDEMS
100,000 Motorcycles
could easily be disposed of in 1916
"A Ride on an F-N Creates a Prospect"
If every machine you put out were F-N equipt you would sell more motorcycles.
Fentress-Newton Mfg. Co.,
Detroit, Mich.

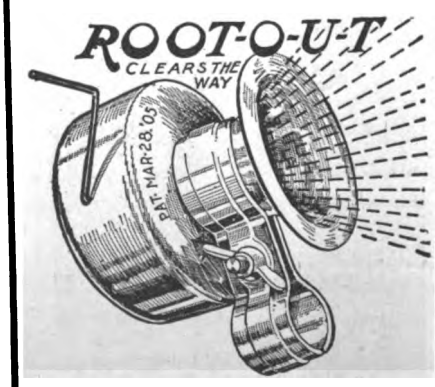
RENOLD CHAINS
8198—8199
The lightest chains for the breaking strength obtained on the market. Renold Chains Are Holders of More World's Records than any other.
A Century in Business
PETER A. FRASSE & CO., Inc.
Canal and Sullivan Sts. New York



PATENT YOUR IDEAS

Inventions bring fortunes when protected by good patents. New ideas in great demand. I will get a valuable patent for you and will help you make money from it. Ask about my free advice, or send sketches for free search of patent records.

LESTER L. SARGENT, Patent Lawyer
N. W. Cor. 9th and G Sts., Washington, D. C.



Bicycle Mechanical Operated Horn
No Batteries or Wiring required
RETAILS AT
25 CENTS
ASK YOUR JOBBER OR DEALER
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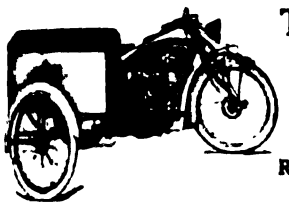

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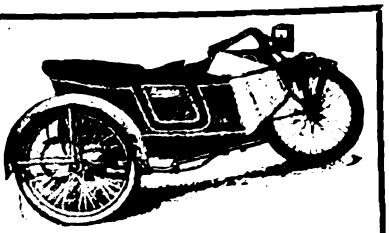

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You can't be up-to-date without it.

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Motocycle and Bicycle Supplies

"INDIAN" Motocycles

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No. 60 Motorcycle Supplies
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The most complete books of their kind ever issued.

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Bicycle Supply Co., Salt Lake City, Utah
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Are sold on merit, not on price. Satisfactory service is their strongest selling argument.

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NATIONAL Motorcycle and Bicycle Spokes

We are selling several of the representative motorcycle and bicycle manufacturers, as well as some of the largest jobbers in the country.

For Motorcycles—.135 x .110 and .120 x .100. Made of high grade wire, either hand buffed or regular bright nickel finish. For Bicycles—.092 x .072; .080 x .060; .072 x .056. Furnished in National hand buffed or regular finish. Finest grade of wire. Rust-proof!

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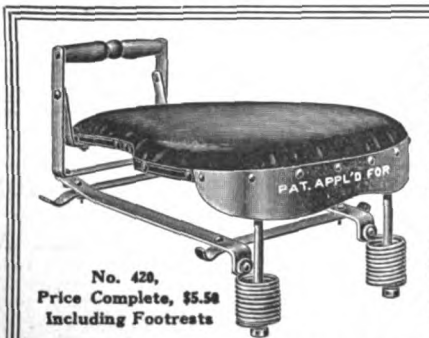

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Price Complete, $5.50
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Retail Price Complete $5.50

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Motorcycles a specialty. All work guaranteed. Large accommodations for storing motorcycles and sidecars at low rates.
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DAYTON MOTORCYCLES
Parts for DAYTON and DE LUXE
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'Phone, 3352 Morningside.

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J. C. FOLEY
Agent for INDIAN MOTORCYCLES
Repairing Storing
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HARLEY-DAVIDSON
M. J. GOLDMAN
All Makes of Bicycles—Expert Repairing.
115 Greenwich Ave. Phone 3956 Chelsea.

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Parts and Accessories
Cash—Installment—Exchange
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Harley-Davidson Sales Co.
Distributing Agents for
HARLEY-DAVIDSON MOTORCYCLES
533 West 110th Street, Near Broadway, New York
15 So. Lexington Ave., White Plains, New York

HENDERSON MOTORCYCLE COMPANY
New York Branch: 227 W. 106th St., New York
Cash or installment sales handled. Best facilities in New York for storage. Bargains in used machines. Full stock of parts and factory service. Always open.

OLIVER'S BRONX INDIAN AGENCY
F. A. M. Repair Shop. Full line of accessories.
The Only All Night Service in the Bronx.
983 Washington Ave. Near 164th St.
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T. J. SIXSMITH
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Expert Repairing. New York Agent for the EXCELSIOR.
Telephone, 8861 Riverside.

AMOS SHIRLEY, 935 Eighth Ave.
INDIAN and EXCELSIOR
Columbia, Hartford and Fay Juvenile bicycles.
Parts for the Indian, Excelsior and Pope.
Repairs and Accessories.

Exceptional Offer of Choice Seconds
28 x 3 Firestone Non-Skid.....$6.25
29 x 3¼ Firestone Non-Skid..... 5.85
These tires are fresh stock practically perfect, but slightly discolored in spots
E. J. Willis Co., 85 Chambers St., N. Y. City

EXCELSIOR
M. WORKSMAN, Agent
Large Stock of Parts and Supplies. Used Machines Bought, Sold and Exchanged on 5% Basis.
14 VESEY STREET.

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MOTORCYCLE WORKS
Expert repairing on all makes. Used machines for sale. Agents for Smith Motor Wheel. Service Station. Storing.
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HARLEY-DAVIDSON
Brooklyn and Long Island, 1157 Bedford Ave.; 594-596 Jamaica Ave. Exhaustive line of supplies, repairs, parts; in short, we stock everything for the motorcycle and the rider.
BOB BRAZENOR, Proprietor.

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BROOKLYN DISTRIBUTOR
Indian Motocycles
1636 Bedford Avenue
Phone Bedford 5297 Brooklyn, N. Y.

1916 EXCELSIOR IS HERE
All models on display.
Full line of Parts—A1 F. A. M. Repair Shop.
HOWARD C. HENDRICK
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A. H. PATTERSON
Distributor of
Excelsior-Reading-Standard and Cleveland Motorcycles, Smith Motor Wheel, Crown bicycles and the best accessories.
Two Stores—1060-62 Bedford Avenue, 713 Flatbush Avenue, near Parkside, Brooklyn, N. Y.

Thor Motorcycles
Easy payments. All makes taken in trade.
Full stock of parts. Expert repairs.
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Bicycles and Supplies. Expert Repairing
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WINGES BROTHERS, 1315 Bushwick Avenue, Brooklyn, N. Y., Brooklyn and Long Island distributors for the Dayton; also Indian agency. Expert repairing on all makes of motorcycles. Complete line of supplies. Prompt and satisfactory service a feature of this establishment.

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INDIAN
AND SMITH MOTOR WHEEL
All makes of Bicycles—expert repairing
FLUSHING BICYCLE EXCHANGE
30 MAIN ST. FLUSHING, N. Y.
Phone 496J Flush.

Plaza Motorcycle Exchange
EXCELSIOR DISTRIBUTORS
Parts and Supplies—Repairing by factory mechanics.
Bridge Plaza, Long Island City.
Phone Astoria 1889

D. & D. MOTOR SUPPLY CO.
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Expert Repairing—Gasoline.
Full Line of Accessories—Used Machines.
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HARLEY-DAVIDSON
Territory—Long Island City to Port Washington on North Shore. Demonstration gladly given.
Full Stock of Supplies—Used Machines.
HORN & McCRACKEN
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W. EDW. MACDOUGALL CO.
Dist. of Harley-Davidson Motorcycles. Drop us a line if interested in second-hand machines.
182 Van Houten St., Paterson, N. J.

INDIAN
MOTOCYCLES
Rebuilt machines. A written guarantee with each machine. Write for details and price list.
JOHN STEELE, 91 Broadway, Paterson, N. J.

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Motorcycle Repairing and Winter Overhauling. Complete repairs on any make.
INDIAN A SPECIALTY. PRICES RIGHT
Work guaranteed. 1916 Indians always in stock; any make taken in trade. All makes of second-hands on sale.
S. A. Swenson, 327 Broad St., Providence, R. I.

Mt. Vernon Motorcycle and Bicycle Shop
Agents for HARLEY-DAVIDSON Reg. P.A.M.
Opposite Proctor's Theatre, Mt. Vernon, N. Y.
We Fix Everything

THE TRIPLER-GEORGE CO.
EXCELSIOR, HENDERSON, and MERKEL Distributors in Capitol District
270 HUDSON AVENUE Albany

Special Service Department

Motorcycle Tires
Parts and Supplies
Also
BICYCLES and SUPPLIES
WHOLESALERS and JOBBERS
CITY SUPPLY CO.
56 Warren Street New York

CLEAN-UP SALE
All slightly used and rebuilt machines, about 25 on hand, all makes, at unheard of price reductions. A new sheet, full of bargains ready for you. Don't wait longer, don't look any further—we have what you want at the right price. Write today.
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Largest Cycle and Motor House in West

Pacific Motor Supply Co., Inc.
A. FREED, Pres.
Jobbers, Importers, Exporters, Distributors
Cycle supplies of every description. We have it—We'll get it—or it isn't made. Visitors to the fairs are invited to make our stores their headquarters.
1438-42 Market St., San Francisco.
924 South Main St., Los Angeles.
Finest Stores on the Coast

TIRES Repaired and Vulcanized
by experienced tire specialists. All work guaranteed. Finest of modern equipment and facilities.
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Phone, 6217 Barclay.
Brooklyn Store, 1100 Bedford Avenue.
Phone, 8556 Bedford.

Motorcycle Accessories and Supplies
Manufacturers, Agents and Jobbers, Wholesale and Retail. Get Our Catalogue Before Buying Your Supplies.
Dealers, Attention! Send For Our Catalogue and Dealers' Price List.
HARLEY-DAVIDSON SALES CO.
533 W. 110th St., Near Broadway, N. Y.

Are You Looking for Bargains in Second-hand Motorcycles?
Read all the advertisements listed in the classified section of Motor Cycle Illustrated directly below.

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DYER'S MOTOR MANUAL ON MOTORCYCLES, marine and stationary engines. The most complete simplified book published, $2.00. Send for interesting descriptive circular to A. L. Dyer (Pioneer) Publisher, Box 98-M Roe Bldg., St. Louis, Mo.

IT IS NICE to know where to procure parts for your machine immediately. Parts are our specialty. "Flying Merkel," "Thor," "Indian," "Pierce," "Curtis," F. N., M. M., R. S., N. S. U. Always 25 or more used machines on hand, $25 up. The M. M. Sales Co., 1777 Broadway, New York, Room 450.

FOR SALE—At any price, two motorcycles, 1914 two-speed Yales. One single, one twin. If you think you can make a reasonable offer too small to get these try it and see. Both in fine running shape with good tires. R. J. Graves, Hayden, Colo.

INDIANS 1914, electrically equipped, used less than 1,000 miles—$140; 1915 new machines used for demonstrating, $165, insured for $200 to May 1, 1916; will ship either machine via express upon receipt of $25 to pay delivery charges, or send stamped envelope for further details. Otto W. Payne, Box 212, Baldwin, L. I.

FOR SALE—Copies MOTOR CYCLE ILLUSTRATED, 1911-1915; any copy 12c. Carl Bergstrom, May Day, Kansas.

A REAL BARGAIN—1915 Indian two-speed, only slightly used. Looks like new. This machine is in first-class condition and can make 65 miles per hour. Will sell for $195. Will ship anywhere on a $25 deposit. Write today if you mean business. Address Lock Box 792, Crystal Falls, Mich.

DEALERS!
Now is the time to dispose of those used motorcycles. You will need all available space for handling new business when the season opens.
Let prospective buyers know what you have to offer. Advertise HERE.

FOR SALE OR TRADE on motorcycle accessories or other things—three brown ferrets. Carl Truckenbrod, West Brooklyn, Ill.

WANTED — Complete Auto tire vulcanizing outfit. Must be in good condition. Keystone Tire & Vulcanizing Co., Warren, Pa.

TRAVELING SALESMAN to call on motorcycle repair shops, dealers and jobbers with line of motorcycle repair parts and accessories. Unlimited territory. Only experienced men need apply. Address C. M., care of MOTOR CYCLE ILLUSTRATED.

ANY MOTORCYCLE CYLINDER reground, fitted with new piston and rings, $5. All work guaranteed. Send old piston and pin with cylinder. Muncie Piston Co., Muncie, Ind.

TWO-SPEED YALE TWIN, in A-1 condition, equipped with Prest-o tank, headlight, horn and speedometer; $125; $25 down, balance C. O. D. Geo. Wilder, Pictorsville, Vt.

1913 FOUR-CYLINDER, two-speed Pierce Arrow; will sell for $50, or exchange for a good single. Howard Newkumet, St. Petersburg, Fla.

FOR SALE, CHEAP—Good Paying Sporting Goods, Indian Motorcycle, Bicycle, Business; any one or all, to suit buyer. Guy W. Campbell & Co., Waterloo, Iowa.

CYLINDERS REBORED, Motors overhauled, Frame and Fork straightening, enameling. All broken cast, aluminum and steel parts perfectly welded. Try our new leakless piston rings and light weight pistons fitted like factory work. All work absolutely guaranteed. Prices right. A. E. Bakeman Motor & Supply Co., St. Cloud, Minn.

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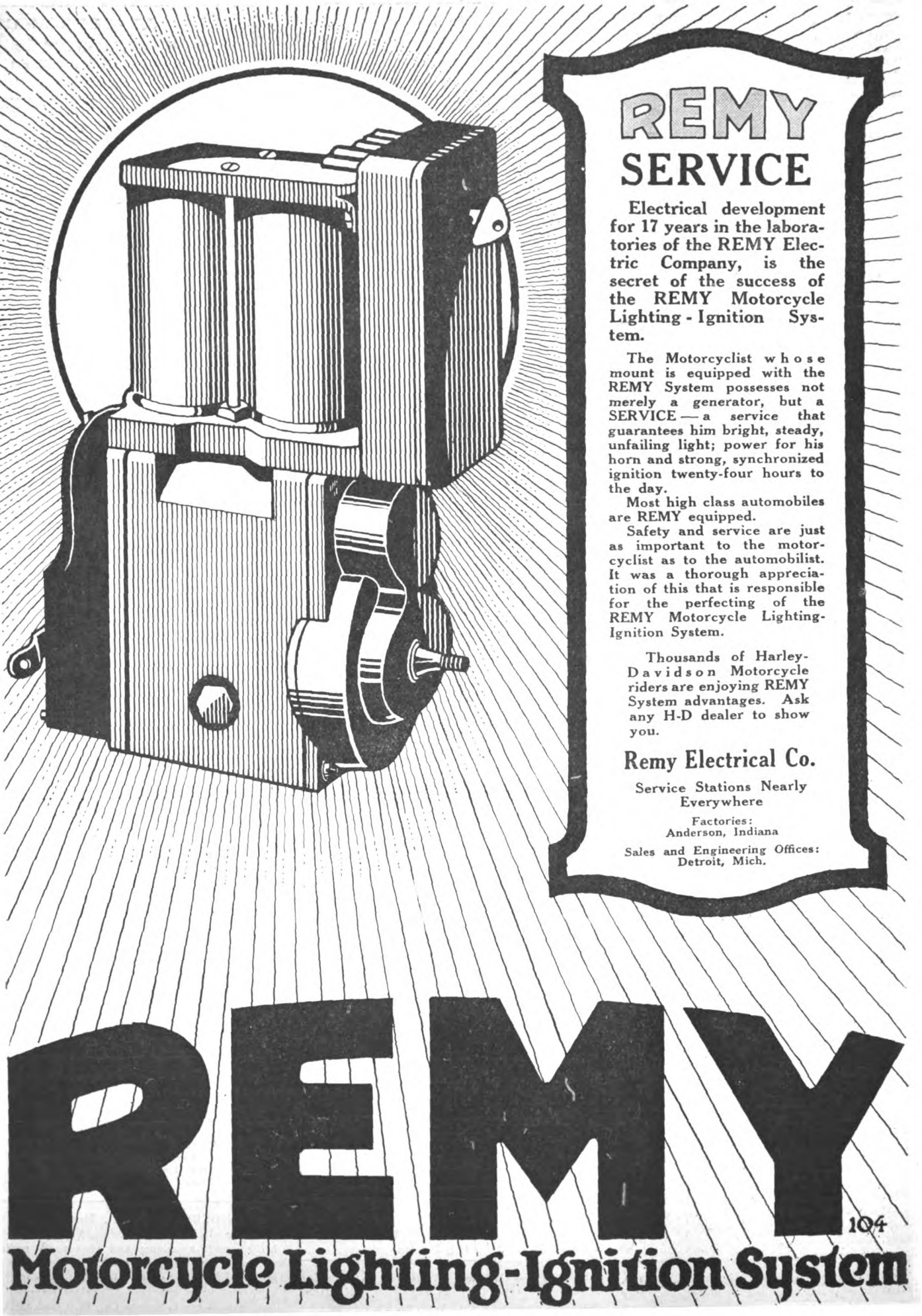

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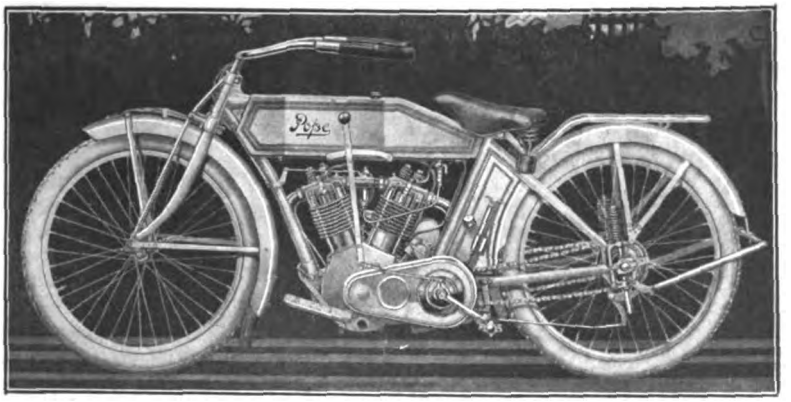

Model L-16—Price $225

Because They're Built Right—They Sell

Pope dealers are not afraid to answer frankly the questions of their most particular customers concerning the construction of these famous motorcycles. They know that Pope construction sets a standard. They can be enthusiastic over the advantages offered by Pope Motorcycles because they have solid facts of road experiences to back up their enthusiasm.

Pope

Motorcycle Model L-16

Using

S. K. F. Ball Bearings

These Pope superiorities are embodied in the POPE MOTORCYCLE MODEL L-16. This popular single speed has the celebrated Pope motor that marks the height of present day perfection in motorcycle construction.

As an example of the care which every feature has received, note that **S. K. F. Ball Bearings** are used on the magneto drive. Because of the difficulties of lubrication the Pope engineers realized that none but the finest kind of ball-bearings could live up to their requirements. And this is typical of every bit of Pope construction.

Conscientious workmanship like this means sales for you. Our facilities assure prompt deliveries.

Write today for our prices—they will interest you. Catalog is ready.

Westfield Manufacturing Company

(Successors to the Pope Manufacturing Company

11 Lozier Avenue - Westfield, Mass.

Largest Manufacturers of High-grade Bicycles in the World.
Makers of the famous Columbia, Crescent, Rambler, Tribune, Cleveland and Pope Bicycles.

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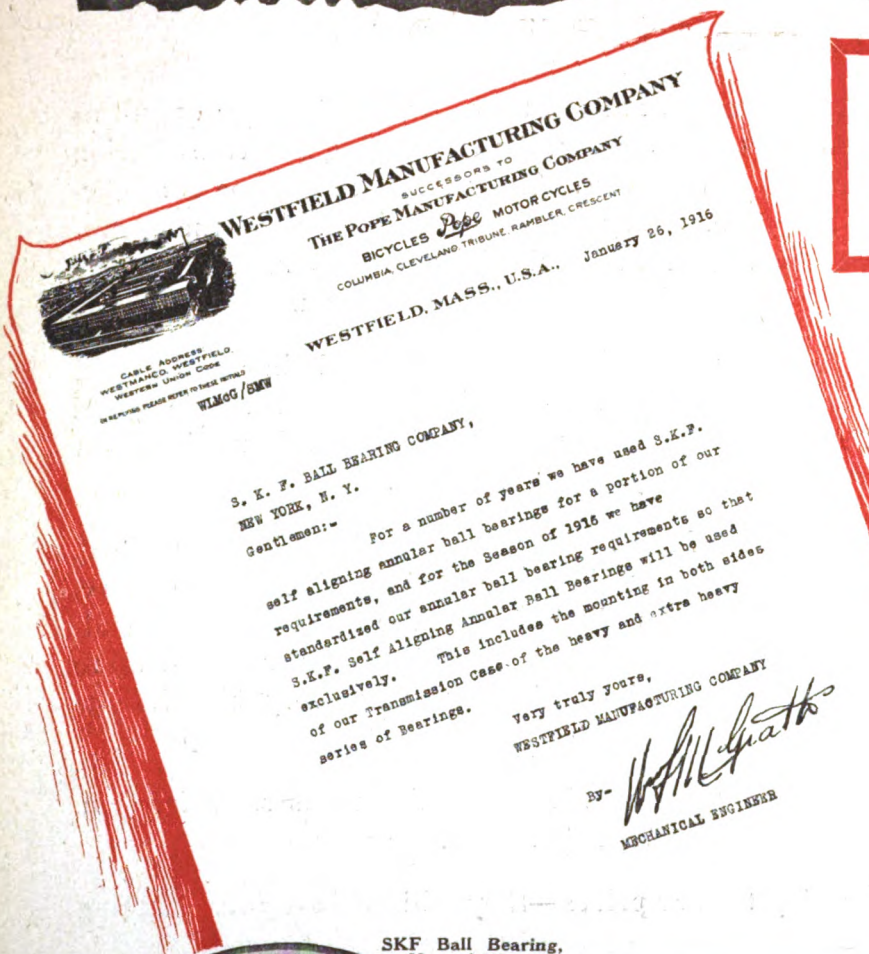
"SKF Self-Aligning Ball Bearings will be used exclusively,"

says the designer of the Pope Motorcycle

Typical of the conservatism of this great company, this statement by Mr. McGrath, the designer of the POPE Motorcycle, speaks volumes for the efficiency of SKF Self-Aligning Ball Bearings.



WESTFIELD MANUFACTURING COMPANY
SUCCESSORS TO
THE POPE MANUFACTURING COMPANY
BICYCLES Pope MOTOR CYCLES
COLUMBIA, CLEVELAND, TRIBUNE, RAMBLER, CRESCENT

CABLE ADDRESS
WESTMANCO, WESTFIELD
WESTERN UNION CODE

IN REPLYING PLEASE REFER TO THESE INITIALS

WLMcG/SMW

WESTFIELD, MASS., U.S.A., January 26, 1916

S. K. F. BALL BEARING COMPANY,
NEW YORK, N. Y.

Gentlemen:-

For a number of years we have used S.K.F. self aligning annular ball bearings for a portion of our requirements, and for the Season of 1916 we have standardized our annular ball bearing requirements so that S.K.F. Self Aligning Annular Ball Bearings will be used exclusively. This includes the mounting in both sides of our Transmission Case of the heavy and extra heavy series of Bearings.

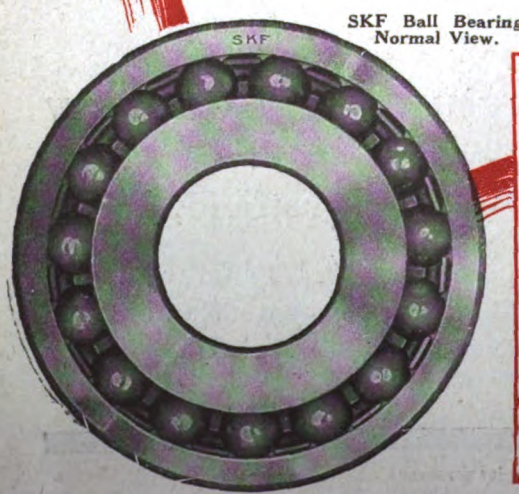
Very truly yours,
WESTFIELD MANUFACTURING COMPANY
By- W. L. McGrath
MECHANICAL ENGINEER

SKF

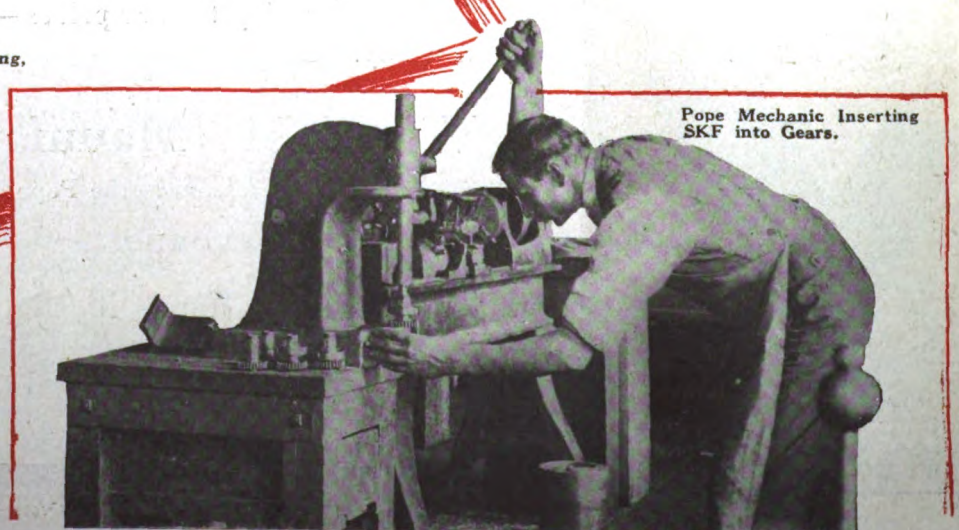
SKF Ball Bearings were the first ever purchased by the makers of the POPE. Since 1911 SKF Ball Bearings have worked—literally *worked*—their way deeper and deeper into the confidence of the Westfield Company until now they are to be used exclusively. Motorcycle manufacturers will realize the significance of the words "for the season of 1916 *we have standardized our ball bearing requirements* so that SKF Ball Bearings will be used exclusively." There's a wealth of appreciation in those simple words.

SKF B

50 Church Street



SKF Ball Bearing, Normal View.



Pope Mechanic Inserting SKF into Gears.

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"The Most Impressive Argument We Employ," *says New York's Big Pope Distributor*

Everyone knows "Buck," that twin-six Pope hustler who has scratched his mark deep into the sales-annals of the motorcycle industry. He's a keen fellow, quick to grasp the sales-idea. And it is this quality that instantly made him appreciate the value of SKF Ball Bearings as a sales-factor in "closing" a prospect. Read his letter.

Let us make a point clear to those men who boost and sell Harley-Davidson,

B A L L
BEARINGS

Pope, Miami, Cleveland and Reading-Standard Motorcycles:

When you show your prospect an SKF Self-Aligning Ball Bearing and point out the place it occupies in the machine YOU sell, you are adding a "wallop" to your sales-talk that brings your man to the buying point — every time. Try it and see.

EARING CO.
New York City

Weaver-Ebling Automobile Co.
2230 Broadway
AT 75TH STREET
AUTOMOBILES SUPPLIES HARDWARE
WECO OILS AND GREASES

New York December 24, 1915

SKF Ball Bearing Co.,
50 Church St., N.Y.

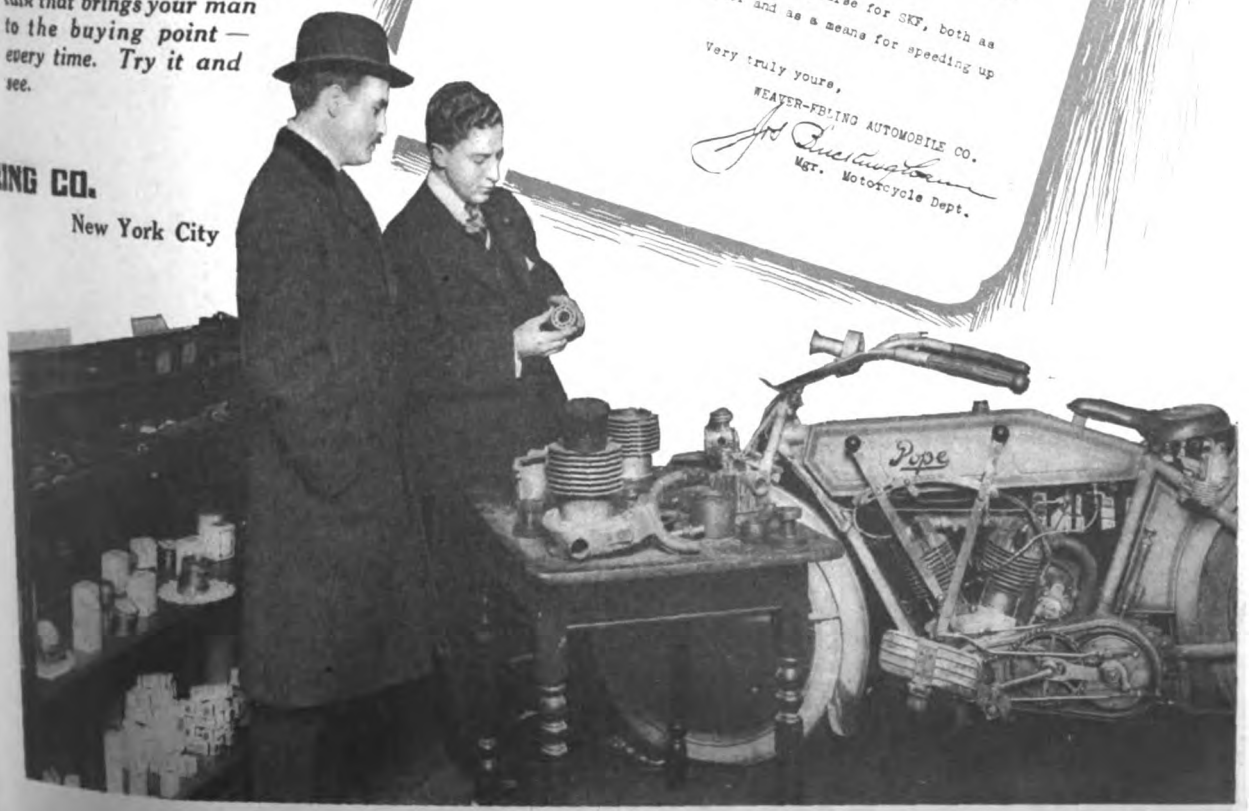
Gentlemen:

We find it an excellent plan to show a dissembled Pope motorcycle when trying to "land" a prospective purchaser. The most impressive argument we employ is the fact that SKF Ball Bearings are used both on the engine and in the three speed.

The intelligent buyer appreciates the "different" quality of SKF Bearings. The self-aligning feature is an important point and makes a decided hit.

We have nothing but praise for SKF, both as an efficient service factor and as a means for speeding up sales.

Very truly yours,
WEAVER-EBLING AUTOMOBILE CO.
Mgr. Motorcycle Dept.



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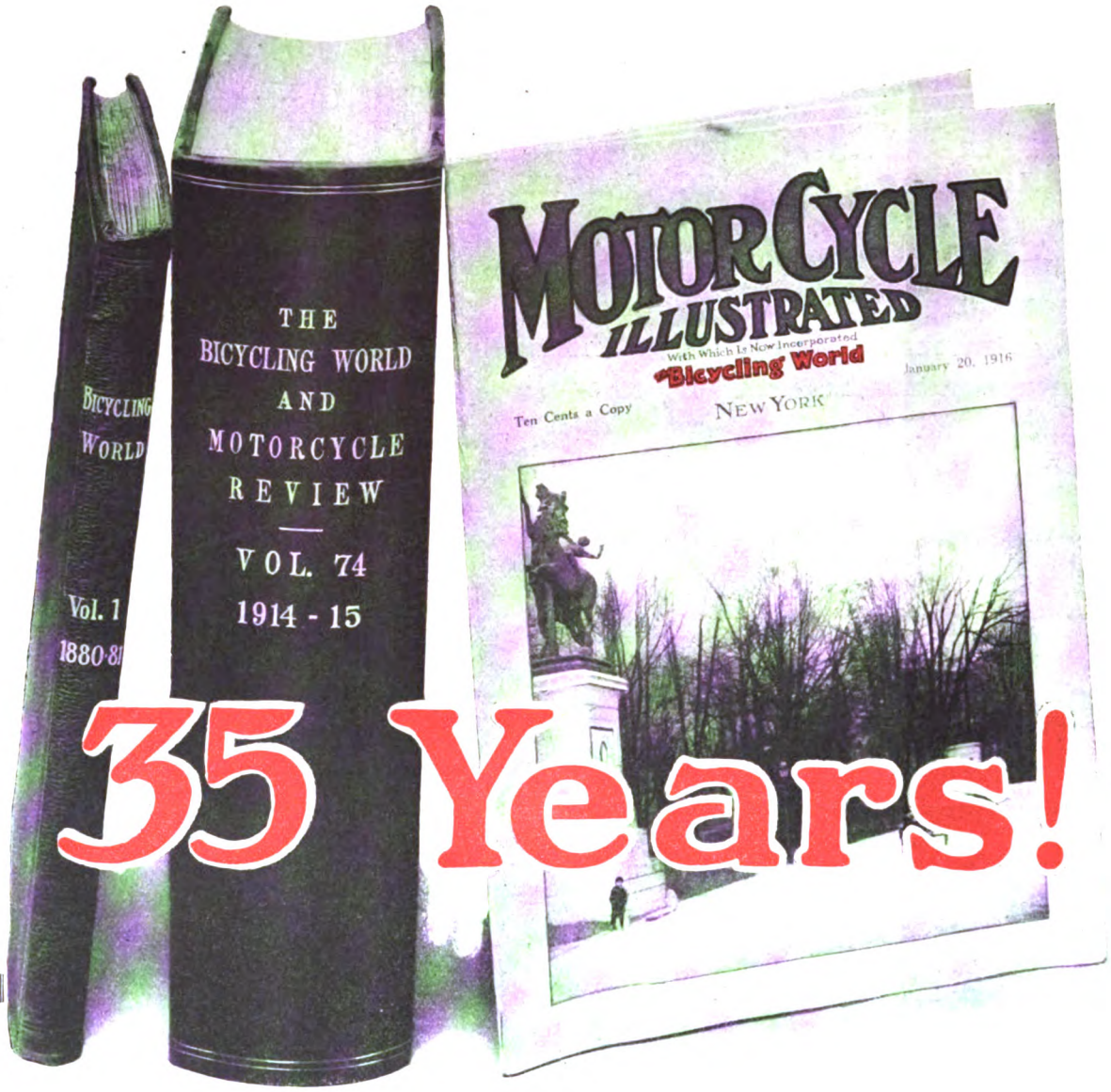

35 Years!

Every one of the "Old Guard" knows the Bicycling World. For *thirty-five years*, first as Official Organ of the League of American Wheelmen and then as an independent trade publication, the "Bi-World" has been the companion, the counseler and news-purveyor for thousands of bicycle dealers and riders.

Small reason, then, to wonder at the tremendous following the Bicycling World has built up in the trade during the many years of its life. ALL the responsible bicycle dealers, jobbers and manufacturers read it. Because, by a steady process of faithful service, it has welded itself into the hearts and minds of ALL the trade.

The BICYCLING WORLD is now incorporated with MOTOR CYCLE ILLUSTRATED. The mating is proper, for so closely interwoven are the two industries that the publishers' policy of constructive service to the cycle trades demanded this move.

The same staff that made the BICYCLING WORLD so universally popular still runs the bicycle paper.

Remember—the date of our big Bicycle Number is February 24th

Motorcycle Illustrated

and The Bicycling World

13 Park Row **New York**

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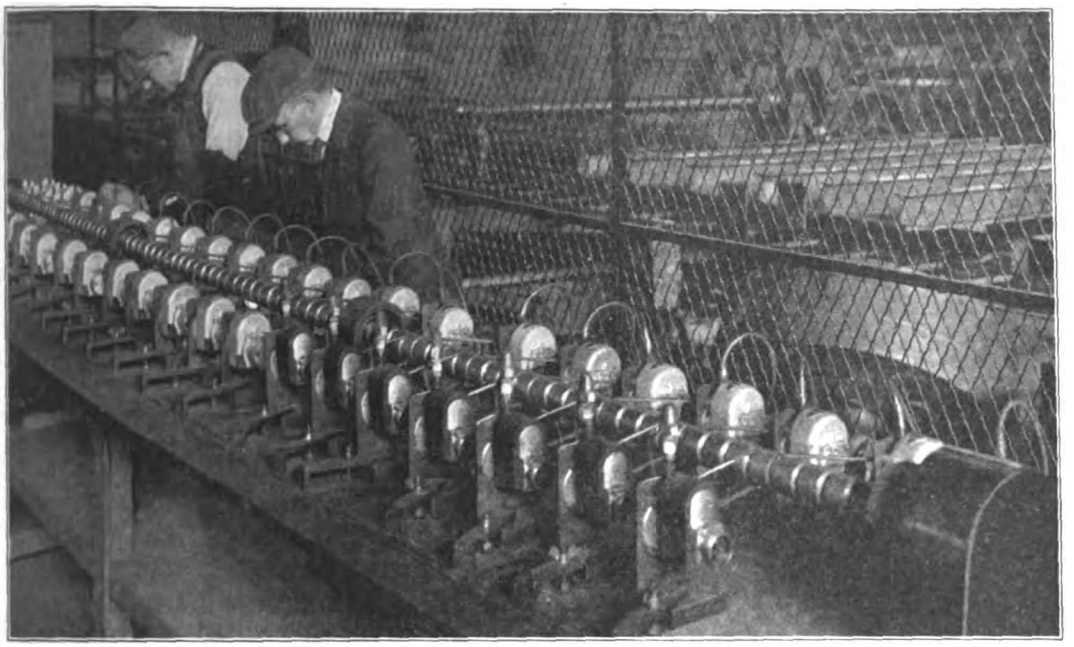

Smith Motor Magneto Perfection

ALTHOUGH we have explicit confidence in the magnetos we purchase for Smith Motor Wheels, we administer, nevertheless, a most rigid examination and test before passing them to the assembly department.

FOR example, each magneto is first thoroughly inspected as to mechanical measurements. All magnetos passing this examination are placed on a specially constructed testing bench, shown in the picture above, where they are run for many hours and their electrical efficiency measured by a number of delicate instruments.

THIS test is many times harder than any actual service required of the magnetos on Motor Wheels. However, such precaution and strict attention to details of all Motor Wheel parts are what insure long durability and satisfactory service to Motor Wheel riders. If you are not a Smith Motor Wheel dealer, write for our 1916 Profit Proposition to Dealers now. Tell us the lines you handle and the size of your business. Address:

Smith MOTOR WHEEL

Detachable

"The Bicycle Booster"

100 to 125 Miles on a Gallon of Gasoline
Speed up to 25 Miles an Hour

List Price, $60 F. O. B. Milwaukee

Can Be Attached to Man's or Woman's Bicycle

Motor Wheel Division 177

A. O. SMITH COMPANY, Milwaukee, Wisconsin

Largest Manufacturer of Automobile Parts in the World.
Motor Wheel Fully Protected by U. S. and Foreign Patents.

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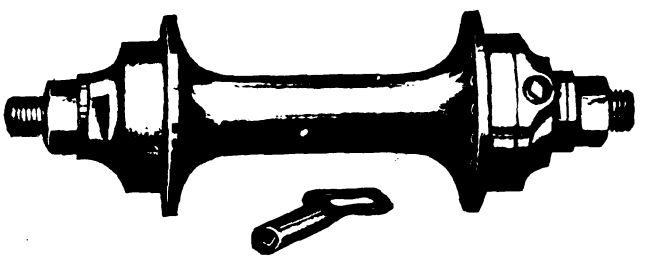
ECLIPSE LOCKING FRONT HUB

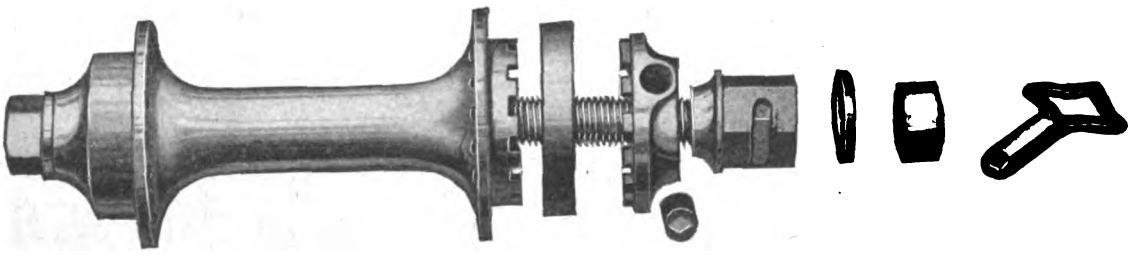


FOR

Bicycles and Motorcycles

An invention which is revolutionizing the locking device market

Riders buy a machine to own it. They demand protection against theft and the annoyance of the practical joker. The lock and chain are things of the past. The Eclipse Locking Front Hub is efficient, thief proof and fool proof. Carry a key; that's all. Same distance between cones.



SIMPLEST, SUREST LOCKING DEVICE KNOWN

This photograph shows the Eclipse Locking Hub parts (made for both bicycles and motorcycles). It shows the ball race flange notched to receive the locking member. Between the notched surfaces is shown the dust ring, slipped off to expose the notches. The cone has a hexagon head, over which the locking member moves longitudinally, by the use of a socket key inserted over the diamond shaped shifting pin. The inside end of the shifting pin operates cam-like in the slot in the hexagon cone head and is held securely, either locked or unlocked, by a flat spring which prevents movement. Unlimited key shapes are provided.

Eclipse Machine Company

ELMIRA, N. Y., U. S. A.

Makers of Morrow Coaster Brakes, Motorcycle Coaster Brakes, Bicycle, Motorcycle, Cyclecar and Sidecar Hubs and all Famous Eclipse Products.

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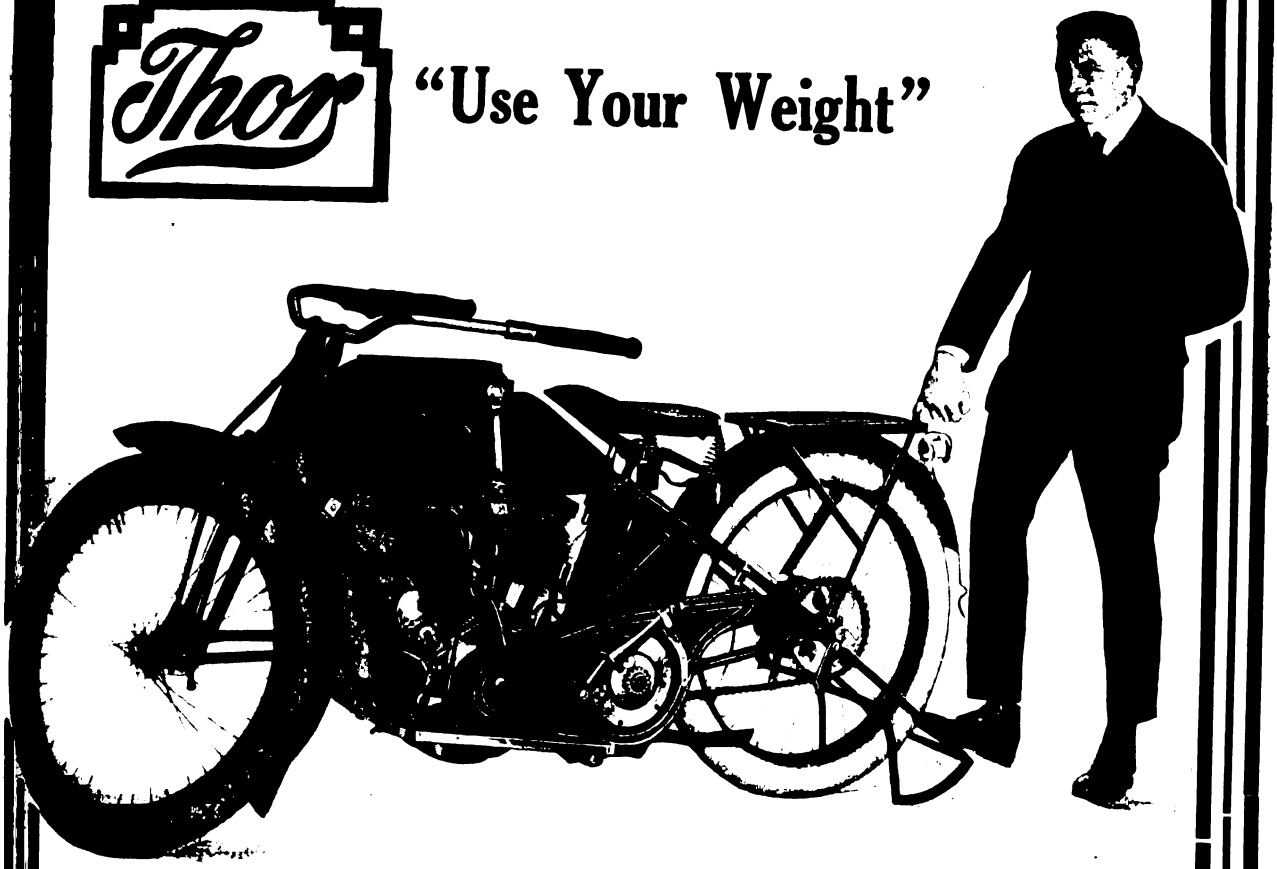
Thor

"Use Your Weight"



Here's a new stand! Drop it—press on it with the right foot, and the machine rolls up on the stand. It's the roller mechanism that does it.

No more sweating from the violent exertion, formerly necessary, to put the stand in place. Just one finger and the pressure of the rider's foot is all that is now required—on the Thor.

This roller-stand feature is regular equipment on the Thor U—12 H.P. Model. It is an Exclusive Thor Feature! Riders will demand the Thor.

DEALERS: You can see that this is a tangible selling point. It will make a big "dent" on experienced riders. This feature, alone, will sell many Thors for you—if you hurry and get the Thor Agency. Write today, to

Aurora Automatic Machinery Company

General Offices, Thor Bldg., 1307 Michigan Ave., Chicago

Sales Offices and Works, 361 W. Superior St., Chicago

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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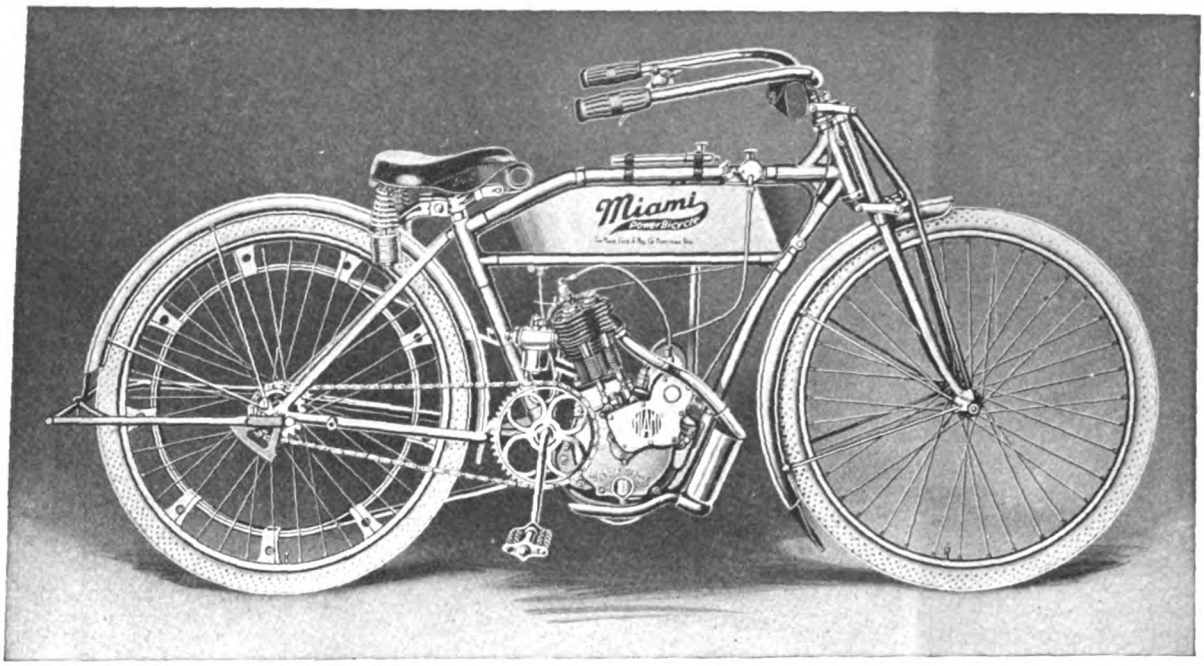

Not Only a Lightweight, But a Good Lightweight, is the

Price $115

Miami Power Bicycle

"100 Miles for 10 Cents"

SAFE **SILENT** **CLEAN**

BECAUSE the following sensible and ideal specifications make it so:

Single cylinder 2½ H.P. mechanically-operated valve motor. Specially designed carbureter. Miami patent leverless handlebar control. Compact and noiseless muffler. Loop design frame. 28-inch wheels. Cushion spring fork. 50-inch wheelbase. Musselman positive drive coaster brake. 1½-inch Spartan flat leather belt, with specially designed idler pulley or belt tightener. Troxel saddle. Goodyear or Federal tires. Armored magneto. Tool bag, luggage carrier, etc.

A Money making proposition for the Dealer
We solicit correspondence from the trade

THE MIAMI CYCLE & MFG. CO., Middletown, Ohio

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Belt Transmission
The Decision of Miami Experts

THE success of the Miami Power Bicycle is due to its light weight, its exceptional power, its thorough simplicity, and its smooth transmission. These are the requirements of the modern motorcycle for "Everyman."

Years ago when the Miami Power Bicycle was being put through its experimental paces, all kinds of transmissions were carefully considered and tried. The result was the selection of the belt drive.

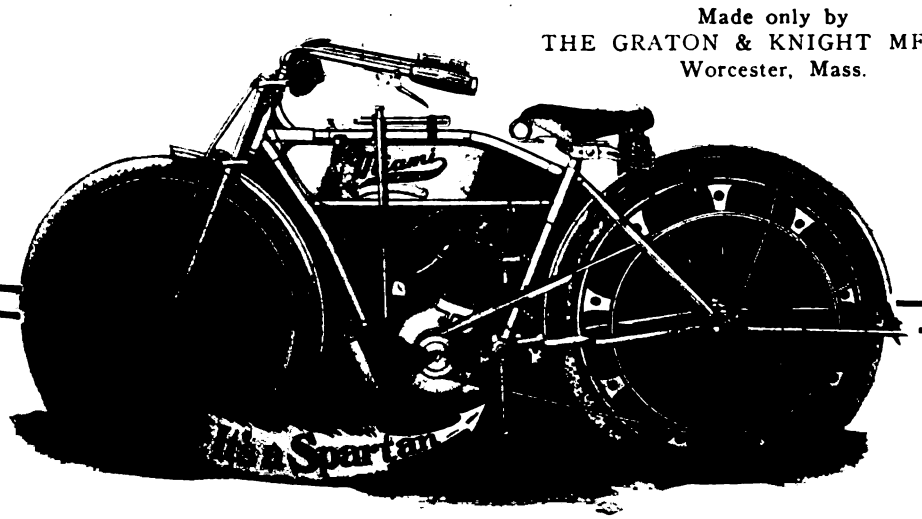
Miami engineers selected belt drive because they found that the main essential of a good Lightweight Motorcycle was getting sufficient power to the rear wheel, getting it there without intricate mechanism, getting it there positively, and without loss, yet with that silky smoothness so desirable of Lightweights and only to be found in Belt Drive Lightweights.

You agree, Mr. Dealer, that a Lightweight Motorcycle must be part of your selling line. You agree that it must be a good Lightweight—simple, clean, noiseless and smooth running. You must agree then that the Lightweight you select must use a belt drive, belt drive only as is provided by using

SPARTAN BELTS

THE CLEAN, SMOOTH, NOISELESS TRANSMISSION

Made only by
THE GRATON & KNIGHT MFG. CO.
Worcester, Mass.



The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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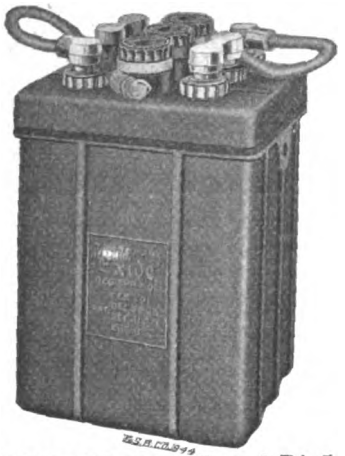
Make Your Electric Lighting Reliable
Use The "Exide" Battery



"Exide" Battery, Type 3-ZA-5
with cable type terminals

A properly designed storage battery furnishes the most dependable source of current for motorcycle lighting.

The "Exide" Battery, Type Z, has been especially designed for this service and is being used on thousands of machines with the most satisfactory results.

The "Exide" motorcycle battery is manufactured by the oldest and largest storage battery maker in the country. It is of the same design as the "Exide" Batteries with which a majority of all electric vehicles are equipped, the same design as is being used in hundreds of thousands of automobiles for starting and lighting and for numerous other storage battery services.

Users of "Exide" motorcycle batteries have at their command all of the facilities of the enormous "Exide" Service Organization, which includes 14 Sales Offices, 14 "Exide" Battery Depots and hundreds of "Exide" Service Stations.

Write our office nearest you and ask for our folder No. 1252 which describes in detail the construction of the "Exide" Battery.

THE ELECTRIC STORAGE BATTERY CO.

PHILADELPHIA, PA.
1888-1916

New York, St. Louis, Boston, Cleveland, Chicago, Atlanta, Rochester, Detroit, Washington, Pittsburgh, Denver, Los Angeles, San Francisco, Seattle, Toronto

TWITCHELL
AIR GAUGE

Guessing May Cost You Your Life
BE SURE

You can't tell how many pounds pressure there is in your tires by pinching them or looking at them, and a difference of a few pounds between what they have and what they should have means the price of a new tire or a broken collar bone, or both.

Inflate your tires to the pressure prescribed by your tire maker and test the pressure in them by means of a Twitchell gauge. There is no other SAFE way of doing it.

Write for table of air pressures recommended by the tire manufacturers.

PRICE ONE DOLLAR

For Sale by Jobbers, Dealers, Garages or

THE TWITCHELL GAUGE CO., 1213 Michigan Avenue, Chicago

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TO DATE (January 29th)

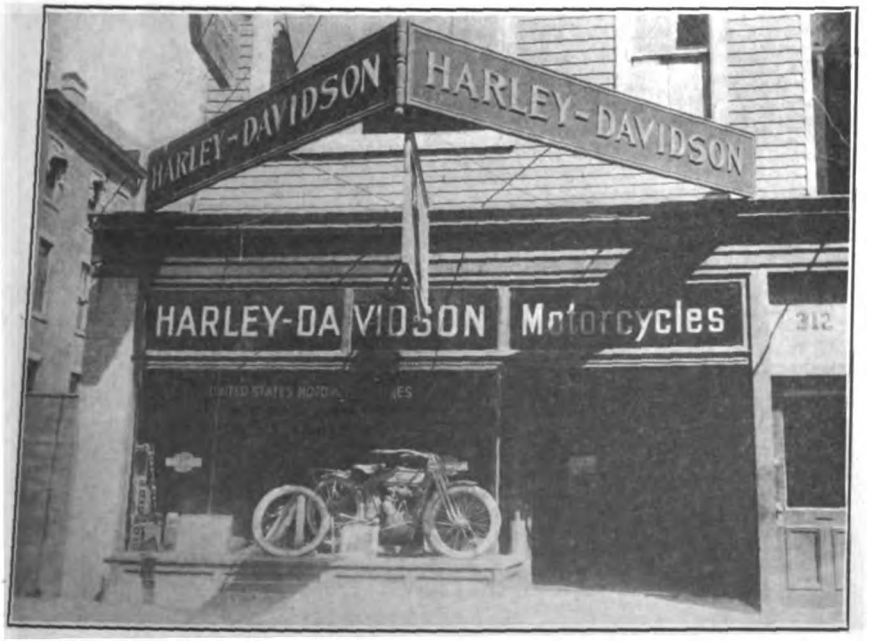
we have shipped 34 1916 models to Carl W. Bush, Harley-Davidson dealer in Newark, New Jersey. Last year to January 29th we had shipped him 21 1915 Models. In addition to the 34 machines we have shipped to date, Mr. Bush has 15 orders for later delivery.

Carl Bush's success lies in the fact that he is a good business man, that he selected the right line, and that, through the progressiveness of the Harley-Davidson factory organization, he secured prompt deliveries following the early show.

Hundreds of other Harley-Davidson dealers are enjoying a nice increase in business this year. Are you?

Harley-Davidson Motor Co.

Milwaukee, Wis., U. S. A.



Salesroom of Carl W. Bush

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RIDERS boost for Henderson dealers because

Henderson motorcycles are even more pleasing in service than the claims of the dealers had predicted.

Business gained by Henderson dealers is permanent and dependable because it is based on real quality construction—which is maintained regardless of greatly increased cost of materials and labor.

Henderson Motorcycle Co.

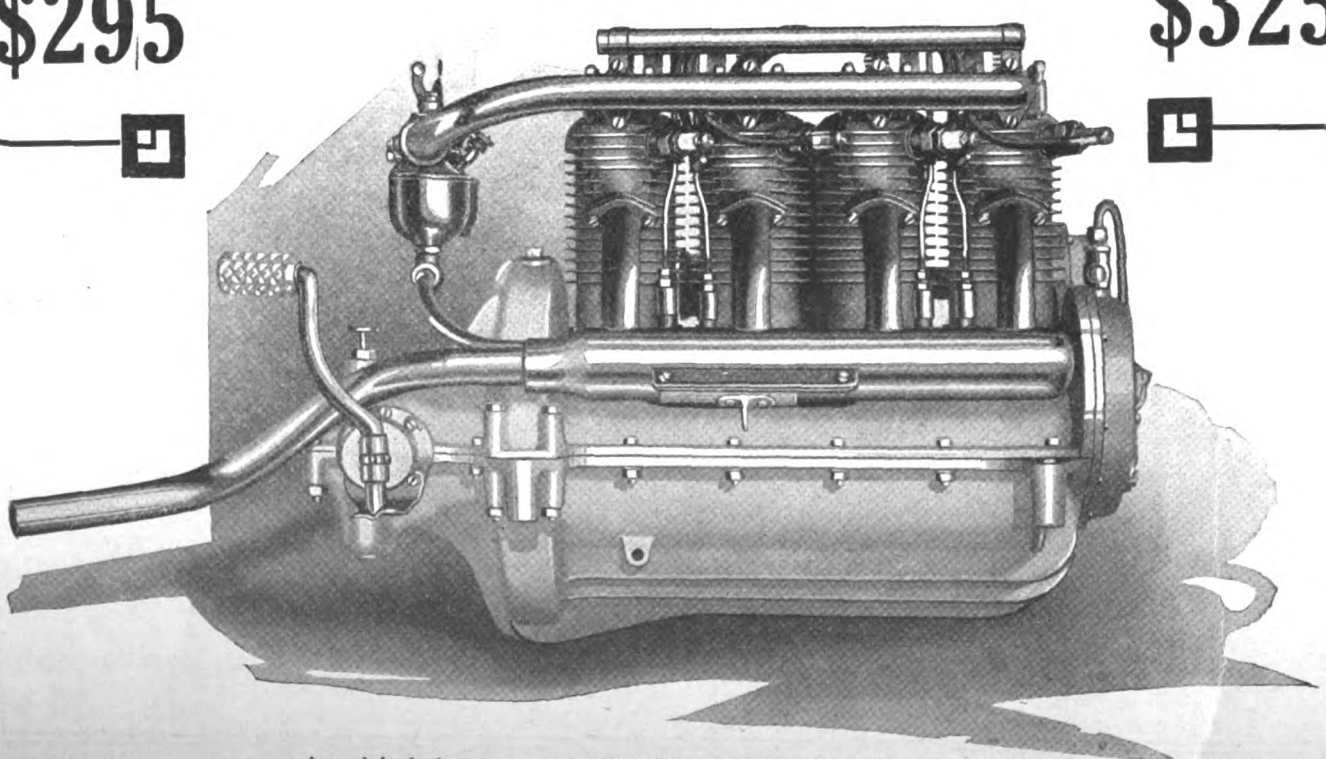
DETROIT

SINGLE SPEED

$295

TWO SPEED

$325



A *good* deed often means a *good* deal—Please mention MOTOR CYCLE ILLUSTRATED.

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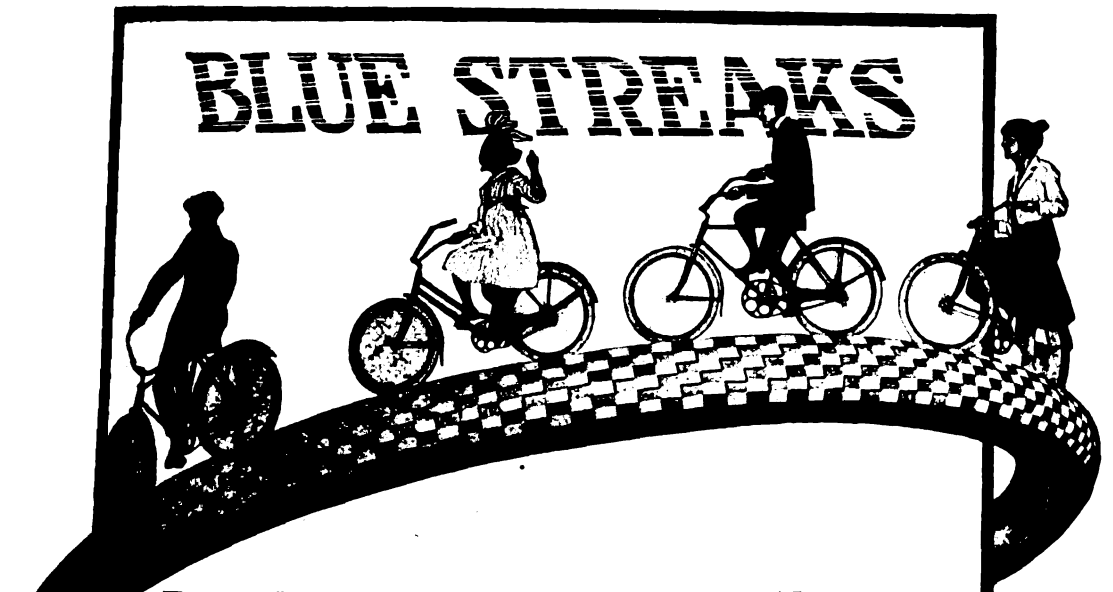

Bicycle Tire Buyers Take Notice

A Standard Quality and Standard Price Established at last

As a concrete illustration of the Goodyear policy of keeping faith with the public—here is a definite, positive saving of $3,000,000 to $5,000,000 per year offered the Bicycle Tire buyers of America.

The bicycle business in America has been in existence for more than twenty-five years.

And yet, never before, has there been one standard of quality in bicycle tires at one standard price.

More than a thousand brands of bicycle tires are marketed in this country today.

No man has known heretofore what price he ought to pay in order to get the best.

He has been asked to pay, and has paid, $3, $3.50, $4, $4.50, $5, and even more per tire.

But he need not now pay a cent more than $2.50.

That is now the standard price for the highest standard of quality—$2.50 for the guaranteed Goodyear Blue Streak Single Tube Bicycle Tire.

This Goodyear policy of one tire, one brand, one quality, one guarantee, and one price will cut off, at a stroke, an unnecessary expense of more than $3,000,000, which American bicycle tire buyers have paid for years.

The Goodyear Tire & Rubber Company neither asks nor expects praise or approval for this action.

In establishing this standard price to Bicycle Tire buyers, we actually serve our own best interests.

We strengthen our own self-respect; we win the respect of the tire buyer; and we are repaid a thousandfold for doing what is merely right.

No one in particular has been to blame for this abuse. It was a condition which grew up because public and trade alike seemed to demand a multiplicity of tire brands.

Years ago Goodyear began cutting down the number of its brands, fighting trade conditions in order to do it.

And now the fight is ended.

You can go to any Goodyear dealer anywhere—and there are more than 7,000 of them—lay down $2.50, and know that you are getting the best bicycle tire value the world offers.

The Goodyear Blue Streak is guaranteed to you and to the dealer to give satisfactory service or be replaced with a new tire free.

Never again—no matter what the argument or conditions—pay a penny more than the Blue Streak price.

You can always tell the Goodyear by its beautiful white tread, with the Blue Streaks on each side.

Just say flatly: "I want that handsome Goodyear Blue Streak; and I won't pay more than the Blue Streak price."

And that will settle it!

GOODYEAR AKRON Bicycle Tires

The Goodyear Tire & Rubber Company
Akron, Ohio

Advertisement From the Saturday Evening Post, January 15, 1916

When you realize that the above full page advertisement in the Saturday Evening Post will be seen by six million readers, you have a fair idea of the importance we attach to the Goodyear Bicycle Tire Selling Policy.

We believe that one standard tire, at one standard price and guarantee, will promote an increasing sale of bicycles quicker than any other single factor in the business.

And we believe you will think so too, if you stop to consider the evils in the tire selling methods this Goodyear policy now ends.

For assurance of prompt attention to your wants mention MOTOR CYCLE ILLUSTRATED.

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Posed by Carl Goudy on his Bosch-Equipt Excelsior

No record of ignition performance ever has equalled the record made by the

BOSCH MAGNETO

The 10 Best Victories of 1915
Are 10 Bosch Victories Too

1. 300 mile race, Chicago, Ill., Carl Goudy, Excelsior, 3:29:51⅖, 86 m.p.h., Bosch Magneto used.
2. 300 miles, Dodge City, Kas., Otto Walker, Harley-Davidson, 3:55:45, average 76.2 m.p.h., Bosch Magneto used.
3. 300 miles, Venice, Cal., Otto Walker, Harley-Davidson, 4:24:17⅕, average 69 m.p.h. Bosch Magneto used.
4. 200 miles, Phoenix, Ariz., Joe Wolter, Harley-Davidson, 3:07:27⅕. 64 m.p.h. Bosch Magneto used.
5. 200 miles, La Grande, Oregon, Wolter, Harley-Davidson, 3:36:58, 55.3 m.p.h. Bosch Magneto used.
6. 150 miles, Oklahoma City, Okla., Parkhurst, Harley-Davidson, 2:20:50, average 64 m.p.h., Bosch Magneto used.
7. 100 miles, Peoria, Ill., 82:30⅕, average 72.7 m.p.h., Carl Goudy, Excelsior, Bosch Magneto used.
8. One-hour F. A. M. Championship, Chicago, Ill., Robert Perry, 64¼ miles, Bosch Magneto used.
9. 300 mile relay race, Readville, Mass., Robert Perry and Carl Goudy, Excelsior, time 4:24:00⅕, average 68.1 m.p.h., Bosch Magneto used.
10. 200 mile relay, Columbus, O., winner Robert Perry and Carl Goudy, Excelsior, time 2:58, average 67.4 m.p.h., Bosch Magneto used.

With this wonderful record of Bosch Reliability and Bosch Efficiency before you, it is hardly possible that you would buy or sell a motorcycle with other than Bosch Magneto Ignition. It costs motorcycle makers a trifle more, but it serves and satisfies better—better than you ever could imagine, unless, of course, you are a Bosch user.

BOSCH MAGNETO COMPANY
206 West 46th Street, New York

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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MOTORCYCLE ILLUSTRATED

WITH WHICH IS NOW INCORPORATED

The Bicycling World

Published Every Thursday by

THE MOTORCYCLE PUBLISHING CO.

13 PARK ROW

NEW YORK

Volume Eleven | February 3, 1916 | Number Five

ERWIN BAKER SETS NEW 1,000 MILE MARK

Covers the Distance Over Rough Australian Roads in 21 Hours and 3 Minutes, Using Powerplus Indian; Previous Pro. Record for 21 Hours Was 690 Miles and 586 Yards

NEW YORK, N. Y., Feb. 2.—According to a cablegram received in this city on Monday from Sydney, Australia, Erwin G. Baker, on his Powerplus Indian, established a new world's record for one thousand miles on Saturday, January 29. The new mark was hung up under very trying conditions, "Cannon Ball" being obliged to ride against a strong wind and through a severe rain storm. He covered the distance in 21 hours and three minutes

Beats English Record

The professional record for twenty-one hours was 690 miles and 586 yards, made by H. A. Collier, of Canning Tower, England, on May 5, 1909. The amateur record for the same time is 945 miles and 587 yards, set up by Charles Spencer, at Springfield, Mass., during a special track exhibition on October 2, 1909.

Baker's run was made over rough Australian roads, yet in spite of this he experienced no mechanical trouble, except once when he had to readjust a valve. The run was held under the auspices of the Victorian Motorcycle Club.

Baker rode at a consistent clip of fifty miles an hour, allowing fifty minutes stop for fuel and food, so that at times he rode at a seventy-five mile an hour rate. "Airhorse" Baker's 1916 Indian was equipped with United States Nobby Tread Tires and a Dixie Magneto.

BAY STATE RIDERS URGED TO BACK NEW BILL

WESTBORO, Mass.—Secretary-Treasurer G. B. Gibson, of the F. A. M. has called the attention of riders in Massachusetts to House Bill No. 1124, now before the Massachusetts legislature. This bill allows registration and operation of a motorcycle for $2. Just one-half that of the present fee. Riders are directed to write their Senators, Representatives and Chairman Haigis of the Roads and Bridges Committee, and riders are advised to get up petitions directed to the same officials in order to have the measure passed. Sidecarists are advised to write direct, recommending a change in the legal definition of a motorcycle, to have it read "a vehicle, having two or three wheels in contact with the ground, which is propelled by a gasoline motor, and upon which the rider sits astride."

Two F. A. M. officers will appear at the hearing before Chairman Haigis' committee on February 8, but co-operation on the part of all Bay State riders is needed.

WILL PROMOTE BIG RACES IN OHIO CITIES

DAYTON, O., Feb. 2.—The incorporation of the Miami Racing Co., with a capital stock of $5,000, by Dayton interests, indicates the consummation of plans for a big program of motorcycle, bicycle and motor racing in this vicinity during 1916. The incorporators of the company are: Robert E. Gerspacher, of the Auto Service Co., E. D. Hensley, of the United States Tire Co., R. E. Gerkins, of the Gerkins Oil Co., Daniel Larkin, and E. H. Rehn.

The company has already taken leases for the season on tracks in Dayton, Springfield, Greenville and Wapakoneta, and options are held on tracks in Lima and Chillicothe, one of which will probably be added to the proposed circuit. The plans of the promoters are to start racing in Dayton on the first Saturday in May, and continue them at Dayton and the other towns mentioned throughout the season. All of the tracks controlled are fast. It is possible that the company will establish in each of the towns where it operates a track a store for the handling of motor oils, tires, accessories and the like, but this has not yet been determined.

NEW CRISTMAN BILL PASSES ASSEMBLY

Measure Calling For $2.50 Annual Fee For New York State Motorcyclists Accepted By Lower House—Speed and Age Limitations Provided.

ALBANY, N. Y., Feb. 1.—The amendment offered by Senator Cristman, of Herkimer, to the present highway law, relating to the registration and licensing of motorcycles, has passed the Assembly and has been submitted to the Senate. It will be passed upon by the superior body before April 1, it is predicted in motor vehicle circles in this city, and will probably be accepted and become law.

Non-Residents Exempted

The Cristman amendment, presented by the Herkimer senator in the form of a bill, calls for an annual registration fee for motorcyclists of $2.50, this fee to be charged to resident riders only. Non-resident riders are exempted in accordance with the provisions of the existing highway law the same as regards automobiles in New York State. The minimum age for riding and operating a motorcycle is fixed at sixteen years. A rate of speed in excess of 30 miles per hour is prohibited. The funds accruing from the license fees are to be used for the maintenance of the improved roads of the State.

Old Bill Defeated

This is Senator Cristman's second measure proposing the licensing and registration of the motorcycle in the State. His first bill, presented in 1915, fixed a tax of $5 for the rider and $10 for the dealer; later this was modified to $3 for the rider. Senator Lockwood introduced a second bill at the same time that the Cristman measure was under consideration, calling for a $2 annual fee for the rider. Through the combined efforts of **Motor Cycle Illustrated** and the F. A. M. in New York, the Cristman measure was defeated. The Lockwood measure did not pass the New York Legislature.

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HOW BRESEE AROUSES KEEN INTEREST IN THE MOTORCYCLE SPORT IN F

Taken at One of Harley-Davidson Agent Bresee's Big Picnics in Fresno, Cal. More on Opposite Page

CYGNET SALES SWELL AT CHICAGO

Orders for Rear Cars Take Big Jump at Automobile Exhibition and Will Keep Things Humming at Buffalo Factory.

CHICAGO, Ill., Feb. 3.—Cygnet Rear Cars received a most enthusiastic reception during the automobile show which closed last Saturday. No less than 38 dealers outside of Chicago closed yearly contracts with Sales Manager Leadley Ogden of the Cygnet Rear Car Co., of Buffalo, N. Y., while local dealers and distributors were by no means slow in signing up. Mr. Ogden was assisted by Factory Manager Edgar Messersmith in his good work.

The first man to sign up was M. C. Cameron, of the Harley-Davidson Sales Co., of Dallas, Texas. Cameron closed the deal about ten minutes after the show opened. The Lippow Cycle Co. representative from Milwaukee, Wis., sent a phone call from his headquarters after leaving the city and grabbed the Henderson which was shown at the booth as a preliminary. By the third day of the show, the Rear Cars in the exhibit were all booked to be sent off immediately the show was over.

In Chicago, R. C. Crist, Excelsior factory representative for Cook county, and the Edwards-Crist Mfg. Co., Indian distributors, together accounted for 32 rear cars. Demonstrations were given by Sales Manager Ogden to Simon Florsheim, president of the Florsheim Shoe Co., and Sales Manager H. N. Kirk, of the Aurora Automatic Machinery Co., maker of the Thor. The Thor retail store on Michigan boulevard took four cars as a result. C. H. Lang, distributing the Harley-Davidson, got his demonstration and signed up at the close. Paul Hanke, who handles the silent gray fellow on the North Side, took orders for two right away. The contracts closed in the Middle West, including Chicago, assure the rear car people of 800 cars for the 1916 season, this figure not including those orders at the New York show.

The rear car exhibit consisted of pleasure and commercial models attached to Henderson, Indian, Excelsior and Harley- Davidson models.

NEW RHODE ISLAND LAW

PROVIDENCE, R. I., Feb. 2.—A bill has been presented in the Rhode Island legislature which seeks to create a uniformity with the motor laws of Massachusetts. It calls for lights to enable a driver "to see any person, vehicle or substantial object upon the roadway or side for 10 feet on each side of the motor vehicle and 10 feet ahead of the vehicle." It also provides that the headlight shall cast no rays higher than 3½ feet above the ground at a distance of 60 feet, but so long as the rays do not exceed the 3½-foot limit they may penetrate to a distance of 150 feet.

If passed the act will be enforced by the State Board of Public roads, which have already equipped the State's cars with lights of the suggested calibre.

GAS AT FIFTY PER

SYDNEY, Australia.—Motorcyclists are fighting against the attempt of the gasoline companies to increase prices. The companies are trying now to raise the price of gas above fifty cents. But whatever increase will be made must first be passed on by the Necessary Commodities Commission, which regulates prices out here.

PUSH SPEEDWAY WORK

CINCINNATI, O., Feb. 2.—Work is going on apace on the Cincinnati speedway, under the supervision of Architect Harry Hake. Surveyors are now cross-sectioning the site, preparatory to the making of estimates on the grading necessary for the construction of the grade, and in a short time everything will be ready for the letting of contracts.

BALTIMOREANS HOLD ANNUAL BANQUET

Huge Crowd of Riders Gather Around the Festal Board—Eight Vaudeville Acts Given by Splendid Talent.

BALTIMORE, Md., Feb. 2.—The big social event of the season of the Maryland M. C.—the annual banquet—was held last Thursday evening at the clubhouse, 847 Hamilton Terrace. It was the best one ever staged by the organization and was the sixth one to be held. The menu was typically Maryland, with all the famous dishes of this state solding a prominent place.

In addition to the "eats" and the few speeches there was a vaudeville program that was exceptionally good, comprising eight acts of splendid talent. The committee responsible for the success of the affair was composed of F. O. Boyd, George W. Coggins and Theodore A. Krug. Gathered around the festal board were the following:

B. C. Aner, R. Heckinger, J. B. McDermott, C. B. Cook, J. E. Codd, W. E. Wood, H. E. Snyder, H. C. Hughes, W. W. Snyder, N. Johnson, C. L. Waters, M. S. Woods, B. W. Schwinger, C. B. Penrose, E. D. Kerns, Jr., T. A. Peterson, C. Frank, J. Becker, W. Becker, V. Daley, C. B. Mears, J. A. Robinson, G. H. Frank, N. J. Schoenig, Chic Thomas, A. C. Nagle, M. T. Carter, W. Fields, G. W. Coggins, F. O. Boyd, W. Cordle, H. L. Needham, H. E. Snook, H. A. Frederick, A. Gebhardt, N. R. Ellis, C. H. Harden, J. Zimmerman, R. M. Crouse, M. G. Barnes.

W. P. Blatt, J. Latinsky, J. W. Phillips, W. Honchell, E. B. Kaufman, J. O. Hyder, H. D. Bartholomew, J. E. Davis, W. Seidlich, E. O. Cox, S. H. Congdon, H. Vetters, C. T. Emmart, W. Becker, W. S. Owens, I. Sandruck, J. F. Lowrey, W. R. Hakerkoen, N. Leppo, J. Jacob, R. L. French, E. A. Coursey, J. Scales, W. Leek, T. E. Thomas, G. Hauser, J. N. Ericson, W. Schaefer, H. M. Gault, C. Scott, S. L. McCallister, W. S. Standiford, H. Mitchell, J. Muth.

G. Yeatman, W. C. Waskey, J. J. Schaefer, F. Anderton, E. Thomas.

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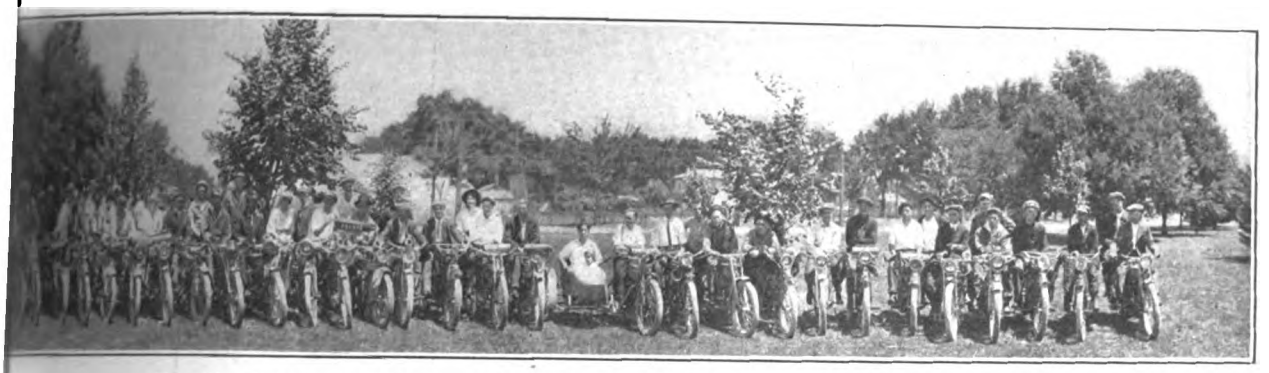
RRITORY AND CREATES A STRONG FOLLOWING OF RED-BLOODED RIDERS



Fifty-eight Machines with Riders and Passengers Lined Up in Front of the Camera on this Occasion

NEW SALES LETTERS READY

NEW YORK, Jan. 28.—The National Motorcycle Dealers' Information Bureau, of 1482 Broadway, this city, has gotten out a new series of sales letters for motorcycle dealers and will be glad to send them upon request. Application should be made to Secretary E. F. Hallock at the above address.

AFTER BOOTH'S RECORD

SYDNEY, Australia.—Norman Saunders, a crack Australian motorcycle rider, has bought an eight horsepower Excelsior machine and will attempt to lower Jack Booth's half-mile record, which is twenty-two seconds. Saunders has not announced just when he will take a shot at Booth's mark.

ANNUAL SPEEDWAY RACES.

PROVIDENCE, R. I., Feb. 2.—The second annual automobile and motorcycle racing event will be held at the Narragansett Speedway here on September 16. These races last year proved a big success, drawing riders of national reputation.

MONTREAL SHOW DRAWS LARGE CROWDS

American Accessories Hold Prominent Place Among Exhibits; Dealers Are Forced to Stage Separate Shows

MONTREAL, Que., Feb. 2.—The most successful motor show in the history of Montreal was brought to a close on Saturday, January 29, after a week's run, and practically all the local motorcycle and bicycle dealers shared in the general activity. One of the finest exhibits at the show was the display of Harley-Davidson motorcycles by Art. Ross & Company, 751 St. Catherine street West. The entire range of new models was shown.

Another attractive exhibit was that of the A. E. Bregent Company, the features of which were the 1916 model of the Smith Motor Wheel, Worksman bicycle delivery van and an assortment of Pope and other bicycles. The Canadian Fairbanks-Morse Company showed Bosch magnetos and the Kelly Company exhibited the products of the Standard Welding Company. Motorcycle and bicycle tires were shown by the Goodyear, Firestone, Dunlop and Dominion (United States Tire) companies. The Dominion Chain Company displayed Weed chains and S. F. Bowser, Inc., had gasolene tanks on view.

Because of lack of space in the Almy building, a number of dealers were forced to hold shows of their own. Among these was the Canada Cycle & Motor Company, which had on display 1916 model bicycles, Old Sol lamps and many other well-known accessories.

The paid attendance during the week was remarkable, as many as 7,000 people visiting the show during one day. No other show will be held in Canada the season of 1916.

The dealers who held separate shows—and there were several—found that the big exhibition aroused considerable interest in their individual displays. All of them were able to add to their list of prospects, and a few sales were reported. Attractive window displays were used by the dealers during the show.

SAN FRANCISCO RUN TO BE A "KILLER"

Endurance Contest Slated for February 20 Includes a 30-mile Mud Stretch and Many Poor Sections in 270 Miles of Travel

SAN FRANCISCO, Cal., Jan. 26.—The endurance run of the San Francisco [illegible] which is slated for February 20, will [illegible] a boulevard joy-ride, according to [illegible] Slosson, special Firestone repre[illegible] and the only man who has been [illegible] course as yet. Slosson covered the [illegible] circuit last week with his Harley-[illegible] sidecar combination and had [illegible] going until he reached the summit [illegible] mountain west of Saratoga.

[illegible] found the Big Basin road closed for [illegible] and the only route open to Santa [illegible] an abandoned wagon trail which [illegible] no signs of wheel tracks on it at [illegible] that it had not been traversed [illegible] moons. However, Slosson started [illegible] through the mud of this alleged [illegible] soon stuck with the sidecar axle [illegible] It was well toward midnight when [illegible] up trying to get the rig out by [illegible] went off to help.

[illegible] got a man with a mule to haul [illegible] rig out and then worried his [illegible] to Santa Cruz. This was the only real bad stretch of road on the course, but it is 30 miles long. Slosson, therefore, thinks that if clear, dry weather does not prevail for two or three weeks before the event, there will be no perfect scores in the run. He covered the course in 13 hours, and during his passage found that there was a lot of enthusiasm for the run among riders in the towns along the route.

The start of the run will probably be from Van Ness and Market streets. The first checking station will be at Belmont, another will be at San Jose and the next at Saratoga. The route from San Jose will take the riders through the Big Basin country, over the abandoned road to Santa Cruz, the next checking station. The route then leads on through Watsonville, Salinas, San Juan, Hollister, San Felipe, Gilroy to San Jose. Checking stations are at Salinas, Hollister and San Jose. Return is made over the route mentioned.

A. W. Green, Dudley Perkins, C. L. Meyer and W. L. Hunt are in charge of the run.

RIDERS TAKE R. F. D. EXAMS

CINCINNATI, O., Feb. 2.—More than 150 motorcyclists, who want to be rural route carriers in this vicinity for the Government, took the civil service examination required for the position last week. The number of applicants was the largest ever examined for the position. The appointees will receive $1,500 to $1,800 a year, but must maintain a motor vehicle out of that salary.

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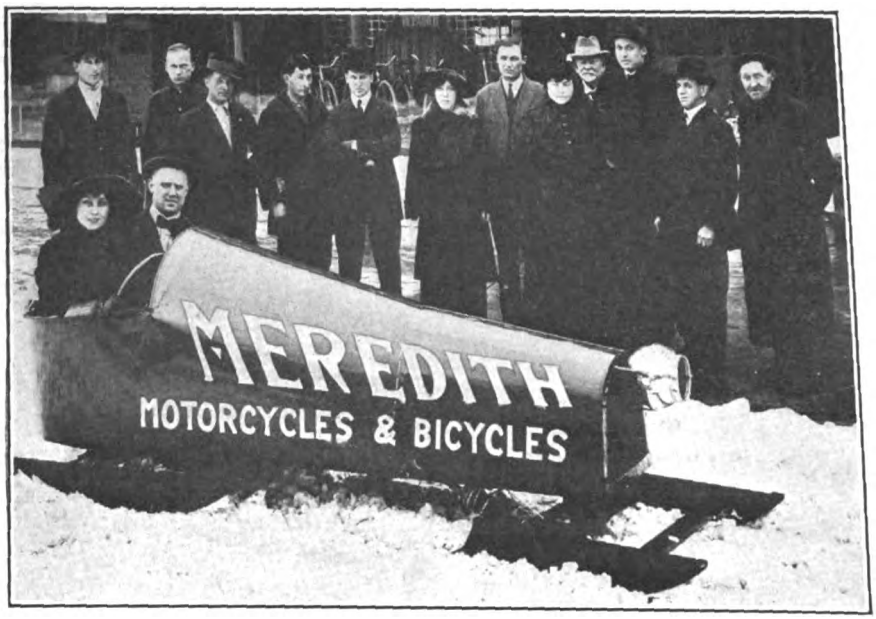
MEREDITH STAFF INSPECTS BRODBECK'S BOB



Forces of Meredith Motor & Bicycle Co., Merkel Agent in Salt Lake City, Utah, Look Over Motor Sled in Which Secretary and Mrs. Brodbeck Are Seated

CHASE ENTERTAINS SHOW COMMITTEE MEMBERS

CHICAGO, Ill., Feb. 1.—Frank T. Chase, of the Frank Mossberg Co., of Attleboro, Mass., was host to the Allied Cycle Trades Show Committee during its session in this city on January 28. Mr. Chase entertained at the Illinois Athletic Club, giving a dinner as a preliminary and afterward showed his guests around the club.

The Show Committee met in session to discuss the date for the New York motorcycle exhibition and decided that the time previously chosen—early in January—would be the proper one and that it should not be disturbed. Among those present at the session were Arthur Davidson, Fred W. Grubb, A. B. Coffman, George T. Briggs and Frank T. Chase.

GAS PRICES STILL CLIMB

ST. LOUIS, Mo., Jan. 28.—The price of gasoline went up another cent here today. Yesterday the Standard Oil advanced the price of Red Crown gasoline from 15.9 cents a gallon to 16.9 cents at filling stations. Today the independent dealers boosted the price of their No. 3 gasoline from 17 cents to 18 cents at filling stations and from 15.9 to 16.9 at tank wagons. A. P. Robinson, local manager for the Standard Oil Company, freely predicted a further advance would be made soon.

DYER GETS DAMAGES

INDIANAPOLIS, Feb. 2.—One of the few cases for damages ever rendered in the local courts in favor of a motorcyclist is that of Fred Dyer, F. A. M. secretary. He was awarded damages to the amount of $2,250 for injuries sustained when he was run down by an automobile three years ago. He was crippled so that he has been unable to do any work since.

ELLIS HAS A PASSENGER NOW

YONKERS, N. Y.—F. A. M.—Commissioner George Ellis is now a benedict. He was married January 25 to Miss Louise Smith, of Yonkers.

The Yonkers Motorcycle Touring Club, in which Commissioner Ellis is a leading light, extended its congratulations in the following form: "We wish Mr. Ellis and his bride good luck and a long and happy life; for he's a jolly good fellow—and as game as they make them."

HOW SMITH TRAVELS WHEN ROADS ARE FROZEN

EUGENE, Ore.—Among the many motorcyclists who enjoy the sport of motor-sledding this season is Yale Smith, who uses the "scooter" fitted with a 1916 Powerplus Indian shown in the photograph herewith. Smith can travel at the rate of 35 miles an hour with another man aboard when using his sled.

The motorcycle is mounted securely upon two side timbers by means of iron braces from each side. The front axle is mounted on a block which also carries the king-bolt. The front truck is controlled in a positive manner by a rod connected to the steering column. On the rear is mounted a side-by-side seat, upholstered in leather.

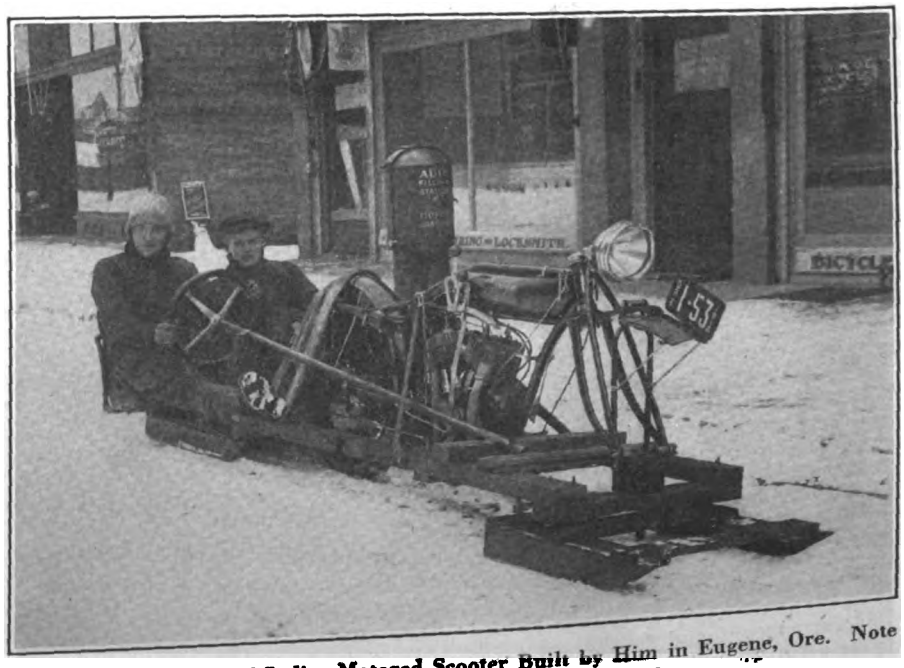
The clutch is operated by a lever at the left of the driver and the throttle is connected by a wire from the steering wheel to the carbureter. The rear wheel is covered with a canvas to protect the passengers from flying snow. The sled is very comfortable and cost little to build. This is the first time that motorcyclists in these parts have had a chance to motor-sled and advantage of the cold weather is being taken on all sides.

ACTOR AND MOTOR WHEEL IN UNREHEARSED COMEDY

NEW YORK.—As indicating the revival of cycling among all classes, the moving picture firms are now beginning to feature the use of the bicycle in their society photoplays. Often amusing incidents occur during the filming of these productions, and one such was seen recently in the suburbs during the taking of a film featuring Charles Richman.

Richman was riding a bicycle with members of a cycling club in hot pursuit. He was supposed to become exhausted, and stopping in front of a country store, to seize a Smith motor wheel there and fit it to his bicycle, starting off just as he was on the point of being captured. Everything went as planned, but a bull grazing in a nearby field saw the red motor wheel and started to investigate.

The bull caught up with Richman and the Motor Wheel equipped bike and the actor, abandoning the machine, took a five rail fence in short order. The bull attacked the machine but did little damage to it, being driven away by the rest of the company who came up on the run. Richman was rescued and the scene was started over again later in the day.



Yale Smith at Wheel of Indian-Motored Scooter Built by Him in Eugene, Ore. Note Method of Mounting Machine in Wooden Sled Frame

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F. A. M. STATISTICS SHOW GAIN IN JANUARY

WESTBORO, Mass.—Membership statistics for the month of January 1916, show that the F. A. M. has gained 42 affiliated members, 44 unaffiliated members and that 132 members have renewed. Massachusetts leads in renewals, with 22 members, and New York is next with 21. As regards total numbers, New York is ahead, there being 12 unaffiliated, 3 affiliated and 21 renewals.

Massachusetts totals 28 for January, 22 being renewals, 4 affiliated and 2 unaffiliated. Pennsylvania comes next with 12 renewals, 8 affiliated and 7 unaffiliated, total 27. Ohio has 12 renewals and 3 affiliated; South Dakota, 10 affiliated and 4 renewals; illinois, 6 renewals, 5 unaffiliated and 3 affiliated. Northern California has 5 renewals, and 2 unaffiliated. Oregon, Southern California, Indiana, and Virgina have 5 in all; New Jersey has 6, and Nebraska, 4, all renewals. North Carolina has 3 and so has Southern Texas.

BERKS CLUB ELECTS

READING, Pa., Feb. 1.—The Berks M. C. has elected officers for the 1916 season, on the occasion of its last meeting at the club house, 710 Ninth street. William Shearer is president and Raymond Lenich is vice-president, William H. Printz is secretary-treasurer and Charles H. Krick, George L. Dengler and William Shearer are trustees. The entertainment committee is composed of Mesdames John Weinhold and Raymond Lenich, while the house committee is made up of Fred Koenig, President Shearer and William Brown.

NEW ZEALANDER VISITS WIGWAM

SPRINGFIELD, MASS., Feb. 2.—Horace L. Rogers of Wellington, N. Z., representative of E. Reynolds & Co., motor importers, called at the Indian factory in Springfield a few days ago in the course of his visit to the United States. He was shown over the plant, expressing great admiration at the machinery and methods of manufacturing, and had an opportunity to talk with President George M. Hendee and Treasurer Frank J. Weschler. In discussing trade conditions in New Zealand he said it was apparent that the American-made motorcycle had come to stay.

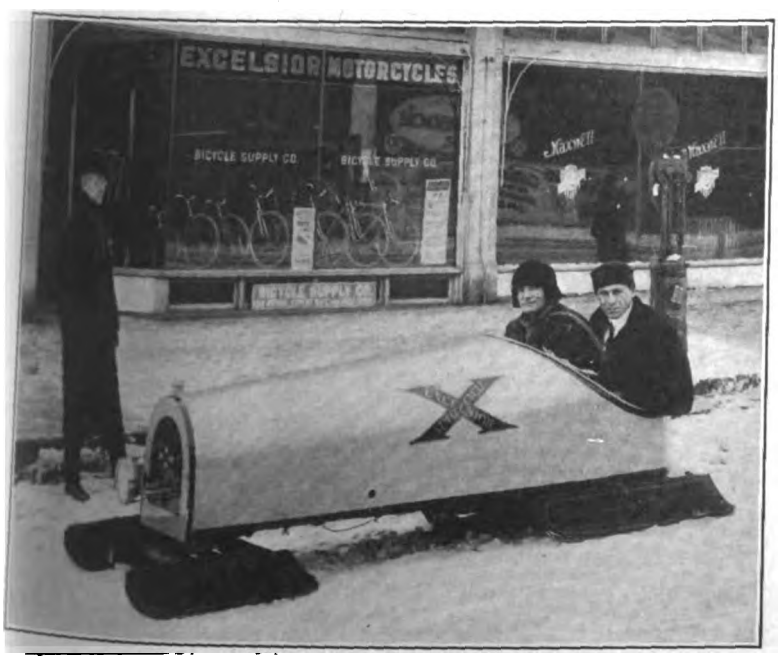
LONG ISLAND HUNTERS USE CYGNET REAR CAR

Wading River Sportsmen Find Rear Attachment Excellent for Transporting Dogs and Game in Addition to Themselves. An Indian Machine Is Used

EXCELSIOR-ENGINED MOTOR SLED STANDS TEST

SALT LAKE CITY, Utah.—Ray Peck and Milo Daly, of the Bicycle Supply Co., 348 South State street, Excelsior agents for this city, have built the motor sled shown in the photograph herewith. The sled is powered with a 1914 type Excelsior twin motor and uses the Excelsior transmission and clutch to drive a motorcycle rear wheel. Weed chains have been fitted to the driving wheel to assist traction. The clutch is placed at the left of the operator. The body is of the streamline type and driver and passenger sit in two comfortable seats at the rear. Cooling of the motor is effected by an opening in the front of the body. The sleds proper are of wood with metal runners.

In every test that Peck has put it to the sled has stood up finely. In recent trials at hill climbing and speed, the expectations of both Peck and Manager C. W. Brewer were surpassed. Manager Brewer, is seen standing by the sled.



Ray Peck at Wheel with Milo Daly in Bob Built by Them. Item Above

ANOTHER ARREST IN HOLD-UP CASE

TERRE HAUTE, Ind.—A further arrest has been made in the motorcycle bandit case of October 9 last, when two riders "stood up" the paymaster of the Vandalia Coal Company, at Lattas Creek, and got away with $9,000. Last week, Bert Dickey, a miner at Shelburn, was turned over to the Indian Reformatory to serve from one to 14 years as a receiver of stolen goods. He was alleged to have been caught with part of the payroll.

"Dusty" Graham and Harry Davy, two former miners from Shelburn, were recently convicted of the hold-up. A confederate of Dickey's is still at large.

AMERICAN TIRE INCORPORATES

AKRON, O., Feb. 2.—The American Rubber and Tire Company has been incorporated with a capital of $500,000 to manufacture automobile and motorcycle tires, etc. The incorporators are Louis B. Mauger, Geo. W. Kratsch, Fred H. Snyder, Frank H. Snyder and I. M. Taggert.

BOON FOR REPAIRMEN

LOUISVILLE, Ky., Feb. 2.—Representative Minor has introduced a bill into the Kentucky legislature proposing to give repair shops the authority to sell articles repaired upon which the charges are not paid inside of a reasonable time. This bill would prove a great benefit to motorcycle and bicycle repairmen who have money tied up in repair work of one kind or another.

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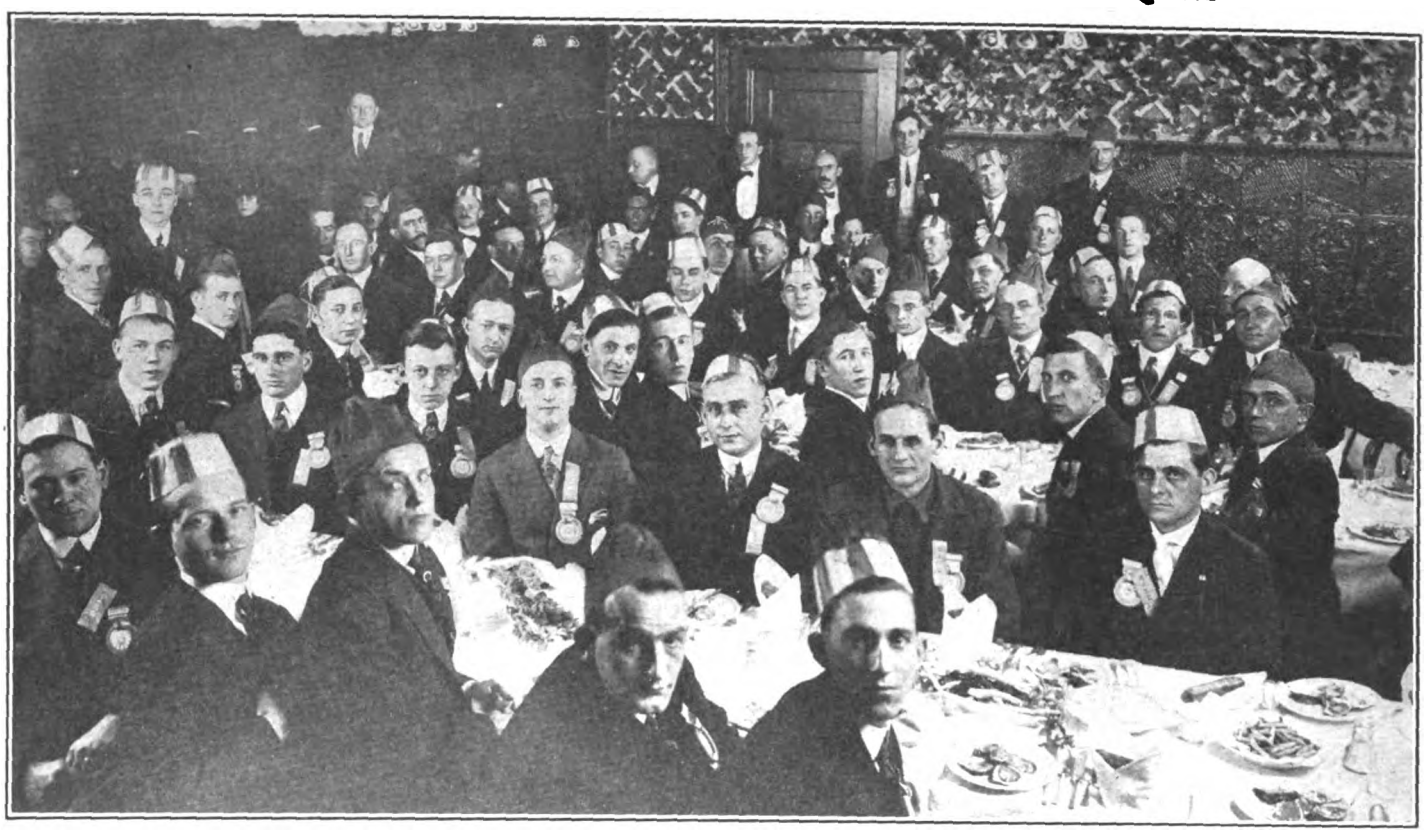
NEW JERSEY CLUBSTERS ASSEMBLE AT ANNUAL BANQUET



Members of Hustling Newark Organization Ready to Feast After Attending Theatre Party on January 27. There Were 65 Present

CLUB AWARDS PERFECT SCORE MEDALS.

SAN FRANCISCO, Cal.—The San Francisco M. C. has awarded handsome medals to those who made perfect scores in all the club runs and tours during 1915. Five such scores were made during the season and nineteen tours and runs were conducted. Following are the riders who made the scores and received the medals:

M. C. Tracy, Miss Dora Hansen, Ed. Roseberry, Miss Mae Anholm and A. Hole. Miss Hansen rode with Tracy on all the runs, while Miss Anholm acccompanied Roseberry on most of the tours. These girls are the first to make perfect scores for a season's riding. There are ten girl members in the club.

BLACK HILLS CLUB ELECTS FOR NEW SEASON

BLACK HILLS, S. D.—At the last meeting of the Black Hills M. C., held recently, the following officers were elected to serve during 1916: William H. Jordan, president; William A. Oates, vice-president; Phil Schoenberger, secretary, and A. J. Eckern, treasurer. A. J. Wooley and H. L. Douglas were elected trustees. The election was followed by a business session, and a lunch and chat wound up the evening.

HALEDON M. C. ELECTIONS

HALEDON, N. J., Jan. 28.—The Haledon Motorcycle Club held its annual election of officers recently and the members heartily thanked the outgoing officers for the splendid work they had done during their terms of office. Twenty-five new members were brought into the club during the past year and its financial standing was never better. The new officers are as follows: President, Wolf Kaufman; vice-president, Louis J. Meyer; recording secretary, Leo A. Meyer; financial secretary, F. Burgers; treasurer, Thos. Scott; captain, S. Stone; first lieutenant, J. Fields, and second lieutenant, Joe Schlecht.

PLAN ANOTHER ENDURANCE RUN TO PHILADELPHIA.

WASHINGTON, D. C.—The National Capital M. C. is planning to repeat its two-day endurance run to Philadelphia and return via Baltimore and Lancaster, Pa., returning via Wilmington, Del., and Havre de Grace, Md. This run was last held several seasons ago and there were a large number of entries. W. E. Throop, manager of the motorcycle department of the Haverford Cycle Co., in this city, has been appointed to draw up plans for the run.

The club will hold its annual banquet at Eckstein's, on New York avenue, on February 9. An attendance of over 100 is looked for. Several notable speakers have signified their intention of being present, among these being Representative Augustus Gardner, of Massachusetts, who will address the assembly on "The Use of the Motorcycle in National Defense."

CONSOLIDATED CLUB DANCE

INDIANAPOLIS, Ind.—The Consolidated M. C. will start its season's activities with a dance on the evening of February 4. Emmett Toole will have charge of all the details, and will be assisted by a committee composed of Jack Carr, Harry Todd, Fred Dyer and George Bradshaw.

WHEELINGITES PLAN CARD FOR NEW SEASON

WHEELING, W. Va.—At the last regular meeting of the Wheeling M. C. the card of fixtures for the coming season was laid out. The initial event is slated for May 30, when there will be a track meet at the State Fair Grounds. Following are the events on the schedule:

June 11, sociability run to Uniontown, Pa., and return, 152 miles; June 18-19, annual endurance run to Bedford, Pa., and return, 336 miles; June 30, sealed run; July 9, sociability run to Pittsburgh, Pa., and return, 138 miles; July 16, tri-state endurance run and open house, 100 mile course; July 23, sociability run to Zanesville, O., and return, 210 miles; July 30 to Aug. 12, sociability run, Wheeling to Atlantic City, N. J., and return, 600 miles; Sept. 6, annual road race, 30 miles; Nov. 30, annual hill climb.

HALEDONS MOVE HEADQUARTERS TO PATERSON

HALEDON, N. J.—The Haledon M. C. has just moved to its new headquarters at 115 Ellison street, in Paterson. The move was made by reason of most of the members coming from the city to Paterson. When put to a vote last meeting, the move was carried unanimously.

TO GIVE SLEIGH-RIDE

WESTFIELD, Mass.—The Westfield M. C. is planning to start its second season with a rush. The first event will be a sleigh-ride, supper and dance at Russell on February 11. The members have been busy fitting up club rooms over F. P. Rouette's Indian shop.

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On the Pacific Coast

PROHIBITION INCREASES ARIZONA BIKE SALES.

LOS ANGELES, Cal., Jan. 30.—C. Tobey, who covers Southern California and Arizona as salesman for C. L. Smith, the great Western bicycles distributor, has just returned to Los Angeles after a hard luck trip in the rain to Arizona. In spite of unfavorable weather conditions on the trip he is very optimistic about business conditions in this territory. Tobey was caught by the rain jinx while in the San Joaquin Valley, and it followed him over into Santa Barbara and then into Arizona. He reports motorcycle business quiet in Arizona but the bicycle business good far beyond his expectations. The people are optimistic and business conditions in the state are better than they have ever been. Not only are the mines and smelters going full blast, but the prohibition law has caused many people to spend money for bicycles and motorcycles which in previous years they were using to buy excitement in liquid form.

HOW FAR TO SANTA ANA?

LOS ANGELES, Cal., Jan. 30.—If any one in Southern California wants to see two gentlemen who look about as peeved as cyclists can look, they have but to ask H. A. Lillie and J. A. Benson, of the Appeal organization, which distributes the Harley-Davidson and Smith Motor Wheel, how far it is to Santa Ana. And it all came about because of the recent rains. On the last day of the severe storm which broke over Southern California Lillie started on his 1916 machine and Benson raced after him with a motor wheel bicycle, their objective being Santa Ana, 34 miles from this city. When they reached the destination their speedometers showed up 172 miles and the riders could not be recognized because of the mud.

BENSON IS VERY BUSY

BAKERSFIELD, Cal.—J. A. Benson, in charge of Smith Motor Wheels sales for the Appeal Mfg. & Jobbing Co., in the San Joaquin Valley, has been appointing agents in the prosperous towns between this city and Fresno. His aim is to appoint agents in each center of population.

NEW PLATES IN WASHINGTON

SEATTLE, Wash.—The new plates for motorcycles in the State of Washington are the same size as the 1915 plates. All 1916 plates, however, have white numbers on a lavender ground. The fiscal year for the motorcycle ends February 29.

GASOLINE GOING UP

SEATTLE, Wash., Jan. 30.—For the week ending January 22, the price of gasoline in Seattle and Tacoma remains firm at 16½ cents per gallon, but dealers are looking for another rise in price soon.

JOHNSON'S SIDE CAR RIDE WAS INTERESTING.

LOS ANGELES, Cal.—Joe Johnson, of the local branch of the Firestone Tire & Rubber Co., of Akron, O., had his first experience in sidecaring recently, when he went up Mt. Wilson to assist in bagging a wildcat for the menagerie of the Universal Film Co. Johnson did some deep thinking when it was told him that he would have to occupy the sidecar with the cat on the return trip and prepared a big club for the occasion. He rode with his feet over the back of the car all the way down to be ready for an attack on the part of the feline passenger.

While the bagging was going on Johnson and other members of the Firestone staff had an interesting view of a big truck carrying a 13-ton girder up to the Mt. Wilson observatory. The truck did the job nicely over the hard, rocky roads to the top. It was shod with Firestone tires and these stood the heavy load and hard road finely.

BERRY'S PUZZLE CONTEST BRINGING RESULTS

LOS ANGELES, Cal.—T. E. Berry, Southern California distributor for the Miami Power Bicycle, has had excellent results from the picture puzzle which he recently distributed to a list of carefully selected prospects. In the first week after

SPACIOUS HOME OF HENDERSON IN LOS ANGELES, CAL.

Front of New Store of Henderson Motorcycle Sales Co., at 907 South Main Street, with Window Featuring Single Machine

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PROVING HENDERSON'S CLIMBING POWERS

Turfy Hills as Well as Steep and Rough Roads are Ridden Over by Denver Henderson Dealers to Demonstrate Capabilities of Four-Cylinder Models

the puzzles were sent out, there were 150 returns and since then Berry has been busy entering the time of arrival of each. A prize is offered for the correct solution, or in the event of no one getting the 22 words correctly, for the nearest correct solution.

The puzzle consists of a pictorial rebus containing 22 words making a complete sentence. All the words used are contained in the Miami Power Bicycle catalog, and by the time a contestant has read through the catalog several times to find out the words he will be pretty thoroughly familiar with the advantages of the Middletown product. Berry attributes the idea to a number of items which were published in **Motor Cycle Illustrated** on the actual power of publicity. E. R. Burnett translated Berry's idea into the pictures.

POWERPLUS TWIN BROUGHT FOGH THROUGH

TACOMA, Wash.—Ray Day, local Indian distributor, is much gratified over the performance of Myrwin P. Fogh and his Powerplus Indian during a trip through the snow from this city to Cedar Falls, where Fogh resides. Fogh rode the 80 miles into the Cascade Mountains under the worst of road conditions and his mount went through without a whimper. He sent a message of congratulation to Day on arriving at his home and the Indian man is showing it as another proof of the all-weather ability of the side-valve Indian twin.

TO SELL FLYING MERKELS

SPOKANE, Wash.—In addition to its motorcycle business, the Falls City Cycle Co. has "fallen in line" with the determination to sell as many bicycles as possible this season. The agency for the Flying Merkel bicycle has been taken for this city, therefor. The Harley-Davidson motorcycle representation will be continued.

SHOWERS FOR HAMILTONITES

HAMILTON, Ohio.—The installing of a set of shower baths in the quarters of the Butler County Cycle Club adds another convenience for the use of the members, which will be much appreciated. Many of the boys are ardent motorcyclists, and come in hot and dusty from long summer runs, and the showers will be rushed heavily during the summer months, it is expected. The new dancing floor, which has been completed, is another feature which has elicited universal approval.

AEROSLED A SUCCESS

SPOKANE, Wash.—Roy Finch and Charlie Dean recently built an aerosled and tried it out with success during the last cold spell. It carried them both at a speed of 30 miles an hour on a low consumption of gasoline. The power plant is a twin Indian motor with a two-bladed propellor driven by chain and sprockets.

MAY HOLD NON-STOP RACE

LOS ANGELES, Cal.—The Los Angeles clubsters are making plans for a non-stop race for the spring season and it has been suggested that this be held at Exposition Park, where accessibility would mean a large attendance. At the same time, Paul J. C. Derkum is having the Ascot race-track paved and otherwise fixed up, so that this track may have the affair. The date of the non-stop race is still unannounced.

PAULSON BUILDS A BOB

TACOMA, Wash., Feb. 1.—Tom Paulson, Thor distributor in this city, is the first dealer to take advantage of the unusual fall of snow here by constructing a motorcycle sleigh with the aid of a 1916 Thor. One of his stunts was to haul five grown people up a fifty per cent. grade with very little effort. A quick and successful run was also made to Lemons Beach.

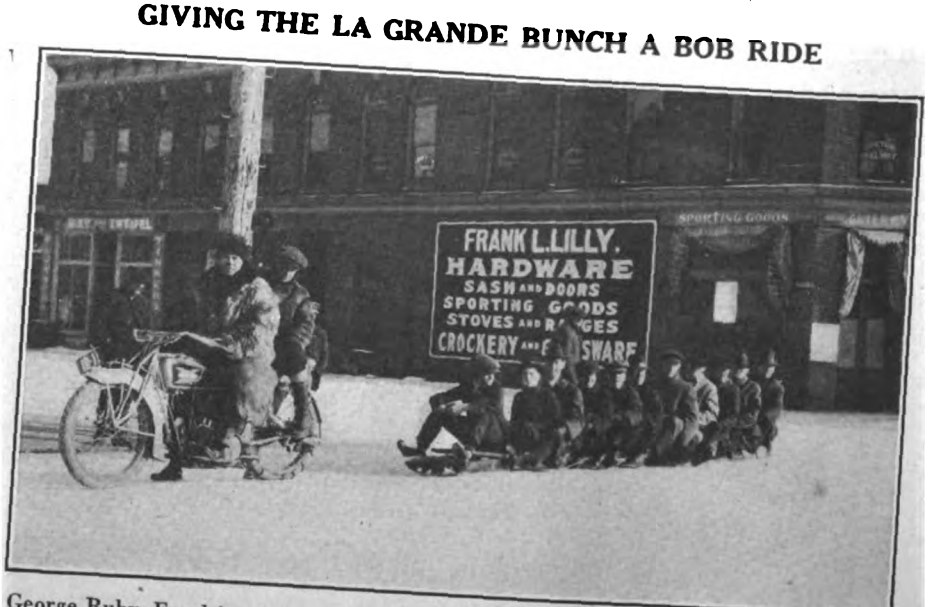
ROADS IN WASHINGTON STATE

TACOMA, Wash.—There are now 42,528 miles of officially-located roads in the state of Washington, enough to afford fourteen distinct routes from the Pacific to the Atlantic Coast. There are also 9,551 miles of graded and drained earth roads of a sandy clay mixture.

RECORD LICENSE FEES

SEATTLE, Wash., Jan. 30.—Evidence of increase in motorcycle business throughout the State of Washington is furnished by the report of Secretary of State Howell, which states that the motor license fees in 1915 amounted to $238,707, as compared with $60,146 in 1914.

GIVING THE LA GRANDE BUNCH A BOB RIDE



George Ruby, Excelsior Agent in La Grande, Ore., Using His 16-3 Twin to Draw 2,200 Pounds of Customers. All Had a Fast Trip

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MOTOR CYCLE ILLUSTRATED
With Which Is Now Incorporated "Bicycling World"

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CALLING HIS BLUFF

Washington News Item—Investigations are now under way to ascertain why gasoline prices should be increased, and motorists expect to show that there is no real justification for the present hold-up tactics of the Oil Barons. The fight for reasonable gasoline rates is on.

A REDUCED SCHEDULE FOR LIGHTWEIGHTS DESIRABLE

EDITOR, **Motor Cycle Illustrated**:—The much discussed topic of classifying the lightweight is a problem at best, and especially at this time, when numbers of competition events are being booked for the 1916 season.

Then, too, the lightweight is rapidly growing in favor and a means of classifying the little fellow fairly is necessary. Endurance runs are my hobby, and I have talked the matter over with a number of veteran endurance run riders in order to get the consensus of opinion. It strikes me that the most absolute fair and square proposition would be to cut down the schedule as suggested in **Motor Cycle Illustrated**, viz., where the schedule calls for 20 miles per hour for the big twins and multi-geared singles, give a 15-mile schedule for the lightweights.

This I think is the nearest approach to a solution for the problem and I feel that it would work out to perfection. I would suggest the 15 miles an hour as an approximation, allowing for the length and condition of the course to govern at all times. The methods used in grading lightweights in the English trials appeals very much to me, but I think that on account of our road conditions and the varying sizes of lightweight motors, their arrangements would hardly prove practical in this country.

TOM MARTIN.

Grand Rapids, Mich.

POLICE WANT MOTORCYCLES

NASHVILLE, Tenn., Feb. 2.—In a recent report to the Mayor and City Commission the police department approved a plan for mounting a number of patrolmen on two-wheelers. For several months there has been a great deal of automobile stealing in the city, and the police have been unable to cope with the situation due to the lack of motor facilities. A petition has been circulated and signed by hundreds of citizens asking that the City Commission take steps at once to provide motorcycles and assign certain officers to duty.

PASTOR WILL USE SIDECAR.

PHILADELPHIA, Pa.—The Reverend Mr. Alan W. Connett, pastor of the Third Spiritualist Society, of 1421 North Sixteenth street, will soon be numbered in the steadily increasing ranks of clergymen who utilize the motorcycle. Mr. Connett, who is a leader in American spiritualist circles, has been convinced of the desirability of the motorcycle with sidecar attached, and will utilize the combination in his parochial duties, as well as for pleasure runs about Philadelphia.

STOP YOUNGSTERS' RIDING

ST. LOUIS, Mo., Feb. 2.—The Board of Aldermen have passed an ordinance prohibiting persons under 18 years of age to drive motor vehicles on the streets of St. Louis. A fine of from $5 to $25 was provided for violation of the ordinance. This ordinance was passed by the unanimous vote of the board.

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INDIANA SHOW SPACE SELLING BRISKLY

Twenty Booths Have Already Been Taken by Manufacturers, and Reservations Made for Late Exhibitors—Board of Directors Elected—Novel Plans Will Be Used to Draw Crowd

INDIANAPOLIS, Ind., Feb. 2.—With complete arrangements made for the promotion of the second annual Indiana Cycle Show, Feb. 24, 25, 26, the list of directors selected, and twenty spaces sold at this writing to manufacturers, all indications point to the largest cycle and sporting goods show ever staged in this state. The board of directors is composed of some of the biggest men in the cycle trades who promise to lend their support in every way to make the show a money-earner.

Forty Booths Set Up

Tomlinson Hall, where the exhibition will be held, has been divided up into forty booths, each 10 x 10, which have been placed around the sides of the display floors. Ten spaces have also been reserved in the center to take care of the late exhibitors. It is planned not to use these ten spaces unless it is absolutely necessary. Should the forty booths be insufficient to accommodate all the exhibitors, there is still more space available on the main floor.

The hall will be decorated in appropriate style. Specially designed divisions will be made to separate the various booths, so that the general appearance of the show will be uniform. The promenade through the center of the hall is more than sixty feet square and the greater part of it will be taken up by easy chairs for the use of visitors.

A very attractive vaudeville entertainment has been arranged for the afternoon and evening by the committee in charge. One of the main features will be motion pictures. The program will consist of both comic films and reels descriptive of motorcycle and bicycle manufacture. In addition to the motion pictures, the entire Indianapolis Newsboys Band has been engaged as well as prominent vocalists.

Home Trainer Races

A feature that is expected to attract much attention is a bicycle home trainer race. Any person attending the show will be given an opportunity to try his ability on the machine and the rider covering the greatest distance during the show will be awarded a brand new bicycle. A contest will also be promoted in which a local amateur star will ride fifteen minutes each evening, and the spectators will be asked how many miles he has ridden. Merchandise awards will be given to the person making the best guess.

The list of the directors for the show is as follows: F. I. Willis, G. H. Westing, J. H. Kinney, H. L. Dipple, B. L. Douglas, L. Emmelmen, J. L. Thompson, B. F. Harding, J. E. Merz, Gus Habich, Sam Van Camp. The officers of the association are W. F. Sturm, president; F. C. Baldridge, treasurer, and J. C. Carr, secretary.

Among the list of exhibitors to date are the following: Van Cleef Bros., Chicago; Hearsey-Willis Co.; Van Camp Hardware Co.; Central Rubber and Supply Co.; G. H. Westing Co.; H. L. Dipple Co.; Merz Motor Co.; Thompson Supply Co.; Davis Sewing Machine Co., Dayton, Ohio; Henderson Motorcycle Co., Detroit; Douglas and Talbott; Em-Roe Sporting Goods Co.; Les Gas Co.; Gus Habich Co.; Military Motorcycle Co., Buffalo, N. Y. Negotiations are under way with several out of town exhibitors and their applications for space are expected to be received before the list closes on February 10.

ACCESSORY MEN PLEASED WITH MOTORBOAT SHOW

NEW YORK, N. Y., Jan. 31.—Schebler carbureters, Splitdorf, Bosch and Berling magnetos occupy prominent positions in the accessory sections at the annual motorboat show, which opened last Saturday in the Grand Central Palace, Lexington avenue and Forty-seventh street. Although but in the second day of the exhibition, business transacted has been most satisfactory, and fine results are looked for on all sides.

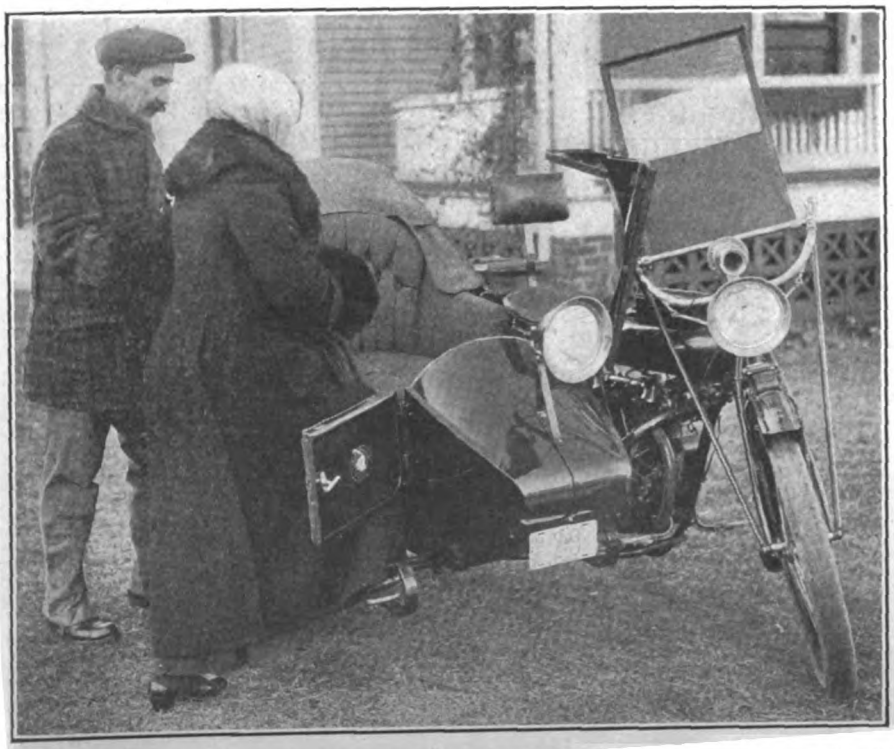
At the stand of Wheeler & Schebler, makers of Schebler carbureters, is George Briggs, assisted by R. W. Doherty and C. J. Jensen. The trio have been kept busy showing the various Schebler models, ranging from the ¾-inch Model H for motorcycles to the huge affairs for heavy duty yacht motors.

Bosch magnetos in the ZEV and ZE2 are shown at the extensive exhibit of the Bosch Magneto Co., in addition to motorboat ignition and lighting apparatus. Chief Engineer V. W. Kliesrath is in charge, with L. C. Carlton, assistant chief engineer; A. H. Ziegler, G. H. Lang, G. R. Rymarczick and G. Margolin.

Dixie magnetos and the Splitdorf voltmeters and ammeters occupy prominent positions at the stand of the Splitdorf Electrical Co. O. J. Rhode is in charge, assisted by O. D. Corbett, E. J. Fitzgerald, W. H. Girdlestone and H. J. Buckel, all from the New York branch. The Apple Electric Co., Splitdorf subsidiary, is represented by R. E. Pickering among others.

Berling magnetos in the N44, A11 and B21 models are shown at the exhibit of the Ericsson Mfg. Co., of Buffalo, N. Y., which is under the direction of T. S. Hemenway. Assisting are E. A. Valance and Elmer Rea. The N44 is a four-cylinder machine which is standard equipment on the Henderson and occupies a prominent place on a number of different makes of boat motors in the show.

THEY HAVE A WELL-FITTED INDIAN COMBINATION



A. G. Gruendler, of Hendee Sidecar Department, with Mrs. Gruendler and Their Rig Fitted with Windshield, Two Headlights and Lighting Dynamo

LOEWENBERG FIRM GETS BIG RESULTS AT CHICAGO

CHICAGO, Ill., Jan. 29.—The Loewenberg Co., of Newark, N. J., showed various styles of motorcycle and sporting clothing at the automobile exhibition in the armory here this week. The lines shown fulfilled every need of the rider or automobilist for all-weather service and the firm's order books show how well the Loewenberg products were received.

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THE DESIGNER OF THE SCHICKEL

ANOTHER SPRIGHTLY SKETCH IN THE SERIES CONCERNING TRADE LEADERS

Norbert H. Schickel was Fascinated by Engines from Boyhood, Produced His First Motor When He was Fourteen, and Has Never Faltered Since in His Determination to Make Schickel Products Maintain a High Standard in Two-Cycle Design

INTENSE interest in all things mechanical, combined with a consistent determination to leave beaten paths and stand by his own engineering convictions, were the dominating influences in the early life of Norbert H. Schickel, head of the Schickel Motor Co., of Stamford, Conn., and one of the most interesting figures among present-day motorcycle designers in this country. And a great deal of the story of Mr. Schickel's progress is contained in the statement that he has never wavered from those early ideals. Inherently modest, he has been satisfied to see his plans work out slowly but surely, and to know that the engineering principles for which he stands as the sole exponent in America have fully justified themselves.

Mr. Schickel was born in Eighty-sixth street, New York City, and at about the age when other lads are developing into expert top-spinners and roller-skaters young Schickel was turning his mind to the improvement of all the mechanical toys that came to his hands. He was of studious bent and no more than a dozen years had been put behind him when it became evident that nothing fascinated him more than the purr of a motor. He studied engines in his own way whenever an opportunity presented itself, and at the age of 14 designed and constructed his first gas power-plant.

He Started in Early

Mind you, he was only a thriving youngster in knickerbockers when this first engine came from his hands, but there is plenty of testimony to back up his claim that it would run. That it was lacking in a few things here and there even young Schickel knew—but he had succeeded in making metal work for him, and if anything was needed to complete his fascination with mechanics that engine turned the trick. From that time forth there was no question as to the youth's course in life. He was born to the wizardry of steel and those who watched him developing agreed that his ambitions would be laid along uncommon lines. They were right.

Young Schickel perfected his first motor to the point where it could be depended upon to do its work reliably and then hooked it up to a lathe. With the motor-driven lathe he was able to make more rapid progress, and another engine was soon finished.

Upon completing his common schooling the youth entered Cornell University, in the class of '99, and finished the mechanical engineering course with honors. When college closed in the summer of his freshman year Mr. Schickel built his first motorcycle, and his experiences with it in the hills around Ithaca would fill quite a book. The hills were steep and the motorcycle was a first attempt, so it followed that the enthusiastic freshman did considerable walking when he had counted upon riding. In other words, that first motorcycle was not as strong as it might have been on hill-climbing. But it gave the designer a lot of information, every bit of which was applied to the construction of another motor during the leisure moments of Mr. Schickel's sophomore year.

NORBERT H. SCHICKEL
His Big Idea Has Been the Two-Stroke Motor Ever Since His Boyhood

Even before taking up his mechanical engineering course at Cornell, Mr. Schickel had been deeply interested in the two-cycle type of motor, so it was natural that his efforts should be turned to working out a motor on that principle that would meet the special requirements of the motorcycle. The two-cycle engine that Mr. Schickel produced in the summer of his sophomore year proved a remarkably efficient one, not a hill in or about Ithaca being steep enough to stall it. That encouraged him, and it was then that he practically decided upon the plan to market a two-cycle motorcycle.

At the close of his sophomore year Mr. Schickel devoted two months to a trip on which he visited all the large automobile plants in the country, studying the principles of automobile designing.

During his junior year the young designer built a four-cylinder, V-type, two-stroke motor, and while making a test with the motor in an unfinished state, he came within an ace of ending his promising career. Gathering a great and sudden burst of speed, the engine broke away and threatened to mess up a section of the adjacent landscape. What's more to the point, young Schickel was in a fair way to be a part of the mess.

When summer rolled round in his junior year Mr. Schickel went with the Simplex Automobile Company, in New York, his aim being to acquire further practical experience. He continued to apply himself to the problems of automobile engineering, and to work on motorcycle power-plants at odd moments, and finally, at the close of his college course, he joined the Franklin Motor Co., of Syracuse. He remained with this company about a year and a half, part of which time he worked in the laboratories and part in the designing rooms of the commercial car department.

The Second Two-Stroke Motor

Upon severing his connection with the Franklin folks Mr. Schickel returned to New York and started work on another motorcycle model in his shop on the west side of the city. In the summer of 1911 he moved his base of operations to Stamford, Conn., subsequently making arrangements for his present compact, but well-equipped factory on Garden street.

Practically all of the year 1911 was devoted to gathering necessary machinery and fitting out the factory, and it was not until 1912 that Schickel motorcycles were placed on the market. From that time there has been a steadily increasing interest in the Schickel products, and the Bix Six, the company's standard model, has demonstrated its prowess on numerous occasions and often under extraordinary conditions. The latest offering from the factory is the Schickel lightweight, a clean-cut model in which the salient features of Schickel designing are combined with moderate poundage and price.

Mr. Schickel has applied himself so consistently to his work that he has not found time to develop a hobby, unless keeping himself in the pink of physical condition can be regarded in that light. He is of athletic build and one glance at him satisfies the observer that he might add to his laurels in almost any line of athletic endeavor if he happened to have the inclination. But he hasn't. He believes that life and the work incidental to it are serious matters, and treats them accordingly. He is a keen thinker, a hard an aggressive worker—and determination is perhaps the keynote to his character.

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THIS IS WHITNEY'S FIRST 1916 MOTOR BOB

CEDAR RAPIDS, Ia.—F. R. Whitney, local Pope representative, has been enjoying the snow around these parts recently, using his Motor Bob No. 1, shown in the photograph herewith. "It can't snow too much for me," says Whitney, "with No. 1 capable of moving at a speed of 60 miles or better an hour. I call the bob No. 1 because there are two others under way in the garage."

BABY NAMED AFTER HENDEE

SPRINGFIELD, Mass., Feb. 2.—While W. H. Wells, manager of the Indian headquarters in London, was on the ocean, bound for this country several weeks ago, an event occurred in his family of the greatest possible interest to the several members of it in the arrival of a fine baby boy. Members of the organization at the factory as well as Mr. Hendee himself were pleasantly surprised when the news spread around that Mr. and Mrs. Wells had decided to name their boy after the founder of the Indian Motorcycle. The baby has consequently been christened George Hendee Wells.

CONVICT BILL INTERESTS

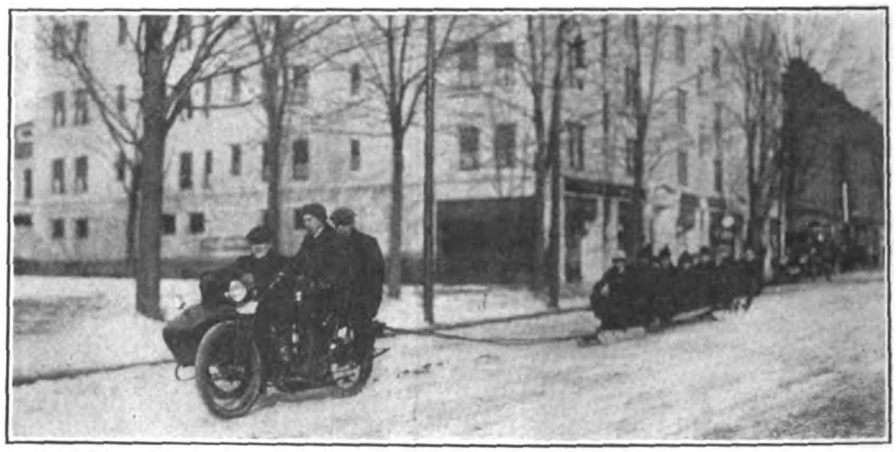
LOUISVILLE, KY.—Motorcyclists and other users of Kentucky highways are much interested in a bill introduced before the legislature providing for the use of convict labor on the roads. This bill states that the convicts could be better employed in this way than in making prison merchandise of various kinds. The bill has the backing of labor organizations among others. With the use of convict labor and the immense bond issue for road building in Kentucky now being arranged for, it is probable that roads in this State will soon be among the best in the country.

EACO HAND HORNS ATTRACT AT CHICAGO SHOW

CHICAGO, Ill., Jan. 31.—The exhibit of the E. A. Laboratories, Inc., of Brooklyn, N. Y., at the automobile show last week included a full line of the firm's mechanical horns, under the Eaco trademark. These horns have the bell and body in one piece and have glass-hard contact points. Both the motorcycle and bicycle horns are equipped with two brackets, enabling them to be attached to handlebar and top tube. The exhibit was in charge of Eckhouse Brothers, of this city.

BADGER STATE CO. GROWING

MILWAUKEE, Wis., Jan. 28.—The Badger State Motorcycle Company, new Indian dealer for Milwaukee county, is expanding. The present quarters of the company became so cramped that it was necessary for Adolph Waech, one of the partners in the concern, to vacate the cottage next door which he had been using for a dwelling place and move into quarters above the store so that the cottage could be transformed into a repair shop.



J. Howard O'Brien, of Hendee Parts Department, Towing Bob Load of Ten Through Streets of Springfield, Mass., to Coasting Ground at North End

ROTH WINS MOTOR BOB RACE AT ALTOONA, PA.

ALTOONA, Pa.—George Roth, one of the city's most prominent motorcyclists and motor sled enthusiasts, won the motor bob race from this city to Hollidaysburg, and return on January 15. He took 30 minutes to make the round trip and thus sets a new record. The sled entered by Fluke & Davis was second, with 44 minutes, while Ernest Albright on his sled was third in 65 minutes.

Roth is now considered the champion of these parts, as this race was the fourth which he has won so far this season. His time for the trip was considered remarkable inasmuch as he sank in a hold filled with water during the outward run and lost a few minutes getting out and off again.

Members of Racine M. C. at Recent Annual Banquet Which Formed Initial Feature for 1916 Season. The Club Is Planning Many Social Fixtures for the Year

MILITAIRE EXHIBIT IS WELL PATRONIZED

CHICAGO, Ill., Jan. 29.—The booth of the Militaire Autocycle Co., of Buffalo, N. Y., attracted big crowds at the automobile show which closed here tonight, and President N. R. Sinclair and his staff of assistants were more than pleased with the results. "We will be turning out Militaires not later than the second week in February," said President Sinclair, "and our daily output will be eight machines by March 1. Naturally, the first lot of mounts will be sent to dealers for demonstration purposes."

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RACING REFORMS NEEDED TO SAVE THE GAME

Accidents Discourage Factory Officials as Well as Speedsters and Make the Price Too Heavy—Smaller Motors Are Strongly Advocated for Flat Track Races

By JOHN U. CONSTANT
Former Holder of National Amateur Championship

IN view of the recent accident out West where Bill Goudy and Frank Montgomery lost their lives, I think the time is ripe for some one to start an agitation for "safe and sane" racing, with a great deal of emphasis on the "sane." We all realize that competition of any sort can never be absolutely safe; it is the danger and chance that draws many to it, but a great deal can and should be done towards making motorcycle racing sane, and it is far from that today.

The writer was not acquainted with either of the unfortunate boys, but has heard a great deal about Montgomery from other riders; and if Bill Goudy was anything like his brother Carl, then he must have been a prince, for nobody would wish to meet anyone with better qualities than Carl Goudy.

It does not seem right that so many lives should be sacrificed as there have been in the past few years on motorcycles. Nixon, DeRosier, Hasha, Balke, McLewis and Evans were all friends of mine, and I am wondering how many more will be added in the coming season.

How F. A. M. Is Lax

Personally, I believe the F. A. M. is at fault; first, through not enforcing the rules through the referees. Report has it that both Goudy and Montgomery hit the fence, and the rules state that there shall be no fence on the outside of the track. Why was this rule not enforced? I know it is repeatedly disregarded, but it can and should be enforced. The A. A. A. enforces it to the letter; why not the F. A. M.?

There was one instance where the importance of this rule was very firmly impressed upon the writer—at Saratoga, last July, in the five-mile National Championship. Walker, Carroll and Perry came down the home stretch on the first lap abreast, and about twenty feet behind them—and also abreast—were a rider I couldn't recognize, myself and Stokes. Behind us were several more. We all sailed into that bad turn wide open. The rider who was on the inside slid into me, and shoved me into Stokes. I lost the pedals, and came as near to the outside fence as I ever care to; let me tell you, it made me think hard. Carl Goudy skinned his knuckles on one of the posts in a later race.

Close Call at St. Louis

Another time was at St. Louis, in the 100-mile race. I slid into the outside fence, and to avoid hitting it I pushed the machine down and turned completely around, falling off, of course. When I landed I was very near the fence. I was pulling the motor to the inside when Goudy, Perry and Wolters went past. Carl missed my machine by inches, and afterwards told me it was the nearest he had ever come to a smash. If he had hit it, the three of them might have been badly done up.

The second count on which I blame the F. A. M. is for not reducing the size of the motors.

There is just as much sport in a race for small-sized motors as there is in the races where the big machines compete. The most interesting race I ever witnessed was a sidecar event at Baltimore, on Labor Day, 1915. Speed is all very good in its place, on a speedway, but on the ordinary dirt track 61.00 cubic-inch motors, such as are built today, are too fast—unless the promoters pull down the outside fence and to make it more safe, the inside fence also.

It is not the falling off that hurts a fellow, it is hitting the fences that does the killing. When you skid and fall, the skid takes a large percentage off from the speed, and it is a gradual fall. When you actually hit the ground the saddle is only about a foot high, and it is then a case of slide. The majority of times the rider comes off badly shaken up, but unhurt. I know, because I have taken many a fall; but let me tell you, it makes you think a while after you have slid off one of those big motors on a curve, going about 70 m. p. h. or more.

The Author Ready for Action

I am pretty sure the factories that make racing motors would welcome a change in the size of the motors. The men who are behind the Indian, Excelsior and Harley-Davidson machines, the three most prominent factories that make fast machines, I am sure would welcome some change to make racing safer. You can gamble that each fatal accident brings to the minds of Messrs, Hendee, Schwinn, Mathis and Weschler tragedies that have visited their factory racing staffs, and they are not pleasant memories. The Harley-Davidson factory has never had one of its men killed while racing, but they have lost men otherwise. Everybody knows Arthur Davidson's opinion of racing, and I know that several months before Eddie Hasha was killed, Mr. Davidson offered him very good inducements to quit. Eddie's death hit Arthur very hard.

This is no announcement that I have quit racing, for that is farthest from my thoughts, but I do believe that much can be done to make it safer for the rider. When the season starts, undoubtedly I will ride, but I always realize the danger. I am also of the opinion that many of the prominent riders realize the danger of racing, as it is carried on today, and could suggest methods to make it safer.

Riders Not Represented

There is one great trouble with the F. A. M.: because some of the riders are of the "rough and ready" sort, it gives the impression to the motorcycle public that they are "rough necks," and that all racing men come under this class, that they are unable to think sanely. The only thing they are credited with being able to do right, is turn the controls on the bars of a motorcycle.

The F. A. M. is largely financed by the racing revenue it receives through issuing sanctions, but the men who race and make it possible for the F. A. M. to receive this money have absolutely no representation in the controlling body.

When Experience Counts

With due regard for John Donovan (we all know he has done his best), I think the Competition Committee should be run by a man who has ridden on race tracks and knows the game. Men like Walter Goerke, Fred Huyck, Art Mitchell, Ed. Lingerfelder, Ray Seymour, Bob Stubbs, Oscar Hedstrom, Billy Tuebner, Chas. Spencer, Chas. Gustafson and others who have been Class A riders, and have quit, should compose the Competition Committee. They know the dangers to be encountered on tracks, and can appreciate what they are today, and make rules accordingly.

As I said in opening, I believe the time is ripe to start something, and I am convinced that once a movement is started to improve racing conditions, all the forces of the industry can be concentrated to insure success.

OUR COVER PICTURE

THIS WEEK'S front cover is a scene taken on Mt. Penn, above Reading, Pa., just at the entrance to the Mountain House driveway. The young couple with their Reading Standard sidecar combination are resting for a moment before returning to the city along the snow-covered grades which wind around the mountain. Cold weather, snowstorms or steep hills do not mar their pleasure with this outfit.

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HOW YOU CAN MAKE $20

Relating the Means By Which a Score of Hard, Round Iron Men Can Be Had With a Little Elbow Grease and Polish.

By DUDLEY ESSEX

SOMETHING like a get-rich-quick ad is what that head sounds like, doesn't it? Well, Mr. Reader and Rider, go ahead and see how it concerns you.

A lot of you fellows who are not riding these cold, disagreeable winter days are neglecting your trusty motorcycles, letting them slowly but surely take on the appearance of rusty old machines. Now, when you are idle nights and Sundays, with plenty of leisure time on your hands you should be tearing the bus down and giving it a thorough overhauling. You have your eyes on a new one already, so why not clean up the old one, the mount which treated you squarely last season? Why not make it look creditable?

Rubbers, Grips and Renovator

A new set of pedal rubbers costs 30 cents; new grips to replace the old, split worn ones cost 75 cents and a can of varnish renovator, polish and enamel costs one dollar. Get busy with them all and see what a nice look the mount will have.

There was a friend of mine who once had his whole machine repainted at a cost of $7.50. He took it apart for the painter, of course, and reassembled it again, but he had his reward. He sold it to a private individual, while Yours Truly let his go as it was in trade for a new one. My thrifty friend beat me just $40 with his industry.

Glitter Lands the Novice

It's the glitter that lands the new rider. What does he know about compression or quiet-running motors? Dazzle his eyes and you can sell a crock, but try to dispose of your machine in a dirty, rusty condition and no matter how good, fast or powerful it is, you will have to offer an inducement to sell it, a cash reduction every time. And that's to a private individual; you will find the dealer has a keener eye for neglected parts and places, and you can't blame him, either. It will take labor to put your dirty motorcycle in shape for a sale, and labor costs money.

You had better take some good advice and bring that motorcycle up to 100 per cent. in looks now when you are not riding and have plenty of spare time. If you put it off till those warm Sundays in the latter part of March or early April, as sure as you are born you are going to have a case of riding as well as spring fever. Then you will turn the machine in for at least $20 less than it is worth, simply because of its non-salable condition.

Where You Lose Money

Here's how you will do it—experience talking—your riding pal is going to call round for you one of those Sundays with his new 1916 model. You're going riding with him and right away the comparison of the two machines is going to work your downfall. If not on that day, as soon as you can get over to the dealer's place, you are going to talk about a swap.

Then watch Mr. Dealer get on the job and look your poor forlorn mount over. You will not hear him, but this is a cross-section of his mind. "Rusty spokes, hubs and bars, that's $5.00 off; scratches and dents in the tank and frame, another five-spot," and so on he goes. Then he names a price way below your friend's turn-in figure. You remonstrate; he points out the work necessary to make the mount fit to sell and you decide to take it home and fix it up. Fate and the spring weather are against you though, for up rides a lad on a new '16 and you sigh and say—"Aw, shucks, when can you get me a new one?"

Now will you take some good advice and make a start toward saving that $20.00. All you need is the new rubbers and grips, polish, enamel and plenty of *elbow grease*.

JERSEY PAPERS PLEASE COPY

We doff our editorial lid to Paterson and Hackensack, N. J., make profound obeisance, pull our forelock as a traditional indication of humility and solemnly declare that we will never do it again. We can't explain it, but in the January 27 number of **Motor Cycle Illustrated,** a rather striking photo of two Dayton machines on a picturesque bit of road was described as having been taken in Ohio, when as a matter of fact the picture was snapped between the aforementioned and reasonably well-known towns of Paterson and Hackensack.

EASTVIEW CLUB MEETS

OTTAWA, Ont., Feb. 2.—A meeting of the Eastview Cycle Club, Ottawa, was held on January 25 when plans were made for touring and racing events for the coming season. The club is greatly interested in the bicycle sales campaign which has been started in the United States and Canada, and the members have promised to do their share to boost.

MADE INVISIBLE TO ENEMY AVIATORS BY GERMAN INGENUITY

Refilling Depot for Motor Vehicles Attached to Corps Headquarters of Prussian Army in Russia. Artificial Trees Form Overhead Cover Which Prevents Detection by Hostile Air-Scouts. The Motorcycles Shown Include F. N., Wanderer and N. S. U.

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PUT A BIG PUNCH IN YOUR WINDOW

As an Advertising Asset the Window Display Is Second to None, and Highly Attractive Effects Can Be Obtained at Slight Cost—Methods of Dressing Which Bring Results

By GEORGE M. JOHNSON

THE aim of advertising is to get the biggest return of business for the amount of effort or cash expended. The ways in which the motorcycle can be profitably advertised are numerous; probably the easiest of all, and involving the least amount of expenditure, is the proper use of the dealer's own show window. As a means of attracting attention to the stock within it is unequaled, but it is almost pitiful to see how few agents are alive to the opportunities in this direction.

People as a whole are interested in motorcycles. I know this from personal experience. Whenever I leave my machine, especially if the sidecar is attached, near the curbstone in the business part of town, there are always persons who seem eager to give the boat the once over. Occasionally one will ask me a question, while I often overhear amusing comments—amusing because of the extraordinary degree of ignorance they display concerning this handy type of motor vehicle. Now since the interest is so universal, why is it that so many men who ought to be motorcycle owners have never had the pleasure of straddling a machine? Don't the dealers shout loud enough?

Frequent Changes Needed

Coming back to show window advertising. While I don't profess to be an advertising expert, I know what I like to see in a window, and what makes a ten strike with me will doubtless carry a similar appeal to others. I have seen many window displays that were poor; also many that were good for a while, but the proprietor of the shop didn't know enough to change before his exhibit became stale. When a show window is decorated with a choice collection of dust and dead flies, its value as a business getter, no matter how good it was at the start, is gone; from then on it will keep people out of the shop rather than drag them in. I should say that the two essentials of a good show window display were cleanliness and novelty.

The following little article will suggest a few ways in which the show window can be used to attract trade to the cycle store.

A New England Idea

A very telling advertising feature originated in a certain New England agency; at almost any hour of the day someone could be seen standing in front of the window, his eyes taking in the attractive display within. By means of boards covered with earth a steep hill was represented. On the slant, held up by fine wires, was a new three-speed machine. Several small evergreen trees and bits of shrubbery brought from the woods made the scene more realistic. Nor were the tracks made by the studded motorcycle tires in the soft clay, omitted. A comic touch was added in a small, long-necked black cat which glared intently at a miniature billboard, an exact representation of the big posters used by the agency. A neatly lettered sign gave to all passers-by the following information:

This is a 30 per cent grade.
You can climb it on an ———

Another stunt that appealed considerably to me was a motorcycle entirely dissected, even down to the magneto. The pieces were arranged in groups, so that a person who had only a superficial knowledge of motorcycle mechanism could get a general idea of the working parts. Small lettered cards may be used in brief explanation. The value of this sort of a display lies in its appeal to the onlooker's curiosity. He has seen plenty of motorcycles about the streets, but the inside of one is a sealed book to him. The disadvantage lies in the work involved in taking down and reassembling the machine, but this can be done during the slack season.

Working Up a Contrast

A fine display can be made up of an old crock—the older the better—side by side with the latest model of the same make. The exhibit might be lettered:

"Seven years of motorcycle development, as shown by the ———"

Or the old crock could be displayed alone, with a label something like this:

"This ——— Motorcycle is a 1905 model. Eleven years old, and still in running condition. ——— Motor-

IF there are cobwebs in your show window it is time for a clean-up and a new display. Don't allow a spider to out-advertise you in your own store!

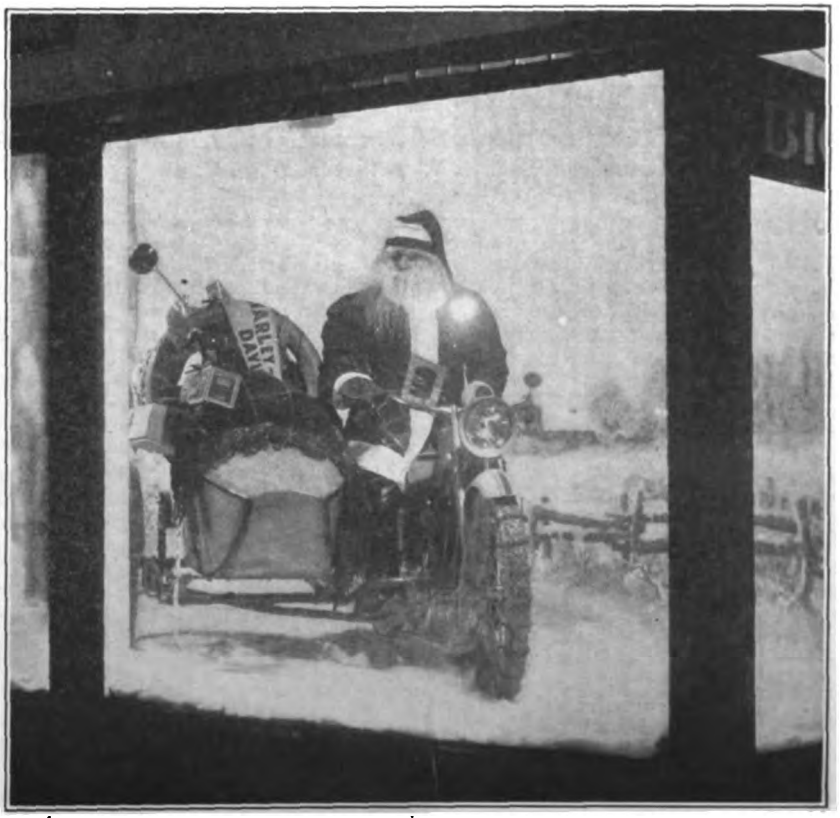
There should be an idea behind every window display. Make your window seasonable, bright and clean and top it off with a touch of originality.

Even a striking display becomes stale in two or three weeks. Adopt a policy of changing the window make-up regularly—say, every two weeks.

Good photographs, enlarged, work wonders in getting the attention of passers-by. Every good window display should have two or three instructive photos.

The accompanying article offers some suggestions for catchy window lay-outs. Try the one best adapted to your window, and let us know how it works out.

A ROCHESTER (N. Y.) WINDOW THAT DREW HOLIDAY CROWDS



It Was Arranged by the Wagner-Dolph Co., Inc. The Setting Was Highly Artistic and Accessories Were Cleverly Worked in by Utilizing the Sidecar

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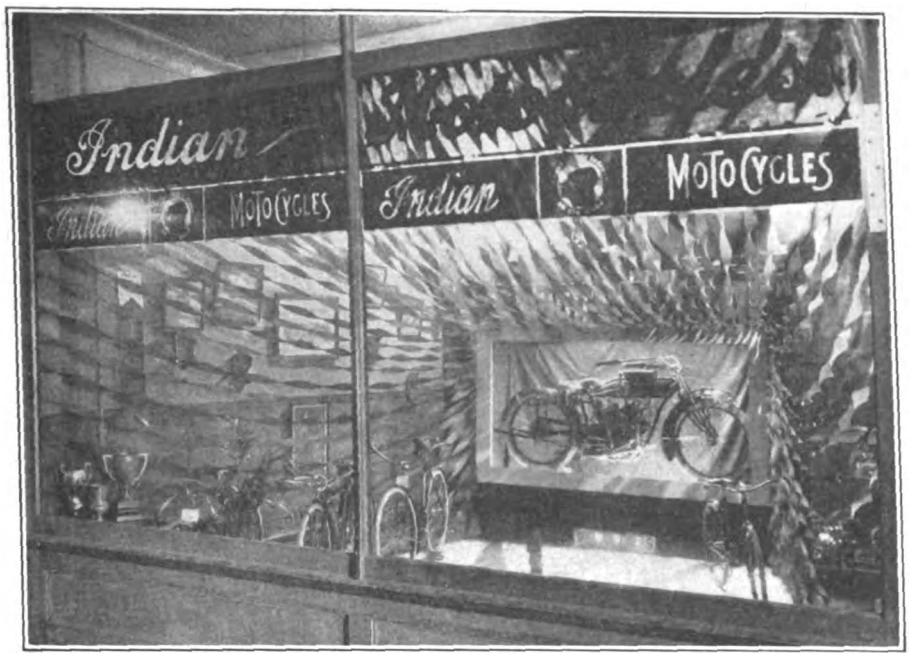
HOLIDAY NOTE WAS EMPHASIZED IN THIS DECORATION SCHEME



Show Window of Walter Goerke, Wigwam Representative in Newark, N. J. The Dressing Was Done by Manager Lincoln Holland, Jr., and Elicited Widespread Admiration

cycles were good then; they are even better now. Come inside for a catalog."

If a local rider has done something especially noteworthy in the way of transcontinental touring, mud plugging under almost impossible riding conditions, etc., etc., his machine, just as it ended the record run, would make a fine window ad. The worse it is encrusted with mud, the bigger an impression that a motorcycle can go anywhere under any conditions will be driven into the minds of the beholders.

I don't know why it is that so few dealers appreciate the value of photographs. Good motorcycle photos enlarged are mighty attractive, and ought to be on display in every agency; they have the average commercial posters, which you see everywhere, tucked away out of sight behind the bureau. There is hardly a locality where some riders do not put their machines to especially interesting uses, along the line of hunting, fishing, etc., and the agent would not find it difficult to secure a few good pictures. It costs little to have a photo enlarged and framed; the show window is an A No. 1 place for one or two enlarged photographs. Get one of a chap riding his motorcycle through mud halfway to the hubs, and see how the necks will stretch as people lamp it.

The following idea is by no means new, but there must be many places where it has not been tried. It is best used when the season's newest model is first displayed in the window. Close to the glass, so that the print can be read from outside, are several catalogs opened to pages that describe the notable changes and improvements of the model in question. Fastened close by the printed matter by means of a sticker is a length of colored ribbon which leads to the new motorcycle in the background, where it is attached to the part discussed in the catalog. The dozen or more colored ribbons—a varied assortment of colors can be used if desired—makes a very attractive setting for the new motorcycle, and furthermore particular attention is directed to the features about it that deserve notice.

A Miniature Track

Any dealer who cared to go to the trouble could fix up a miniature race track, featuring a red-hot speed feat. A tiny machine, his make of course, would be represented as leading the field by a comfortable margin. A sign would read: "The ——— ahead as usual." Needless to say, the other motorcycles should be machines of no particular make; to indicate his motor beating several very definite rivals might appeal very strongly to the dealer himself, but it would come too close to knocking to make a hit with the general run of riders.

Above all, the glass of the window must be kept clean. It is useless to have anything behind the window to look at if the latter is not crystal clear. Nothing can do more to discourage prospects from dropping into the store than this sort of carelessness.

FORGING AHEAD IN SALESMANSHIP

How the Dealer and His Assistants Can Increase Their Selling Efficiency—Points to Call to the Prospects' Attention

By JACK CARR

WHILE the object of every earnest motorcycle salesman is to close as many sales as possible, the majority of them stop right at that point. They sell on a sort of hit-or-miss basis, never using the same set of arguments in any two cases. Lots of salesmen never look to the future, which is another way of saying that if the prospect is not landed the first or second time, they put him down as lost. They do not figure on "missionary work" at all.

Now, there are too many salesmen who overlook the interesting of the public in general in the particular make of machine they are pushing. To make many sales and to interest the public, all arguments should center round the following points, which can be called standard sales arguments: The superiority of your machine; the factory which is back of it, and the agency which is selling it. To talk intelligently about your machine, you must study the catalog, and what you can't find there can always be obtained directly from the factory men themselves.

Before going any further, I want to emphasize several personal matters in successful salesmanship. These are courtesy, attentiveness to prospects, enthusiasm, truthfulness and sincerity in all statements. Coupled with the employment of standard sales arguments, a long way is traveled toward the goal of success in selling motorcycles.

The customer should first be told about the advantages of your machine. Start with one good feature after another—there is simply no limit. Call his attention to the fact that your machine is no higher in price than others. Explain the improvements on your machine over older models, but study the catalog so that you have these points right on tap and ready for any question that the customer can be expected to put.

The Value of the Catalogue

Familiarize yourself with the catalog, in other words. It tells you about the fine factory making your machine, the tremendous growth of that factory, the output, long experience, etc. Tell the customer how long you have sold that machine, and show him the large stock of parts which you always have on hand. Explain the importance of purchasing from a firm which is in a position to give him service. Tell him about the excellent repairmen you have and how they understand the motorcycle business thoroughly. Refer to your stock of accessories and point out that as soon as a new article of merit is marketed you put it in stock.

Impress him with the fact that it is not wise to buy a motorcycle of a firm that may be handling one machine one year and another the next. Also, that some agencies are in business only for a few months and then quit. Tell him that he will have absolute protection in this respect if he purchases.

Start With the Machine

Ordinarily, you should start your arguments with the superiority of your machine and close with the factory back of it, and the agency selling it. However, an ironclad rule cannot be reserved, just so that you stick to your arguments.

Here are a few don'ts to keep in mind, and these will help lots. The first is not to knock another machine. This is most important. The second don't is to fail to see the correct moment when the prospect is ready to close up the deal. Watch him, coach him, lead him, but never beg him.

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FROM TRAVELING SALESMAN TO DEALER

How a Minnesota Nursery Stock Representative Entered the Motorcycle Ranks and Made Good by Following Sound Business Methods; Sees Big Future in Industry

By PATHFINDER

FIVE or six years ago, A. E. Shiley was covering an extensive territory selling nursery stock. The fact that he was successful in this line is evidenced by the fact that he was in his twelfth year working for the same house in that territory. Three years later he was in the motorcycle business as a dealer and today is thriving as the Harley-Davidson representative in Moorehead, Minn. The kind of philosophy that Shiley dispenses at Moorehead is well expressed in the following sentence, which is a favorite of his: "Every time I sell a man a motorcycle I feel that I am doing a kind act to that man, for I am helping him improve his health and at the same time making an efficient man out of him." A half-hour's chat with this modest Minnesotan convinced **Motor Cycle Illustrated's** representative of the sincerity of Shiley's determination to "make life worth living, to have an object in life and that, to do something for humanity."

Trying Out the Bicycle

When Shiley was selling nursery stock, his business brought him into constant touch with farmers. By reason of the nature of his business he was forced to rely on livery service all the time, and so expensive did this prove that he began to figure on a better way of working the territory. He first tried the bicycle, shipping the wheel ahead and using it in all his sales campaigns, but while this was better than the old horse and wagon arrangement, it had its shortcomings. He was not able to carry quantities of catalogs on the wheel, and long trips would find him pretty well played out at the end of the week.

The automobile came into prominence about this time, and Shiley invested most of his savings in a four-wheeler. This motor car was the beginning of his downfall as a salesman. The machine proved staggeringly expensive for maintenance in addition to fees for garaging and the sums, varying from $1 to $10 levied by farmers for pulling him out of mudholes. His territory had bad roads and the wear and tear on the machine was about bankrupting Shiley.

He stuck it out till the end of the season and then sold the motor car for next to nothing. Not only was the machine a total loss, but it had eaten up the profits for that season and some of the savings accumulated from previous years. Someone called his attention to the motorcycle the next season. Shiley was about through experimenting, but made up his mind to take another chance. He rigged up a luggage carrier with box to carry his literature and started out. It must be remembered that those were the days when motorcycles were far from being the excellent machines that they now are. There were no clutches, starters nor variable gears, and the saddles were far from comfortable.

The results he obtained right from the start were amazing. Even his firm wrote and asked how he accounted for the sudden increase in business that he was turning in from his territory. He explained how the motorcycle was enabling him to cover much greater territory than he was ever able to accomplish and what good time he was able to make with his little machine.

At night he could shove the two-wheeler in any old corner and the cost of running was practically nothing. He makes the boast now that he was not compelled to make five cents' worth of repairs on that first motorcycle of his. He figured up his profits of that season with a big grin. He not only had made a fine showing for the year, but had been able to make up for the loss of the automobile season.

Then he sat down and did some thinking. If the motorcycle offered such tremendous possibilities to Shiley, why couldn't Shiley make other people see these same possibilities and sell motorcycles? His family had often hinted that his presence around the house might make things a little more congenial. His children were getting to that age where they were entertaining, and he hated more and more every trip to leave them.

Where A. E. Shiley Sells Harley-Davidsons in Moorehead, Minn. Proprietor is at Right

Starting as a Dealer

He was well acquainted in Moorehead. With the determination to open up a small repair shop, Shiley got started. He was conservative. He never took a chance, never speculated. He never went beyond his means. Gradually he felt out the motorcycle business. Then he picked out a good machine and secured the agency for it.

That was three years ago. Motorcycles then were an unknown commodity in Moorehead. There were only a few in the vicinity. It was up to Shiley to educate the community to the motorcycle. He did it like an oldtimer. He knew whereof he spoke. Shiley made a friend with every sale. That was the secret of his success.

While Shiley has not set the world on fire, he says that he has been able to live like a human being, is with his family, has acquired a home, bought and paid for, is his own boss and regrets that he did not get started three or four years before. Shiley never went into debt. He stayed in his little repair shop three years before he felt confident enough to open the first class establishment that he occupies now. His stock kept increasing, but as it in-

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creased it paid for itself. Shiley believed in paying cash, and still continues in this belief.

There are cases where prosperity spoils motorcycle dealers. But one is confident that Shiley will not allow the new quarters to impair his efficiency as a salesman. "If I wait for a buyer to come to me, chances are I won't get him," he says. "I have got to go to him and land him right in his own back yard."

Shiley sells Harley-Davidsons and the manner in which he kept his 1916 demonstrator humping bears out the big idea oft repeated throughout the interview that Shiley sees a big future in the motorcycle industry and that he is out after his share regardless of war talk, financial stringency, lack of work or any other excuse advanced by his less enterprising brother dealers for not getting the business.

Shiley makes business. That's why he is so successful.

SAN FRANCISCO, CAL.

THE MOTORCYCLE SALES CO., holding the Reading-Standard agency for Northern California, has just signed up for the Henderson for San Francisco, Marin, Alameda, Contra Costa and San Mateo counties. One shipment of Hendersons has arrived and another is due this week. Inside of the first week of taking on the four-cylinder model, two Hendersons were sold and two others ordered.

THE PACIFIC MOTOR SUPPLY COMPANY is just in receipt of advices from the East that Red Armstrong, who is at the Indian factory at Springfield, has undergone an operation for appendicitis and is on the road to recovery.

W. E. & W. H. JACKSON, Dayton distributors, are lining up new representatives for the Dayton Motor Bicycle daily. The following are some of the latest agents to sign up for the Motor Bicycle: George A. Faulkner, the Harley agent in Oakland; John A. Wilson, Indian agent in Berkeley; Merced Vulcanizing Works, Merced; George Baker, Oroville; Newton & Wackford, Chico.

MAGGINI & PERKINS, local dealers in Harley-Davidsons, have sold two van outfits within the past week. The Emporium, the greatest department store west of Chicago, purchased one and the other was taken by the Degen Belting Company, both concerns of this city.

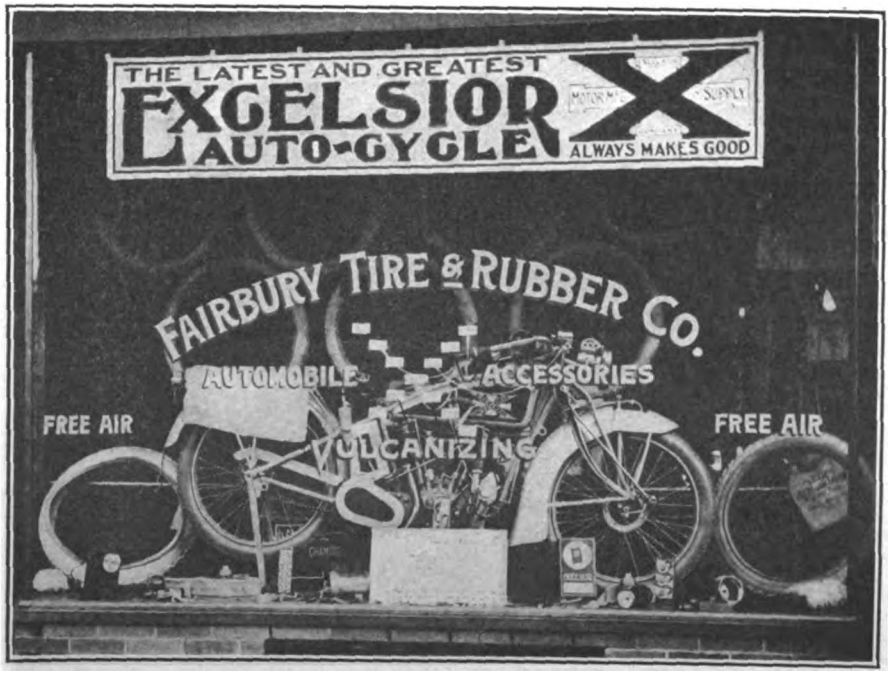
LOUDENCLOS & ANGWIN, proprietors of the Motorcycle Sales Co., now have the exclusive agency for the Henderson in this city. Factory Sales Manager Hugh A. Fargo signed them up on a recent trip to this city.

BOSTON, MASS.

W. J. WALKER, handling Harley-Davidsons in this city, has disposed of 121 machines since the first of September and has orders for 100 more. He attributes the volume of sales to excellent trade conditions and to an extensive advertising campaign.

COLUMBUS, OHIO

C. S. BARR and O. C. Belt, constituting the Belt-Barr Motor Company, at Gay and Fifth street, have dissolved partnership. O. C. Belt will continue the name of the old concern at the same address and will hold the Central Ohio distribution for the Indian as heretofore. Barr is entering the automobile field.



Attractive Window Display of Fairbury Tire & Rubber Co., Fairbury, Neb., Featuring the Excelsior. Note Explanatory Window Cords Forming an X

Dealers'

KANSAS CITY, MO.

L. A. YOST, proprietor of the Reading-Standard Motorcycle Co., of 412 East Fifteenth street, is moving his repair shop from the ground floor to the basement, so that the entire first floor will be free for display and sales purposes. "Business prospects called for this change," says Yost, "and it is being made as quickly as possible. I figure that 1916 will be over 60 per cent. better than last season on new machine sales."

BRONX, N. Y.

J. JONOSCHEK is handling the Reading-Standard for this city and surrounding territory for 1916. His headquarters are at 1013 Washington avenue and a branch has been established at 1153 Webster avenue also. He has done an excellent business in bicycles as well as motorcycles since he entered the two-wheeler line and his repair shop is humming these days.

WHEELING, W. VA.

WALTER BOWMAN, a well-known motorcycle man in this city, has entered into partnership with the T. A. Hoge Hardware Co., and will have charge of the firm's motorcycle department hereafter. He will be assisted by Bob Campbell. The firm handles Excelsior and Thor machines.

MANCHESTER, N. H.

CHARLES F. JACKSON, agent for the Indian in this city, is taking an extended tour with Mrs. Jackson, through Cuba, Jamaica and Panama. C. F. Eaton is in charge of the agency in Jackson's absence.

R. J. PELLETIER is demonstrating the Henderson in this city. He handles the Detroit-made four-cylinder mount through J. R. Poulin, State agent, in Nashua.

NORFOLK, VA.

DRAKE HARDWARE CO., Indian agent for this city, has moved to new quarters at 110 West Main street. The firm was for several years at Charlotte & Church streets. The move was made to take care of increasing business.

AUBURN, N. Y.

H. H. PULLNAN is again in the cycle line and is looking for a suitable representation for this territory. He handles an up-to-date line of accessories and bicycles.

NASHUA, N. H.

J. R. POULIN, Thor agent in this city, has also taken on the Henderson representation for 1916. His Henderson territory will cover the State of New Hampshire.

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Section

INDIANAPOLIS, IND.

C. E. HAUK, who distributes the Cleveland lightweight throughout Indiana, Illinois and Wisconsin, with headquarters in this city, is attracting a great deal of attention to the litle two-stroke mount in the Hoosier capitol by riding the city streets in all kinds of weather. He is preparing to launch a strong campaign in all parts of Indiana, and as soon as the weather permits will cover his entire territory on the little fellow.

JOHN MERZ, handling the Excelsior line, has just received the first two-stroke lightweight "X," and has been busy showing off its paces on the roads around Indianapolis. Merz is sure of a big sale for the little mount. He has recently added a balcony over the rear of his salesroom to accommodate the office, all floor space being needed for the new season.

G. H. WESTING CO. men are jubilant these days. The cause is two carloads of Indians, totaling 100 machines, the largest shipment ever received in Indiana by one firm. There were several sidecars in the lot, and it took 20 wagons to carry the mounts from the freight yard to the salesroom. The Westing men decorated the crates with signs, and paraded the wagons all over the city before unloading them.

THE EM-ROE SPORTING GOODS CO., has taken the agency for the Smith motor wheel for Indianapolis. The firm recently purchased the business from August Leauty, a veteran cycle dealer. Lee Emmelman, president of the firm, is one of the best-known young men in the athletic line in the state, and his colleagues are all well versed in the trade.

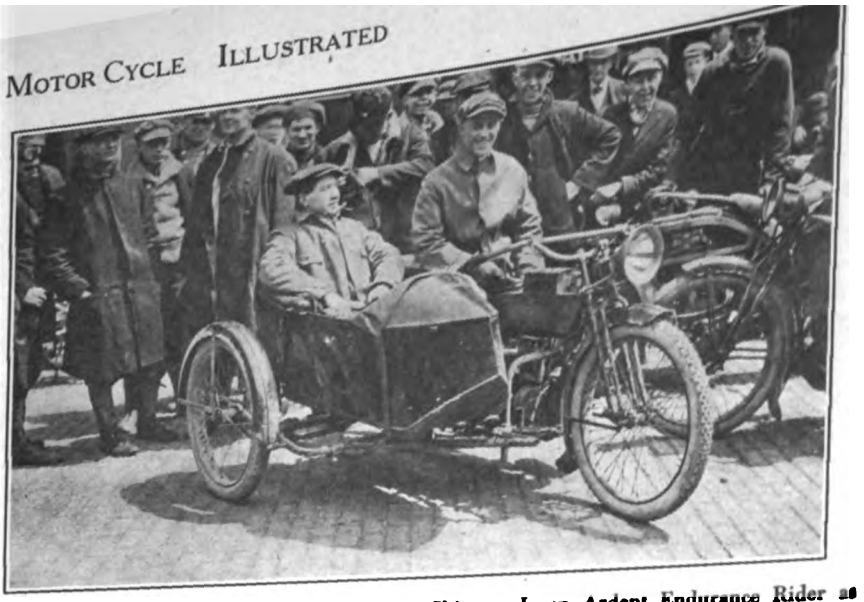
TACOMA, WASH.

E. E. PETERSON has sold out to Ray Pentecost and Harry Goble, and the purchasers have changed the name of the establishment to the General Cycle & Supply Company. The new firm will continue to feature the Excelsior at 1327 Broadway. Repair work is keeping the shop busy. A line of bicycles will be added later.

CHRISTOBAL, C. Z.

C. H. NEWELL and Jay L. Greene have opened a new motorcycle store and garage under the firm name of Newell & Greene. They intend to sell motorcycles at list prices, and claim that this will be the first shop to do business on this basis in the Canal Zone, as agencies for motorcycles have heretofore been handled by government employes, who are not permitted to enter into private business for a profit. They have taken the agency for the Pope line.

Ground was broken only a short time ago by the firm for the new two-story, concrete fire-proof building. It is to occupy a lot 140 feet x 30 feet. This building will be equipped with all modern conveniences, including a new invention for cleaning machines.



Fred Huyck, Representing the Henderson in Chicago, Is an Ardent Endurance Rider as Well as a Hustling Dealer. Photo Shows Him in Recent Run to Michigan City

WAPAKONETA, O.

ED. REHN, who runs the Wapak Garage in this city, has signed up to represent the Dayton Motor Bicycle in addition to other Dayton products. He made a trip to Dayton a few days ago to visit the Industrial Exposition and made his headquarters at the stand of the Davis Sewing Machine Co., while there.

BROOKLYN, N. Y.

BEN RUDERMAN, Thor representative in this city, is smiling broadly these days. He has sold ten machines so far and his repair shop is crowded with work. "I expect to double my sales this season," says Ruderman.

AKRON, O.

WILLIAM COLEMAN, proprietor of the Coleman Motorcycle Shop, has brought back a Dayton Motor Bicycle from Dayton, where he visited the Industrial Exposition. This little front-drive machine is attracting attention on all sides and demonstrations are the order of the day. Coleman is the local agent for Dayton products.

SPOKANE, WASH.

THE FALLS CITY CYCLE CO., distributors for the Harley-Davidson, has proved the merit of the Silent Gray Fellow by negotiating the steep roads in the Coeur-d'Alene country and as far north as British Columbia. It takes a good machine to make the rough, uphill roads and hairpin turns which abound in this section, and the splendid results obtained have proved that the three-speeder will take any hill with ease.

TAUNTON, MASS.

ALFRED BEAUVAIS has opened a motorcycle and bicycle shop at 9 Whittendon street. He handles the Indian products in both lines.

LOS ANGELES, CAL.

TOM GIRTON, of the Girton-Hoffer Co., is even more cheerful than usual these days, which is saying a lot, as there are folks who have never seen Tom otherwise than smiling. The same may be said of Fred Hoffer. Rumor has it that both partners have something hid out back of the woodpile in the shape of an invention pertaining to the motorcycle field. At any rate, while details are lacking, patent applications have gone to Washington and Fred Hoffer positively refuses to say anything more on the subject.

T. E. Berry, Southern California distributor for the Flying Merkel and Miami Power Bicycle, is entertaining Miami traveler, J. E. Steuer, these days. Steuer is preparing to set forth on a trip covering the northern half of California with the power bike.

GRAND RAPIDS, MICH.

L. W. DELYE left recently for a trip to the Excelsior factory in Chicago. He took with him a batch of orders for immediate delivery, and his return is being awaited with considerable impatience by a crowd of his patrons.

C. C. CLINE, local dealer for the Harley-Davidson, is now back in harness once more. His absence was caused by a trip to Milwaukee to visit the Harley-Davidson plant. Cline's return was hailed with delight, for he brought some Silent Gray Fellows, too.

CINCINNATI, O.

J. NASH, of the Harley-Davidson Garage, 1525 Race street, this city, has opened a sub-garage at 2233 Spring Grove avenue, a main thoroughfare leading into Cincinnati. The place was formerly occupied by the Pirate Motorcycle Co. Nash expects to keep a number of new Harley-Davidsons on hand at all times, utilizing the Spring Grove store for second-hand mounts. Charles Rohmeir is in charge of the new store.

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Bicycle Dealers' Roll of Honor

BRISTOL, Conn., Feb. 2.—That bicycle dealers the country over have pledged their co-operation and will work hand in hand with the "One Million Bicycles Committee" in making Bicycle Day a success, is evidenced by the large list of "honor" bicycle dealers, which has just been issued by Secretary Charles F. Olin. Every dealer whose name appears here has written to the "One Million Committee," asking for all its boosting and sales-making material, which they will use to push the bicycles sales for 1916 right up to the million mark. Every live bicycle dealer's name should be on this roll of honor. *Is your name on this list, Mr. Dealer?*

CONNECTICUT

Geo. J. Aylwin, E. G. Bassett, Beckwith Motor Sales Co., A. J. Bastwick, Joseph G. Bottomley, Brewer Bros.' Garage, Bridgeport Cycle Co., Cantillion's Garage, P. M. Cassedy, J. Cassella, City Auto Co., D. & W. Cycle Co., Mr. Guisseppe De Lucia; The Griswold, Richmond & Glock Co.; W. L. Hayes, Hitchcock Hardware Co., The Jordan Hardware Co., James Kaszas, L. N. Leopold, Madden Brothers, Peter Magnotti, A. Modne, F. C. Monier & Bro., H. V. Morley, New York Cycle Co., James A. O'Brien, S. A. Oliva, H. H. O'Neil, Ralph E. Page, The John H. Pardee Co., C. V. Pendleton, Jr., Pletman Cycle Repair, Geo. Richards & Son, The M. B. Sanders Co., John Sena, I. Setlow, The Seymour Auto Co., Frank H. Smith, Veru Bicycle & Rubber Co., R. Voccola Cycle Co., Waterbury Cycle Works, H. A. Welens.

DELAWARE

Alfred Tilghman, Wm. H. Warren, H. B. Wright.

WASHINGTON, D. C.

Dedge's Motorcycle & Bicycle Co., Munger Bros., New York Bicycle Co., Harry F. Seamark, Chas. S. Vermillion.

GEORGIA

J. H. Eckles, W. H. Holmes, R. L. Sumeran & Son, The Toccoa Bicycle Shop, B. Volpin.

ILLINOIS

C. M. Anderson, F. A. Babel, Roy R. Baer, The Boulevard Bicycle Shop, W. T. Cozine, Cycledom, Danville Cycle Co., Gilfillan Bros., G. McGinness, Grayland Cyclery, Harder Hardware Co., Earl R. Harlow, Hofferkamp Bros., Wm. Hollerbach, Jos. Kegel Co., Wm. Klein & Son, J. A. Kenig, John Keoh, Lane Hardware Co., Logan Square Motorcycle Store, C. L. McDavid & Co., I. L. Mandelbaum, Midway Athletic Shop, Myrick & Co., Neighborhood Shop, E. A. Nelson, The Geo. H. Newbold Hardware Co., Pronger Bros., C. J. Rykert, Sawyer & Sons, A. Scherrer, E. C. Van Loon, Boss Bros., C. L. Widmaier, John Woodman.

INDIANA

E. M. Adney, F. A. Albright & Son, Anderson Bros. & Buitwick, Arnold Motor Co., Arnold Motor Co., Baker Bros., L. L. Bender, Berman's Sporting Goods Store, Ora A. Bierly, J. A. Branson, D. O. Brown, "Uncle" Joe Cannon, Clay Prosser, J. M. Coffman Art & Sporting Goods, Cook's Motorcycle & Sporting Goods Store, C. C. Cone, Grant Cory, Omar C. De Selms, H. L. Dipple, Douglas & Talbot, Eberhardt Bros., Em-Roe Sporting Goods Co., J. B. Evans & Sons, Fell & Lovatt, F. A. Follett, Gus Habich, Hagedorn & Webster, Hardware Supply Co., Herbert Miles, G. W. Hunter, The Chas. B. Kirk Department Store, Kendallville Hardware Co., Carl E. Klein, J. H. Kindig, King Sewing Machine & Bicycle Co., W. A. Kelso, E. R. Skinner, Walter B. Lewis, Wm. Lintner, Anderson Rubber Works (Chas. E. Miller), Merz Motor Co., McLaughlin Garage, Fred Personett, C. G. Pugh, Pentecost & Craft Co., Rowe & Beebe Department Store, Rush Co. Cycle Co., Sonneborn's Sons, Sudbrink & Greiner, J. E. Sayre & Co., Star Bicycle Store (H. F. Cannon), Earl Trabue, Otto Tittschuh, Jacob Frisz, The Vim, E. H. McKenzie, Henry J. Winkler, Jones & Zuber.

IOWA

Frank H. Drew Co., E. H. Hall (The Bicycle Man), Keokuk Cycle Co., Joe Miller, R. Smulekoff. W. S. Thomas.

KENTUCKY

Albert Hegener, F. B. Burke, Covington Cycle Co., The Jeffries Bicycle Co., J. T. Kackley & Co.

MAINE

Arnold Bros. Co., Brewer Bicycle Co., H. H. Burnham, Duncan's Bicycle Repair Shop, Edgar Smith Co., Glendon W. Stephens, E. E. Holt, Chas. H. Innes, Kendall-Winch Co., J. G. Lawrence, Lewiston Rubber Co., Wilfred McLeary, J. H. Makin, Earl S. Norcross, J. H. Parlin, A. B. Seavey & Son, A. C. Tripp (Bicycle Dealer), W. C. Townsend.

MARYLAND

Edw. D. Allard, Baltimore Cycle Co., Baltimore Bicycle Store, Burnard J. Logue, Central Hardware Co., A. Hallie Creighton, James I. Dennis, Fulton Cycle Co., Robt. L. French & Co., Heinz Motor Co., John F. Kitz, C. M. Huntington, Chas. T. Mace, Merryman & Robison, Wm. McCallister & Sons, W. J. Murphy, Nut's Repair Shop, Daniel P. Savage, Sparrow's Point Store Co., G. C. Sandruck, F. A. Shannahan, Shofers Cycle Store, T. B. Lankford & Co., Geo. H. Shepherd, Waverly Bicycle Co.

MASSACHUSETTS

G. J. Anderson, C. H. Arkerson Co., C. W. Austin, Bicycle Exchange, E. N. Bosworth, Louis B. Bowen, Brockton Sporting Goods Co., W. E. Burke, John Carni, D. E. Chapman, F. H. Cooley, Crescent Cycle Co., Crout Motor Co., Seth Damon, Howard C. Deering, Chas. T. Eastman, E. Faneuf Cycle Co., Fall River Loan Co., D. I. Fox & Co., Allen S. Frizzell, A. F. German, John H. Gills, S. N. Hennigar, E. S. Hitchcock, Hurst Sporting Goods Co., Arthur L. Holden, Geo. N. Hobbs, The Ivers L. Wetherbee Co., Harold W. Jones, Sam Kaufman, W. H. Ladbury, R. W. Lawson, J. H. Lawrence, John Leigh, Lowell Cycle Shop, Ludden & Whitten, Lynn Sporting Goods Co., Wm. H. Mann, Manchaug Store, T. B. Matthews, Marlboro Rubber Co., Chas. A. Merrill, Motor Supply Co., Needham Hardware Co., New England Motor & Supply Co., O'Connor's News Store, W. Ourish, A. N. Pierce, F. M. Potter, E. O. Pratt, Thomas A. Purseglove, Geo. H. Putnam, Edward Rich, J. H. & S. M. Robinson, Andrew Rosen, Emil Roune, J. H. Ryalls, Clarence H. Seavey, Harry Shatz, C. A. Sherman, J. B. Sibley & Son, C. Skelton & Sons, Chas. A. Spinney, Geo. W. Stevene, L. A. Stingel, Harry F. Torrey (Jordan Marsh Co.), C. E. Walker & Co., Walter F. Whitmarsh, Windle Cycle Co., Wing Electric Co., W. F. Wiswill, Worcester Phonograph Co., Chas. J. Yumont, Leopold J. Schreiber.

MICHIGAN

Edgar J. Beebe, Bishop & Raffenaud, F. E. Boudinet, Hayzenbuhler & Cudworth.

NEW HAMPSHIRE

S. H. Bell, Ernest Caron, Harry J. Danforth, H. Demers, Geo. H. Dixon (West End Bicycle & Repair Shop), C. F. Joyal & Co., Jos. H. Low, Fred T. Osgood, James L. Perry & Co., Gene Gale's Bicycle Hospital.

NEW YORK

F. T. Abbott, Adams Bros., Akron Vulcanizing Works, Allsop & Davall, Sam Berlowitz, A. S. O'Brien, Thos. H. Bradley, Chas. H. Briggs, Brooklyn Bicycle Dealer, Bunce & Withington, Buchanan Hardware Co., Cambridge Garage, S. V. Cole, Billy Cooper, Jos. F. Coupe; J. Davega, Jr., Inc.; Norval S. Douglas Co., W. S. Downs, A. M. Dustin, E. W. Eddy, Eighth Avenue Bicycle Store, Ellison & Van Williams, Flushing Bicycle Exchange, Flatbush Cycle Exchange, Wm. H. Fonda, Geo. A. Fowler, Moris Friedman, M. H. Gaskill, W. A. Gindele, M. Gold, Louis Goldsmith, Goshen Hardware Co., Gotham Sporting Goods Co., S. Hurvin, C. P. Hotaling, Wm. Hyland, B. E. Jewell, Wm. J. Jordan, A. Kasof, James H. Kelley, S. Kleinman, F. B. Kostor, Zeal Krauss, Andrew Kraus & Sons, Geo. W. Lawrence, Sol. Lazarus, Henry Luller, Geo. Mabie & Son, Frank Mehrmann, Melrose Cycle & Auto Co., Ferdie Mercier, Ned. Morris, J. H. Montour Co., R. J. Meredith, Nathanson Bros., New York Cycle Works Co., Park Row Guarantee Cycle Co., J. A. Pflanzer, B. Robbins, O. C. Robinson, Rome Bicycle Mfg. Co., Chas. A. Rumble, A. H. Ryder, Henry D. Safford, O. B. Satterleu, Scotland & Munro, A. L. Schenker, A. L. Schiavone, R. J. Scovill, S. S. Serinides, M. Simon, John Smith, Swift's Garage, Benj. T. Tew, S. T. Thompson, Ventrice Bros., H. Weber, Yorkville Motorcycle Works, Yorkville Bicycle Exchange, Inc.

NORTH CAROLINA

Edgar M. Brockwell, Charlotte Cycle Co., City Cycle Co., Cook Bros., F. A. Dorsett, B. J. Dunning, L. D. Ennis, The John Flanagan Buggy Co., Forsyth Hardware Co., The Gaskin Cycle Co., Gastonia Hardware Co., L. P. Hicks, C. E. Jefferson, T. S. Keever, P. M. Keever, P. DeLon, Lee Hardware Co., N. M. McDaniel, Moone Bros., S. E. Rochelle, W. H. Williams & Son; Wyche, Bounds & Co.

OHIO

Herbert S. Albaugh, Auto Supply & Cycle Co., Jos. Buff, Burgett Bros., The Bike Shop, L. P. Birkenbach Co., P. J. Carleton, The Century Cycle Co., C. A. Clark & Son, D. A. Cleveland, Coleman's Motorcycle Shop, The Franklin Cycle & Supply Co., Day Cycle Co., Defiance Vulcanizing Works, F. Van Denburg, Mary E. Dittemore & Son, O. E. Evans, R. E. Farst, Harry Green's Bicycle Exchange, E. M. Gorrell, Haverford Cycle Co., Kaufman Cycle Supply Co., Kinsey Supply Co., A. Krakoff, Mark Auto Supply Co., L. H. Meech, J. C. Moran, Monnot & Sacher, Leo C. Nieschwitz, N. M. Opre, Seely's Variety Store, W. H. Schaeffer, John A. Shawver, P. E. Snyder Co., Stocklin & Herrnstein, Strauch Bros., J. E. Swank, Taylor's, Grant Temple, Warden Bros.' Hardware Co., Chas. Welsh, Dan H Willis & Co., Woodland Avenue Cycle Co.

SOUTH CAROLINA

Army Cycle Mfg. Co., H. P. Bringle, A. L. Gage, Keever's Repair Shop, Piedmont Shop, J. H. Robinson.

PENNSYLVANIA

W. S. Aaron, Allentown Razor Co., Allentown Motor Cycle Co., Andrew C. Groff, W. J. Barkell, C. S. Bigony & Co., Warren L. Bowan, B. F. Conner, M. G. Enck, Gettysburg Department Store, Harder Sporting Goods Co., Hill's Cycle Shop, E. J. Hoch, Howard George, The J. F. Howe Hardware & Supply Co., Kline & Co., Clyde H. Kressly, R. S. Lake, D. Leavitt, Geo. C. Malone, W. E. Martin, Geo. McKanna, Mentzer Electric Co., Jno. W. Moon, Chas. C. Moore, People's Furniture & Hardware Store, Pioneer Motorcycle House, John Rawlings, Harry W. Reinhart, Spring Garden Cycle Shop, John Taylor, J. W. Thomas, Jr., United Repair Shop, O. L. Weaver, J. P. Wolf.

"CERTAINLY A FINE MAGAZINE"

Enclosed find my renewal. It is certainly a fine magazine and I would feel rather lost if I thought of it not coming each week with all the country's motorcycle news.

A. H. MILLER.

Yarmouth, Nova Scotia.

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With the Manufacturers

SPECIAL INSULATION IN JUMBO PLUGS

Gibson-Hollister Products are Gas-Tight and Soot-Proof, as Well as Having Self-Cleaning Properties.

GAS-TIGHTNESS, proof against heat, and self-cleaning are three qualities which are featured in the Jumbo line of spark plugs, the product of the Gibson-Hollister Mfg. Co., of Jamaica Plain, Mass. The insulation is of a novel composition, also, it being a recently developed di-electric known as "Molite." For motorcycle service, the firm specifies the Jumbo Junior, to be had in 7/8-18 (S.A.E.), half-inch or metric threads. The price of the Jumbo Junior plug is 75 cents.

The "Molite" insulation in all Jumbo plugs is very large in comparison to the total bulk of the plug. "Molite" is a lava composition of dull gray color and is unaffected by heat in any way. It will barely expand under extremes of heat and cold, as repeated tests have demonstrated. Its resistance to current pressure as compared with that of porcelain is 5,000 volts greater. This insulation is exclusively used in Jumbo plugs.

A large copper-asbestos washer placed between the insulation and inside shell shoulders provides for downward expansion, while the center electrode is surrounded with a tough glass insulator to resist puncturing and serve as a safeguard should the outer insulation be cracked. A high-compression asbestos washer is fitted around the center electrode to take the expansion of the insulation and this is bedded in a layer of elastic cement to give strength and prevent compression leakage past the electrode. The shell electrodes are in such form as to render it almost impossible to collect soot sufficient to impair the spark-output of the plug. There are two of these electrodes, each being anchored to the shell at both ends. The dissipation of heat is thus assisted and strength is added to the structure of the plug. Burning of the electrodes is avoided even under extremely high temperatures.

The shell electrodes as well as the lower part of the central electrode are of high-percentage nickel alloy. The central electrode is electrically welded to the main body. Shells are of cold-rolled steel, treated with a special non-rusting finish. Each plug is fitted with a triple-service terminal, allowing of the use of any form of connection. The retail price of the Jumbo junior is 75 cents.

THIS MESSAGE MADE WALLS GRIN TRIUMPHANTLY

IT was with justifiable pride that Advertising Manager D. R. Walls, of the Splitdorf Electrical Co., Newark, N. J., perused a cablegram a day or two ago from J. H. Rhodes, the firm's Australian representative. The cable tells such an impressive story that it requires no comment. The message follows:

"Baker on Dixie-equipped Indian established greatest record ever made on two wheels. New world's 24-hour road record —930½ miles over Victorian rock-strewn roads against heavy gales and driving rain."

RED FOX INNER TUBE IS NEW U. S. PRODUCT

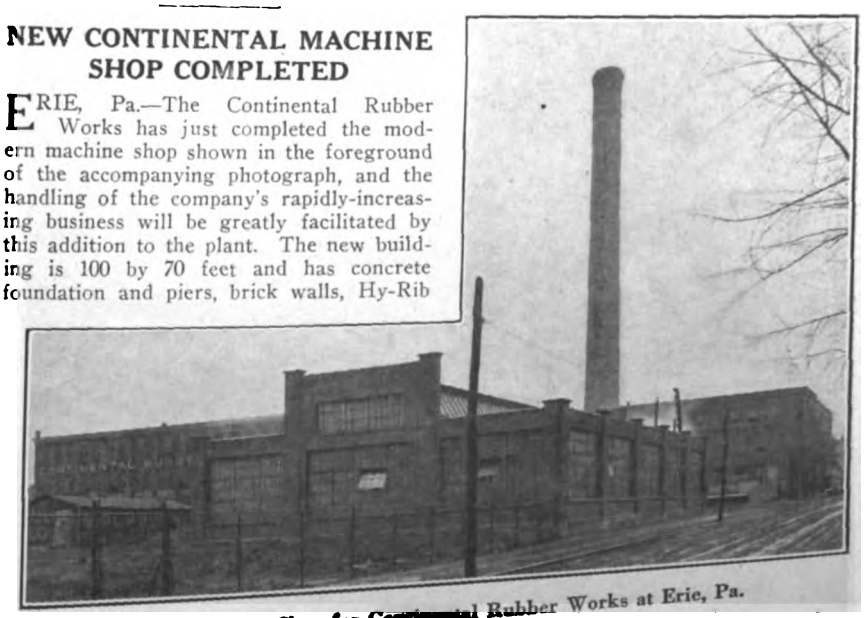
FROM the United States Tire Company comes the announcement that it is marketing a new motorcycle inner tube in red. This new offering, which embodies the usual high-grade features of construction found in United States products, with several points of improvement, will be known as the Red Fox Brand and will be supplied in both endless and butt-end styles, and in all the popular sizes.

The Red Fox tube will be heavier than the ordinary inner tube, and will be sold at only a slight advance in price over the present types offered by the company. The red tube will be sold in bicycle sizes also.

NEW CONTINENTAL MACHINE SHOP COMPLETED

ERIE, Pa.—The Continental Rubber Works has just completed the modern machine shop shown in the foreground of the accompanying photograph, and the handling of the company's rapidly-increasing business will be greatly facilitated by this addition to the plant. The new building is 100 by 70 feet and has concrete foundation and piers, brick walls, Hy-Rib roof and structural steel supporting the roof. It has a crane-way floor of hard maple, laid on sleepers embedded in concrete. Steel sash are used throughout, with wire glass. The bays are 21 feet wide and the crane span is 26 feet. A 3-ton traveling crane has been installed. The building is lighted by 100-watt Nitrogen lamps. A 50-horsepower motor supplies the power.

Reports from the factory indicate that the demand for Continental products is, growing more rapidly than at any time in the previous history of the company, and the new machine shop with its thoroughly modern equipment, is indicative of the progressive policy which is being followed in keeping abreast of the market.



New Machine Shop for Continental Rubber Works at Erie, Pa.

DEMAND IS SPLENDID, SAYS TRAVELLER SMITH

NEWARK, N. J.—L. M. Smith, traveling representative for the Loewenberg Co., makers of motorcycles and sporting clothing, has just returned from covering his territory. He reports that the demand for motorcycle clothing has been splendid, especially in the East, and that the demand for sporting clothing has also been fine. In regard to the volume of business done by the Loewenberg firm, there has been a 25 per cent. increase over the corresponding period of 1915.

TAKE WILLARD AGENCY

LISBON, N. D.—Willard storage batteries will be handled in this city by the Lisbon Battery & Supply Co., at Fourth & Main streets.

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STANDARD WELDING EXPERT SUCCUMBS TO CANCER

NEW YORK.—Richard S. Bryant, factory manager for the Standard Welding Co., of Cleveland, O., died of cancer at the Post Graduate Hospital, this city, on January 24. He was 46 years of age.

Bryant was widely known as an authority on automobile rims and had invented a number of special types during his career. In fact, most of the automobiles now in use are equipped with rims designed by him while with the Standard Welding Co. He was the first to design a quick-detachable rim, and soon after bringing this out, organized the Bryant Rim Co. This firm was later bought out by the Diamond Rubber Co., of Akron, O. The goodwill and patents of Bryant's firm were turned in later to the United Rim Co., of Akron, and Bryant joined the company and later the Standard Welding Co., as consulting engineer. He was recently made factory manager.

Bryant was a member of the Standards' Committee of the S. A. E. He was a 32d degree Mason, a Knight Templar and a Noble of the Mystic Shrine. He belonged to the Cleveland Athletic Club, the Shaker Heights and the Westwood Golf clubs.

BIG ORDER FOR SCHICKELS

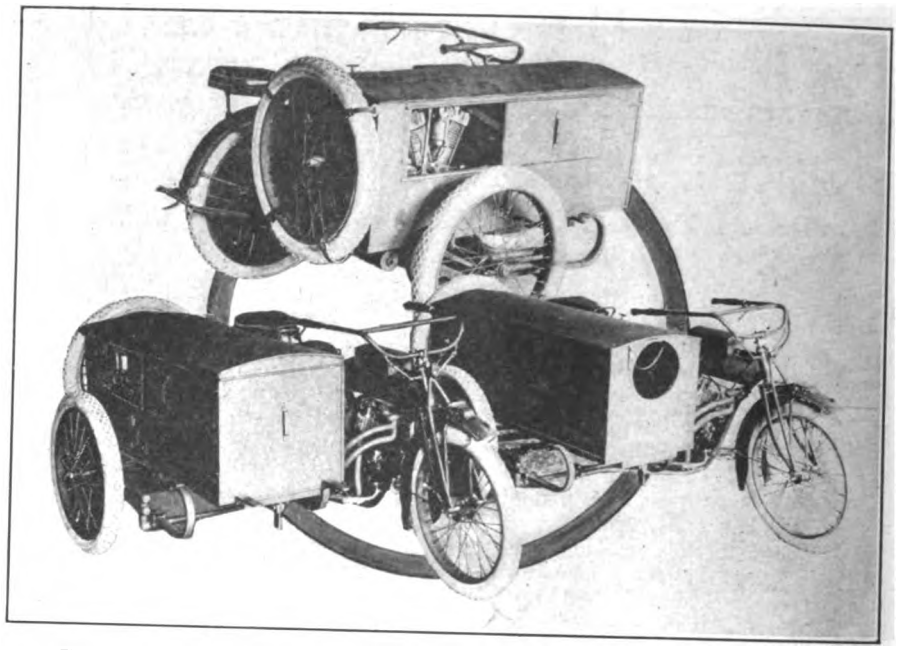
The Ellisson Automobile Tire & Repair Co., of this city, has just closed a contract with the Schickel Motor Co., of Stamford, for 100 machines. This order, which is next to the largest taken for motorcycles in Bridgeport this year, includes Schickel lightweights, Big Sixes and delivery vans.

JOHNS-MANVILLE IN NEW HOME.

PHILADELPHIA, Pa.—The H. W. Johns-Manville Co., is now located in its new home at Broad and Race streets. It was formerly on North Second street.

MORE INDIAN RADIO OUTFITS ARE ORDERED

DeForest Wireless Company Calls for Third Series of Units for Field Service Following Successful Operation of Those Previously Supplied



Top and Left, Main Carriage of Unit; Right, Service Van of Indian Outfit

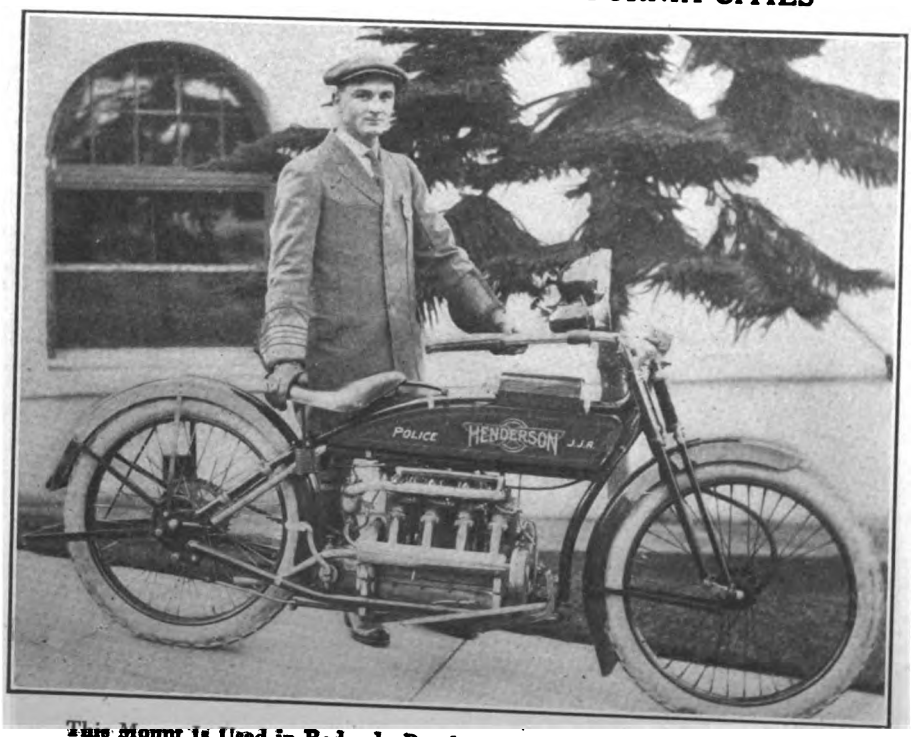
SPRINGFIELD, Mass., Jan. 28.—Five more Indian motorcycle wireless stations have just been completed by the Hendee Mfg. Co. for the DeForest Radio Telephone & Telegraph Co. of New York. This is the third order within a year of successful field operation of these machines.

The wireless or radio stations consist of two motorcycle units, one conveying the wireless sending and receiving equipment either in a side-carriage or a trailer, and the other hauling the service van, carrying poles, wires, tent blankets and other camp equipment. The wireless operator rides behind the driver on a tandem attachment.

The motorcycle is the standard 7 horsepower model fitted with automobile size tires and spring frame. Power for the wireless is furnished by a 5½ horse-power Indian motor in a compartment in the van, this motor driving a small two-in-one receiving and sending electric generator, by chain with conpensating sprocket in the line. On the sending side, the generator develops 700 volts at 2.6 amperes, being capable of sending 500 miles with this current, and on the receiving side there are 110 volts and 2.27 amperes. The operator's instruments are in the forward part of the van, and the keyboard is made removable so as to enable the operator to work in comparative silence. The power of the motor is regulated by magnetic control of the throttle and hand starting for the motor is provided.

Gasoline sufficient for 12 to 24 hours running is provided, there being a main tank and three reserve tanks. The weight of the motorcycle and van is about 1,176 pounds. Finish is olive drab.

HENDERSON SERVES TWO CALIFORNIA CITIES



This Mount Is Used in Redondo Beach and Hermosa by Officer J. J. Alder

REPUBLIC RUBBER CO. GROWING

YOUNGSTOWN, O., Feb. 2.—The Republic Rubber Co. is planning considerable extensions to its plant at Crab Creek, all departments requiring more room than is at present available. The company has announced that it is now shipping large quantities of tires and tubes to its London, England, branch, in consequence of the increased demand there. Several promotions and new appointments have been made recently by the company, as follows: M. E. Murray, assistant general manager of sales; J. M. Cranz, assistant general manager of works; S. H. Smith, assistant manager tire department; and C. M. Henrietta, foreman tire department.

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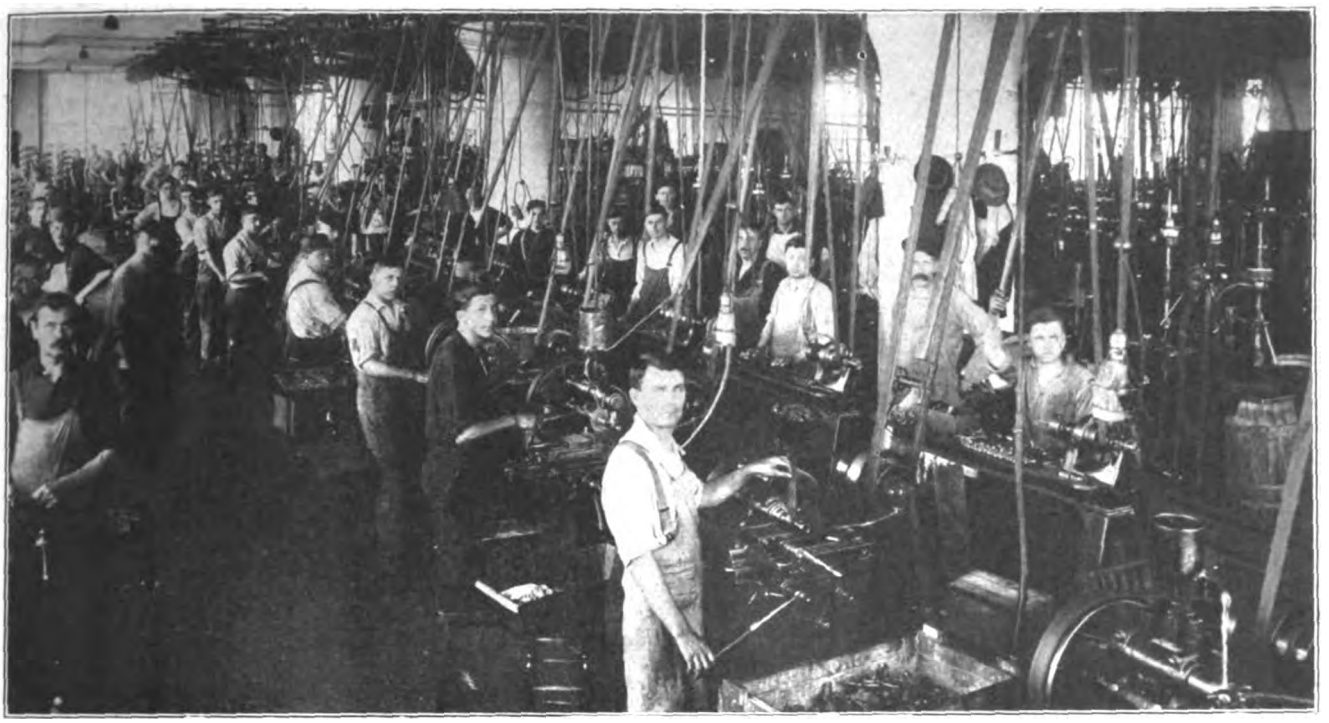
COMPLETE EQUIPMENT PRODUCES PERFECT MOTORCYCLES

The Milling Machine Department of the Excelsior Factory an Important Factor in the Production of the "Good Old X"



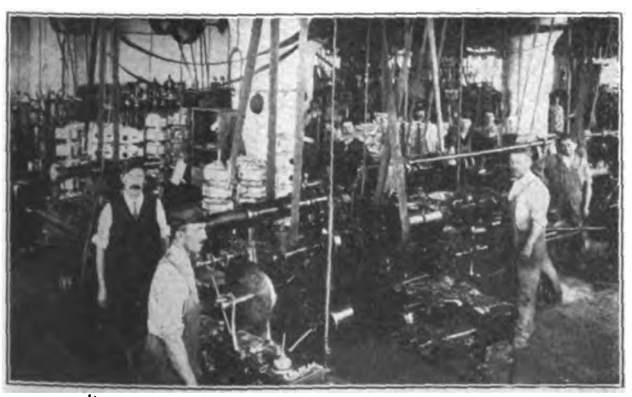
An Acre of Milling and Special Machines

THE question of what a factory can produce and deliver per dollar of selling cost is largely a matter of equipment.

In a plant of limited facilities in which machines must be dismantled, reassembled and adjusted for producing the several parts of a product or in which the various processes must be accomplished by means of machines and tools not specially adapted thereto, it is impossible to operate as efficiently and economically as in one with an equipment specially designed for the production of the several parts of the complete output.

In the Excelsior factory, every operation is by means of machines designed exclusively therefor.

Motor crank cases are completely finished on special milling machines designed to do that work and that only. Valve cams, rocker arms, pawls, and similar parts are produced on milling machines specially selected or designed for that particular purpose.



Special Mills for Crank Case Work

This is exclusive of the work done in the lathe and boring mill departments and it is largely by means of this complete equipment that the Excelsior Company is able to produce a better machine for the market price than is within the mechanical possibilities of any less completely equipped plant, and at the same time produce a more mechanically perfect motorcycle than could be done with a makeshift equipment in which lathes and boring mills are called upon to do work properly performed on milling machines and shapers.

The results are of vast importance to the ultimate buyer who gets correspondingly greater returns from his investment in a machine that embodies the utmost possibilities in power and equipment, with mechanical perfection in every detail.

The slightest consideration will convince anyone that no motorcycle can be better than the factory behind it.

The Excelsior factory is the most completely and efficiently equipped of any plant in the world, devoted solely to the production of a single line of motorcycles, and the product is in every way in keeping with the perfection of the plant and its equipment, both in machinery and workmen.

The results are shown in the world's records for Speed, Reliability and Endurance, and in the EXCELSIOR reputation as the machine that ALWAYS MAKES GOOD.—Adv.

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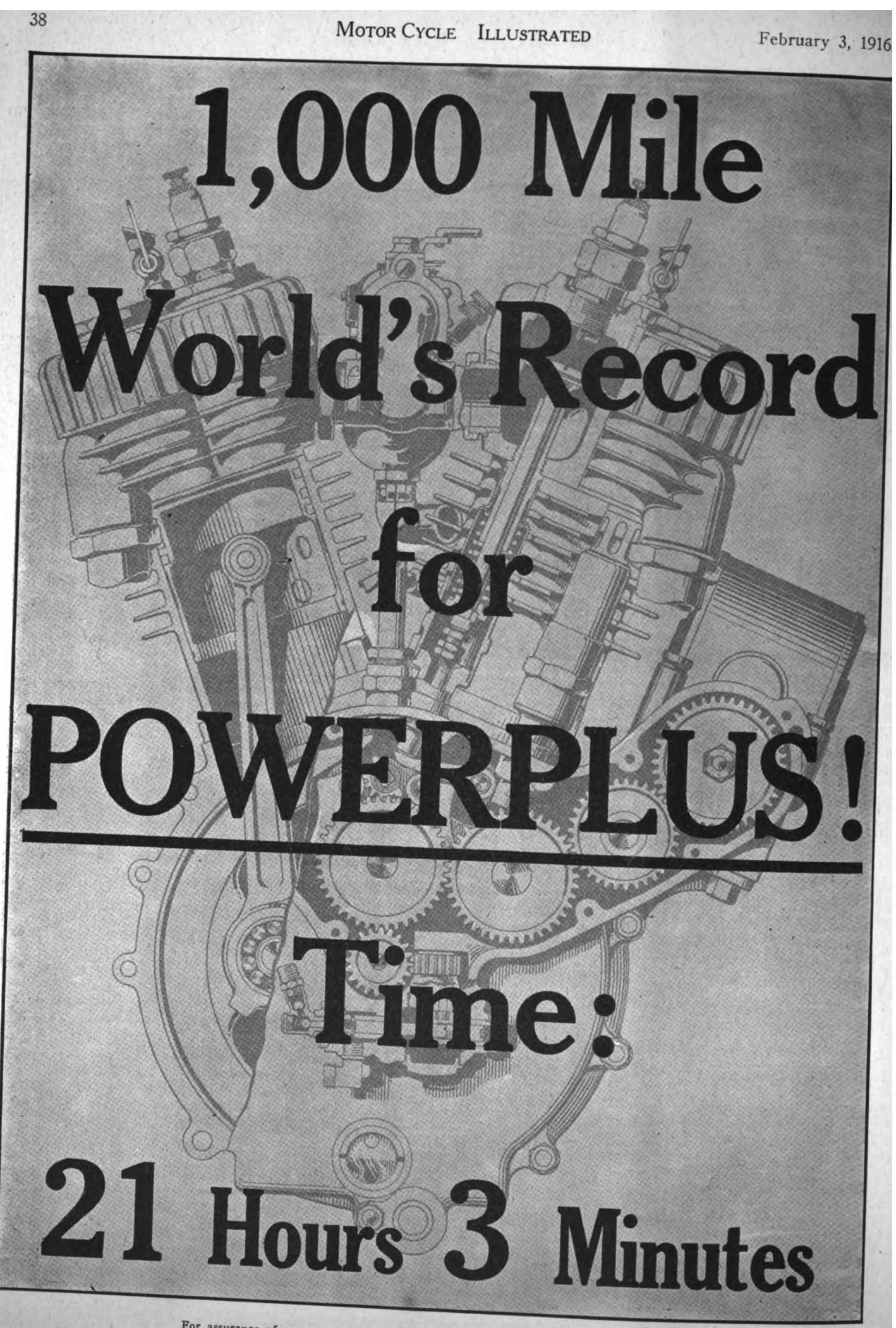
1,000 Mile World's Record for POWERPLUS!



Time:

21 Hours 3 Minutes

For assurance of prompt attention to your wants mention MOTOR CYCLE ILLUSTRATED.

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Baker and Indian Hang Up New 1000 Mile Mark Under Most Adverse Conditions

Battling against wind and rain, riding the rough Australian roads like a dare-devil, Erwin G. Baker on January 29th, established a new world's record for 1,000 miles—covering the distance in 21 hours and 3 minutes.

Run was official under the auspices of the Victorian Motorcycle Club.

This wonderful performance of man and motor—already heralded all over the United States by the Associated Press—calls forth some extraordinary comparisons.

Previous Professional Record

For 21 Hours, 690 miles, 586 yards.

Previous Amateur Record for 21 Hours 945 miles, 587 yards—made as a special track exhibition.

Baker's time was practically the equivalent of that of the Twentieth Century Limited in its run from New York to Chicago.

He used a *stock* Powerplus motor in making this record, showing a consistent 50 miles an hour, allowing 50 minutes stop for fuel and food. This means that at times Baker did at least 75 miles an hour. *Not once did he stop for repairs other than to readjust one valve.*

As usual Indian opens up the season with important records. No motorcycle shows the motorcycle purchaser *so much actual performance for his money as the Red One.*

For power, speed and real enduring consistency of these qualities there's never a motorcycle like—

HENDEE MANUFACTURING COMPANY

(Largest Motorcycle Manufacturers in the World)

SPRINGFIELD, MASS.

You get quick results from advertisers when you mention MOTOR CYCLE ILLUSTRATED.

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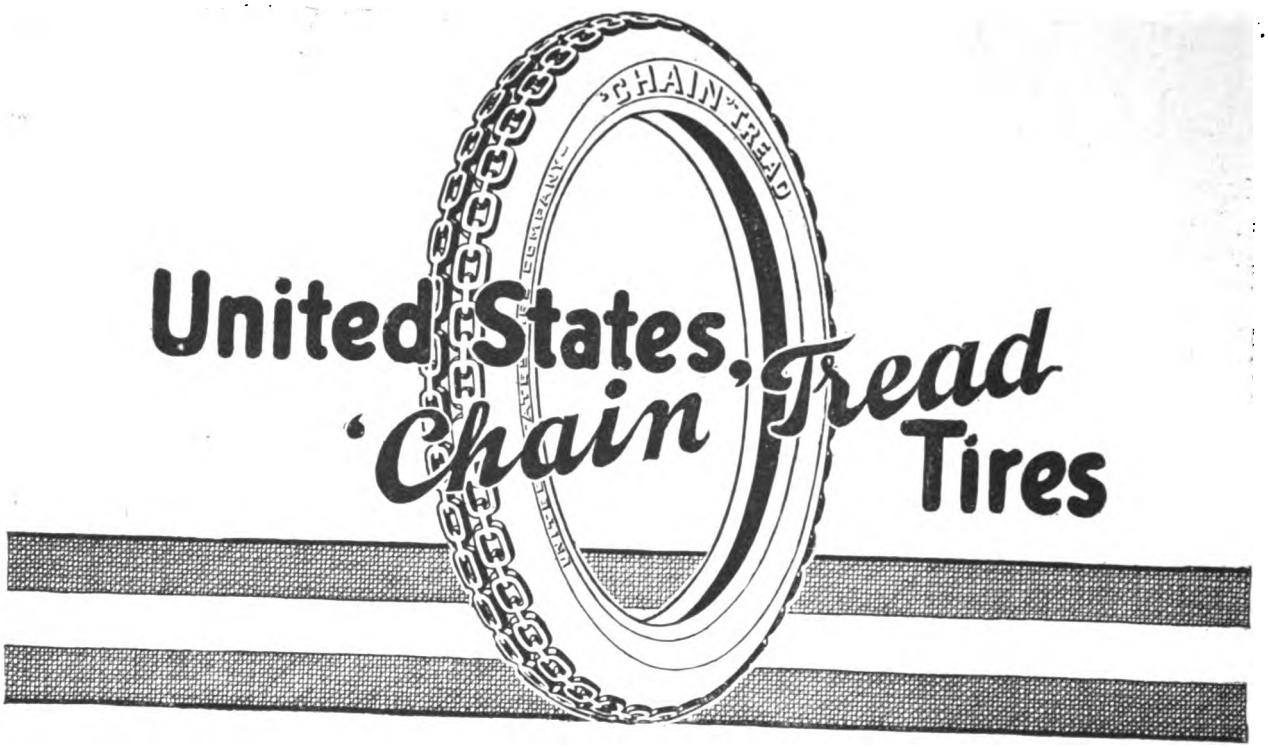

1000 MILES
in 21 hours, 3 Min.
On Original Air—

THAT is Baker's Newest World's Record made on United States Tires, against driving rain and a strong head wind. Baker now holds all Australasian records from the ½ mile to the 1000 mile. And all were made on United States Tires.

UNITED STATES TIRE COMPANY
NEW YORK

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BAKER'S NEWEST RECORD shows clearly the amazing superiority of United States Tires

CABLEGRAM

Melbourne, Australia.

Baker established thousand mile world's record twenty-one hours, three minutes, on original air. This remarkable performance accomplished on United States Tires.

(Signed) Spencer Smith.

If you want to feel sure of your tires—follow Baker's lead—use United States Motorcycle Tires.

UNITED STATES TIRE COMPANY
NEW YORK

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Of a Personal Flavor

Lincoln T. Kauffmann, sales manager of the Nonpareil Horn Mfg. Co., of 73 Wooster street, New York, left on January 17 for a four months' trip from coast to coast. He anticipates a large volume of business, as the demand for Nonpareil products in all lines has been steadily increasing since the opening of the new season.

Ralph W. Ashcroft has been made publicity manager for the United States Tire Co., of 1790 Broadway, New York, He was formerly with the Canadian Consolidated Rubber Co.

C. C. O'Neil has been appointed manager for the Lowell, Mass., branch of the Fisk Rubber Co., of Chicopee Falls, Mass.

J. C. Toomey is now in charge of the Boston branch of the United States Tire Co., of New York. He succeeds E. H. Kidder, recently promoted to the New England managership.

C. H. Underberg has been madé manager of the Tacoma, Wash., branch of the Fisk Rubber Co., of Chicopee Falls, Mass. He was formerly office manager.

H. S. Hadden has joined the advertising firm formerly known as the W. R. McLain Co., of Philadelphia, Pa., and has taken charge of the New York office at 220 Broadway. The firm is now known as the McLain-Hadden-Simpers Co.

H. E. Crocker has been appointed manager of the Providence, R. I., branch of the United States Tire Co., of New York. He succeeds J. C. Toomey, who is now in charge at Boston.

H. S. Ferwin has been appointed representative in eastern Washington for the New York Lubricating Oil Company, with headquarters in Spokane, Wash.

H. B. Niblette, general manager of the Buffalo, N. Y., branch of the B. F. Goodrich Company, has resigned his position. He was with the firm for seventeen years. His future plans have not yet been announced.

O. S. Johnson has been appointed manager of the St. Louis branch of the United States Tire Co., vice H. H. Hubbard, who has been transferred to the home office of the company.

W. E. Balentine, of Chicago, manager of the train lighting department of the Willard Storage Battery Co., died suddenly of pneumonia on January 18. He had been with the Willard firm for seven years, having managed the Chicago branch just prior to taking charge of the train lighting department.

Tom Wilkinson is now in charge of the San Francisco branch of the United States Tire Co. He was formerly in charge of the Los Angeles branch. H. A. Farr succeeds Wilkinson at Los Angeles.

S. L. Davis, Managing Associated Motor Sales Co., Toledo, O.

Sam Scott is now distributing Willard storage batteries in Tacoma, Wash. He makes his headquarters with the Pacific Car Co.

H. C. McCulloch, of 1431 Broadway, has been appointed Seattle, Wash., distributor for the Federal tires and other products of the Federal Rubber Co.

VAN CLEEF BROS. STATE THEIR SIDE OF CASE

VAN CLEEF BROS., of Chicago, manufacturers of Dutch Brand specialties, object to statements which have been given publicity concerning disposition of the suit brought against them by the Buffalo Specialty Co., in connection with the use of the name "Neverleak," and assert that no final court decision was given.

The following explanatory statements are made by Van Cleef Bros., in a letter to **Motor Cycle Illustrated.**

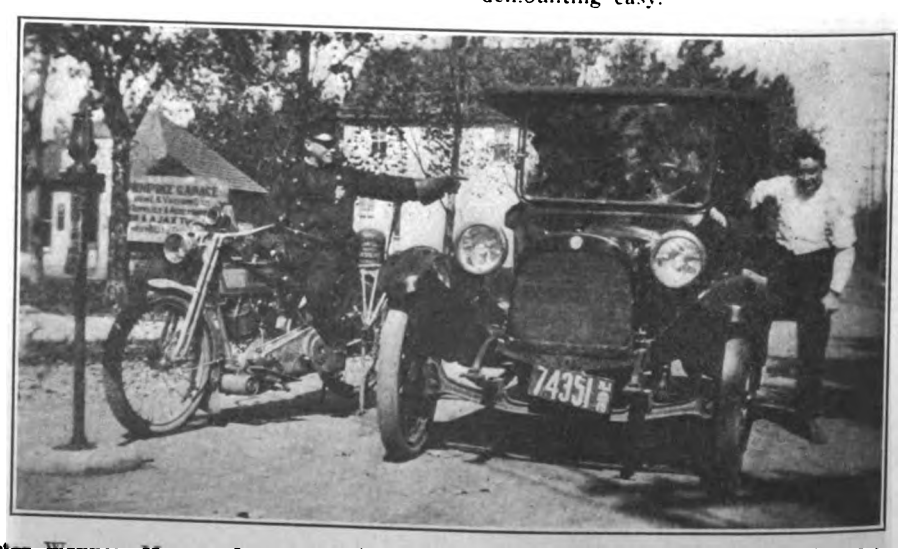
March 9, 1914, the patent expired under which the Buffalo Specialty Co. had been manufacturing Neverleak tire fluid, for sealing punctures. Upon the expiration of the patent Van Cleef Bros. marketed a tire fluid which they had had in preparation for some time, and acting upon the advice of their attorney, they adopted the name "Neverleak," believing that they were free to use the name in as much as the patent covering the product had expired.

The Buffalo Specialty Co. at once started suit to protect the name "Neverleak." Judge Sanborn, in the United States District Court, dismissed the case "for want of equity," and the Buffalo company appealed. The Appellate Court threshed out the matter and remanded the case to the lower court "for further proceedings."

At that stage of the developments Van Cleef Bros. decided that they could best serve their dealers by coming to a settlement, and avoiding another long drawn out siege of litigation, and to that end they opened negotiations with the Buffalo Specialty Co. An agreement was reached, one of the features of which was the abandonment of the name "Neverleak," by Van Cleef Bros. In brief, the declaration of Van Cleef Bros. is that the settlement was brought about through overtures from them when they decided that further litigation would inflict hardship upon their dealers, and not through a court verdict.

NEW COLLAPSIBLE RIM

ST. LOUIS, Mo., Feb. 2.—Arthur L. Ottenad, of St. Louis, has secured a patent on a collapsible rim for automobile, motorcycle and bicycle tires. The rim is hinged at several points to make mounting and demounting easy.



Peter Wanner, Motorcycle Officer of Ridgefield Park, N. J., Regulating Traffic on Main Road. He Uses a Harley-Davidson and Says He Can Catch Anything on Four Wheels

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Our Canadian Letter

FRENCH-CANADIANS ARE BOOSTING BICYCLES

Newspapers in the East are Idealizing the Two-Wheeler; Canada's Slogan is "100,000 Bicycles in 1916"; Dealers Will Work Together.

TORONTO, Ont., Feb. 2.—Interest in the bicycle sales campaign in Canada for 1916 is growing, and the bicycle popularity wave is spreading to all parts of the Dominion. Among those who have taken up the boosting are the more or less phlegmatic French-Canadian newspapers in Quebec and the East, and these are now proclaiming that "cette annee sera des plus actives suivant toutes les apparences." (All indications point to a most active season.) The habitants are talking about the economy of the wheel, the increased good roads system and the healthfulness of cycling just like their English-speaking brothers, and indications are that the bicycle trade in the French districts of the Dominion will be every bit as lively as in the other sections.

Canada also has a trade slogan. Everybody now is saying "100,000 bicycles for Canada in 1916." Canadian manufacturers have adopted this cry, and it is being used in literature which is now being prepared. According to the statements of the trade moguls, this goal for the Canadian trade is not beyond reason, especially in view of the enthusiasm which has already been aroused.

A general meeting of the bicycle trade in Toronto is to be held within a week when definite plans for the proposed "Bicycle Week," starting February 28, will be arranged.

TORONTO CLUB ELECTS

TORONTO, Ont., Feb. 2.—At the regular meeting of the Toronto Motorcycle Club on Wednesday night, January 26, the annual election of officers was held with the following results:

President J. G. Jones (re-elected); vice-president, Charles Speers; treasurer, A. Burke; secretary, F. Shaw; executive committee, H. J. Stillaway and C. Hughes; competition committee, F. Dolson, chairman, E. Rynex and F. Turofsky; house committee, D. Boyd and D. Stone; legal action, W. E. Andrews and F. Dolson; auditors, A. and A. A. Shuttleworth; touring committee, W. Andrews, D. Boyd, E. Rynex, Art. Shuttleworth, Archibald Shuttleworth; social committee, C. Speers, J. G. Jones and G. Orange; tyler, Percy Barnes.

ANDREWS SELLS SIXTY

TORONTO, Ont., Feb. 2.—Walter Andrews, the new Harley-Davidson dealer in Toronto, has disposed of over sixty 1916 Harley-Davidson motorcycles and fourteen sidecars since October 1st last. During the same period one year ago, he sold three motorcycles and one sidecar. For a demonstration of the new model, Andrews recently drew forty-two skaters over the frozen surface of Grenadier Pond for a long glide and on the same day Wilfrid Morrison carried eight others on a Harley-Davidson and sidecar for a ride through High Park.

McNEIL JOINS THE RANKS

TORONTO, Ont., Feb. 2.—After turning down a lucrative position in the Excelsior factory, Chicago, J. A. McNeil came to Toronto and enlisted for foreign service with the 166th Battalion as a private. McNeil has raced on motorcycles for the past five years and has appeared on all the board tracks of the West. For several seasons he straddled an Indian but during 1914 and 1915 he made several startling performances at Omaha, St. Paul and other cities on a Cyclone.

TORONTO TRUNDLERS ISSUE CHALLENGE TO M. M. A.

TORONTO, Ont., Feb. 2.—The fame of W. G. Schack and confreres of the Motorcycle Manufacturers' Association as alley bowlers has spread to a foreign land, with the result that a quintette of Toronto trundlers have issued a challenge to meet the M. M. A. experts in alley matches at Buffalo and Toronto. The Toronto team is made up of well-known figures in motorcycle and bicycle circles, including F. A. O. Johnston and Herbert Marshall, president and vice-president, respectively, of the Canada Motorcyclists' Association; Harry Richard, secretary of the Canadian Wheelmen's Association; J. A. McNeil, the former board track champion, and A. Sellers, a local motorcycle enthusiast. The local rollers suggest that stakes be arranged or that the teams play for a supper. F. A. O. Johnston, 106 Adelaide street West, will await a notice of acceptance of this challenge from the M. M. A. stars.

KIPP & COMPANY MOVE TO LARGER QUARTERS

TORONTO, Ont., Feb. 2.—An important announcement is that H. M. Kipp & Comany, one of the oldest motorcycle concerns in Canada, have decided to remove to the larger premises at 447 Yonge street, which is in the very center of Toronto. The firm will continue to handle the Indian, but have also taken the local agencies for the Dayton and lightweights. In addition, the stock of spare parts for the Harley-Davidson formerly held by the Lion Sporting Goods Company has been purchased by the Kipp company and arrangements have also been made to carry full supplies of parts for Thor, Merkel, Reading Standard and other makes of motorcycles. F. H. Lemon will have charge of the repair department while Bert Webb will be the head salesman. The new premises will be opened on February 15th.

TORONTO CYCLISTS WOULD REORGANIZE THE C. W. A.

TORONTO, Ont., Feb. 3.—At a representative meeting of bicycle racing men at the Classic Athletic Club on Friday night, January 28, the movement of the cyclists in the United States in the direction of the organization of a new sport governing body was considered, and the general situation was discussed with a view to possible affiliation.

Toronto cyclists claim to have a grievance in the fact that they enjoy no direct representation on the executive of the Canadian Wheelmen's Association, and it was decided at this meeting to make a strong demand for the reorganization of the C. W. A. and for the establishment of a definite policy at the annual convention of the association on Saturday, April 22.

The local riders point out that outside of the board track contests in Toronto last year, the events staged in and around the city were conducted by the cyclists themselves through their own organization, the Totronto Bicycle Riders' Association. No immediate action was taken at the meeting of riders other than that the secretary was authorized to seek information relative to the situation in the United States from both the National Cycling Association and the American Cycling Association.

TRADE MEN ENLIST

WINNIPEG, Man., Feb. 2.—A. G. Cruikshank, managing director of the Consolidated Bicycle and Motor Company, Winnipeg, for the past fourteen years, and Frank Small, secretary-treasurer of the company for eight years, have enlisted for foreign service. Mr. Cruikshank has joined the 144th Battalion of Infantry, while Mr. Small is now with the 179th Cameron Highlanders. Both have been well-known figures in the motorcycle trade of Western Canada.

INDIANS FOR MILITIA

OTTAWA, Ontario, Jan. 28.—Ketchum & Company, local Indian agents, have been securing fairly heavy orders for Indian motorcycles for war purposes from the Canadian Militia Department. These machines are shipped direct to an Eastern Canadian port, from which they are transported to parts unknown.

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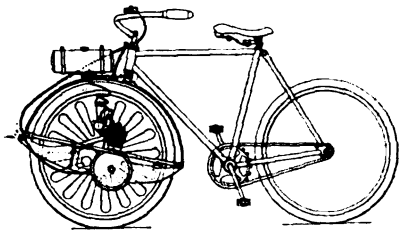
THE LATEST CYCLE PATENTS

GORMAN MOTOR BICYCLE

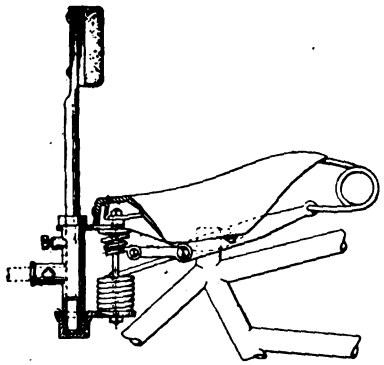
PATENT No. 1,168,300 has been granted to George H. Gorman, of Dayton, O., and assigned by him to the Davids Sewing Machine Co., of that city. This patent is substantially that relating to the Dayton Motor



Bicycle. The inventor states that the object of his device is to provide a propelling means to an ordinary bicycle without changes in the main features of construction of the same. The propelling wheel, motor and co-operating mechanism is to form a single unit. The motor is supported by a hollow frame construction which in its turn is carried on the ends of spring members emerging from the pivotal fork crown. The power plant consists of a single cylinder air-cooled motor with external flywheel, driving the front wheel by spur gearing. The hollow front member forms a muffler or expansion chamber for the exhaust gases, while the rear member is used as an oil receptacle. The fuel tank is shown mounted on the forward spring member, but this construction is not used in the Dayton vehicle. Control is by wire mechanism.

FRIEL BACKREST

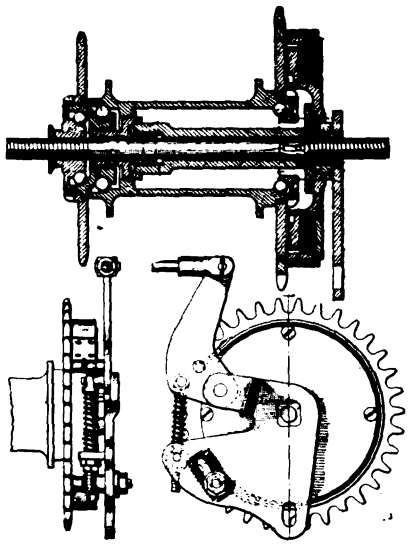
PATENT No. 1,168,253 has been granted to G. Friel, of Los Angeles, Cal., for a backrest for either motorcycle or bicycle saddles. The pad of the rest is supported by vertical bars which fit into cylinders arranged at their lower parts. The cylinders are attached to the upper springs of the saddle while to the lower springs are fitted



sleeves in which the cylinders can move as the saddle springs move. The backrest is adjustable for height and is readily removable.

ELLETT DOUBLE BRAKE

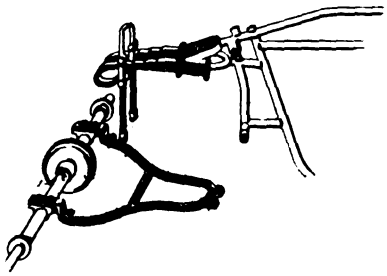
FREDERICK S. ELLETT, of Elmira, N. Y., well known as an inventor of mechanical devices in connection with motorcycles and bicycles, has been granted a patent on a braking device for motorcycles, incorporating two independent brakes. The service brake is coaster actuated and consists of a series of friction discs arranged in the left side of the hub. On back-pedalling the discs which attach alternately to the rigid portion of the hub and to the shell, are set up against each other and effect the braking. The other brake is of the external contracting band type, actu-



ated by pedal under the foot of the rider. The patent is No. 1,168,614.

FOLEY TRICYCLE DEVICE

JEREMIAH C. FOLEY, of New York, has received a patent on a tricycle attachment for use with an ordinary motorcycle, this attachment being readily put in place or detached at will. This attachment consists of a rear axle with pair of wheels, divided in the center to take a sprocket for the final drive. Provision is made for brakes on the drum carrying the sprocket. The attachment has a U-shaped forward extension



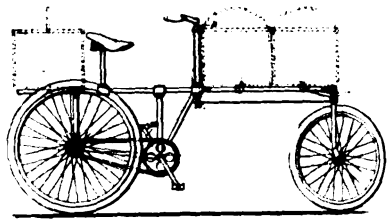
designed to attach to the bottom bracket of the motorcycle, the rear wheel having first been removed, and lugs for engaging with the vertical members of an Indian spring frame. The attachment allows of utilizing the spring frame action of the motorcycle when in place. The patent is No. 1,167,286.

CORNELL, N. Y.

S. C. Stephenson has opened a motorcycle shop at 58 Main street and is now looking for the agency for some well-known make for this territory. Stephenson is a partner in the firm of Stephenson & Co., well-known tradesmen in this city.

BARNES DELIVERY CYCLE

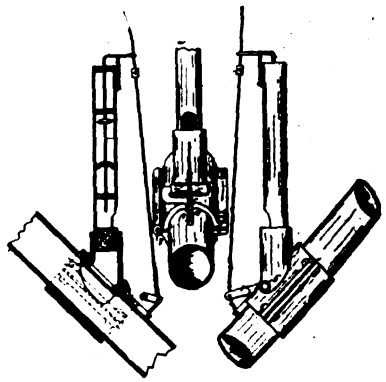
LARGE CAPACITY in connection with a low center of gravity is the end sought after in Patent No. 1,168,995, granted to William Barnes, of New York, the patent relating to a delivery tricycle. The forward



part of the frame is triangular and on this is to be carried two baskets if desired. The steering bars are centrally located with rod connections to the front wheel. The pedal gear drives a live axle as in ordinary tricycle practice. A third basket or box is provided for by a rear platform.

BECKER EXHAUST HORN

AN exhaust signal which can be readily attached to any motorcycle is the subject of a patent granted to Emil A Becker, of Milwaukee, Wis. The exhaust pipe is drilled and the horn is clamped around it. Within the exhaust pipe works a flap valve and within the cylindrical whistle or tube are two mushroom valves designed to regu-



late the tone of the exhaust. A rod designed to be moved by the hand of the rider opens the flap-valve and, moving upward, operates the valves within the whistle tube, thus varying the sound. The patent is No. 1,166,652.

SAN FERNANDO, CAL.

JOB H. SAUNDERS, Harley-Davidson agent at Fillmore until recently, is now in this city, getting a store ready for occupancy. He was burned out in Fillmore a short time ago, and decided to move to larger quarters and a better territory. He will continue the Silent Gray Fellow in this city.

WILLARD IN HANOVER

HANOVER, Pa.—The Willard Storage Battery Co., of Cleveland, O., has established a service station at the premises of the Hanover Storage Battery Co., at 240 York street.

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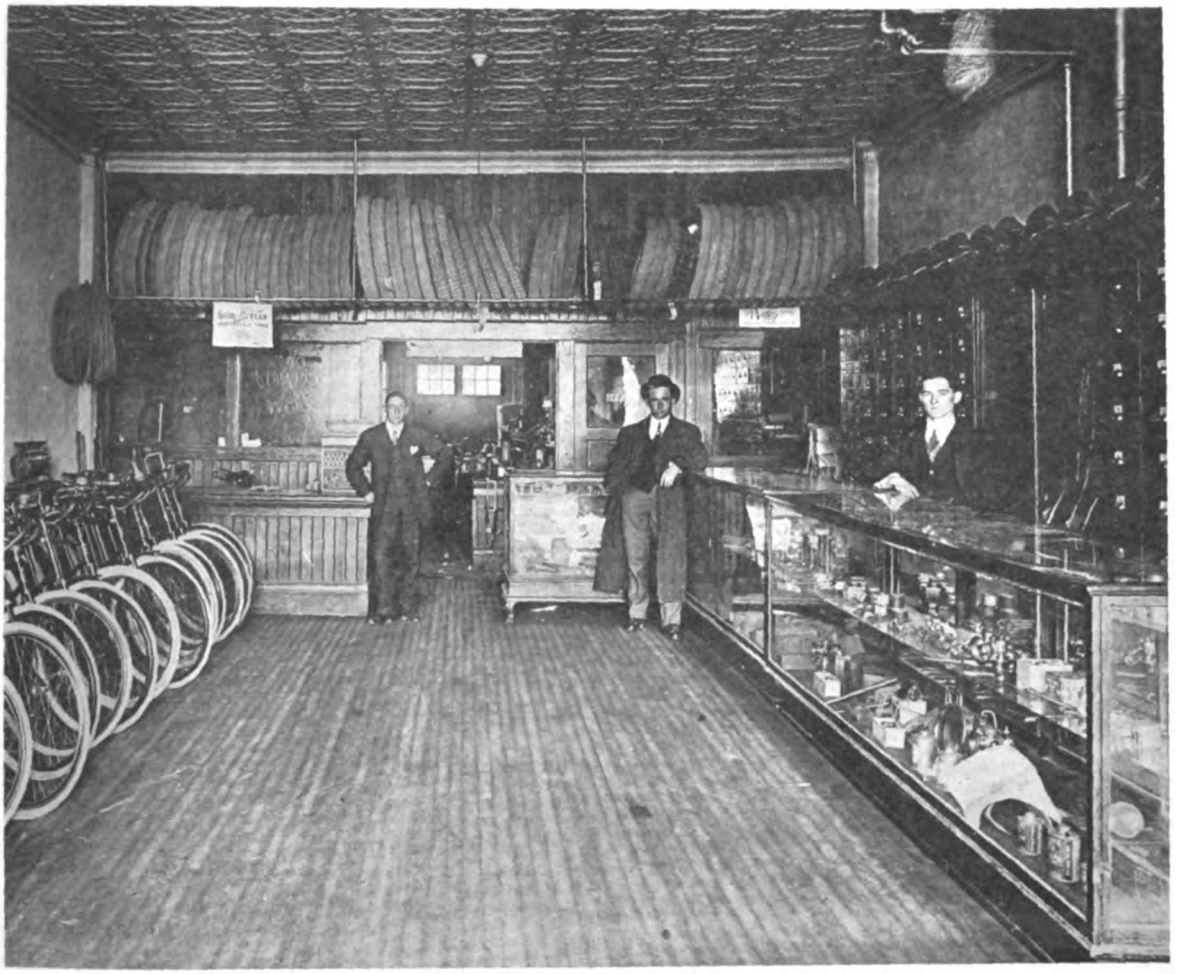
SUPPLEMENT TO MOTOR CYCLE ILLUSTRATED

THE BICYCLING WORLD

FOUNDED 1877

ALL THE BICYCLE NEWS EVERY WEEK

FEBRUARY 3, 1916



INTERIOR OF BOWMAN BROTHERS' BICYCLE STORE IN SASKATOON, CANADA

KEEPING TAB ON YOUR PROSPECTS.—By Frank Hardy

ANOTHER BIG INSTALMENT OF KRAMER'S LIFE STORY

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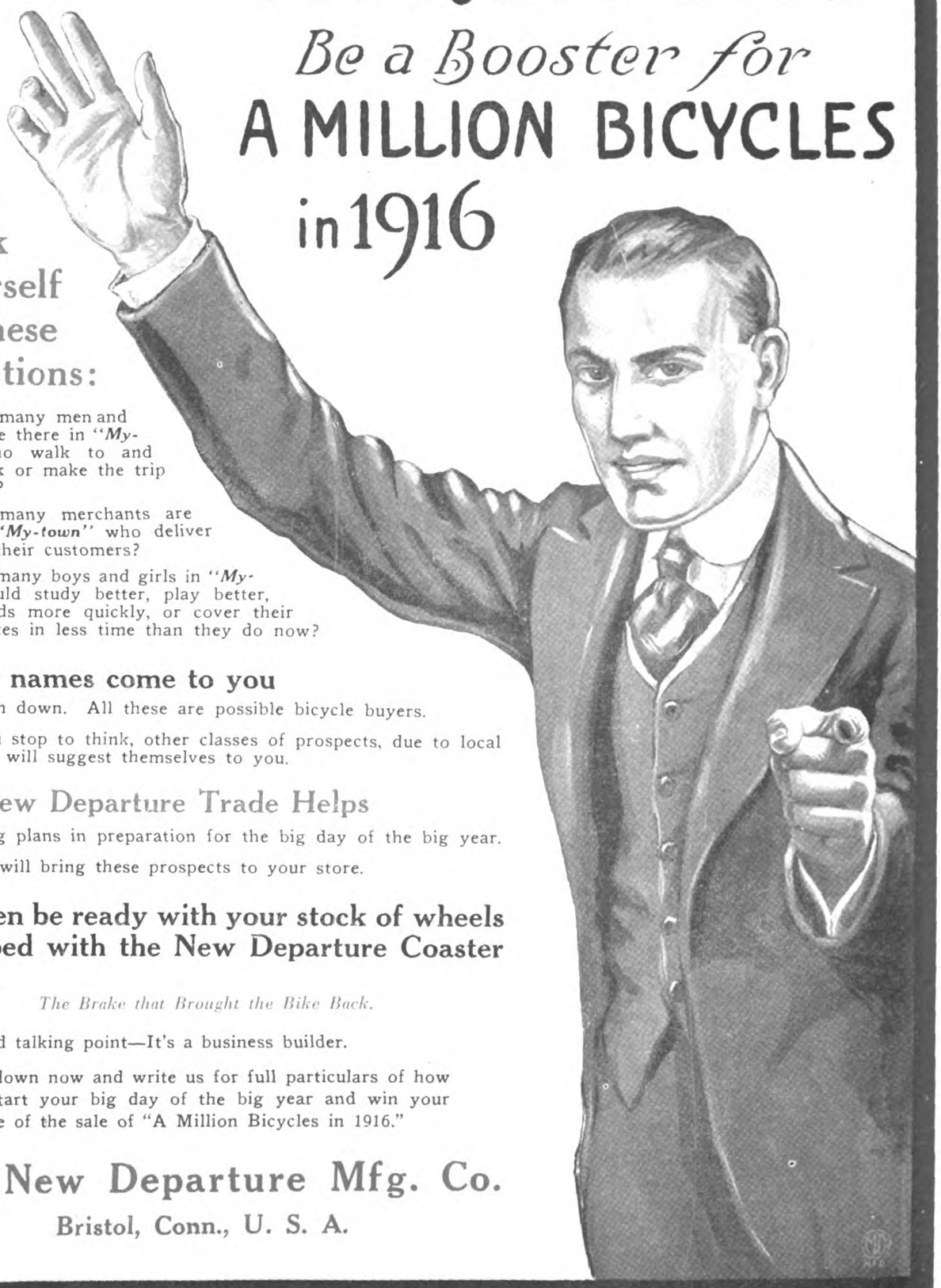
FEB. 29th

BICYCLE DAY *can be* YOUR BIG DAY

Be a Booster for

A MILLION BICYCLES in 1916



First ask Yourself these Questions:

How many men and women are there in "*My-town*" who walk to and from work or make the trip by trolley?

How many merchants are there in "*My-town*" who deliver goods to their customers?

How many boys and girls in "*My-town*" could study better, play better, run errands more quickly, or cover their paper routes in less time than they do now?

As the names come to you

write them down. All these are possible bicycle buyers.

If you stop to think, other classes of prospects, due to local conditions will suggest themselves to you.

Use New Departure Trade Helps

and selling plans in preparation for the big day of the big year.

They will bring these prospects to your store.

Then be ready with your stock of wheels equipped with the New Departure Coaster Brake.

The Brake that Brought the Bike Back.

It's a good talking point—It's a business builder.

Sit down now and write us for full particulars of how to start your big day of the big year and win your share of the sale of "A Million Bicycles in 1916."

The New Departure Mfg. Co.

Bristol, Conn., U. S. A.

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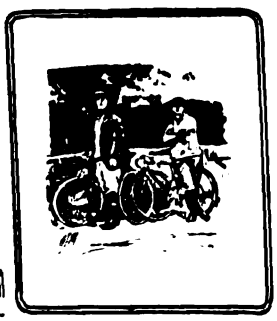
THE BICYCLING WORLD

FOUNDED 1877

DEPARTMENT OF MOTORCYCLE ILLUSTRATED

"ALL THE BICYCLE NEWS EVERY WEEK"



KEEPING TAB ON YOUR PROSPECTS

Every Dealer Should Have Some Record of His Follow-Up Work—The Experience of One Dealer Who Relied on His Memory—a Simple Record System Described

By FRANK HARDY

WHEN your salesman, Jim Brady, goes out to call on prospects is he handicapped by his ignorance of what dealings you have had with your prospects to date? Or does he know to a "T" what has been done to cultivate a prospect and the results so far secured?

If you, Mr. Dealer, have no system of keeping tab on prospects, so that you and your salesmen can follow them up intelligently, then your selling efficiency and that of all the men who work for you is badly crippled.

The necessity of some way of recording the more important details connected with following up a customer from the time that his name is placed on your mailing list until the sale is actually made, is shown by the experience of a Kansas City, Mo., dealer, who is now a booster for system in handling follow-up work.

"A few years ago," he said to the writer, who dropped in to see him recently, "I relied entirely upon my memory to know what had been accomplished in getting prospective bicycle riders interested in our wheels. I thought that my memory was a pretty good one, and regarded any system as being entirely superfluous. But I had a good reason to change my mind.

"One day I sent a man out to see a wealthy prospect living about twenty miles out of the city. He was in the market for two high grade machines which he wanted for his boys. It seemed a pretty sure proposition. Well, my man went out and came back looking rather glum. He told me that the prospect had already bought the machines elsewhere and had notified me to that effect. That certainly was putting one over on my 'infallible' memory! I remembered receiving the letter, but at the time I sent my salesman out I had hooked up the letter with some other prospect. The salesman was away for the better part of the day, and of course his time was a total loss, except that it taught me the great necessity for some sort of system in follow-up work in order to eliminate waste and inefficiency."

This Dealer Can Tell His Salesman Accurately Each Prospect's Status

Lack of knowledge as to the wants of a prospect often proves disastrous. One man may wish to purchase a machine just to carry him to and from work, while another is looking for recreation and exercise. The salesman who is an intelligent business-getter will arrange his arguments to suit each particular case. If he is not posted beforehand he may find himself talking along lines that will hardly appeal.

A simple recording system will enable a dealer or clerk to aim his sales-making ammunition so that it will hit the mark. It will tell him just what the prospect wants, what has been done in following up and the results so far produced.

Suppose a good prospect decided to postpone buying a machine. Without a follow-up recording system, his name will soon slip your memory. With a system you can take note of the time when he will be most likely to purchase a two-wheeler and then continue to follow him up. More active prospects are lost through slip-shod methods of dealing with them than in any other.

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To circularize customers by sending them the same form letter time and again is not only a waste of stationery, printing and postage, but it is also annoying to the prospect, for having read a letter once he does not wish to see it again. With a recording system, you can note down on each prospect's card the form letters which have already been sent to him and also the catalogues.

All that is required of an effective follow-up record is a set of cards, one for each prospect, arranged in alphabetical order. The cards can be made out as follows:

Date.....Form Letters 1, 2, 3, 4, 5, 6, 7, 8.
Catalogues sent .....
Name .....Address .....
City .....Occupation .....
Grade of machine.....Origin.....
Sale made.....By Whom.....
Demonstration .....

The explanation of the items on this card is very simple. It is important to know the date when you secured the prospect's name; this can be marked after the word "date." To prevent duplication in sending out form letters and catalogues, put a check after the numbers following "Form Letters," and mark down the particular catalogues given to the prospect. Though your form letters may not be numbered, you can readily designate each with a number to facilitate matters.

Further Details on Card

The next two lines of the card are self explanatory; the necessity of knowing the prospect's occupation is readily apparent when the dealer considers how much easier it is to shape a sales argument when he knows what the prospect works at. And if the dealer is informed that a prospect is in the market for a high grade of machine, he can concentrate his selling talk on better bicycles and compare the makes he handles with others in the market. It is not essential to fill out the line after the word "origin," unless the dealer has a reason for wanting to know how he secured the prospect's name, some dealers making it a practice to give commissions to fellows that suggest prospects to whom sales are made.

By knowing when the sale was made and by whom it was made the dealer can, after a certain period of time has elapsed, inquire whether the customer wishes to buy a new bicycle, and he can put the same salesman on the trail of the rider. Should the prospect want a demonstration, an appointment can be made with him and the time noted on the card.

The reverse side of the card can be used for "remarks"—the progress in cultivating the prospect can be set down clearly so that any clerk in the store can readily ascertain all of the important facts in connection with following up each prospect.

Simple and Economical

This card system is as economical as it is simple. One thousand cards can be bought for as small a sum as forty cents, while the card holder, such as shown on the dealer's desk in the illustration, is retailed at seventy-five cents at nearly all stationery stores. The various items can be typewritten, unless the dealer wants to invest a small sum by having the local printer set it up. The time spent in keeping up this little system is certainly well worth while, for it enables you to tell where you are at and therefore increases you selling efficiency.

WILL DECIDE SALES TALK CONTEST NEXT WEEK

Judges to Be Appointed by "One Million" Committee Will Meet Next Week and Declare the Contest Winners—New Slogan "BUY A BICYCLE" Adopted—Pamphlet on Promoting Races

BRISTOL, Conn., Feb. 3.—Secretary Chas. F. Olin, of the "One Million Bicycles" committee, announces that the winners of the selling talks contest, which closed last Monday, will be decided next week. The committee that is to judge the contributions will consist of representatives of the cycle trade journals and an advertising agency which is still to be selected. The judges will meet probably on Monday, February 7, in either New York or Philadelphia.

Arouses Widespread Interest

Mr. Olin states that a flood of letters have been received from contestants in every section of the country, and that he was really surprised at the widespread interest which had been aroused by the selling talk contest. The letters contain some of the best selling talks which he had ever read and Mr. Olin expects that the judges will experience some difficulty in deciding on the winners. Basing his opinion on the big success of this contest, the "One Million" secretary believes that dealers will participate in large numbers in the newspaper advertising and window display contests, which were outlined in a recent issue of this journal.

Over 14,000 retail dealers received last week another circular descriptive of the scope of the committee, and nearly 2,700 salesmen who call upon the bicycle trade have been urged to co-operate in the big movement. The responses have been most favorable, and the efficient committee, headed by Chairman H. S. Quine, is redoubling its efforts in order to cover every possible point in making the most of BICYCLE DAY as well as attaining the end so earnestly desired.

The circular, which has been issued by Secretary C. F. Olin, states in brief that work has been started to secure not only in the leading daily newspapers but also in the boys' publications and many of the national magazines, stories which will idealize bicycle riding and articles which will recommend the pleasures and advantages of the bicycle.

"How to Conduct Races"

A complete pamphlet on "How to Conduct a Road Race," has been prepared and this booklet will be furnished to every dealer with a strong recommendation that they will singly or jointly run races of this nature in their city to boost the bicycle. Various contests and window displays have been considered for the dealers and a bulletin will be issued shortly upon this subject, this to be accompanied with full particulars on using such contests and displays to create interest in the dealers' stores, etc.

In this same bulletin there will be information regarding pennants and souvenirs that will attract the boy and which can be obtained at a low figure. An effective slogan for all advertising has been decided upon to give uniformity to the movement, and this slogan is "BUY A BICYCLE."

But the work of the committee has not ended here. A series of illustrations and advertisements to be supplied in electro form is now being prepared, these electros being for the accommodation of dealers who will use them in their advertising for BICYCLE DAY. The range of electros includes those for half and full page spaces. The offer of prizes to clerks and salesmen for writing selling talks on the bicycle will soon be printed and distributed.

CANADIANS AT FRONT HOLD MERRY FEAST

OTTAWA, Ontario, Jan. 28.—Little bits of cheer occasionally drift from that scene of carnage, the Western theater of war in Europe, where the Canadian troops are engaged in a life and death struggle, but the most amusing story yet from the Western front is the report of a Christmas banquet which the 2nd Canadian Divisional Cyclist Corps held within range of the hostile guns. The Canadian cyclists enjoyed the most memorable feast of their lives and the most remarkable feature was the completeness of the affair. The riders not only had a full-course dinner, for which they foraged themselves, but a beautifully printed menu card and toast list was used, and there were many speeches and songs by officers and men.

Copies of the menu card have been received by friends of the cyclists in Canada, and the mementos form a most unusual souvenir from the front. According to the "eats-list" the riders enjoyed the following: Potage de la tyre; Dug-out pies with smoke helmets; Boeuf a la bully; Boiled leg of machine gun with belt dressing; Saddle of cycle; Shrapnel peas (shelled); Hand grenade potatoes; Gas puffs; Red Cross buns and, last but not least, French wines.

NOW SOLE OWNER

AUBURN, Wash.—H. Jorgensen is now the sole proprietor of the Crescent Bicycle Shop, and is also agent for the Excelsior for this city and vicinity. He recently purchased the interest of his partner in the concern.

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TWENTY-SIX RIDERS WILL ENTER THE CHICAGO SIX DAY RACE

Arrival of the Professional Riders in Chicago Last Week. Note the "Masked Marvels"

CHICAGO, Ill., Feb. 2.—The windy city will witness for the first time a corking fine program of outlaw racing—including a six-day grind—which will start on the evening of February 2 and end on February 8. On the first night amateur as well as professional sprint races will be staged. Boxing and wrestling will be a feature of the night's card. Mayor Thompson has already consented to start the cash-chasers who will appear in a half-mile handicap, a three and one mile open.

On the following evening, preliminary to the six-day race, a 72-hour affair, the professional will compete in a twenty-mile open and one mile handicap. The feature will be a special match race between Spears, Verri, Lawson and Cavanagh. This will be a one-mile event. James A. Pugh will start the six-day race at ten o'clock in the evening, and it will continue until the same hour the next morning. On succeeding days the race will be resumed at four o'clock in the afternoon until four in the morning, except on the last day when the riders will appear at eleven in the morning and wind up twelve hours later.

Teams in the Grind

The track is a ten-lap affair; safety devices have been placed at the tops of all the turns. The teams that will appear in this 72-hour grind are as follows:

Swedish-Italian Team—Iver Lawson, Chicago; Francesco Verri, San Francisco.
San Francisco-Newark Team—Percey Lawrence, San Francisco; Jake Magin, Newark.
Kangaroo Team—Reggie McNamara, Australia; Bob Spears, Australia.
New York Team—Geo. Cameron, New York; Harry Kaiser, New York.
Irish-American Team—Martin Ryan, Newark; Lloyd Thomas, Newark.
Italian-American Team—Vincenzo Madonna, Italy; Ernest Ohrt, San Francisco.
German-Bohemian Team—Gus Wohlrab, Jersey City; Joe Kopsky, Bohemia.
Irish-American Team—Charles Piercey, Australia; Frank Cavanaugh, Newark.
American-Australian Team—Peter Drobach, S. Boston; Frank Corry, Australia.
Newark Team—Thomas Smith, Newark; William Coburn, Newark.
Danish-American Team—Norman Anderson, Denmark; Ned Young, Salt Lake City.
Austrian-American Team—T. Grimm; Newark; Rudi-Russe, Austria.

In addition to these teams, a mystery "duo" will make its appearance, the members of which will be known as Max and Mark Marvel. The Newark fans, who having already seen the masked marvels in the group picture shown on this page, declare that the riders are Eaton and Madden, the Newark youngsters, who performed so well in six-day classics last year.

AMATEURS COMBINE AGAINST THE N. C. A.

NEWARK, N. J., Feb. 1.—Amateur bicycle riders who intend to draw away from the National Cycling Association, to the number of forty-two, formed a temporary organization at a meeting held last week at Dave Mackay's Hall in Newark. Every one of these cyclists signed an agreement to stick by the Cycle Racing Men's Union, of America, as well as the Federation of American Cyclists.

The statement reads as follows:

"We, the undersigned, hereby agree to associate with the Cycle Racing Men's Union, of America, and we pledge our hearty support to the said union. Also to abide by and live up to, and support in every manner the rules and regulations of the Federation of American Cyclists." Those who signed follow:

Fred Taylor, Walter White, Steve O'Panowicz, Nicholas Howath, Willie Murray, Phil Shannon, James P. Cobert, H. A. Thatcher, Otto Brock, Eric Paetz, William Keller, Charles Schapiro, Ed Nagel, B. Clark, William Jaroson, Ed Kaiser, Axel Anderson, Gene Marti, Harry Krauttel, Chris Dotteroweich, Joseph Bess, John J. Brennan, Bart McGarrity, William C. Purdue, Jr., A. Chris Cammardo, George D. Chapman, William Leonard, Fred Klug, Arthur Wicht, John Fekosk, R. Vaeth, Herman H. Hintze, Hugo W. Hintze, William Schneider, Eddie Kane, Albert Krushel, Harry J. Horan, Benny Zager, Frank J. Whitney, I. Valentine, John F. Dreher, Jay Eaton, Jr.

Eddie Kane, a member of the New York Athletic Club, was unanimously chosen acting president of the new organization while the following riders were chosen to draw up a constitution and by-laws: Frank J. Whitney, Fred Taylor, Al Krushel, Robert Henderson and Walter White. Another meeting will be held near the end of this month at Mackay's Hall.

DAYTON BICYCLE CATALOG VERY COMPLETE

ATTRACTIVELY gotten up in two colors is the 1916 edition of the Dayton bicycle catalog, issued by the makers, the Davis Sewing Machine Co., of Dayton, O. Beginning with the arch-truss roadster or Model 135, the machines shown are the three-arch truss motor-bike, the racer, the Model 132 motor-bike, the roadster, and the ladies' roadster. The five-year guarantee, which is a feature of the Dayton cycle line, is given a prominent notice.

The fore part of the catalog is given over to the construction of the Dayton bicycle in general. The frame section with its reinforcements is particularly interesting, as is also the spring fork construction. There is a page devoted to the Sturmey-Archer tri-coaster and the Atherton coaster brake and the equipment is clearly outlined. The catalog is a handy size and has attractive covers showing riders of both sexes using the Dayton amid picturesque surroundings.

BICYCLE MAKERS DISCUSS CAMPAIGN

CHICAGO, Ill., Feb. 2.—Prominent manufacturers in the cycle and allied trade met here last week for the purpose of discussing the "One Million Bicycles in 1916" campaign. Ignaz Schwinn, of the Arnold Schwinn Bicycle Co., was chairman of the meeting. It was decided to hold another conference at Buffalo, where a committee, consisting of Messrs. Schack, Vogel and Fogarty, will report on plans for furthering the campaign.

Among those who attended the meeting were P. P. Ohoro and J. C. Blaine of the Excelsior Cycle Co., J. W. Ash, of the Miami; H. M. Huffman,, of the Davis Sewing Machine Co.; A. J. Musselman, of the Musselman coaster brake; J. P. Fogarty, of the Westfield Mfg. Co.; J. E. Vogel, President of the Gendron Wheel Co.; W. G. Schack, of the Emblem; Crosby, of the Toledo Metal Wheel Co.; Charles Lonn, of the Western Co.

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URGED TO PUT SLOGAN IN ALL BICYCLE ADS.

AKRON, O., Feb. 2.—Harry S. Quine, chairman of the "One Million Bicycle Committee," sent out a letter last week to all manufacturers who advertise in trade journals, requesting them to use in all of their advertisements the slogan, "One Million Bicycles in 1916." His letter follows:

Dear Sir:

1,000,000 BICYCLES IN 1916.

You know about the slogan and the campaign now under way to make it "come true." We note that you are advertising and consequently must be alert and aggressive and willing to do things necessary to increase business.

May we make a suggestion?

Why not see that the Million Bicycle slogan is included in all your advertising. That will link you with the campaign and show your interest in it.

We are writing all other trade journals, advertisers of bicycles and bicycle parts, this same letter, and will appreciate your views, or better still, your co-operation in the manner suggested.

Yours for the Million.

HARRY S. QUINE,
Chairman
"The Million Bicycles" Committee.

IVER JOHNSON MAY HAVE EXPORT MODEL

FITCHBURG, Mass.—The Iver Johnson's Arms & Cycle Works, of this city, is figuring on a bicycle for export, acoording to latest reports. This machine will have its parts interchangeable with those of European makes, it is presumed, but definite details are not as yet forthcoming.

BURTON RENEWS CONTRACT

FORT WORTH, Tex., Jan. 31.—The Burton Supply Company has renewed its contract with the A. O. Smith Co., to handle the Smith Motor Wheel for 1916. The Burton company has signed for seventy-five of the motor attachments. In Dallas, George Hoehn will again represent the motor wheel.

NEW MOTOR WHEEL DISTRIBUTORS

MILWAUKEE, Wis., Feb. 2.—Johnson & Meyer Company, of Memphis, Tenn., has taken on the agency for the Smith Motor Wheel and will also distribute the bicycle boosters in the States of Tennessee, Louisiana, Mississippi and Alabama. This company is said to be the largest wholesale bicycle house in the south.

MOTOR WHEEL FOR JAPAN

MILWAUKEE, Wis., Jan. 28.—Contrasting the use of the Smith Motor Wheels in Alaska where they are beginning to replace dogs on sledges, the Motor Wheel is being prepared for adaptation to rickshas in Japan.

The American manufacturer of the ricksha tricycle has already sent a representative to the Orient, who has made extensive connections with dealers there; following the footsteps of the representative is an export Motor Wheel salesman also closing up dealers. The ricksha manufacturer, who is not ready for formal announcement as yet, and the Smith Company feel confident of a big sale of their products to the little men and women of the East.

"INLAND EMPIRE" AGAIN TAKES TO BIKE.

SPOKANE, Wash., Jan. 31.—Sales Manager Overman of the Spokane Cycle & Supply Company is most optimistic over the prospects for a big bicycle season in the "Inland Empire." Quite a number of Spokane dealers who discontinued the handling of bicycles last year have again taken up the silent two-wheeler and are placing substantial orders.

The Spokane Cycle & Supply Company unloaded a carload of machines during the past week consisting of Miami, Flying Merkel, Racycle and Hudson bicycles. The greater portion of this shipment is now being sent out to sub-dealers. This concern has found a strong demand on the Indian bicycle and expects to place a large order for early spring delivery.

WHEELMEN CLUB NOMINATES

HACKENSACK, N. Y., Feb. 2.—The nominating committee of the Wheelmen Club has posted the following for officers of the organization during the 1916 season: For president, John C. Hoth; vice-president, Chas. S. Fountain; treasurer, James F. Christie; recording secretary, A. Cotte, Sr.; financial secretary, R. Jahnel; governors, two years, George Thoma, T. J. Blanck, 3rd., G. M. Dell; one year, Wm. Van Wetering. The annual election will be held on Monday night, February 7.

FIRE AT TEN BROECK PLANT

LOUISVILLE, Ky.—The big, four-story plant of the Ten Broeck Tyre Co., at 26th and Courtney streets, suffered a loss by fire last week. The top story was practically gutted and stock and building suffered damage to the amount of $15,000. The semi-fireproof construction of the building and the steel fire doors prevented the conflagration from spreading to the lower floors. The company manufactures motorcycle and automobile casings.

FILES STATEMENT

LOUISVILLE, Ky., Feb. 2.—Emery McCurdy, president of the McCurdy Mfg. Co., dealers in bicycles, sporting goods, sewing machines, etc., has filed a statement in connection with the recent bankruptcy proceedings. The Davis Sewing Machine is the largest unsecured creditor with a claim of $2,300. Unsecured liabilities are placed at $4,348.68 with assets of $995.18. George DuRuelle has been appointed referee in bankruptcy.

TAKES DAYTON MOTOR BICYCLE.

COLUMBUS, Ohio, Feb. 2.—The L. P. Birkenbach Company, which conducts two bicycle stores in Columbus, has taken the agency for the Dayton Motor Bicycle for Franklin county. The first of the models will be delivered early in February.

VIM COMPANY DISTRIBUTES PIERCE BICYCLES

BUFFALO, N. Y.—John W. Henry, president of the Vim Cycle Hardware Company, of Buffalo, jobbers of bicycles and bicycle supplies, has made arrangements with the Pierce Cycle Company to distribute Pierce bicycles in that territory adjacent to Buffalo. Sales in the district referred to have heretofore been handled direct from the Pierce factory.

The entire territory will be under the direct supervision of Mr. Henry, who is a thorough bicycle man, and he will be supported by a staff of competent salesmen. The staff will be made up of Sam Green, formerly with the New York Sporting Goods Co., New York City; H. W. Georger, who has grown up in the cycle business under Mr. Hendy's watchful eye, and Louis Kronson, who will cover that part of the territory situated close around Buffalo.

A large stock of Pierce bicycles will be carried at Buffalo and prompt shipments are assured to agents, Mr. Henry states, even in the face of a shortage in bicycles.

VETERAN LOWELL CYCLE DEALER PASSES AWAY

LOWELL, Mass.—Leo H. Bacheldor, one of the leading motorcycle and bicycle dealers in this city, died at his home in Lowell, following an operation for intestinal trouble on January 20. The funeral was held from his late home, 11 Albert street, on January 23. Mr. Bacheldor was for many years the Indian representative in this city as well as being a bicycle dealer who entered business in the days of the "ordinary" bicycle. His son, Arthur Bacheldor, who was associated with him in his agency, will carry on the business alone in the future.

DEVELOP A NEW INDUSTRY

In a recent statement on tire materials, the chief chemist of the Goodyear Tire & Rubber Co., of Akron, O., speaks of a new industry which has had rapid growth since its inception. This is the lamp-black industry and its formation was due to the increasing popularity of black rubber.

"In making black rubber the old fashioned lamp-black is used, and since black tires have entered the field, the lamp-black industry has come to the front," says the chief chemist. "Formerly, lamp-black was used only to color paints, polishes and the like. The average paint manufacturer made his own. But since the rubber manufacturers have been purchasing large quantities of it for ues in coloring tires, a great and new market has opened up and lamp-black is made on a much larger scale than formerly."

BIG TIRE SHIPMENT

Appeal Mfg. & Jobbing Co. has just received from the Pennsylvania Rubber Co. a shipment of "Three Star" bike tires, which was the largest single shipment of bicycle tires ever received by a Coast jobber. These are to be distributed in Southern territory alone and another big shipment comes forward for the San Francisco branch to distribute in northern territory.

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A QUINTET OF HAVANA'S SPEEDIEST AMATEUR CYCLISTS

HAVANA, Cuba, Jan. 17.—This city is a very active bicycle town and boasts of a first rate club, known as the Club Azul. Competitions are held the year round, with the result that some speedy cyclists have been developed. Notwithstanding the fact that roads about Havana are far from being ideal, the local riders often go on century runs and pleasure rides. Among the better known riders who have distinguished themselves by their noteworthy performances are those shown in the illustration. All of these use American machines. The cyclists appearing in the layout are: 1—Juan Rodriguez; 2—E. Sampedro; 3—Antonio Villalobos; 4—Amades Forteza; 5—Simon Ferrer.

ACME WHEELMEN ELECT THEIR OFFICERS

NEW YORK, N. Y., Feb. 2.—The Acme Wheelmen have just held their annual election of officers with the results that Harry Kaiser, the six day rider, was elected honorary president, while E. O. Spillane was chosen president. Other officers for the year are: Vice-president, C. Schaab; secretary-treasurer, F. Small; track capt., F. Woisin; road capt., G. Grundig; 1st lieut., F. Fesselmeyer; 2nd lieut., J. Schaefer.

Harry Kaiser will also act on the racing committee, which includes the following men: Geo. Cameron, J. DeBruyn, J. Schaefer, G. Schaab, F. Woisin, F. Miller, F. Small and E. O. Spillane. The sergeant-at-arms is F. Fesselmeyer, and his assistant, H. Nebuhr. Geo. Cameron has accepted the chairmanship of the board of directors.

Starting Sunday, Feb. 7, the members of the Acme Wheelmen will leave their clubhouse, 9 Jerome avenue, at 10 A. M., for their first pleasure run of the season, which will take them up-state. All cyclists in the Metropolitan District are invited to join the affair. Beginning with Sunday, March 7, there will be held a series of cork races for which special prizes will be offered.

CHAMPION HORDER WINS TWO RACES AT SYDNEY

SYDNEY, Australia.—Cycling matters out here are just about as quiet now as they can be. The last professional meeting of the season took place on December 27, Boxing Day, at the Sydney Agricultural Ground. The Australian champion, George Horder, won a mile handicap from forty yards in two minutes and ten seconds on a three and one-half mile dirt track, and also a five-mile scratch race from F. D. Walcott, A. McBeath and A. J. Davies. Walcott was disqualified for switching.

The secretary of the New South Wales Cyclists' Union, Wm. G. Liggins, has enlisted for the Australian Artillery for active service. He has been secretary of the Union since 1907 and has built the amateur cycling body up to a big power in Australia. His successor will probably be the union's present race secretary, Theo. O'Halloran.

FRISCO BOYS CHASE GLOOM AT ANNUAL BANQUET

SAN FRANCISCO, Cal., Jan. 28.—The New Century Wheelmen held their annual gathering and banquet at their club house last Saturday evening. Three popular despoilers of gloom, W. Hammitt, John Coughlan and Al Greeninger, had charge of the affair and they certainly made it a big success.

After a few songs and stories, the cyclists tackled the spread with a wonderful appetite. President Greeninger addressed the boys, after the "eats" had disappeared, on the past and future of the cycling game. Other officers gave brief talks to the thirty fellows gathered around the festive board.

The riders present were: R. A. Greeninger, W. Hammitt, Geo. Drury, John Coughlan, Vic Spence, Roy Bangs, H. Spence, L. Nelson, H. De Brie, C. Saye, Al. Sangalli, W. Thompson, L. Drury, A. Binnetti, A. Filley, R. Kneass, Pap Rhodes, R. Welch, P. Quenelon, Geo. Graner, J. Reyberg, Ad Mooney, Jean Stalker, Wm. Penaluna, Clair Johnson, J. Bertlozzi, M. Castilla, Fat Ross, P. Morgan and Frank Drury. A membership campaign will be started as soon as the racing season opens.

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C. R. C. A INSTALLS NEW OFFICERS

Veteran Riders Fill National Positions; President Paul Thomas Is Given Third Term; Look Forward to Active Year

NEW YORK, N. Y., Feb. 1.—The inauguration of the recently elected national officers of the Century Road Club Association took place on January 26th, in New York City, when the retiring officials met to make a final compilation of the year's performances and to read the various annual committee reports.

The officers for 1916 are as follows: President, Paul Thomas, North Tarrytown, N. Y.; 1st vice-president, D. M. Adee, Brooklyn, N. Y.; 2nd vice-president, E. L. Ferguson, Kansas City, Mo.; recording secretary. S. Segal, New York; financial secretary, R. W. Zarr, New York City; treasurer, John M. Mitchell, Greenwich, Conn.

This is the third term that Paul Thomas will have served as president, having held that office during 1912 and 1913. Mr. Thomas is a charter member of the C. R. C. A. The first vice-president, Daniel M. Adee, has for the past ten years been president of the National Cycling Association, and served in the same capacity from 1905 to 1911 in the C. R. C. A. E. L. Furguson, the new second vice-president, has been connected with the association in various capacities, having been president a few years back. He was one of the organizers of the F. A. M., and is at the present time working hard to establish a division of the Century Road Club Association in Kansas City, where he now resides.

The offices of recording and financial secretary have been efficiently filled for the past five years by Sylvain Segal and R. W. Zarr, respectively. Both of these active cyclists have been the prime movers in the events of the association for the last seven years. Segal has established an enviable record as a rider, having reported more than 25,000 miles and 210 centuries. He hung up a new record for the distance between the Metropolis and Atlantic City, when he covered the ground in 9 hours and 9 minutes.

John M. Mitchell, of Greenwich, Conn., the national treasurer, is an old timer, whose interest in cycling dates back to the nineties. Mitchell is still very much active in two-wheeler events and can be counted on to participate in any of the century runs or pleasure trips promoted by the clubs in the Metropolitan district.

IN LAKE PARK, MILWAUKEE, WIS.

A Pair of Smith Motor Wheel Devotees Halt to Admire Unique Grecian Stairs, Which Are Feature of City's Constructions

SHERMAN DECLARED CHAMPION OF CRESCENT CLUB

BALTIMORE, Md., Feb. 2.—Welby Sherman is the official champion of the Crescent Bicycle Club, having scored the greatest number of points in the ten championship events during the past season. Fred Sanborn, the previous holder of the title, is second, while his brother, Langdon M., finished third. The winner received forty-one points in the series, while Fred Sanborn got thirty-eight and L. M. Sanborn captured thirty-two.

Sherman has been riding in contests for four years. He finished third in the championship competition last year. Fred Sanborn has been riding for seven years and has many remarkable performances to his credit. He is especially good at unpaced riding. For five years L. M. Sanborn has appeared in amateur race, showing his best form last year when he just missed taking the local club title by a few points and secured second place.

C. R. C. OF A. ELECTS OFFICERS AND CENTURIONS

HOBOKEN, N. J., Feb. 3.—The annual election of national officers of the Century Road Club of America, which is now entering upon its twenty-fifth year, was held recently, resulting in the selection of Emile E. Fraysee as president. N. O. Tarbell, of Geneva Lake, Wis., is vice-president, while F. H. Peterson, of Bloomfield, N. J., is second vice-president. The national treasurer is J. G. Schmidt, of Ridgefield Park, N. J., and C. E. Nylander, of New York, is the new secretary.

The state centurions for 1916 are as follows: Henry Wheeler, Los Angeles, Cal.; R. L. Woney, Atlanta, Ga.; A. E. Clausen, Chicago, Ill.; W. G. Heberhart, Madison, Ind.; S. M. Warns, Baltimore, Md.; C. Perreault, Malden, Mass.; E. T. Taborelli, West Hoboken, N. J.; W. Miller, New York, N. Y.; W. Yorke, Philadelphia, Pa.; H. R. Allen, Merrill, Wis.

BELLO CAPTURES RACE

NEW YORK, N. Y., Feb. 2.—Tom Bello won the weekly point race of the Italian Sporting Union last Thursday night, which was run on home trainers. There was a field of seven riders and Bello set up a new mark for the one mile by riding the distance in 1:10 4-5. The former mark was 1:11 2-5, made by Jas. Papesca. Following are the results of the heats:

PRELIMINARY.

Winner.	Time.
1—Chas. Rabbino—Jas. Alfonso	
2—Tom Bello—N. Johnson	1:16⅕
3—C. Zoccola—C. Buscaglia	1:10⅘
	1:22⅗

SEMI-FINALS.

1—E. Mullin—C. Zoccola	1:19
2—Tom Bello—C. Rabbino	1:31⅗

FINAL.

Tom Bello—Elmer Mullin	1:15⅕

SIX-DAY RACE FOR 'FRISCO.

SAN FRANCISCO, Cal., Feb. 1—It is rumored about the city that James Coffrath, a boxing puromoter, plans to hold a six-day race in conjunction with Packey McFarland, toward the latter part of this month. The scene of the grind will be the Municipal Auditorium. The auditorium is one city block square and is a splendid place to hold a six-day classic.

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Fifth Installment

FRANK KRAMER'S LIFE STORY

The First Authorized Story of the Great American Bicycle Champion's Brilliant Career—By Harry Mendel

How Kramer Defeated Iver Lawson for the National Title in 1903, in spite of the prophesies of racing experts.

"IF any one thinks Frank Kramer can beat Iver Lawson and is willing to back up his opinion, he can win $500 of my money any time the two line up. Iver will be the champion, all right. That's a tip for the bike fans and I am not giving the boys a wrong steer!" Thus spoke the late Floyd McFarland previous to the opening of the season of 1903.

He Sang a Different Song

Before the season was over, however, McFarland had a chance to sing a different song. Although Lawson gave Kramer one of the hardest battles the East Orange rider has ever gone through for a championship, "Big Steve" was equal to the occasion and Lawson travelled the road of his predecessors going down to defeat, while Kramer acquired the national cycling title for the third successive year, being then a couple of months shy of being 23 years.

Kramer did more than win the first honors of the land. He was the cause of McFarland's losing quite a bit of his "dough." Kramer and Lawson met in two match races during this season and in each case, Frank showed the greater amount of speed and brains.

"I Expected to Win"

Seated back in a big morris chair last week, fondly stroking his dog, Kramer said: "I well remember the fight Lawson put up for the title in 1903; and though he was ahead of me at times and I won as I expected, it was a hard struggle. Lawson gave me a close fight, but after I got back in good condition, I knew that I was riding faster than he and at no time did I really fear the result. I beat him in the championship races and also in two matches and think I proved to the public that I was the faster rider."

Major Taylor, the colored sprinter, who had always been a big figure in cycling, did not ride in America in 1903, but confined his efforts to the other side of the "pond" where he vanquished foreign stars. Taylor was a wonderful drawing card in Europe and thought he could gather more coin there than he could in this country.

Sunday Racing Not Allowed

The cycling season was not so prosperous in 1903, either for promoters or riders, and the conditions for the championship were not up to scratch. Sunday races were barred at the board track in Vailsburg, which was Kramer's favorite stamping grounds. It was not until Sunday, July 5, that the season really started in earnest and then it was at the Hillside Park turf track, in Belleville, N. J. It was a new page in the history of bicycle racing when the Hillside Park track threw open its gates.

On a track of this sort it was test of daring and strength, rather than speed, that enabled a rider to carry off victory and, in most races, the road riders distanced the sprinters.

Lawson's Friends Depressed

Friends of Kramer rejoiced while those of Lawson, his greatest rival, were depressed by the unexpected happenings at the Manhattan Beach track, on Saturday, September 5, which affected their relative positions in the struggle for the title. Although the championship race which was on was not completed on account of rain, Kramer's chances of retaining the title were greatly increased and Lawson's prospects made faint by what happened in the trial heats.

In the first trial heat, Johnny King and Frank Galvin jumped to the front while Walter Bardgett appeared to be holding back the others. Lawson was back in the pack and could not get through although

Iver Lawson

there were four to qualify in the heat. The race being a five mile affair and a double point race, it was a hard blow to Lawson's expectations for the title.

Kramer's Dirt Track Record

The next day, at Hillside Park just outside of Newark, Kramer virtually annexed the title of national cycling champion. Lawson's defeat was a decisive one and Kramer showed what magnificent form he was in by riding the distance, half mile, in 1 minute flat. This was a record performance for a dirt track.

The "Big Four" faced the starter in the final and as usual Kramer and Fenn declared to team together as did Lawson and McFarland, teaming being permitted at that time. When the whistle blew and the gun was fired, McFarland jumped from the tape with terrific speed and with Lawson on his wheel. Fenn and Kramer trailed in that order. "Mac" kept up his fast pace but Fenn finally came up on even terms with the Californian as the first turn was reached.

Wins by Wheel's Length

On the far turn McFarland dropped away from his partner who jumped to Kramer's wheel. The champion was pulled by Fenn until the back stretch was reached when the "Boy Wonder" quit. Coming into the stretch, Lawson appeared to be on even terms with the East Orange rider. Kramer, however, with a magnificent sprint, came down the stretch with Lawson on his wheel. In the last fifteen yards Kramer put on extra steam and shaking his rival off won by a little over a wheel's length.

When Kramer crossed the tape his admirers "let themselves loose" and for fully five minutes pandemonium reigned supreme. Hats were thrown in the air and the crowd shouted itself hoarse.

Clinches Title at Manhattan Beach

On Monday, the scene shifted once more to Manhattan Beach, and it was on this track that Kramer for the third successive year won the championship of America. He won the title by beating Iver Lawson in the final circuit race of the season, in one of those sensational finishes which marked practically every race in which these two rivals met.

It was in a two-mile race that Kramer and Lawson met and wound up the long list of circuit races that had been running all season. The final rating of the men gave Kramer 62 points to Lawson's 50. The five-mile event, which was ridden right after Kramer had won the title and came about through the postponement on the previous Saturday, resulted in a win for McFarland. Kramer finished second while George Collett was third. Iver Lawson, of course, did not ride, being shut out in his heat on the stormy Saturday.

Some Thrilling Match Races

Outside of these three days in which Kramer won the championship, the most eventful happenings in 1903 were his match races with Lawson, the first taking place at Manhattan Beach on Saturday, August 15. In this race Kramer justified his possession of the national title by winning two out of three heats from Iver. The match was made for $1,000 side bet, and a purse of $1,000 was put up by the management. Needless to say, the track was packed and Kramer was given an immense demonstration on his victory.

Although Lawson won the first heat, Kramer apparently did not worry, as he went right back and took the second and third. The second affair he won by superior jockeying and the third because of superior speed.

How Lawson Got His Heat

In the first heat Lawson managed to win by a length. The distance was a mile.

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BOOST WITH US FOR 1,000,000 BICYCLES IN 1916

Lawson rode from the rear and when Kramer rode high on the bank, Lawson slid down and beat him down the stretch. In the second heat Kramer eased in a winner by two feet, the distance this time was a mile while the last heat at one-third of a mile, Kramer won by just about a foot. Lawson had the lead going into the stretch by a length and appeared to be the winner, but Kramer, coming down the track like the "Empire State Express," drew abreast of Lawson in the last five yards and just beat him out.

A short time intervened when Kramer and Lawson met once more in a match race. This time it took place at Boston, on Friday, August 21. Two heats were ridden and Kramer came out victorious in both. In the first heat, at a half mile, Kramer won by two yards. The second heat was just a mile, and this time Frank was a bit more considerate and led by a yard.

Kramer's Six Day Riding

Kramer laughs when he recalls his six day riding in 1903. "If all the six-day races were like the ones I rode in Providence and Pittsburgh, I would never kick about 'em," he said recently to the writer. "We rode two hours in the afternoon and two more at night; the last day of the race we rode four hours at night. At Providence, teamed with Charley Hatfield, I won first place and in the Smoke Town, with Willie Fenn, I repeated my performance made in Providence, and did not mind the riding in the least."

The cycling season did not get under way in Newark until Decoration Day, and Kramer was beaten in the one-mile race for the "pros," a decisive victory for Iver Lawson, Iver leading Kramer over the tape by an open length. With the ban on Sunday racing Kramer did not have much chance for action and in his next big race was once more defeated. This happened on Saturday, July 4. On this day, Lawson showed his heels to Kramer in a one-mile open race and led the field home in a five-mile open. It was the second time in the season that Lawson led Kramer home.

Lawson Rode Well

It was seldom that Lawson rode as well against Kramer as he did on this day. Although Kramer was right behind him, the Salt Lake City rider showed too much speed and sprinted away from Kramer to the finish.

The following day, Sunday racing was started at the Hillside Park track, and the feature race, a five-mile affair, went to Saxon Williams, better known as "Sax." He was a plugger and the race was just to his liking. Willie Fenn, who gained his first experience on a bike over the New England roads, won the one-third mile race, beat out Kramer and other stars.

BOOST WITH US FOR 1,000,000 BICYCLES IN 1916

Now for the championship—the first race held at Hartford, on July 9, at ten miles went to Kramer with Fenn, Lawson and John Bedell following in order. On the thirty-first at Hartford, Kramer won the five-mile and had the satisfaction of beating out Lawson in this titular affair. A couple of races intervened which Lawson won, and at Manhattan Beach he wrested the lead from Kramer.

Kramer was injured at Providence on August 18 in a bad spill, which occurred in the ten-mile championship race. Kramer went down with Johnny King and John Bedell. Iver Lawson by winning the race see-sawed back into first place. Up to August 27 they were even, when Kramer won a championship race, at a half-mile, staged at New Haven, and went into the lead by two points. Lawson claimed he was fouled, but the judges did not see it that way. On the first day of September, Lawson won over Kramer in a one-mile title race at New Haven and then started the big three-day meeting.

(To be continued.)

TORONTO GOSSIP

PRESIDENT WILLIAM MARR, of the Toronto Bicycle Riders' Association, tendered his resignation because of his enlistment with the 180th Overseas Battalion, but it was not accepted because he will not be leaving Toronto for several months at least.

Partial arrangements were made for the holding of a series of bicycle race-meets at the various military camps near Toronto during the coming summer. Outside of these, it is believed that the most of the bicycle events this year will be held on the road because the Toronto motordrome is being demolished.

Among the latest cyclists who have enlisted are Frank Martin and Joe Ruelins, the latter a Belgian, with the 169th Battalion.

At a recent recruiting demonstration at the 109th Regiment Armories, Toronto, the entertainment feature was a series of bicycle races on rollers.

Elwood Hughes, manager of the Toronto motordrome last summer, has been appointed captain and quartermaster of the 180th Oversees Batallion.

SEGAL'S TROPHIES STOLEN.

NEW YORK, N. Y., Feb. 1.—Cyclists in the Metropolitan district are advised to help locate two silver trophies and a camera, which were stolen recently from the home of Sylvain Segal, secretary of the C. R. C. A., while he was attending the funeral of his mother. One of the cups was the "Cooley Trophy," which was won in 1911 for establishing a record between this city and Atlantic City, while the other was the "Hawkins Trophy," which was given in 1909 for the fastest time ridden at night along the Jerome avenue course in the Bronx. The camera was a folding pocket Kodak, size 3A, with regular lens and carrying case. Secretary Segal's address is 1842 Seventh avenue, New York.

TWO CHINESE RIDERS

TAMPA, FLA., Jan. 30.—Two of the best amateur riders of this city, which is a mighty good bicycle town, are Chinese. One is Tom Kee, whose photo is shown on this page; he has succeeded in cleaning up every race in his class around this district. Tom uses a Columbia bicycle, and so does his brother Ben. The latter won one of the biggest bike races ever staged in Tampa. It was a twelve mile affair and Ben covered the distance in 25 minutes and 20 seconds, beating Tom by just two minutes.

Tom Kee

SELECT DATE FOR BANQUET

NEW YORK, N. Y., Feb. 3.—The Century Road Club of America has selected February 12 as the date for its banquet and re-union, which will be held at the Broadway Central Hotel. Many of the old-time riders and all of the active "Americas" are expected to turn out for this big event. There will be handsome souvenirs distributed among the ladies, and dancing will top off the gayeties of the evening. Tickets can be secured from J. G. Schmidt, 27 Orchard street, Ridgefield Park, N. J.

THORN-PROOF BIKE TIRES

LOS ANGELES, Cal., Jan. 30.—"California Bear, For Long Wear," is the slogan in neat type on the rubber, emphasized by the trade mark of a California bear, the State emblem, on the new special tire which jobber C. L. Smith, of Los Angeles, is getting out especially for the California desert and Arizona riders. The principal trouble the riders experience, particularly on the Arizona roads, is with cactus thorns, and Smith has had this tire built up by the Continental Rubber Company to his special specifications, using motorcycle fabric and giving a tire as near thorn-proof as a bicycle tire can be made.

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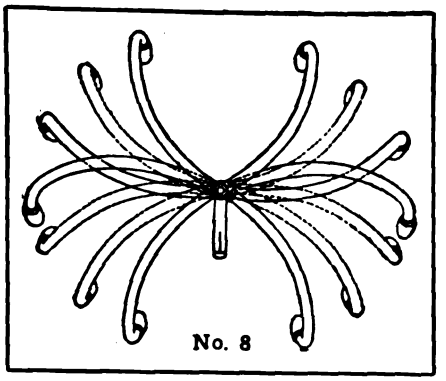
Kelly Handlebars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"A million bicycles for 1916."

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should invariably equip with KELLY HANDLEBARS—the standard of the world. No high-grade bicycle is complete without KELLY ADJUSTABLE HANDLEBARS. With these handlebars, 25 different riding positions are possible. No other bar made allows anywhere near this number of different positions. KELLY HANDLEBARS ARE THE STRONGEST SELLING POINT A BICYCLE CAN HAVE.

They are the ideal bars for racing, distance work, boulevard riding, etc. Adjustable to ANY position.

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due to the generous design and construction—we think it is the best and strongest rat-trap pedal you ever put your foot on.

The No. 4 Standard

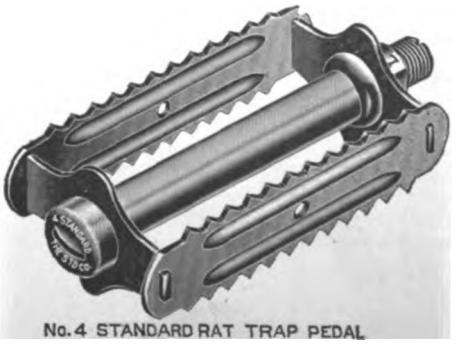
is a big, substantial, motorcycle-type pedal. It stands for the utmost mechanical value.

With a pair of these pedals on your wheel you are equipped with correct, up-to-date foot-holds, fairly representative of our business in the cycle industry.

Our products comprise:

Diamond E Spokes and Nipples for bicycles, motorcycles, tricycles, velocipedes, invalid chairs, sulkies, carriages, cyclecars and automobiles. Pedals for bicycles, tricycles, velocipedes and motorcycles. Toe clips for bicycle pedals. Emergency axles for pedals.

THE STANDARD COMPANY
TORRINGTON, CONN.


No. 4 STANDARD RAT TRAP PEDAL

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You'll have the best arguments in the world at your fingers' ends when you sell ROLLFAST Tires.

You'll boost ROLLFAST Tires—you won't be able to help yourself. Your enthusiasm will get the best of you. You will "Make Rollfast Your Leader" whether you intended to or not. Because it will be only a short time until you realize that in ROLLFAST you have picked a winner—a snappy, powerfully built tire with everything that goes to make big tire sales—and lasting friends.

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Kansas City, Mo., Townley Metal & Hardware Co.
Los Angeles, Cal., Appeal Mfg. & Jobbing Co.
Memphis, Tenn., Johnson & Meyer Co.
Minneapolis, Minn., Hall Williams Co.
New York City, City Supply Co.
New York City, N. Y. Sporting Goods Co.
Omaha, Neb., Lee-Colt-Andreesen Hdw. Co.
Philadelphia, Pa., Geo. C. Miller & Co.
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Pittsburgh, Pa., Sportsmen Supply Co.
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San Francisco, Cal., Appeal Mfg. & Job. Co.
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ARE YOU PREPARED

to answer inquiries and demonstrate this new Rear Car that "converts motorcycle into auto in 30 seconds"? Practical, comfortable and safe capacity for 2 adults and child.

Take Advantage of our Advertising in Saturday Evening Post, Leslie's, Popular Mechanics, etc.

We have a crackerjack offer for dealers in connection with either or both the pleasure or commercial rear car. Get particulars at once—write!

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2 different body types—open; closed panel. Practical, economical for every kind of work, town or country.

A MILLION BICYCLES IN 1916

and a Million Cyclemotor Prospects

A double profit on every bicycle sale for every wide-awake dealer who lines up with this paying line before Feb. 29th

2 CYCLE

HIGH SPEED

Bicycle sales this season are exceeding by leaps and jumps every previous year's record. The "Million Bicycle" Campaign is destined to be a huge success.

And you, Mr. Dealer, can promptly double your season's profits by selling a Cyclemotor to every new bicycle rider. Not only that, but you can also sell to all of your old customers.

There is a vast endless field to cover because the big majority are interested in a light-weight, medium priced motor attachment and the Cyclemotor fills the bill. It is the lightest outfit now on the market and it does not affect the handling of the wheel.

Why not be the Cyclemotor agent in your community and multiply your profits? Booklet "E-2" interestingly tells you how. Particulars sent free upon request.

CYCLEMOTOR CORPORATION

Arlington Bldg. Rochester, N. Y.

SPLITDORF

COMMON SENSE SPARK PLUGS

It's the imported ruby mica that insures the insulation of SPLITDORF PLUGS.

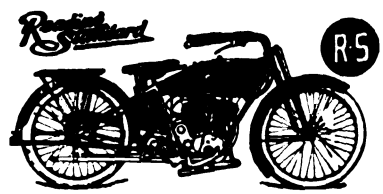
It's their careful design and high grade construction throughout that makes them "outlast the motor."

SPLITDORF ELECTRICAL Co.

NEWARK, N. J.

(All SPLITDORF features are fully covered by patent or patents pending.)

$265



$235

ALL DEALERS KNOW

that when big value shows up all over a machine it costs him considerably less to sell it.

The 1916 R-S is a remarkable combination of high quality and low price. In those few words you have the story of the R-S.

It is not the highest priced, but positively the best motorcycle at any price.

Write us for territory and agent's discounts.

READING STANDARD COMPANY

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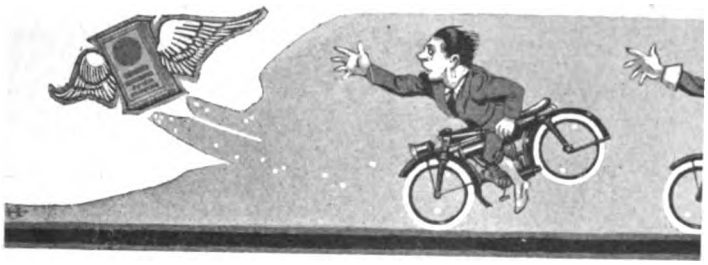

MORE SPEED GREATER MILEAGE ADDED POWER

If You Use The Best Lubricants.

Motor efficiency depends upon the oils you use. America's Leading Lubricants are

HARRIS
TRADE MARK REG. U.S. PAT. OFF.
OILS
AND
GREASES

We have had 31 years of experience making them—the finest Pennsylvania crude as the basis; the most exhaustive tests; unusual care in manufacture. All these things make for Quality.

Progressive dealers will find it profitable to investigate our dealer's proposition.

"A Little Goes A Long Way
And Every Drop Counts."

A. W. HARRIS OIL CO.
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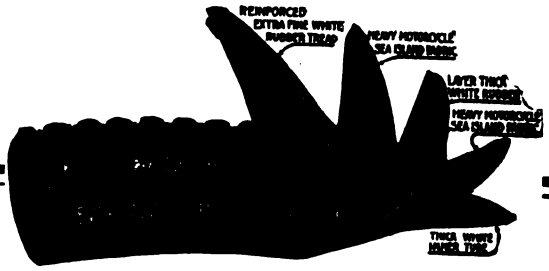
Branch: 143 No. Wabash Ave., Chicago, Ill.



Everlaster

The name "Everlaster" is a significant description of this wonderful bicycle tire: Everlasting in non-skid efficiency, Everlasting in beauty, Everlasting in durability, Everlasting in popularity. That's the Everlaster, the most successful bicycle tire built.

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Kokomo Rubber Company
Kokomo, Ind.

Dealers and Repairmen Need This Tool!

The "CYCLONE" Adjustable Valve Re-seating and Re-facing Tools are indispensable to every repair shop. They are the only adjustable tools of the kind on the market. Only a half-minute to adjust to any size valve and valve seat of a motorcycle. A few turns of the tool give a perfect seat, any angle desired.

Set of two tools, comprising Seating Tool and Facing Tool.....$10

Guaranteed to cut any set of Motorcycle Valves to perfect accuracy.

A card will bring descriptive literature.

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Strength, Speed, Silence, Endurance

These qualities should be present in the chains you buy. And it is just the difference in the QUANTITY of strength, speed, silence and endurance between other chains and

"The Coventry" Chain

$1 A FOOT

that makes it cost more to buy—but infinitely less to USE.
Think this over.

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The choice of the experienced rider is

PREST-O-LITE

The Only Practical Light for Motorcycles

The best Road light at the lowest cost. Simple, sturdy, absolutely reliable and highly convenient. Send for literature.

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The World's Largest Makers of Dissolved Acetylene
Prest-O-Lite Exchange Agencies Everywhere

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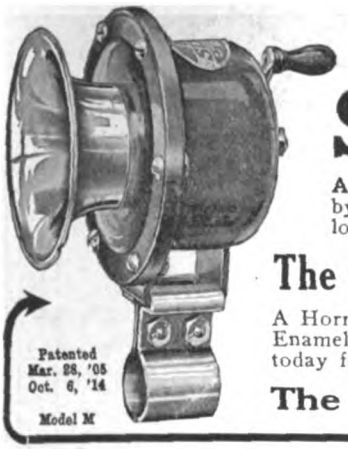

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A powerful, commanding warning signal—the surprise in Mechanical Horns. Operated by touch of hand—turning either to right or left—for short low or sharp blast—or for long continuous sound same as a motor driven Horn to demand attention and right of way.

The Only Hand Operated Horn With the Motor Driven Sound

A Horn to be used—a Horn to be proud of and guaranteed for 10 years. Finished in Black Enamel with Nickel Bell. Universal Bracket for attaching to frame or handle bar tube. Write today for printed matter.

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The SCHEBLER CARBURETOR

America's Standard Supreme through Merit

THE HEART OF THE MOTORCYCLE

WE EQUIP

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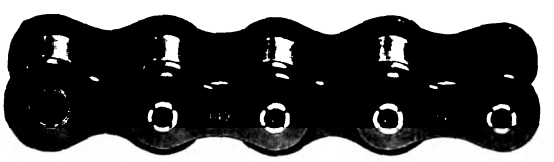

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Actual service has proved Diamond Motorcycle Chains (No. 149) to be dependable under any and all normal service conditions.

Built extra heavy, with rollers of special alloy steel which positively DO NOT BREAK, the No. 149 motorcycle chain will give you the very best of satisfaction.

Your dealer or jobber has No. 149 in stock.

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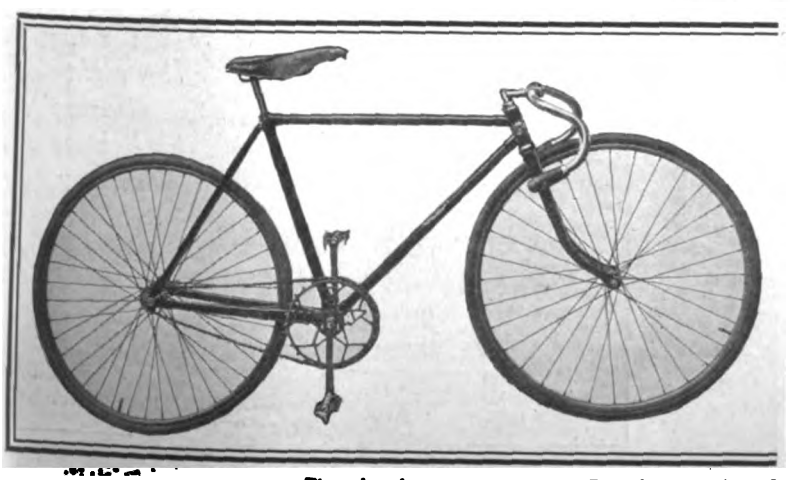

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Special Track Racer

The most perfect racing bicycle made.

Highest grade materials and equipment used throughout.

Its many important features are appreciated by practically all racing men, the world over.

Send for catalog.

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High Street Worcester, Mass.

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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Up-to-date
Standard Motorcycle Threads Have Not Changed
Stevens & Co.
375 Broadway
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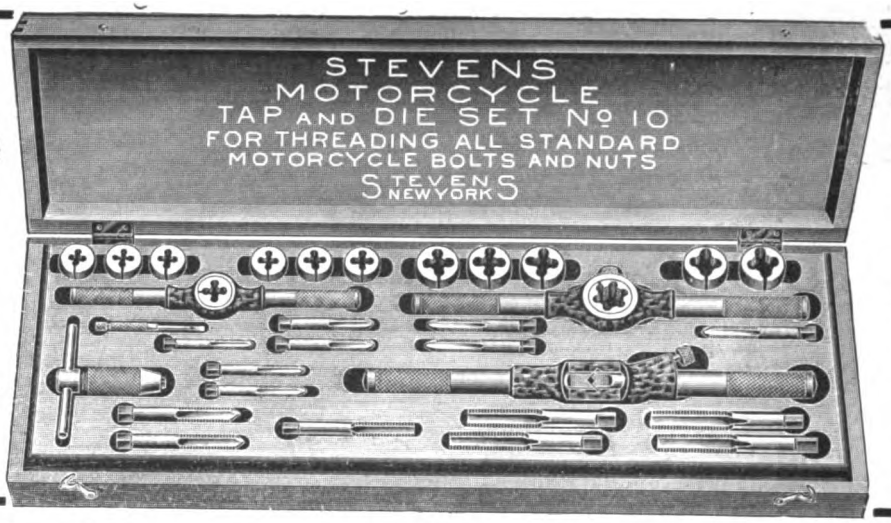

All Standard Motorcycle Threads
Contains
2 Die Stocks
2 Tap Wrenches
13 Large Adjustable Dies.
15 Taps
Each Tool Fully Guaranteed

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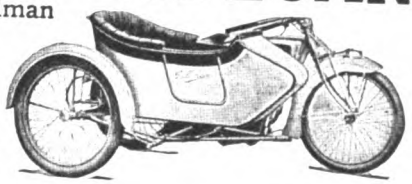
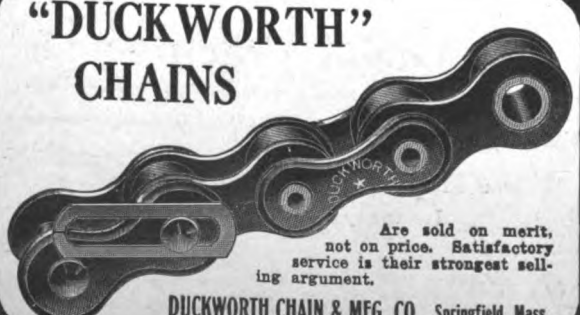
THE HARRY SVENSGAARD SALES CORP DETROIT
The One and Only Real Coach Built
SIDECAR
Compare the luxurious elegance of the Pullman with any other sidecar built.

Harry Svensgaard Sales Corporation
471-473 Woodward Ave.
DETROIT, MICH.

RENOLD CHAINS
8198—8199
The lightest chains for the breaking strength obtained on the market. Renold Chains Are Holders of More World's Records than any other.
A Century in Business
PETER A. FRASSE & CO., Inc.
Canal and Sullivan Sts. New York

Select A
WRIGHT SPARK PLUG
For Insuring Reliable Ignition
There's a good reason
Used as **regular equipment on the 1916 models of**
HARLEY-DAVIDSON
N. Y. MICA MFG. CO.
Auburn, N. Y.

MASCO

Expert Repairs
Most modern repair shop in existence. Equipped for reboring cylinders, overhauling, reenameling and rebuilding all makes of motorcycles.
BE PREPARED FOR THE 1916 RIDING SEASON
Send work at once for estimate, prices right, work guaranteed.
MOTORCYCLE ACCESSORIES CO., St, Paul, Minn.

"DUCKWORTH" CHAINS


Are sold on merit, not on price. Satisfactory service is their strongest selling argument.
DUCKWORTH CHAIN & MFG. CO., Springfield, Mass.

PROFIT BY THIS
Make riding by night a pleasure by lighting your way
with a **20th Century** *Lamp*
They light the way for thousands of bicyclists and motorcyclists, who, from choice or necessity, ride by night. Every user a booster, proof-positive of the satisfaction they give.
We Are Boosters for "One Million Bicycles in 1916"
20th Century Mfg Co
41 Warren Street New York

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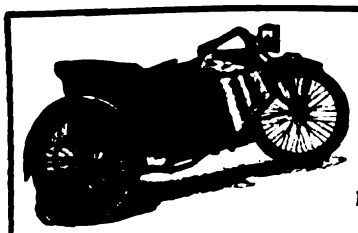

ALL STEEL **Rogers** SIDE-CARS

Four Models for 1916

Live dealers write for terms and territory

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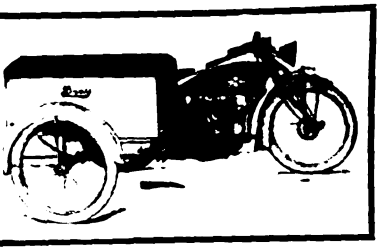

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agency proposition is all ready. Dealers write or wire.

A Quality Bicycle

at a reasonable price, regular and service models, with one-piece and two-piece hangers.

Pierce Cycle Company

Buffalo **New York**

Berling Magneto

This "S" type will carry the motorcycle maker to Success because it will carry the rider to his destination.

Ericsson Manufacturing Co. 1116 Military R'd, Buffalo, N.Y.

The Oldest Supply House in America

FREE

You can't be up-to-date without it.

Write today to

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LOS ANGELES, CAL.

NATIONAL Motorcycle and Bicycle Spokes

We are selling several of the representative motorcycle and bicycle manufacturers, as well as some of the largest jobbers in the country.

For Motorcycles—.135 x .110 and .130 x .100. Made of high grade wire, either hand buffed or regular bright nickel finish. For Bicycles—.092 x .072; .080 x .060; .072 x .056. Furnished in National hand buffed or regular finish. Finest grade of wire. Rust-proof!

The National Screw and Tack Co.

Cleveland, Ohio

No. 428, Price Complete, $5.50 Including Footrests

No. 150 tandem to be used on rigid carriers, the price includes one pair foot rests.

Retail Price Complete $5.50

Dealers and Jobbers, write us for our new Proposition.

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Motocycle and Bicycle Supplies

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Catalogs now Ready

No. 60 Motorcycle Supplies
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The most complete books of their kind ever issued.

FREE TO DEALERS

who write us on their letter heads or enclose their business cards. Ask for our Bargain Books, too.

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Federal Rubber Manufacturing Co. - Milwaukee

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Motorcycles a specialty. All work guaranteed. Large accommodations for storing motorcycles and sidecars at low rates.
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DAYTON MOTORCYCLES
Parts for DAYTON and DE LUXE
Repairs and Supplies
DRISCOLL & JEANROY
209 W. 126th St. New York.
'Phone, 3352 Morningside.

OILS SUPPLIES
J. C. FOLEY
Agent for INDIAN MOTORCYCLES
Repairing Storing
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HARLEY-DAVIDSON
M. J. GOLDMAN
All Makes of Bicycles—Expert Repairing.
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Uptown Indian Headquarters
Parts and Accessories
Cash—Installment—Exchange
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Harley-Davidson Sales Co.
Distributing Agents for
HARLEY-DAVIDSON MOTORCYCLES
533 West 110th Street, Near Broadway, New York
15 So. Lexington Ave., White Plains, New York

HENDERSON MOTORCYCLE COMPANY
New York Branch: 227 W. 106th St., New York
Cash or installment sales handled. Best facilities in New York for storage. Bargains in used machines. Full stock of parts and factory service. Always open.

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Headquarters for lower N. Y. City.
Motorcycles, Bicycles, Supplies.
Expert Repairing—Storing.
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OLIVER'S BRONX INDIAN AGENCY
F. A. M. Repair Shop. Full line of accessories.
The Only All Night Service in the Bronx.
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Expert Repairing. New York Agent for the EXCELSIOR.
Telephone, 8861 Riverside.

AMOS SHIRLEY, 935 Eighth Ave.
INDIAN and EXCELSIOR
Columbia, Hartford and Fay Juvenile bicycles.
Parts for the Indian, Excelsior and Pope.
Repairs and Accesseries.

Exceptional Offer of Choice Seconds
28 x 3 Firestone Non-Skid.....$8.25
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These tires are fresh stock practically perfect, but slightly discolored in spots
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Large Stock of Parts and Supplies. Used Machines Bought, Sold and Exchanged on 5% Basis.
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MOTORCYCLE WORKS
Expert repairing on all makes. Used machines for sale. Agents for Smith Motor Wheel. Service Station. Storing.
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HARLEY-DAVIDSON
Brooklyn and Long Island, 1157 Bedford Ave.; 594-596 Jamaica Ave. Exhaustive line of supplies, repairs, parts; in short, we stock everything for the motorcycle and the rider.
BOB BRAZENOR, Proprietor.

FRANK P. BAKER
BROOKLYN DISTRIBUTOR
Indian Motocycles
1638 Bedford Avenue
Phone Bedford 5297 Brooklyn, N. Y.

1916 EXCELSIOR IS HERE
All models on display.
Full line of Parts—A1 F. A. M. Repair Shop.
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Distributor of
Excelsior-Reading-Standard and Cleveland Motorcycles, Smith Motor Wheel, Crown bicycles and the best accessories.
Two Stores—1080-82 Bedford Avenue, 713 Flatbush Avenue, near Parkside, Brooklyn, N. Y.

Thor Motorcycles
Easy payments. All makes taken in trade.
Full stock of parts. Expert repairs.
B. RUDERMAN
1031 Bedford Ave. Phone Bed. 769

INDIAN
Bicycles and Supplies. Expert Repairing
B. SLOTNICK, 5306 Fourth Ave., B'klyn
Near 53d St. Station Phone 4585 Sunset

WINGES BROTHERS, 1315 Bushwick Avenue, Brooklyn, N. Y., Brooklyn and Long Island distributors for the Dayton; also Indian agency. Expert repairing on all makes of motorcycles. Complete line of supplies. Prompt and satisfactory service a feature of this establishment.

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INDIAN
AND SMITH MOTOR WHEEL
All makes of Bicycles—expert repairing
FLUSHING BICYCLE EXCHANGE
30 MAIN ST. FLUSHING, N. Y.
Phone 498J Flush.

Plaza Motorcycle Exchange
EXCELSIOR DISTRIBUTORS
Parts and Supplies—Repairing by factory mechanics.
Bridge Plaza, Long Island City.
Phone Astoria 1889

D. & D. MOTOR SUPPLY CO.
INDIAN MOTOCYCLES
Phone: 2045 Astoria.
Expert Repairing—Gasoline.
Full Line of Accessories—Used Machines.
Bridge Plaza South, Long Island City, N. Y.

HARLEY-DAVIDSON
Territory—Long Island City to Port Washington on North Shore. Demonstration gladly given.
Full Stock of Supplies—Used Machines.
HORN & McCRACKEN
F. A. M. Shop College Point.

PATERSON, N. J.

W. EDW. MACDOUGALL CO.
Dist. of Harley-Davidson Motorcycles. Drop us a line if interested in second-hand machines.
102 Van Houten St., Paterson, N. J.

INDIAN
MOTOCYCLES
Rebuilt machines. A written guarantee with each machine. Write for details and price list.
JOHN STEELE, 91 Broadway, Paterson, N. J.

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Motorcycle Repairing and Winter Overhauling. Complete repairs on any make.
INDIAN A SPECIALTY. PRICES RIGHT
Work guaranteed. 1916 Indians always in stock; any make taken in trade. All makes of second-hands on sale.
B. A. Swenson, 522 Broad St., Providence, R. I.

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Mt. Vernon Motorcycle and Bicycle Shop
Agents for **HARLEY-DAVIDSON** Reg. P.A.M.
Opposite Proctor's Theatre, Mt. Vernon, N. Y.
We Fix Everything

THE TRIPLER-GEORGE CO.
EXCELSIOR, HENDERSON, and MERKEL Distributors in Capitol District
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CLEAN-UP SALE

All slightly used and rebuilt machines, about 125 on hand, all makes, at unheard of price reductions. A new sheet, full of bargains ready for you. Don't wait longer, don't look any further—we have what you want at the right price. Write today.

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1468-82 Larimer Street Denver, Colo.
Largest Cycle and Motor House in West

Pacific Motor Supply Co., Inc.

A. FREED, Pres.

Jobbers, Importers, Exporters, Distributors

Cycle supplies of every description. We have it—We'll get it—or it isn't made. Visitors to the fairs are invited to make our stores their headquarters.

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Finest Stores on the Coast

TIRES Repaired and Vulcanized

by experienced tire specialists. All work guaranteed. Finest of modern equipment and facilities.

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Brooklyn Store, 1100 Bedford Avenue.
Phone, 8556 Bedford.

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Manufacturers, Agents and Jobbers, Wholesale and Retail. Get Our Catalogue Before Buying Your Supplies.
Dealers, Attention! Send For Our Catalogue and Dealers' Price List.

HARLEY-DAVIDSON SALES CO.
533 W. 110th St., Near Broadway, N. Y.

CASH For any kind of Platinum, Gold or Silver Scrap.

We buy platinum crucibles, magneto points, and precious metals or any jewelry, new or broken. Money sent on receipt of goods subject to your approval. Your goods returned at our cost if our offer is not satisfactory. Reference on request.

Liberty Refining Co., I. H. 431 Liberty Ave., Pittsburgh, Pa.
Established 1899

Are You Looking for Bargains in Second-hand Motorcycles?

Read all the advertisements listed in the classified section of Motor Cycle Illustrated directly below.

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MORE THAN ONCE TWO CENTS A WORD PER ISSUE

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MECHANIC WANTED—Must be thoroughly experienced man, understanding all kind of repairs on all motorcycles. Must have the best of reference; no other need apply. Apply by letter only to Harley Davidson Sales Co., 533 West 110th street, New York.

FOR SALE—At any price, two motorcycles, 1914 two-speed Yales. One single, one twin. If you think you can make a reasonable offer too small to get these try it and see. Both in fine running shape with good tires. R. J. Graves, Hayden, Colo.

TRAVELING SALESMAN to call on motorcycle repair shops, dealers and jobbers with line of motorcycle repair parts and accessories. Unlimited territory. New York men preferred. Address C. M., care of Motor Cycle Illustrated.

INDIANS 1914, electrically equipped, used less than 3,000 miles—$140; 1915 new machines used for demonstrating, $165, insured for $200 to May 1, 1916; will ship either machine via express upon receipt of $25 to pay delivery charges, or send stamped envelope for further details. Otto W. Payne, Box 212, Baldwin, L. I.

A REAL BARGAIN—1915 Indian two-speed, only slightly used. Looks like new. This machine is in first-class condition and can make 65 miles per hour. Will sell for $195. Will ship anywhere on a $25 deposit. Write today if you mean business. Address Lock Box 792, Crystal Falls, Mich.

ANY MOTORCYCLE CYLINDER reground, fitted with new piston and rings, $5. All work guaranteed. Send old piston and pin with cylinder. Muncie Piston Co., Muncie, Ind.

FOR SALE.—1915 R.-S. two-speed twin in A1 condition. Machine has just been overhauled. Tires also in good condition. Will sell for $185. Will ship anywhere on a $25 deposit. E. Clayton Smith, cor. Willow and Main streets, Babylon, L. I.

1914 EXCELSIOR TWIN, brand new tire in front; also has 1915 handlebars. Must sell for $120, or for best offer; a sure bargain. W. A. Buman, Harlan, Iowa.

FOR SALE.—1913 Twin Indian in perfect running condition; any demonstration. Best offer over $100. M. T. A., care Motor Cycle Illustrated.

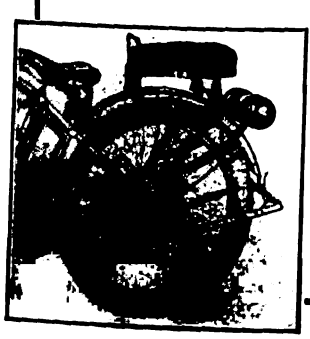
1915 TWIN INDIAN with kick starter, machine and tires almost new. $140. Chas. Grindrod, Belleville, Ill.

WANTED—Complete Auto tire vulcanizing outfit. Must be in good condition. Keystone Tire & Vulcanizing Co., Warren, Pa.

CYLINDERS REBORED, Motors overhauled, Frame and Fork straightening, enameling. All broken cast, aluminum and steel parts perfectly welded. Try our new leakless piston rings and light weight pistons fitted like factory work. All work absolutely guaranteed. Prices right. A. E. Bakeman Motor & Supply Co., St. Cloud, Minn.

CALIFORNIA little suburban farms for sale, suitable for poultry, fruit and garden. Easy payments. Write E. R. Waite, Shawnee, Okla.

Harley-Davidson



For a perfect fit and unequalled comfort get an

F-N

Tandem, complete $10.00
Presto-holder, extra 1.50
Metal tool case..... 1.50

Fentress-Newton Mfg. Co.
DETROIT, MICH.

PATENT YOUR IDEAS

Inventions bring fortunes when protected by good patents. New ideas in great demand. I will get a valuable patent for you and will help you make money from it. Ask about my free advice, or send sketches for free search of patent records.

LESTER L. SARGENT, Patent Lawyer
N. W. Cor. 9th and G Sts., Washington, D. C.

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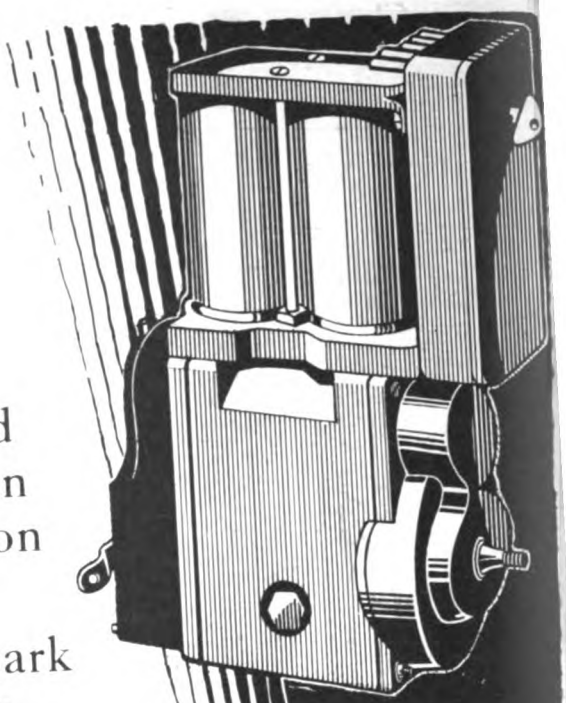
REMY

Means Easy Starting These Cold Mornings



If your mount is a Remy equipped Harley-Davidson Motorcycle you can appreciate the value of perfect ignition these cold mornings.

Think of it—a big, hot snappy spark at the very first stroke of the starter.

For starting, you get the full current from the storage battery which is kept charged by the generator.

The intensity of the spark is independent of motor speed. This means *perfect ignition*.

Thousands of owners of Remy equipped Harley-Davidsons know what perfect ignition and lighting mean.

Remy equipment is the chosen equipment of the most discriminating of experienced motorcycle riders because it stands for genuine all round motorcycle satisfaction.

Remy Electric Company

Factories:
Anderson, Ind.

Sales & Engineering Offices:
Detroit, Michigan

REMY
MOTORCYCLE LIGHTING-IGNITION SYSTEM

105

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The "LEONARD" Prest-o-Bracket

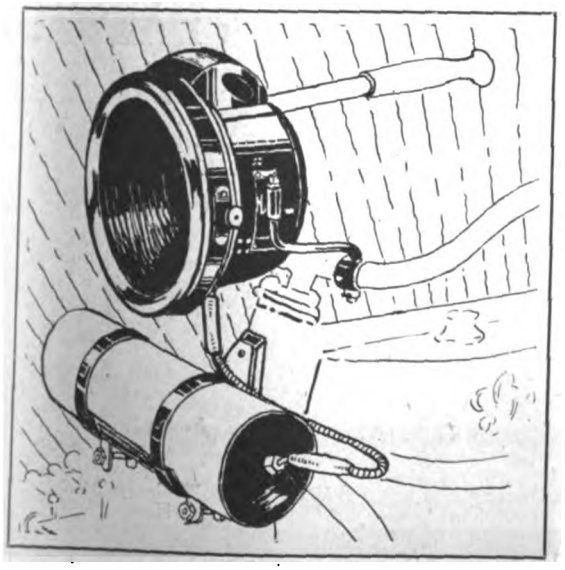
Convenience
Safety
Neatness
Lightness

Every experienced rider knows that the shortest possible connection between the Prest-o Tank and the lamp insures uniform gas pressure and a steady light.

The Leonard Prest-o-Bracket gives you the means of arranging the tank and lamp on the **front** of **the motorcycle** easy to attach, easy to remove or insert tank, easy to adjust gas pressure while riding, and it adds 100 per cent to the appearance of your machine.

No other bracket is as adaptable to all makes or models of machines. The Leonard Bracket is light in weight and cheap in price. It balances easily with the front construction and eliminates all danger of striking the tank should you fall while riding.

The Leonard is yours for $1.00, sent anywhere with a guarantee covering satisfaction, adaptability and serviceability. High nickel finish, $1.50. If you don't like the bracket, return it at once and we will refund your money.



Dealers in motorcycles and accessories should handle this bracket. It sells readily and every rider is more than satisfied. Write for special discounts.

G. A. Leonard Mfg. Co.
Burlington, - - - Vt.

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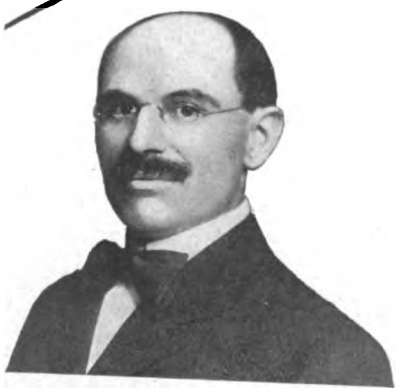
These Big M
Have Put T

Will Olmsted, The Olmsted Co.
Syracuse, N. Y.

Jesse Edwards, Edwards & Crist Mfg. Co., Chicago, Ill.

Rollfast Distributors

Atlanta, Ga., Walthour & Hood
Baltimore, Md., Holland, Baden, Ramsey Co., 25 Hanover St.
Boston, Mass., Hub Cycle Co.
Buffalo, N. Y., Vim Cycle & Hardware Co.
Chicago, Ill., Edwards & Crist Mfg. Co.
Denver, Colo., M. L. Foss
Detroit, Mich., Detroit Cycle Supply Co.
Indianapolis, Ind., Geo. H. Westing Co.
Jacksonville, Fla., McGraw Bros.
Kansas City, Mo., Townley Metal & Hardware Co.
Los Angeles, Cal., Appeal Mfg. & Jobbing Co.
Memphis, Tenn., Johnson & Meyer Co.
Minneapolis, Minn., Hall Williams Co.
New York City, City Supply Co.
New York City, N. Y. Sporting Goods Co.
Omaha, Neb., Lee-Colt-Andreesen Hdw. Co.
Philadelphia, Pa., Geo. C. Miller & Co.
Philadelphia, Pa., Geo. W. Robb
Pittsburgh, Pa., Sportsmen Supply Co.
Reading, Pa., Keyser Fry
San Francisco, Cal., Appeal Mfg. & Job. Co.
Syracuse, N. Y., The Olmsted Co.
Tacoma, Wash., Washington Cycle Sup. Co.
Worcester, Mass., J. W. Grady & Co.
Youngstown, O., Stambaugh Thompson Co.



Geo. H. Westing, Geo. H. Westing Co.
Indianapolis, Ind.

The men whos
pictures are show
here are numbere
among the most sul
stantial and the mo
successful jobbers i
the cycle industr
They distribut
ROLLFAST tires b
cause they realize th
tremendous sale
value of such a lin
as this.

HARWACO

"Billy" Holland, Holland, Baden, Ramsey Co., Baltimore, Md.

John Henry, Vim Cycle & Hardware Co., Buffalo, N. Y.

J. W. Grady, J. W. Grady & Co.
Worcester, Mass.

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...and Others ...eir O. K. on

F. A. Baker, Vice-President
N. Y. Sporting Goods Co., N. Y.

Powhatan Robinson, President
N. Y. Sporting Goods Co., N. Y.

Fast

TRADE MARK

...to last

These men—and others listed here—will put YOU ...n the high-road to a big tire-selling success. They ...ill allot you exclusive territory (if it is still open) ...at will make you the tire-specialist of your city. ...hese tires will give the sort of service that will ...rengthen your customers' faith in you—that will ...ake them come back, and what's more, *bring their ...iends with them.* The variety of treads, the tough-...ess, the resiliency and smooth-riding properties of ...ese up-to-the-minute tires makes lasting friends for ...e dealer who sells them.

Get in touch with one of these men *to-day.*

...ER WORKS CO., 48 Warren St., New York

Keyser Fry, Reading, Pa.

Jake Meyer, Johnson & Meyer Co.
Memphis, Tenn.

Isaac Ecret, Geo. C. Miller & Co.
Philadelphia, Pa.

Geo. W. Robb, Philadelphia, Pa.

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Again DIXIE!

1,000 MILE WORLDS' RECORD FOR DIXIE

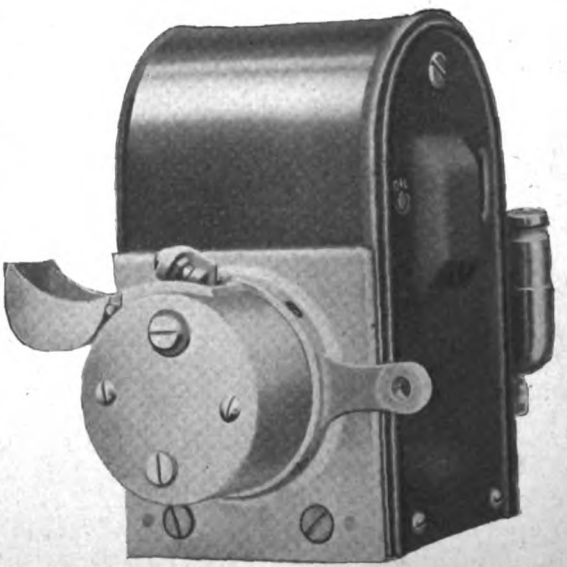
TIME 21h. 3m.

The DIXIE is truly the 20TH CENTURY MAGNETO! More firmly now than ever has the DIXIE clinched its hold upon the dominant position in the magneto field.

"Warhorse Baker" added another world's record to his string when he covered one thousand miles of Australian brush-strewn, jungle-like roads in 21 hours 3 minutes.

What CAN one think of a magneto that keeps up its steady, even ignition-production over one thousand miles of bad roads, through a driving rain most of the way at the average speed of the TWENTIETH CENTURY LIMITED?

We leave it to the trade to judge.



Splitdorf Electrical Co.

NEWARK, N. J.

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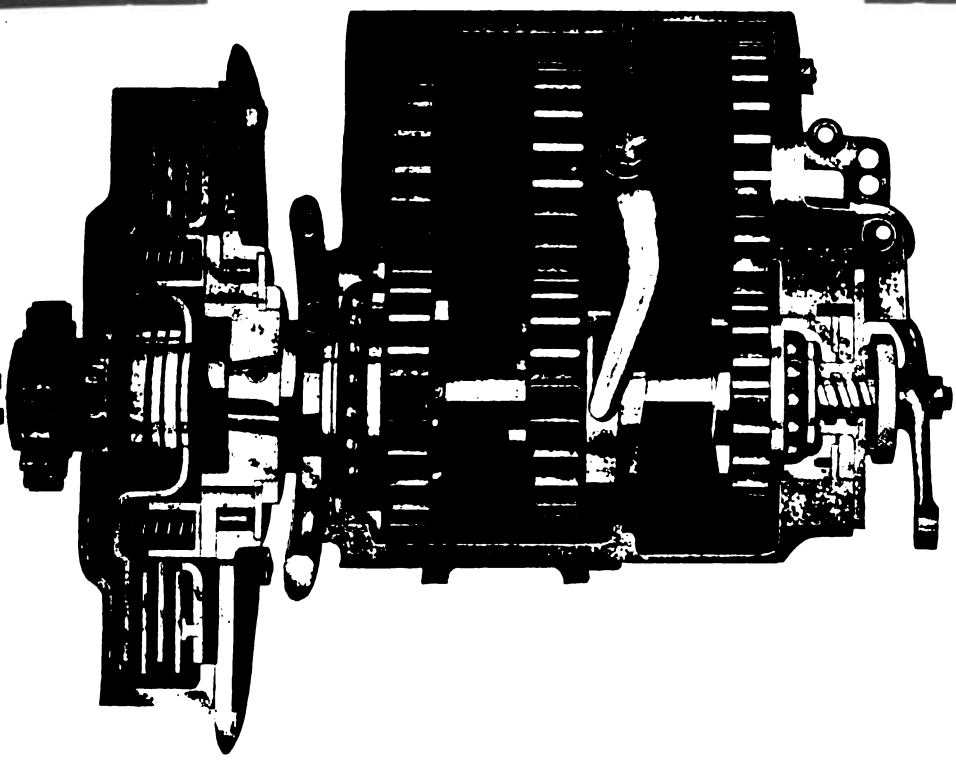
SLIDING GEAR
TRANSMISSION & CLUTCH

Thor Thor



The Thor PERFECTED THREE-SPEED is in a rigid aluminum-housing, securely supported in drop-forged steel-parallels, which form the front part of rear forks. Linked with our new Thor dependable self-locking device it firmly controls the speed changes.

THE CLUTCH of the dry-plate multiple-disc type connected with main shaft of Transmission is controlled from three points:

FIRST by hand lever on left side of tank provided with proper friction.

SECOND by foot releasing pedal on left foot-board.

THIRD by automatic release in connection with setting brake with brake pedal on right foot-board.

This is strictly an Exclusive Thor feature. It will be especially appreciated in congested city traffic, at street intersections, and so forth.

The above type of transmission used on both twin models

WRITE FOR OUR MONEY-MAKING PROPOSITION

Aurora Automatic Machinery Company

General Offices, Thor Bldg., 1307 Michigan Ave., Chicago Sales Offices and Works, 361 W. Superior St., Chicago
Pacific Coast Branch, 61 Fremont Street, San Francisco

For assurance of prompt attention to your wants mention MOTOR CYCLE ILLUSTRATED.

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BLUE STREAKS

GOODYEAR
AKRON
MOTORCYCLE TIRES

On Every Leading Motorcycle

LAST YEAR Goodyear Blue Streaks won every world's record for speed and endurance on track and road.

This year they have won a record that means far more to you.

Every leading motorcycle manufacturer is equipping his product with Goodyear Blue Streaks.

One manufacturer, or several, might go wrong in tire equipment.

But when all with a reputation to sustain unite on one tire, it means that that tire must be right.

And the Blue Streak *is* right, as you will find the first time you use it.

Big and sturdy, easy riding, safe and sure, no tire was ever better fitted to give unusual mileage, to lessen trouble, to increase speed and save power.

You will do well to accept the highest recommendation any tire can receive.

Use Blue Streaks on your old machine. Get them on the new machine you buy.

You can always tell the Goodyear by the beautiful white tread with the Blue Streak on each side.

Any dealer can sell you Blue Streaks. Ask for them, and accept no other.

The Goodyear Tire & Rubber Co.
Akron, Ohio

Mention of MOTOR CYCLE ILLUSTRATED is always appreciated by advertisers.

Digitized by Google

BLUE STREAKS

GOODYEAR
AKRON
MOTORCYCLE TIRES

At Every Leading Dealer's

IS there any possible advantage in selling any other tire than Goodyear Blue Streaks?

You know they hold all world's records, amateur and professional.

You know, they are the standard tire equipment on every leading motorcycle manufactured in this country.

You know that your only reason for selling tires is to build a permanent business and to make money.

Then why should you retard the growth of your sales and the growth of your prestige, by pushing tires that cannot hope to bring you the returns that Blue Streaks will?

Do you suppose that the Motorcycle Manufacturers adopted Blue Streaks by such an overwhelming majority, simply by chance?

Not for one minute. They chose Blue Streaks because they wanted positive assurance of quicker sales and satisfied purchasers.

And you are perfectly justified in demanding the same standards for your business.

Why do you delay another day in writing for the complete Goodyear Dealer Proposition on Blue Streaks?

The Goodyear Tire & Rubber Co.
Akron, Ohio

A *good* deed often means a *good* deal—Please mention MOTOR CYCLE ILLUSTRATED.

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1916—and the

IT'S all around us, this increased confidence in 1916. Yesterday (Feb. 3) we received from the W. E. Wandersee Co., Harley-Davidson dealer in Detroit, an order for five carloads of Harley-Davidson motorcycles and one carload of sidecars. How many dealers would have placed a single order of this size (almost $50,000.00) a year ago? Not many, that's certain.

Business Is Better Than Ever

Harley-Davidson shipments are 44% ahead of last year. Pacific Coast business is way ahead, Southern business is ahead, New England business is ahead, and business in the Middle West was never so good as it is now.

The Reason for It All

People have more confidence in business this year. Employment is steadier, collections are better, and sales in almost all lines are greater.

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New Confidence

The Situation with Harley-Davidson Dealers

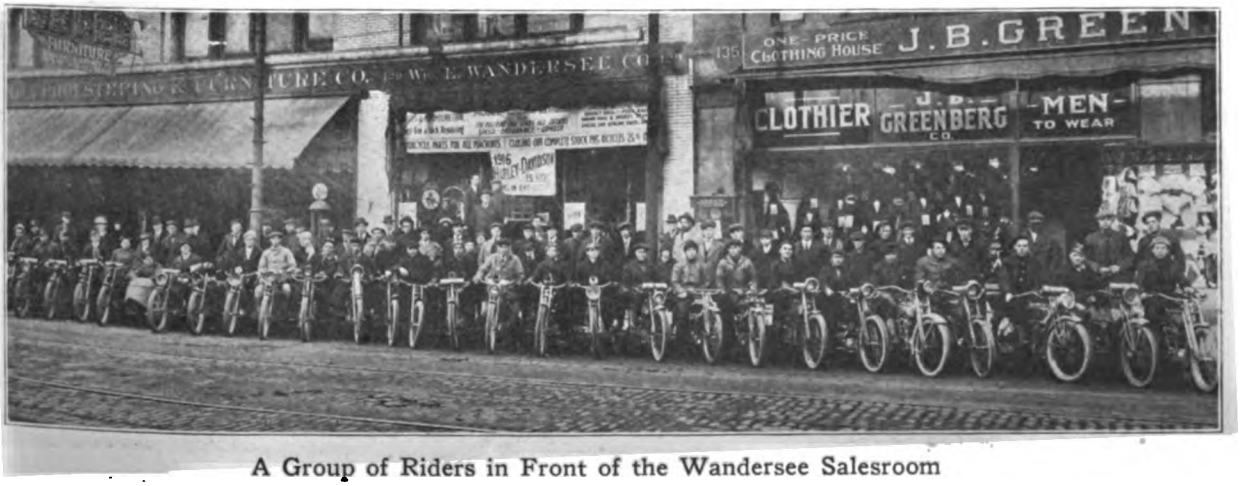
On top of a good season last year, again handling a popular line, and getting prompt deliveries, Harley-Davidson dealers have made a wonderful start this year.

It is an absolute fact that Harley-Davidson dealers are getting the business, and any open minded man in the industry will tell you so.

Some Splendid Openings

We still have several splendid openings in large cities for wide-awake men who are in a position to represent the Harley-Davidson. If you feel that we might have something that will interest you, we suggest that you write to us now.

Harley-Davidson Motor Co.
Milwaukee, Wis., U. S. A.



A Group of Riders in Front of the Wandersee Salesroom

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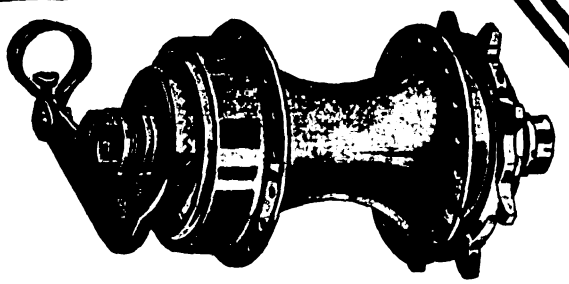
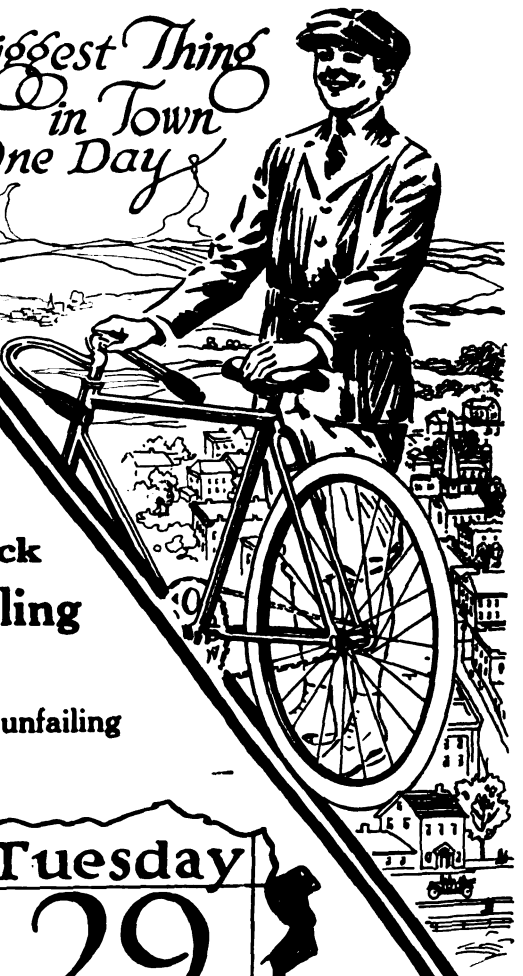


The Biggest Thing in Town for One Day



The New Departure Coaster Brake

The Brake That Brought the Bike Back

is the Biggest Thing in Cycling Every Day

Each succeeding year adds new proofs of its unfailing ability to increase your sales of Bicycles

February 29 Tuesday

Is the Biggest Day of the Biggest Year in the Bicycle Business—It's Your Opportunity

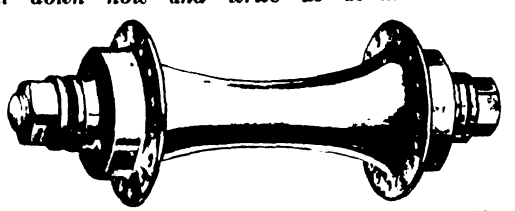
Make that day your starting point in the country-wide campaign

for A Million Bicycles in 1916

Why not order your Bicycles equipped with Guaranteed New Departure Hubs and Coaster Brakes? The greatest talking point for the dealer—the surest safe-guard for the cyclist.

Call on us for New Departure Selling Plans, booklets, posters, folders, signs, etc., etc.

With this combination you're bound to win.
Sit down now and write us about it.



The New Departure Front Hub Always Ahead.

The New Departure Mfg. Co.
Bristol, Conn., U. S. A.

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Are You Prepared?

FEBRUARY

29

TUESDAY

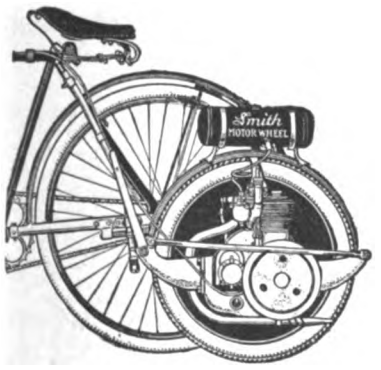
Bicycle Booster Day

BE sure to have a 1916 model Smith Motor Wheel demonstrator attached to an attractive bicycle on your floor, in your window, or in front of your store on Bicycle Day, February 29.

Draw the crowds and start the season **extra** strong with a new bright red "Bicycle Booster" on display.

Order your 1916 demonstrator now for shipment before February 29.

If you are not a Smith Motor Wheel dealer write for our 1916 Profit Proposition to Dealers and prepare to start on that great Motor Wheel and Bicycle Day, February 29.



Smith MOTOR WHEEL

"The Bicycle Booster"

List Price $60, F. O. B. Milwaukee

Fall Right in Line With Our $50,000 Advertising Campaign

FEBRUARY 19, ten days before Bicycle Day, we start our 1916 National Magazine advertising campaign with a **full page** advertisement in The Saturday Evening Post, reaching more than 2,000,000 people. This advertisement will be followed by 6 more in the Saturday Evening Post and supplemented by 49 advertisements in 12 other leading National Magazines, making a total of 56 big Motor Wheel advertisements reaching a total of more than 25,000,000 people that many times.

Be ready when the 1916 Motor Wheel demand comes.

If you are not a Smith Motor Wheel dealer, "Take on" the Smith Motor Wheel agency for your territory now—and "cash in" on this powerful Smith Motor Wheel advertising and selling campaign.

Motor Wheel Division

A. O. Smith Company, Milwaukee

Largest Manufacturers of Automobile Parts in the World.
Motor Wheel Fully Protected by U. S. and Foreign Patents.

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DUCKWORTH Chains

Baker Uses DUCKWORTH CHAINS Exclusively

Over bad roads, through a driving rain, against a terrific head wind, Baker, on a Duckworth **chain-equipped Indian, tore through Australia and smashed** the thousand-mile record in the wonderful time of 21 hours, 3 minutes.

Baker also "busted" his own world's records for twelve and eighteen hours.

Digest this fact: during his entire trip, over unspeakable roads, he made but one repair—changed a valve. Not the slightest sign of chain trouble.

That's Duckworth Performance for You!

Duckworth Chain & Mfg. Co.
Springfield Mass.

DUCKWORTH *The Choice of Record Holders.*

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FLYING MERKEL
Motorcycles

Powerful Speedy Comfortable

The 1916 Models embody a great many improvements and are meeting with an enthusiastic reception by our Dealers.

We still have some good territory open and invite correspondence from live dealers. You will make money if you handle Merkels this year.

THE MIAMI CYCLE & MFG. CO.
MIDDLETOWN, OHIO

For assurance of prompt attention to your wants mention MOTOR CYCLE ILLUSTRATED.

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BE SURE

Insist on ELKHART

Model WP2

MAGNETOS

Of QUALITY and ENDURANCE

Manufactured by

The Elkhart Manufacturing Co.

Monroe, Mich.

Made by EXPERTS with YEARS OF EXPERIENCE in factory equipped specially for MAGNETOS

Catalogs on request

UNLIMITED GUARANTEE

We make nothing but Magnetos.

Digitized by Google

Business of Assured Future

Henderson dealers are reaping the greatest volume of sales in the history of this company.

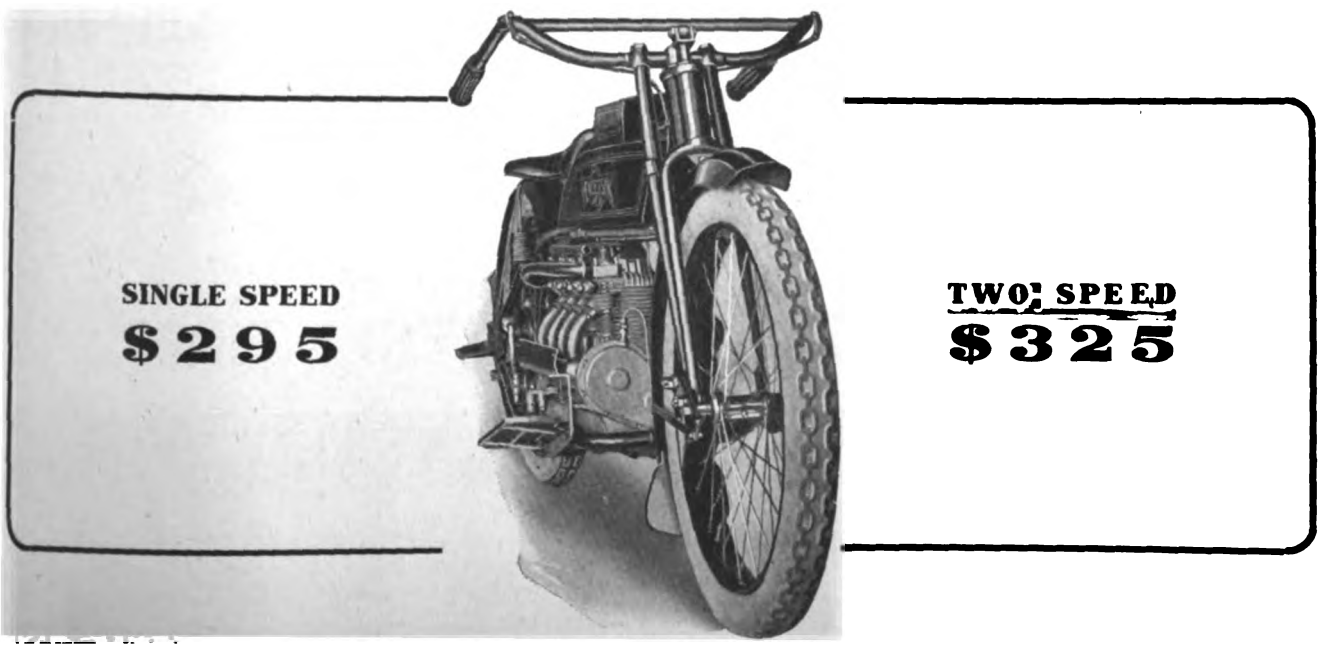
And their business is ***permanent***—the kind they will hold, not a mere temporary spurt of prosperity.

For sales made by Henderson dealers are founded on confidence.

This confidence is the direct result of the riders understanding the advantages of four-cylinder design.

Having once experienced the luxury of power and comfort and responsiveness given by the perfected Henderson "four" motor, they will never be satisfied with less fully-developed types again.

HENDERSON MOTORCYCLE CO., - - DETROIT



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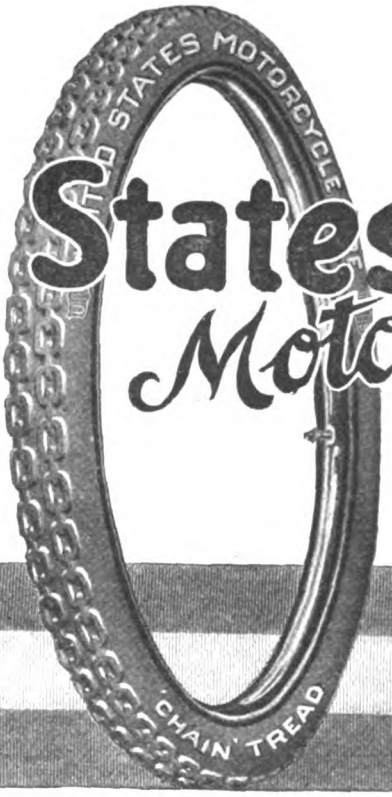
United States Motorcycle Tires



"—Have Carried Me Over 14,285 Miles"

Almost two years of steady use in all kinds of weather—over ice and frozen, rutty roads.

And the tires are "Still in fairly good condition."

There's another example of the reliability of UNITED STATES CHAIN TREAD MOTORCYCLE TIRES.

Use them—

Use them hard.

They're made to stand up under the severest possible tests.

You never have to worry about "Chain" Treads—they are there.

Which is why we get unsolicited letters from motorcyclists saying:

"—— have ridden all makes and find the 'Chain' Tread gives the best service."

Next time you buy a tire—buy a "Chain" Tread.

UNITED STATES MOTORCYCLE TIRES

UNITED STATES RUBBER COMPANY
US
RUBBER SYSTEM
AND ASSOCIATED COMPANIES

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MOTORCYCLE ILLUSTRATED

WITH WHICH IS NOW INCORPORATED
"Bicycling World"

Published Every Thursday by
THE MOTORCYCLE PUBLISHING CO.
13 PARK ROW
NEW YORK

Volume Eleven | February 10, 1916 | Number Six

INDIAN SALES INCREASE IN 36 STATES

Financial Returns From Sept. 1 to Feb. 1 Show 55 Per Cent. Advance Over Same Period Last Season —Motorcycle Business Climbs 51 Per Cent. and Sidecar Demand Goes Up 49 Per Cent.

SPRINGFIELD, Mass., Feb. 8.—With cycle optimism spreading at what may safely be considered a record rate and prosperity forecasts apparently limited only by the availability of manufacturing material, nothing could be more interesting than bed-rock figures on actual sales conditions of today and such data is piling up surprisingly at the headquarters of the Hendee Mfg. Co. When approached by a staff representative of **Motor Cycle Illustrated**, Frank J. Weschler, treasurer and sales manager of the Hendee company, made the following highly significant statement concerning the present Indian motorcycle and bicycle business, as compared with the sales for the corresponding period in the season of 1915:

Big Increase Over Last Year

"In the actual total number of machines shipped from September 1 to February 1, the season of 1916 shows an increase over the corresponding period of 1915 of 51 per cent," said Mr. Weschler, "and for sidecars the figures show an increase for 1916 of 49 per cent. over the business for the same period of last year.

"In the matter of sales, the total business of the company, in dollars and cents, shows an increase of 55 per cent. from September 1 to February 1, over the same period for last year, and an analysis of the sales conditions in the various states of the Union shows that of the forty-eight states thirty-six show a substantial increase.

Where Gains Come From

"It will be interesting to know that the major portion of this increase comes in the manufacturing sections and in the South and Southwest. This is particularly interesting insofar as the South and Southwest are concerned, for the reason that for the past couple of years conditions in those sections have not been too thriving, and it shows conclusively that the South is again coming into its own.

"This means that in three-quarters of the states of the Union the Hendee company is making a very satisfactory showing, even at the time of the year when it is not to be expected that a great deal will be done in actual business, and certainly this can be construed only as a forerunner of big business to come during the spring selling season.

"At the present time there are employed by the Hendee company 2,300 people, including factory and office, with a weekly payroll of $48,000.

"Our business on lightweights has been splendid, and as we are now shipping these models there is no question but that this will give an added stimulus to the lightweight business. The indications point very strongly toward a greater demand for lightweights than we really anticipated ourselves.

"So far as the bicycle end of the business is concerned, we have been immensely

pleased with the way in which the trade has taken hold of the Indian bicycle, and providing material can be obtained and the bicycles built fast enough to meet our requirements, we have no doubt that we can sell double the number of bicycles that we estimated at the time of taking them up.

"A great many of our dealers have already found it necessary to send in reorders for bicycles, and all speak very encouragingly of the prospects, so that with the best part of the selling season ahead of us we feel that we have a right to assume that our bicycle business will go away ahead of our calculations, providing we do not have any difficulty in getting out as many as we will need to meet the requirements.

Foreign Business on the Hop

"Our foreign business has been jumping by leaps and bounds; and by this we do not mean business with any of the belligerent countries. In speaking of foreign business, and in any comparisons of foreign business, we do not take into consideration any business that may have come from any of the warring nations, but have regard solely and alone to commercial business, which has been extremely gratifying during the period of the 1916 season that has been covered up to February 1.

"All in all, we feel very much enthused over the business that we have had since September 1, and the prospects for the balance of the year certainly could not be any brighter. It makes us feel that the slogan, '100,000 motorcycles for 1916,' may not be such a far cry after all."

THOR COAST BRANCH OPENS IN SAN FRANCISCO

SAN FRANCISCO, Cal., Feb. 3.—The Pacific Coast branch of the Aurora Automatic Machinery Co., at 61 Fremont street, opened on January 26, ready for business. There was a full carload of Thor motorcycles and a large stock of Thor parts, but it was not long after Manager Z. Barton declared things started officially, that sales were made. Business has been coming the way of the branch ever since.

Manager Barton is a firm believer in "real service" and is emphasizing this in the new branch. Shipments are made within 30 minutes from the time orders are received.

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HARDEN RODE BUSINESS WAVE TO THE COAST

Westfield Sales Manager Traveled Across Country With Prosperity and Was Deluged With Orders—Outlook for 1916 Sales Is Dimmed Only by the Shortage of Material

WESTFIELD, Mass., Feb. 8.—Loaded down with orders and enthusiasm in about equal parts, and possessed of much inside information concerning general trade conditions throughout the country, Sales Manager L. D. Harden, of the Westfield Mfg. Co., breezed into the company's headquarters a day or two ago after one of the longest and most successful business trips he has ever made. Mr. Harden spent some time in Canada, devoted a good deal of his trip to the Northwest, covered the Pacific Coast territory and also gave the Middle West attention.

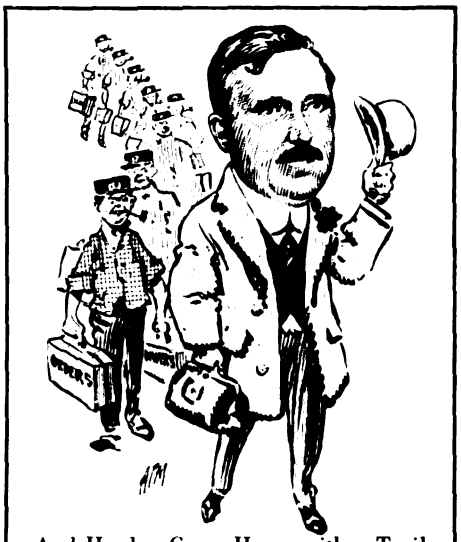
When greeted at the Westfield office by a staff representative of **Motor Cycle Illustrated,** Sales Manager Harden was just in the act of drawing a full breath after his whirlwind trip and although fifty-seven varieties of business demanded his consideration he found time to pass along some of his high-pressure optimism to the scribe.

Just Had to Use Superlatives

"Business!" he ejaculated, with the smile that is becoming as well-known and popular along the transcontinental trade routes as the Westfield company's cycle products, "why, business is so good right at this minute that I can hardly talk about it without using up all the superlatives at my command. Everybody appears to be working, wages are excellent and the buying spirit has struck the country.

"On the way across I got somewhat ahead of the business wave and when I reached the Northwest I found the cycle dealers—for both motorcycle and bicycle lines—a bit depressed. The wave had not yet struck them. A week or ten days later they began to feel it, and now nearly all of them are considerably busier than the proverbial busy bee. The only problem is how to supply them with machines as fast as they can sell them.

"When I traveled down along the coast and through California the wave was just being felt, but before I left there the dealers were up to their necks in business. On a certain Sunday I found that jobbers were telephoning to one another and trying to borrow a few juvenile bicycle models to satisfy their patrons until they could obtain shipments. In some cases the agencies were actually being besieged by both motorcycle and bicycle prospects, and the agents had to procure some machines at any cost.



And Harden Came Home with a Trail of Orders Behind Him

"Folks who have been keeping in touch with business conditions throughout the country will recall that Denver suffered a considerable slump during the last year, general conditions there being perhaps more discouraging than anywhere else in the country for a time, and when I say that Denver is now striking its gait again and looking forward to a big year you will understand that the business outlook really is nation-wide and solid.

The Shortage of Materials

"The only unfavorable angle on the situation," continued the genial Westfield transcontinentalist, "is the shortage of material, particularly of steel. All motorcycle and bicycle manufacturers are feeling this in some degree, and our own estimate of the seriousness of the matter will be understood when I say that we are now booking steel orders for delivery early in 1917.

"Perhaps we should not complain, though, for we have great numbers of motorcycles and bicycles ready to leave the plant and lacking only one or two minor parts. Material is now in hand or on the way for these parts and they will be hustled out without a moment's delay, thereby releasing a lot of heavy shipments.

"Needless to state, our plant is working on a capacity schedule and we have made remarkable progress in spite of the uncertainty of getting the materials we need. Dealers who handle our products may rest assured that the Westfield staff, from the executives to the men in the yard, has but one thought in mind these days and that is to ship just as many motorcycles and bicycles every twenty-four hours as physical endurance and a seasoned and enthusiastic organization will permit."

Turned Down Order for 1,000 Bikes

One of the most interesting sidelights on Mr. Harden's trip was that he felt compelled to refuse a number of orders from new customers who demanded early shipments, in order to protect present patrons of the company. He followed this policy throughout, and in one instance was obliged to pass up an order for 1,000 bicycles.

Mr. Harden's general itinerary was as follows: Montreal, Que.; Toronto, Ont.; Chicago, Ill.; Minneapolis and St. Paul, Minn.; Sioux Falls and Mitchell, S. D.; Miles City, Billings, Butte and Missoula, Mont.; Spokane and Seattle, Wash.; Vancouver, B. C.; Tacoma, Wash.; Portland, Ore.; San Francisco, Sacramento, Fresno and Los Angeles, Cal.; Salt Lake City and Ogden, Utah; Pueblo, Colorado Springs and Denver, Colo.; Omaha, Neb.; Kansas City and St. Louis, Mo.; Chicago, Buffalo, New York and back to Westfield.

CALIFORNIA HUSTLERS TAKE ON CLEVELAND

Live Wire Agents Sign Up to Distribute Lightweight in San Francisco and San Bernardino—Others are Lining Up

LOS ANGELES, Cal.—Aggressive sales activity is going to put the two-stroke Cleveland lightweights rapidly on Californian boulevards this year. Applications for agencies are coming in to the office of the western distributor, in this city, from men who are rated decidedly successful in the motorcycle field. The San Francisco distribution has been taken by C. C. Hopkins and "Happy" Alzina, who have hooked up in a business of their own and opened a store at 32 VanNess avenue, in the heart of the motorcycle district.

The San Fernando representation has been taken by Willis A. Rowe, who it is claimed had the heaviest sales in proportion to the population of any small town agent in the State during 1915. In Los Angeles, the Cleveland store at 203 West Eighth street, has been selling one machine a day. Victor Maple, a well-known old-time rider, who has not straddled a mount in three years, strolled in on February 1, and after taking a short ride, wrote out a check for a Cleveland.

MILITAIRE AND CYGNET TO SHOW AT BOSTON

BOSTON, Mass., Feb. 5.—The Militaire Autocycle Co., Inc., of Buffalo, N. Y., and the Cygnet Rear Car Co., of Buffalo, N. Y., will exhibit their products at the 1916 Boston automobile show, which will open on March 4 in Mechanics' Hall. Among the accessory and specialty firms at this exhibition will be the Brictson Mfg. Co., the Champion Spark Plug Co., the Master Carbureter Sales Co., Platt & Washburn Refining Co., the Silvex Co., Standard Oil Co. and the Texas Co.

PEARSON IS MANAGER FOR NATIONAL COIL

LANSING, Mich.—The National Coil Co., maker of the Midget high tension magneto, announces that C. E. Pearson, former electricial engineer for the firm, has been appointed general manager. The change in Mr. Pearson's status in the company is the result of the recent reorganization of National Coil affairs.

Mr. Pearson is well known in the electrical field as a producer of highly-efficient instruments. His wide experience prior to coming with the National Coil Co., together with the opportunities afforded him for the development of new

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apparatus while engineer for this company fits him for the managerial position.

RUTHERFORD IS GOODRICH SALES MANAGER

AKRON, O., Feb. 5.—W. O. Rutherford is now general sales manager for the B. F. Goodrich Company, of this city. He was, until recently, assistant sales manager, but was advanced to his present position when H. E. Raymond became second vice-president and relinquished the managership. Mr. Rutherford has recently completed his seventeenth year in the Goodrich employ.

W. O. Rutherford was for many seasons manager of the Buffalo Goodrich branch before being called to Akron to assume certain portions of the sales work. He was responsible for the salesmen's school, which has made such a splendid record in developing new material for the field. He had been practically conducting sales department affairs when his promotion came.

EXCELSIOR IS DELIVERING MANY LIGHTWEIGHTS

CHICAGO, Ill., Feb. 5.—The Excelsior Motor Mfg. & Supply Co., of 3703 Cortland street, this city, is making deliveries of the Excelsior lightweight in quantities and is prepared to fill orders for this model as rapidly as received.

The little two-stroke has been thoroughly tried in all parts of the country wherever motorcycles are used and the reports have been uniformly enthusiastic. There was some question about pedals not being fitted when this model was first introduced, but the try-outs have shown that these were unnecessary, as the motors invariably started with the greatest of ease.

SIEBERLING GIVES DINNER TO GOODYEAR MEN

AKRON, O.—C. W. Sieberling, vice-president of the Goodyear Tire & Rubber Co., gave a dinner to 165 Goodyear employes on January 28. The participants included foremen and department managers among others. The dinner is but one of a number which figure in a plan to bring employes in closer touch with department heads and foremen and interest them in educational movements and hygiene.

AUDITORIUM UNAVAILABLE FOR MILWAUKEE SHOW

MILWAUKEE, Wis., Feb. 8.—Finding the Auditorium unavailable for staging its annual motorcycle exhibit, the Milwaukee Motorcycle club has secured the use of premises on Third street, near Grand avenue, opposite the Wisconsin hotel, which affords 8,000 square feet of floor space, and promises to make the local show for the 1916 season even better than last year.

George Melcher has been made manager of the show and is devoting his entire time to the handling of the project, having established his office in care of Emil Kasten, 253 Fourth street.

Reading-Standard Devotees Admiring View Near Pagoda on Summit of Mt. Penn, a Favorite Resort of Riders From Reading, Pa. Good Roads Lead Up This Peak and R-S Testers Try the New Models Out Here

G. Leary, of Western Supplies Co., Thor Agent in Denver, Colo., Demonstrating Pulling Powers of Thor Twin to Customer in Sidecar. Manager Max Hayutin with His Bookkeeper Is in Sleigh. The Five People Rode 75 Miles with Ease

Trio of Indian Sidevan Outfits in Use by The Tribune of Providence, R. I., for Delivery of Regular Editions. Chieftain B. A. Swenson, Indian Agent, Supplied the Rigs. Photo Was Taken in Front of Mailing Room Doors

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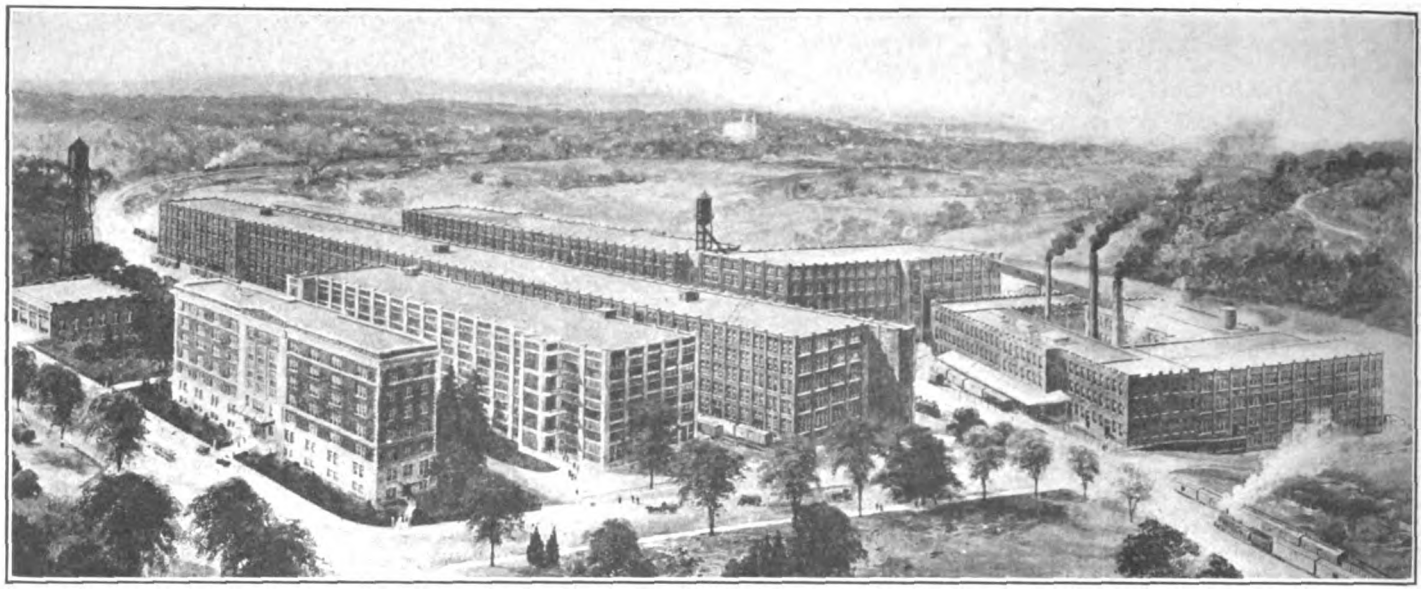
NEW FISK RUBBER COMPANY BUILDINGS ARE MODERN IN EVERY DETAIL



Bird's-eye View of the New Fisk Buildings at Chicopee Falls, Mass., Which Will Be Completed in a Few Weeks

CHICOPEE FALLS, Mass., Feb. 8.—Construction work on the new Fisk Rubber Company plant here is about completed. There are now twenty buildings in the group, and one of these, the new mill building, is one of the largest single buildings of its kind in Western New England. With the new structures the Fisk Company has twenty-nine acres of floor space wholly devoted to the manufacture and distribution of tires.

The handsome appearance of the new administration building is most impressive. It is 50 x 200 feet and seven stories high, built of stone and tapestry brick. Its 7,000 feet of floor space are divided into over fifty private offices, general offices, reception rooms, conference rooms, etc., as well as three dining halls, capable of accomodating 200 people.

The new mill building, constructed of brick and steel, is 108 x 600 feet, and has five stories and a basement. It is not only remarkable for its huge size, but also because of the fact that it is one of the best lighted buildings in this section, over ninety per cent. of its exterior being window surface. Four fire towers afford unusual fire safeguards. This building is connected with other sections of the plant by tunnels and bridges.

The new storehouse is 108 x 300 feet, having five stories and a basement. It is made of reinforced concrete and steel with brick panels. This building is also equipped with fire towers and patent sprinklers. Tunnels, too, are used to form a direct connection with other buildings. A spur tract on the south side of the building will serve as a loading platform for the receiving room. This structure is already complete and in use.

TWO CARLOADS OF ROGERS SIDECARS FOR BECK

NEW YORK, Feb. 7.—Irving Beck, representing the Rogers sidecars in the East, has received two carloads from the Rogers Manufacturing Company's factory in Chicago to date, the first carload being received on February 1. In this load all Rogers sidecars adapted for use with Indian motorcycles have been sold out, while in the second load, which has just arrived, there are 26 sidecars for Indians, fitted with the new Rogers all-ball joint connections.

The all-ball joint connection cars are new, this being the first lot to be shipped for attachment to Indian models. They will fit Indians with battery equipment as well as the regular models. Mr. Beck is desirous of communicating with Indian dealers regarding the Rogers cars fitted with these connections. He can be reached at 1493 Fifth avenue, New York.

GOODRICH ADDITIONS ARE NEARLY COMPLETED

AKRON, O.—The three big structures which have been added to the already large plant of the B. F. Goodrich Company are nearing completion and will be put into service very shortly. The largest, which will be used as a finished goods warehouse, is 320 feet long, 280 feet wide, and has two wings, one six stories high and the other seven stories high. The second largest is 300 feet long and 100 feet wide and will be used for manufacturing and storage purposes. The third building will be used as a machine and pattern shop, and will be five stories high, with a length of 260 feet and a width of 100 feet. All three buildings are of brick with concrete floors, concrete-enclosed girder work and steel window frames and sashes. Elevators and enclosed fire escapes are part of the equipment.

The Goodrich factory now consists of a group of fifty-seven buildings with a floor space of nearly 100 acres. The visitor would walk 3.8 miles in going once around the grounds which these buildings occupy.

RACINE RUBBER CO. HAS 35 PER CENT. INCREASE

RACINE, Wis., Feb. 8.—That the Racine Rubber company enjoyed a year of unusual prosperity is attested in the reports made at the annual meeting held in this city. Sales for 1915 were announced as $3,231,000, as against $2,400,000, the year before, a 35 per cent. increase. It is expected that the company's business for this year will run into the four millions easily, as the opening finds the company working on plenty of orders with a force of 700 employes, which will be increased shortly. The company has plenty of rubber and fabrics on hand.

At a meeting of the board held immediately after the following officers were chosen to serve for the ensuing year: H. L. McLaren, president and advisory manager; Stuart Webster, vice-president, general manager and treasurer; H. C. Severance, secretary and general sales manager; L. T. Vance, general factory manager.

KELLOGG SELLS EXCELSIORS TO SIGNAL CORPS

BRIDGEPORT, Conn., Feb. 8.—Stanley T. Kellogg, the progressive Excelsior distributor and Henderson agent, who has his headquarters in this city, has just placed two electrically-equipped Excelsiors with the Eastern Signal Department of the U. S. Army, for use in connection with the headquarters in New York City.

The machines were ordered by Major Carl F. Hartmann, who is a firm believer in the future of the motorcycle as an adjunct to the army. Major Hartmann is now subjecting the machines to a systematic service test and the performances they have given indicate that another order will be placed in the near future with Distributor Kellogg.

RIDING ON CREST OF PROSPERITY WAVE

MILWAUKEE, Wis., Feb. 8.—The A. O. Smith Co. announced recently that its motor wheel shipments for last month were more than three times as great as those for the same period last year, while the shipments for the fiscal year up to the first of this month had jumped five hundred per cent.

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Mr. Jackson, manager of the Motor Wheel Division, is elated over prospects in all sections of the country. "Billy" Cahn, the New York Sales representative, is turning in at the rate of one contract a day. Among the larger western dealers who have again signed up for the bicycle booster is the Saufley Supply Co., of Kansas City, Mo., which has contracted to sell one hundred of the motor attachments in 1916.

DIXIE STATE RUN SLATED FOR AUGUST 11 AND 12

ROANOKE, Va.—The two-day State F. A. M. run of the Dixie M. C., of this city, from Roanoke to Richmond and return, will be held on August 11 and 12, 1916. This will be the second event of this nature conducted by the club, the initial one having been a one-day affair of 225 miles to Danville during 1915. The state run course covers a distance of close to 450 miles and takes in the cities of Lynchburg, Farmville, Petersburg, Richmond, Charlottesville and Staunton.

E. A. Robertson, Hendee traveler for this section, is much interested in the affair and is of the opinion that it will be a good test of riding ability. He thinks that the chief trouble will be to keep on the correct route between Roanoke and Richmond, but is of the opinion that this disadvantage will be much reduced by the thorough manner in which the club expects to post the course.

CHICAGO AGENTS TAKE BIG CYGNET TERRITORY

CHICAGO, Ill.—Jesse Edwards, of the Edwards-Crist Mfg. Co., Indian distributor, has taken the agency for the Cygnet Rear Car for Illinois, Indiana (except Indianapolis), Wisconsin, and Michigan (except Detroit). He has contracted for 500 of the rear cars for 1916. Mr. Edwards started in following the close of the Chicago auto show on an extensive selling campaign throughout his territory. The first order given the Cygnet Rear Car Co., of Buffalo, N. Y., was for one carload of the attachments.

R. C. Crist, local manager of the Excelsior agency, has a similar territory to that of Mr. Edwards, and has also contracted for 500 rear cars. His initial order was a carload. Mr. Crist, accompanied by Sales Manager Ogden, of the Cygnet Company, paid a visit to the Excelsior factory following the closing of the show, and Mr. Ogden reports that the Excelsior people openly recommended the rear car to Excelsior dealers all over the country.

INDIAN OUTING CLUB HAS A LADIES' NIGHT

SPRINGFIELD, Mass., Feb. 8.—The organization of department heads of the Hendee Manufacturing Company at Springfield, known as the Indian Outing Club, gave a very successful "ladies' night" at the Hotel Worthy in Springfield Saturday night, February 5, entertaining a company of 54 people. This is the second time that the women have been invited to the doings of the club, the intention being to promote good fellowship and let the women in on the good times, in which objects the affair was very successful.

The banquet took place in one of the large private dining rooms, the seating arrangements consisting of a number of small tables instead of a single big one. Healey's orchestra furnished music and vocal selections were rendered by George Dowd, a well-known Springfield entertainer. After the banquet the floor was cleared for dancing, which was enjoyed for several hours. The committee on arrangements was composed of Fred Johnson and J. H. O'Brien.

STOLL COMPANY IS DOING A RECORD BUSINESS

DENVER, Colo.—The Stoll Mfg. Co., of 3232 Walnut street, this city, is doing a record business in its well-known line of Stoll tandems. The volume of business for the three months ending October, 1915, was five times that done in the corresponding period of 1914. January, 1916, business shows an even greater increase, and from the way orders are coming in, the Stoll folks are sure that 1916 will be a record-breaker.

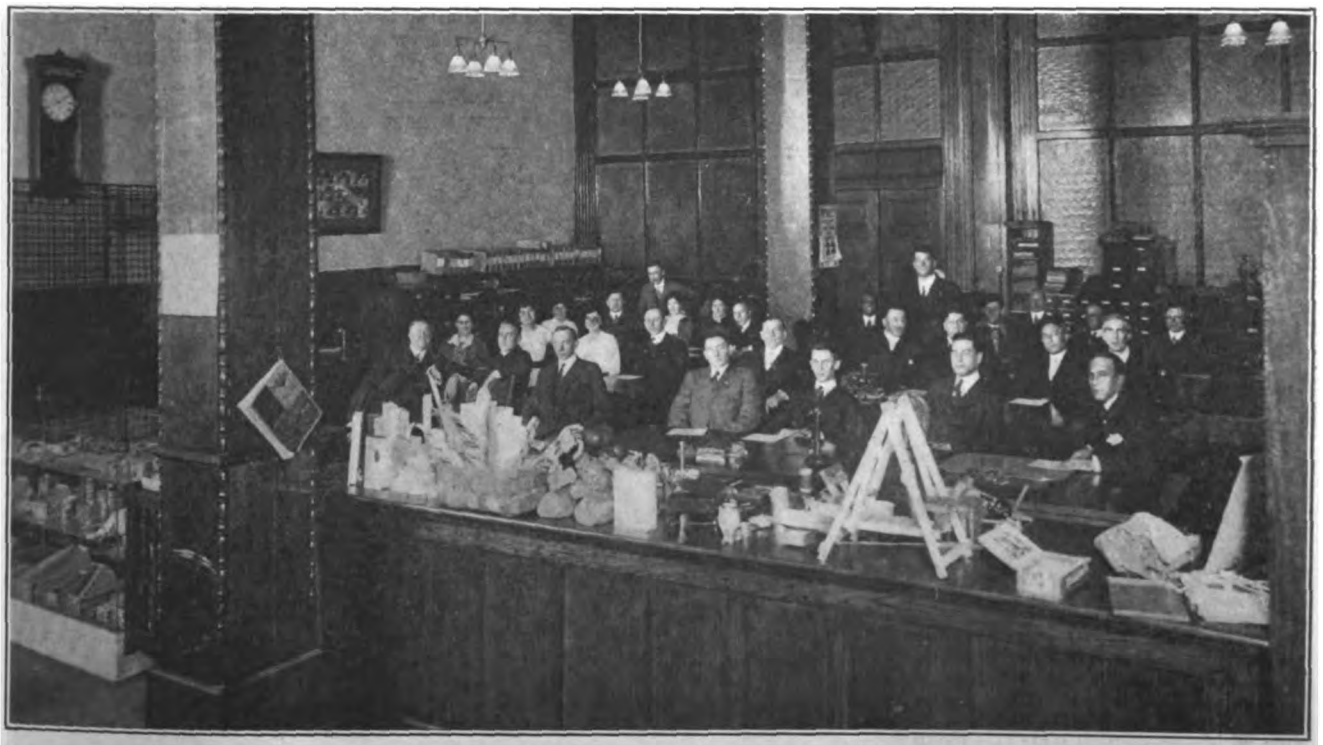
A moving footrest attachment, recently brought out for use with the $10 tandem, is receiving much attention from dealers throughout the country. It sells for $3.50. It is simple in construction and is readily adaptable to 1915 and 1916 tandems. It adds fifty per cent. to the riding qualities for the tandem, which accounts for much of its popularity.

The Stoll Company states that prices on Stoll tandems will probably be increased after its present stock of material is exhausted, owing to the advanced cost of raw stock and labor. Jobbers and dealers are therefore advised to purchase now.

MOTORCYCLE POLICE SQUAD ESCORTS PRESIDENT

KANSAS CITY, Mo., Feb. 8.—The entire Kansas City motorcycle squad, equipped with twenty-seven Indian machines, acted as an escort for President Wilson last week when he delivered his preparedness speech here. The police riders met the President at the Union Station.

AT ANNUAL JOY-FEST IN DETROIT BRANCH OF UNITED STATES TIRE COMPANY



Members of Staff of Big Tire Concern in Michigan Metropolis Participating in Game of Lotto, Which Was Feature of Recent Holiday Gathering Under the Leadership of District Manager W. C. Standish. Prizes Are Arranged on Counter in Foreground

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PERSONS INCREASE LIKELY ABOUT APRIL 1

Due to Ascending Rates on Both Steel and Leather; Factory Operating on Twenty-Four Hour Schedule; Heavy Shipments to Canada

WORCESTER, Mass., Feb. 8.—Owing to the rapid increase in the cost of materials, leather as well as steel, the saddle products of the Persons Mfg. Co. will be advanced in price about the first of April. In answer to an inquiry by a staff representative of **Motor Cycle Illustrated**, President C. A. Persons stated that an increase could not be avoided.

"We use only the best materials obtainable in our saddles," said President Persons, "and no matter how the market moves we shall continue to adhere to that standard of manufacture, which means that we must pay the advanced prices for high-grade material. It would be unfair, of course, for us to shoulder all of this increase and some of it must naturally be passed on. I consider it likely that the increase in our saddle prices will be 15 per cent."

About 20,000 Persons saddles, practically all of bicycle types, were shipped to Canada alone during January and large consignments are still going to the Dominion. Export business in other directions is light, owing to the obstacles with which manufacturers have to contend in sending goods abroad at this time.

Domestic trade is brisk and the factory is working on a twenty-four hour basis. Some classes of material have been held up in transportation, but the factory is now supplied with enough rough stock to guard against a serious interruption in the run of production.

HOLIDAY RACE MEET WILL INCLUDE 4 EVENTS

AUGUSTA, Ga., Feb. 8.—A racemeet will be promoted on the local fair grounds track, on Feb. 22, consisting of four events. A three-mile race will be the opening feature, for which prizes ranging from $3 to $10 will be hung up. The other events will be a five-mile, a fifteen-mile and an Australian pursuit race. For the five-mile affair the prizes will be $5, $10 and $15; for the fifteen-mile, $10, $20 and $30, and for the Australian pursuit race $25 will be offered.

Entry blanks have been sent to all of the more important clubs about Augusta, and a big entry list is expected. Efforts are being made to get Harry Glenn, of Atlanta, to match his skill against M. B. Buford, a crack local rider. The track is in fine shape, being one of the fastest in the State. Entry blanks can be secured from E. W. Watson, 222 McIntosh street, Augusta.

MORE DETAILS ON NATIONAL CAPITAL RUN

WASHINGTON, D. C.—Chairman W. F. Throop of the competition committee of the National Capital M. C., announces further details regarding the proposed endurance run to Philadelphia and return via Lancaster, Wilmington and Havre de Grace. The date has been tentatively set for May 30 and 31, 1916, and the running schedule will be approximately 20 miles per hour.

Several controls will be arranged en route, most of them being secret checks, and riders will be compelled to hold strictly to schedule. At the finish of the run a very severe technical examination of the machines will be made and riders will be penalized for all defects.

ROUTE IS LAID OUT FOR RUN OF JAMAICA CLUB

JAMAICA, N. Y.—Members of the Jamaica M. C. are making arrangements for the spring run to be held on Sunday, May 7. There will be two "sessions" in this affair, the morning one being from the clubhouse to Patchogue via the Merrick Road, and returning by the Wick Road to Deer Park, Wyandanch, Pinelawn, Bethpage Junction, and Hempstead. The afternoon session will lead over Rocky Hill Road to Bayside, Little Neck, Manhasset, North Roslyn, Brookville, East Norwich, Berry Hill, Huntingdon, Centerport, Northside Turnpike, Port Jefferson, Dix Hills, Woodbury and Jericho to Jamaica. The distance is estimated at 225 miles in all. Further details can be had of Hugh V. Mauritho, Jr., care of the club, 447 Fulton street.

WANTS MOTORCYCLE PATROL

YORK, Pa.—District Attorney Hannum, of Delaware County, is strongly advocating the establishment of a motorcycle patrol to protect residents along Bow and Darby Creeks. For some time lawlessness has prevailed in that section and the watchmen detailed to the district have been unable to cope with the situation. Mr. Hannum believes that motorcycle officers can establish order there in a short time.

33 SIGN FOR INDIANA CYCLE SHOW

Show Committee is Circularizing all the Dealers in the State and is Advertising Widely; Many Makes of Machines to be Shown

INDIANAPOLIS, Ind., Feb. 9.—At this writing thirty-three exhibitors have reserved space for the Indiana Cycle Show in this city, which will be held in Tomlinson Hall, February 24, 25 and 26. By the opening of the show the committee in charge expects that the seven remaining spaces will be bought.

The show this year will be more than ever a dealers' proposition, if the work of the committee proves successful. Each dealer in the state will have received, before the exhibits are opened to the public, about ten circular letters inviting him to attend, and effectively setting forth the benefits which will be gained by the dealer who is wise enough to view the latest products of the cycle manufacturers and meet the "big guns" of the trade.

Every firm that will be represented at the show is mailing inserts advertising their exhibit. Posters have been mailed to every town in the state and are also being put up in conspicuous places in Indianapolis. Several pages of advertising have just been contracted for in the large Indianapolis dailies that cover the entire state.

The finishing touches are now being put on the vaudeville program which will enliven the afternoons and evenings of the three days that the show will be in progress. Moving pictures showing the processes of manufacture employed in the Davis Sewing Machine Co., the Harley-Davidson Motor Co., the Hendee Mfg. Co. and the Excelsior Motor & Mfg. Co. will be screened.

ON THE ROAD AFTER THE DAY'S WORK IS DONE

Foreman A. G. Gruendler, of the Indian Factory Sidecar Department, and Photographer E. Drake Starting for the Former's Home on His Runner Mounted Indian

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NO "BUST" IN THIS HENDERSON'S PERFORMANCE

Bert Bruggerman, Demonstrator for Agent D. B. Southard, of Denver, Colo., with Mount on Which He Ascended to Crest of Pike's Peak in Heavy Snow

show the best local negro quartette will render some old time melodies and ragtime, while another feature of the same evening will be the balancing act of Professor Graff and his company.

Nearly every leading motorcycle produced in this country will be exhibited. The Emblem Mfg. Co. will have a full line of motorcycles and bicycles. The Harley-Davidson, Excelsior and Indian will be shown by the local dealers. The Davis Sewing Machine Co. will have a special exhibit, boosting the Dayton, as will the Cyclemotor Corporation, of Rochester. The Em-Roe Sporting Goods Co. will show the Smith Motor Wheel in its stand. Van Cleef Bros., of Chicago, have already arranged to show their complete line of "Dutch" products, such as cements and tire fillers.

The F. A. M. and Consolidated Motorcycle Club have been donated booths by the show committee. President A. B. Coffman will again attend the show this year and help wage a membership campaign for the federation.

LANG SELLS 45 TO PEOPLES' GAS LIGHT

Chicago Harley-Davidson Agent Lands Big Order for Three-Speed Singles from Public Service Firm—31 Sidevans are Included.

CHICAGO, Ill.—C. H. Lang, of 1704 Michigan avenue, has just sold the People's Gas Light & Coke Co., of this city, 45 Harley-Davidson three-speed single cylinder models and 31 sidevans. This makes a total of 86 Harley-Davidsons to be used by that company to date.

Lang started in business in 1910 and sold the People's company 20 machines that season. In 1911 Lang sold the company 12 more Harley-Davidsons and in 1912 another 34. During the next year the firm placed an order for 47 more of the Silent Gray Fellows.

Of the 45 three-speed singles just sold, 31 will replace older models which have been traded in. As the Gas Light people have 72 machines in service, the net increase is 14, making a total of 86. All are Harley-Davidson models.

The order for 31 sidevans is probably the largest that one company has ever placed in any part of the country. A corresponding number of the three-speed singles will be used with these vans. In this regard, Lang says: "I think that the single cylinder with sidevan is the proper one for this firm's service. In fact, where loads are bulky but not very heavy, it seems to fill the bill somewhat better than the twin. The last lot of Harley-Davidsons purchased will be used by the street engineering department of the Gas Light company, but the others are generally ridden by solicitors, collectors, trouble shooters and inspectors."

DEMAND IS GREAT FOR ECLIPSE LOCKING HUBS

ELMIRA, N. Y., Feb. 8.—That the new Eclipse locking hub would be a big seller has been looked for by all hands at the factory of the Eclipse Machine Company, in this city, and certainly first reports prove the confidence of the maker in the product to have been by no means misplaced. Traveler L. S. Pugh, writing from Kansas City, Mo., states that he has found an enormous demand for the locking hubs for front wheel service on bicycles among dealers everywhere.

"There has been a big market for a lock of this kind," writes Pugh, "and nothing proves it better than the demand. The lock protects the dealer as well as the rider and insures the full payment of credit-bought machines, as will be obvious at once. Bicycles not Eclipse locking hub fitted are a risk to both dealer and rider, and consequently, the dealers are very enthusiastic over the prospects of having the lock come as regular equipment."

KELLOGG HAS CLOSED FOR 500 NEW EXCELSIORS

BRIDGEPORT, Conn., Feb. 8.—Contracts for 500 Excelsior motorcycles have already been closed by Stanley T. Kellogg, Excelsior distributor in this district, and business continues to pile up at his State street store. It would not surprise the aggressive Kellogg to find his record for the season near the 600 mark. He disposed of 450 Excelsiors last year and considers the present outlook vastly improved.

Since taking on the local Henderson agency, Kellogg has found a rapid growth of interest in the four-cylinder machine, and is of the opinion that the recent advance in price, due to the condition of the material market, will not noticeably affect the sales of the Henderson. From present indications at least 25 Hendersons will be placed in Bridgeport for 1916, and the estimated allotment of Excelsiors for Bridgeport alone is placed at about 75.

Kellogg states that the sidecar is a ready seller in Bridgeport and that it has in many cases proved an aid in closing a motorcycle sale.

ONEIDA CLUB FORMED

RHINELANDER, Wis., Feb. 8.—The Oneida County Gun and Motorcycle Club has been organized with a charter membership of fifteen. The Briggs bicycle shop is the temporary quarters of the new organization. It is expected that the membership will reach thirty-five before the riding season opens.

NICE CATCH FOR HALLBOURG

Two 18-Pound Sea Bass Were Trophies of Pope Salesman in Afternoon's Fishing at Daytona Beach, Fla.

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EVERYBODY'S HOPPING AT THE MAJESTIC FACTORY

Export Business in Side Cars is Steady—Orders Have Been Closed for 400,000 Pairs of Pedals and Boxed Pedal Rubbers Are Now Adding to the Activity

WORCESTER, Mass., Feb. 8.—In spite of general conditions which tend to hamper production and transportation, particularly to foreign points, the Majestic Mfg. Co. finds a steadily increasing export business making demands upon its shipping department and hardly a week passes without shipments of Majestic sidecars to remote corners of the world. One of the latest foreign orders to be filled called for 18 of the company's Gunboat models, for a distributor in South Africa, and a few days ago three of the Majestic Windsplitters were sent to the Reading Standard agent in Amsterdam, Holland.

A Banner Sidecar Year

Sales Manager O. A. Jones, of the Majestic company, is of the opinion that 1916 will be a banner sidecar year in view of the excellent performances given of late by the third-wheel combinations under all conditions of weather, and because of the rapidly spreading spirit of sociability among motorcyclists.

"The present demand convinces us that we will experience no difficulty in selling all the Majestic sidecars we will be able to manufacture this season," said Mr. Jones in discussing the outlook with a staff representative of **Motor Cycle Illustrated,**" and if the steel men will only hustle along their shipments there is no good reason why we can't hang up a new sales record."

One of the most active Majestic departments these days is that which handles the company's pedal business. The firm started to market pedals in January, 1915, and is now assured of practically a capacity output for the present season. Rubber pedals were produced exclusively at first and an attractive rat-trap type was added later.

Majestic Pedal Rubbers as Packed

Now the company has taken up something of an innovation by offering pedal rubbers, neatly boxed, and in both the red and gray colors. Each box contains four rubbers, and the neatness with which they can be handled and displayed make them an excellent selling proposition for the jobber or dealer. One of the accompanying illustrations shows how the rubbers are boxed for the trade.

Big Pedal Rubber Contracts

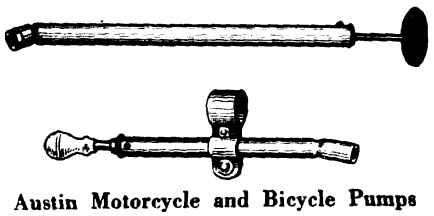
The Majestic company has already contracted for about 500,000 of the pedal rubbers, and it is estimated that in the neighborhood of 800,000 rubbers will be needed to cover the demands for the season. The first of the new boxed rubbers went out about ten days ago and the factory is now swamped with orders for them.

At the time of the Chicago show the Majestic company had booked orders for 200,000 pairs of pedals, and when the New York show rolled around the orders had mounted to nearly 400,000. As a result a number of fat pedal orders had to be passed over during the week of the New York show.

DEMAND FOR AUSTIN PUMPS IS HEAVY

Livermore Company Kept On Jump Filling Orders for Both Motorcycle and Bicycle Inflators—Novel Features of Construction

BOSTON, Mass.—Business in Austin pumps has assumed such proportions that the Horace F. Livermore Co., of 65 Pearl street, this city, has been giving it more than the usual attention. J. P. Robinson, who is behind the sales end of the firm, states that it has been difficult to cope with the demand for both the motorcycle and bicycle pumps. The difficulty has, however, nothing to do with lack of stock, for the Livermore firm is a heavy handler of brass in other forms than the pumps and is well equipped in both stock room and shop.



Austin Motorcycle and Bicycle Pumps

The Austin pumps, made with two clips for motorcycle and a single clip for bicycle use, are characterized by being tubeless. In place of the usual tube with connector, these pumps are made with a bend near the lower end and the extremity is provided with a novel rubber joint to fit over the tire valve. The extremity is offset at such an angle as to allow the part fitting over the valve to remain vertical, while the upper part or pump barrel is in such a position as to give the user a direct and straight-line thrust and pull on the plunger in a comfortable position. The rubber joint is so constructed that it will be leak-proof, even if the pump extremity is not set squarely over the tire valve, and thus the maximum of effect is had at all times.

In the motorcycle model, made with a T-handle, the rubber joint is made removable, so that it may be replaced in the event of wear. In the bicycle model, this part is not removable, being shellacked in place. The finest grade of rubber is used in making these joints. On both models of pump the pressure begins before the plunger has traveled down one inch on the stroke. This ensures the user getting the maximum of pressure for each stroke.

The Livermore firm is sending the Harley-Davidson Motor Co., of Milwaukee, Wis., 2,500 of the motorcycle pumps each month, the Austin pump being standard on this make of machine.

TO ESTABLISH DAYTON MOTORBIKE AGENCY

LOS ANGELES, Cal.—W. H. Jackson, of the Dayton factory branch in San Francisco, is in this city calling upon the trade to place the agency for the Dayton Motor Bicycle. He is riding one of the little front-drive mounts, of course. Several of the live dealers are favorably impressed with the machine and there is a brisk competition for the agency.

The head salesman of one of the local agencies took one of the bikes out for a spin and on his return said: "After trying it out on the level, I was satisfied that it had plenty of power, plenty of speed and handled well. It is either on or off and so simple that a child can control it. A salesman with a 1916 lightweight from another house joined me and we negotiated Flower street hill, both getting to the top on high. This is a fair test and a very good performance for the small motor."

HILL-CLIMB PLANNED FOR LOS ANGELES CLUB

LOS ANGELES, Cal.—As soon as the rains slack off the Los Angeles Motorcycle Club will hold a hill climb, under F. A. M. rules and sanction. Arrangements are in the hands of a committee, George Rubsch, chairman; Tommy Butler, Lester Miles and Wells Bennett. Two events will be for stock machines with 4 to 1 gear standing and running starts respectively, and the third will be a free-for-all, regardless of gear, best time to the top to determine the winner. The hill will be so steep that no stock machine is expected to make the top. All dealers are uniting to put up a bunch of prizes that will make it a grand event. As soon as the Ascot track is in good shape a race meet will be pulled. Arrangements are now being made for this.

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With Which Is Now Incorporated
The Bicycling World

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DETAILS OF NEW CRISTMAN BILL

New Measure If Passed By Senate Will Be Effective April 1; Provides for Adequate Brakes, Lighting and Registration Procedure

ALBANY, N. Y., Feb. 8.—As announced in last week's issue of this journal, unless all signs fail, a sensible motorcycle license law will be effective in New York State beginning with April 1 of this year. Although a $2.00 license fee was desired by the riders of the Empire State, a compromise was made at $2.50, the original Cristman bill, which was defeated last year, calling for an annual fee of $5.00.

That the new Cristman measure, favorable to the riders, has been drawn up, is due largely to the combined efforts of former F. A. M. Commissioner John A. Hall and **Motor Cycle Illustrated,** as well as a number of men prominent in politics who were interested in securing a just registration law for motorcyclists. Much credit for the new bill is undoubtedly due to Assemblyman Milligan, of Brooklyn; Secretary of State Hugo, and the deputy secretary, Mr. Parker. Some of the features of the bill, which has been called a model of its kind, are quoted in part as follows:

Defining the Motorcycle

"The term 'motorcycle' as used in this article, except where otherwise expressly provided, shall include all motorcycles. A motorcycle is a vehicle with two wheels, one following the other, propelled by other than muscular power, or such vehicle with a car attached to the side, front or rear, and operated on one or more additional wheels.

"The term 'owner' shall also include any person, firm, association or corporation renting a motorcycle or having the exclusive use thereof, under a lease or otherwise, for a period greater than thirty days.

"Every owner of a motorcycle which shall be operated or driven upon the public highways of this state shall, except as herein otherwise expressly provided, cause to be filed, by mail or otherwise, in the office of the secretary of state a verified application for registration on a blank to be furnished by the secretary of state for that purpose, containing: (*a*) A brief description of the motorcycle to be registered, including the name of the manufacturer and factory number of such vehicle; (*b*) the name, age, residence, including county and business address, of the owner of such motorcycle; (*c*) provided that, if such motorcycle is used or to be used solely for commercial purposes, the applicant shall so certify.

"No person shall operate or drive a motorcycle who is under sixteen years of age.

Provision for Registration

"Upon the filing of such application and the payment of the fee hereinafter provided, the secretary of state shall assign to such motorcycle a distinctive number and, without expense to the applicant, issue to the owner a certificate of registration, and a number plate at a place within the state of New York named by the applicant in his application.

"Registration applied for on or before April first, nineteen hundred and sixteen, shall take effect on that date and certificates issued on such application or under any application made prior to January thirty-first, nineteen hundred and seventeen, shall expire on the latter date. Registration thereafter shall be renewed annually in the same manner and upon payment of the same annual fee as provided in this section for registration, to take effect on the first day of February, in each year beginning with such date in the year nineteen hundred and seventeen; and the certificates of registration issued thereunder or issued between any such dates shall expire on the succeeding thirty-first day of January.

(Continued on page 48)

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HENDERSON TACKLES THE FLOOD DISTRICT

First Machine to Get Through from Los Angeles to San Diego and Return After the Heavy Flood in Southern California; Had to Ford Many Bridgeless Rivers on Eventful Trip

During the 200 Mile Trip Christ Had to Raise the Machine Out of More Than One Mud Hole

LOS ANGELES, Cal., Feb. 8.—With all but one bridge out over the San Gabriel and Santa Ana Rivers and at every crossing of the main rivers in San Diego County, a Henderson machine and sidecar gave a wonderful demonstration of power and reliability last week, when it traveled from this city to San Diego and return, without being crippled in the slightest. It was the first vehicle to get through after the recent flood, and it was so covered with mud as to be unrecognizable.

E. A. Christ, of the Henderson Motorcycle Sales Corporation, was the driver, and Allen B. Monks, the sidecar passenger. Though the ordinary road distance is 137 miles, the machine covered 200 miles, owing to the detours which had to be made.

In some instances while fording rivers, Christ and Monks got into holes two feet deep and had to drag the three wheel combination with a hand over the carbureter; but not once did the machine fail to climb out of the farther side of the canyon without hitting as sure as on dry boulevards in sunny June. The rain was so heavy that Christ was wet to the skin in spite of the fact that he wore a big rain coat.

Crossing one river, the Los Angeles riders got into a hole so deep that the water rushed in over the rim of the sidecar. Only once were the fellows in a "ticklish" position and that was when they came near skidding off a cliff.

Speaking of the trip, after he had returned to Los Angeles, Christ said: "I really enjoyed the whole journey and wouldn't swap the experience I got for a big bag of money. The mud was so deep down Torrey Pines grade that we had to push the outfit down the incline, and had to clean the mud from under the guards three times. But the greater part of the distance we made under our own power. We left Los Angeles at 9:30 in the morning, got into La Jolla at 8:30 p. m., and made the short distance into San Diego early the next morning."

On Their Return to Los Angeles, Christ and Monk Were Heartily Congratulated By F. A. Sutphen and Geo. A. Klapp of the Henderson Branch

FARGO OUT OF SALES CORP.

LOS ANGELES, Cal.—Hugh A. Fargo has resigned his position with the Henderson Motorcycle Sales Corporation, of this city. He is continuing his activities as Henderson factory representative.

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THE POWER BEHIND NEW DEPARTURE SALES

NUMBER FIVE IN A BIOGRAPHICAL SERIES CONCERNING TRADE LEADERS

Newspaperdom Lost an Aggressive and Keen-Witted Editor When C. F. Olin Shifted His Ambition From the Art of Writing to the Science of Selling, But His Friends Feel That Results Have Fully Justified the Course Chosen — His Success Due to Versatility and Hard Work in Equal Parts

NINETY-NINE out of every one hundred friends of C. F. Olin will probably agree that his unquestioned success in life has been due to versatility—backed up by unfailing confidence in the efficacy of hard work. The one hundredth friend will no doubt dispose of the matter by asserting that Mr. Olin has won out because—well, simply because he was Charlie Olin.

That is the comfortable, hand-in-hand way that Mr. Olin's friends have of considering him. And through it all the subject of discussion would smile good-naturedly—and modestly—and wind up by remarking that he didn't see what all the fuss was about.

A Start at Editorial Work

Which is only another way of remarking that any personal sketch of the sales manager of the New Departure Mfg. Co. is bound to have as many angles as international diplomacy—but with the angles considerably more interesting.

Mr. Olin was born in Hartford, Conn., forty-five years ago and for thirteen years was simply a healthy-minded youngster with all the diversified interests of a young American. Then he began to take an interest in the more sober aspects of life, and in his thirteenth year started to sell newspapers. Almost at once he acquired a liking for the smell of printer's ink and decided that he could not be satisfied simply with selling newspapers. He wanted to help make them.

A year ago he was engaged in reportorial work in Essex, Conn., and at the same time was building up a creditable newspaper business, employing boys to cover the various routes. In this way he managed to extend his newspaper business over five towns, never for a moment relaxing his personal interest in the writing end of newspaper production.

A Student at Columbia

He was still attending school and his parents frowned upon his ambition to learn the printing trade. In fact, when an opportunity presented itself for the youth to make such a start the parental objecions became so pronounced that the idea was for the time abandoned.

At fifteen young Olin took a position on the staff of the *Connecticut Home*, a Prohibition paper published at Willimantic. The paper had a large plant and was owned by Allen B. Lincoln, a man of high ideals and a wholesome outlook on life, to whom Mr. Olin gives credit for many of the policies to which he adhered successfully in later newspaper experience. That Mr. Olin's progress was rapid is proved by the fact that he became assistant editor before the ordinary term of apprenticeship was completed.

Some time later he left the staff of the *Connecticut Home* to assist his father in a store owned by the latter at Willimantic, but this mode of life did not afford him a sufficient outlet for his energies and he soon journeyed to New York City. In the metropolis he took up special newspaper work and at the same time entered upon a college course at Columbia. He did not go through with the course along the ordinary lines, but studied under tutors, devoting to his books every moment not needed for his newspaper work. The natural result of this over-concentration was a nervous breakdown, attended by complete loss of eyesight for a period of about three months.

The youth returned home, and when his sight was partially restored, took a position as editor of the Willimantic *Daily Herald*,

C. F. OLIN
He Is a Close Friend of the Dealers and Their Troubles Are His Troubles

succeeding George C. Hinman, the present attorney general. Subsequently Mr. Olin engaged in newspaper work in Hartford, and later became editor of the New Britain *Herald*. At this point his health again gave him cause for concern and he was obliged to abandon the position for one less arduous.

He accepted the editorship of the Bristol *Press*, then a weekly, and remained with that paper until he entered the employ of the New Departure Mfg. Co. as assistant to Mr. DeWitt Page, nine years ago. His progress since has been a matter of trade record, and little need be said of it beyond the statement that it has been consistent and at all times in keeping with the high ideals conceived in earlier years.

In connection with his newspaper work Mr. Olin was active in public enterprises, and in practically every town where he has lived and worked there are organizations existing today in testimony of his civic interest and executive ability. Perhaps the most notable example is the New Britain hospital, which was opened during the Spanish war under the direction of the Soldiers' Comfort Committee, of which Mr. Olin was chairman.

A Lover of Outdoor Sports

In spite of the vast amount of work that has been crowded into his life Mr. Olin has found time to participate in and foster outdoor sports, and at various times has been president of baseball, basketball and polo leagues. He has also promoted racing events, and dabbled in other amusement enterprises. At one time he was employed by a street railway company to hold children's carnivals in parks throughout New England.

Since associating himself with the New Departure Mfg. Co. Mr. Olin has devoted much time to a study of the requirements of dealers, and as a result there are few, if any, men in the trade today better fitted to discuss the intricate questions involved in retailing. In his many business trips throughout the country Mr. Olin makes it a point to see as many dealers as possible, in order to acquire the inside viewpoint, and once or twice a year he sets aside a period for concentration upon matters exclusively concerning the dealers.

Origin of "One Million" Slogan

It was close personal contact with the dealers throughout the country, together with a broad study of trade conditions, that led Mr. Olin to set up the slogan "1,000,000 Bicycles in 1916," which has already assumed national significance.

Mr. Olin is married and has four children.

When the matter of a personal hobby was brought up Mr. Olin smiled whimsically and remarked that he has time at present for only two diversions that might be termed hobbies—his family and an occasional quiet chat with friends.

THE CYGNET IN DENISON

C. D. CHAMBERLIN, who handles the Harley-Davidson in this city, has taken the agency for the Cygnet Rear Car for Denison and vicinity.

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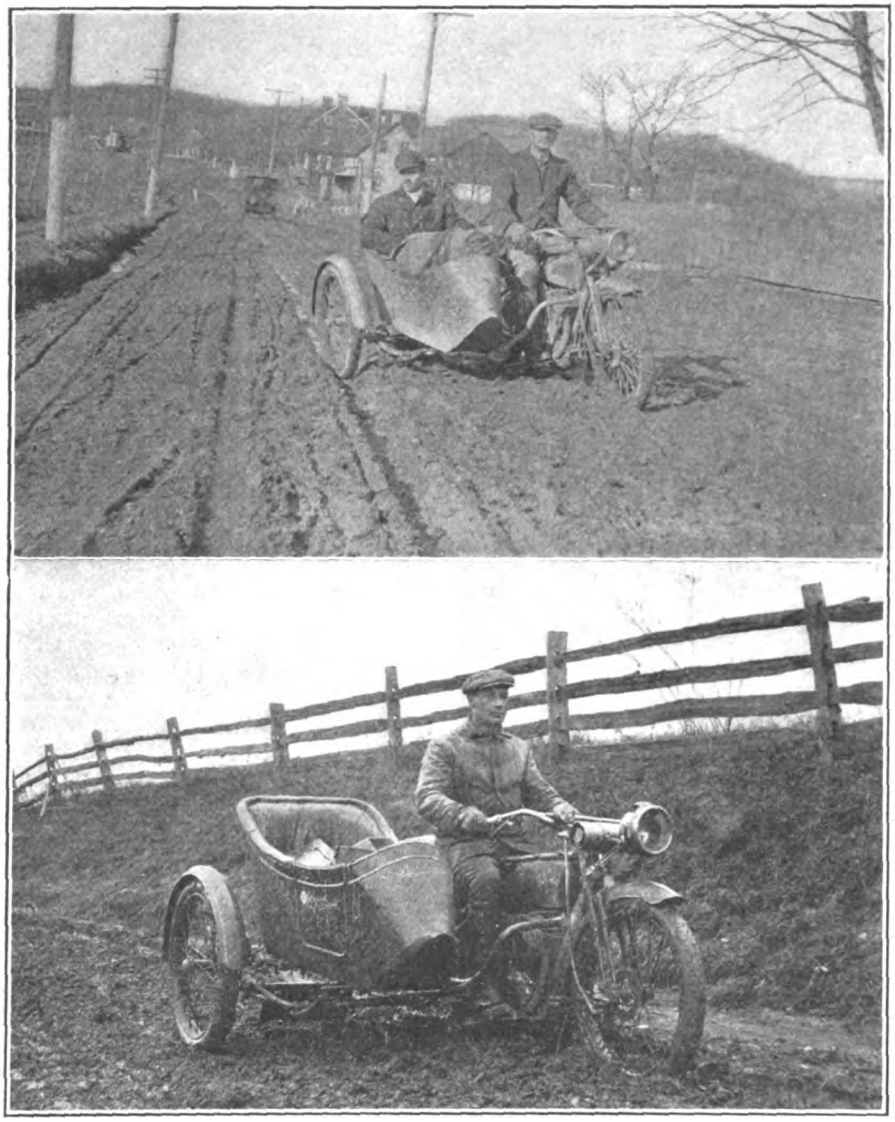
EIGHTY MILES OF CONTINUAL MUD-PLUGGING

Remarkable Efficiency Displayed by Reading Standard Motor on Sidecar Test Through Water and Mire That Frequently Submerged the Footboards and Coated the Motor

By V. CHARLES VOGEL
Of Reading Standard Sales Dept.



The Above Photographs, Which Were Taken During the Allentown Trip Made By Messrs. Vogel and Deysher, Show the Rough Going the Readingites Encountered

OFTEN I have had the pleasure of riding in a sidecar, attached to a good, fast motorcycle, while journeying along the fine country roads and enjoying the beautiful surroundings. Twenty miles per hour was just a nice pace, but the whiz of the large touring car following us seemed to awaken the speed germ, and before we were aware of the fact the speedometer was trying to show how far she could count; then would come the second sense which asks: What's the use of this daredevil riding on a pleasure jaunt—and we would let the car pass.

Possessing a machine noted for its hill-climbing abilities, we usually tried to find a sticker, but it seemed there was none that could get the best of us. We placed so much confidence in its climbing ability that we felt reasonably sure there was nothing that could stop us. After all kinds of fine-weather riding, hill-climbing, speeding and railroad sill riding, we decided to go through one of those much talked about mud tests.

The Mud Test

After patiently waiting, we finally received news that the road from Kutztown to Allentown was in such condition as to make it impossible for a motorcycle to travel it. Saturday, January 22, we decided to try our luck. The day was anything but pleasant. Six days of warm weather had turned the frozen earth into a mass of heavy mud, and the several showers we had on the morning of our trip made the roads seem like a river.

After taking on a good supply of oil and gas we dressed for the occasion and started out. One o'clock saw us whizzing up the pike to Kutztown at thirty per. Everything looked fine, and we saw no reason why we could not reach our destination by 3 p. m. Although the roads were muddy we had little trouble in covering same.

Again making inquiry as to road conditions, we were told that two automobiles had been towed in about noon of the same day. While this was not encouraging, we were by no means going to quit. At 2 p. m. we proceeded in a terrible rainstorm, prepared to meet every emergency. About four miles of hard road was before us, and we covered the distance in about as many minutes. This road led down in a valley and seemed to trail off into a stream. Upon seeking information at a farmhouse, we were told that the "stream" was our right road to take!

Well, we took it easy, and after covering about fifty feet of this mud and water we found ourselves in a cloud of steam, caused by water hitting the cylinders. Mudguards were of no use for the water splashed sideways, and the footboards being entirely under water sent up a perfect fountain spray. Another dash of water and the motor stopped; the water had short-circuited the plugs. After wrapping paper about the plugs, and covering same with clay, we had little additional trouble on that score.

First in Four Days

We gave thanks for our improved starter, for I don't believe we could have started the motor in the old-fashioned way. By pulling several miles on intermediate and low we finally reached Breinigsville, where we stopped to stretch ourselves. We were told that no other motorcycle had passed through the village for four days.

We again inquired as to road conditions to Trexlertown, and to our surprise found they were worse than those just covered. It seemed impossible that they could be worse, but at any rate there was no choice; we were between the two bad stretches and it was sink or swim. We expected the motor to "lay down" any minute from the gruelling test, but it didn't. It was there at every turn of the throttle and seemed to enjoy the sport.

We added another anti-skid chain and bid Breinigsville farewell. The water was not very deep at our starting place, and we were prepared for a flying start. After covering about 500 feet at 18 per, we struct a track running diagonally in the mud, and our front wheel followed it for almost 25 feet. Thanks to the absence of ruts, we managed to keep upright. We finally lifted the machine over the track and started again, the chains digging deep

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into the mud and throwing it out like a water wheel.

Right they were; the roads were worse. Less water—more mud. We kept plugging in low gear as long as the wheel could get traction, but when mud wedged itself under the engine base so as to lift the rear wheel off the ground, we had to lift it on to the solid road once more.

Making 'Em Shut Up

Several times we stopped to pry the mud from the cylinders so they could get cooling air. It was almost impossible to see that we had a motor. A pedestrian informed us we had two miles to go to reach Trexlertown over roads no better, but more hills. At the farmhouses we created considerable interest and very few people expected us to finish our journey; but upon telling them of our past experiences they had little more to say.

Trexlertown greeted us with a splendid hill of yellow clay. We paused at the bottom to let an automobile (the first we had seen since leaving Kutztown) pass. "Better hook on, brother, and I'll tow you up the hill," was the passing greeting the driver gave us. "Much obliged," we answered, "we will try it alone." Slowly the auto started up the hill on low, only to have its motor say farewell for the time being. After helping him to find his trouble, we started up the hill and, by making fancy maneuvers, we finally reached the top.

Again we asked about road conditions. This time we were greeted with good information, for we learned we would have a hard road surface from Wescosville to Allentown, but upon further inquiry we learned we had four more miles of soft road to Wescosville. From there to our destination there was two miles of hard road. Upon looking at our watches we learned it was 5 p. m.; night was fast approaching. We lit up our lamps and determined to cover the next few miles as quickly as possible, but it was some pull. I suppose the machine was anxious to get on good roads, for twice it turned into private lanes, and we had to back out. We covered the next four miles by skidding from one side to the other and landing in ditches, where I expected every minute to be resting under the outfit.

Five more minutes and we struck solid roadbed, and away we sped into the darkness. The motor, once more in high speed, sounded strange and started off like wild. Ten minutes of rough riding found us in Allentown, and we were a sight to behold. Although drenched to the skin by the rain and mud, we had enjoyed the trip thoroughly.

What They Called Good

Upon reaching the hotel at 6.30 p. m., we changed our clothing and got busy looking over our maps for a return trip in the morning. Sunday morning greeted us with sunshine, and we decided to pull out before the roads thawed out, this time taking the road via Boyertown. We covered the first 12 miles, the worst part of the road, before the mud had a chance to do its dirty work. The balance of homeward journey was one of continuous ruts, and at no time did we have good roads, but we were satisfied to call anything good that had less than six inches of mud.

SPLITDORF PROFITS TOP THE MILLION MARK

Earnings of 1914 Were Nearly Doubled by Returns of 1915, and Net Profit to December 31 Last Was $1,134,029; Total Assets of the Company Are Considerably Over Six Million

DURING 1915 the Splitdorf Electrical Co., Newark, N. J., made a net profit of $745,107.55, very nearly twice as much as the total net profit to December 31, 1914, at which time the net was $288,921.84. The net profit to December 31 last now stands at $1,134,029.39, and it is expected that the company's earnings will stand well at the head of the 1915 records of the parts companies, especially when the amount of capital involved in the Splitdorf operations is considered. The assets of the company are held at $6,451,362.59, of which $24,561.03 is cash on hand and in banks, and $1,157,271 is in the form of investments. Loans total $589,125.95, and notes and accounts receivable together total $745,947.10.

Outside of the capital stock of $4,393,000, the liabilities total only $924,333.20, so that in investments alone, without considering the large value of the other quick assets, the company has a large surplus over any possible immediate requirements for cash. The condensed balance sheet as of December 31, 1915, is as follows:

ASSETS.

Cash in banks and on hand		$24,561.03
Advances to salesmen and sundries		3,345.87
Notes receivable		85,189.67
Accounts receivable		660,757.43
Loans		589,125.95
Insurance unexpired		12,813.23
		$1,375,793.18
Real estate and buildings, Plant No. 1	230,385.50	
Real estate and buildings, Plant No. 2	100,000.00	
		$330,385.50
Machinery and equipment	312,669.29	
Furniture and fixtures	9,606.00	
Benches	4,872.26	
Autos, trucks and motorcycles	11,100.00	
Merchandise (inv. 12-31-'15)	1,249,665.36	
		$1,587,922.91
Patents and good-will	2,000,000.00	
Investments	1,157,271.00	
		$3,157,271.00
Total		$6,451,362.59

LIABILITIES.

Capital stock		$4,398,000.00
Less treasury stock		5,000.00
		$4,393,000.00
Accounts payable		255,132.86
Notes payable		625,000.00
Reserve for customers' discount		9,911.36
Reserve for 1915 taxes		7,500.00
Personal taxes retained		357.48
Royalties accrued		26,431.50
		5,317,333.20
Net profit to December 31, 1915		$1,134,029.39
Net profit to December 31, 1914		388,921.84
Net profit year 1915		$745,107.55

This statement includes only the profits made by the Splitdorf Electrical Co. proper and $52,500 in dividends received from the company's subsidiaries. The latter report earnings totaling $131,597.97, beside the dividends paid and excluding the operations of the Sumter Works, in Sumter, S. C., belonging to the Apple Electric Co.

The general outlook for the 1916 season gives every reason to expect an even greater advance in Splitdorf business.

Cygnet Rear Car with Indian Machine Used By Package Delivery Co., in New York. First of Five Ordered By This Old Established Parcels Firm

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CANADA'S IMPORT TAX MAY CLIMB

Reported That War Duty May Go Up to 15 Per Cent.; Dealers Lay In Emergency Stock of Cycles and Accessories

Are the Passwords Going to Be "15 Per Cent. Tax?"

OTTAWA, Ont—In anticipation of rumored move on the part of Hon. W. T. White, Minister of Finance, to double the present war tax of 7½ per cent. on all motorcycle imports, a number of large Canadian motorcycle dealers have secured the delivery of good shipments of motorcycles and accessories from American factories. One Ontario distributor imported all the motorcycles of a certain make which he expects to sell this year and others are asking for early shipments.

A well-defined rumor has come from the Federal headquarters here to the effect that the 7½ per cent. tax on all imports of motorcycles, automobiles and supplies would be increased to 15 per cent. in the near future, and the report has severely jolted the trade. If this increase is made in order to provide revenue to meet Government war expenditures, it will mean that Canadians will be paying exactly 50 per cent. of the wholesale price of motorcycles more for their mounts than American riders. The regular duty is 35 per cent. and the existing war tax is 7½ per cent., making a total of 42½ per cent. which must now be added to the wholesale cost of a machine.

Tradesmen to Petition

Arrangements are being made in Montreal for a deputation of tradesmen to come to Ottawa to plead with the Government not to increase the tariff on motor vehicles or accessories. A further advance would put the automobile dealers out of business, it is declared, and the motorcycle dealers would also suffer greatly. The argument is advanced that, if the war tax is doubled, there would be a great falling off in imports and the revenue secured by the Government would probably be less than it was before the raise.

Toronto dealers are watching for possible developments and one or two have already made enquiries at the Government offices. No definite announcement has yet been made by the Minister of Finance but some dealers, particularly those in Montreal, have taken the reported increase as absolute fact already.

If the war tax is increased, it will prove a stab to what promises to be a very healthful season.

CANTON TO ADD MOTOR COPS

CANTON, Ohio.—In a vigorous campaign against speeders of all types, the city authorities are planning to add to the present traffic force a pair of men on motorcycles, whose duty it will be to gather in all who exceed the speed limits. An additional machine for these men will be purchased at once. Semaphores in the downtown district are to be tried out shortly, in order to enable the better handling of traffic.

BLAYLOCK GETS 81 PER ON HENDERSON

LOS ANGELES, Cal.—Gal Blaylock, of the Los Angeles County police, drove his 1916 Henderson at 81 miles per hour over a measured mile in an unofficial stopwatch test recently. He did this after overhauling a machine that was making 65 when it went through the trap. "If I had been on the old mount, they would have been clear to San Bernardino before I overhauled them," said Gal, "but with this one I can get my game and be home for supper."

RISDEN'S RUMORED MOVE IS NOT CERTAIN

LOS ANGELES, Cal.—There has been some talk in this city about a move of C. Will Risden to Main street, close to the other motorcycle stores. The rumors state that Risden will then lease his South Olive street place. Risden says, however, that it won't happen for some time, if it happens at all.

FORD JOINS NATIONAL COIL

LANSING, Mich.—E. M. Ford has resigned as sales manager for the Elkhart Mfg. Company, maker of Elkhart magnetos, at Monroe, Mich., and has become sales manager for the National Coil Company, of this city. Mr. Ford was connected with the Elkhart company since its organization in 1909. Through his efforts that firm booked more business in 1915 than in any previous years.

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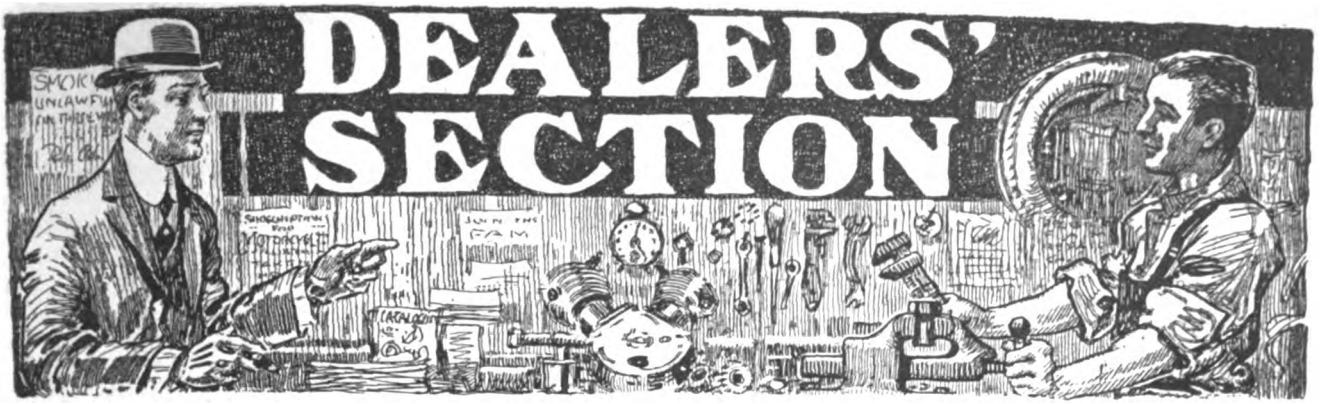


SOLVING THE USED MACHINE PROBLEM

How Washington, D. C., Dealers Cleared Their Floors of Second-Hand Mounts by Following a Simple Co-operative Scheme—Other Beneficial Results

ALL over the country the problem of the used machine has been one that calls for a satisfactory solution each season. Dealers who take used machines in trade lose little, if any, money when they resell these mounts when the season is good, but when the season is a poor one they find the machines on their hands. Sometimes it is almost impossible to sell machines, and then the dealer is faced with a considerable capital tied up and may even be pressed for ready money as a result.

What a Bad Spring Did

It had been the custom of Washington, D. C., dealers to furnish their regular customers new machines late in the fall, taking the old ones in trade and giving the rider a chance to use his new mount during the winter months. The machines taken in trade were sold off during the spring and summer. But the wet weather of the spring of 1915 caused the demand for used machines and new ones also to fall to a minimum, and the dealers were left with an exceptionally large stock of "second-handers" at a time when in previous seasons they had cleaned up all salable machines. So they got together and resolved to follow the plan suggested by one of their number. They followed it out, and it worked finely. Here it is:

Commencing August 1, no second-hand motorcycles were to be taken in trade by any of the dealers for the succeeding six months. In case any dealer sold out his stock of used machines before the end of six months he was to forward all further inquiries to one of the other dealers and receive a commission on any sales made as a result of his reference. Any customer desiring to turn in his used machine was informed that it would not be taken in trade, but that it would be sold for him on a commission basis.

Shopping Without Result

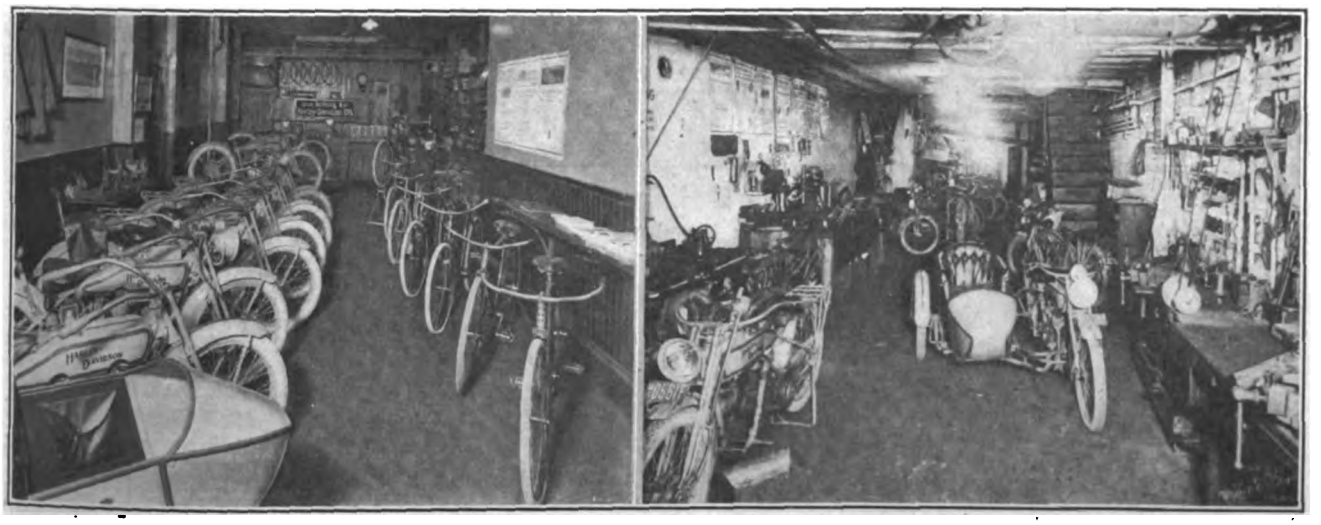
Right off a number of customers determined to get a machine as in former years, and shopped around from one dealer to another, in the hopes that they could get away with it with some agent more anxious to make a showing than the others. After going the rounds, these riders found that none of the leading makes could be secured, except on the basis outlined above. Although there was no verbal or written agreement among the dealers, not a single case came to light where a dealer failed to observe the resolution.

The riders soon saw that the Washington dealers meant business. A great many of them disposed of their mounts to friends and acquaintances and afterward purchased new ones. At the expiration of the six months, on February 1, the dealers find themselves with their floors practically cleared of used motorcycles. They have now resumed taking in used machines, and, with decks cleared for action, expect the best year's business in the history of the motorcycle trade in the National Capital.

Dealers Working Together

During the six months' period mentioned the spirit of co-operation and helpfulness engendered developed into the most cordial feeling between business competitors, who were formerly by no means friendly. As a result, several "get-together" dinners have been held at the local hotels, and an interchange of useful information relating to credits and various trade abuses has taken place. The slow-pay and "dead beat" artists, who operate freely in motorcycle circles in this city, will find their scope now curtailed considerably.

WHERE HARLEY-DAVIDSONS HAVE THEIR HEADQUARTERS IN BOSTON, MASS.



Views in W. J. Walker's Agency at 178 Columbus Avenue: At Left, Salesroom with Parts Shelves and Accessory Section at Rear. The Service Department is Directly Behind This Department; Right, Repair Section Looking Toward the Rear

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NOTES OF THE TRADE IN WASHINGTON, D. C.

HOWARD A. FRENCH & CO., of 424 Ninth street, N. W., have opened a service station in rear of their large story and are now ready to receive patrons and visiting riders. They will give the equivalent of Indian factory service hereafter. The service station is in charge of F. Hippler, who for some time has been in charge of the firm's Baltimore repair shop. J. McLeod Seabrook is continued as manager. The staff is being kept busy demonstrating the Powerplus Indian and is taking care of numerous inquiries concerning the Featherweight two-stroke.

THE HAVERFORD CYCLE CO. has sent in an order to the Excelsior factory for twenty-five of each of the Excelsior models for immediate delivery. Although this firm has a large supply of 1916 models on the floor, Manager Charles H. Cross has determined to insure himself against any possible advance in price due to the increased cost of materials and has therefore placed large orders for both motorcycles and bicycles. "Until this stock is exhausted," says Cross, "no advance will be made to customers."

COLUMBIA AUTO & SUPPLY CO., handling the Reading-Standard, has recently opened a new store at H and 13th streets. With the advent of warmer weather, the firm has found that sales have greatly increased both in the motorcycle and automobile supply line, in the new store as well as in the double store at Irving and 14th streets, the original headquarters. Sales for 1916 are expected to far exceed the deliveries, and the Columbia house is warning its customers to buy early. At the Irving street store, Westminster bicycles are handled in addition to the Reading-Standard motorcycles. Accessories in both the cycle lines are also going well.

AUGUST ZIMMERMAN, Harley-Davidson agent, at 912 Ninth street, N. W., will devote his store entirely to Harley-Davidson repairs and service hereafter. Only genuine Harley-Davidson parts will be stocked and only slight emergency repairs will be made to other makes of machine. Zimmerman does all work at cost price, and his repair business has grown so that it has exceeded the capacity of the shop. His 1916 sidecar sales have been very gratifying to date.

AUGUSTA, GA.

E. W. WATSON, of 222 McIntosh street, is doing well these days. He has several new riders added to his flock and many of his old customers are trading in for 1916 models. "The weather is fine, these days, and the roads in good shape," says Watson, "so things all point toward an early and a fine season."

LONG BEACH, CAL.

E. D. MALTBY, Flying Merkel agent, has taken a larger store at 342 Locust avenue. He has fixed up a complete repair shop and an attractive salesroom in the new quarters and is now busy giving demonstrations. Maltby formerly had his shop at 320 Locust avenue.

KANSAS CITY, MO.

E. B. SAUFLEY, of the Saufley Supply Co., handling the Excelsior, will shortly issue a new catalogue in which the "Bix X" and parts of various machines will be given much space. The new lines of bicycles have not been advertised as yet by the firm and this is one of the main reasons for bringing out the catalogue. The Pierce and Excelsior bicycles are the leading ones handled.

Neat Interior of Indian Agency of B. Slotnick, at 5306 Fourth Avenue, Brooklyn, N. Y. Indian Bicycles Are Also Handled—The Proprietor Is at the Left

Dealers

FITTING KICK-STARTERS TO OLD MODELS

WASHINGTON, D. C.—Howard A. French & Co., Indian dealers in this city, are making special concessions in their service department to owners of 1914 two-speed Indians who wish a kick-starter fitted. During the dull season, they are putting on the latest model of kick-starter for $12 and have several sets on hand at all times.

This insures the completion of the work in short order and the rider is not deprived of the use of his mount for any great length of time.

SCRANTON, PA.

JOHN RAWLING, who handles the Indian on Penn avenue, is patting himself on the back these days. He exhibited at the Scranton Auto Show and his waking hours have been spent demonstrating and answering questions on the Indian ever since. "The three-speed Powerplus twin attracted just as much attention as any of the big cars," said Rawling, "and the returns from showing have been fine."

STOCKTON, CAL.

BRANCH'S INCORPORATED is planning to dispose of its motorcycle business at 333 East Webber avenue. Pressure of other interests which require the firm's full attention is the reason. The Excelsior line is handled and a fine business has been built up for these models in the company's territory.

BRONX, N. Y.

GENE COUGHLIN & CO., Harley-Davidson representatives for this section, have incorporated, to deal in motorcycles, bicycles and sporting goods. Capital is $1,500. Incorporators are: Gene J. Coughlin, Mae R. Coughlin and William S. Grau, all of this city.

ORANGE, CAL.

T. W. PARSONS, handling the Harley-Davidson, is increasing his establishment. He will have increased shop room and an upstairs office when the alterations are completed. A line of bicycles and supplies are handled by Parsons.

YONKERS, N. Y.

ARCHIE A. HANNA, Indian representative in this city, has just received an order for nine new Indian twins for the use of the Yonkers police department.

DENVER, COLO.

ROCKY MOUNTAIN MOTORCYCLE COMPANY has taken the Denver agency for the Cygnet Rear Car.

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Section

NEW YORK POLICE TO GET 68 MORE INDIANS

NEW YORK, Feb. 4.—The New York Sporting Goods Co., Indian distributors, at 15 Warren street, has just been awarded a contract for 68 new twin models for the New York Police Department. The equipment is to be the same as that used on previous police machines. The firm has also a back order for 24 machines, making a total of 92 to be delivered to Police Headquarters as soon as possible.

This makes a total of 217 Indians for the use of the metropolitan police. According to the statement made by the department, 107 machines which were in service made 10,000 arrests and the fines collected aggregated $175,000. The average upkeep per machine during 1915 was $25.

SAN FRANCISCO, CAL.

"EVERY agent, from either in or out of town, with whom I have come into contact recently has expressed confidence that as soon as the weather clears up and roads are in condition for a rider to go out without being mired or drowned, there will be a brisk business in motorcycles," says J. D. Fraser, manager of the San Francisco house of the Appeal Jobbing & Mfg. Co. "Some of these dealers say they have deposits on a number of machines, but deliveries are not desired now, as the machines cannot be used. Prospects seem bright for business as soon as old Jupe Pluve gets tired of his job and retires for the season."

PACIFIC MOTOR SUPPLY CO. has just inaugurated a sale of 42 second-hand machines, obtained from the San Francisco police. These mounts were obtained at the main house of the firm when the police obtained new Indians. The used mounts include six Thors, six Indians and thirty Harley-Davidsons.

TOLEDO, O.

UNION SUPPLY CO., Indian agent on Superior street, has separated its motorcycle and bicycle departments from other parts of the firm's business. A room measuring 120 by 20 feet has been fitted up in the basement as storage space, and a modern motorcycle salesroom is now under preparation.

NEW ORLEANS, LA.

FRED M. MILLS, former F. A. M. Commissioner and Secretary of the National Capital M. C. of Washington, D. C., is now in this city and is enthusiastic over motorcycling prospects in and around New Orleans. He says that the field is quite undeveloped and that an enterprising dealer will have a splendid opportunity to work up a big trade here, as roads are good and all the year round riding is entirely feasible.

INDIANAPOLIS, IND.

H. L. DIPPLE CO., Harley-Davidson agent, has just sold the Miller Tire Co. in this city a three-speed model with parcel car for use in delivering goods. This is the first delivery van of this make that the Dipple firm has landed in Indianapolis this season, but negotiations are under way toward attaching these vans to Harley-Davidson mounts now in service in other companies. The Miller rig will be used to render first aid to motorcyclists and automobilists on the roads around this city also.

LOS ANGELES, CAL.

PASSMORE & SAYRE, local Harley-Davidson dealers, have had much attention attracted to their show window which they trimmed up recently. A 1916 three-speed twin was the feature, the trimmings being black and white. White vases with chrysanthemums were attractively placed in the window, and there were ribbons leading from the motorcycle to cards tacked on the floor, pointing out the strong points of the Silent Gray Fellow. Salesman Eddie Ordway put over this decorative scheme.

AUBURN, N. Y.

H. H. PULLNAN, who recently opened a motorcycle and bicycle garage in this city, has called his establishment the Pirate Motorcycle Exchange. His headquarters are at 38 Orchard street. He is anxious to receive catalogs and agency propositions.

ESCANABA, MICH.

D. F. VILLEMUR, well known as a motorcycle agent in this city, has taken on the Cygnet Rear Car for 1916. Villemur is Indian distributor for this section.

PORTLAND, ME.

EARL RUPE, Harley-Davidson agent for this city, has moved to his new location on north Meridian street, from his former place on West Main street. His new quarters are larger and better equipped than the old.

JOHNSON CITY, N. Y.

B. E. JEWELL, of Binghamton, has opened a motorcycle and bicycle store in this city, with Fred Mann as manager. The Excelsior line of motorcycles is handled in both this and in Jewell's main store.

BINGHAMTON, N. Y.

BINGHAMTON dealers propose to stage a motorcycle and bicycle show in the Spring, the date to be set later. For that purpose an association known as the Binghamton Cycle Dealers' Association has been formed with Frank T. Abbott as president. Frank S. Bump as secretary, and Burt Jewell as treasurer. The last cycle show was held in this city in 1897.

RACINE, WIS.

L. C. RICE COMPANY, Indian agent, has taken on the Cygnet Rear Car representation for 1916.

ALHAMBRA, CAL.

C. E. SECHLER, who is Harley-Davidson agent in this city, is busy night and day on repair work these days. Sechler, who is also representative for the Dayton bicycle, is planning to pull off a bicycle meet on Bicycle Day, February 29.

HAMMOND, IND.

WALZ & SLIGER, Excelsior representatives in this city, have taken the agency for the Cygnet Rear Car.

REDONDO BEACH, CAL.

J. H. PETERMAN has been appointed local agent for the Miami Power Bicycle.

Harley-Davidson Headquarters in Bronx, N. Y., at 922 Washington Avenue. It Is Owned By Gene Coughlin & Co., Inc. Coughlin and His Partner Appear in Doorway

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"100,000 I
IT CA

The Big Chief

Mr. Geo. M. Hendee, President of the Hendee Manufacturing Company, believes "100,000 Motorcycles for 1916" to be an actuality within easy reach.

The whole motorcycle industry is reporting increased orders and shipments over 1915—and especially so Indian. In 60% of territory Indian shipment sheets show a

1916 EXPANSION OF 80%

Think what this means as regards the general soundness of Indian business even before the big selling season has opened. Think, too, how indicative these figures are of the widening of motorcycle demand on the part of the buying public.

Mention of Motor Cycle Illustrated is always appreciated by advertisers.

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torcycles For 1916—
BE DONE!"

Geo. M. Hendee

"100,000 motorcycles for 1916?" says Mr. Hendee. *"It can be done!"*

Good merchandising is going to be a big factor in this result. The total is going to tell the story of how much *selling skill* motorcycle dealers apply in 1916.

THERE IS REALLY ENOUGH SELLING POWER IN THE MOTORCYCLE TRADE TO MAKE 100,000 MOTORCYCLES FOR 1916 A TRUE ACHIEVEMENT. LET US ALL *USE* IT.

HENDEE MANUFACTURING COMPANY
SPRINGFIELD, MASS.

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"On or off in 30 Seconds"

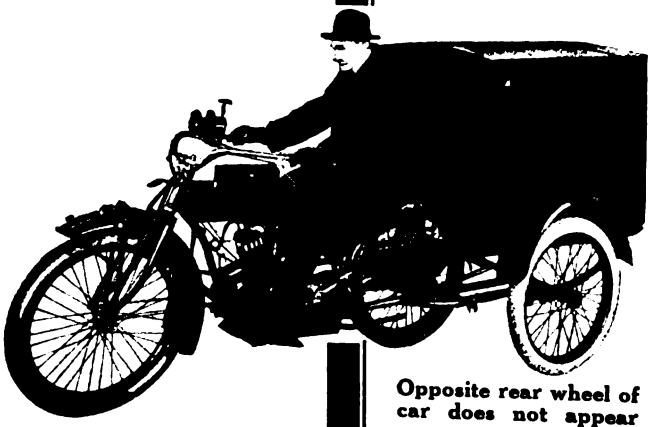
ARE YOU PREPARED

As a Pleasure Car

to answer inquiries and demonstrate this new Rear Car that "converts motorcycle into auto in 30 seconds"? Practical, comfortable and safe capacity for 2 adults and child.

Take advantage of our advertising in Saturday Evening Post, Leslie's, Popular Mechanics, etc.

We have a crackerjack offer for dealers in connection with either or both the pleasure or commercial rear car.



Opposite rear wheel of car does not appear

As a Delivery Car

Get particulars at once—write

CYGNET REAR CAR CO.

Dept. 4 **BUFFALO, N. Y.**

For Commercial Work

2 different body types—open; closed panel. Practical, economical for every kind of work, town or country.

CYGNET REAR CAR

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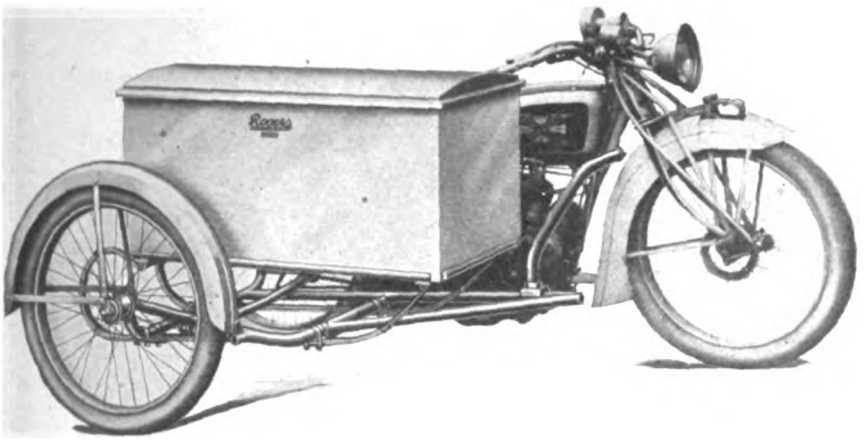
With the Manufacturers

NEW ROGERS VAN IS READY FOR MARKET

Latest Commercial Model, Listing at $65, Has Autogenously Welded Chassis and Vanadium Steel Springs—Other Features



DELIVERIES, on the Rogers Model S. a new commercial van made by the Rogers Mfg. Co., of 328 West Madison street, Chicago, Ill., can now be made, according to advices just received from the company. This van has a chassis which is practically the same as that for the regular pleasure car and is built upon the exclusive Rogers method of all-steel, autogenously welded construction.

By this method the chassis becomes practically a unit, in which, instead of brazed joints, the reinforced tube ends are oxy-acetylene welded. The molecules of metal are so fused that the connection ceases to be a joint and is to all intents and purposes one piece of metal.

The springs used are the firm's vanadium steel type, of leaf construction. They are heavy enough to meet all the requirements of commercial service. The frame connections are the Rogers No-Strain type of ball joints, by which the chassis is relieved of all twisting strains, and attachment or detachment is a matter of two minutes.

The wheel has the Rogers solid steel hub with extra heavy spokes and CC rim. The price is $65 finished in colors to match any standard motorcycle.

In the Model S car, the van body is interchangeable with the pleasure body fitted to the regular Rogers sidecar. It is not necessary to change the springs in doing this. Attention is called to the fact that this interchangeable feature applies to the Model S only.

GOODYEAR BUILDING IS NEARLY READY

ATLANTA, Ga.—The new building for the Goodyear Tire & Rubber Co., on Peachtree street just north of Baker, is nearing completion and will be ready for occupancy in a few days. Manager J. J. Taylor is completing preparations to shift the entire stock to the new branch as soon as the building is turned over to him.

A CATCHY INDIAN COVER

"WHEN GRANDPA RODE THE FEATHERWEIGHT"

EIGHT CARLOADS SHIPPED

WESTFIELD, Mass., Feb. 8.—The Westfield Mfg. Co., makers of Pope motorcycles and bicycles, shipped eight carloads of bicycles last week. Two of these carloads went to the Pacific Coast, two were shipped to New York and one to Canada.

TWO MORE FOR AKRON

AKRON, Ohio.—Two new companies have been oragnized here recently to enter the tire field, one being the American Rubber & Tire Co., which was incorporated with a capital stock of $500,000, and the other the Berkshire Rubber Co., capitalized at $100,000. Both companies plan to enter the tire field at once. The Berkshire company numbers among its officers C. M. Linthicum as general manager, who was a department head at the Goodrich plant for some years.

CONTINENTAL RUBBER ELECTS

SANDUSKY, Ohio.—The Continental Rubber Co., which was recently incorporated with a capital stock of $500,000, has organized by the election of the following officers: J. J. Dauch, president; G. W. Doerbach, vice-president; Charles Sprague, secretary; Joseph T. Sloat, treasurer. These officers, with C. B. DeWitt and T. F. Weadock constitute the directors.

Exhibit of Champion Spark Plugs at Congress Annex Hotel During Chicago Auto Show. This Attractive Display Was in Charge of Sales Manager F. B. Caswell

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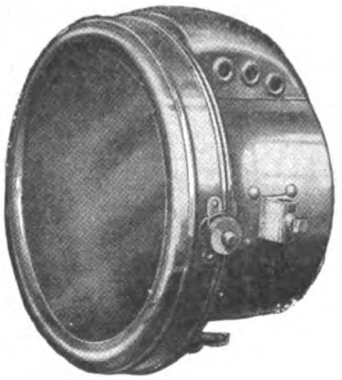
SUPERIOR HEADLIGHT HAS FEW PARTS

No. 100 Motorcycle Lamp Gives Beam of Great Carrying Power and Has Lasting Nickel Finish—Made on Interchangeable System

STURDY construction combined with simplicity and excellent illuminating powers are features of the No. 100 Superior headlight, produced by the Superior Lamp Mfg. Co., of 136 West Fifty-second street, New York. This model, like the other lamps bearing the Superior trademark, has been subjected to long tests in motorcycle service and the results of these tests have been embodied in the construction of this acetylene headlight.

The No. 100 has an 8-inch front and is 5½ inches deep. It is made in but five parts, on the interchangeable system of manufacture, so that in the event of a part needing replacement, the user can obtain a new one which will fit perfectly and may replace the part himself. The lamp has a silver-plated bezel flange behind the door, this flange being designed to assist in distributing the light. A beam of great carrying power is had from a Mangin mirror reflector. The material used in the construction is heavy gauge drawn brass, no steel being used whatsoever. The finish is all-nickel. Riveting is used throughout, no solder being permitted in Superior constructions.

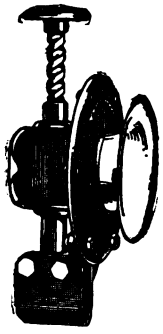


Superior No. 100 Headlight

The No. 100 headlight is furnished with double props to take a fork or twin bracket, or can be had with single back prop for flat bracket. The list price is $4. Jobbers and dealers who are interested are requested to write to the firm at the New York address.

HECO HAND-HORN GIVES A WIDE RANGE OF TONE

FOR the varying conditions of motorcycle riding a signalling device having a wide range of sound or tone is desirable, and in making up the Heco motorcycle hand-horn, this sound range has been given great consideration. The Heinze Electric Co., of Lowell, Mass., manufacturing this horn, has so designed it that the tone varies from a purr to a loud noise at the will of the operator. The Heco motorcycle horn, officially known as Type HB-1, is positive in its action at all times. It lists at $3.



The Type HB-1 horn has a special toothed rotor arranged with its pivot vertically. This rotor incorporates a ratchet clutch whose mating part is driven by the spiral thread on the plunger or handle at the top of the body. When the metal handle of the plunger is depressed, the rotor is rotated and its teeth engage a screw contact on the diaphragm, giving rise to the sound. A short bell is used to project the sound. The ratchet clutch allows the handle to ascend without interference. The teeth on the rotor and the contact point are heat treated to resist wear.

WHAT NEW ZEALAND FIRM IS LOOKING FOR

A LETTER from the Nonpareil Motor Co., Coleman place, Palmerston, New Zealand, advises that the articles of American manufacture in which they are interested are as follows:

Complete bicycles with English brakes; bicycle frames with English brakes; full steel rims exactly the same shape as Westwood (English), nickel-plated, 28 x 1 1-2 inches W. O.; upturned fixed handlebars with rim brake attached, same as those made by Phillips, England; rim brakes only of the Phillips' type; N. P. steel pumps with Dunlop threads, 15 x 3-4 inches, 15 x 7-8 inches and 18 x 1 inches; embossed one-piece celluloid grips; enamelled steel mudguards; 1-2 x 1-8 inch roller chains; rat trap and rubber pedals English style; standard English frame lugs; 15 gauge spokes threaded and boxed in one gross boxes complete with nipples and threads, length 11 7-8 inches, 12 1-8 and 12 1-4.

Mr. E. S. Pees, proprietor of the Nonpareil Motor Co., wants manufacturers who can supply these goods to communicate with him, as there is a big demand for them in New Zealand.

BROWNIE'S SELLING CYGNETS

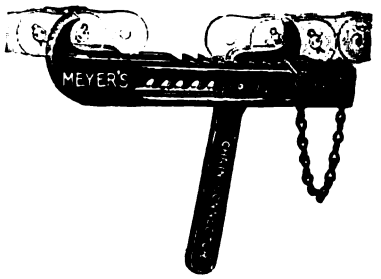
B. Karslake, Who Is Traveling for the Cygnet Rear Car Co., of Buffalo, N. Y.

MEYER'S CONNECTOR IS HANDY CHAIN TOOL

DEALERS and riders will be interested in the Meyer's lightning chain connector, the product of the Stewart Accessories Mfg. Co., of Detroit, Mich. This tool, which is made in various sizes to accommodate all forms of chain-driven mechanism, is unique and simple in construction and furnishes a ready means of repairing a chain breakage in 15 minutes or less. It can be set in place on the chain and the rider can then effect the junction of the separated parts with both hands, taking no further heed of the connector until the work is completed. The connector for motorcycles is No. 1 and lists at $1.50.

The Meyer's connector consists of two main parts. The first is a bar having at one end a hook to fit between the links of a chain and with the center section cut with ratchet teeth. There are two sets of these teeth, arranged back to back. A pair of bars on the side allow a pawl-fitted handle or lever to move by ratchet action along the teeth and at the same time retain the handle in place. There is a pin fastening to keep the handle in any desired position, this pin being fitted to a chain to prevent its being lost. The handle has a hook on its upper end similar to that on the bar.

In using the connector, the hooks are attached between links near the ends of the chain and the handle is then operated, drawing the ends of the chain close to each other. The pin-fastening is set in place and the work of fitting the chain ends in proceeding with. The connector is released by pulling the pin. The price of $1.50 includes sending by parcel post from the maker.



Meyer's Chain Connector

HOLLAND FIRM WANTS MACHINES

Among recent trade opportunities listed in the reports of the Bureau of Foreign and Domestic Commerce is one that comes from Holland. A Netherlands firm desires to communicate with American manufacturers of motorcycles, lanterns and supplies. Application should be made to the bureau, mentioning Opportunity No. 20046.

MORE DISCRIMINATION NEEDED

We have a letter from a large English agency, in which the following interesting comment is made:

"We should like to mention that most of the American firms seem to jump at agents and often place their goods with firms who have had little or no experience in motorcycles, so that a good machine often finds no ready market."

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THE BICYCLING WORLD
FOUNDED 1877
DEPARTMENT OF MOTORCYCLE ILLUSTRATED
"ALL THE BICYCLE NEWS EVERY WEEK"

McNAMARA AND SPEARS WIN CHICAGO GRIND

With 72 Points Australian Team Captures Outlaw Six Day Race; Lawrence-Magin Take Second Money, and Cameron-Kaiser Third; Riders Cover 1542 Miles and 1 Lap in 72 Hour Classic

At the Start of Chicago's Six Day Bicycle Race, Thursday, February 3. McNamara Is the Third Rider From Left

CHICAGO, Ill., Feb. 9.—Reggie McNamara and Bob Spears, of Australia, captured Chicago's six-day grind, which ended at the Coliseum last night, by accumulating 72 points in the Berlin system of finish. Lawrence-Magin, with 55 points, were second, while Cameron-Kaiser copped third money to the tune of 46 points. Hanley and Madden hopped into fourth position with 42 points; Coburn-Smith were fifth, having piled up 40 points, and Ryan-Thomas accounted for sixth place, with 39 points. Six teams figured in the finish.

Had to Restart Finish

The Berlin finish had to be restarted after the riders had been pedaling for five minutes, for none of the cash chasers wanted to set the pace. They crept at such a cautious pace that Kaiser and McNamara fell from their wheels.

Fourteen sprints of 15 laps each were made in the finish. Seven thousand fans witnessed the final hour's riding. The score for the 72nd hour was 1,542 miles and 1 lap.

This was the third six day race to be ridden in Chicago. It was an "outlaw" grind, the promoters having failed to secure a sanction from the National Cycling Association. The teams rode twelve hours at a time. They started on Thursday evening at nine o'clock and rode until nine the next morning. On Saturaday, and the four succeeding days, they pedalled from four in the afternoon until four in the morning, while on the last day they started at 11 a. m. and finished an hour before midnight.

The attendance at the race was not up to the expectation of the promoters.

Twelve Teams Competed

Twelve teams started in the Chicago six-day bicycle race, shortly after nine o'clock on Thursday evening, February 2. These teams were as follows: Lawrence-Magin, San Francisco-Newark; Lawson-Verri, Swedish-Italian; McNamara-Spears, Australian; Cameron-Kaiser, New York; Ryan-Thomas, Irish-American; Madonna-Ohrt, Italian-American; Wohlrab-Kopsky, German - Bohemian; Piercey - Cavannagh, Irish-Australian; Young-Corry, American-Australian; Smith-Coburn, Newark; Grimm-RuddiRusse, Austrian-American; Hanley-Madden, the "masked marvels."

Drobach was to have been teamed up with Corry, but he was so severely injured in a spill the night before in a preliminary sprint, that the track doctor forbade his entering the race. Corry then teamed up with Young, whose original partner, Norman Anderson, was seized with a sudden attack of indigestion and declared himself unable to ride.

The cyclists rode until nine o'clock on Thursday morning, when the leaders had covered 266 miles and 9 laps. The Grimm-RuddiRusse combination was the only one to lose a lap during the first twelve hours. The team of Cavannagh and Piercey was broken up when the former was thrown from his machine and fell heavily on the track, sustaining a slight concussion of the skull. The mileage standing at the end of the first twelve hours was more than thirteen miles behind the record.

The riders again appeared on the track at four o'clock on Friday afternoon for another twelve-hour session. Many primes were hung up during the half-day. But this, instead of increasing the speed of the riders, brought about a rapid succession of spills, in one of which Young was struck unconscious and put out of the running, leaving his partner, Corry, to scout about for another teammate.

Verri-Lawson Penalized

Verri walked off the track without the referee's permission, and when he returned his team was set back one lap, so that at the end of the 24th hour Verri-Lawson and Grimm-RuddiRusse were one lone lap behind the field, which had traveled 520 miles and 1 lap—17 miles behind the world's record.

When the cyclists resumed the grind at four o'clock on Saturday afternoon, Verri failed to make an appearance, stating that he suffered from injuries sustained in one of the many spills. Lawson immediately teamed with Corry.

Kopsky and Wohlrab were penalized one lap during the third session for a false

(Continued on page 48.)

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THOUSANDS OF DEALERS NOW LINED UP

"One Million Bicycles Committee" Estimates That Three Out of Every Four Dealers in the Country Will Co-operate—Prominent Newspapers Will Issue Bicycle Supplements

BRISTOL, Conn., Feb. 9.—Everybody is smiling about the headquarters of the "One Million Bicycles Committee," for the responses received from dealers in every section of the country are more than gratifying—they point to a great big, united effort to roll bicycle sales up to a mark that will have people sitting up and taking notice.

Olin Is Enthusiastic

"Replies have been received," said Secretary Chas. F. Olin, last Monday to a representative of this journal, "from more than half the dealers in the United States, stating that they will observe BICYCLE DAY with special advertising and selling initiative. From returns still coming in, one can estimate on a conservative basis that three out of very four dealers in the country will be lined up."

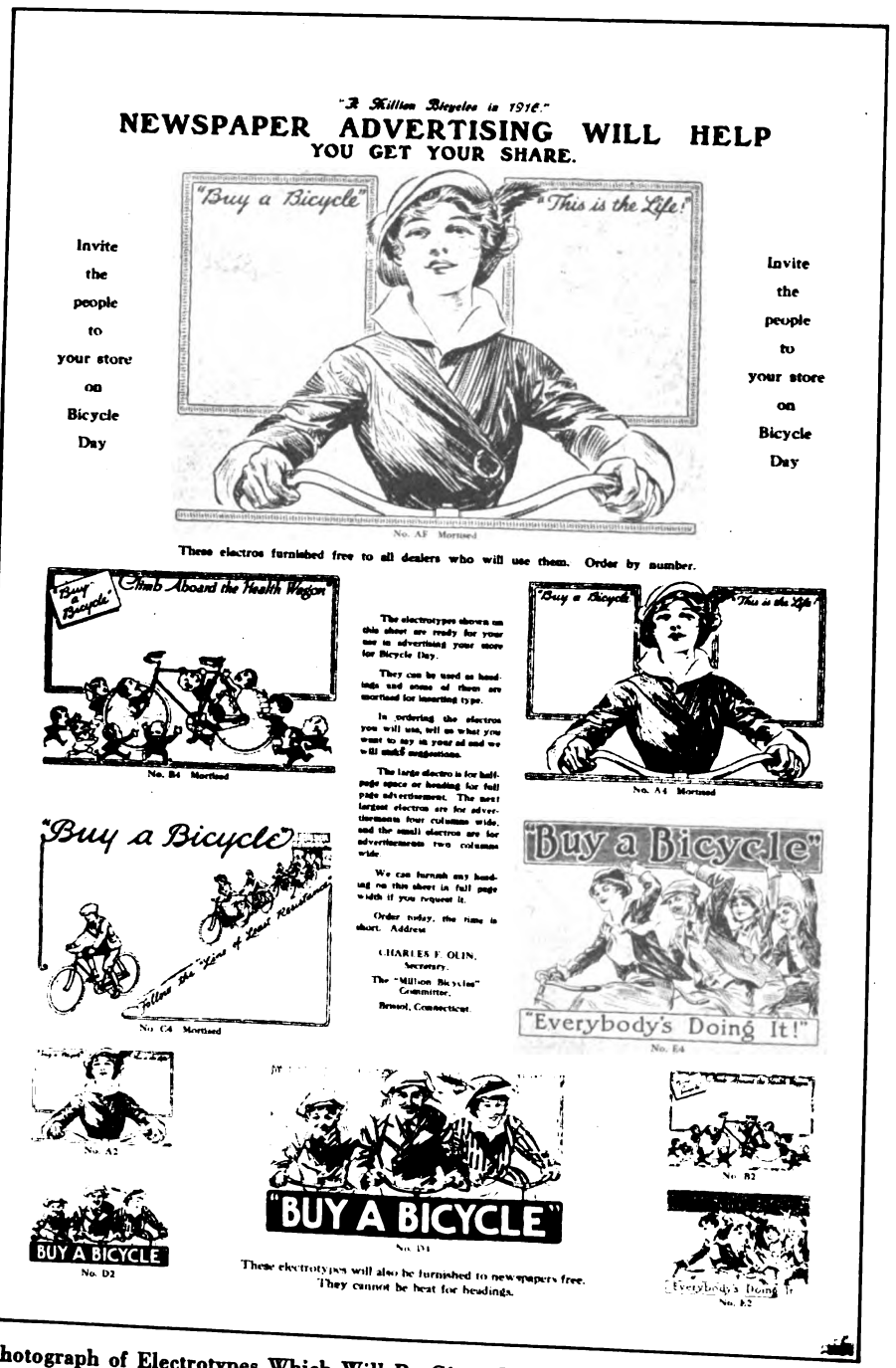
Back of the newspaper publicity campaign will be many of the most prominent papers, and some of them will issue special bicycle supplements just previous to BICYCLE DAY, in which the two-wheeler will be featured as it never has been before. Especially is this true where dealers are organized to pull together.

In connection with this newspaper campaign the committee has designed a series of electros that they furnish free to all dealers or newspapers who desire them. The committee has issued a proof sheet of these electrotypes, which is reproduced on this page and shows how attractive an ad can be made by them. The electrotypes can be furnished in any size, from single column width to a full page width. Dealers who request these electrotypes should state whether they want the committee to suggest copy to be used with them. In that case, they should indicate what they want brought out regarding their store and stock and any special features of BICYCLE DAY they have arranged. The committee will then make suggestions, incorporating all the information received from the dealers.

The selling talk contest has closed and the response by salesmen and clerks has been very gratifying, some excellent talks having been secured. The judges will be appointed this week and will make their awards as soon as possible.

Secretary Olin is now at work on a bulletin to be issued this week to all retail dealers, giving the best talking points used in the contest, also information regarding selling schemes that have proved popular and can be used on BICYCLE DAY, as well as suggestions for using the electrotypes in newspaper advertising, "dope" on suitable souvenirs that can be secured by dealers, and much other helpful material.

This will be the last general bulletin to be sent to the entire list of dealers. Everything that is sent out after that will go only to such dealers as have communicated with the committee and stated that they will observe BICYCLE DAY and work for "A Millian Bicycles in 1916." Any dealer, therefore, who has not yet sent in his name and who wants to get the full cooperation of the committee in his plans, should get in touch at once with the secretary, Charles F. Olin, Bristol, Conn.



Photograph of Electrotypes Which Will Be Given Free of Charge to All Dealers and Newspapers That Will Use Them. Application for These Electros Should Be Made to Secretary C. F. Olin, Bristol, Conn. Be Sure to Specify Width Desired

"ONE MILLION" SIGN SHOWN AT CHICAGO RACE

CHICAGO, Ill., Feb. 8.—Realizing that the scene of the six day bicycle race which has just finished here would be an ideal place for boosting the slogan, "One Million Bicycles in 1916," the Goodyear Tire & Rubber Co., through E. R. Stilwell, manager of its bicycle tire department, had erected in the Coliseum a huge sign bearing the popular slogan. The name of the Goodyear company did not appear on the sign, though the tire concern paid all the expenses connected with it.

VISITS GREAT WESTERN PLANT

LA PORTE, Ind.—Manager Tucker, of the Buckeye Motor & Cycle Company, of Akron, O., was one of the recent visitors to the big plant of the Great Western Manufacturing Company. The Buckeye firm is distributor for twenty-one counties in Ohio for the Adlake bicycle.

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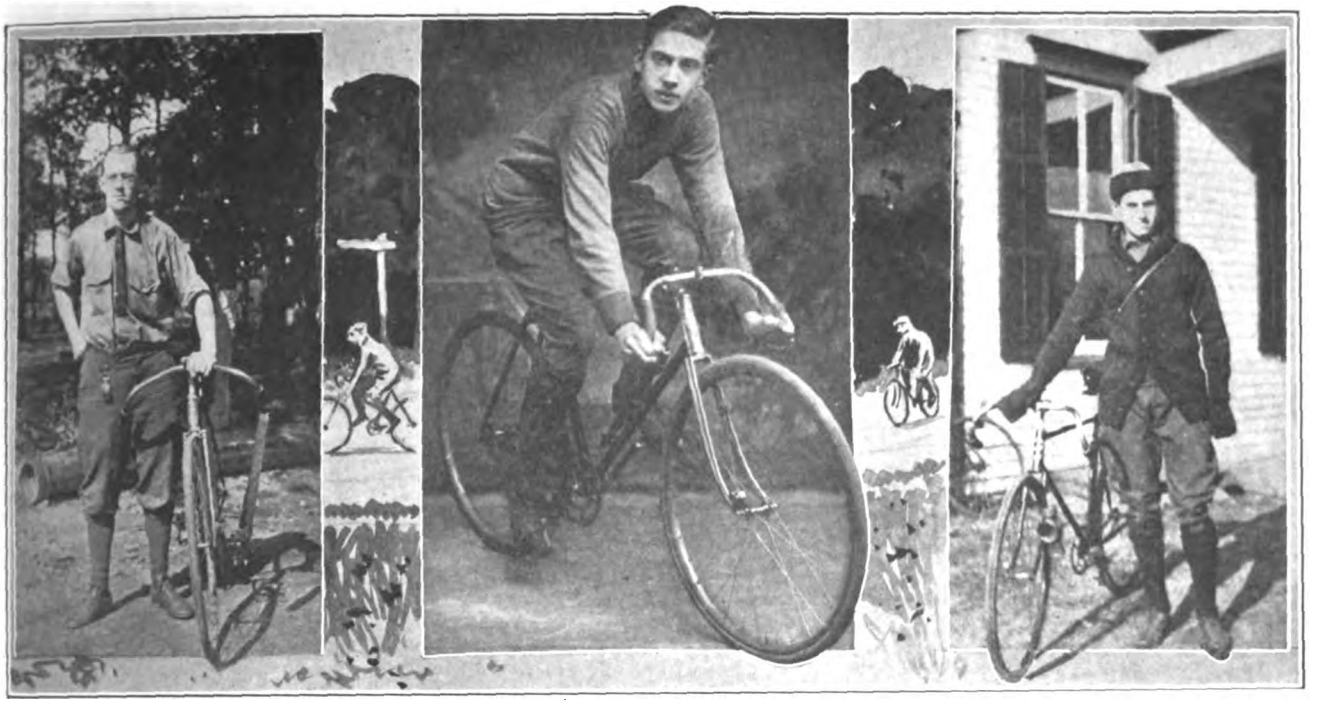
THESE THREE C. R. C. A. CYCLISTS RODE 13,680 MILES LAST YEAR



Fred M. Sanborn, 6,421 Miles

W. M. Winquist, 4,084 Miles

Sylvain Segal, 3,175 Miles

NEW YORK, N. Y., Feb. 9.—Fred M. Sanborn, of Baltimore, Md., and a member of the New York Division of the Century Road Club Association, was returned the winner of the National Century and Mileage Competition for 1915. He won the same competition in 1914.

Sanborn's Performances

During the course of the year, Sanborn covered 6,421 miles, of which 21 were single "centuries" and one double. The riding consisted of trips to Martinsburg, W. Va., to Philadelphia, Pa., to Hagerstown, Md., to Leonardtown, Md., to Winchester, Va., and included a nine-day tour through Maryland, Pennsylvania, West Virginia and Ohio.

He broke the inter-city records between Baltimore and Frederick, his time being two hours, 55 seconds; Baltimore to Hagerstown, five hours nine minutes; Baltimore to Philadelphia, eight hours seven minutes. Sanborn also won the Thompson Cup for the fastest 500 miles during the 1914-1915 season, creating a N. C. A. record by covering the 500 miles in 51 hours flat. Sanborn's mount is an "Emblem" bicycle with Palmer-Armstrong tires. As a member of the Crescent Bicycle Club of Baltimore, he took second prize in the annual championship races.

Winquist Takes Second

The second prize winner in the C. R. C. A. century and mileage competition is William M. Winquist, of Brooklyn, N. Y., who rolled up 4,084 miles, of which 15 were single "centuries" and 3 double. Winquist rides an Iver-Johnson Chater-Lea bicycle, equipped with Palmer-Armstrong tires.

Sylvain Segal, of New York, captured third prize, having covered during the year 3,175 miles, which includes 9 "centuries." In 1908 Segal was the victor of the mileage and century competition, and has traveled since that year more than 40,000 miles on his bicycle. Not contented with single "centuries," he has ridden quite a number of double, triple and quintuple "centuries." Segal holds the Garraty Trophy for having stacked up the largest number of centuries in two consecutive years.

The detailed results of the competition appears in the box below.

LAUNCH MEMBERSHIP CAMPAIGN

SAN FRANCISCO, Cal., Feb. 8.—The New Century Wheelmen have begun a hustling membership campaign. Two teams are now scouting around for genial cyclists, and the team securing most members will be royally banqueted at one of the local hotels. Ralph Welch is captain of one team and Harry Spence of the other.

NEW CENTURY BALL

SAN FRANCISCO, Cal., Feb. 8.—The annual ball and home trainer race of the New Century Wheelmen will be held on the evening of March 4. The home trainer race will probably be an inter-club affair. The following committee will have charge of the dance: John Coughlan, chairman; George Drury, Harry Spence, W. Hammitt, A. Binnetti, R. A. Greeninger, P. Morgan, L. Nelson and Carl Sayre.

BEAN & SON GET CARLOAD

SAN FRANCISCO, Cal., Feb. 8.—The Bean & Son Co., distributor for the Pierce bicycle in Northern California, has just received its first carload of Pierce machines. A second carload is enroute.

C. R. C. A. NATIONAL CENTURY AND MILEAGE COMPETITION

Position.	Competitor.	Miles.	Centuries.	Doubles.	Points.
1.	Fred M. Sanborn, Baltimore, Md.	6,421	21	1	8,721
2.	William M. Winquist, Brooklyn, N. Y.	4,084	15	3	6,184
3.	Sylvain Segal, New York, N. Y.	3,175	9	..	4,075
4.	Duane W. Moore, Bayonne, N. J.	2,119	9	..	3,019
5.	George Steppello, Long Island City, N. Y.	1,960	8	..	2,760
6.	Andrew N. Segal, New York, N. Y.	2,218	..	..	2,218
7.	Joseph Caldwell, Brooklyn, N. Y.	1,237	2	..	1,437
8.	Carl Bonhardt, New York, N. Y.	700	7	..	1,400
9.	Adolph R. Jacobson, New York, N. Y.	1,039	1	(not competing)	1,139
10.	Adolph Weiner, New York, N. Y.	1,127	..	..	1,127
11.	Charles Hansen, Jersey City, N. J.	400	4	..	800
12.	Raymond Caldwell, Brooklyn, N. Y.	611	1	..	711
13.	Harry Whiteman, Bronx, N. Y.	597	1	..	697
14.	Harold Carroll, New York, N. Y.	373	3	..	673
15.	George H. Segal, New York, N. Y.	584	..	..	584
16.	Lawrence Smith, New York, N. Y.	473	..	..	473
17.	Louis Zemo, New York, N. Y.	200	2	..	400
18.	William Feil, New York, N. Y.	257	1	..	357
19.	John M. Mitchell, Greenwich, Conn.	221	1	..	321
20.	Robert Wolfson, New York, N. Y.	151	1	..	251
21.	Ralph W. Zarr, New York, N. Y.	120	1	..	220
22.	George Harvey, Brooklyn, N. Y.	100	1	..	200
23.	Alfred Knipling, New York, N. Y.	100	1	..	200
24.	William F. Thompson, New York, N. Y.	100	1	..	200
25.	Alex. S. Thomson, New York, N. Y.	100	1	..	200
		28,467	91	4	38,367

Totol miles ridden 28,467
Total centuries 99

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BICYCLE DEALERS

BRISTOL, Conn., Feb. 8.—Below is the second list of the bicycle dealers who have written to the "One Million Committee," pledging their co-operation and asking for the Committee's sales-making material. This new "Roll of Honor" is in addition to the one printed in these columns last week.

ALABAMA

City Cycle Shop, Gadseden Cycle Co., H. H. Harr & Co., Cliff Howell, J. D. Henderson, D. R. Moody, Murray & Oliver, Nance Hardware Co., Newell Furniture Co., Perkins Bicycle Shop, F. Di Rago, C. C. Sykes, Eugene Thoss, Jr., Tood's Gun Store. Tullis Hardware Co., G. L. Wynn.

ARKANSAS

Arkansas Cycle House, Bolls & Co., E. G. Bowers, DeLong Machinery Co., Durham Brothers, R. P. Jones, J. B. McDougal, W. W. Meriwether & Son Hardware Co., Silsby's Bicycle Co., Waldo Hardware Co., Will Wirsing. The Howell Co.

ARIZONA

C. F. Monrad Cyclery, B. Tilton, Walter L. Reid, Willcox Motor Supply Co., Arizona Motor-Cycle & Supply Co.

CALIFORNIA

Anakin Bicycle Supply Co., Anderson Vulcanizing Works, Angelus Bike Shop, Avakian Cyclery, G. M. Baker, Bakersfield Cyclery, Geo. V. Bell, C. A. Benzel, Frank Bill, Boston Bicycle Shop, G. Gardner Buckland, Bush & Bush, J. E. O'Connor, Crane's Cyclery, The Crown Cyclery, Cut Rate Bike Shop, Dahlstrom, Carlson & Sherling, J. A. Desimone, Duvall & Michels, J. G. Entler, Fix-It Shop, Frost Bros., Oscar E. Gille, Harry's Cyclery, Heise Bros., Houk's Cyclery, Homant Co., Corning Cyclery, H. G. Hunt, Jenkin Cyclery, Johnson's Cyclery, F. S. Jones, K. Kebo, Kern Cycle Co., F. J. Krueger, La Jolla Cycle & Repair Shop, Paul J. Leavens, Ed. Marty, Menlo Park Cyclery, Pacific Motor Supply Co., Inc., E. L. Parmelee, R. L. Perkins, Prummer Cycle & Sporting Goods Co., Maggini & Perkins, National Repair Shop, A. J. Nichols & Son, Ocean Park Cyclery, Okamoto Cyclery, G. W. Payton, Fred B. Pickle's Repair Shop, Unique Cyclery, Motoraid, Monrovia Cycle & Motor Co., Muenzer's Cyclery, Normart's Cyclery, E. H. Ramer, Redd Company, Inc., F. W. Rettinhouse, C. S. Richmond & Sons, San Juan Garage, Burt G. Sayre, Sheibley Bros, D. A. Smith, Fred H. Smith, T. Harold Smith, Geo. L. Snider, S. M. Sporting Goods Co., Stanton's Motorcyclery, J. A. Starkel, Steuck-Bernhard Co., Arthur L. Taber, Superior Cyclery, J. M. Tibbitts, Tompkins Cyclery, Tracy Motor Shop, Ukiah Auto Supply Co., Jack Vesty's Garage & Bike Shop, Walsh-Col Co., Ware's Cyclery, Wilson & Allen, Yale Cyclery, Zimmerlin Bros.

COLORADO

Ahring Bicycle Shop, A. D. Westbrook, Colorado Motor & Cycle Works, Diamond Cycle & Novelty Works, P. L. Hudson, The Colfax Bicycle Repair Shop, The Knabel Sporting Goods Co., The Loveland Novelty Works, Frank Neiheisel, Philip Allesbrook, W. S. Price, H. W. Vorbeck.

Boston & Hammond, Brady's Bicycle Shop, I. C. Bradley, Champa Cycle Co., Colorado Motor & Cycle Co., J. Eisenstat, Gongar & Todd, E. R. Kelly, L. A. Maedel, C. C. Mourning, T. G. Potter, C. B. Stutsman, E. J. Weightman Western Cycle Works.

CONNECTICUT

George W. Gater, E. A. Guthrie, J. P. Ledgard, Milford Auto & Repair Co., C. V. Pendleton, Jr., H. E. Welles, Geo. W. Wardwell.

J. H. Ames, The Jas. N. Boyer Garage, Inc., S. G. Brown, James F. McCormack & Son, Chas. G. Stewart.

FLORIDA

Bicycle Hospital, Chas. E. Rowton, Bradentown Cycle Co., D. P. Brewton, B. F. Condon, Dunn Brothers, L. D. Eckles, Grover Cox, The Helms Hardware Co., A. L. Hulick, George P. Johnson, Kennard Motor Co., Osceola Bicycle Shop, Frank J. Parker, Ramis Cycle Company, Richard's Repair Shop, Sanford Cycle Co., Shepard Cycle Co., Paul Weigand, Wilson-Biggs Co., Woods Cycle Co., Young's Repair Shop.

Jos. E. Anderson, C. D. Barber, Holmes & Saunders, E. E. Henderson & Sons, Dewey Kinnan.

GEORGIA

Alexander-Seewald Co., John F. Brickel, J. M. Clifton Hardware Co., C. C. Crawford Cyclery, The Fix 'Em Shop, H. E. Fourcher, F. L. Griffin, Hussey & Bawles, J. H. Betts & Co., L. E. Lowery, A. A. Parrish, Parrish Bicycle Co., A. W. Raborr, River Mercantile Co., F. O. Thompson, Vienna Bicycle Co., S. B. Volpian.

Balfour Hardware Co., L. J. Hood, Howell Bros., R. A. Mulkay, Geo. L. Riles.

IDAHO

Henry W. Baker, Carey Lumber & Hardware Co., Cycle Emporium, Dickerson Bros., George M. Dow, Gloystein Bros, Fred Perrault, A. P. Tyler & Co., White Hardware Co.

ILLINOIS

Abemathy Brothers, A. W. Wolfe, M. Anderson, E. C. Bailey, Wm. H. Bolles, C. L. Bossmeyer, Nic Bridar & Sons, H. J. Bressler, Jos. Cada, Claremont Cycle Co., Clausen Brothers & Co., A. B. Crosby, Decatur Gun Co., P. Vinhouse, C. A. Fenn, E. C. Firebaugh, Haskins Brothers, Henson Robinson Co., Hultz & Co., Hynes & Case, J. Ingels, O. H. Kathmann Co., Logan Square Cycle Co., Main Street Garage, F. M. Gilbert & Son, Henry J. Masching, S. W. Melendy, John Migliat, Modern Garage, Moore Brothers, J. A. Mussildon & Bro., Nicholas Hardware Co., Rylands & Son, P. A. Sallir, John C. Shultz, Harry H. Sheets, A. L. Snyder, J. Fred Stern & Sons, Streed & Sheppers, A. Swenson, Chas. F. Vail & Co., The Wasson Co., Edw. F. Willt.

F. W. Alderman, Arlington E. Lill, Barrett Hardware Co., Belcher Bros., E. J. Breman, Albert Booth, W. L. Chipp, A. R. Fagerholm, Ben. Filler, Humboldt Cycle Store, G. W. Kreider, H. W. McClintock, F. Monroe, F. W. Parker, Rage Cycle & Repair Shop, R. M. Stevens Co., Geo. H. Warren, S. L. Wilcox, Young & Dorris.

INDIANA

Arnold Motor Co., S. A. Beard & Co., Frank F. Cart, Ed. DeVol, Fountain Square Cycle Co., Frankfort Cycle Exchange, C. W. Fryburger, W. T. Gregson & Son, S. H. Gronemeier & Sons, A. J. Henry & Son, M. Hirschberg, W. H. McKinney Co., Nicholas Sarmicky, Lowe & McDougle, Lewis A. Miller, A. O. Nethercutt, Owl Hardware & Implement Co., Peru Sporting Goods Co., F. A. Pruitt, John V. Ross & Sons, Princeton Novelty Works, Reinhard Brothers, Roberson Cycle Company, F. P. Sanders & Sons, Louis Schoene, Chas. A. J. Schaefer, A. C. Sisson, Frank I. Smith, Stewart Brothers, C. H. Whitman Co., V. E. Woodbury.

James Foley, W. W. Hargrave, Adolph J. Auch, Robert R. Baron, George Gaudin, M. E. Gilman, A. S. Hall, Wm. Jenney, C. W. Koehlinger, Morgan's Hardware Store, Arthur F. Mueller, J. Fred Probst, Al Sharp, Turnock Hardware Co., Wesley Brown & Son, Anson F. White, Yoder Bros.

IOWA

Ashborne Motorcycle Co., Morg. Bandfield, W. B. Baumgartner, Bond Brothers, J. E. Grannan, Geo. F. O'Brien, L. S. Chichester & Co., E. W. Coburn & Son, The Crary Bros. Hardware Co., The Cyclery, W. B. Dutcher, Excelsior Cycle Co., Feltus Hardware Co., Fryer Motorcycle Repair Shop, L. M. Hastings, T. G. Hetzel, Kantzky Gun Shop, Chas. Kranpa, Mason City Cycle Co., Nebraska Cycle Co., The Olson Sporting Goods Co., Persons Hardware Co., Pilcher Hardware Co., A. L. & G. L. Rule, Seaman-Clark Hardware Co., Smith Hardware Co., H. H. Wintzren, Jr.

Avery Cleland & Co., H. T. Bancroft, Carr Hardware Co., Ernst Bros., G. W. Fagan, A. E. Glazier, I. E. Hubler, Independence Motorcycle Garage, Lockwood & Stewart, Mathre Bros., S. Page, Jr., Prusia Hardware Co., Spring Hub Bicycle Mfg. Co., C. H. Wolfe.

KANSAS

Birch Hardware Co., Clark Hardware Co., Crescent Repair Co., Dewey & Hardware Co., Emporia Sporting Goods Co., Fix-It Gun & Cycle Works, J. C. Harding Co., A. T. Naylor, Haynes Hardware Co., Rostine & Hopkins, Peters Hardware Co., Winfield Cycle Co.

Geo. L. Beard & Son, Box Bicycle & Motor Co., Brigham Hardware Co., Caudry Hardware Co., Canton Bicycle & Repair Shop, Central Cycle Co., R. W. Coons, J. F. Dean, Excelsior Cycle Co., George Fox, Gleason & Son, Hamilton-Collinson Hardware Co., J. C. Harding Co., Hawley Brothers, A. D. Hosteller, Knoles Bicycle Shop, A. E. Mayhew, H. A. Pease, C. S. Schafer, Topeka Stamp & Cycle Co., Frank V. Turner, Walberts & Timberlake, Wolgast Hardware Co., Wolf Brothers.

KENTUCKY

Coleman B. Long, Dow Wire & Iron Works, W. H. Graviss & Son, Haselden Bros., R. L. Hill.

J. W. Blair & Co., Bradford Brothers, Central Mfg. & Repair Co., C. E. Collins, Daugherty Brothers, R. L. Davis, Jas. W. Gleaves & Sons, W. A. Guenther & Sons, Era Handley, Henry B. Johnson Hardware Store, Lambert-Grisham Hardware Co., C. W. Menshouse, J. R. Sower Hardware Co., Inc., F. A. Yost Co., L. Wells.

LOUISIANA

Albert Price, Gonzales, E. N. Lewis Hardware Co., H. Mathis. Ira L. Thomas.

MAINE

Elmer S. Robinson, Rockland Rubber Co., James L. Stone. G. H. Hoxis, H. W. Palmer.

MARYLAND

S. A. Comshan Co., J. D. Davis, Faith & Exline, F. A. Logue, Harry Shofer, F. W. Taylor, A. H. Wilson. Rudy & Routzahn.

MASSACHUSETTS

C. W. Bergmann, Edward J. Boyle, J. J. & H. J. Chase, E. S. Colby, Geo. W. Davis Co., William C. Dawe & Co., Fitchburg Rubber Co., A. J. Hollingsworth & Son, Charles J. Martin, E. W. Packard, W. H. Smith, A. R. Sullivan, William E. Tomlinson, W. H. St. George & Co., E. J. Starr.

J. H. Bainert & Co., Henry B. Buck Co., Ferdinand A. Butler, W. F. Dinsmore, J. Donaldson, A. D. Gardner, Gotham Repair Shop, Ye Harley Shope, Louis J. Kleh, B. Lang, Frank C. Nichols Co., The Parker Cycle Co., J. Parmenter, C. V. Stackpole, Trask Bros., Rollin B. Andrew, J. H. Tabb & Son, G. B. Vaughn, John K. Janeves.

MICHIGAN

Abraham-Foss Co., Addison Cycle Co., Bassler & Storck, N. P. Beardoin, Blairs Sporting Goods Store, Fred J. Boos, F. W. Bradley, John F. Breen, B. Buckins, Burkhard Brothers, Maurice Canutson, Clark Cycle Co., T. J. Culham, Creston Cycle Shop, D. M. Cronk, George D. De Long, Eikelkamp's Repair Shop, The Elmer F. Johnson Cycle Works, Chas. C. Freer, John Fry & Son, L. D. Goddeyne, Graves Cycle & Supply Co., O. D. Graves, Harper Cycle Co., Haverford Cycle Co., Henning & Wicker, Dorr Kahler, Chas. A. Kandt, Keckonen Hardware Co., Kraus & Kraus, Malfass Hardware Co., H. F. Marshall, Wm. E. Metzger Co., Munger Hardware Co., W. L. McNeil, New Haven Electric Co., T. H. Palmer, H. A. Parker, John Phelps, Pearce Hardware & Furniture Co., Frank J. Provost, Rechtin Hardware Co., E. L. Saxten, Schneider's Repair Shop, Chas. H. Slocum, R. T. Sturmer, Lansing Motor Cycle Co., J. H. Larrabee, Longyear Brothers, F. L. Lossing, McCormick-McMullen Co., J. Mouland Hardware, D. P. Rogers, Scott & Linn, C. M. Snyder, Paul J. Stecher, R. D. Stocking, Robert Smith, Anthony A. Selewski, T. D. Smith, H. F. Sparr, L. F. Stecher, Swent & Morgan, Tamarack Co., John B. Trossel Co., Union City Motorcycle Co., F. E. Wagner, C. M. Walker, W. E. Wandersee, Ben Wieder, Chas. J. Weisenberg, Ernest Wise, Wyman J. Niles.

E. F. Bolger, C. W. Brownell, Geo. F. Connell & Son, E. J. Cote, M. E. Carlton & Co., Dorn Cycle Co., The Pope Cycle & Sales Co., C. E. Fonger & Son, C. E. Fuller, Harry S. Hinkle, B. Forquer, Kern & McUmber, M. L. Lindhout, Chas. H. Osborn, George E. Spring, Wm. F. Stadel, Stanley Adamski, Miles J. McGuirl, Smith Hardware Co., John Strong, Tubergen & Broene, S. P. Marlatt, Wolverine Auto Cycle Co., A. H. Van Doren, Wyandotte Cycle Co., A. F. Zagelmeyer.

MINNESOTA

Berman Brothers, The H. M. Bird Sporting Goods House, A. S. Bloxam, Charles Cowgill, The Golden Rule Department Store, Ilgen & Son, J. M. Malmin, Hugo M. Miller, Miller's Repair Shop, North Side Cycle Co., Peterson's Cycle Hospital, J. F. Ptacek & Son, Nels A. Rosendahl, Abel D. Schaefer, Schmid & Lehrer Co., Siegel Department Store, Tibbetts & Wise, "The Vim," Guy W. Webb, C. Zamboni & Sons, A. A. Zimmermann.

C. C. Bouscke & Son, Walt Braden, Cedar Cycle Co., Chronicle Cycle Co., Crosby Hardware Co., B. E. Derby, Chas. Ehle, N. J. Eide, D. Farrell, H. M. Turbis, Julius Ritt, Chas. W. Sanders, Frank D. Slanga, J. H. Wiggins, Portland Cycle Exchange, L. G. Prahl, Geo. J. Hartung, J. H. Holton & Co., Island Cycle Works, W. E. Lively, Henry Marsden.

MISSISSIPPI

R. Kennedy, Evans Bros., J. T. Erwin, Jones Repair Works, Laurel Bicycle Shop, Louis Mangin & Son.

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ROLL OF HONOR

MISSOURI

Aid Hardware Co., E. T. Atwell, Backer & Son, Ned Baho, F. C. Billings, E. S. Brown Cycle Co., Carthage Sporting Goods House, Cast Brothers, Cox Brothers, J. A. Coy & Son, William Dudley, M. J. Ellsworth, Garrett Hardware Co., Hafer Auto Co., Chas. B. Jansky, Jarell Brothers, Jefferson Motor & Cycle Co., Wm. L. Knobeloch, E. S. Leming, Liberty Bell Supply Co., Loring's West End Electric & Repair Co., C. A. Neyer & Co., R. O. Pixlee & Sons, Richard Hurck, R. Clark Hardware Co., Schneither Athletic Goods Co., Sellers Cycle Co., Dr. J. J. Spencer, Barton R. Young.

Budde Motor & Cycle Supply Co., Claude G. Bartlett, J. H. Gebbeken, A. B. Griep, Famous & Barr Co., O. O. Hamilton Garage, Kemp Hibler Mercantile Co., Otto Hintsche, W. E. Lamar, Roney Mercantile Co., J. H. Stevens Cycle Co., Roy J Stocking, Supreme Cycle & Motor Co.

MONTANA

Reinhard Hardware Co., Pope Achison Hardware Co., The Auto Equipment Co., Aurich & Curtis, Park County Hardware Co.

Winslow Mercantile Co.

NEBRASKA

The Arndt Hardware Co., Bullock & Hicks, Derryberry & Forbes, Inc., Freeman's Don't Worry Shop, Frazier Cycle Co., W. R. Johnson, C. K. Lawson Hardware Co., Clonjalik Brothers, Omaha Bicycle Co., Plattsmouth Cycle Co., Powell Brothers, Victor H. Roos, D. G. Tunks.

R. Bachstein, H. V. Black, Excelsior Cyclery, Gus Gocke, Wm. Goettsche, A. V. Hlava & Son, C. W. Jacobs, Lawton Cycle Co., McCook Hardware Co., Tubman-Grone Cycle Co.

NEW HAMPSHIRE

Geo. H. Sawyer, H. C. Lullott, C. A. Lowd, G. N. Hodgman.

NEW JERSEY

W. S. Beebe, L. B. Bellis & Son, The Samuel E. Burr Hardware Co., F. A. Buono, Central Cycle Co., S. Cybulski, J. J. Dills, Geo. W. Eddy & Son, John J. Finck, Haverford Cycle Co., A. L. Hilaman, Rudloe Cycle Co.

S. H. Berry Hardware Co., Bradley Beach Bicycle Exchange, Joseph O. Carpenter, Walter E. Chew, A. P. Clark, E. A. Cordery, Cornish Machine Works, David P. Crowell, The Elizabeth Motor & Cycle Co., Esslinger & Brown, Frank Goldstein, Benj. Goldy, Frank P. Gravatt, Chas. Greenwald, Geo. C. Feaster, A. C. Mount, Oswald Bott, Francis A. Ryan, S. Solomon, J. Edgar Sooy.

NEW MEXICO

C. A. Allingham, Alburquerque Novelty Works, Harry T. Johnson, Pash Bros'. Motorcyclery.

NEW YORK

A. Abrahams, Albany Motorcycle Co., The Albany Cycle Co., Frank Altzburger, F. D. Barton, A. J. Beckwith, F. W. Bedell, The Belles Hardware Co., Millard C. Berry, W. P. Bonnell, C. W. Bowtell, H. Scheeren, The Fred S. Booth Co., R. J. Brophy, Frank S. Bump Co., Burchard Brothers Co., Cedarhurst Bicycle Shop, Child Brothers, George Chilton, Donnell, William F. Corbalis, E. Q. Corrin, Dodge & Smith Co., Dunlap Sporting Goods Co., Inc., East New York Bicycle Exchange, Andrew Eckel, Empire Cycle Co., Otto L. Endres, Fred E. Field, Fillmore Cycle Works, L. W. Forshay, Frontier Light & Cycle Co., E. W. Gaylord, General Repair Co., Glouster Cycle Co., Sam. Goldsmith, Gravesend Motorcycle Co., E. Hammond, Hansen Co., Chas. M. Hart, Haverford Cycle Co., Inc., Hawkins Hardware Co., C. M. Hayward, Henry Heyer, Seeber & Hofheins, A. D. Houck, Henry Jacobs, John C. Kosack, Oakley T. Lee, George W. Lewis & Son, H. von de Linden, Maecherlein-Bloss, Inc., Maxfield & Needham, Walter A. Murrill, Joseph Miller, Henry W. Mirlke, Platt P. Monfort, B. L. Moone, Thomas D. Mooney, H. I. Moore, Morgan's Bicycle Store, F. D. Morgan, Frank Muldoon, M. P. Myers & Co., New York Cycle Works, C. Nielsen, Walter E. Nielsen, Niles Razor Works, Paul Otto, H. E. Palmer, Park Row Motorcycle & Bicycle Supply Co., W. G. Philips, W. L. Platt, W. J. Pulver, Purdy & Peck, W. H. Rascoe, Simon Rausmer, S. Reinhardt, M. A. Richardson, Elias G. Rieger, Inc., Chas. A. Robinson, Rochester Sporting Goods Co., B. H. Rawley, P. B. Rutan & Son, C. J. Schreiner, John Schubert, Bert G. Shook, Geo. T. Simpson, Simmons Mdse. Co., Amos Shirley, Sidney Smith, Edward Smith, Smith Parish, Snyder Cycle Supply Co., A. E. Spencer & Bro., Stevens Hardware Co., Inc., Stone & Luke, Frank R. Stover, S. D. Todd, Towner Brothers, A. L. Turner, Chas. H. Turner, Van Wert's Garage, N. D. Walker & Son, Waldron Drug Company, W. C. Warren, Charles O. Webster, Weeber Cycle Works, Whipple & Forman, F. B. Widmayer Co., J. Le Roi Wilding, E. J. Willis Co., W. P. Woodward, Your Repair Shop, Chas. W. Young.

Audubon Motorcycle Garage, E. E. Ayers, Badner Bros, Chas. H. Bent, David L. Batt, John P. Braico, Michael Cimorelli, Corona Bicycle Exchange, H. L. Emmons, Empire Auto & Cycle Supply Co., Empire Cycle Co., G. Gilligan, J. H. Goffe & Son, I. Lenner, Victor J. Lind, Liske Bros., T. J. Manning, Frank H. Marquet, Anthony D. Marino, D. L. Marlin, Maxwell Bernstein, I. C. Melvin & Co., E. C. Merow, P. Merhel, Wm. J. Moran, The National Cycle Exchange, Neal, Clark & Neal Co., New York Cycle Co., Joseph Oldfield, R. H. Philbrick, Jacob Pinnolis, Larry Ricci, Geo. Seth Robinson, Rosbach & Filsinger, Simon Rosenbloom, Herbert A. Rowse, A. C. Ruff & Co., Jacob Schoenl, John Scinaldi, Chas. Smith & Co., A. E. Smith, South Side General Store, Peter F. Sparling, E. H. Thomas, Isaac Van Hooser, Frank Wood.

NORTH CAROLINA

J. P. Blackwell, John B. Boney, Brown Rogers Co., D. R. Connor, Frenches Bicycle Shop, D. S. Hodge Cycle Works, Carl S. Orr, T. F. Pettus Co., Roberts Hardware & Sporting Goods Co., F. L. Voliva Hardware Co., Inc., Ward & Son, Winston Tire & Repair Co., Wilmington Cycle Co., C. W. Withington.

E. L. Freeman, Gibsonville Hardware & Furniture Co., W. J. Hill & Son, W. G. Lowry, T. C. Miller, Odell Hardware Co.

NORTH DAKOTA

Allen S. Nero, C. P. Brainard, J. T. Case T. M. Co., J. T. Eager, Hoppe Hardware Co., Jensen Bros., J. E. Johnson Cycle Supply House, Lyons & Co., W. R. McIntosh, John M. Mulvey, G. G. Thompson.

OHIO

Queen City Cycle Livery Co., Atwater Brothers, Emil Arthurs, Ashtabula Motorcycle Co., The Auto Rubber & Mill Supply Co., Roy J. Baird, Barber Service Co., H. J. Bailey Cycle Co., F. D. Bentz, John Blackmore & Son, Rollie Blume, C. A. Bope, W. E. Booth, The Bosworth Hardware Co., Geo. E. Burs, Central Hardware & Harness Co., Coshocton Sporting Goods Store, B. L. Dennis, J. G. Diefenbacher, Niehaus & Dohse, A. D. Diener, The Doering Hardware Co., Eikler Brothers Co., Elliott Cycle Co., C. E. Wyeth, Foor & Baldwin, Franklin's Bicycle Hospital, S. E. Frew, W. Fuersh, The Gladwell-Crossley Motor Co., F. W. Hadley, Ford Hardware Co., Herman Cycle Co., W. L. Hiller & Co., O. S. Hitchcock, Howard Beeney, Indian Repair & Supply Co., H. D. King, Harry Kinsella, E. A. Klein & Co., W. H. Knisley & Son, The La Grange Hardware Co., Chas. Landers, Thomas E. Lindsay, Loge Brothers, Nicol Lowe, Fred C. Magsig, George E. Meek & Co., L. W. Morris, Ralph C. Mount, W. L. Milner & Co., F. W. Mullenhous, G. H. Neidengard, Novelty Machine Works, Otte-Pettit Hardware Co., The Paulding Tire & Repair Shop, Patterson & Volzer, R. W. Paterson, Poage & Sollers, Chas. L. Popeman, M. Quaintance, B. H. Sanborn & Co., C. L. Scrivens, Scott's Cycle Store, Andrew F. Shea, P. Slack's Sons, Sixth City Motor Cycle & Bicycle Works, Stark Novelty Co., Geo. T. Stream, D. W. Reed, A. C. Rhoades & Son, James C. Walker, The Wedge Garage Co., H. L. Wheaton, W. M. Wooster.

The B. B. L. Co., The Brendamouor Sporting Goods Co, Geo. Body, Bogardus & Co., Bruce Motorcycle Co., The Buchman Hardware Co., Buckeye Supply Co., Casino Cycle & Supply Co., Central Hardware Co., Clarence Castle, The Cycle Shop, Fred Dexter, Donohue & Loritsch, A. G. Durling, A. H. Ellerman, A. G. Flanery, R. B. Gandner, C. C. Haine, F. W. Handley, Hamstead & Holding, Jesse W. Harry & Son, E. E. Harvey, R. F. Imhoff, Keller Bros., J. H. Kelley, Locke Cycle Stores, The J. A. Lutes Cycle Works, W. F. Meyers, C. A. Miller, B. B. Millison, Myers Hardware Co., D. W. Raymond, E. C. Reitz, W. C. Hering, C. F. Rhodes, G. O. Salzman & Son, Smith Furniture Co., Smith & Co., J. W. Smith Store, F. G. Spatholt, Stricker & Son, E. T. Swartz & Co., J. E. Swank, U. S. Sporting Goods Co., Chas. A. Williams & Son, Chas. M. Zitzer.

OKLAHOMA

Berentz Hardware Co., Guthrie Hardware Co., Geo. M. Coffee, W. H. Conklin Machine Works, Goff's Racket Store, G. W. Ritter & Sons, Goldsmith Shorter Motor Co., G. A. Hoover, Hoppe Hardware Co., J. W. Megee, The Muskogee Hardware Co., Nichols Bros., Oklahoma Cycle Co., Parkinson Trent Mercantile Co., Pon Creek Bike Shop, R. D. Steele, Waller's Cycle Shop, Warren-Smith Hardware Co., H. C. Wey & Son.

OREGON

Apex Bicycle Co., Baltimore Gun & Bicycle Works, Blunt-Cates & Co., B. J. Boicourt, City Bicycle & Gun Co., The Cycle Club, T. L. Devore, Eastern Supply Co., Elgin Hardware Co., Elliott & Co., Hook & Lutgen, Hook & Miller, M. M. Long & Co., Marshfield Cyclery, A. H. Moore, Palmer Bros., Parkhurst & Jones, Pendleton Cycle Co., Roseburg Bicycle Shop, Stearns & Chenoweth, Marshall Wells Hardware Co., Wendlicks Repair Shop, G. A. Whitney.

PENNSYLVANIA

John H. Adams, Auto Motor Cycle Co., George W. Bogar, N. S. Brandt, Arthur Broberg, Brown Auto Supply Co., The Bicycle Hospital, P. O. Bue & Sons, William Buel, R. W. Bush, Frank T. Chambers, A. W. Chormann, P. Connelly, Robert S. Darling, Dickey Hardware Co., Ditz & Rinehart Hardware Co., Chas. E. Drumbor, Erie Cycle & Supply House, Flory Brothers, L. C. Fox, French Brothers, Weiser & Fry, E. F. Bruber, Handy's, Hall, Kaul & Hyde Co., J. N. Harry, Heagy Brothers, James W. Heberling Est., W. D. Heesom, H. J. Heiser & Co., Helps Brothers, Harry Hendrickson, W. H. Hill, Frank B. Holcomb, E. M. Hottenstein, J. F. Hummel, Robert C. Husted, J. Jakobsen & Co., Fred D. Johnson, Bruce Johnson, Joseph Johnson & Son, Keinard Brothers, McKnight & Son, Frank E. Keiffer, F. L. Klipper, A. B. Kock's Machine Shop & Garage, J. H. Kramich, W. E. Laidacker, J. B. Levy, J. A. Loew's Sons, George W. Lohr, David F. Love, James Mayo, K. H. McClintic, Est., J. C. McCreary, Geo. S. Miller, W. F. Morris, Ralph R. Myers, John Nobel, Our Bicycle Shop, Palace Hardware House, Geo. W. Perier, Penn Cycle & Motor Co., Poussky & Donsky, L. H. Quay, J. M. Reams, Edward Reed, Rockwell & Adams, A. A. Ross, John Schaalt Co., George Sergereff, A. H. Shisler, Stevenson's Sporting Goods Co., Lee O. Smith, C. W. Snyder, Somerset Cycle & Machine Co., S. J. Spingler, J. E. Sponeyborger, Stewart Kunsman, W. M. Strathern, N. J. Lyons, Wade E. Taylor, Tauber's Repair Shop, Charles R. Thompson, Ralph B. Thompson, J. R. Thurston, The Tire Store, Updegraff & Buckhart, G. H. Walter & Co., George R. Weikel, C. F. Winterburn, M. Wolkin & Sons, Israel Wolkin.

RHODE ISLAND

Dawson & Co., Wm. J. Dowding, Samuel Girven & Co., T. F. & T. J. Hayden, Geo. O. Murphey, Marceau Brothers, John Raso, Walter L. Rose, Stanbar's Cycle & Supply Co., L. W. Tucker Co.

SOUTH CAROLINA

J. B. Armstrong, H. E. Beard, Jr., Bell & Glover, T. H. Chipley, Lightsey Brothers' Hardware Co., J. C. Goodlett, Huggins-Eaddy Hardware Co., W. P. McManus.

TENNESSEE

The Rosenblatt Co.

VERMONT

E. J. Blodgett, E. J. Davis, J. M. Gilbert, J. H. Goodrich, W. E. Lamson & Son Co.

VIRGINIA

Bloxom Brothers, D. W. Branch, G. W. DuLarry, Hamilton-Cook Hardware Co., Proctor Shoe & Bicycle Co., C. B. Rhodes, Swansboro Furniture Co., H. R. Willis.

WASHINGTON

Aberdeen Cycle Co., Archie Johnson, Avery & Allison, F. M. Bailey, Burnell's Repair Shop, Leroy Debolt, Drebis Bros., Ellis Bros., Falls City Cycle Co., Fuller Cycle & Supply Co., C. J. Gooch, Hardy's Gun Store, Hanly & Skiles, Excelsior Repair Shop, F. J. Jackson, K. Knudson, Lamb & Co., R. L. Lindgren, O. H. McKee, W. H. Meyer, F. M. Potter, D. Reilly & Co., F. J. Ross, W. L. Summers & Son, Theodore Wilts.

WEST VIRGINIA

C. F. Braunlich & Co., Caldabaugh Brothers, L. C. Dashner, Gill-Willis-Hill, Inc., H. G. Friedrichs, Lee & Parr Hardware Co., E. C. Smith, Geo. C. Wilderman Co.

WISCONSIN

G. R. Brundoge, W. F. Chandler, H. C. Cleaves, C. G. Engstrand Co., Gray Electric Co., Gordon Moran, N. Johnson & Co., Karst Hardware Co., C. C. Kelleher, L. W. King, Kitz & Pfeil, C. W. Kleist, W. A. Knaak Motor Co., The Kraus Hardware Co., Lueck Brothers, McLain & Lawton, North Side Repair Shop, Premo Brothers, H. C. Prange Co., Running Martin & Co., E. C. Saecker, O. V. Soderstrom, William Schroeder, C. J. Swenson, B. Urick, Chas. L. Weis.

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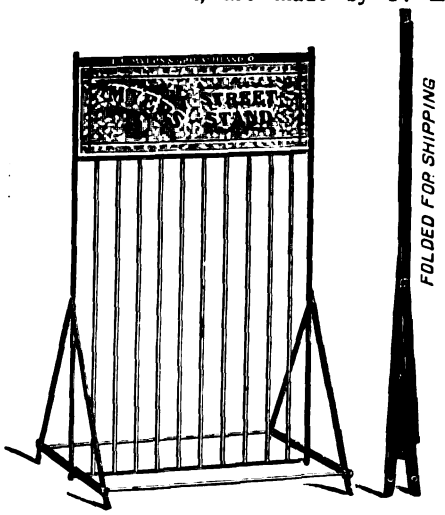
MYERS STANDS FIT ANY BICYCLE

Fold Into Small Compass and Can Be Used for Demonstrating the Wheel —Home Trainer Attachment An Extra

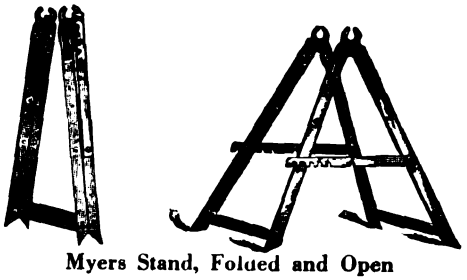
BICYCLE STANDS which enable the dealer to demonstrate a wheel and which also can be fitted with a home trainer attachment, are made by F. E. Myers & Bro., of Ashland, O., under the name of the Myers bicycle stands. These stands are foldable into a small compass and when set up can be adjusted to fit any bicycle, giving a wide base and rendering the mount absolutely steady in addition. These stands are made of spring steel, finished in aluminum bronze and are very neat in design.



Myers Street Stand

The Myers stands raise the rear wheel of the bicycle clear of the floor, thus allowing the salesman or customer to mount and try the machine right in the salesroom. This enables the goods to be shown to better advantage. There are two braces by means of which the spread of the legs can be regulated. For the home trainer a roller mounted on a yoke is spring held against the tire of the rear wheel to give an equivalent of ordinary road riding. Even with the trainer attachment on, the stand in no way mars the appearance of the wheel.

The firm is also marketing a street stand, made from spring steel and finished in aluminum bronze. The capacity of this stand is eight wheels. The rods are galvanized and polished. Each stand is fitted with a blank swinging sign which is coated ready for lettering. The street stand folds for shipping or for taking in at night. For terms on both articles, application should be made to the Ashland headquarters of the company.



Myers Stand, Folded and Open

DEALERS ORGANIZE TO BOOST BICYCLE DAY

INDIANAPOLIS, Ind., Feb. 8.—A bicycle dealers' association was organized in this city last Sunday, at the store of the H. T. Hearsey Co., for the purpose of arousing interest in BICYCLE DAY. As a result of the offer of the newly formed organization to use large advertising space, some of the local newspapers will print special bicycle sections.

Each dealer will make a special effort to arrange his store attractively and will hold a separate reception to riders and prospects of this city on the afternoon and evening of BICYCLE DAY. Light lunches will be served at the stores, and several dealers plan to have contests for visitors.

Bob Douglas, John Merz and John Kinney were appointed a committee to secure the necessary publicity in the local papers. The committee has already employed a publicity man to write stories boosting the big day, which will appear in the local dailies.

"THE TIRE MERCHANT"

ERIE, Pa., Feb. 8.—"The Tire Merchant," the house organ of the Continental Rubber Works, producer of the well-known Vitalic tires, has made its appearance for the month of January as a strong booster for "One Million Bicycles in 1916." Lots of first class "dope" is interestingly presented to dealers, telling them of BICYCLE DAY and suggesting ways of making it a success. Mr. Lancaster writes an interesting story on "Vitalics in Foreign Lands," and there is a full page devoted to clever chats about trade men.

NATIONAL CO. MAKES ONLY NAME-PLATE BICYCLES

BAY CITY, Mich., Feb. 8.—The National Cycle & Mfg. Co., of this city, makers of the National bicycles, holds a unique position among bicycle manufacturers in that this company devotes its entire efforts to the production of high-grade, name-plate two-wheelers.

The National line for 1916 consists of nine distinct models as follows: 1—Heavy Service Model; 2—Roadster for men; 3—Roadster for ladies; 4—Cushion Frame for men; 5—Cushion Frame for ladies; 6—Racer; 7—Pace Follower; 8—Juvenile for boys; 9—Juvenile for girls. All of these models are constructed with exclusive National features, which combine originality and simplicity.

One of the largest National distributors is the Johnson & Meyer Co., of Memphis, Tenn., which enjoys a very large trade in the Southern states.

APPEAL CO. IS BOOSTING FOR MILLION BICYCLES

LOS ANGELES, Cal., Feb. 7.—"We are certainly doing our share toward selling 'One Million Bicycles in 1916,'" said Mr. A. E. Welborn, manager of the Appeal Manufacturing & Jobbing Company, recently. "We have just received a carload of 300 machines at our San Francisco branch and, on January 14, a second carload of 300 bicycles left the factory for Los Angeles.

"On January 24, another carload, consisting of 310 two-wheelers, left the Emblem factory in Angola, N. Y., while on February 4, 300 more Emblem bicycles were sent on their way to the Pacific Coast, and another shipment of 250 machines are now journeying to our Frisco headquarters. That makes a total of 1,460. And in February we will positively specify two more carloads. We believe in boosting for the million mark, and we're doing our share of the boosting and expect to get our share of the big profits."

BIG PACIFIC DISTRIBUTOR FOR GREAT WESTERN

LA PORTE, Ind., Feb. 9.—So impressed was John McDonald, representative of the Pacific Hardware & Steel Company, of San Francisco, Cal., with the facilities of the Great Western Mfg. Co., makers of the Crown, Adlake and America bicycles, for the manufacture of two-wheelers and with the thorough methods employed, that he immediately signed up, during a recent visit here, for the Pacific Coast distributing rights of the Great Western machines.

The Tinlin & Crawford Bicycle Store, Bay City, Mich.—National Bicycles Handled

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BICYCLE BOOSTER POSTERS ISSUED BY NEW DEPARTURE COMPANY

Above Are Reproduced Four of a Number of Posters Which Have Been Printed in Two Colors for Dealers by the New Departure Co., of Bristol, Connecticut, to Be Used in Connection with BICYCLE DAY and Throughout the Year

VETERAN WHEELMEN MEET IN PHILADELPHIA

PHILADELPHIA, Pa., Feb. 6.—The Century Wheelman, composed of men who can recall the days when Broad street was crowded with bicycles, when bankers and lawyers rode downtown on the two-wheeled vehicles, and it was distinctly the mode to own such a machine, met last night at the Bellevue-Stratford for their annual reunion.

The organization was once the leading wheeling club of the United States, and had a membership of 1,600. Although it quit cycling, the club maintained its organization, and it was not until within the last year that its home at 1606 North Broad street was sold. Then it was decided to form a dining club, to which should be eligible all the "Centurians."

The members dined last night in the Clover Room. J. Frank Shellenberger was the toastmaster. Addresses were delivered by George M. Graham, E. J. Cattell and Dr. Phillip Moore. It was decided to make the dinner an annual affair.

MORE PIERCE BICYCLES FOR NEW YORK POLICE USE

NEW YORK, Feb. 2.—The New York Sporting Goods Co., of 15 Warren street, has just been awarded a contract for 150 additional Pierce bicycles for the use of the police. These mounts are to be fitted with Vacuum Cup tires, Neverout lamps and special spring saddle. The frames are the regular arch truss type.

WANT SHOW WITH RACE

KANSAS CITY, Mo., Feb. 9.—Much interest is being taken in the six day bicycle race which is scheduled for this city, the dates being Feb. 19 to 25. The local dealers believe that a great deal of enthusiasm will be aroused and a movement is now on foot to stage a small bicycle show in connection with the race.

NEW CYCLING CLUB

STOCKTON, Cal., Feb. 8.—The Samson Cycling Club, which has just been organized in this city, has applied to the California Associated Cycling Clubs for affiliation. The club was formed at the suggestion of Frank Klotys, formerly a member of the New Century Wheelmen, but now a resident of Stockton. Thirty riders have joined the new Stockton body.

SCHULTZ WINS TWO RACES AT ARMORY MEET

BUFFALO, N. Y., Feb. 8.—Two bicycle events made a hit with the crowd that flocked to the local armory games which were held on Saturday night. Robert Schultz, the youth who pedalled himself right into the front ranks of the best local amateurs since his appearance on the track last fall, captured both of these races. In the two-mile race, Schultz beat out his nearest opponent, Joe Schieder, by 24 points, having piled up a total of 68. In the one and a half mile repechage handicap, Schultz trimmed Schieder in the final heat.

NEW BICYCLE JOBBERS FOR BALTIMORE

BALTIMORE, Md., Feb. 8.—A new firm has entered the local wholesale cycle field here, which will be known as the Holland-Baden-Ramsey Company. This concern will handle bicycles, motorcycle and bicycle supplies and also sundries.

The officers of the company are men of many years' experience in the cycle field. William Holland, the president, has been manager of the bicycle and motor accessories department of Henry Keidel & Co., of Baltimore, for the past twenty-four years. The vice-president, Richard T. Baden, acted as financial manager of that company for seventeen years, while John A. Ramsey, the secretary, was for years the star salesman for Henry Keidel & Co. The headquarters of Holland-Baden-Ramsey Company will be located at 25 Hanover street. "Rollfast" tires will be featured.

TAKES ON INDIAN BICYCLE

SAVANNAH, Ga.—George W. Thomas, a well known bicycle dealer of this city, has taken the agency for the Indian bicycle line. Hendee traveller, T. S. Long, obtained his contract.

U. S. I. WILL HOLD SECOND SPORT NIGHT

NEW YORK, N. Y., Feb. 9.—The second indoor "sport night" will be held by the Unione Sportiva Italiana, at its club house, 410 Eighth avenue, on March 9. The bicycle end of the program will consist of a half mile match style home trainer race. Tickets for admission to the games will cost 25 cents and can be secured from Sport Director Francesco Bizzoni.

Last Sunday Tom Bello was again returned the winner of the home trainer race, which was the third in a series to decide the club championship. Seven members competed and the distance was one-quarter mile, run in three heats, two semi-finals and a final. Bello met Desimone in the final and won by a half-inch in the excellent time of 15 1-5 seconds. Bello now has ten points in the series and Desimone has eight.

The weekly one-mile match race on home trainers was staged last Thursday and was captured by Nelson Johnson, who holds third place in the championship series. Eight members competed and the event was held in four heats, two semi-finals and a final. Johnson met Alfonso in the final, the first part of which was ridden at a snail's pace, neither rider wishing to take the lead. Suddenly Alfonso jumped, opening a gap of 35 yards. Johnson woke up and by the hardest kind of plugging managed to get his man at three yards from home. He won by less than an inch.

GREAT WESTERN BICYCLES AT TWO SHOWS

LA PORTE, Ind., Feb. 8.—The Great Western Mfg. Co., makers of the Crown, Adlake and America bicycles, will exhibit their three lines at the Grand Rapids (Mich.) show, which will be staged on February 15, 16, 17 and 18. The Great Western stand will be in the care of Morley Brothers, of Saginaw, the Michigan distributor for the La Porte company.

Great Western bicycles will also be shown at the Indianapolis Cycle Show, February 24, 25 and 26, by the G. K. Westing Co., which has the exclusive selling rights in the Indiana metropolis and also distributes the Indian motorcycle.

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FRANK KRAMER'S LIFE STORY

The First Authorized Story of the Great American Bicycle Champion's Brilliant Career—By Harry Mendel

Sixth Installment

With Lawson and Major Taylor Riding Abroad, Kramer Had An Easy Time Capturing the Titular Honors in 1904.

WITH Iver Lawson and Major Taylor riding on foreign shores in 1904, Kramer had practically no opposition at all in romping off with the National Cycling Championship for the fourth year in succession. This was a new world's record for acquiring successive championships, surpassing the former record of three championships hung up by that little wonder of the wheel, Eddie Cannon Bald.

Got Sixty-Nine Points

There were fifteen championship contests during the season, and out of a possible 75 points, Kramer captured 69. In thirteen of the fifteen races, the East Orange speed marvel finished first. On one occasion he finished second and another time he was fourth. Willie Fenn, Kramer's teammate, captured the two races in which the champion was defeated. Both events took place on a cinder track at the World's Fair in St. Louis, where the conditions were far from the best for good sprinting.

Kramer with his sixty-nine points loomed up far ahead of Willie Fenn who occupied second position in the race for the title with 26 credits. John and Menus Bedell, the Lynbrook (Long Island) riders, tied for third place, each accumulating twenty points. So Kramer had pretty easy sailing that year and in no way the battle that he had in the previous season, when Iver Lawson made him go practically down to the last race of the season before the holder of the title was decided.

Sets New American Record

The championship races wound up for the season on Labor Day, September 5, with Kramer taking first place in the two-mile titular race. On the following Sunday he rode a wonderful race at the Velodrome which was a fitting sequel to his remarkable record in capturing the National Cycling Championship for four successive years. Kramer, without the aid of Fenn, won the handicap race at one mile and created a new American record of 1 minute 49⅖ seconds. Floyd McFarland rode the distance in 1 minute and 49 seconds, at Australia in the winter of 1914, but he had more assistance in the way of pace making than Kramer was afforded.

The championship series for 1904 started at the Revere Beach track, just outside of Boston, on Friday night, June 19, and Kramer made a victorious start by taking the half-mile race in decisive manner. Willie Fenn finished second to the East Orange rider, while Menus Bedell was third, and Eddie Root fourth. On Sunday, July 3, Kramer won a two-mile titular race at Manhattan Beach and the next day at Newark he eased in a winner in a mile championship affair.

Kramer's Winning Streak

Against a field of twenty-three starters, Kramer won the five-mile championship race at Manhattan Beach on Sunday, July 17. Menus Bedell finished second and his brother, John, was third. Connecticut fans had a chance to gaze on Kramer in his winning form on July 25 in Hartford. The race was at a half-mile, and Frank had little trouble in beating John Bedell, Walter Bardgett and Frank Cadwell. At Revere Beach the next day, Kramer kept up his steady procession of ever increasing victories by winning another half-mile title race and beating out Willie Fenn, John and Menus Bedell.

Kramer and Root fought it out, kick for kick, on Sunday, July 31, at the Vailsburg track in the five-mile championship race.

Frank Kramer in 1904 and "Uncle" L. H. Burnett, An Intimate Friend

It was a great battle down the stretch, the champion apparently was straining his every effort to win and came up the stretch with a terrific flight of speed. He just beat out Eddie Root, while Cadwell and Fenn finished next in order. The time announced for the last eighth mile was 11⅖ seconds and there was tremendous applause when this was given out, as Kramer had ridden a wonderful race and entirely without any aid from Fenn.

Kramer met his first defeat in a championship race, at the World's Fair in St. Louis, on Tuesday, August 2. The race was a third of a mile and ridden on a cinder track. Kramer in trying to sprint around Fenn almost spilled, his wheel swerved from under him, but he managed to hold his place and finish second to Willie Fenn. The next day Kramer was once more vanquished and misfortune had surely claimed Frank at the Louisiana Purchase Exposition. Kramer's chain jumped from his sprocket, he swerved toward the outer edge of the track and, to add to his troubles, his rear tire came off. Fenn won again. Bowler was second, and Root third, while Kramer was last.

Kramer came into his own again before leaving St. Louis, and Dame Fortune smiled on him when he won both championship races in a meet on Friday, August 5. A half-mile race was run in the morning and Kramer finished ahead of Fenn, John Bedell and Cadwell. In a two-thirds mile race in the afternoon, Frank led Fenn, Krebs and Menus Bedell to the tape. Back home again at the Vailsburg track, on Sunday, August 14, Kramer won the five-mile championship affair from Menus Bedell, John Bedell and Eddie Root.

Too Long for Frankie

A twenty-mile race was run in Newark on the following Sunday, which was won by Tom Butler, of Boston. When Kramer sat up at six and one-half miles, a fan in the bleachers shouted, "A little too long for Frankie, old boy." This caused a roar of laughter throughout the old place and brought a broad smile over Kramer's face. In the last championship race of the season, at two miles, on September 5, at Vailsburg, Kramer won by an open length from Menus Bedell. John Bedell was third and Floyd Krebs was fourth.

When the season opened for 1904, racing was again resumed at the Vailsburg track, after the riders had raced one year on a dirt track at Hillside Park. When the ban was put on racing in Vailsburg, the promoters transferred the sport to Hillside Park, at Belleville, and while the dyed in the wool enthusiasts stuck to the sports, thousands and thousands who witnessed the sport on a board track at Vailsburg never went near the track at Hillside Park.

Usual Big Crowd at Vailsburg

Seven thousand fans turned out on the opening day at Vailsburg, which was Sunday, April 7. The ardor of the bike fans was not dampened, but a chill wind and threatening skies made it uncomfortable for the fans. The big event was a half-mile open, and Kramer won this with five yards to spare over Eddie Root, who was a foot ahead of Willie Fenn in third position.

On Sunday, May 1, there were two champions at the Vailsburg track. One was Frank Kramer, the sprint cycling champion, while the other was Harry Harris, the recognized holder of the bantamweight pugilist title. Kramer took up boxing in 1904, and Harris was his instructor.

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PREPAREDNESS

BUFFALO METAL GOODS COMPANY
MANUFACTURERS OF
ATHERTON COASTER BRAKES
SCREW MACHINE PRODUCTS
184-210 WINCHESTER AVE.
BUFFALO, N.Y.

February, 1916

Mr. R. U. Wise -

This really isn't a letter, it is a thought, a suggestion- an opportunity.

"SPRING" --- doesn't that convey an idea pleasing to you? The budding out of all that which has been dormant of growth and evolution.

With the coming bicycle riding season you are looking forward to a bigger and more profitable business. Have you stopped to consider where the Atherton Coaster Brake - ATHERTON SERVICE and ATHERTON ENTHUSIASM could become a valuable asset to your business?

We want to help you sell more bicycles and to have a coaster brake which is a Coaster and also a Never Failing Brake.

The ATHERTON has only six working parts yet three braking surfaces and two driving contacts.

The hub is perfectly designed to give strength at all points of strain.

The cone principle in braking is the ATHERTON way -

"LIKE THE TWIST OF A SCREW."

This in combination with the old style flat surface braking is found only in the ATHERTON BRAKE.

If you ask for Atherton equipment you will be sure of SERVICE, you will get the Atherton Enthusiasm and will forget any coaster brake troubles you might have had in the past, --- there will be none for the future.

Yours in co-operation,

BUFFALO METAL GOODS COMPANY

Do it Now

"TRY FOR A MILLION AND ONE"

WRITE FOR DEALER'S OUTFIT

Buffalo Metal Goods Company

Winchester Avenue - Buffalo, N...

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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McNAMARA-SPEARS WIN CHICAGO SIX DAY RACE

(Continued from page 39)

pick-up. Before the start of Saturday afternoon's pedaling, a "simon pure" sprint race was held, and exhibitions were given by Alfred Goullet and Charles Piercey. The former rode a quarter-mile in 0:26⅘ and Piercey covered the same ground in 0:26⅕. Ernie Kochler won the half-mile amateur race in 2:05. Early on Sunday the six-day grinders were still behind the record.

On Sunday afternoon the Coliseum was sprinkled with a crowd of 2,000 spectators. When the riders finished the 48th hour on Monday morning, six teams were leading, these being McNamara-Spears, Lawrence-Magin, Cameron-Kaiser, Smith-Coburn, Ryan-Thomas and Hanley-Madden. Ohrt-Madonna, Grimm-RudiRusse and Kopsky-Wohlrab were one lap behind the front-rank men, while the Lawson-Corry team was two laps to the bad.

Ohrt and Madonna Lose Laps

Ohrt and Madonna lost two laps in a jam that started early on Sunday night. Numerous attempts were made to regain lost laps, but all of them failed, the leaders being in splendid form and not allowing the rear-enders to get any advantage. Spears and McNamara had been performing better than any other team and on Sunday morning they were picked as the favorites.

The fifth day of racing, which began on Monday afternoon, was witnessed by a crowd of 2,000. Throughout the day the six leading teams managed to hold tight to their advantage and refused to let the trailers come into their fold. The score at the end of the 60th hour was 1,402 miles and 7 laps. Wohlrab-Kopsky were one lap behind the leaders, Grimm-RudiRusse three laps and Corry-Ohrt five laps.

Corry had had ill-luck with his partners throughout the grind. Lawson, his new partner, was in bad shape on Monday night and quit. Madonna, who was Ohrt's partner, did not appear on the track on Monday afternoon, thus leaving the San Francisco boy to form a new team with Corry. The latter made some terrific efforts to regain a lap, but did not succeed.

HOW THE "GRAY FELLOWS" WERE SHOWN

Effective Exhibit of the Wagner-Dolph Co., Inc., Harley-Davidson Agent, Which Was Staged at the Recent Rochester (N. Y.) Motor Show

DETAILS OF CRISTMAN BILL

(Continued from page 25)

"The following fees shall be paid to the secretary of state upon the registration or re-registration of a motorcycle in accordance with the provisions of this article: Two dollars and fifty cents upon the registration of any motorcycle of whatever horse-power, provided that if a motorcycle is originally registered after August first in any year, the register fee for that year shall be one-half of the fee herein provided for.

"The registration fees imposed by this article upon motorcycles shall be in lieu of all taxes, general or local, to which motorcycles may be subject.

"Upon the sale or transfer of a motorcycle registered in accordance with this section, the vendor shall immediately give notice thereof with the name and residence of the vende to the secretary of state, and the vendee shall, within ten days atfer the date of such sale or transfer, notify the secretary of state thereof upon a blank furnished promptly by him for that purpose, stating the name and business address of the previous owner, if known, the number under which such motorcycle is registered and the name, residence, including county and business address, of the vendee. Upon filing such statement duly verified such vendee shall pay to the secretary of state a fee of one dollar, and upon receipt of such statement and fee the secretary of state shall file such statement in his office and note upon the registration book or index such change in ownership.

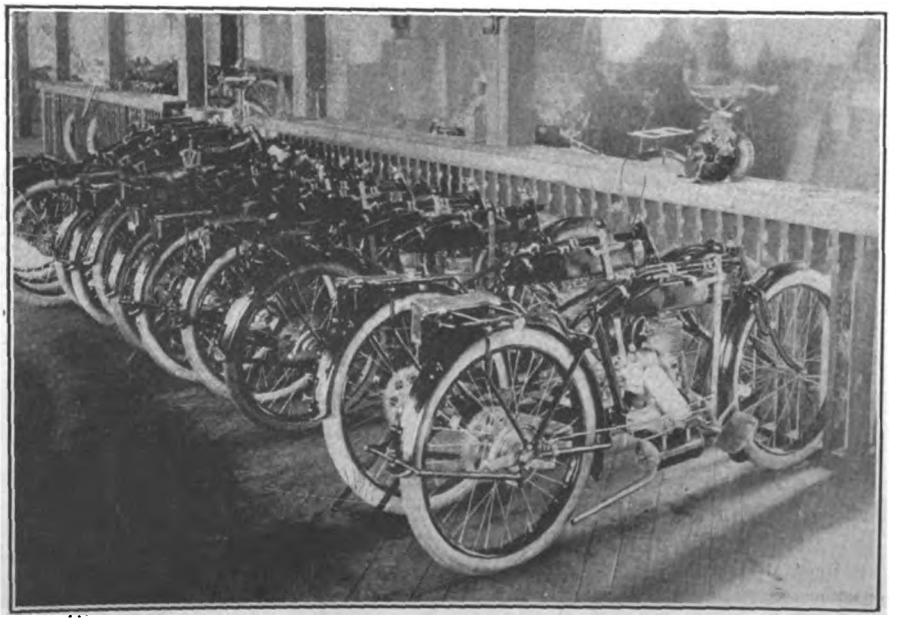
Numbered Plates Are Necessary

"No person shall operate or drive a motorcycle on the public highways of this state after the first day of April, nineteen hundred and sixteen, unless such motorcycle shall have a distinctive number assigned to it by the secretary of state and a number plate.

"Such number plates shall be of metal, on which there shall be the initials 'N. Y.' and there shall be the distinctive number assigned to the motorcycle.

"Every motorcycle, operated or driven upon the public highways of this state, shall be provided with adequate brakes, adequate bell, horn or other device for signaling, and shall, during the period from one-half hour after sunset to one-half hour before sunrise, display one lighted lamp on the front and one on the rear, or, when such motorcycle is operated with a passenger or other truck attached to the side or front, two such lamps on the front and one on the rear; and in all cases the lamps on a motorcycle shall include a red light visible from the rear."

FEATHERWEIGHTS READY TO BE TESTED



A Line-Up of Indian Lightweights in the Testing Department of the Hendee Factory Waiting to Be Tried Out by Expert Road Men

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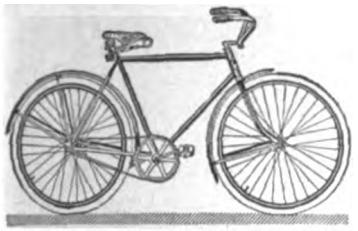
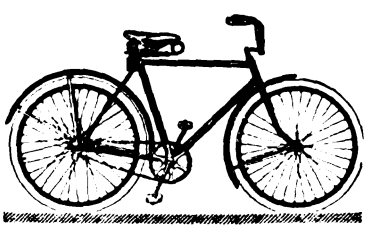


Columbia

Cleveland



Tribune

"Selling Sense"

SELLING SENSE, in nine cases out of ten, means picking a winner.

It means that when a prospective customer comes into your store you lead him right to a high-grade wheel that you know will give him a lifetime of service.

You let him admire the graceful lines, the up-to-the-minute equipment and the appearance of solid worth.

Then you tell him about the patented frame construction, the strong, dependable coaster brake that is used, the improved crank hanger that makes riding easier, and the high-grade chains, tires, rims and bearings.

By that time you've won half the battle. And you win the other half as soon as you tell him your bicycle has a world-famous name like:

Columbia
Cleveland
Tribune
Rambler
Crescent
Pope

If he's a particularly hard customer to handle, you enlarge upon the fact that your wheel is guaranteed by a concern with an unequalled reputation of thirty-eight years' standing—that in this period the highest possible standards of quality have been developed, to which every piece of material must measure—and that scientific experts are continually striving to improve every detail of construction and every process, so that your wheel is now better than any that has ever been made before.

And when your prospect goes out a purchaser you have the satisfaction of knowing that he is a booster for you and your bicycles for the rest of his life.

That's the way you do your share of the work for "1,000,000 Bicycles in 1916."

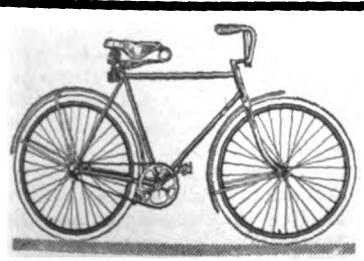
If you haven't the prices on these lines you had better write for them now—they're worth it.

Westfield Manufacturing Company

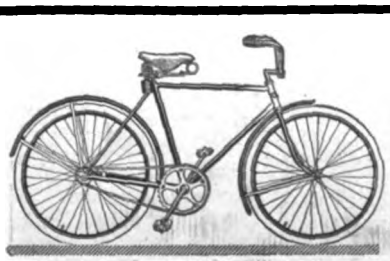
(Successors to the Pope Mfg. Co.)

11 Lozier Ave. Westfield, Mass.

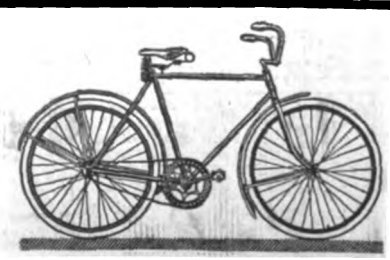
Makers of the famous Pope Motorcycles.
6 Models—Prices $150-$275.
New catalog now ready.



Rambler



Crescent



Pope

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TO REGULATE NEW YORK MOTORCYCLE SHOPS

Mayor Mitchel Recommends Passage of Such a Measure by Board of Aldermen, Following Report of Commissioner of Accounts

NEW YORK, February 4.—Following the report of Commissioner of Accounts L. M. Wallstein upon the condition of motorcycle agencies in this city, Mayor Mitchell has recommended that a committee of the Board of Aldermen, in co-operation with the Fire Department and Commissioner Wallstein, be appointed to draft provisions which will regulate commercial motorcycle storage and repair shops. In his recommendations to the board, the Mayor called attention to the fire hazards arising from spilled and leaking gasoline, oil-soaked floors, paper and rags and also to the location of motorcycle stores in tenement houses, factories and places of public assembly.

In Commissioner Wallstein's report, notice was called to the condition of a considerable percentage of the metropolitan shops which the commissioner visited. He examined 67 places in all and found that 35 were located in tenements housing from nine to 290 persons. Three tenements were of frame construction. One shop was located in a building of which the upper part was used as a dance hall and another was on the ground floor of a factory building employing 80 hands.

In 37 of the places the floors were of wood, saturated with oil, and there was no provision for absorbing spilled oil and fuel with sand. In 33 instances the stores were lighted by gas and heated by gas stoves, oil stoves or coal stoves. Open flame torches were also found in many of the shops. There were no receptacles for waste, no signs prohibiting smoking, no means of extinguishing fire and no fire doors or windows in a huge majority of the 67 places.

Commissioner Wallstein called the attention of the Mayor in his report to the fact that Article 11 of Chapter 10 of the Code of Ordinances relating to motor vehicle repair shops did not affect motorcycle stores and shops. Motorcycles were not included in the definition of the term "motor vehicle" in the ordinance. On the other hand, the occupancies were not governed by Article 8 of the same chapter, relating to the manufacture, storage and transportation of mineral oils, including gasoline. He cited the ordinance of the City of Chicago with regard to motorcycle premises and recommended that a similar set of regulations be adopted.

It is very probable that the commissioner's report, with the Mayor's recommendation of practically all its suggestions, will be acted upon by the committee of the Board of Aldermen and a rigid ordinance drafted. To anyone familiar with the conditions of New York motorcycle shops it will be evident that Commissioner Wallstein's report is by no means exaggerated. In the meantime much can be done, in the opinion of city officials, in cleaning up the shops and storage places in order that too drastic an ordinance may not become necessary. If passed, the measure will affect not only the majority of stores, but also every motorcycle club in the city.

SUNDRIES BUSINESS BOOMS IN CALIFORNIA

LOS ANGELES, Cal.—In spite of the slacking up of business, due to heavy rains in this section, Los Angeles dealers have forseen a big season and are stocking up with parts, sundries and bicycle goods. When **Motor Cycle Illustrated's** representative called upon E. E. Welborn, sales manager of the Appeal Manufacturing & Jobbing Company, he found him up to his ears in work over papers representing real business of the biggest kind. Four men had sent in their orders from the road, and all the orders came to Welborn in the same mail, some of them running into two or three pages each.

Welborn has stocked up heavily to meet the spring requirements of his dealers and has 200 cases of goods in transit in addition. These goods include lamps, handlebars, saddles, grips, rims, chains, bells and repair parts, and in all are enough to stock a pretty good-sized jobber for a year.

RACING CIRCUIT ORGANIZED IN WESTERN OHIO

DAYTON, O.—The Miami Racing Co. has been incorporated at Columbus with a capital of $5,000 to hold race meets for motorcycles, bicycles and automobiles throughout Western Ohio. The incorporators are R. E. Gersbacher, E. D. Hensley, of the local branch of the United States Tire Co.; R. E. Gerkins, Daniel Larkin and E. H. Rehn. All but Rehn are from Dayton.

Leases have already been taken for the 1916 season on tracks in this city, in Springfield, Greenville and Wapakoneta. Options are held on those at Lima and Chillicothe and at least one of these will be included in the circuit. The company plans to commence the racing at Dayton on the first Saturday in May. Meets will be held each Saturday thereafter, alternating between the various tracks.

CLUB WANTS F. A. M. CONVENTION IN WHEELING

WHEELING, W. Va., Feb. 7.—The Wheeling Motorcycle Club held an enthusiastic meeting last week and discussed the outlook for the coming season. President Beir reported that the club was never in better financial standing. A musical comedy will be held in the near future. A feature of the meeting was the decision to make a big effort to land the 1916 F. A. M. Convention in this city. The Wheeling Club at the present time is the fifth largest in the country.

YATES IS POPE TRAVELER

MINNEAPOLIS, Minn.—J. A. Yates, well known in the New England bicycle trade, is now travelling for the Westfield Mfg. Co., makers of Pope products, in Westfield, Mass. Yates makes his headquarters in this city and covers the Northwest in the interest of Pope bicycles.

CYGNET CLASSED WITH SIDE-CAR COMBINATIONS

NEW YORK, Feb. 8.—The New York Sporting Goods Co., which has the distributing rights for the Cygnet Rear Car in the Metropolitan district, recently addressed an inquiry to the New Jersey Commissioner of Motor Vehicles with reference to the status of the Cygnet attachment, and has been informed in reply that the Cygnet will be classed with sidecar combinations. The letter from the New Jersey Commissioner is as follows:

New York Sporting Goods Co.,
15-17 Warren street,
New York City.

Gentlemen:—Your letter of Feb. 4, enclosing catalog, is received.

My own judgment is that the Cygnet rear car attachment to a motorcycle is no different than the sidecar attachment which motorcycles are now allowed to use under the regular motorcycle registration, and in consequence believe that a motorcycle license is all that is necessary.

WM. L. DIEL.

HEARSEY-WILLIS IS NOW H. T. HEARSEY CO.

INDIANAPOLIS, Ind.—The firm name of the Hearsey-Willis Co. has been taken down from over the door above which it hung for many years and has been replaced with the newer one of H. T. Hearsey Co. Harry Hearsey was the senior partner in the old firm, having started the business close to thirty years ago, but changed the name of the company when Fred I. Willis was admitted to partnership several years ago. With the retirement from the firm of Mr. Willis some time ago to take over the management of the bicycle department of the Central Rubber and Supply Co. the name has again been changed.

John Kinney, who rejoined the H. T. Hearsey Co. after having been away from the firm for four years, has just returned from a trip through the southwest and reports a fine trade in the well-known line of Hearsey Tires. About the middle of the month Kinney will make a short trip through the east looking after the interests of the firm. He will return in time to take charge of the firm's exhibit at the Indiana cycle show, February 24, 25, 26.

VIGILANCE COMMITTEE GETS QUICK RESULTS

COLUMBUS, Ind.—By reason of the large number of bicycles which were stolen during January, the bicycle owners of this city recently started a movement toward the organization of a bicycle vigilance committee. Shortly after the organization, eight boys were arrested and taken before Mayor Volland. When presented to the Mayor and the city court, the boys confessed that they were members of an organized band of boys who stole bicycles and resold them.

The culprits also told the court that a ten-year-old boy was the gang leader. The younger boys stole the wheels and the older ones changed the parts, re-enameled the frame, etc., so that the machines would lose their identity. The court took the cases under advisement.

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EXCELSIOR HEAVY LATHE DEPARTMENT

An Important Section of the Big Plant

A Section Devoted to Fly Wheels, Transmission Case Work, Gear Blanks, Valve Caps, Etc.

Producing Piston Rings, Valves, Crankshafts and the Heavy Parts of the Motorcycle.

THE large and completely equipped lathe department of the Excelsior factory cannot be considered as a part of any separate branch such as motor transmission gear or similar departments, as there is some work on practically every part of the motorcycle, done in this department. The motor work comprises fly wheels, piston rings, valve cages, crank shafts, and some parts of the valve work not within the capacity of the automatic screw machines.

The motor cylinders are bored on vertical boring mills, but machining for valve cages, outside finishing, etc., is done on heavy lathes. Transmission gear shafts, gear blanks, and similar parts, are the product of the heavier turret lathes. As in all parts of the Excelsior factory, the keynote is completeness of equipment, with the right machine for every operation.

The turret lathes (of which there are nearly fifty) range in size and capacity from light machines that are to a great degree auxiliary to the screw machines or "automatics," to powerful lathes for fly wheel finishing, crank and transmission case work and cylinder construction. Some of the turret lathes are capable of ten to a dozen operations without removing the work from the lathe.

The heavy lathes are probably the largest used in any motorcycle factory, several having a swing of 24 inches and six feet between centers. While there are no parts of a motorcycle as large as the size of these lathes would indicate, there are many that are worked "off center," thus requiring the swing room.

Another reason for the use of these large lathes is the accuracy resulting from the use of a heavy machine operating well under capacity. As every machinist knows, no machine operates at its best efficiency and accuracy when working at, or near the limit of its capacity; hence the use of these large lathes, that insure absolute accuracy and standardization of parts. Cost of equipment is the last item of consideration in the Excelsior plant, the sole object being the production of mechanically perfect motorcycles.—Adv.

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NEW REGISTRATION BILL FOR RHODE ISLAND

Proposed Measure Provides for $2 Rider's Fee and $10 Dealer's and Manufacturer's Rate—Minimum Operating Age to be 16 Years

PROVIDENCE, R. I., Feb. 5.—A bill has been introduced into the Rhode Island legislature providing for the registration of all motor vehicles. Special provisions are made for dealers and manufacturers of motorcycles in this bill.

Among other sections, this measure has the following: "Every person who shall manufacture or deal in motor vehicles may, instead of registering each motor vehicle owned or controlled by him, make by mail or otherwise, upon a blank furnished by the board an application under oath to the board for a general distinguishing number or mark, and with such application shall be deposited the proper registration fee; and thereupon the board may, if satisfied as to the facts stated in such application, grant such application containing the name, place of residence and post office address of the applicant and the general distinguishing number or mark so assigned to him. The certificate of registration issued shall continue in force until midnight of December 31 next succeeding the date of such registration, unless sooner revoked for cause, but such certificate need not be carried in the motor vehicle registered under this section.

Motorcycle Maker and Dealer

"If such person is a manufacturer of or dealer in motorcycles, the board shall furnish him, without cost, three number plates for use on motorcycles; and thereupon any motorcycle which is owned or controlled by such person and which has attached to it one of such number plates shall, until sold or let for hire or loaned for more than five successive days, be regarded as registered under, and having assigned to it, such general distinguishing number or mark.

"The number plates furnished under this section shall have displayed upon them the general distinguishing number or mark assigned to such manufacturer or dealer and such information as the board may prescribe. Such number plates shall be valid only so long as the registration certificate containing the same registration number or mark shall continue in force."

Minimum Age Is 16 Years

The new bill provides that no license shall be isued to any person under 16 years of age. Applicants must pass an examination at the hands of the Board of Registration. The board has full power to refuse a license to any person who it deems improper. All applications for license are to be made under oath. For the registration of motorcycles, a fee of $2 is charged for each individual. Dealers and manufacturers are required to pay $10 for such vehicles as they may have. For every license or renewal or duplicate to operate a motorcycle, $1 shall be charged.

The bill provides that a number plate furnished by the board shall be securely attached to some part of the motorcycle, or to some device attached thereto, to the rear of the saddle and plainly visible.

Non-Resident Provisions

In reference to non-resident riders, it is provided that "any non-resident of this State who shall have complied with the laws of the State or Territory of the United States in which he resides, requiring the registration of owners of motorcycles and the display of identification numbers on such vehicles, and who shall cause the identification numbers of each state or territory, in accordance with the laws thereof, and none other, together with the initial letter or letters of such state or territory, to be displayed on his motorcycle while used or operated upon the highways of this state, may bring his motorcycle into this state for use on the highways complying with certain regulations. Such owner shall not be exempt if he conducts business in the state for ten days during each calendar year."

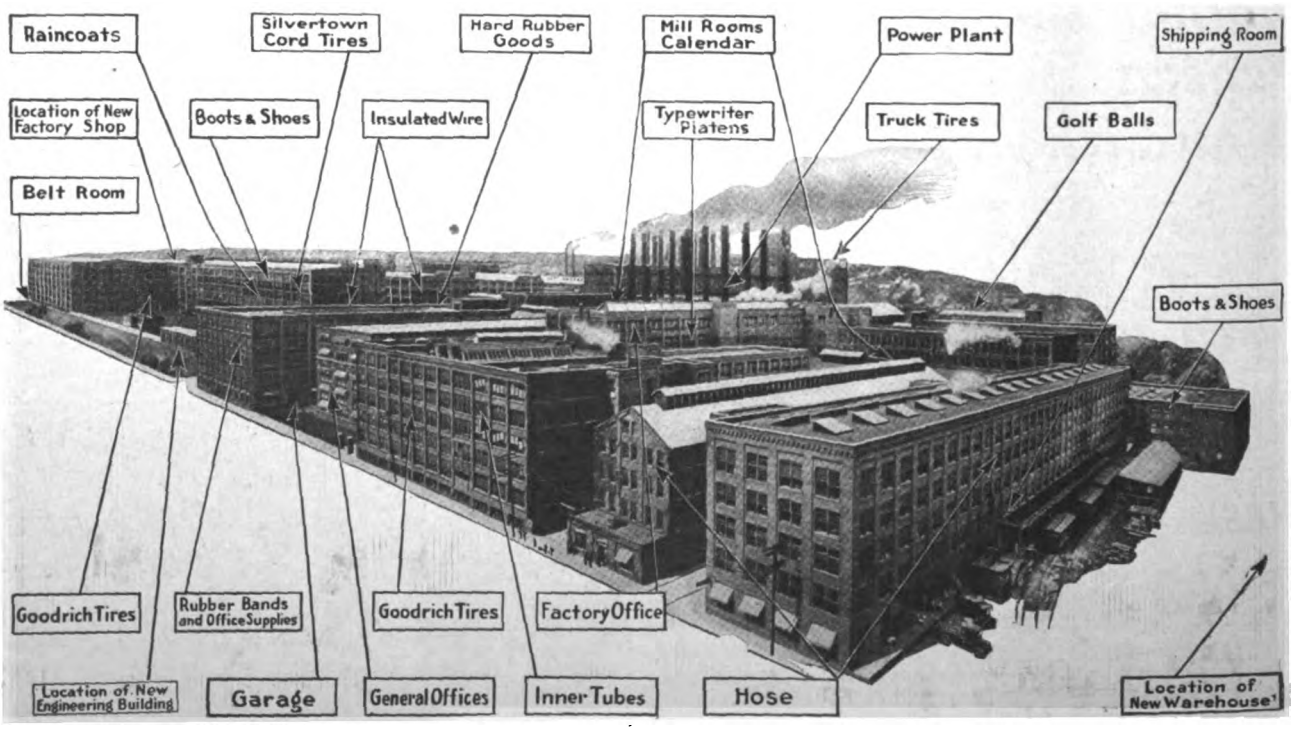
In one respect the bill is unique. It provides that "any person arrested for any violation of any of the provisions of the act may tender as bail a motor vehicle of which he is the owner, and, if his interest in such vehicle is of sufficient value it may be accepted as security for his appearance in lieu of any other bail."

INDIAN CLUB HOLDS ITS ANNUAL BANQUET

NEW BRUNSWICK, N. J., Feb. 4.—The Indian M. C. of this city held its annual banquet at the Hotel Klein last night. Over forty members were present. Speeches were made by President E. J. Mills, L. A. Voorhees, of the Associated Automobile Clubs, E. B. Holton, F. A. M. State Commissioner, and others. The tenor of all addresses was co-operation between motorcyclists and automobilists as road users and as citizens for the improvement of city and county highways.

The club has started working on details of the second annual elimination run, to be held on July 4. This event will continue as long as a competitor is left in the run. Last year the affair ran continuously for thirty-eight hours before the field was reduced to one rider. The Indian M. C. will shortly affiliate with the Federation of American Motorcyclists.

HOW THE MAMMOTH GOODRICH PLANT IN AKRON IS LAID OUT



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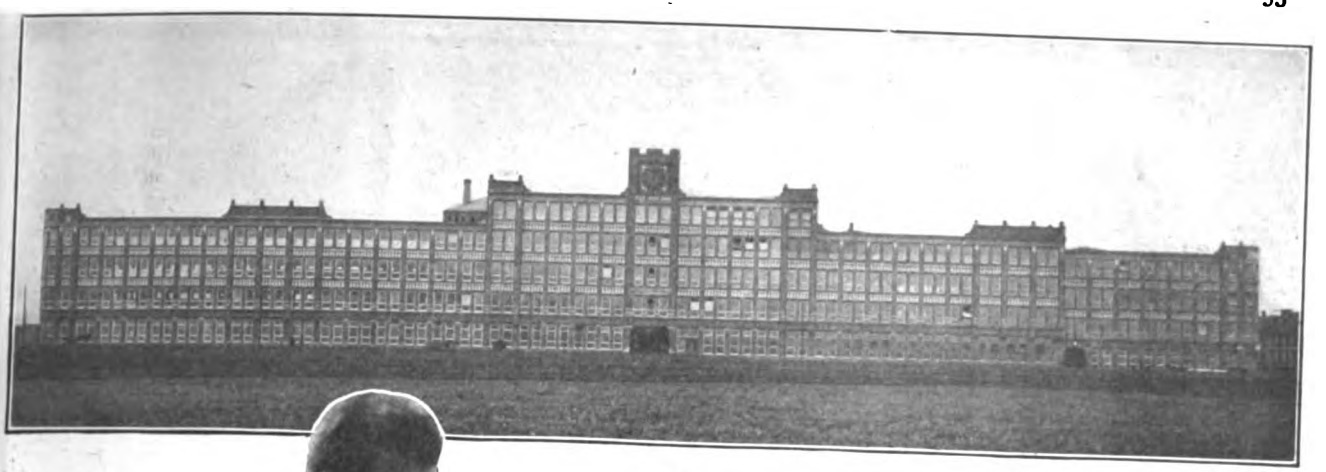

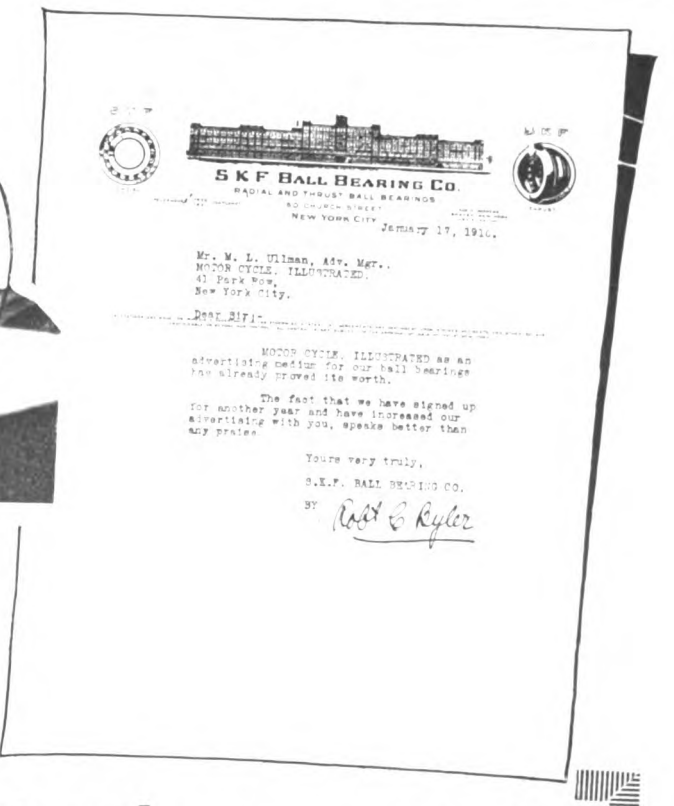

SKF BALL BEARING CO.
RADIAL AND THRUST BALL BEARINGS
80 CHURCH STREET
NEW YORK CITY

January 17, 1916.

Mr. M. L. Ullman, Adv. Mgr.,
MOTOR CYCLE ILLUSTRATED,
41 Park Row,
New York City.

Dear Sir:-

MOTOR CYCLE ILLUSTRATED as an advertising medium for our Ball Bearings has already proved its worth.

The fact that we have signed up for another year and have increased our advertising with you, speaks better than any praise.

Yours very truly,
S.K.F. BALL BEARING CO.
BY Robt E Ryder

"The fact that we have signed up for another year and increased our advertising with you speaks better than any praise."

Terse—comprehensive—complete. The praise of a man who gets results—and wants them from others.

The SKF Ball Bearing Company started advertising last year, with one-quarter page every other issue. Then they took a page or two—because, whether it was due to their advertising or some other unknown circumstance, a few weeks after their advertisement appeared in our columns, two big motorcycle manufacturers signed up for their season's requirements.

Now they are running pages in two colors every other issue—varying with two-page spreads. They are after the other manufacturers—and will get them.

RESULTS? ADVERTISE IN MOTORCYCLE ILLUSTRATED

Motor Cycle Illustrated

13 Park Row - - New York

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Schrader
Universal Tire Pressure Gauge

Let us send you our motorcycle booklet giving the views of tire manufacturers on the importance of keeping motorcycle tires inflated to a prescribed air pressure.

If you have been riding on haphazard pressure you have been spending a great deal more money for tires than you need have spent.

The use of a

SCHRADER UNIVERSAL
TIRE PRESSURE GAUGE

will save you this needless expense and may save you your life in the bargain.

PRICE ONE DOLLAR
For sale by Tire Manuracturers, Jobbers, Dealers, Garages, or

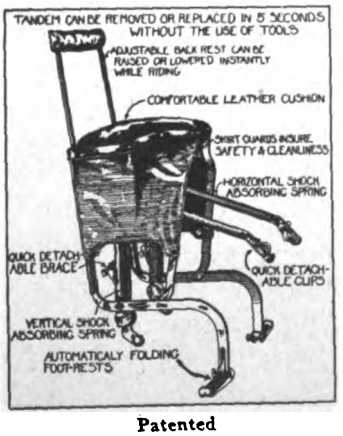
A. SCHRADER'S SON, Inc.
783-791 Atlantic Ave. Brooklyn, N. Y.

TO DEALERS AND JOBBERS
Buy Now While You Can Buy To The Best Advantage

Owing to the continually increasing cost of material and labor, it is very probable that prices on Stoll Tandems will have to be advanced after the present supply of material is exhausted.

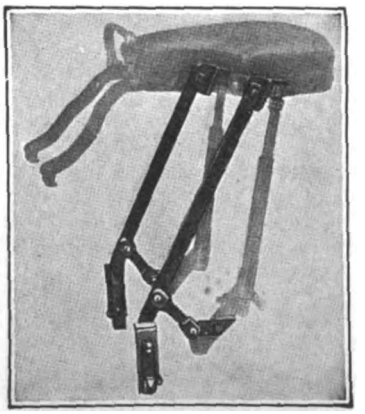
Before the advance in prices we purchased a large quantity of material, of which we still have sufficient to manufacture about 4200 tandems. Judging from the present rate of our sales, these will be entirely sold out before April 1. While this supply lasts, the present prices will remain in force, and therefore our advice to the trade is, "Take advantage of this opportunity NOW, to put in a stock of these popular, quick-selling articles."

Don't wait until the present supply is sold out. Make out your order today.



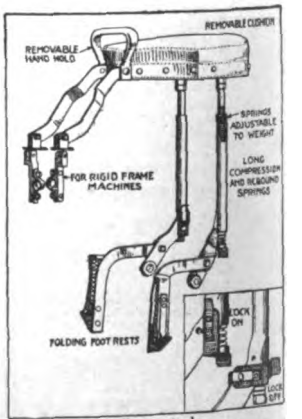
Patented
STOLL DREAM TANDEM NO. 1
New Price $20.00 Complete

Universally Known as the Easiest Riding Tandem Made.



MOVING FOOTREST ATTACHMENT NO. A

"Makes the Tandem Fifty Per Cent Easier Riding."



Patented
STOLL COMBINATION TANDEM NO. 2
Price Complete $10.00

The Greatest Value Money Can Buy.

The Stoll Manufacturing Co.
The largest motorcycle tandem factory in existence.

3232-3262 Walnut St.
DENVER, COLO.

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REFLEX

Quality Counts

in Spark Plugs more than in any other part of Motorcycle equipment. Reflex Plugs are built for riders who demand better plugs than those usually furnished. Standard equipment on Henderson Motorcycles, Reflex Plugs have won an unequalled reputation for giving steady, dependable, day in and day out service on every make of machine.

For Every Motor

there is a Reflex Quality Plug that exactly meets its peculiar needs. Open end type made with petticoat or conical porcelain; enclosed end type with patent baffle that reflects the soot and dirt away from combustion chamber and out through the circular spark gap. The sparking points are always clean. A big, live, fat spark and every ounce of energy from every particle of gas is assured. All Reflex Plugs have Cromite Porcelain, the greatest heat-resisting insulator known.

The Reflex Dealer in your community carries the best of all motorcycle accessories. He'll gladly show you the Reflex Plug best adapted to your motor and sell you a Reflex backed by

The Reflex Guarantee

"Reflex Spark Plugs are fully guaranteed against defects in material or workmanship. Any plug that proves defective will be repaired or replaced free of charge. Your money back if not entirely satisfied."

DEALERS: Investigate the Reflex Exclusive Agency Plan. We'll gladly give you full information—send you a Reflex Plug free if you write us on your letterhead. *Open territory is going fast. Write us today.*

THE REFLEX IGNITION CO.
PAYNE AVE. CLEVELAND, OHIO

As Long As Bicycles Are Manufactured This Brake Will Sell—

CORBIN

DUPLEX COASTER BRAKE

It cannot help but sell.

There are enough boosters behind it already to assure it a dominant place in the bicycle field. It has held this position for years.

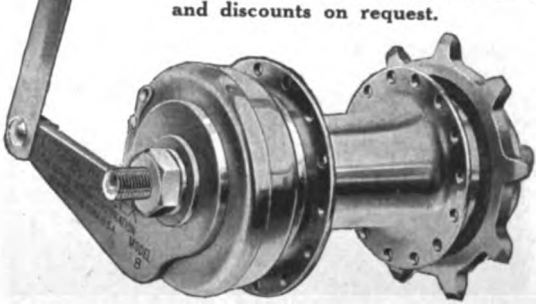
Its reputation is not only a record of the past, but also of the present.

Every day, on roads in all parts of the country, it is maintaining its standard—a standard of efficiency, durability, and dependability that has never been equalled—a standard made possible by more than sixteen years of brake manufacturing experience.

The bicycle business done this year will be far greater than ever before. The number of bicycles manufactured for the coming season is way in excess of any previous record.

This business is coming your way and with it is coming a greater demand than ever for the Corbin Duplex Coaster Brake. Are you prepared to met it?

Your jobber will readily supply you. All manufacturers equip it when specified. Catalog, price lists and discounts on request.



The Corbin Screw Corporation
THE AMERICAN HARDWARE CORPORATION, Successor
NEW BRITAIN, CONN.
BRANCHES: New York Chicago Philadelphia
Makers of Corbin-Brown Speedometers

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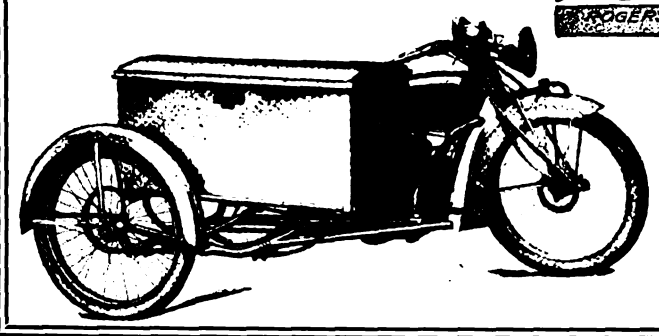
THE LATEST Rogers DELIVERY VAN

ROGERS MANUFACTURING CO. CHICAGO

Low in Price

High in Quality



A Light, Strong, Durable Delivery Van

Body, wood with waterproof cover. Size, 37x23x18. Chassis, Rogers all steel, autogenously welded, unit construction. Rogers quality throughout.

Price $65.00,
f. o. b. Factory, Goshen, Ind.

Write for new commercial van circular

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Irving Beck (Service Station), 1493 Fifth Ave., New York

THE COAST LINE TO
MACKINAC

DETROIT, CLEVELAND, BUFFALO, NIAGARA FALLS. | TOLEDO, PT. HURON, ALPENA, ST. IGNACE.

A LAKE TRIP FOR REST AND RECREATION

Have a real vacation on the Great Lakes, the most enjoyable and economical outing in America. The cool lake breezes, the ever-changing scenes along the shore, and the luxurious steamers of the D. & C. Line are positive guarantees that you will enjoy every minute of your trip, and return home refreshed and glad you went.

Daily service between Detroit and Cleveland and Detroit and Buffalo. Four trips weekly from Toledo and Detroit to Mackinac Island and way ports. Two trips weekly, special steamer, Cleveland to Mackinac Island, no stops enroute except Detroit and Alpena. Special day trips between Detroit and Cleveland during July and August. Daily service between Toledo and Put-in-Bay. RAILROAD TICKETS AVAILABLE FOR TRANSPORTATION on D. & C. Steamers between Detroit and Buffalo or Detroit and Cleveland either direction.

Send two-cent stamp for illustrated pamphlet and Great Lakes map. Address L. G. Lewis, G.P.A., Detroit, Mich.

Detroit & Cleveland Navigation Company

Philip H. McMillan, Pres., A. A. Schantz, V. P. & G. M.

All Steamers arrive and depart, Third Ave. wharf, Det.

How Can You Tell A Good Tire?

Not by looking at the exterior—that's understood. So when we ask you to send for a sectional sample of

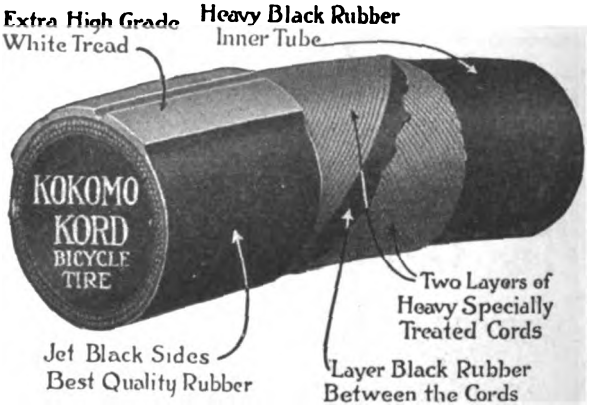
Kokomo Kord

we KNOW that you will emphatically O. K. this new arrival in the KOKOMO tribe, the line that has turned out more bull's-eye hits than any other.

Write for that sample today.

KOKOMO RUBBER COMPANY

Kokomo, Indiana



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Are Increasing, because they are Right

MODEL B Direct Lighting **$22.50** | **MODEL C** Batt. Charging **$27.50**

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Los Angeles City Police just repeated with an order for thirty-eight more.

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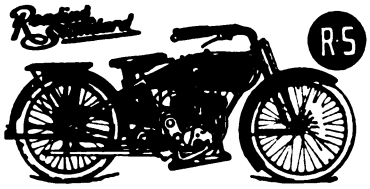
DIAMOND "E" SPOKES AND NIPPLES

We have been making spokes and nipples for the cycle trades for many years. Wherever and whenever spokes and nipples are needed DIAMOND "E" are always first specified. Every spoke and nipple bears the trade mark "Diamond E" and is guaranteed for exact fit, measurement, quality and finish.

THE STANDARD COMPANY, TORRINGTON, CONN.

MANUFACTURERS OF

Diamond "E" Spokes and Nipples for bicycles, motorcycles, tricycles, velocipedes, invalid chairs, sulkies, carriages, cyclecars and automobiles. Pedals for bicycles, tricycles, velocipedes and motorcycles. Toe clips for bicycle pedals. Emergency axles for pedals.

$230  $265

The Dealer's Reputation

depends upon the reputation of the article he sells. R-S Motorcycles represent the attainment of an ideal, counting no effort too great to bring about that superlative degree of excellence which gains recognition upon its merits alone.

Why not strive for this reputation and increase your profits by becoming an R-S dealer.

There's an R-S agency waiting for you right now—Write for our proposition.

DO IT TODAY

Reading Standard Company
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The Neverout

MOTORCYCLE OIL LAMP

(Patented)

Burns 10 hours on one filling with kerosene

Guaranteed to stay lit or money back

Made of best quality brass—cannot rust

Riveted and clinched

No matter what Motorcycle Lamp you have used, you will ultimately get a Neverout.

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You get quick results from advertisers when you mention MOTOR CYCLE ILLUSTRATED.

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Strength, Speed, Silence, Endurance

These qualities should be present in the chains you buy. And it is just the difference in the QUANTITY of strength, speed, silence and endurance between other chains and

"The Coventry" Chain

$1 A FOOT

that makes it cost more to buy—but infinitely less to USE.
Think this over.

Herbert F. L. Funke Co., Inc.
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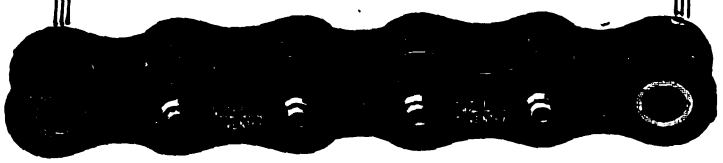
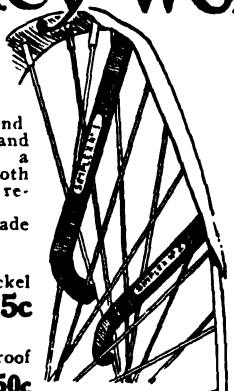


How They Work



It is a simple matter to remove the heaviest motorcycle tire with a set of **Simplex Tire Tools.**
Just insert the straight end under the bead, pry up and hook the curved end on a spoke. That's the trick. Both hands free to complete the removal of the casing.
Simplex Tire Tools are made in two sizes:

No. 1 Set
Made of pressed steel, nickel finish, suitable for tires 2x2½". **Price** **25c**

No. 2 Set
Solid drop forgings, rust proof sherardized finish, will handle the heaviest tires. **Price 50c**

A New Tool for the Shop

"Jimmy" is a big husky fellow, just right for the job where a little persuasion is needed. Nothing better for putting on new, stiff tires or getting old ones off in a hurry. You'll find a hundred other uses for him around frames and motors.
Made of spring steel, 1¼-in. x 5/16-in. x 16½-in long. Better order a couple at once. **Price, each 25c**

Dealers—if your stock of Stevens necessities is not complete, get in touch with your jobber at once. No goods sold direct.

STEVENS & CO.
375 Broadway N.Y.

Best For Your Motorcycle

HARRIS
TRADE MARK REG. U.S. PAT. OFF.
OILS
AND
GREASES

These lubricants eliminate trouble, give utmost satisfaction and last longer.

"A Little Goes a Long Way and Every Drop Counts."

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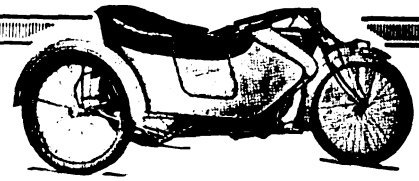
Branch: 143 No. Wabash Ave., Chicago, Ill.

DEALERS!

Now is the time to dispose of those used motorcycles. You will need all available space for handling new business when the season opens.

Let prospective buyers know what you have to offer. Advertise in the classified section of **Motor Cycle Illustrated.**



The Sidecar Beautiful

Grace and luxury in every line. Comfort in every curve. Coach-built. Extra-heavy upholstery. No strain on motorcycle because of triangular frame construction. Adjustable Axle. These are reasons why riders show a marked preference for

Pullman
THE HARRY SVENSGAARD SALES CORP. DETROIT

Sidecars

Time is flying. Already, enthusiastic motorcyclists are looking around for a sidecar to use as soon as the snow leaves the ground. Turn these Prospects into instant Customers by having Pullman Sidecars on display. Get full particulars at once! Investigation will cost you nothing.

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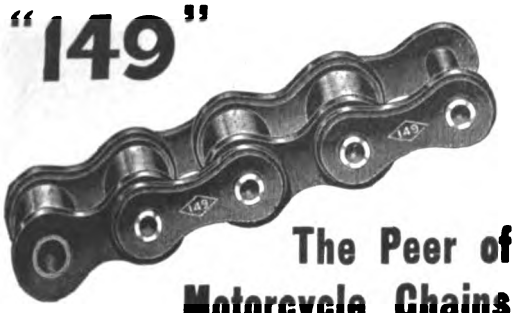
"149"



The Peer of Motorcycle Chains

Accurate Every part is micrometer gauged for accuracy and pitch and each chain is carefully inspected and tested before leaving the factory.

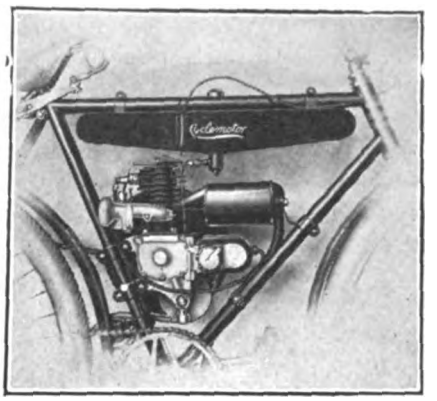
Strong The breaking strength is several times what is needed for actual service. This provides a good factor of safety.

Durable No. 149 will give steady, day after day service when operated under anything like normal service conditions.

Diamond Chain & Mfg. Co.

Indianapolis, Indiana

2 STROKE Cyclemotor HIGH SPEED



The Cyclemotor is Boosting for A Million Bicycles in 1916

It will push the sale of your lines and multiply your profits, without materially increasing your regular expenses, because statistics show that most of the Cyclemotors sold are purchased with new bicycles, as complete lightweights.

A few good territories are still open for live dealers. Booklet "J-2" and full particulars will be sent free upon request.

CYCLEMOTOR CORPORATION

Arlington Bldg. **Rochester, N. Y.**

The SCHEBLER CARBURETOR

America's Standard Supreme through Merit

THE HEART OF THE MOTORCYCLE

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BRANCHES AND SERVICE STATIONS IN ALL PRINCIPAL CITIES

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MECO MOTORCYCLE

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Write today to

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Pac. Coast Branch, 3664 So. Main St., Los Angeles, Cal.

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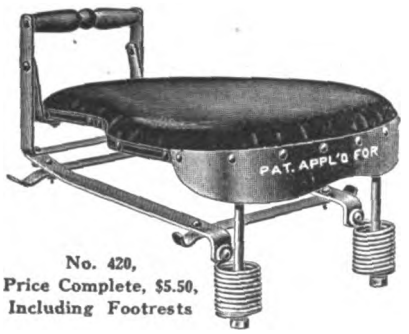

No. 420,
Price Complete, $5.50,
Including Footrests

No. 150 tandem to be used on rigid carriers, the price includes one pair footrests.

Retail Price Complete $5.50

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WALD MANUFACTURING CO.

Dept. F SHEBOYGAN, WIS.

Motocycle and Bicycle Supplies

"INDIAN" Motocycles

Catalogs now Ready

No. 60 Motorcycle Supplies
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The most complete books of their kind ever issued.

FREE TO DEALERS

who write us on their letter heads or enclose their business cards. Ask for our Bargain Books, too.

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8198—8199

The lightest chains for the breaking strength obtained on the market. Renold Chains Are Holders of More World's Records than any other.

A Century in Business

PETER A. FRASSE & CO., Inc.

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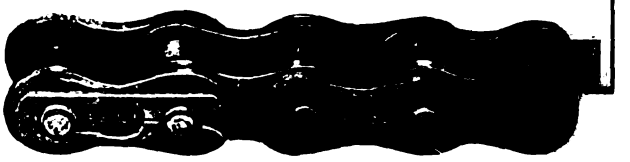

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"TOLEDO MADE FOR THE WHOLE WORLD'S TRADE"

Motorcycle Mica

75c Can't Break

Special Oil Resisting Construction

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MASCO

Expert Repairs

Most modern repair shop in existence. Equipped for reboring cylinders, overhauling, reenameling and rebuilding all makes of motorcycles.

BE PREPARED FOR THE 1916 RIDING SEASON

Send work at once for estimate, prices right, work guaranteed.

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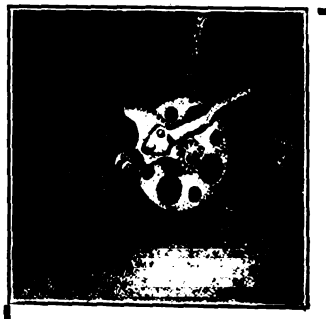
For Motorcycles—.135 x .110 and .120 x .100. Made of high grade wire, either hand buffed or regular bright nickel finish. For Bicycles—.092 x .072; .080 x .060; .072 x .056. Furnished in National hand buffed or regular finish. Finest grade of wire. Rustproof!

The National Screw & Tack Co. Cleveland, Ohio



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This starter's popularity and our liberal discounts spell Dollars for YOU.

Make it up-to-the-minute!

Owners of single speed pedal-equipped Indians get the modern improvements by installing the

Indian Pioneer Starter!

It does away with *Pedals*—Makes *Starting* convenient—Affords superior *Clutch Control*—Eliminates ball-bearing under front plate—Starts motor with the *wheels on the ground.*

Riders ask your dealer, or write us, for circular which tells you HOW.

The Pioneer Mfg. Co.

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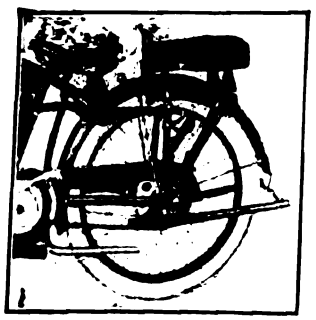
"EXTRA SERVICE"

Federal Rubber Manufacturing Co. - Milwaukee

THE "ONLY" TANDEM for The Cradle Frame "Indian"



Our method of attaching and the low saddle position, combined with the other original features of the F-N, make it the "only" tandem for the "Indian."

Fentress-Newton Mfg. Co.,
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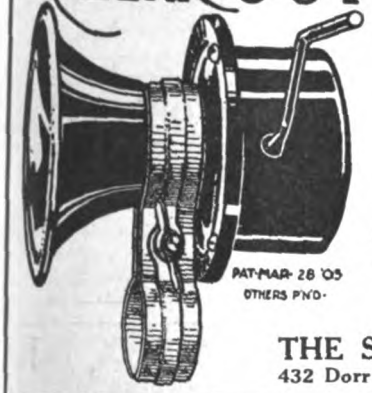
Berling Magneto

This "B" type will carry the motorcycle maker to Success because it will carry the rider to his destination.

Ericsson Manufacturing Co. 1116 Military R'd, Buffalo, N.Y.

CLEAR-O-U-T Mechanical Operated Horn



No Batteries or Wiring required

RETAILS AT

75 CENTS

ASK YOUR JOBBER OR DEALER

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Look where you're going? Light your way

with a 20th Century Lamp

They light the way for more motorcyclists and bicyclists than any other light made.

We Are Boosters for "One Million Bicycles in 1916"

20th Century Mfg. Co. 41 Warren Street New York

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Motorcycle Tires

The stunning red and black, the trade-mark of Firestones, should be your equipment for Most Miles per Dollar.

More rubber than in any other motorcycle tire! Same quality and materials as in Firestone Automobile Tire.

Firestone Tire and Rubber Company
"America's Largest Exclusive Tire and Rim Makers"
Akron, O.—Branches and Dealers Everywhere

THE PIERCE

agency proposition is all ready. Dealers write or wire.

A Quality Bicycle

at a reasonable price, regular and service models, with one-piece and two-piece hangers.

Pierce Cycle Company

Buffalo **New York**

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Inventions bring fortunes when protected by good patents. New ideas in great demand. I will get a valuable patent for you and will help you make money from it. Ask about my free advice, or send sketches for free search of patent records.

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Exceptional Offer of Choice Seconds
28 x 3 Firestone Non-Skid.....$6.25
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These tires are fresh stock practically perfect, but slightly discolored in spots
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Expert repairing on all makes. Used machines for sale. Agents for Smith Motor Wheel. Service Station. Storing.
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Distributor of
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Easy payments. All makes taken in trade.
Full stock of parts. Expert repairs.
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WINGES BROTHERS, 1315 Bushwick Avenue, Brooklyn, N. Y., Brooklyn and Long Island distributors for the Dayton; also Indian agency. Expert repairing on all makes of motorcycles. Complete line of supplies. Prompt and satisfactory service a feature of this establishment.

LONG ISLAND

INDIAN
AND SMITH MOTOR WHEEL
All makes of Bicycles—expert repairing
FLUSHING BICYCLE EXCHANGE
20 MAIN ST. FLUSHING, N. Y.
Phone 496J Flush.

Plaza Motorcycle Exchange
EXCELSIOR DISTRIBUTORS
Parts and Supplies—Repairing by factory mechanics.
Bridge Plaza, Long Island City.
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D. & D. MOTOR SUPPLY CO.
INDIAN MOTOCYCLES
Phone: 2045 Astoria.
Expert Repairing—Gasoline.
Full Line of Accessories—Used Machines.
Bridge Plaza South, Long Island City, N. Y.

HARLEY-DAVIDSON
Territory—Long Island City to Port Washington on North Shore. Demonstration gladly given.
Full Stock of Supplies—Used Machines.
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PATERSON, N. J.

W. EDW. MACDOUGALL CO.
Dist. of Harley-Davidson Motorcycles. Drop us a line if interested in second-hand machines.
182 Van Houten St., Paterson, N. J.

INDIAN
MOTOCYCLES
Rebuilt machines. A written guarantee with each machine. Write for details and price list.
JOHN STEELE, 91 Broadway, Paterson, N. J.

PROVIDENCE

Motorcycle Repairing and Winter Overhauling. Complete repairs on any make.
INDIAN A SPECIALTY. PRICES RIGHT
Work guaranteed. 1916 Indians always in stock; any make taken in trade. All makes of second-hands on sale.
B. A. Swenson, 822 Broad St., Providence, R. I.

NEW YORK

Mt. Vernon Motorcycle and Bicycle Shop
Agents for **HARLEY-DAVIDSON** Big 7 A.M.
Opposite Proctor's Theatre, Mt. Vernon, N. Y.
We Fix Everything

THE TRIPLER-GEORGE CO.
EXCELSIOR, HENDERSON, and
MERKEL Distributors in Capitol District
270 HUDSON AVENUE Albany

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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Special Service Department

Motorcycle Tires
Parts and Supplies
Also
BICYCLES and SUPPLIES
WHOLESALERS and JOBBERS

CITY SUPPLY CO.

56 Warren Street New York

CLEAN-UP SALE
All slightly used and rebuilt machines, about 125 on hand, all makes, at unheard of price reductions. A new sheet, full of bargains ready for you. Don't wait longer, don't look any farther—we have what you want at the right price. Write today.

WESTERN SUPPLIES COMPANY
1441-53 Larimer Street Denver, Colo.
Largest Cycle and Motor House in West

BARGAINS IN USED MOTORCYCLES
Write for our revised list of used motorcycles of all makes and models, including the Harley-Davidson, Reading-Standard, Merkel, Thor, Indian, Yale, Shickel, Pope and De Luxe. Our machines are overhauled in every instance and placed in a condition far better than ordinary. The season's shipments extend from coast to coast, from Florida to Canada to Alaska. All prices have been reduced to a minimum in preparation for the present 1916 spring season. Literature furnished on request.

The Place of Satisfaction.

Mueller Cycle and Supply Co.
Oldest and largest dealers in the northwest.
726 National Ave. Milwaukee, Wis.

TIRES Repaired and Vulcanized
by experienced tire specialists. All work guaranteed. Finest of modern equipment and facilities.

JUNGKIND & VOGLER, 188 Chambers St., N. Y.
Phone, 6217 Barclay.
Brooklyn Store, 1100 Bedford Avenue.
Phone, 8586 Bedford.

Motorcycle Accessories and Supplies
Manufacturers, Agents and Jobbers, Wholesale and Retail. Get Our Catalogue Before Buying Your Supplies.

Dealers, Attention! Send For Our Catalogue and Dealers' Price List.

HARLEY-DAVIDSON SALES CO.
533 W. 110th St., Near Broadway, N. Y.

CASH For any kind of Platinum, Gold or Silver Scrap.
We buy platinum crucibles, magneto points, and precious metals or any jewelry, new or broken. Money sent on receipt of goods subject to your approval. Your goods returned at our cost if our offer is not satisfactory. Reference on request.

Liberty Refining Co., I. H. 431 Liberty Ave., Pittsburgh, Pa.
Established 1880

NOTICE TO MINNEAPOLIS MOTORCYCLE RIDERS REGARDING REPAIR PARTS
We have taken over the entire stock of repair parts and machines. Prompt attention assured all orders and inquiries—prices right.

H. E. WILCOX MOTOR COMPANY
1630 Marshall St. N. E., Minneapolis, Minn.
Successors to Minneapolis Motor Co.

Classified Advertisements

ONE INSERTION THREE CENTS A WORD; MINIMUM 50c. — MORE THAN ONCE TWO CENTS A WORD PER ISSUE

FOR SALE.—Flexible Sidecar, 1915 model, brand new, fits any motorcycle. Can use either flexible or rigid. Bargain, $45.00. Send $10.00 deposit. Balance on delivery. A. B. Crosby, Aurora, Ill.

BARGAINS.—Pope Big 4, used as demonstrator, A1 condition, $90.00. Twin Cylinder Pope, new, very fast and powerful, has Luggage Carrier, $150.00. A. B. Crosby, Aurora, Ill.

WANTED.—Partner with $1,000.00 to take half interest in established motorcycle business. Large eastern city. Agency for leading motorcycle. W., care Motorcycle Illustrated.

Flexible sidecar for sale, has never been used or removed from crate, $45.00. J. C. Edwards, 600 Garfield street, Aurora, Ill.

WANTED.—Second-hand sidecar for Indian motorcycle. State year, make, condition, price. C. V. Pendleton Jr., Norwich, Conn.

FOR SALE.—Nineteen fifteen Indian 3-speed and sidecar. Splendid condition. Completely equipped. Best offer takes outfit. Address, Fred M. Exline, Sta. A, Charleston, West Va.

Second-hand Wagner parts for sale. Most in good shape. Crank case new. Shipped C. O. D. Ralph Green, Modesto, Ill.

IT IS NICE to know where to procure parts for your machine immediately. Parts are our specialty. "Flying Merkel," "Thor," "Indian," "Pierce," "Curtis," F. N., M. M., R. S., N. S. U. Always 25 or more used machines on hand, $25 up. The M. M. Sales Co., 1777 Broadway, New York, Room 450.

BUSINESS FOR SALE.—Motorcycle, bicycle. Sell at invoice, in town of 5,000. Good reason for selling; work for two men. With real estate or without. Address S., care of Motorcycle Illustrated.

FOR SALE.—Twin Indian in perfect running condition; any demonstration. Best offer over $100. Will ship on $25 deposit. M. T. A., care Motor Cycle Illustrated.

WANTED.—Metal body sidecar in good, serviceable condition; must be cheap. Horace True, Clinton, Maine.

DYKE'S WORKING MODEL METHOD of teaching the automobile, motorcycle, and general engine repair business by mail; how to become a successful repairman and chauffeur. Send for interesting and instructive booklet—free. A. L. Dyke (Pioneer), Publisher. Box 98, Roe Bldg., St. Louis, Mo.

MECHANIC WANTED—Must be thoroughly experienced man, understanding all kind of repairs on all motorcycles. Must have the best of reference; no other need apply. Apply by letter only to Harley Davidson Sales Co., 533 West 110th street, New York.

FOR SALE—At any price, two motorcycles, 1914 two-speed Yales. One single, one twin. If you think you can make a reasonable offer too small to get these try it and see. Both in fine running shape with good tires. R. J. Graves, Hayden, Colo.

TRAVELING SALESMAN to call on motorcycle repair shops, dealers and jobbers with line of motorcycle repair parts and accessories. Unlimited territory. New York men preferred. Address C. M., care of Motor Cycle Illustrated.

CYLINDERS REBORED, Motors overhauled, Frame and Fork straightening, enameling. All broken cast, aluminum and steel parts perfectly welded. Try our new leakless piston rings and light weight pistons fitted like factory work. All work absolutely guaranteed. Prices right. A. E. Bakeman Motor & Supply Co., St. Cloud, Minn.

INDIANS 1914, electrically equipped, used less than 3,000 miles—$140; 1915 new machines used for demonstrating, $165, insured for $200 to May 1, 1916; will ship either machine via express upon receipt of $25 to pay delivery charges, or send stamped envelope for further details. Otto W. Payne, Box 212, Baldwin, L. I.

A REAL BARGAIN—1915 Indian two-speed, only slightly used. Looks like new. This machine is in first-class condition and can make 65 miles per hour. Will sell for $195. Will ship anywhere on a $25 deposit. Write today if you mean business. Address Lock Box 792, Crystal Falls, Mich.

ANY MOTORCYCLE CYLINDER reground, fitted with new piston and rings, $5. All work guaranteed. Send old piston and pin with cylinder. Muncie Piston Co., Muncie, Ind.

FOR SALE.—1915 R.-S. two-speed twin in A1 condition. Machine has just been overhauled. Tires also in good condition. Will sell for $185. Will ship anywhere on a $25 deposit. E. Clayton Smith, cor. Willow and Main streets, Babylon, L. I.

1914 EXCELSIOR TWIN, brand new tire in front; also has 1915 handlebars. Must sell for $120, or for best offer; a sure bargain. W. A. Buman, Harlan, Iowa.

1915 TWIN INDIAN with kick starter, machine and tires almost new. $140. Chas. Grindrod, Belleville, Ill.

WANTED—Complete Auto tire vulcanizing outfit. Must be in good condition. Keystone Tire & Vulcanizing Co., Warren, Pa.

CALIFORNIA little suburban farms for sale, suitable for poultry, fruit and garden. Easy payments. Write E. R. Waite, Shawnee, Okla.

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YESTERDAY and TODAY

Do you remember the little tin lamp with coal oil and wick that used to diffuse alleged light from the front of your motorcycle? Troublesome and uncertain, wasn't it? About the only time it was "on the job" was on a nice, straight, smooth road when you didn't need it.

Then came gas lighting. Gas was a big improvement —it made night-riding almost safe. But gas is going out of use, too.

The only wholly satisfactory light for a motorcycle comes with the

REMY

Motorcycle Lighting-Ignition System

Steady, safe and **sure** lighting is just as important to the motorcyclist as to the automobilist. That's why there is a REMY Lighting-Ignition System for the motorcycle as well as REMY equipment for automobiles.

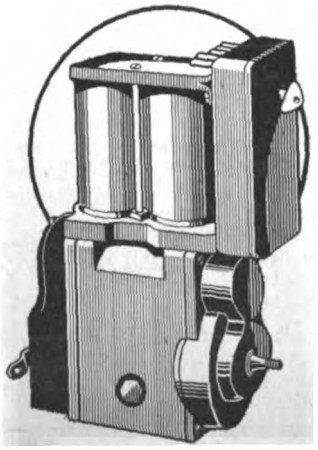
The REMY System is trouble-proof. It is compact—reduces the bulk of the motorcycle without adding to its weight.

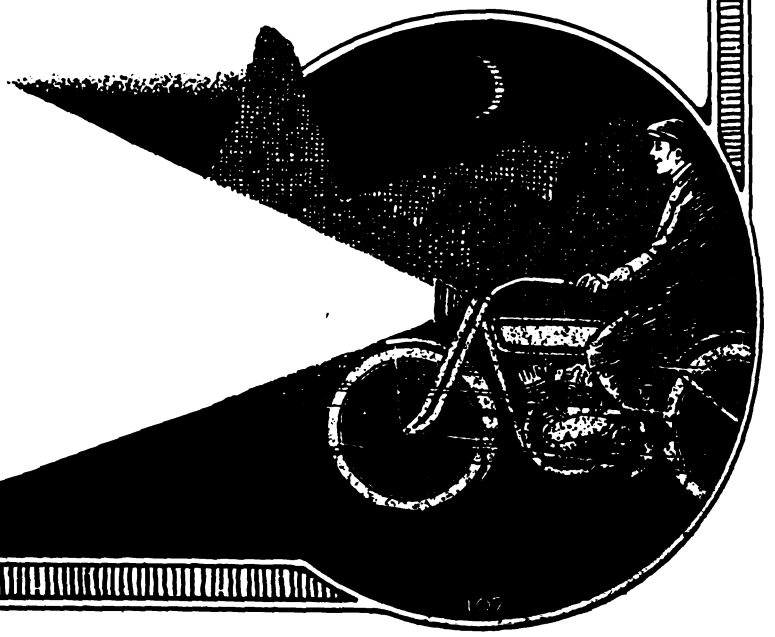
Wiring is vibration-proof. REMY Lighting-Ignition Systems are providing 24 hours of 100% efficient lighting and ignition for thousands of Harley-Davidson Motorcycle riders. Look at any 1916 Harley-Davidson and you won't need to be told how the REMY System adds to the joy of motorcycling.

Service stations in all motoring centers

REMY ELECTRIC COMPANY

Factories: Anderson, Indiana **Sales and Engineering Offices: Detroit, Michigan**





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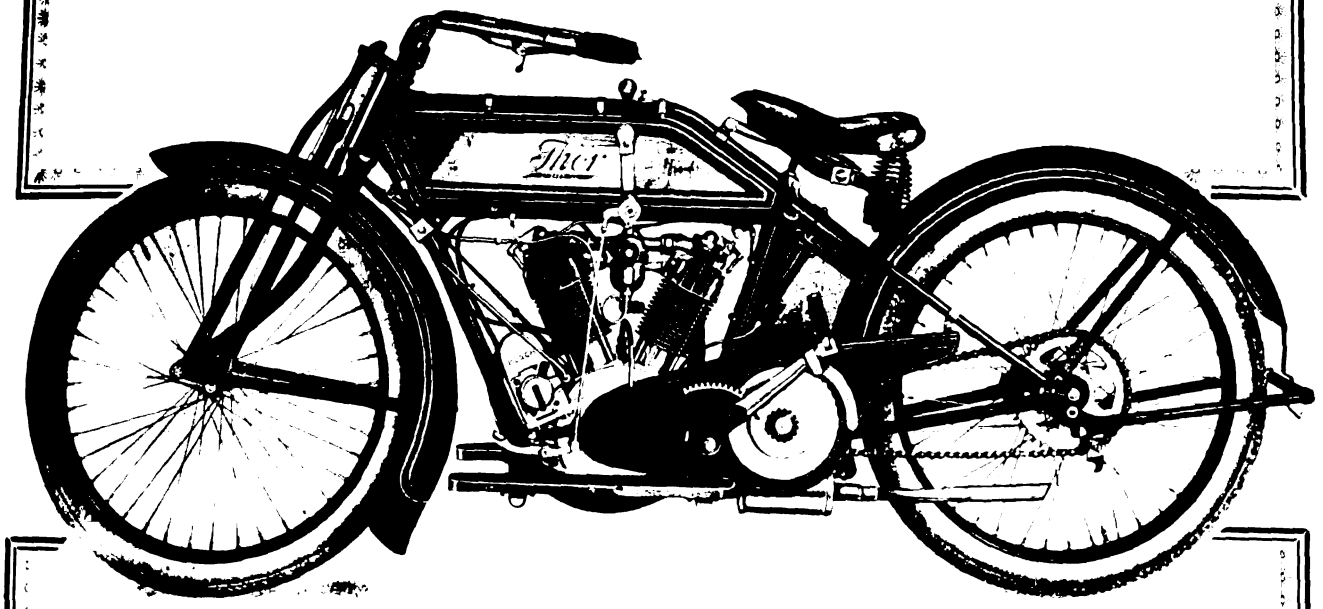
Thor

A Motorcycle for Refined Trade

Thor



Model V.—6 H. P. $235

This 1916 Lightweight has lived up to our expectations!

It has met greater favor with the most critical and refined trade than even we expected.

Model V has won good-will because of its low riding position, its perfect balance which makes it easy to handle, its stylish appearance and its low upkeep expense! Best of all—it's a Thor!

This model *increases* your *prospects.* It interests substantial business men. Write for our splendid proposition that *increases* your *profits!*

Don't forget the Model U—12 H. P. Thor at $265

Aurora Automatic Machinery Company

General Offices: Thor Bldg., 1307 Michigan Ave., Chicago Sales Offices and Works, 361 W. Superior St., Chicago
Pacific Coast Branch, 61 Fremont Street, San Francisco

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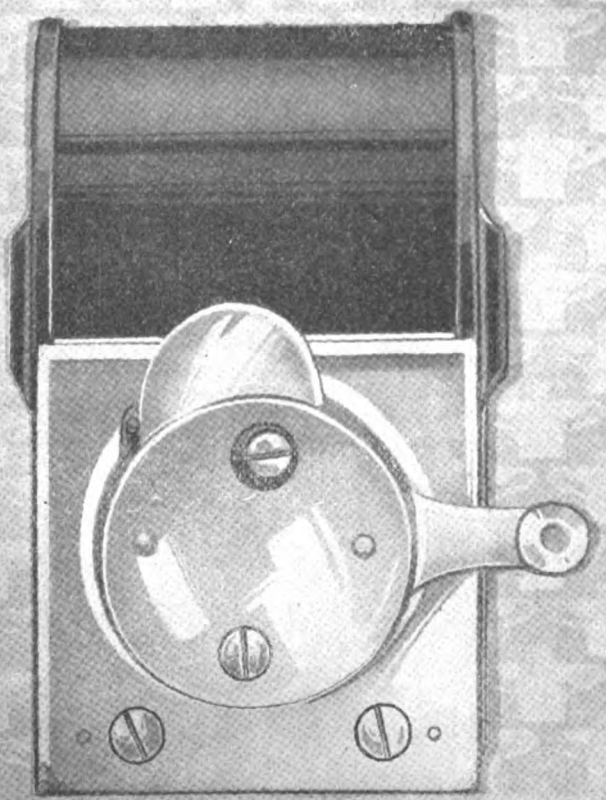
DIXIE

20TH CENTURY

LOWERS WOR

IN THE LAND



THE MAGNETO THAT
MAKES THE RECORDS POSSIBLE

THE REDOUBTABLE RIDER
IRWIN G. BAKER

SPLITDORF

NEWARK,

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E MAGNETO

CE IGNITION

LD'S RECORDS

A OF THE KANGAROO

POSTAL TELEGRAPH – COMMERCIAL CABLES

CLARENCE H. MACKAY, PRESIDENT

RECEIVED AT | CABLEGRAM | DELIVERY NO.

The Postal Telegraph-Cable Company (Incorporated) transmits and delivers this cablegram subject to the terms and conditions printed on the back of this blank.

\# No 1 NYJ 136am 58 Via Bam

Melbourne Rec'd New York Feb 1-16

LCC Splitdorf Company Newark N.J.

January twentyhinth my Dixie equipped Indian again proves king of them all worlds one thousand miles road record twentyone hours three minutes beating previous track record by one hour eighteen minutes also twelve hours road record five hundred seventysix miles including night riding also eighteen hours road record eight hundred seventysix miles high wind rain storms throughout.

Baker.

THE CABLEGRAM

WHAT THE DIXIE CAN DO FOR BAKER AND THE INDIAN IT CAN DO FOR YOU AND YOUR MACHINE

ELECTRICAL CO.

NEW JERSEY

For assurance of prompt attention to your wants mention MOTOR CYCLE ILLUSTRATED.

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Again Experts Agree
The Belt Drive Must Be Right

BACK of the Cyclemotor is a corps of engineers second to none in the motorcycle field—men who have investigated widely and thoroughly, in a word, men who know. When the problem of putting a power plant in any and every bicycle was placed before them for solution, the result was the clever and ingenious Cyclemotor.

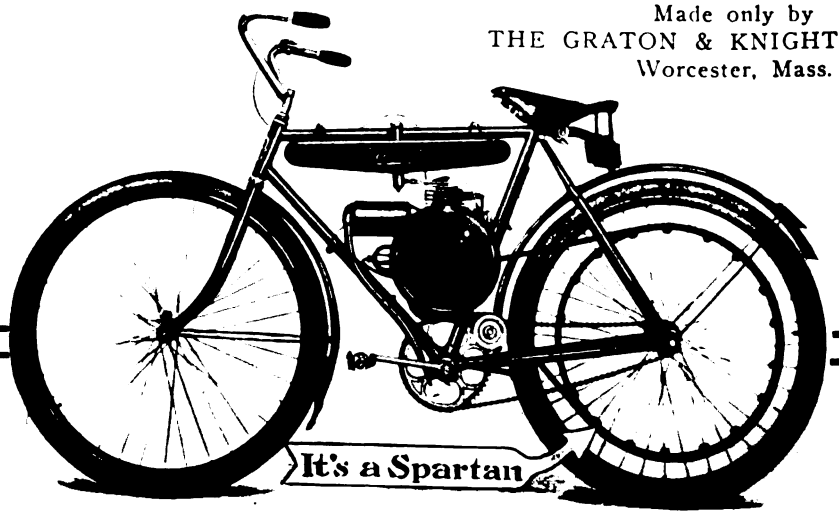
With many known ways of carrying the power to the rear wheel, the Cyclemotor engineers decided that belt drive transmission was the proper transmission. The popularity of belt drive, the success of belt drive, the ability yet simplicity of belt drive, could not be equalled or bettered—so belt drive it was; and because the maximum in belts was desired, the belt selected carried the famous Spartan trade mark.

To complete your selling line, Mr. Dealer, you require an auxiliary power plant for bicycles, or a good Lightweight Motorcycle. Whichever it is to be, see that the transmission, the important factor, is one that is simple yet efficient, positive yet lasting, one that absorbs road shocks without rattle, noise, or power losses, and in addition is unaffected by dust, grit or weather conditions. Such a transmission only can be belt transmission, belt drive by the long lived, all sufficient

SPARTAN BELT

THE CLEAN, SMOOTH, NOISELESS TRANSMISSION

Made only by
THE GRATON & KNIGHT MFG. CO.
Worcester, Mass.



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Space No. 39,
Indianapolis
Cycle Show,
Feb. 24-25-26

Cyclemotor

WHEELING WITHOUT WORK

Space No. 39,
Indianapolis
Cycle Show,
Feb. 24-25-26

Cyclemotor, Satisfaction and Service are synonyms in the cycle world. They stand for one and the same thing simply because the former is a blended combination of the latter.

This fact is exemplified in the care and precision exercised in each manufacturing process in our own well equipped factory, and in the high quality of the materials used. The same exactness is also required of the parts purchased by us, each of which is the recognized leader in its particular field, as the following list of standard equipment will testify.

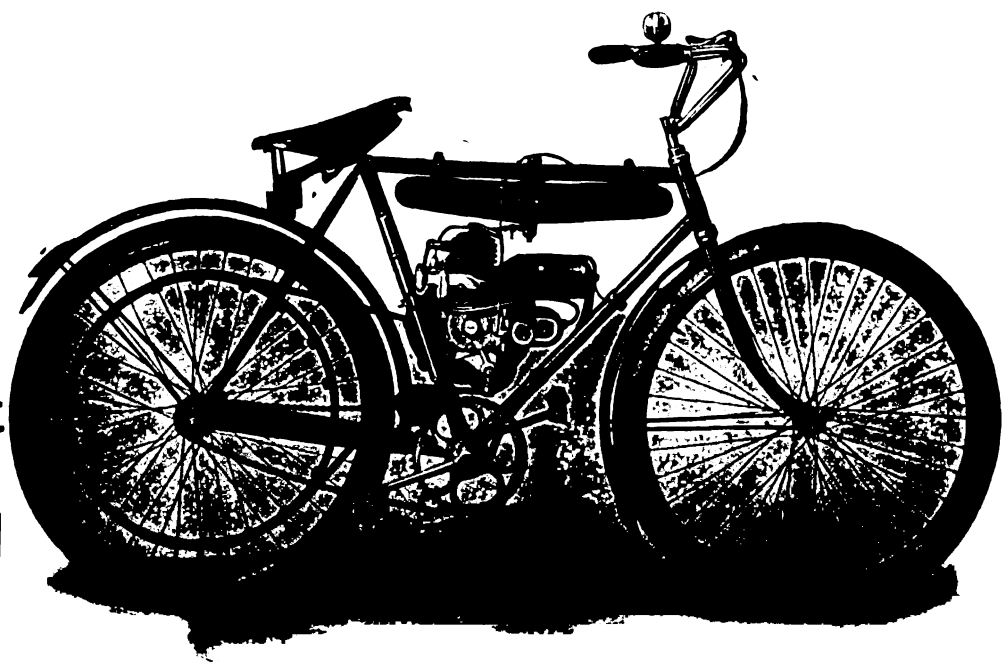
Specifications

Belt—"Spartan" special twist giving coil spring effect.
Magneto—"National," high-tension, water-proof.
Spark Plug—Benton, mica.
Carburetor—Special high-speed design, float-feed, aluminum die cast.
Control—Bowden, aeroplane type.
Magneto Drive—Renold Roller Chain.

The enterprising and progressive dealer must have a good motor attachment to complete his selling lines and secure his full quota of business. The Cyclemotor meets the popular demand because it is standardized and will stand hard service. Booklet "L-2" and other interesting literature telling how the Cyclemotor will help increase your sales, sent free upon request.

CYCLEMOTOR CORPORATION

Arlington Building, Rochester, N. Y.



2 STROKE

HIGH SPEED

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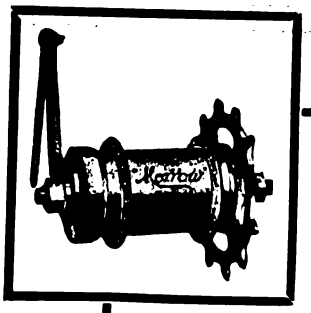
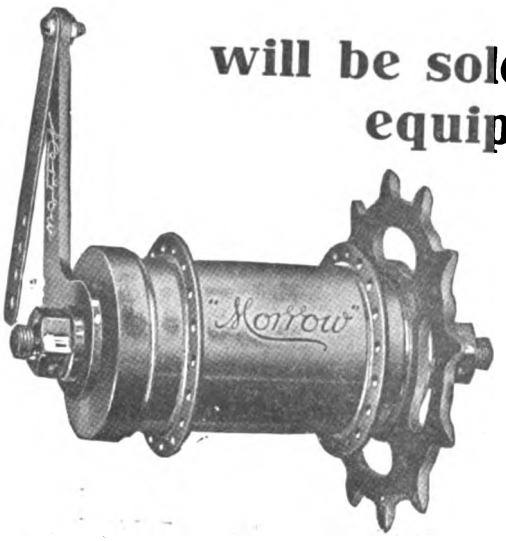


A lot of the

MILLION BICYCLES IN 1916

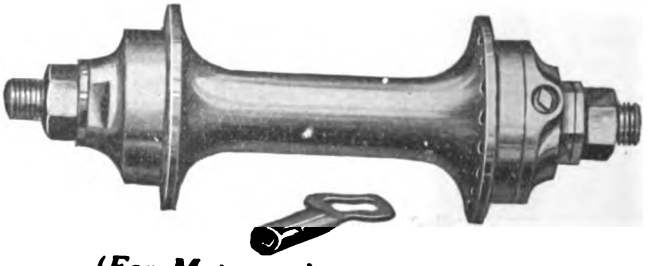
will be sold because they are equipped with the



MORROW COASTER BRAKE

and the Newest, Surest Locking Device

ECLIPSE LOCKING FRONT HUB

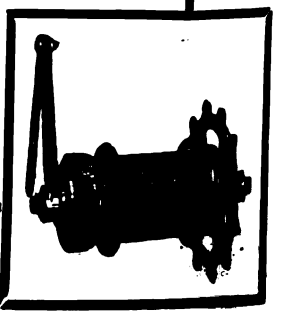


(For Motorcycles and Bicycles)

Send for circulars of both

ECLIPSE MACHINE CO.

ELMIRA, N. Y., U. S. A.



For assurance of prompt attention to your wants mention MOTOR CYCLE ILLUSTRATED.

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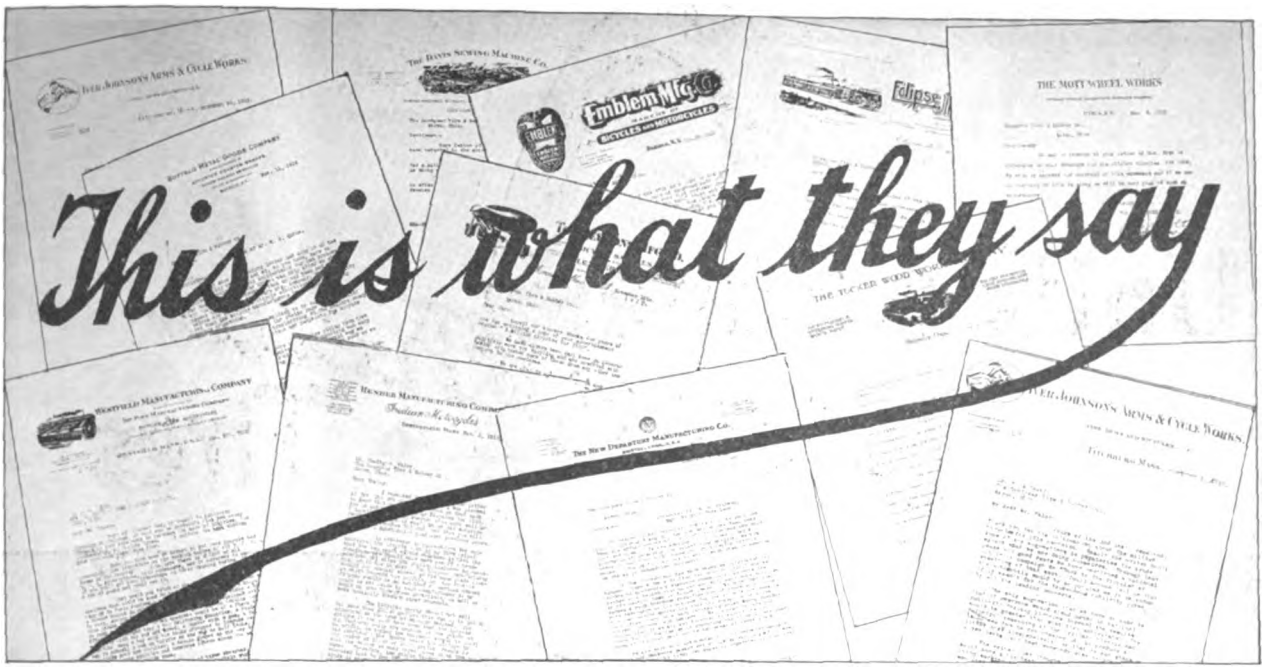

"*Acknowledging your '1,000,000 Bicycles for 1916' letter we hasten to assure you that within our limitations you have our hearty support and co-operation. The piker and the knocker should not be tolerated in this new publicity 1,000,000 Bicycle Campaign.*"—*The Tucker Wood Work Co.*

"*If I can do anything to help the '1,000,000 Bicycles for 1916' along we will be very glad of such an opportunity.*"—*The Mott Wheel Works.*

"*You are surely going about this in the right way and you can rest assured that the writer is boosting for 1,000,000 Bicycles for 1916. It appears to us that if we would all get together, we would reach this number without any trouble.*"—*Kelly Handle Bar Co.*

"*For our own part we are continuing our advertising campaign for another year. We are sticking to high grade name plate bicycles and are endeavoring to make only a reasonable profit.*"—*Iver Johnson's Arms & Cycle Works.*

"*This is a step in the right direction. I certainly am delighted that you are taking up this work in this manner, as I think it is the most effective manner in which the work can be carried on.*"—*The American Wood Rim Co.*

"*I am for you and with you on any plan that helps dealers sell bicycles. 1,000,000 Bicycles for 1916 is fine.*"—*Great Western Manufacturing Co.*

"*We are very much interested in the subject of '1,000,000 Bicycles for 1916.' We shall endeavor to co-operate in every respect in our endeavor to create a desire for larger purchasers of the bicycle.*"—*The Standard Welding Co.*

"*Here's for 1,000,000 Bicycles in 1916, and we intend to prosecute a vigorous campaign to educate the dealer that he can and will sell more bicycles in his section than in former years.*"—*The New Departure Mfg. Co.*

Pledged for Big Bike Sales

Practically every manufacturer of bicycles, bicycle parts and bicycle accessories, has written us that 1,000,000 bicycles can be sold by dealers this year, if we all get together and boost the bicycle. This in answer to a letter sent out by us last November.

National Bicycle Day has been announced for Tuesday, February, 29.

This is the bicycle dealer's opportunity to demonstrate beyond a question of a doubt, that more bicycles can be sold, and sold easily.

Join your efforts with those of the manufacturers and make your bicycle sales a profitable fact. Clean your store up spick and span, put in a new stock of bicycles, tires and sundries, and inject some real live salesmanship into your bicycle selling.

The manufacturers are backing you with national bicycle advertising, that is their part, your part is to close the sale. Now let's get ready.

Remember the day — Bicycle Day, February 29th.

The Goodyear Tire & Rubber Company
AKRON, OHIO

GOODYEAR
AKRON
BLUE STREAK BICYCLE TIRES

1,000,000 Bicycles for 1916

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United States 'Chain' Tread Tires

"—Kept Me From Falling and Skidding"

Oiled roads—slippery as an eel's back—

Others stopped their machines, and put chains on their rear tires.

One man had none of the hot, dirty annoyance.

His motorcycle was equipped with UNITED STATES CHAIN TREAD MOTORCYCLE TIRES.

Effective, efficient anti-skid tires 'Chain' Treads will give you steady, enduring, reliable service.

They're mighty good-looking tires.

An ornament to any motorcycle,—

But their best quality is durability.

One user said after a gruelling endurance run: "—My 'Chain' Treads look and are like new."

Get the most for your money—buy 'CHAIN' TREADS.

UNITED STATES MOTORCYCLE TIRES

UNITED STATES RUBBER COMPANY
US
RUBBER SYSTEM
AND ASSOCIATED COMPANIES

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MOTORCYCLE ILLUSTRATED

WITH WHICH IS NOW INCORPORATED

The Bicycling World

Published Every Thursday by

THE MOTORCYCLE PUBLISHING CO.

13 PARK ROW

NEW YORK

Volume Eleven | February 17, 1916 | Number Seven

THROUGH CALIFORNIA'S FLOODED VALLEYS

How a San Diego Dealer Tackled the Fordless Rivers and Railroad Ties After Southern California's Second Devastating Flood in Order to Accommodate a Friend

By C. F. BRUSCHI

THE second devastating flood had swept the valleys of Southern California on January 30. On the following day the local newspapers reported that the passenger boats had turned away more than 3,000 people who wanted to travel north; the railroads were badly crippled and there was absolutely no hope of having the washed out bridges rebuilt for weeks to come. The city of San Diego was almost cut off from communication with the rest of the world, so that the chances for anybody to journey to nearby towns were—well, they simply didn't exist.

Enter, Russel J. Bowell, Esq.

"Take me to Los Angeles, Bruschi!" almost shouted my friend Russel J. Bowell the next morning as he excitedly entered my store.

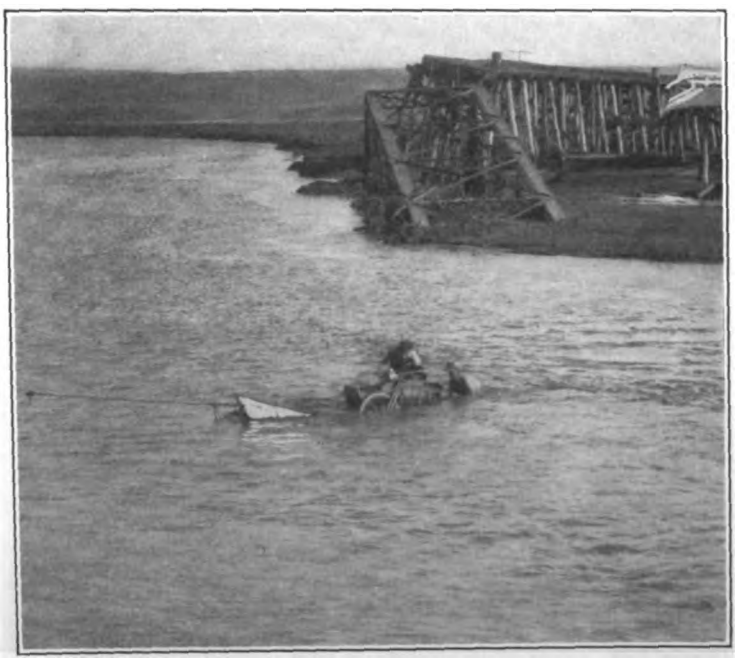
"Why, man alive, how can anyone take you to Los Angeles after that great big flood?" I asked, wondering whether Bowell had gone out of his head. "The bridges are washed out, and all the rivers are badly swollen. It's impossible."

Simply Had to Go

But the word impossible is evidently not in the dictionary Bowell uses. He simply had to go to Los Angeles on an urgent errand, and I, it appeared, was about the only one who could take him there. He asked me for the sake of our long standing friendship to reconsider the matter, and then wisely remarked that no motorcycle had yet dared the trip after the second flood. And then Bowell added a lot of other things that finally convinced me that it was my duty to risk the flood district and take my friend to Los Angeles.

I was wearing my best clothes at the time and only stopped to get a few necessaries and then rolled the machine out of the shop. My three-speed 1916 Harley-Davidson sidecar outfit was in splendid shape, for I had just finished giving the machine a thorough oil bath. As we rolled along the fine boulevards in San Diego, I could see visions of the hardships which were before us. Had either Bowell or myself known what our journey held in store for us, I doubt if we would have started.

The first leg of our journey was to Oceanside, a distance of fifty-two miles. On the way we encountered J. C. Coe with a 1915 three-speed Harley-Davidson single. Coe had started the day before and was meeting with so many difficulties riding alone that he was glad to join us. The initial river ford was at the bottom of the Torrey Pines grade. We rode the beach for a quarter of a mile and crossed on a rowboat, then again hit the beach to Del Mar. The sand was hard and the tide exceptionally low, so that it was just a case of "open her up and let her go." Fine touring, Bo!



One of the Most Remarkable Motorcycle Photos Ever Taken; Bruschi and Coe Pushing the Rowboat Containing Machine Across the Santa Margarita River, While Bowell and a Railroad Section Gang Are Pulling at the Rope from the Left Side of the Stream. Note Bridge at Right, Which Was Washed Out by the Second Flood

Bumpety, Bump, Bump!

We managed to get through the mud banks to the Del Mar river, and fortunately a good-sized rowboat was there, which easily took us across. Once more on the highway, we rolled along to Encinitas, where we encountered another non-fordable river. We made a detour, climbed up on the railroad and traveled over the ties for two miles—bumpety, bump, bump! Fine for a fellow who had snatched only a light luncheon! Finally we got back on the highway. But before that little respite, we rolled off the bank once and enjoyed that slipping, sliding, sinking sensation. Luckily it was only eight feet to the bottom. We reached Oceanside without further trouble and spent the night there.

Trouble from the Start

The next morning trouble stared us in the face at the very start; and, believe me, it surely was a day of trouble, and a night of it, too. We had to go down a steep bank (60 per cent. grade) to get to the river edge. The fellow who was tending the rowboat thought that we would never get up the bank again and offered us his services for eight dollars. We were not

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Coe Crossing River on Wire Carrier, on Which He Brought His Machine Over

inclined to accept the boatman's services, and when we found that there was quicksand between the oar-pusher and ourselves we decided to do the economical thing and ride the railroad ties down to the beach. Here we met three "sons of rest," and the six of us carried the machines through a twenty-mile current that was nearly hip deep. We continued on to the Santa Margarita river, experiencing difficulties all the way.

Thirty Hours Without Sleep

That name, Santa Margarita, will always have a little meaning of its own for me hereafter. By the time we had got to the other side of the stream we had been thirty-six hours on the road, without sleep or "grub." On the bank we encountered quicksand that swallowed the machine clean up to the motor, and it might have embraced the outfit completely had it not been for the sidecar. On the other side of the river we saw a rowboat, and Coe hopped out of his saddle and swam across to fetch it over. It was but a little boat and ran on a wire, having an extra wire attached to it which could be used to pull it across. We loaded the three-wheel combination on this little shell and started to pull.

The current, however, was so swift that it carried us down stream, and the boat, being suspended from the wire, tipped, then filled and finally settled on a sand bank. The water came up to the spark plugs of the machine.

Swims Across River

Bowell jumped into the river, swam to the other side and got a gang of railroad section hands to help us out. These willing railroad workers pulled on the wire, while Coe and I pushed the boat off the sand. No sooner did we get it off when the boat sank out of sight. The water was anywhere from ten to thirty feet deep; but fortunately the boat had enough bouyancy to prevent it from going to the bottom. Coe and I stayed with the outfit, which lay under water for more than an hour. Then the husky section gang, after resting up a bit, finally gathered enough strength to move the boat and succeeded in drawing it to their side of the river.

Eating "Pioneer Grub"

By that time we were hungrier than wolves. Bowell and I worked on the machine. I opened the petcock and let out the water, took off the carbureter and cleaned it thoroughly. I found that one inlet valve had opened and filled with water, but the machine hit on one cylinder, so the three of us climbed into the outfit and slowly rode to a nearby ranch house to obtain something to eat. After eating what "pioneer grub" we could get, the three of us hastened back to a tent which we discovered near the bank of the Santa Margarita river.

The night was wet and cold. We built a roaring fire near the tent, and toasted on one side while freezing on the other. There was little sleep for us that night, and we rolled out of the tent a trio of very tired men the following morning.

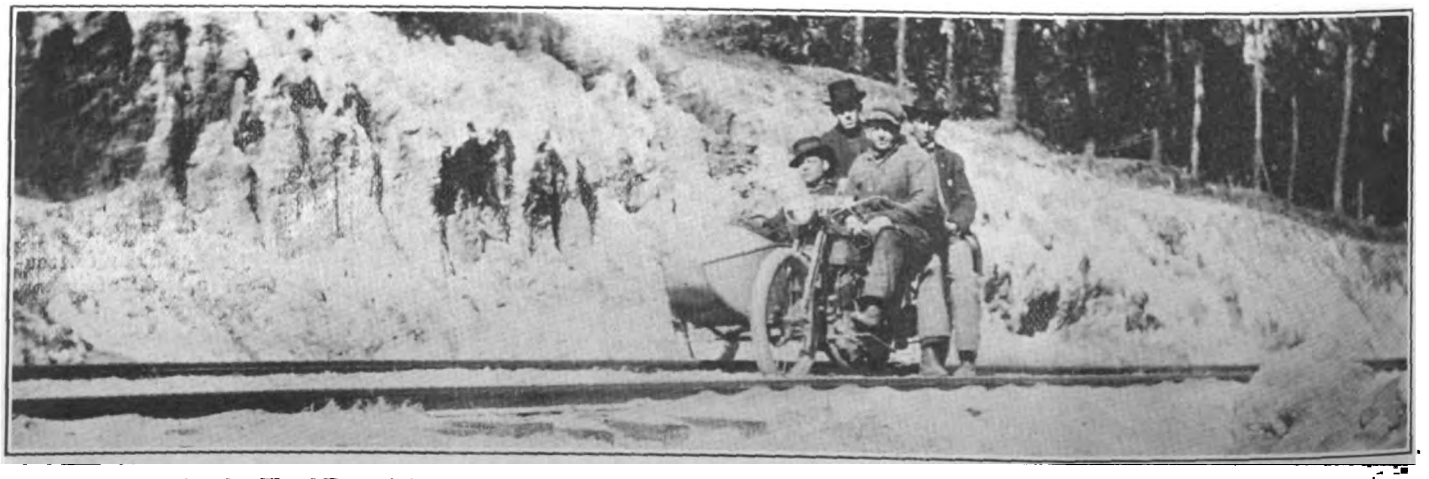
All this time Coe's machine was still on the other side of the river. Later we came to a point of the river where some telephone men had stretched a wire across, to which one of their little carriers was attached on our side. Coe got into it and pulled across, hand over hand. Then he went back for his machine, loaded it on the carrier and started to pull it back. The wire on our side of the river was fastened to the abutment of a bridge that had been washed out, and when the machine neared the abutment the wire sagged to such an extent that it was impossible to lift the two-wheeler up.

Riding the Outfit Down a 45 Degree Railroad Embankment of Soft Mud

Ten Dollars for Help

The telephone gang happened along just then and offered to bring the machine ashore for ten dollars. We accepted. They certainly did one of the neatest jobs with block and tackled that I ever saw, and in half an hour had the machine on the road.

By using the railroad track we had a



On the Flood-Tipped Sante Fe Railroad Bed. Many Miles of the Trip Were Made Over Railway Ties

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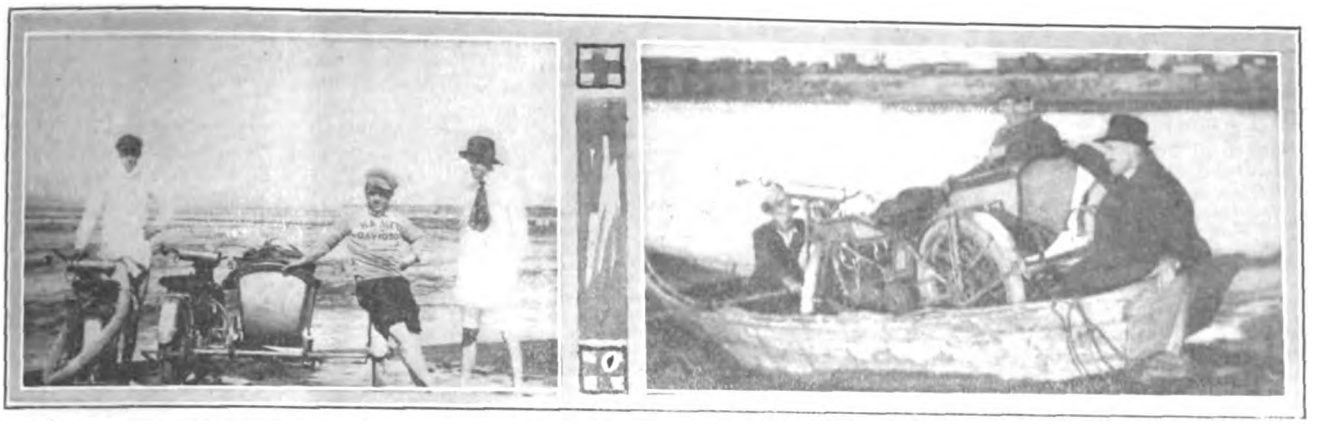


Left, After Fording One of the Many Rivers; Right, Crossing on a Rowboat Near Capistrano

pretty straight run to Las Flores, where we discovered that the country bridge was out and the railroad tracks stuck high in the air with the ties dangling from the rails. We forded to the other side, both Coe and myself getting our machines over with little difficulty. Once over we again took to the railroad ties for a mile and a half more, when we met the highway and whizzed over real concrete roads to San Mateo. Then another river—and we had eaten no food for the last 34 hours!

Five Miles of Soft 'Dobe

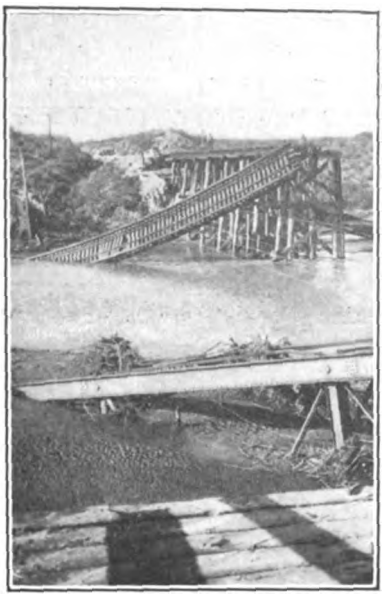
We splashed into the stream and found that the water came about up to the tanks on our machines. Before entering, however, we pulled the air shutter out to make it airtight and closed the valve and breather. When we climbed up the bank opposite, we ran into a bean field that was washed out. The field was soft 'dobe mud, right up to the knees.

We were very tired by this time and wholly unable to do any walking. So we decided to risk the five miles of 'dobe riding in the bean field. This was certainly the biggest bean field that I had ever encountered in California, and when we had finally ploughed through it we were ready for a change of luck. And our luck did change. We struck a fine highway that ran clear up to the river south of Capistrano.

Los Angeles At Last!

Leaving the machines at the river, we walked to Capistrano and partook of a real meal. There we stopped that night and went back to our machines the next morning. A three-team wagon came along, and for the price of two dollars the motorcycles were carried over the river. Then a short run over the railroad, and we were back in Capistrano. After fording another stream, and being carried over the Santa Ana river, it was clear going over the roads through Garden Grove, Rivera and into Los Angeles.

My old motor had been through 11,000 miles before this trip, but it stood up splendidly under this very severe test. When we entered Los Angeles, Bowell was howling with delight and asked me whether I wasn't happy to have made the trip. It was a matter of great pride with him.



One of the Railroad Bridges Washed Out by the Recent Floods

"Your's is the first 1916 machine to come through the second flood," he said. "And that's something to be proud of. Cheer up, Bruschi!"

PRICE IS ADVANCED ON THOR LIGHTWEIGHT MODEL

CHICAGO, Ill.—The Aurora Automatic Machinery Co., Thor manufacturer, announces an increase of $10 in the price of the Model 16-V, or lightweight twin. The new price is $235 instead of $225 as formerly.

The reasons for the advance are not only the increased cost of production but also because of the addition of a number of improvements since the Model 16-V was originally announced.

FIRESTONE IS PRESIDENT OF RUBBER CLUB OF AMERICA

NEW YORK.—H. S. Firestone, of the Firestone Tire & Rubber Company, was elected president of the Rubber Club of America at the last annual meeting. H. L. Hotchkiss, of the United States Tire Company, was elected second vice-president. Other officers who were elected are: Van H. Cartmell, Kell-Springfield Tire Company, first vice-president, and H. S. Vorhis, secretary.

CROTONA CLUB INSTALLS

BRONX, N. Y.—The annual dance and installation of officers of the Crotona M. C. was held at the Danse de Luxe, Southern boulevard and Elsmere place, on February 11. More than 150 members and guests joined in the merriment. The following officers were installed: John Paff, president; Charles Crowninshield, vice-president; John T. Welch, secretary; Ernest A. Hussey, treasurer; Ben Goldstein, captain; Fred Christman, first lieutenant; and Harry Welch, second lieutenant.

PUTTING A REAL PUNCH IN THE BIG NEWS

Motor Cycle Illustrated is carrying—has always carried—the most interesting and unusual stories of motorcycle achievements, and the most striking photographs presented to American cycledom. Needless to say, this policy will be continued, and the opening article in this number gives ample proof of the industry with which our efficient staff of live correspondents is busily scouring the whole country for extraordinary stories of motorcyclists, by motorcyclists, for motorcyclists.

If you do something distinctly out of the ordinary with your motor, or if one of your friends makes a remarkable performance, send the story and photographs to **Motor Cycle Illustrated**, addressing them to the Editor, 13 Park Row, New York. They will be put across with a real "punch"—and paid for.

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CAPACITY SCHEDULE AT THE DUCKWORTH FACTORY

SPRINGFIELD, Mass., Feb. 14.—There are no idle moments these days at the factory of the Duckworth Mfg. Co., the business in motorcycle chains being unusually brisk.

"We are running at capacity," said Mr. George H. Empsall, in conversation with a staff representative of **Motor Cycle Illustrated,** "and there is every indication that we will continue on that basis indefinitely. We are pretty well supplied with material now and do not expect to have difficulty in making prompt shipments, although the present demand for our chain products is considerably larger than we had counted upon.

PLAN $10,000,000 INCREASE IN FISK CAPITAL

CHICOPEE FALLS, Mass.—A plan for increasing the capital stock of the Fisk Rubber Co. by $10,000,000 was placed before the stockholders of the company for consideration at the annual meeting held February 16. It is the intention to have the increase in capital consist of $5,000,000 in second preferred stock and $5,000,000 in common stock. In connection with the new move $375,000 of first preferred stock, purchased by the company in 1915, is to be cancelled and removed from the treasury of the company.

It is explained by the company that the proposed addition of $10,000,000 is not in response to any immediate need for funds, but is a provision for the future. Construction now under way will take care of the immediate demands of the business, and this has been financed by the recent issue of preferred stock. However, it is felt that the natural growth and expansion of the business will require within two or three years a plant even larger than that now nearing completion.

EXCELSIOR CYCLE COMPANY LANDS 20,000 CONTRACT

CHICAGO, Ill., Feb. 16.—The Gaston, Williams & Wigmore Company, Inc., with headquarters in New York, which a few weeks ago contracted with the A. O. Smith Company to handle thousands of motor wheels in the Far East for a period of five years, has just signed a contract with the Excelsior Cycle Company, of this city, for 20,000 bicycles, also covering a period of five years.

The model which they contracted for is the Special De Luxe Motor Bike, which was designed and built especially for use with the Smith Motor Wheel. The territory covered by the Gaston, Williams & Wigmore Company, Inc., is as follows: Japan, China, Hongkong, the Philippine Islands, French Indo China, Siam, Federated Malay States, Straits Settlements and the Dutch East Indies.

HOEGEE WILL DISTRIBUTE DAYTON MOTOR BICYCLE

LOS ANGELES, Feb. 14.—W. H. Jackson, traveler for the Davis Sewing Machine Co., placed the agency for the Dayton Motor Bicycle with the W. H. Hoegee Co., of 138 South Main St. This concern will also distribute the Dayton lightweight in the Southwest, having been assigned the Southern Californian territory from Fresno down, and the states of Arizona and New Mexico. W. J. Larrisey, who has charge of the bicycle department at Hoegee's, already had inquiries coming in regarding the new machine.

C. T. Forden, of the Hoegee Company, is now out in the Kite district of Southern California in the interests of the Dayton Motor Bicycle. The first carload of machines is expected within sixty days.

NEW MECO CATALOG FILLS EVERY RIDER'S NEEDS

ACCESSORIES for both motorcycle and bicycle and parts for standard makes of the power two-wheeler are described and illustrated in the 13th annual catalog of the Motorcycle Equipment Company, of Hammondsport, N. Y. The accessory range is a huge one, beginning with tires and tubes and covering the field down to contact-maker files. The tool section of the catalog is extensive, and practically every tool that the rider or garage man will need is listed.

The lamp line handled by the firm is a most complete one, as is the variety of clothing offered. A wide variety of choice is available in signalling devices, lamp brackets and tool kits. Parts for the Corbin, Musselman and Eclipse coaster brakes, and for Eclipse clutch, are listed, as well as those for Schebler, Breeze and Heitger carbureters. The tandem line is most complete. In the parts section are listed components for Indian, Excelsior, Thor, Harley-Davidson and Merkel models.

Among the specialties handled by the

READY FOR A BRUSH ALONG RACINE'S SNOWY-SPEEDWAY

Motor Sled Devotees From Racine (Wis.) M. C. on One of Their Regular Sunday Competitions During Wintry Weather

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THIS WILD GOOSE CHASE WAS VERY PROFITABLE

Stewart Slosson, Special Firestone Tire Representative Thought So When He Counted This Bag Made by Himself and Sidecar Passenger Near Los Angeles Recently

company are the Meco electric light, the Eclipse two-speed hub, and Meco footboards. In the bicycle section of the catalog, a nice variety of accessories is listed and parts for the New Departure brake are shown. The prices throughout the catalog are most reasonable. Attention is called to the fact that the Los Angeles branch, at 3064 South Main street, will take care of orders for the Pacific Coast, Mexico, British Columbia, Hawaii and Japan.

BUFFALO COMPANY BOUGHT BY U. S. RUBBER CO.

THE United States Rubber Co., New York City, has taken over the Iroquois Rubber Co., Buffalo, N. Y. The Iroquois property and that of the Buffalo branch of the company will be consolidated and operated as one establishment, at 379 Washington street, under the management of J. B. Watterson, formerly the Iroquois manager.

LAMM BROTHERS OPEN A NEW YORK BRANCH

NEW YORK, Feb. 14.—Lamm Brothers, of 339 North Gay street, Baltimore, Md., have just opened a branch at 752 Broadway, this city. A full line of the firm's Lamm brand motorcycle clothing is on display at the new metropolitan quarters.

GUTERMAN TO COVER MIDDLE WEST FOR R-S

BINGHAMTON, N. Y.—Lou H. Guterman, traveling representative for the Reading-Standard Co., of Reading, Pa., is now on his way to cover Ohio, Illinois, Missouri, Wisconsin and Michigan. He returned from his Southern trip on February 3 and made a final tour through upper New York prior to leaving for Ohio.

SMART INDIAN RIG IS USED BY RADIO MAN

NEW YORK.—Harry M. Horton, representing the DeForest Radio Telephone & Telegraph Co., in this city, is the owner of the smart Indian sidecar combination shown in the accompanying photograph. The sidecar is upholstered in mohair and has a silk mohair top. The tandem cushion is finished in the same material. Horton is frequently required to call for distinguished foreigners stopping at the big hotels and show them the city, and for this work he finds the sidecar combination excellently adapted. Besides its use for business purposes, both Horton and Mrs. Horton often take the rig out to the golf links and on other pleasure trips.

10-DAY TOURIST PRIVILEGE FOR AMERICAN RIDERS

OTTAWA, Ontario, Feb. 16.—The Canada Motorcyclists' Association has taken up with Hon. J. D. Reid, Minister of Customs, and Mr. John McDougall, Commissioner of Customs, the question of extending the ten-day free tourist privilege for American automobilists to cover the motorcycle field, so that American motorcycle visitors can cross into the Dominion without taking out a bond for the covering of possible duty charges.

F. N. TO ANNOUNCE NEW PRICES ON FOOTBOARDS

DETROIT, Mich.—The Fentress-Newton Mfg. Co., of 255 Lafayette Boulevard, this city, announces that all previous quotations on F. N. folding footboards have been withdrawn. While nothing definite has been announced regarding new prices, it is safe to say that the list per pair will not be less than $2. The company will do everything in its power to market the footboards at the $2 price. The new figures will be announced as soon as possible.

The change in quotations does not affect the price of F. N. tandems complete with folding footboards. Until further notice, prices on complete tandems will remain as at present.

UTICA CYCLE INCORPORATES

UTICA, N. Y.—The Utica Cycle & Supply Co. has just been incorporated in this city to deal in motorcycles and sundries. Capital stock is $125,000. Incorporators are William F. Carroll, Michael J. Carroll and Jos. F. Carroll, all of Utica.

Harry M. and Mrs. Horton in De Luxe Indian Combination in New York. Item Above

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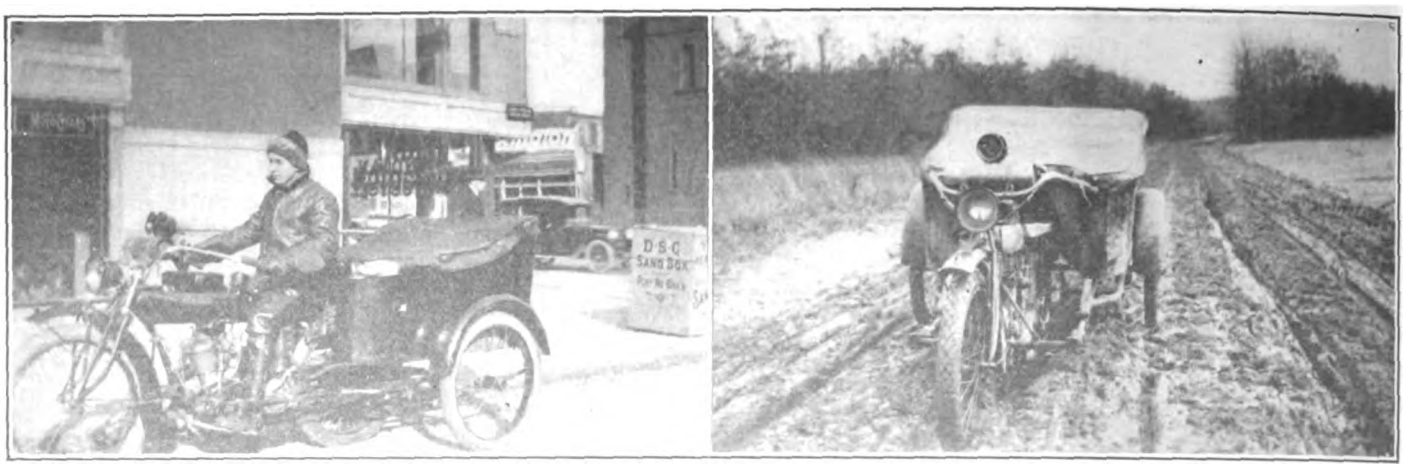
NEW YORK CYGNET TRAVELER HAS BRISK TRIP THROUGH LONG ISLAND



Left, Wallace Stuart with Rear Car Indian; Right, North Shore Road Near Wading River, Typical of Highways on Return Trip

NEW YORK, Feb. 14.—Wallace Stuart, of the New York Sporting Goods Co., 15 Warren street, has just completed a two weeks' trip through Long Island with a Cygnet Rear Car and Powerplus Indian. He covered practically every town in the island and traversed most of the roads. He closed twelve agencies, the dealers contracting for 60 cars in all.

Working Man Is Best Prospect

The class which takes mostly to the Rear Car on Long Island, Stuart found, was the working man, who will use the motorcycle to go to work every day and on Sundays, evenings and holidays attach the Rear Car and take his family for an outing. Stuart made no attempts to set records during his trip, but handled the outfit the same as an average rider would. His average fuel consumption worked out at 40 to 42 miles per gallon, while with two passengers the highest speed attained was 47 miles per hour. He rode 22½ miles from Greenport to Riverhead on a poor road in 40 minutes, averaging 33 miles an hour. As to carrying capacity, he took five passengers on a twelve-mile trip over average roads without trouble.

Stuart, who engages in much competition during the riding season, kept a memorandum of road conditions on the island. He recommends the South Short roads as the best for going to Southampton; the surface from Jamaica to Bay Shore being good macadam and asphalt; from Bay Shore to Moriches is a new cement road which tempts to the highest speeds. Regarding the road from Moriches to Southampton, the road is good dirt and macadam surfaces, but from Amagansett to Montauk Point the way is unridable except at certain seasons of the year. The surface is heavy sand.

Best Route Across Island

On crossing the island, Stuart found that the road from Bridgehampton to Greenport was the best and also the most picturesque. It is a new State highway for the entire distance. Two ferries have to be crossed to get to Greenport, the southern one being taken at Hogs Neck for Shelter Island. Stuart had to wait nearly an hour for the ferry, which consisted of a sailboat towing a scow. On reaching Shelter Island, a fine road was traversed to the north ferry and a tug taken to Greenport. The Cygnet driver had difficulty in making Greenport, as the harbor was ice-bound. It took him ten hours to cover the 14 miles from Bridgehampton to Greenport, and most of this was spent waiting or on the water. Naturally, in summer the trip could be made in one hour, but this was midwinter and no traffic on the roads.

The other cross-island trips recommended are Canoe Place to Riverhead, dirt road, poor in places; Quogue to Riverhead, dirt and macadam; Patchogue to Port Jefferson, good State road. Coming down the North Short the road is good from Orient Point to Riverhead, with dirt surface. From Riverhead to Huntington via Wading River and Port Jefferson there are poor dirt and sand roads. From Huntington to Jamaica the surface is macadam and State roads practically all the distance.

STILL GOING UP

At the Semi-Annual Meeting of the Directors of the Continental Rubber Works, Erie, Pa., the Office of Second Vice-President Was Created and W. J. Surre, Manager of the Company's Tire Sales Department, Was Selected to Fill It.

MOTORCYCLE SWEEPER IN LOS ANGELES

LOS ANGELES, Feb. 14.—One of the most interesting vehicles on the thoroughfares of Los Angeles these days is a motorcycle street-sweeper, supplied to the city by the Girton-Hoffer Company, representatives of the Excelsior line. The outfit is now receiving a thorough trial and it is predicted that its economy will lead to the purchase of other similar rigs in the near future.

Some idea of the efficiency of the outfit will be gained when it is stated that it covers the territory formerly swept by twenty White Wings. The sweeping mechanism and the operation of dumping the dust box are handled by the driver from the saddle. The city officials are much interested in the results so far obtained.

BECK IS GETTING ORDERS FOR NEW ROGERS VANS

NEW YORK, N. Y., Feb. 15.—Since the recent announcement of the new $65 model of the Rogers commercial van, Irving Beck, Rogers' eastern representative, has been receiving inquiries concerning the model and also a number of orders for the same. The next carload, due in this city on March 1, will include several vans to match each of the standard makes of motorcycle. The Rogers sidecar with fittings for attaching to Indian models has made a great hit with the trade, and Beck has had several repeat orders for this car already.

FOR COUNTY ROAD PAVING

TACOMA, Wash.—Pierce County, of this State, will spend $141,898 for permanent highway work this week. The roads to be paved included 2½ miles of highway east of DuPont and 5 miles of the Mt. Tacoma road.

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MOTOR CYCLE ILLUSTRATED
With Which Is Now Incorporated
The Bicycling World

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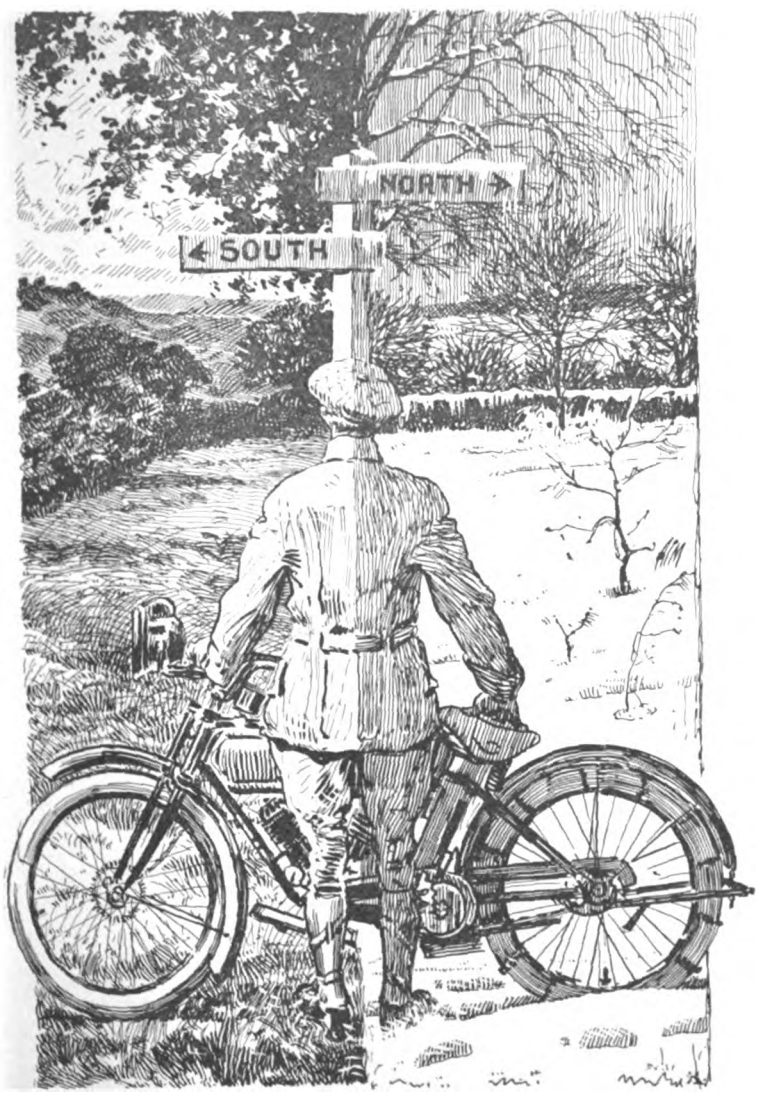
A VERSATILE SPORTSMAN



Bulletins of the last week or two have emphasized the fact that the motorcyclist is the truest all-weather sportsman to be found on our roads. Hub-deep in snow or rolling through smiling southern country, he is the same philosophical enthusiast—game, capable and hardy. Here's to him!

CO-OPERATION WILL POPULARIZE THE LIGHTWEIGHT

EDITOR, **Motor Cycle Illustrated.**—It was with a great deal of interest that I read the recent articles on competition between the lightweight machines and the big twins written by Arthur Chapple. I wish to congratulate **Motor Cycle Illustrated** on its efforts and believe that if the manufacturers would co-operate with the dealers it would result in calling the attention of the buying public to the economical merits of the lightweight.

The motorcycle clubs should also co-operate by runing racing contests and also changing their schedules in endurance contests so that the lightweight would be enabled to compete on terms sufficient to get a perfect score.

I have used a lightweight Schickel since last Fall to ride home from business and found that even when the pavements were wet it skidded very little. Owing to the low saddle position, too, I had less fear of falling than on a big twin. I have ridden the machine about 2,000 miles without any repairs so far.

A. ASHLEY.

Brooklyn, N. Y.

ORPUT'S CAPTURE BRINGS PLEASING RESULTS

PHOENIX, Ariz.—R. J. Orput, of the R. J. Orput Cycle Co., Harley-Davidson agent in this city, not only recovered a stolen machine, but also got a new member for the F. A. M. and a reward in the bargain, recently. He was offered a 1915 three-speeder by a stranger, and smelt a mouse right off. He promised the alleged owner to let him know as to buying the mount and then wired the Harley-Davidson at Milwaukee. He got a quick reply that the motor belonged to someone other than the stranger.

Orput got in touch with the Chief of Police and the stranger was nabbed. He proved to be R. L. Vilion and stated that he stole the mount from R. Rupley in Fort Worth, Tex. Then he and his brother had ridden to Phoenix to sell it. The upshot of the matter was that both Vilions and the Harley-Davidson are in the care of the State of Arizona, and will soon be shipped home.

Orput next informed Rupley in Fort Worth. Rupley is a reporter on the Fort Worth Recorder and was so tickled at Orput's capture that he sent the dealer $25 for reward and at once joined the F. A. M.

NEW ROAD FROM PHILLIE TO PITTSBURGH

ALTOONA, Pa., Feb. 16.—Local cyclists and motorists are rejoicing over the fact that this city will be included in the route selected for the proposed William Penn Highway, which, when completed, will connect Pittsburgh with Philadelphia. It will be constructed of macadam and finished with a composition ot oil, pitch and river gravel surface.

The new road will lead from Pittsburgh through Bedford, Altoona, Bellwood, Tyrone and Waterstreet, then to Lewistown, Mifflin, Harrisburg and into Philadelphia.

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MOVES FOR ROAD IMPROVING IN WEST VIRGINIA

TERRA ALTA, W. Va.—Voters of the Kingwood district of this State have passed a bond issue of $164,000 for road improvement at the recent election in this city. The Paw Paw district, in Marion county, has determined to build 24 miles of permanent roads during the summer, the completion of which will mark the opening of two roads between the Fairmount district and the Monongahela County line.

Elkins is also out for good roads. A recent meeting of the Elkins Commercial Club and the Randolph County Good Roads Association saw the first move toward submitting a bond issue for road improvement in the Leadville district. The issue will call for the expenditure of $225,000.

MOTORCYCLE POLICE LOOKING FOR SPEEDERS

WASHINGTON, D. C., Feb. 15.—Motorcycle riders touring south by way of Baltimore and Washington are warned to take extreme precautions in order to avoid arrest on the Baltimore-Washington Boulevard. Speed traps have been installed at several points along this road, such as Savage, Laurel, Maryland Agricultural College, Hyattsville and Bladenburg. At each of these points is stationed a motorcycle policeman, who arrests on an average of fifteen to twenty motorists every day.

The road conditions south of Washington along the direct route from this city to Richmond are very good, with the exception of two bad stretches of about five miles between Washington and Fredericksburg, which are almost impassable to any kind of vehicle. By detouring via Frederick, Md., Winchester, Staunton and Charlottesville, Va., a fine toll road south can be found.

URGE HEAVIER PENALTIES FOR MOTOR SPEEDERS

ST. LOUIS, Mo.—Heavier penalties for speeders on motor vehicles were urged in the final report of the December Grand Jury, submitted to the Circuit Court here last week. The report said in part: "This Grand Jury believes that too great leniency has been shown in the past to all old offenders and we would greatly urge heavier penalties be assessed against repeated offenders found guilty of fast driving, including automobile, truck or motorcycle operators."

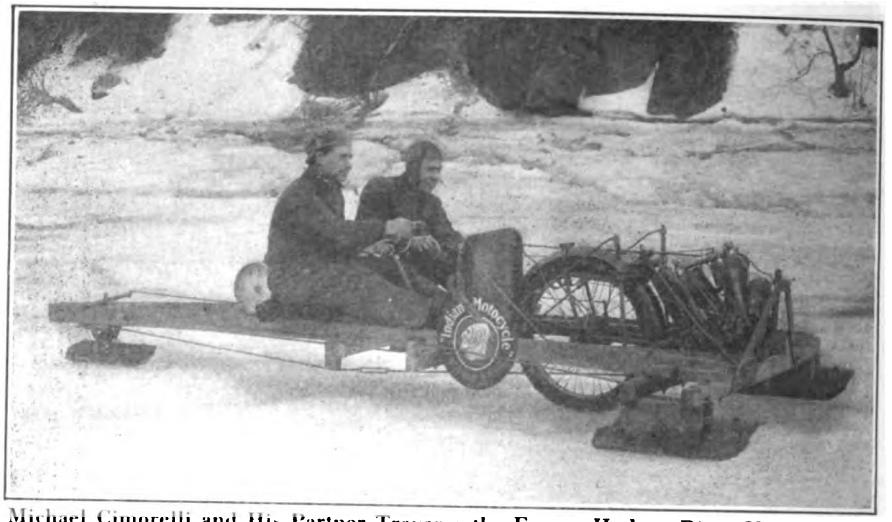
NEW CLUB FORMED IN PANHANDLE STATE

AMARILLO, Texas, Feb. 15.—The Amarillo Motorcycle Club was organized here last week and the following temporary officers were elected: President, C. R. Kersey; vice-president, Carl Straub; secretary-treasurer, H. A. Webster; road captain, Carl Robinson; press agent, C. Hoppin. Another meeting for perfecting the organization and electing permanent officers will be held on February 23.

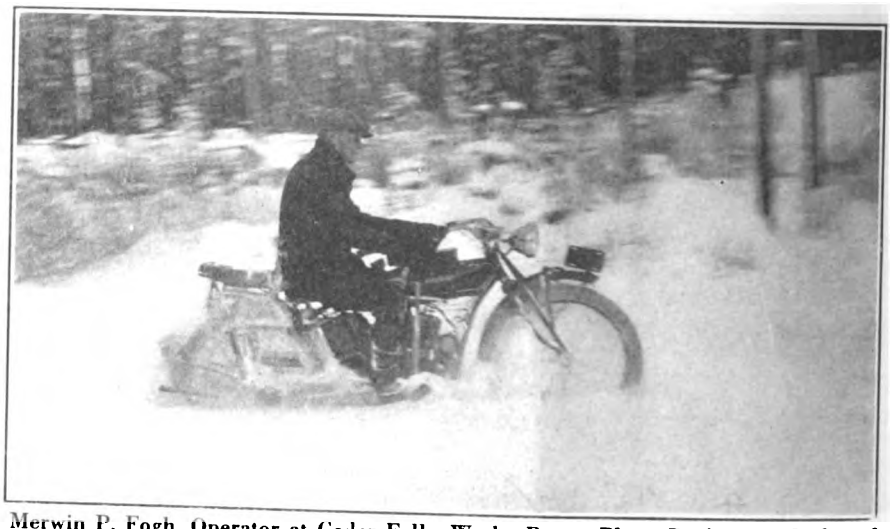
There are more than seventy-five riders in this city and the newly formed club hopes to make every one of them a member.

DEMONSTRATING THAT THE TRUE BOOSTER CA

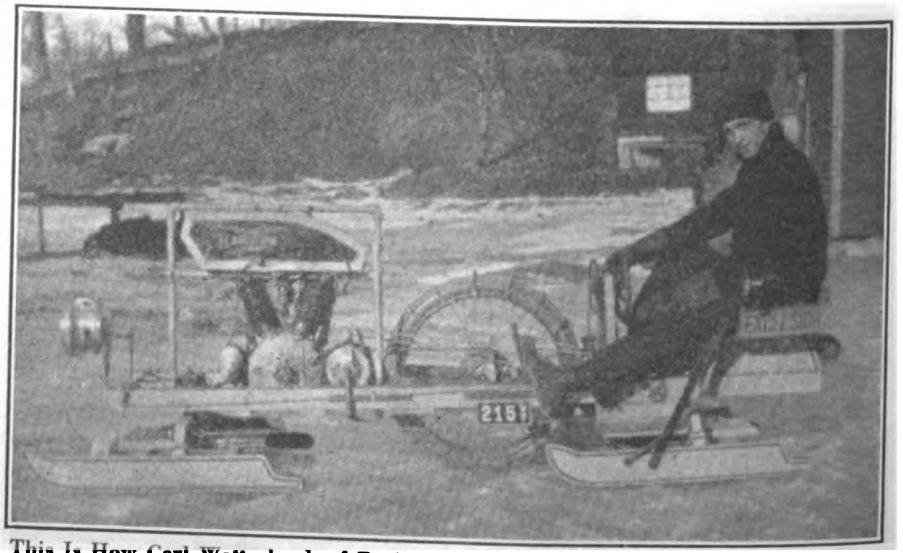
Speedy Motor Bobs Are the Joy-Mediums for Most of Thes



Michael Cimorelli and His Partner Traverse the Frozen Hudson River Near Catskill, N. Y., on This Indian-Motored Sled and Can Skim at 45 Miles Per Hour. Cimorelli Is Indian Agent in Catskill



Merwin P. Fogh, Operator at Cedar Falls, Wash., Power Plant, Bucking 16 Inches of Snow on Way from His Home to Spokane Recently. He Had No Trouble Making This and Similar Journeys on His 1916 Powerplus Indian



This Is How Carl Watterlond, of Rutland, Vt., Uses Excelsior Power Plant for Snow and Ice Travel. The Motor Is a 1914 Model and Has a Two-Speed Fitted, While the Steering Device Is a Combination of Chain and Cord Gearing

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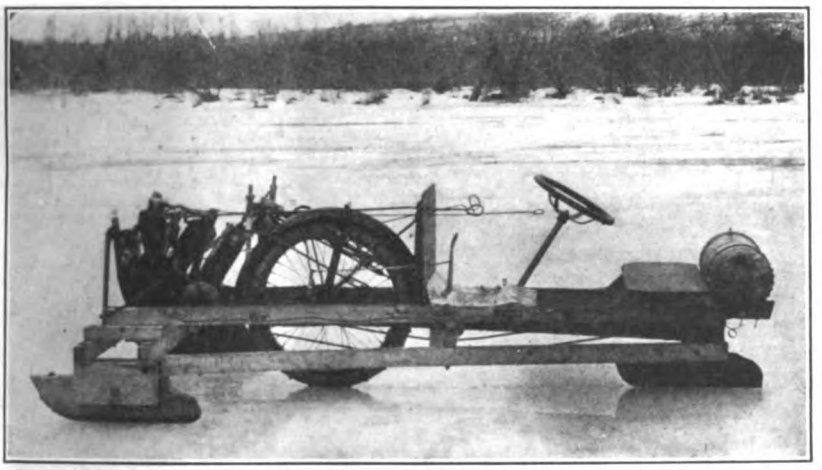
OT FORSAKE HIS MOUNT IN ZERO WEATHER

thusiasts, but One Rider Takes His Snow on Two Wheels

T. C. Gould Drives This Henderson-Equipped Sled in Olean, N. Y., with Mrs. Gould as Passenger in a Sidecar Body on the Right Side of the Chassis. Gould Has an Electric Lighting Apparatus Fitted



An Indian Twin Furnishes the Power for This Bob, Which Is Piloted by Waldo Clement, of Newburgh, N. Y., on Ice and Snow. Note the Pedal-Operated Footbrake and Controls by Rods with Loop Ends

Leon Smith's Sled Has Regular Sleigh-Runners and Utilizes Most of a 1915 Three-Speed Harley-Davidson Twin for Its Power. Smith Is Repairman for C. C. Cline, the Grand Rapids, Mich., Harley-Davidson Man, Who Is on the Right Hand Seat While Smith Acts as Chauffeur for the Outfit

MANY RUNS PLANNED FOR M. C. OF RHODE ISLAND

PROVIDENCE, R. I., Feb. 15.—A get-together meeting of the Motorcycle Club of Rhode Island was held in this city this evening and plans were discussed for the coming summer. President A. V. Howe conducted the meeting, which was attended by most of the motorcycle fans in the State. Other officers in attendance were Vice-President E. L. Buffington, Secretary A. J. G. Edwards and Treasurer B. A. Swenson.

The matter of club runs was taken up and several were tentatively arranged for the summer. The opening run, to take place in April, will be to Taunton, Mass., and will give the members an opportunity to watch the "run" of the herring. In May there will be two runs, the first on May 7 when the members will go to Westerly to visit George Murphy, Indian agent in that city. The second will be held on May 21, the destination being Roger Williams Park where the annual photograph will be taken. The annual Triangle Run, Providence-Boston-Worcester-Providence, is slated for October 1.

WHEELING CLUB SUPPLIES ROAD INFORMATION

WHEELING, W. Va.—Among the many things which the Wheeling M. C. is providing for its members, is complete road information covering all good road sections throughout the United States. In the club rooms are Blue Books and maps, as well as wall charts giving hotel prices and repair shop locations. President J. Landon Bier has just received a lot of road maps which are retailed to members at a moderate price.

Not only are the members to be benefited but also other Wheeling riders. Motorcyclists in the city are invited to get into touch with the club for road information regarding trips to be taken this summer. It is the intention to provide each tourist with a companion for this trip if possible. Every one of the 125 members of the Wheeling club is boosting for the organization in this and other ways, and will make 1916 a banner year for the organization.

PEENE IS WESTCHESTER COUNTY COMMISSIONER

CHARLES, PEENE, of the Yonkers M. C., has been appointed F. A. M. Commissioner for Westchester County, N. Y. Mr. Peene makes his headquarters with the Yonkers M. C., at 282 New Main street. He succeeds Mr. Williams, as the latter finds his business takes him out of town too often to allow him to attend to F. A. M. matters properly.

CLUB HEARS PREPAREDNESS SPEECH

BUFFALO, N. Y., Feb. 15.—On last Monday night the Buffalo M. C. held one of the most enthusiastic meetings in its entire history. Walter Newcomb, secretary of the National Rifle Association, spoke to the one hundred motorcyclists present on the subpect of "The Motorcycle and Preparedness." Following this intensely interesting address light refreshments were served.

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Indian Day

February 22

On Washington's Birthday Indian dealers all over the United States will celebrate Indian Day.

In three years this occasion has become a trade event of such national proportions that it is recognized as the most productive sales day of its kind in the whole motorcycle industry.

Nearly 150,000 invitations alone have been sent out to riders and prospective riders.

Advertisements have been inserted in nearly 700 newspapers throughout the country.

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A full page advertisement in the Saturday Evening Post carried the Indian Day message to a 2,000,000 circulation.

Special posters and selling helps have been sent to all Indian dealers.

Thoroughly and powerfully organized all the way through Indian Day has been staged as a sure-fire profit-making success.

What is its significance to the dealer?

It means a selling head start over competition at the very beginning of the season.

What is its significance to the rider?

It makes purchasing a pleasure and convenience because on Indian Day he meets many experienced motorcyclists in one group and is therefore able to profit by their collective advice and comments.

Indian Day has more to offer this year than ever before —it has the supreme attraction of 1916, the

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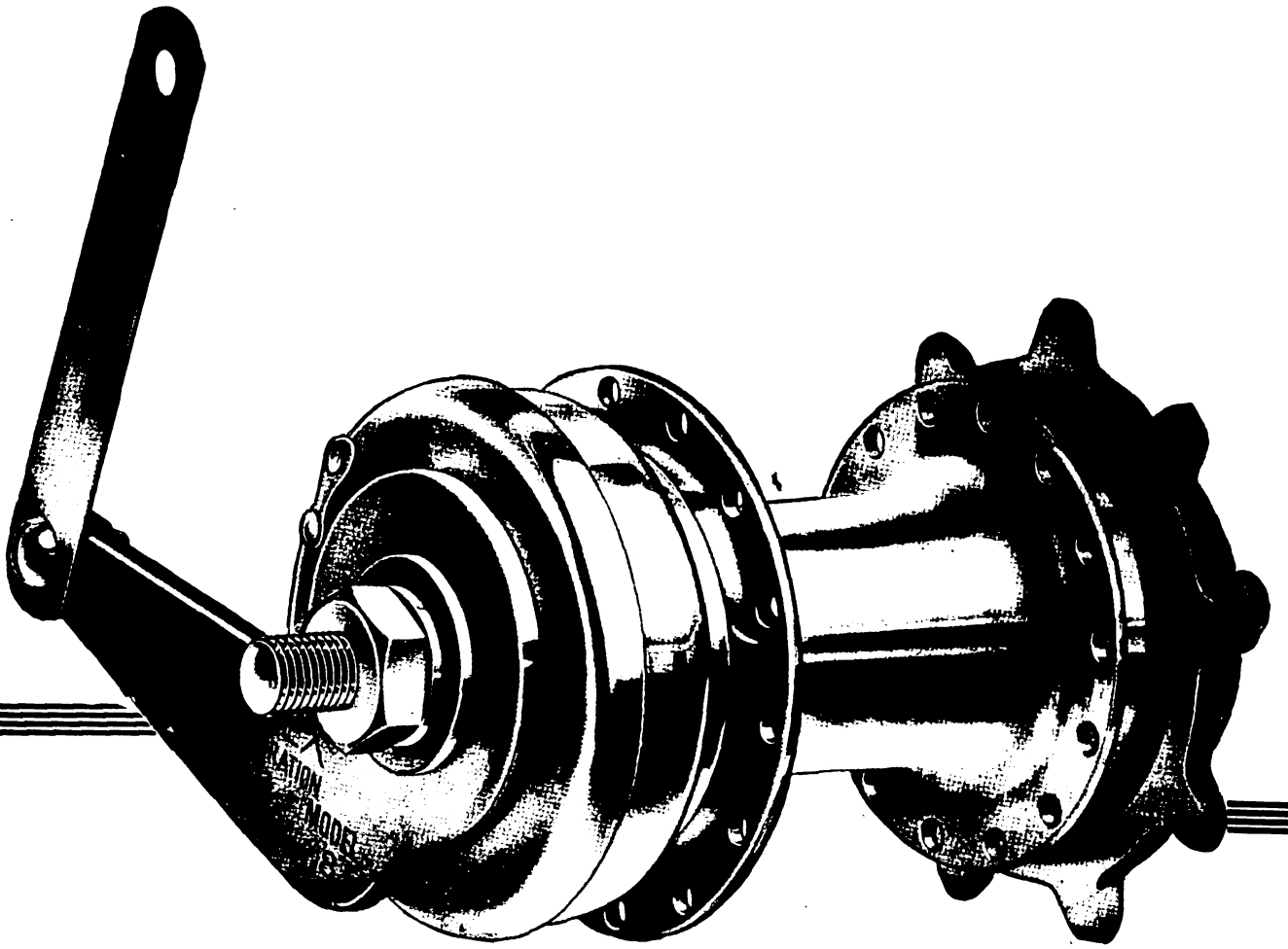

CORBIN

DUPLEX COASTER BRAKE

will be equipped by all manufacturers of bicycles when specified.

Examine it at your dealer on INDIAN DAY, FEB. 22nd, and NATIONAL BICYCLE DAY, FEB. 29th

Behind the Corbin Duplex there are sixteen years of brake manufacturing experience.

When ordering a new bicycle SPECIFY IT

Write today for catalog.

THE CORBIN SCREW CORPORATION

THE AMERICAN HARDWARE CORPORATION, Successors

NEW BRITAIN, CONN. **BRANCHES: New York Chicago Philadelphia**

Makers of Corbin-Brown Speedometers.

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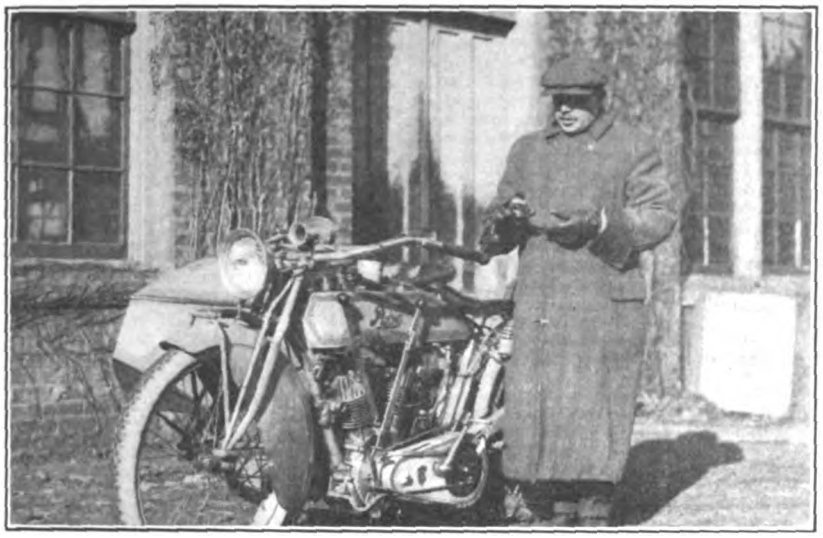
RESPONSIBLE FOR THE DESIGN OF ALL POPE MODELS



W. L. McGrath with His Favorite Pope Sidecar Outfit Ready to Start on Winter Run From Westfield Mfg. Company's Factory, in Westfield, Mass.

NEW GOODYEAR FACTORY FOR CANADA

Site of Twenty-Seven Acres Has Been Bought Near Toronto and Plant Is to Cost About $750,000; Present Factory Outgrown

TORONTO, Ontario.—So much does the Goodyear Tire and Rubber Company think of the prospects in Canada that arrangements have been made, it is announced, for the erection of a huge plant near Toronto. This factory will cost in the neighborhood of $750,000, and the site secured covers an area of 27 acres. The locality is New Toronto, a suburb of this city, and the buildings are to be erected beside the new $700,000 concrete highway between Toronto and Hamilton. It is understood that the intention of the Canadian company is to make use of this highway for the delivery of tires and other rubber goods to both cities.

The headquarters of the Canadian company are located in a fine building in Toronto which was erected by the Goodyear people several years ago. The present Canadian plant is located at Bowmanville, Ont., some 60 miles east of Toronto, but the business has outgrown the capacity of that factory, which was originally operated by the Durham Rubber Company, making rubber specialties.

Practically all arrangements have been made for the building of the new works, it is declared. Plans have been made for a water supply and other necessities, and the matter of local taxation has also been settled.

SVENSGAARD TO MOVE TO NEW LOCATION

DETROIT, Mich.—The Harry Svensgaard Sales Corporation, Excelsior agent and Pullman sidecar manufacturer, will move from the present quarters at 473 Woodward avenue to 214 East Jefferson street on March 1. The Jefferson street address is that of the Wimmer Supply Co., of which the Svensgaard firm has recently purchased the stock and business. All of the firm's lines will be handled at the new address.

CONSOLIDATED M. C. DANCE

INDIANAPOLIS, Ind., Feb. 14.—The first annual dance of the Consolidated Motorcycle Club was held on February 7, in the P. H. C. Hall, over eighty couples attending. The hall was appropriately decorated in the colors of the club. The affair was a huge success, over twenty-five dollars having been cleared, and was run under the able direction of the committee, consisting of Fred Dyer, Emmet Tolle, Harry Todd and Harry Dunne. Other social affairs are contemplated.

BOOSTING THE TOURNAMENT

Novel Poster of Audubon M. C. of New York, Which Swelled Entry List For Annual Pool Contest

$40,000 FOR ROADS

BILLINGS, Mo.—A road bond issue of $40,000 was carried in the Christian County district last week. The money will be used to complete a link in the Springfield-Joplin highway.

DISCUSSING THE POWERPLUS

Frank G. Schmitz, Indian Dealer at Fitzgerald, Ga., Talking it Over With R. C. Paulk, of Ocilla

SAVANNAH CLUB WILL DINE RIDERS

300 Local Motorcyclists Invited to Attend Club's Banquet on Washington's Birthday; Discuss Fourth of July Plans

SAVANNAH, Ga., Feb. 16.—Three hundred riders of this city have received invitations from the Savannah Motorcycle Club to attend its Washington's Birthday banquet, on February 22, at the German Club.

Acceptations are coming in at a rate which leads the committee in charge to believe that over one hundred and fifty motorcyclists will be present. A field day program is being arranged which will include a number of running events, as well as jumping and bowling matches.

Last Sunday fifty riders met at the club house and then journeyed out to King's Ferry, where a delicious "fish fry" was served. This affair was one of the most successful held and only those members of the club who were in good standing were permitted to participate.

Much interest is being taken in the coming race meet at Augusta on Washington's Birthday. Roscoe Harn, of Savannah, will enter and is to ride the motor on which L. G. Buckner captured the championship of Georgia on New Year's Day. Plans are beginning to shape for the Fourth of July meet. Most of the riders favor a one hundred mile free-for-all race on the Grand Prize Course, while others prefer a road race in the morning and a track meet in the afternoon.

TO ENTERTAIN MILWAUKEE M. C.

RACINE, Wis., Feb. 15.—At the last meeting of the Racine Motorcycle club Frank Mesiki, the newly elected treasurer of the organization, tendered his resignation, and Wallace Nelson was elected to succeed him. The club is considering inviting the members of the Milwaukee Motorcycle club down to Racine for a social evening same as last year.

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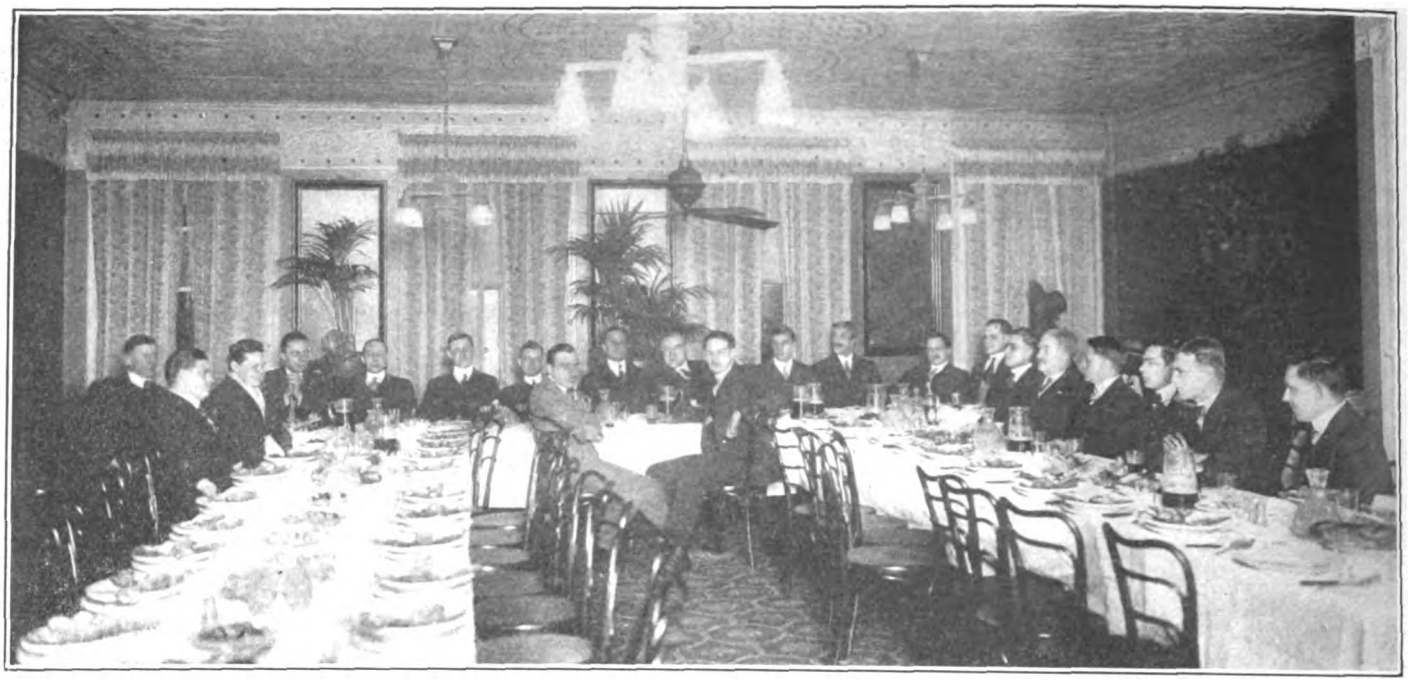
WHEN NEW OFFICERS DINED RETIRING STAFF OF NATIONAL CAPITAL M. C.



Following Custom of Past Seasons the Crack Washington, D. C., Organization Held This Banquet and Discussed Future Plans

NO SPACE LEFT IN THE INDIANA SHOW

Exhibitors Have Contracted For All the Booths and 4,000 Square Feet Will Be Devoted to Cycles; Show Opens Feb. 24

INDIANAPOLIS, Ind., Feb. 15.—The "No More Space" sign is hanging out on the office door of the Indiana Cycle Show committee, all the booths allotted for this year's exhibition having been contracted for. The committee has applications from two manufacturers who waited till the last minute, and an effort is being made to find room for them.

The demand for space far exceeded the fondest hopes of the show officers. No less than 4,000 square feet will be devoted to motorcycles and bicycles, and close to 10,000 square feet will be used for the promenade and stage.

While a complete list of the exhibitors is not yet forthcoming, the following have taken space: Cygnet Rear Car Co., of Buffalo, N. Y.; Van Cleef Bros., Chicago; Great Western Mfg. Co., La Porte, Ind.; Cyclemotor Corporation, Rochester, N. Y.; Davis Sewing Machine Co., Dayton, Ohio; A. O. Smith Co., Milwaukee, Wis.; Diamond Chain Co., Indianapolis; Excelsior Motor Mfg. and Supply Co., Chicago; Rogers Sidecar Co., Chicago; Cleveland Motorcycle Co., Cleveland, O.; Emblem Mfg. Co., Angola, N. Y.; G. H. Westing Co., Indianapolis.

Exhibiting for six additional manufacturers are the following: H. L. Dipple, Douglas & Talbott, H. T. Hearsey Co., Van Camp Hardware Co., W. A. Kelso, Chas. Koehring, Em-Roe Sporting Goods Co., Thompson Supply Co., Indianapolis Plating Co., Merz Motor Co.

In addition to the above, the Consolidated Motorcycle Club, the Indiana F. A. M., and **Motor Cycle Illustrated** will have booths at the show. Ten club members will be in attendance at the club booth each evening, waging a vigorous campaign for new members.

The F. A. M. booth will be in charge of State Secretary Fred Dyer and State Commissioner Jack Carr, and an attempt will be made to increase the State membership in the national organization. President A. B. Coffman will attend the show.

With the show already a success from a financial standpoint, it only remains for the committee to get the crowds to the exhibition, and the advertising the show is receiving in the State papers is expected to bring in the 20,000 people.

President W. F. Sturm, Secretary Jack Carr and Treasurer F. C. Baldridge Note All Spaces Are Taken for Indiana Cycle Show in Indianapolis and Smile Accordingly

NEW WILLARD STATION

KNOXVILLE, Tenn. — Marshall & Jones, of 412 Walnut street, have established a service station for Willard storage batteries for this city.

FOR PARK PATROLMAN

Four Indian machines for park patrolmen have just been ordered by the Metropolitan Park Commission at Boston through Geo. N. Holden, the Hub distributor.

TWO SHOPS REGISTER

The Raleigh Motorcycle Shop, of 131 South Wilmington street, Raleigh, N. C., and the Westchester Motorcycle Exchange, of 219 Main street, White Plains, N. Y., have registered with the F. A. M.

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THE DIRECTOR OF INDIAN SALES

NUMBER SIX IN A SERIES OF BIOGRAPHICAL SKETCHES ON TRADE LEADERS

Unremitting Industry and Firm Confidence in the Ultimate Strength of American Cycledom Are Outstanding Features of the Policy Which Carried F. J. Weschler From a Position as Office-Boy In 1898 to the Head of a World-Wide Sales Organization in 1916.

UNWAVERING confidence in the solidity of the cycle industries and a fixed belief in the principle of compensation—results in direct ratio to the energy expended—are salient features in the policy which has brought Frank J. Weschler, at the age of 33, to a position in the front rank of those who are making American motorcycle and bicycle history. As treasurer and sales manager of the Hendee Mfg. Co., Mr. Weschler wields an influence in the trade second to none, but this fact has not affected his inherent spirit of democracy, and he enjoys today the unique distinction of being one of the busiest and at the same time one of the most approachable men in the cycle field.

An Early Start

Mr. Weschler was born at Erie, Pa., March 6, 1883, being the fourth of six children, the family consisting of five boys and a girl. His mother is a native of Germany, while his father was a German of American birth. Mr. Weschler's father died at the age of 34, and as a result all of the boys felt that it devolved upon them to get out and hustle a little earlier than would otherwise have been the case. Reared under the strict discipline which has long been recognized as an invaluable feature of German family life, the Weschler boys welcomed the opportunity to be of assistance, and Frank's turn came when he was thirteen.

In the month of June of his thirteenth year the lad graduated from grammar school, and also passed examinations preparatory to entering high school the following September. During the vacation months he obtained work, and as it seemed to suit him better than attendance at school, he has, in his own words, "continued to work ever since." He found time, however, to top off his schooling with a season's course in a business college.

Entering the Cycle Field

In 1898 young Weschler took a position as office boy for the Black Mfg. Co., of Erie, Pa., manufacturer of the Tribune Blue Streak bicycles. He had not been there long when his industry and enthusiasm attracted attention, and he was assigned to various positions of increasing responsibility.

He remained at the Tribune works until August, 1902. At that time the Black Mfg. Co. was purchased by the American Cycle Mfg. Co., otherwise known as the "Trust," and a notice was posted in the factory to the effect that the Tribune bicycle plant would be shut down at once and moved, "bag and baggage," to one of the other factories at Westfield, Mass. Mr. Weschler was one of sixteen employees who were transferred to Westfield.

As he was still a minor, the youthful Weschler experienced some difficulty in obtaining his mother's permission to leave home, the situation being rendered doubly delicate by the fact that he was the first to break home ties. His mother was convinced, however, that nothing should stand in the way of his progress and she finally consented to have him profit by the transfer. Accordingly, he joined the staff of the company in Westfield, and remained there from August, 1902, till March, 1906. When he finally severed his connection with the plant he had risen to the position of buyer for the Westfield division.

During Mr. Weschler's stay at Westfield the business was acquired by the Pope Mfg. Co., and he declares that he will always look back with pride to his connection with that organization of wholehearted enthusiasts. He has a warm regard for his former employers and is a great admirer of Colonel Albert and Colonel George Pope.

FRANK J. WESCHLER

He Got Into the Swing of Hard Work at Thirteen and Has Never Lost His Stride

It was in the latter part of 1905 that the motorcycle business first gained Mr. Weschler's serious attention, and, appreciating to a small degree the great future ahead of the industry, he decided that it would be a wise move to associate himself with it in some substantial way. With this in mind, he was alert for an opening, and in February, 1906, he learned that such an opportunity existed at the factory of the Hendee Mfg. Co. He obtained an interview with Mr. George M. Hendee one evening and so far convinced the Big Chief of his general capabilities that he was taken on at once. "Needless to say," he remarked in conversation with a staff representative of **Motor Cycle Illustrated** a few days ago, "I have never had cause to regret the step."

The Hendee Growth

When Mr. Weschler joined the Hendee staff there were only six people in the office and about sixty in the factory. Some idea of the amazing rate of the company's growth will be gained from the statement that today there are 2,200 men employed in the factory, while the office, the various branches and the traveling force comprise over 200 people.

When the Big Chief added Mr. Weschler to the Indian staff he gave the newcomer an insight into the straight-from-the-shoulder methods of the organization by addressing him as follows:

"Mr. Weschler, in joining us I want you to come with the idea of becoming one of the family, and if you carry on your work as I expect you will, you will advance as the business progresses. On the other hand, if I find within a reasonable period that you are not doing what I expect of you I will come to you and tell you, and you will have to seek a field elsewhere."

Always Work Ahead

"It goes without saying," adds the present director of Indian sales the world over, "that this statement still rings in my ears. It was accentuated at the time by the fact that I had arranged to be married about two weeks after the date of entering upon my new position. Still, I have always felt that it was about as fair a thing as an employer could do for a new man. It convinced me that my future was entirely in my own hands, a fact that too many young men overlook, and forced me to see that the interests of the company were my interests."

"During the ten years that I have been with the Hendee Mfg. Co.," adds Mr. Weschler, "I have formed a close acquaintance with hard work, and I can't say that I have ever really caught up with all the matters demanding my attention. There is always work ahead of me, but my whole training has been along such lines as to enable me to tackle it with enthusiasm, and excellent health permits me to keep up the pace and enjoy it."

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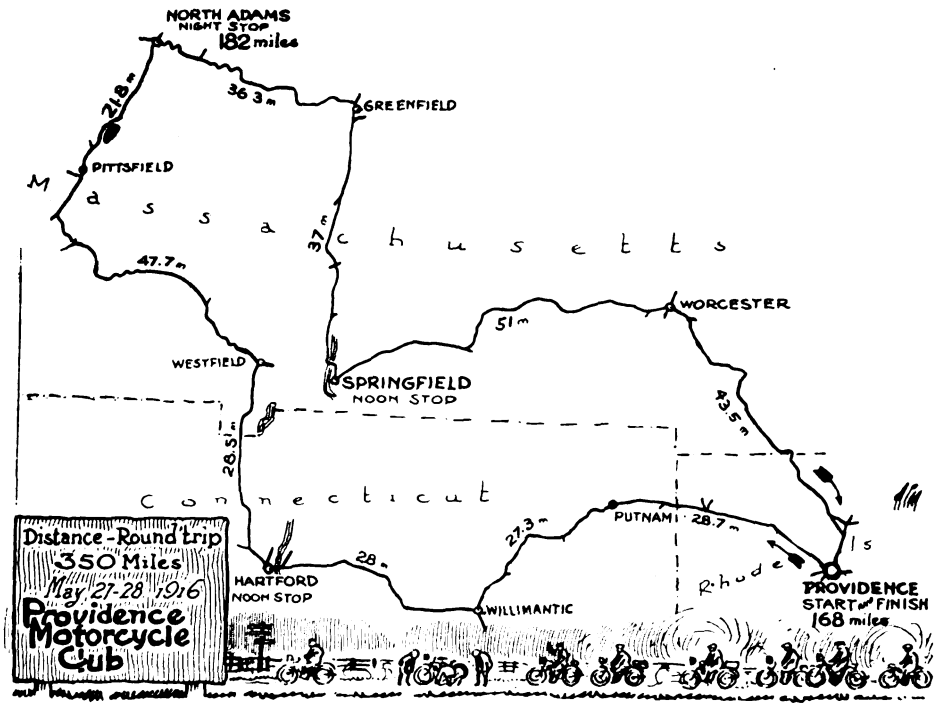
PROVIDENCE CLUB PLANS WEEK-END RUN

Rhode Island Clubsters, Under Swenson's Leadership, to Ride Through Berkshires and New Mohawk Trail on May 27-28



PROVIDENCE, R. I., Feb. 12.—Plans have been made by the Providence M. C., for a week-end trip under the leadership of B. A. Swenson, through the Berkshires and over the New Mohawk Trail. The dates set for this trip are May 27 and 28 and the total distance will be 350 miles.

The start will be made from Providence on May 27 at 7 a. m. The route will be from Providence through Putnam and Willimantic to Hartford, Conn., the noon stop. In the afternoon the route will continue to Westfield, Mass., and then to Pittsfield, through the Berkshires and over Jacob's Ladder with a night stop at North Adams, Mass. The total first day's run will be 182 miles.

On May 28, the start will be from North Adams and the return will be made to Providence via Greenfield, Springfield (noon stop) and Worcester, totaling 168 miles. To cover this mileage, a pace of 15 to 18 miles per hour average is necessary. The roads are of the best and the scenery is wonderful. The run will be really a pleasure ramble and it is expected that a considerable number will participate.

Later in the summer, President Swenson will conduct a trip or "ramble" to Niagara Falls, but this will take about ten days. This trip is rather more ambitious than previous tours and runs of the club under Swenson's direction, but he will undoubtedly have a considerable following for the ten days, not only among members of the club, but among Indian riders in all parts of New England. Swenson's runs have invariably been well attended during the last five years and each summer he heads at least three of considerable magnitude. It is stated around this city, that if there is a road in New England that Swenson does not know it is unridable or no longer in use by vehicles.

NOW GROSS MISDEMEANOR

OLYMPIA, Wash.—A legislative act of 1915 makes the theft of a motorcycle a gross misdemeanor in this State. Previous to the passage of this act it was possible only to charge larceny against a motor thief and injury to property against joy riders. This act was designated specifically to put an end to a form of crime which has earned many an easy dollar for men willing to take a chance.

BIG SUM ON ROADS

OLYMPIA, Wash.—Grays Harbor County had $274,903 worth of road work done in 1915. In the neighborhood of $50,000 was spent on the Olympia highway leading to Lake Quinalt.

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Of a Personal Flavor

J. L. Mahin, founder of the Mahin Advertising Company, of Chicago, Ill., has sold his interests to W. H. Rankin, vice-president of the firm for the last seven years. Mr. Mahin retired at once from the presidency of the organization.

Paul Sutcliffe has been appointed advertising manager for the Edison Storage Battery Company, of West Orange, N. J. Mr. Sutcliffe got his earlier advertising and selling training in the West and was secretary for the W. S. Hill Advertising Company in 1912. He has been in the Edison advertising department for the past year.

J. L. Elwood has been appointed director of service for the Remy Electric Company, of Anderson, Ind. He was formerly superintendent of the Eureka Electrical Manufacturing Company, of North East, Pa., and at one time with the Remy production forces.

J. W. Hertzler has been appointed assistant manager for the Bearings Company, of America and is located at the factory in Lancaster, Pa. Mr. Hertzler was Western representative for the firm for the past four years. He is succeeded in the Detroit office by W. C. Little.

W. D. Albright is now Northwest manager of all lines of the B. F. Goodrich Company, of Akron, O., with headquarters at Portland, Ore. He was formerly manager of the Portland branch. He has supervision of all Oregon, Washington, Northern Idaho, Western Montana, British Columbia, Alberta and Alaska.

C. H. Williams is manager of the Chicago branch of the Goodyear Tire & Rubber Company, of Akron, O. He was formerly in charge of the company's branch in Portland, Ore. J. A. Leatherman has now assumed charge of the Portland branch.

Lou Wainwright, of the Diamond Chain Co., who is spending his vacation in the Florida jungles, has written to the Indianapolis factory describing the fine success he and the party of local men who accompanied him on the trip are having with the gun and fish rods. Wainwright has acquired quite a reputation locally as a fisherman and is certainly upholding that reputation in the Florida waters. The party expects to return to Indianapolis about the first of March.

H. H. Hubbard has been appointed assistant manager of the territory west of the Mississippi river by the United States Tire Co., New York City. He has been manager in St. Louis, Mo., for the company for four years, and will continue to make St. Louis his headquarters. O. S. Johnson, who has been Texas manager for U. S. tires, succeeds Hubbard at the head of the St. Louis branch.

C. H. Williams has been made manager of the Chicago branch of the Goodyear Tire & Rubber Co., Akron, O. He was formerly manager of the company's branch in Portland, Me., where he is succeeded by J. A. Leatherman.

Newark, N. J., Feb. 15.—Arthur Herrington, Jr., the well-known competition rider of the New Jersey Motorcycle Club, has joined the traveling forces of the Harley-Davidson Motor Co. He will boost the "gray fellows" in the state of Wisconsin. Herrington is not only an expert in motorcycle construction, but also an able and daring rider. In 1915 he captured a perfect score in the Invincible M. C. run and was high man in two of the New Jersey M. C. runs.

Arthur Herrington

Dave Troxel, president of the Troxel Mfg. Co., makers of Troxel saddles, at Elyria, O., is at present in Southern California, enjoying the climate and the fine boulevards.

M. E. Stokes, manager of the motorcycle tire department of the United States Tire Co., has just made a fruitful business trip to Chicago and other points of trade importance, and reports that all signs point to a record year. The company's motorcycle tire business is more active than it has been for several seasons, and Manager Stokes is correspondingly busy.

E. M. Ford, of Monroe, Mich, sales manager of the Elkhart Mfg. Co., has resigned to accept a like position with the National Coil Co., of Lansing, Mich., his resignation taking effect February 7. Mr. Ford has been connected with the Elkhart company since its organization in Elkhart in 1909.

The United States Tire Company has just added to its motorcycle department staff Mr. Shapcoot, until recently connected with the Federal Company. Mr. Shapcoot is very well and most favorably known to the Eastern trade. His pleasant personality has made him hundreds of staunch friends during the four-year period in which he has handled the export business and jobbing trade, in this section of the Federal Company. Mr. Shapcoot will be identified with the United States Tire Company as special representative, in the Eastern district, of its motorcycle department, and will travel from Maine to California.

Frank T. Chase, of the Frank Mossberg Co., of Attleboro, Mass., is taking an extended business trip which will necessitate visiting the following States: Tennessee, Alabama, Arkansas, Texas, Louisiana, Georgia, South Carolina, Virginia and Maryland. He will be absent for four or five weeks.

E. W. Simonds is now on the sales staff of the Superior Metal Products Company, of Elyria, O. He will cover Southern territory in the interests of the firm. The company is working on a new bicycle saddle which it expects to announce very shortly.

R. J. Firestone, general sales manager of the Firestone Tire & Rubber Company, of Akron, O., has rented a beautiful residence, known as The Outlook, near Pasadena, Cal., for winter use. It is well placed above the city, and the surroundings are most picturesque.

E. R. Wood, of Los Angeles, has been appointed manager of the Seattle, Wash., branch of the Firestone Tire & Rubber Company, of Akron, O. He succeeds C. W. Brown, now special representative for the coast.

Wilson C. Dold is now managing the St. Louis branch of the B. F. Goodrich Company, succeeding L. C. Rittenhouse, who recently resigned. O. E. Hoerger, who has been acting manager at St. Louis, will remain as assistant to Mr. Dold.

The staff of G. H. Keith, Pacific Coast representative of the Whitney Mfg. Co., with headquarters at 444 Market street, San Francisco, will be extended about March 15 by the acquisition of A. H. Coates. Mr. Coates is well known to Coast trade circles.

P. M. Evans, formerly chief chemist for the Willard Storage Battery Co., of Cleveland, O., is now in charge of the Philadelphia branch of the company at 1434 Brandywine street.

F. H. Smith, formerly with the Federal Rubber Co., of Milwaukee, Wis., is now superintendent for the Lee Tire & Rubber Co., Spring Mill, Pa. He succeeds A. J. Pennington.

F. E. Titus, for a long time Pittsburgh manager of the B. F. Goodrich Co., has been advanced to the position of general manager of the Goodrich branches in Buffalo, Rochester and Syracuse.

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INVINCIBLE ANNUAL TO BE PLEASURE RUN

Brooklyn Club Schedules 200-Mile Spring Event for April 30 and Introduces New Class for Singles Prior to 1911 and Lightweights in Affair.

BROOKLYN, N. Y., Feb. 15.—Plans have been completed for the fifth annual spring run of the Invincible M. C., to be held on April 30. The course chosen is from Queens to Southampton and return to Bedford Rest, this city, the distance being 200 miles approximately. The run will be a pleasure affair, not a road race or an endurance test, the club officials state. The entry fee will be $2 per person.

There will be a new class in this run, composed of single cylinder machines of 1911 model or earlier and of lightweights. The other classes will be for passenger machines and for heavyweights. A passenger machine will be one motor pulling or carrying more than one person. The start will be made from Disbrow's garage, Hillside avenue, Queens, as follows: Single cylinders and lightweights, 7 a. m.; passenger machines, 7 a. m.; heavyweights, 7:30 a. m.

The field is due to arrive at Southampton before 12 noon. The start for Brooklyn will be made at 1 p. m. The times for arrival at Bedford Rest, are: Single cylinders and lightweights, before 6:30 p. m.; passenger machines, before 6:30 p. m.; heavyweights, before 6 p. m. Every rider who pays an entry fee, whether as passenger or driver, and finishes before the expiration of the time limits at Southampton and Bedford Rest, will be awarded a perfect score. Each male rider getting a perfect score will receive a handsome silver medal, while lady riders will receive gold plated medals as souvenirs.

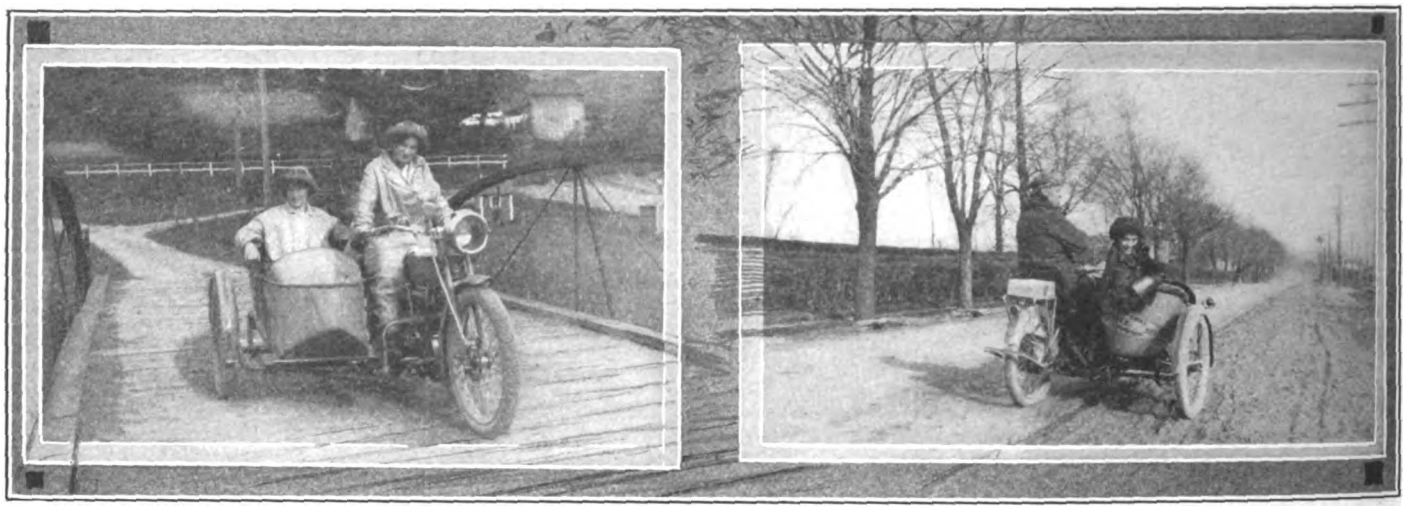
FULLER STORES BIKES IN NOVEL MANNER

TACOMA, Wash.—Manager Fuller, of the Tacoma Henderson shop is putting in a stock of Dayton bicycles and has suspended them from the ceiling on strong wires in order not to crowd his floor. The wheels can also be seen better from the street. During the cold weather he has almost reached his capacity on live storage of machines.

CARLOAD OF EXCELSIORS FOR PIPER & TAFT

SEATTLE, Wash.—The first carload of Excelsior bicycles to be ordered for the Northwest has been received by Piper & Taft, Excelsior distributors. This make of bicycle has always been a good seller here and the firm will have no difficulty in disposing of their allotment.

THESE ENTHUSIASTS MAKE THE MOST OF THEIR SIDECAR OPPORTUNITIES



PHOTOGRAPHS of hardy motorcyclists plugging snow are so plentiful these days that the two pictures above reproduced will doubtless come as something of a relief to folks who keep in close touch with motordom. It will be noted that Jack Frost does not get a look-in on either of the views, and the tourists appear to be correspondingly happy.

At the left is Miss Lillian Storms, driving, and Miss Minnie Wetherel, of Syracuse. They were snapped near Homer, N. Y. Miss Storms drives her sidecar outfit all over New York State and gets over the road like a veteran. She is able to make any ordinary repairs, but asserts that she is never bothered in that way.

The photo at the right shows Percy Adams, of the G. L. Potter Co., near Liverpool, N. Y. His passenger is Miss Barbara Weber. It will be seen that the sidecar is a model of neatness and that Miss Weber's costume is fine for roadwork.

JAMAICA RUN DATE SET

JAMAICA, N. Y.—The Jamaica M. C. will hold its annual spring run on May 8, the route being from this city to Rhinebeck, N. Y., a distance of 225 miles. The run will be in accordance with F. A. M. regulations. A committee of three, which consists of H. Schmidt, S. Billings and F. Schmidt, is laying out the route.

COLUMBIA SUPPLY OPENS BRANCH IN WASHINGTON, D. C.

WASHINGTON, D. C.—A new branch store has just been opened by the Columbia Auto Supply Company at Thirteenth and H streets. It is in charge of C. M. Marcey, who for three years was branch manager for the Miller Brothers Auto Supply Company. The Pope motorcycles and bicycles will be handled from both the branch and the main store.

A large order for both motorcycles and bicycles has just been despatched to the Westfield Mfg. Co., makers of Pope products, and a big season's business is expected.

C. M. Marcey

WANTS AMERICAN MOTORCYCLE

Jean Louis Conchon, of 412 Chatelaine. Geneva, Switzerland, is looking for a first-class American motorcycle and wishes to get into communication with manufacturers regarding their different models. He requests catalogs to be sent him.

PARA RUBBER PRICE UP

According to the American Consul-General at Rio de Janeiro, Brazil, the price of Para rubber has increased fully 50 per cent. since the middle of November. As a result, there is a condition of general prosperity throughout the Amazon Valley.

SPENCER ENLISTS

HAMILTON, Ontario.—R. Spencer, one of the most prominent track and road motorcyclists of Hamilton, has enlisted with the 120th City of Hamilton Battalion for overseas service.

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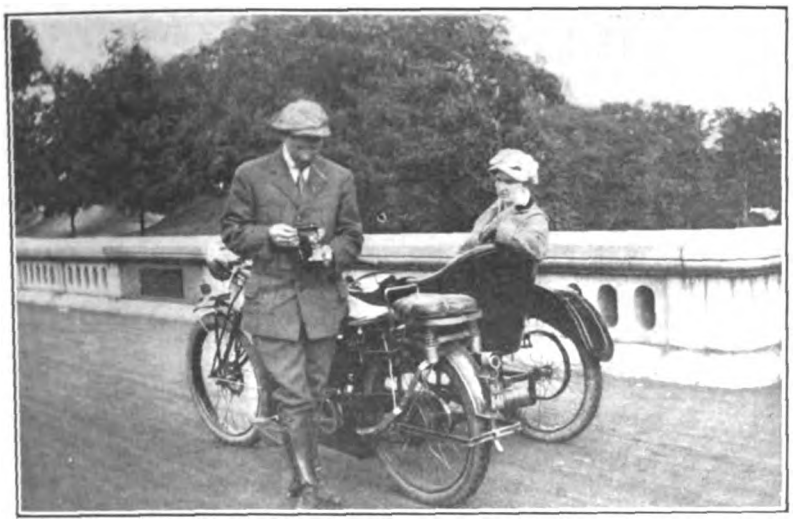
EDWARDS PREACHES AND PRACTICES NEATNESS



J. G. EDWARDS, who was caught in the act of taking a snap-shot in the above picture, is B. A. Swenson's right-hand man at the Providence wigwam and one of the best-known riders in his district. In addition to being a consistent roadster, Mr. Edwards has made a point of neatness in his riding togs and has done a great deal to inspire Providence enthusiasts with a proper regard for a tidy appearance. A glance at the photo will show that his costume is a model of neatness, and that his sidecar outfit gives a correspondingly pleasing impression.

DEALERS INTERESTED IN KENTUCKY BILLS

Measures Introduced to Lower Motor Wheel License Fee to $2 and to Make All Cities Recognize Motorcycle Licenses

LOUISVILLE, Ky., Feb. 15.—Motorcycle and bicycle dealers as well as riders are taking considerable interest in a number of bills which have been introduced into the State Legislature, some of which are considered excellent measures which will materially benefit the trade and riders.

One of the principal bills is that introduced by Representative Barrett, which proposes a law whereby a person stealing a bicycle is guilty of a felony. Under existing laws a judge may only charge a bicycle thief with misdemeanor. This bill has been reported favorably by the house committee.

Representative Barrett has also introduced a bill to change the present motor license so that the two horsepower motor wheel will be classified separately from the motorcycle and the license charged to the owner will be $2, instead of $5, the fee which at present is being paid by motorcycle users. Motorcyclists have for some time been trying to get the Legislature to reduce the license tax, for they are paying almost as much as owners of lightweight automobiles.

Senator Knight, of Louisville, has presented a bill which carries a penalty for all persons convicted of throwing glass on streets or public highways. Nearly every city in Kentucky has an ordinance on this subject, but the country roads are sometimes liberally strewn with bottles and quite often no attempt is made by the cities to enforce their ordinances.

Another bill which has the support of the motorcycle fraternity is one providing that licenses issued in one city of the State should be valid in all other cities of the State. Under present conditions, it is necessary for a rider to take out an additional license if he moves from one city to another before his first license expires. This bill has also been reported favorably.

ASCOT TRACK TO BE SPEEDY

LOS ANGELES, Cal.—The Ascot Speedway is being thoroughly rebuilt under the direction of Paul J. C. Derkum, and the first motorcycle race in Southern California will be held on it. Derkum has completed the grading and is having the work on the paving pushed through.

The turns have been built up to 12 feet, and the track is being brought up to date in a manner which will undoubtedly permit of some very fast events being pulled off on it.

LEE HANDLES POPE LIGHTWEIGHT

LOS ANGELES, Feb. 14.—By a special arrangement which was made by Sales Manager Harden of the Westfield Mfg. Co., makers of the Pope motorcycle and bicycle, and C. L. Smith, the local jobber, Mr. Lee, of the Henderson Motorcycle Sales Corporation, is handling the Pope lightweight retail business in Los Angeles. The Pope lightweight is now being shown in the splendid new Henderson store on Main street. This gives the sturdy little Pope an advantageous position on motorcycle row.

SHAW AGENCY OPENED

LOS ANGELES, Feb. 14.—The Shaw Motor Bike Agency Co., 828 South Spring street, Los Angeles, has been recently organized, with Werner & Wiechmann as proprietors. They are handling the 2½ horse power Shaw motor attachment for bicycles. The new firm is state distributor and will do a retail business in this city.

NEW F. A. M. COMMISSIONERS

Homer Cumberland, of Niagara Falls, N. Y., has been appointed local commissioner for Niagara Falls, and Ray E. Rottsted, of Olean, N. Y., will represent the F. A. M. in Cattaraugus and Allegany counties for 1916.

THE SCHICKEL AT ROCHESTER AUTO SHOW

How Frank Albert, Schickel Traveler, Displayed the Lightweights

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Looking Down the Stretch

February 15-20, Grand Rapids, Mich.—Grand Rapids motorcycle show in Klingman building.

February 20, San Francisco.—Endurance run of the San Francisco M. C., 270 miles.

February 22, Phoenix, Ariz.—Race meet for benefit of Loyal Order of Moose sanatarium.

February 22, Augusta, Ga.—Race meet on half-mile track, 30½ cubic inch machines.

February 24-26, Indianapolis, Ind.—Motorcycle and bicycle show at Tomlinson Building.

February 29.—All parts of the United States—BICYCLE DAY.

April 12, Springfield, Mass.—Spring meeting of the Motorcycle Manufacturers' Association.

April 16, Fresno, Cal.—100 mile free-for-all race under direction of Fresno M. C.

April 30, Brooklyn, N. Y.—Annual spring run of Invincible M. C. to Southampton and return, 200 miles.

May 7, Jamaica, N. Y.—Endurance run of Jamaica M. C., to Patchogue and return.

May 21, Harrisburg, Pa.—Endurance run of Keystone M. C. to Altoona, Shamokin, Pottsville, Reading and return.

May 28-30, Boston, Mass.—Three-day endurance run at Bay State M. C.

May 30, Roanoke, Va.—Race meet of Dixie M. C.

May 30, Wheeling, W. Va.—Race meet of Wheeling M. C.

May 31, Newark, N. J.—400 mile run, day and night of New Jersey M. C.

June 10-11, Worcester, Mass.—Fifth annual 24-hour endurance run of Worcester M. C.

June 18, 19, Wheeling, W. Va.—336 mile endurance run to Bedford, Pa., and return, of Wheeling M. C.

June 30, Wheeling, W. Va.—Sealed time run of Wheeling M. C.

July 4, Roanoke, Va.—Race meet of Roanoke M. C.

July 2-3-4, Grand Rapids, Mich.—Michigan State F. A. M. reliability trial, under auspices of Grand Rapids M. C.

July 4, Wheeling, W. Va.—Race meet of Wheeling M. C.

July 16, Wheeling, W. Va.—Tri-State endurance run and open house, distance 100 miles, Wheeling M. C.

July 30-August 12, Wheeling, W. Va.—Run to Atlantic City and return, 600 miles, of Wheeling M. C.

September 3, Harrisburg, Pa.—Endurance run of the Keystone M. C.

September 4, Roanoke, Va.—Race meet of the Dixie M. C.

September 6, Wheeling, W. Va.—30 mile road race of Wheeling M. C.

SAYS ST. LOUISANS ARE DOWN ON AUTOS

ST. LOUIS. Mo.—The charge that St. Louisans are prejudiced against automobiles was made by an attorney in the Circuit Court here last week. The case was that of Rudolph Schneider, Jr., who was run down by an automobile alleged to have been driven by Charles J. Sutter. Schneider was riding a motorcycle at the time. He sustained a broken leg, a broken arm and other injuries and asked $15,000 damages.

Sutter's attorney asked for a change of venue to some other court outside of St. Louis by reason of this prejudice. In support of his claim, the attorney introduced as evidence a mass of newspaper clippings which listed the number of deaths due to automobile accidents. He also introduced as witnesses two claim agents of the United Railways of St. Louis, who testified that in settling claims against the railways they found people were prejudiced against automobiles. The case was taken under advisement.

ISSUED 2,142 LICENSES

BUFFALO, N. Y., Feb. 15.—Motorcycle License Clerk Charles Egloff announces that he issued licenses for 2,142 motorcycles last year. Shortly he will issue the 1916 licenses which will be green and white. He expects that 2,500 motorcycles licenses will be issued this year.

MONTHLY POPE LETTERS ARE AIDS TO DEALERS

WESTFIELD, Mass.—As a part of its extensive cycle boosting campaign, the Westfield Mfg. Co., maker of Pope motorcycles and bicycles, is issuing a series of monthly letters to all its dealers. These letters incorporate a calendar with a breezy sketch illustrative of the suggestion embodied in each. The January bulletin calls the attention to the dealer that January is the month of opportunity—that it is the month for stock-taking and estimating profit and loss. During this month it is suggested that the dealer clean up his establishment and arrange his selling plans. Particular notice is called to the question of window display.

In the February letter, the month is characterized as the unusual month, when the rider begins to think of the open road and the farmer completes his buying before the sowing season. "The one way to capitalize all this interest," says the letter, "is to keep Pope motorcycles and bicycles continually in the public eye." Methods of doing this are described in brief.

NEW F. A. M. ATTORNEYS

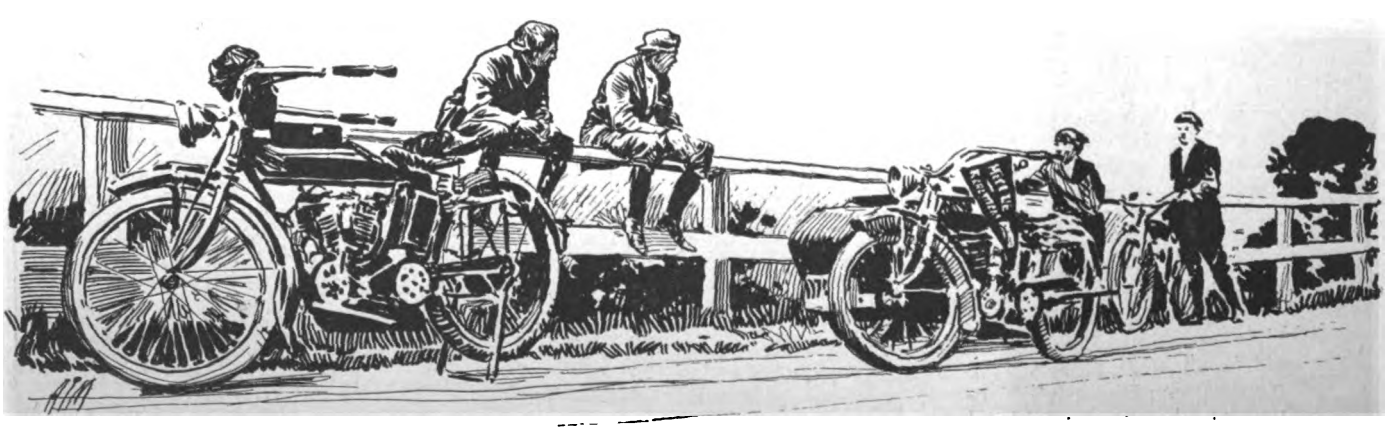
Bonum Lee Kirk, of 507 First National Bank Building, Champaign, Ill., has been appointed F. A. M. attorney for Champaign, and S. B. Taft will care for F. A. M. interests at Uxbridge, Mass. In Cleveland, O., Spear, Mills, Knight & Godfrey, with headquarters in the American Trust Building will act as attorneys, while W. A. Keleher, of Cromwell Building, Albuquerque, N. M., will act in Aubuquerque. The appointments have all been made by W. M. Johnson, chairman of the Legal Action Committee.

POLICE MACHINE BIDS IN

NEWARK, N. J.—Bids for the equipment of the Essex County Park Police with 1916 motorcycles have been in the hands of the commissioners for the past week or so, but no inkling as to what the men are to ride has been divulged. The department is at present using seven 1915 Indians, all of which have more than 11,000 miles to their credit.

NEW AFFILIATION

The Melrose M. C., of Bronx, N. Y., has affiliated with the F. A. M. The secretary is Frank Laux, of 365 East 153rd street. There are eighteen members, all F. A. M.



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With the Manufacturers

WIDESPREAD PLANS FOR INDIAN DAY

Braves Throughout the Country Are Decorating Their Stores, Stocking Up With Cigars, Souvenirs and Information and Otherwise Getting Ready for Big Annual Salesfest

H-I-I-I-YIP! Catch 'um 1916 model. Smoke 'um Powerplus cigar. Everybody happy. Sign order blank on the dotted line and slip 'um wampum to cashier."

If you have heard such mystifying language as the above breaking the crisp and icicley silence of your neighborhood of late, Gentle Reader, you will no doubt be interested in learning that you are in no particular danger and that the unwonted excitement is all due to the fact that Indian motorcycle and bicycle dealers are tuning up for Indian Day, which is slated for Tuesday, February 22. This will be the third annual Indian Day and every indication points to a more successful showing than last year's, which was itself something of a record-breaker.

Special Program Outlined

At every tepee throughout the country there will be a special program on February 22, incidental to the formal presentation of the new models, and in addition to talking business the agents will loosen up and extend the glad hand. In other words, there will be social doin's as well as sales arguments, demonstrations and sich, and everybody will be welcome. It goes without saying that the big idea is to acquaint the general public with the fact that the new machines have arrived, but sufficient emphasis will be placed upon the sociability feature of the day to insure a pleasant hour or two even for the chap who doesn't see his way clear to sign up for a 1916 model instanter.

For weeks past the Hendee Mfg. Co. has been working with its dealers to perfect the plans, and a number of circular letters and posters in color have been supplied for general use. In addition, the company is featuring Indian Day in all its advertising, national and otherwise. On this page is reproduced a copy of an advertisement sent to dealers for insertion in their local newspapers.

Maslin's 1915 Celebration

An excellent idea of the methods pursued by leading Indian dealers on Indian Day will be gained by reference to the showing of George S. Maslin, of Philadelphia, last season. Maslin states that no less than 1,500 people visited his establishment during the day and evening. Nine hundred of these had received special invitations and the others simply dropped in to see what was happening. Maslin served coffee, sandwiches and cigars and kept ten men busy showing the new models. His records for the day showed that he sold twelve new machines, three second-hand machines and two sidecars.

Other dealers up and down the country reported proportionate success, and the fact that they were well satisfied with the returns was emphasized this year when the plans were taken up again and letters began to pour into the Hendee factory telling how the braves were digging out their war-paint and their gala togs and preparing to whoop things up.

So—to hark back to the opening paragraph—anything unusual that may happen during the next few days in the vicinity of an Indian agency need occasion no uneasiness. The bucks are merely trying out their tribal lingo and getting ready to pass out souvenirs, cigars, information and good cheer and at the same time to keep one hand free for stacking up the orders.

How Indian Dealers Are Breaking the News in Their Local Newspapers

KEEPING WHEELS ALIGNED REDUCES TIRE WEAR

AKRON, O.—A recent bulletin issued by the Goodyear Tire & Rubber Company warns users of motor vehicles to keep their wheels in alignment and points out the extra tire wear which a mis-alignment occasions. This will apply to the sidecar and motorcycle the same as to the larger motor vehicle.

When the wheels of a sidecar rig are not parallel, the tires must undergo a diagonal grind, says the bulletin, and wear is consequently not centered on the tread. In fact, any unusual wear on the treads should call for a look at the wheels. Sometimes an axle becomes bent by a severe blow or the wheel gets out of true. The tread, in all cases, will soon grind off and the user then has a choice of three courses. First, to run on the fabric of the tire with its susceptibility to puncture and weakening by moisture working its way into the fabric and separating the plies. Second, to have the tire re-treaded, and third, to replace it with a new one.

Whatever course is selected, the wheels must be placed in alignment. The same condition applies to the front and rear wheels of a motorcycle being out of line, due to a bump or accident, for the cocked wheel will wear unevenly on the tread as does the sidecar or rear wheel of the motorcycle sidecar rig. After the outfit has received a hard bump, the user should see at once that the axles have not been bent or the wheels knocked out of true. By regular examination and testing of the wheel alignment, an early demise of the tires can be prevented and the purchase of new ones postponed.

HE BOUGHT A SIDECAR, TOO

LOS ANGELES, Feb. 14.—While the roads were so slippery along the mountain canyons that a slide off into an arroyo was to be expected at any of a hundred places, Glen Lowe came to Los Angeles from Santa Barbara on his 1913 Henderson to take a look at the 1916 mounts in the new Henderson store. After riding about town with George A. Klapp, of the Henderson Sales Corporation, for more than an hour in a new Henderson sidecar combination, Lowe not only bought a new machine but also got a Rogers' sidecar and hustled back to Santa Barbara.

GASOLINE AT 20 CENTS NOW

SPOKANE, Wash.—Gasoline is now retailing in the Inland Empire at the top-notch price of 20 cents per gallon. On account of the deep snow, there are few motorcyclists purchasing at that price, for few are riding.

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SIDECARING THROUGH MUD AND FLOOD

An Account of Two Interesting Sidecar Trips Taken by a Party of Chicagoans in Illinois and Indiana —Cross Stretch of Water One and a Half Miles Wide

By E. RYDER

CHICAGO, Ill., Feb. 14.—We took two very interesting trips last summer that certainly prove that the motorcycle is the only vehicle for all kinds of weather and all sorts of roads. The first ride was undertaken by a party of five of us over route, part of which could be called, without a particle of exaggeration, a sea of mud.

We all got into our Thor sidecar combinations early one morning and decided to take a spin out to Starved Rock. Our party included Mr. and Mrs. N. Linden, Mr. and Mrs. A. Watson, Mr. and Mrs. J. C. Nichols and son, Mr. and Mrs. E. Ryder, and Mr. and Mrs. Osborne and son. It was a real family affair, as you can see; and our party did not look forward to the rough riding that we were to encounter.

Before we had gotten out from the Windy City very far, the writer found the mud so deep that twice he had to stop and raise his spare tires which were carried in tire holders at the back of the sidecar. These tires clear hard roads by seven inches. At one point five miles from Ottawa a bridge was washed out and there were five automobiles lined up studying the situation. We didn't hesitate, but took the side ditch and plunged right into the mud and water, "magneto deep," with the foot boards ploughing into the mire.

Well, the five Thors got through the creek and back on the road again without stalling. A farmer there told us that he had been hauling automobiles through the creek the entire forenoon. "But you motorcycle fellows," he added with the regular hayseed drawl, "don't appear to need any help. You just naturally seem to take to water like a lot of ducks." We laughed and were off again.

It was fine sailing the rest of the trip and our party put up for the night at Streator, Ill. The next day we took in Starved Rock and the Utica Hills without a falter—which isn't bad considering the weight of our outfits, two of us having our wives and sons with us. I should say that our five Thor combinations including passengers, weighed from 790 to 810 pounds each. We arrived home on the following morning, having covered 268 miles. We had two punctures, but no mechanical trouble.

On Flooded Beaver Lake Road

A short time after this trip the writer announced to his friends that he would like to ride out to Earl Park, Ind., where he had formerly lived, to visit some old friends. Unfortunately all of us could not make this trip. In spite of the fact that our party was small we enjoyed ourselves thoroughly. We reached Crown Point, Ind., in two hours, after showing the dust to a big six roadster on a wonderfully smooth road that entered the town. Our speedometers then registered 48 miles from the Windy City. We stopped to take some pictures from the Kankakee River bridge, and then left the Indianapolis blue book route to take the direct course south through the old Beaver Lake bed which had been drained. We arrived in Monica two hours and a half later, took on a second supply of gasoline, after which we hustled into Earl Park, one hundred and seventeen miles from Chicago. Here we decided to halt.

That night the country was flooded with an extremely heavy rain. We spent the Sunday in Earl Park to see our friends—not because of the bad rain, for the Indian rock roads are as dry and smooth as boulevards after a rain storm. On Monday morning we left for home. We got as far as Beaver Lake, when a farmer on horseback warned us to go back, saying that the bed of the lake was flooded. While we were holding a little conference as to what had better be done, two men appeared from the direction of the flooded section and announced that the road foundation was in good condition but covered for most of the way with two feet of water.

We risked it and succeeded in crossing the stretch of water which was one and a half miles wide. In the two-foot depth of water the front wheel made a furrow so that the magnetos on the Thor machines were not flooded. The writer took a picture from the sidecar (which is reproduced on this page) of the second machine coming up out of the lake. A little further on we encountered ruts that came near forcing the sidecar frames down to the ground. But the old Thors pulled us through in fine shape.

After quitting the ruts we were once more on good Indiana rock roads, which in spite of the rain on Saturday night, were as free from mud as city boulevards. Except for the fact that we had to place planks across a stream, where the bridge has been washed out, we had clear going into Chicago, reaching home at two o'clock on Monday afternoon.

Making a Narrow Road

The Nichols Near Kankakee River

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Our Canadian Letter

HAMILTON DEALERS CLIMB ON BOOSTERS' STAND

At Second Annual Meeting of Local Dealers' Association Co-operative Plans Are Discussed for the Canadian Bicycle Week—Ferries Is Elected President and Speaks on Organization

HAMILTON, Ontario, Feb. 16.—Hamilton accepted the idea of a bicycle boosting week and also adopted the Canadian slogan, "100,000 Bicycles in 1916," at the second annual meeting of the Hamilton Bicycle and Motorcycle Dealers' Association on February 8. After considerable discussion the following suggestions were worked out:

During the Bicycle Week, which will probably be held early in March, each dealer will dress his window to draw the greatest amount of attention to bicycles and accessories.

Store interiors also are to be brightened and re-arranged.

Prize Will Be Offered

Each dealer promised to insert in one or more daily papers a series of advertisements which would boost the bicycle.

Prizes are to be awarded for the best-dressed window; for the best newspaper advertisement and for the best-arranged store interior.

The management of each of the three local newspapers will be asked to publish a whole bicycle page in each issue during the week in view of the heavy advertising to be done. The papers will be asked to publish articles and stories about the bicycle of general interest.

New Officers Chosen

The meeting, which followed an informal banquet and which was attended by representatives of the sixteen local stores, was a most enthusiastic event. Several large Canadian manufacturing and jobbing houses had several experts present to give sales talks. Officers for 1916 were elected as follows: President, N. S. Ferries; vice-president; W. F. Longfield; secretary-treasurer, J. R. Dixon; executive committee, Charles Webb, G W. Tyner and J. Scott.

In addressing the gathering, President Ferries declared that a good deal of the energy which the Hamilton dealers had wasted in years previous to 1915 in cutting each other's throats and in petty scrapping was now being used in a proper manner, with a result that all of them were now enjoying more business and more profit than at any time in the history of the bicycle. Prices which are fair and reasonable for both dealer and consumer had been maintained during the first year's existence of the Hamilton association.

During 1916 the dealers will meet on the first Tuesday in each month, when a business session will follow an informal dinner at one of the leading hotels.

NO RISE IN CYCLE PRICES IS LOOKED FOR

TORONTO, Ontario.—There is every reason to believe that the price of bicycles in Canada will not be raised during 1916. The largest manufacturer of bicycles in Canada recently told a representative of **Motor Cycle Illustrated** that his prices were never changed after a season's announcement had been made, even though the cost of raw materials varied greatly from estimates. His contracts with retailers had all been signed and these would not be altered under any circumstances.

Another Canadian bicycle producer declared that he had secured all the steel tubing and other raw material that he will need for his entire output this year and that he would keep his trade prices low. He made large purchases of steel and parts in England and the States many weeks ago because he foresaw that prices would advance.

Another company which assembles a large quantity of bicycles also took time by the forelock by securing generous shipments of parts from the States last fall. The prices which this company will charge for 1916 may be slightly reduced.

WILSON COMPANY WOULD REDUCE AGE LIMIT

TORONTO, Ontario, Feb. 16.—Officers of the John T. Wilson Company, Limited, Toronto, the Canadian and original manufacturers of the Cyclemotor, are endeavoring to have the age limit of motorcyclists in Canada reduced from eighteen to fifteen years, in which case, they declare, they could sell a great many more Cyclemotors. It is the aim to have the age limit lowered in each of the Provinces for riders of lightweight machines at least. The attention of the Canada Motorcyclists' Association has been drawn to the matter.

President D. G. Anderson, of the Cyclemotor Corporation, Rochester, paid a visit to Toronto recently, when he announced that the company's business in the United States had been "excellent," while business in Canada so far was remarkable."

CYCLING UNION REFUSES TO ISSUE RACING LICENSES

MONTREAL, Quebec.—Under date of January 18, the President of the Union Vélocipedique de France has written from Paris to Alderman Louis Rubenstein, of Montreal, president of the Canadian Wheelmen's Association, to advise that the French union has decided to refuse to issue racing licenses to all bicycle competitors of military age, no matter what the individual military standing of the cyclist may be. Licenses will again be issued, however, after the close of the war. In the event of patriotic or benevolent efforts in behalf of war victims or wounded, the union promises to grant special racing permits for the occasion, but not otherwise.

Although the Union Cycliste Internationale has suspended operations, President Rubenstein of the C. W. A. has taken the notification from the French cycling organization as a request to take similar action in Canada.

WINNIPEG DEALERS LOOK FOR BIG SEASON

WINNIPEG, Manitoba.—According to a statement issued by the Dominion Cycle Company, Winnipeg, distributors of the Indian and Excelsior, the indications in Winnipeg are that double the number of motorcycles will be sold this year as were turned over in 1915. Money is circulating far more freely because of the bumper wheat crop last year, and although a thousand men are enlisting every week in Winnipeg for foreign service, there are many motorcycle prospects.

The Dominion Cycle Company has taken orders for fifteen 1916 model motorcycles already and two new Powerplus Indians are already demonstrating their mechanical contempt for snow and ice. Among the purchasers of new Excelsiors is President Bob Irvine of the Winnipeg Motorcycle Club.

J. Leslie Clubine, of Morden, Manitoba, has again signed up for the Indian sales privileges in southern Manitoba. Morden is the home of one of the few live motorcycle clubs in the Canadian West, although it has a population of only 1,300. The motorcycle activity there is chiefly due to the live-wire mind of Clubine.

CYCLE STORE FOR WINDSOR

WINDSOR, Ontario.—Windsor, the city which holds up the Canadian bank of the Detroit river, is to have a modern bicycle and motorcycle store when the building which is being erected by A. D. Bowlby is completed. His store manager will be Richard Gluns.

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GIVING THE DEFI TO JACK FROST

How Rider and Sidecar Passenger Can Be Kept Warm in Wintry Weather

By SNOW PLUGGER

WITH a 1915 or 1916 model motorcycle and its three speeds, kick-starter, footboards and really-truly-legitimate clutch, what more do you need for winter riding? The way the manufacturers are turning them out now makes a motorcycle a 12-months-in-the-year vehicle. If you don't ride these nippy-frosty days you are missing half the pleasures of the pastime and are not cashing in the health-dividends your motorcycle investment is declaring.

All you need beside the red blood of a genuine 14-karat, dyed-in-the-wool motorcycle enthusiast is good woolen clothing to make you comfortable. Of course, if you do not belong to the Polar Bear Club but prefer to sit with the Rocking Chair Squad toasting your shins and dreaming over last summer's trips while your outfit stands neglected and covered with dust in the garage, this will not interest you at all. On the other hand, if you are a Bear of the 33d Degree or a prospective member of that organization, one of the few hardy lads or lasses who like the snow-bucking and who revel in the stiff head-winds of winter, then hitch your chair nearer and get chummy.

Keeping Warm Is Necessary

As you well know, to be perfectly happy while riding these cool days you must feel warm and comfy. The paramount idea in dressing for winter riding is to select wind-proof clothing as far as possible. That is why medium-weight woolens are the thing and cheap cotton materials are condemned. The latter, no matter how thick they may be, are never really warm like wool and do not cling to the body like the woolens do. Another big drawback to cotton is that it is cold and clammy when wet while wool is warm.

If you wear good woolen underwear and socks, a flannel shirt and breeches with a light woolen jersey and a mackinaw over all, you can defy Jack Frost in a cheerful way. For your ear protection, there are plenty of articles to select from. Starting with the golf style cap with fur lined flaps you can go through knitted skull caps to leather, and fleecelined aviator's helmets. As this last-named head-gear will stand you six perfectly good cart-wheels or round iron men, it is for the wealthy motorcyclist only.

For Hands and Feet

For your hands there are all kinds of gloves and mitts, also handlebar gauntlets, and for the feet, arctics worn over a good pair of shoes. The extra clothes and articles you need for winter motorcycling will stand your friend, the pocket-book, about $6. The ear cap will cost $1.50, handlebar gauntlets $1.25, and arctics $3 the pair. Every rider has gloves and a mackinaw, so these are not included in the list.

There is room for variations to this list, and these will be the result of differences of opinion and of finance, too. A paper vest is a good thing to keep warm in, and so is a fleece-lined vest or one of sheepskin. The latter type of vest is much worn by zero-weather riders, and, believe me, there are lots of this class all over the country.

Rain Shirts and Oilskins

Rubber rain shirts or oilskins worn over the regular riding regalia will keep you warm, although your looks will not be improved, especially if you have a tendency toward "filling out" forward. This refers to the older riders, of course. But most of us will not worry over looks; it is a case of keep warm first and last.

Regarding handlebar gauntlets. You do not need to purchase them if you have some girl who can make up a pair. She should use oil-cloth or mackintosh goods for the purpose. And speaking of girls, Mr. Rider, now for the sidecar occupant. It is the sidecar which is popularizing the motorcycle, not only for its safe and comfortable carrying of the passenger, but for its ability to keep the rig on the road in anything short of a big blizzard.

The Sidecar Occupant

The lady sidecar passenger has, of course, a cap and a scarf, likewise a muff. Your last year's overcoat, too, will help protect her, but real comfort will be best obtained by a heavy lap-robe. One of these retails at $4.50; it has one side covered with rubberized cloth and is the real goods for this time of year. Of course, there are such things as windshields and tops, but your real enthusiast scorns these and enjoys the whip of the keen wind that brings color to her cheeks.

Thus equipped, you can wander over the snow-covered roads with the hardy souls who appreciate winter in all its glories, and return at dusk with an appetite that would do credit to a bear—a Polar Bear, sure.

Nicer in Winter

Somehow, too, there seems to be more companionship on these winter rides. You are more welcome at the country hotels and can have the run of the place. In the summer the place is overrun with the vacationists and automobile parties. In winter, you are all more amiable. There is less dissension than in summer when the heat gets on your nerves. You also have more brotherliness for the Jinxed rider who needs help.

Think of the fun battling the snow-drifts and in seeing how the rest of the bunch make it! Think of the health you gain, the friendships you cement, the different world you see when everything is covered with the soft pall of white. Get out those arctics, ear caps and other essentials; date her for next Sunday and be at the clubhouse when the gang starts off.

Oh, by the way. See that your Prest-O-Lite tank is full. Bring along your tire chains and a camera without fail. Now you are ready for anything.

MOUNDSVILLE CLUB ELECTS

WHEELING, W. Va.—Moundsville M. C. of this city held its annual election of officers on February 3. H. A. Bowers will be president for the 1916 season, Foster Nobel vice-president, and J. E. Trimbath secretary. Arch. L. Stoltz has been elected treasurer, and Herman Ogle captain. Clyde Echols and Harry Knox are lieutenants. The club is planning to hold a run to St. Clairsville, O., and return on March 19.

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SUPPLEMENT TO MOTOR CYCLE ILLUSTRATED

THE BICYCLING WORLD

FOUNDED 1877

ALL THE BICYCLE NEWS EVERY WEEK

FEBRUARY 17, 1916

It's Coming!

NEXT WEEK

In a few short days our bright, breezy, helpful, sell-that-million Bicycle Number will be in the mails and on the news-stands the country over. This friendly reminder is passed along now simply to warn you against delay in "going to it." To make Bicycle Day a success, read our Bicycle Number

NEXT WEEK

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R. U. READY.

Nine more Business Days and then the Big Day

February 29th, Bicycle Day

Enter this campaign with your wheels equipped with the New Departure Coaster Brake—The Brake that Brought the Bike Back—The surest way to your share of the profits from the sale of

A Million Bicycles in 1916

There is still time to prepare. Send today for the New Departure Selling plans for live Dealers.

THE NEW DEPARTURE MFG. CO., Bristol, Conn., U.S.A.

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THE BICYCLING WORLD

FOUNDED 1877

DEPARTMENT OF MOTORCYCLE ILLUSTRATED

"ALL THE BICYCLE NEWS EVERY WEEK"

NEWARK PROMOTERS SIGN UP FOREIGN RIDERS

Offer Handsome List of Prizes for Initial Meet at Vailsburg, April 2; Not Worried About "Outlaw" Circuit

NEWARK, N. J., Feb. 16.—Entry blanks for the opening meet at the Newark Velodrome, Sunday, April 2, have been sent out and there is an attractive list of events for the first meet. The feature is the B. M. Shanley Handicap, which carries a purse of $500, divided, $300, $100, $50, $30 and $20. The one-mile open for the professionals carries $400, divided, $200, $100, $50, $25, $15. The Brassard race carrying a purse of $50 to the winner is also on the opening program as is a special match race and an invitation race, the latter race having a purse of $100, which is divided in four prizes.

The amateur events will be a one-mile novice, a two-mile open and a half-mile handicap, the latter race has a first prize of $50 in merchandise. At each meet at the Newark Velodrome it is planned to stage one amateur race with a $50 for first prize, having the big award in a handicap on one day and the following meet the large award will be put up in an open event.

The Newark promoters are not worrying a great deal over the coming season. So far the Newark promoters have signed George Wiley, the American paced champion, and Clarence Carman, the Long Islander who formerly held the title, and they have assurances of other signatures to contracts. Worth Mitten, the Davenport cyclist; Eddie Root, Bobby Walthour, Charles Turville, Jr., John and Menus Bedell, Oscar Egg, and Huybrechts, the Belgian, are sure to be seen on the tracks of the Cycle Racing Association.

Nat Butler, the Revere Beach track impressario, will go ahead with his track in Providence, and Butler has already been in touch with Leon Didier, the erratic Frenchman, by cable, and Didier will be seen in paced races on the C. R. A. circuit. The European agent of the Cycle Racing has been communicated with and he will sign up a number of first-class riders that are not engaged in military duties. Michael Debaets, a Belgian six-day and long distance rider, has left Holland for America to compete in the race here. A number of other foreigners will also be signed up.

GETTING READY FOR SIX DAY RACE

KANSAS CITY, Mo., Feb. 12.—The riders who have finished the six-day race in Chicago are scheduled to appear in a second "outlaw" grind in this city, which will start on February 19 and wind up on February 26. The management of the Convention Hall, where the race will be held, reports that the grind will be a seventy-two hour affair. A fast twelve-lap saucer is now being constructed.

Because of several conventions which are being held here the hotels are very crowded and it is expected that the race will prove attractive to the delegates as well as the local fans. The last six-day grind held here was staged in 1914.

VAILSBURG IS OPPOSED TO MOTOR-PACED RACES

NEWARK, N. J., Feb. 15.—The efforts of the Cycle Racing Association to have the city ordinance changed so that motor-paced races may be resumed met with strong opposition at a meeting of the Vailsburg Improvement Association last night. The racing association made application to Mayor Raymond to have the above ordinance changed and they were assured that the Common Council would take the matter up at its next meeting early next month. Motorcycle races and motor-paced events have been "taboo" in this city since the accident at the motordrome on Sunday, September 8, 1912, when eight people, including Eddie Hasha and Johnny Albright, two racing men, lost their lives.

ST. LOUIS CYCLE FIGURES

ST. LOUIS, Mo.—Figures on motor vehicle traffic in this city as compiled by the Street Department show that the number of motorcycles in use was 915 in 1915, as compared with 286 in 1910. The number of bicycles licensed fell from 2,460 in 1910 to 1,430 in 1915.

BALTIMORE DEALERS COMBINE FOR BICYCLE DAY

BALTIMORE, Md., Feb. 16.—Bicycle Day enthusiasm has taken such a strong hold on the local dealers that at a recent meeting they organized the Baltimore Cycle Dealers' Association for the primary object of promoting bicycle clubs. Each dealer pledged himself to organize and foster at least one club among the riders with whom he came in personal contact.

If only half of the dealers who were present at the meeting will live up to their promises, the city of Baltimore will see some lively cycling competition this season. It is the realization of the fact that competition is the life of every sport which has brought the dealers together. Among the dealers who are interested in the new organization are: Howard A. French & Co., Bernard J. Logue, Heinze Motor Co., F. W. Sandruck, John F. Kitz, Joe Wiesenfeld, Louis J. Lenning, Merryman & Robinson, Excelsior Motor Co., Maryland Cycle Co., A. L. Wilson and E. D. Allard.

INTERCLUB LEAGUE ANNOUNCES SCHEDULE

NEW YORK, N. Y., Feb. 16.—Following is the 1916 schedule of open events which will be held by members of the Inter-Club Amateur Cycle Road Racing League:

Spring century, Century Road Club of America, New York Division. Date, April 2; rain date, April 9.

Ten-mile open race, Unione Sportiva Italiana. Date April 9; rain date, April 16.

Spring century, Century Road Club Association. Date, April 23; rain date, April 30.

Twenty-five-mile handicap, Century Road Club of America, New Jersey Division. Date, May 7; rain date, May 14.

Ten-mile handicap, Century Road Club Association. Date, May 21; rain date, May 28.

Fifty-mile handicap, Century Road Club of America, New York Division. Date, June 4; rain date, June 11.

Ten-mile handicap, Acme Wheelmen. Date, June 18; rain date, June 25.

Carnival of Sports, Century Road Club Association. Date August 6; rain date, August 13.

Pleasure run and fifteen-mile handicap, Hudson County Wheelmen. Date, August 20; rain date, August 27.

Ten-mile handicap, New England Wheelmen. Date, September 3; rain date, September 10.

Fifty-mile Italian Championship, Unione Sportiva Italiana. Date, September 17; rain date, September 24.

Interclub Championships, October 1, 8, 15 and 22.

Eighty-four-mile Italian Championship, Unione Sportiva Italiana. Date, October 29; rain date, November 5.

Two-hour team race, Bay View Wheelmen. November 23.

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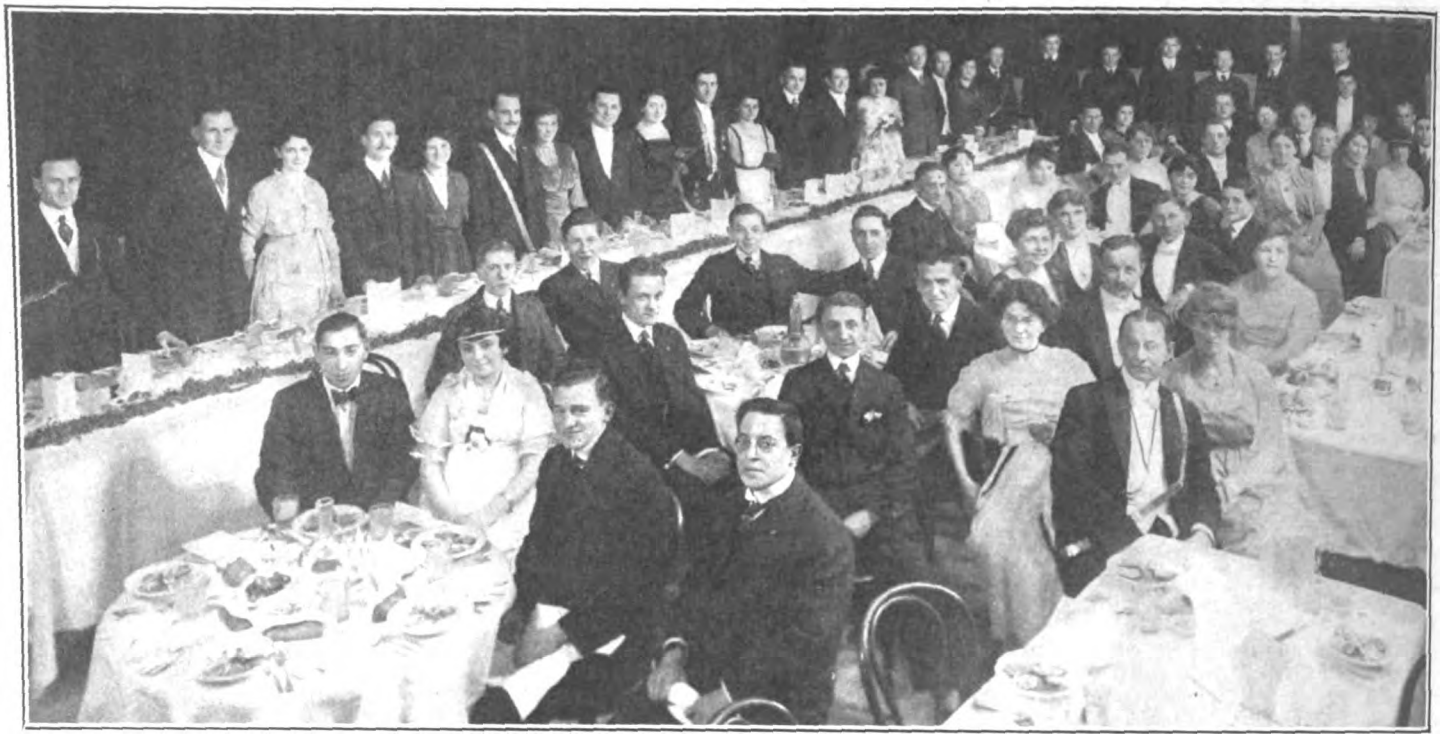
CENTURY ROAD CLUB OF AMERICA CELEBRATES SILVER JUBILEE



Scene at the Twenty-fifth Annual Banquet of the Century Road Club of America, Held Last Week at the Broadway Central Hotel, New York

NEW YORK, N. Y., Feb. 16.—In honor of the twenty-fifth anniversary of its organization, the Century Road Club of America held a banquet on Saturday evening, February 12, at the Broadway Central Hotel, New York City. About sixty-five members and friends attended to help celebrate this occasion, which proved to be one of the happiest the "Americas" ever held.

Inter-Club Spirit

The toastmaster, President Emile E. Fraysse, introduced the various speakers. President D. J. McIntyre of the Inter-Club Amateur Cycle Road-Racing League spoke of the good feeling existing in the league and also said a few words about the handicapping to be done during the coming season.

National Secretary Sylvain Segal of the Century Road Club Association was next called upon, and he congratulated the "Americas" on their excellent showing and also expressed the hope of meeting those present at the Golden Jubilee. Toastmaster Fraysse then gave out the list of mileage and century competition winners for 1915 Centurion Taborelli, of the New Jersey Division, then gave an outline of the plans for the coming year and was loudly applauded. Victor Lind, one of the original charter members, briefly summed up the history of the organization.

After the speech making was concluded the floor was "cleared for action" and dancing was in order. Among those present were: Mr. and Mrs. E. E. Fraysse, Mr. and Mrs. E. Taborelli, Mr. and Mrs. A. H. Seeley, Mr. and Mrs. A. L. Everard, Mr. and Mrs. C. H. J. Tonjes, Mr. and Mrs. E. Gerard, Mr. and Mrs. S. R. Morrison, Mr. and Mrs. J. Steinert, Mr. and Mrs. William Hall, Mr. and Mrs. Victor Lind, Mr. and Mrs. M. J. Goldman, Clinton Walker, William Muller, Ernest Kuno, William Winquist, George Steppello, Sylvain Segal, Charles Hausenbauer, R. L. Carton, Charles Kudrle, George Knopf, Teddy Heisig, Lucien A. Wetzel, A. Eisenberg, D. J. McIntyre, L. A. Fraysse, A. Bastide, and J. Zabelicky.

U. S. I. WILL STAGE TEN MILE HANDICAP

Splendid List of Prizes Promised for Big Event; Two Trophies Will Be Offered to Competing Clubs; Medals for Winning Team

NEW YORK, N. Y., Feb. 15.—The Unione Sportiva Italiana will open the outdoor cycle racing season in the East when they stage their ten-mile bicycle handicap road race on April 9. This event will be open to all amateurs registered with the National Cycling Association and will be run under the sanction of that body.

Effective support is being received from manufacturers and others interested in racing, so that a fine prize list is promised which is expected to draw one of the best fields of amateurs ever entered in a New York race.

In order to arouse a strong club interest in the affair, the Unione Sportiva Italiana will offer a handsome silver trophy to the club which enters the largest number of riders, while to the club securing the best point score with a team of five members a silver cup will be given and each member of the team will receive a specially designed medal. The rider breaking the ten-mile record, now held by Tom Bello, of the promoting body, will be awarded a beautifully engraved certificate.

Entry blanks will be issued soon. They can be secured by writing to George Harvey, secretary, Unione Sportiva Italiana, 410 Eighth avenue, New York City. For other information regarding the race communicate with George Bieregel, chairman of the racing committee.

Other events to be promoted by the Italian organization will be the fifty-mile Italian Road Championship of America, September 17, and the eighty-four-mile Italian Championship, October 29.

GIORDANO WINS U. S. I. RACE

NEW YORK, N. Y., Feb. 15.—Patsy Giordano won the weekly match style home trainer race of the Unione Sportiva Italiana, which was held last Thursday. The distance was at one mile. He beat Elmer Mullen by less than one yard. The race was run in three heats, two semi-finals and one final. The summaries:

Heats—
First heat: C. Zoccola, first; A. Ramezzana, second. Time, 1:24.
Second heat: J. Alfonso, first; G. Harvey, second. Time 1:14⅘.
Third heat: P. Giordano, first; A. Ferrero, second. Time, 1:14.
Semi-Final Heats—
First heat: P. Giordano, first; C. Zoccola, second. Time, 1:19.
Second heat: E. Mullin, first; J. Alfonso, second. Time, 1:11⅗.
Final heat: Patsy Giordano, first; Elmer Mullin, second. Time, 1:14⅕.

NEW ADLAKE AGENT

MINNEAPOLIS, Minn.—Janney, Semple Hill & Co., distributing America and Adlake bicycles for the Great Western Manufacturing Company in Minnesota, North and South Dakota and Montana, has just closed with the New England House Furnishing Co., of this city, for the exclusive sale of Adlake bicycles in Minneapolis.

DUNLAP OPENS STORE

COLUMBUS, O.—Charles A. Dunlap has opened a retail bicycle and supply store at 1145 North High street.

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EMERSON GIVES BANQUET TO BUFFALO BOOSTERS

Fifty Trade Men Gather Round Festal Board Presided Over by Atherton Coaster Brake Maker; Speakers Urge Broad Co-operation to Secure Greater Publicity for Bicycle Day

BUFFALO, N. Y., Feb. 15.—W. F. Emerson, president of the Buffalo Metal Goods Company, makers of the Atherton coaster brake, gave a banquet to his friends in the cycle trades here on February 9. Fifty men attended the affair.

The toastmaster was John W. Henry, president of the Vim Cycle Hardware Company. He spoke of the work which had been accomplished in connection with the publicity campaigns now being waged in Cleveland and Chicago and urged that a similar campaign be started in the Bison City. He said in part:

"More bicycles are sold today than at any previous time. Yet few people realize that this condition obtains. Though people interested in such sports as lawn tennis seem to be more in evidence, still there are thousands upon thousands who make cycling their hobby. There is no doubt that newspapers will lend greater support to cycling if the dealers will advertise more than in the past."

Concurring in this opinion, Fred L. Brown, sales manager of the Pierce Cycle Company, said that the two-wheeler was not receiving the publicity that it should, and that the responsibility for securing more publicity rested squarely upon the shoulders of the dealers and the manufacturers, who ought to co-operate.

Speaking for the Firestone Tire & Rubber Co., H. M. Murr showed the advisability of systematic advertising. He declared that the health-giving qualities of cycling were the best talking points to be played up in advertisements.

The Goodyear Tire & Rubber Company's representative, A. W. C. May, promised the support of his company in co-operative campaigns for publicity.

It was announced at the banquet that the Buffalo dealers and manufacturers will advertise strongly in one of the local papers on February 28, and that the editors of the newspapers have agreed to run boosting articles to fill two pages.

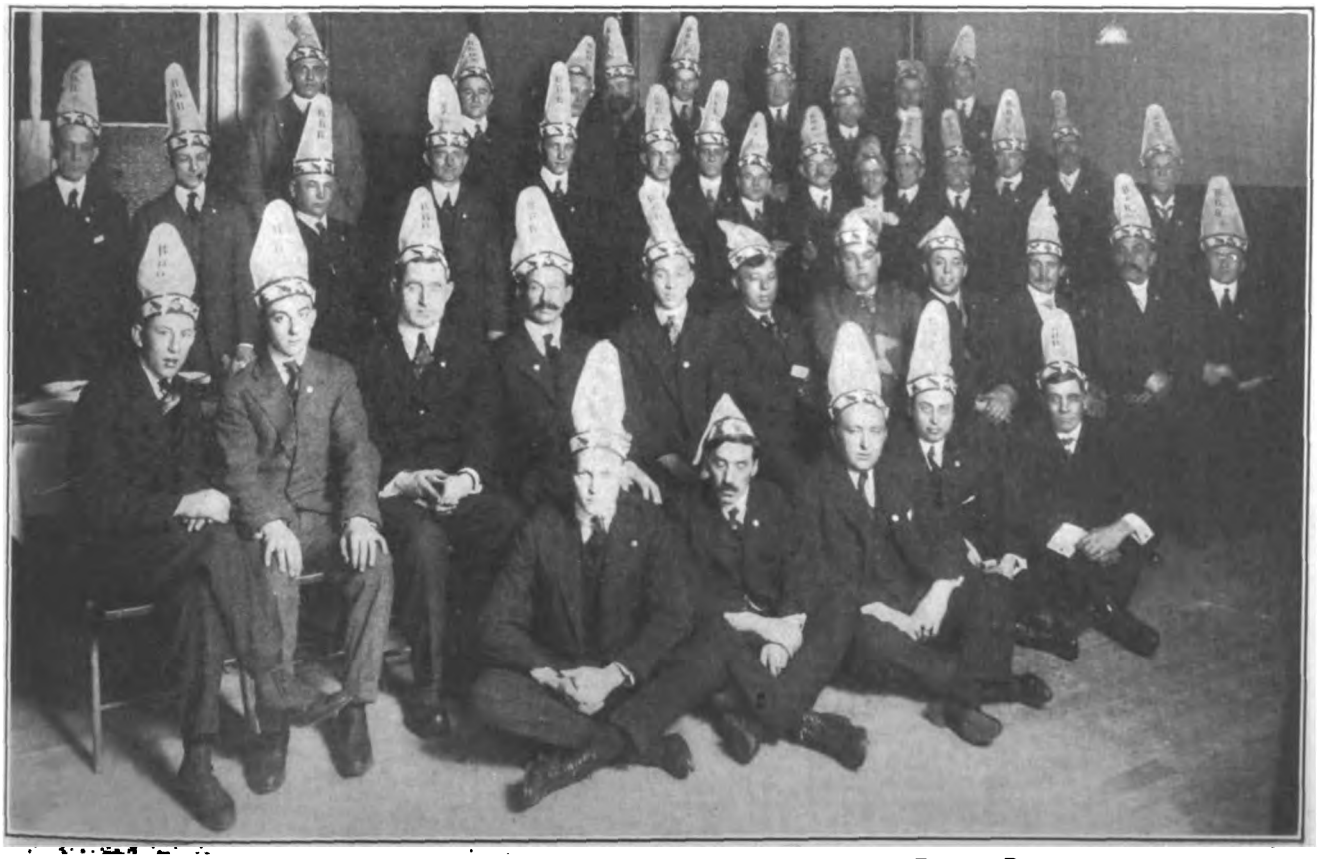
President Emerson was the last speaker of the evening, and he read a very interesting address, in which he dealt on some of the important facts which he has learned from his long connection with the bicycle industry.

Cycle Trade Men Present

Each of the guests wore a paper carnival cap that bore the words, "Buffalo Bicycle Boosters." Among those present were: H. N. Rose, of the Forsyth Metal Goods Co.; S. W. Dawes, George J. Boller, David Batt, A. Dietrich, of the Vim Cycle Hardware Co.; H. G. Pauer, of the Pierce Cycle Co.; H. W. Georger, of the Vim Company; Morris Rosenthal, of the Frontier Light & Cycle Co.; F. X. Hellinger, of the Goodrich Co.; A. D. Hauck, George Hauck, of the Echo Motor Co., Tonawanda, N. Y.; John Stutt, John A. Wilson, L. Miller, W. A. Bihl and Edward J. Bihl, of the Cycle & Auto Supply Co.; F. C. Gerhardt, of the Buffalo Metal Goods Co.; R. M. Barwise, local agent of the Diamond Chain & Mfg. Co.; Homer S. Taylor, of the Pierce Cycle Co.; J. F. McKenneth, of the Buffalo Metal Goods Co.; H. J. McCauley, of the Forsyth Metal Goods Co.; John J. Oliver, Edward T. Ball and Edward Lewis, of Joseph Strauss & Son; Herman Kressin, H. G. Koch, W. F. Kindt, Charles Haberer, of the Glouster Cycle Co.; L. Peck, J. Ross, A. H. Olief, C. G. Koelin, of the Pierce Cycle Co.; H. N. Kriegbaum, E. G. Viertel, B. C. Candee, of the Buffalo Metal Goods Co.

KINNEY-McKEE STOCK SOLD

INDIANAPOLIS, Ind., Feb. 15.—The bankrupt stock of the Kinney-McKee Company, of this city, was sold by the receiver recently to the Gus Habich Company, also of Indianapolis. The latter concern turned over most of the stock to the local dealers in job lots and realized quite a little profit on the transaction. Art McKee, one of the members of the bankrupt concern, is now in charge of the bicycle department of the Habich Company. The Kinney-McKee creditors will probably receive thirty cents on the dollar, for many of the bills outstanding on the firm's books will not be collected.



The Buffalo Bicycle Boosters Sporting Their Carnival Caps at the Recent Emerson Banquet

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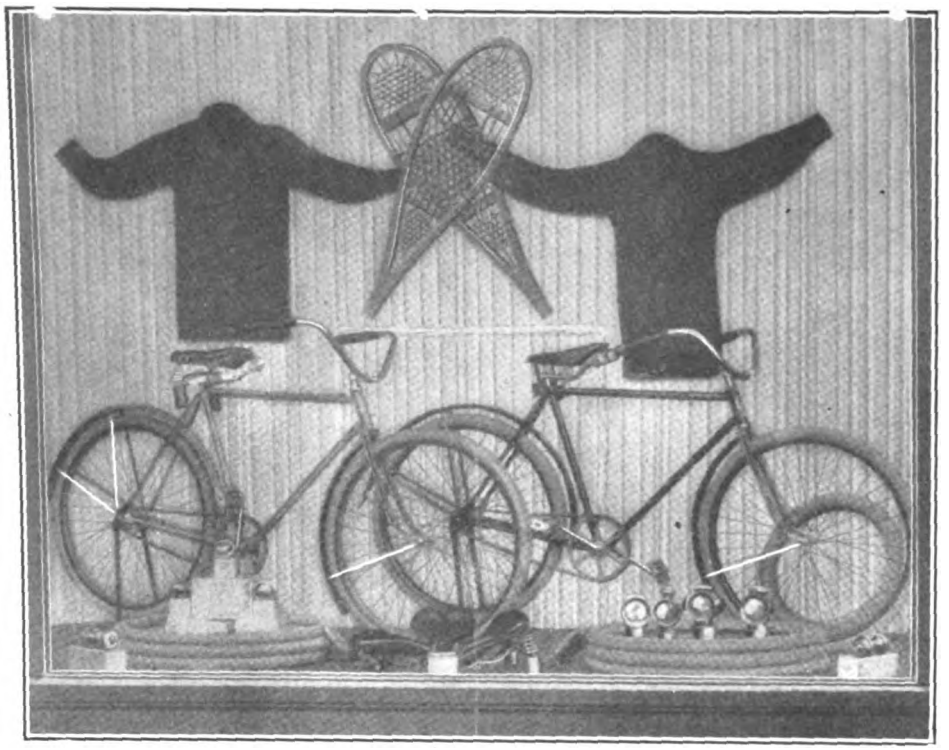
"MILLION BICYCLES" COMMITTEE MEETS IN PHILLIE

Reports Read by Officers Reveal the Widespread Interest Taken in Bicycle Day—Big Bulletin Will Be Sent to Dealers This Week With Bicycle Day Helps—Future Plans Discussed



Window Display Suggested to Dealers by "Million Bicycles" Committee

PHILADELPHIA, Pa., Feb. 16.—The "Million Bicycles" committee held a very enthusiastic meeting at the Bellevue-Stratford Hotel in Philadelphia last week, at which reports were read by the various officers of the committee which revealed, as one of the members expressed it, that "never before in the history of the industry has there been among manufacturers and dealers so unified a purpose and so much interest in pushing bicycles to the front as at present."

From every section of the country dealers are still writing in to Chairman Quine and Secretary Olin, telling of their plans for BICYCLE DAY. And it is interesting to note that their plans are cleverly drawn up.

Dealers in a number of cities have organized especially for carrying out the "Million Bicycles" campaign; and in such cities large space will be used in the newspapers to talk about the attractiveness of cycling, this being made possible by the advertising which the dealers are running.

Parades Down South

BICYCLE DAY will be featured in southern cities by parades, while all of the live dealers in the north and the south will decorate their windows and send out invitations to prospects, asking them to visit their stores. Novel schemes for attracting people will be employed by most of these dealers. According to letters received by Secretary Olin many dealers will give out souvenirs, hire bands for the occasion and keep their stores illuminated nights during BICYCLE DAY week.

The demand for electrotypes—particularly the larger ones—which were first illustrated in this journal last week, indicates that there will be extensive newspaper advertising and that dealers will employ generous space. Much interest, reports Secretary Olin, is being manifested in the newspaper advertisement and window display contests.

By the latter part of this week the "Million Bicycles" committee will have issued its final word on BICYCLE DAY to dealers in the form of a four-page bulletin, which will be full of real "meat" in the way of suggestions for getting the most out of the big opportunity which BICYCLE DAY offers.

At the Philadelphia meeting steps were taken to carry on the work of creating interest in the bicycle after BICYCLE DAY. This work will consist chiefly in effectively presenting to dealers the advantage of forming bicycle clubs and staging road races. Publicity for the bicycle in the newspapers will also be continued.

The "Million Bicycles" committee has already started to plan for the season of 1916-17, and at the Atlantic City Convention of the various trade associations in August, there will be submitted what will be a most comprehensive and complete set of plans for increasing bicycle sales. These plans will embrace many features that it was not possible to utilize in so brief a time as that between the organization of the "Million Bicycles" committee and BICYCLE DAY.

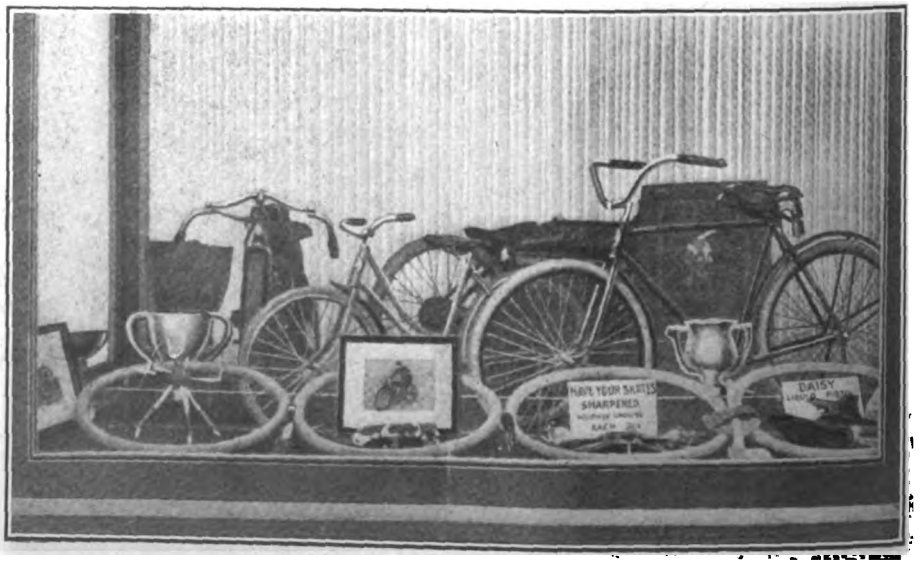
SEAMARK STAGES NOVEL BIKE DAY CONTEST

WASHINGTON, D. C., Feb. 15.—Harry F. Seamark, one of the leading bicycle and motorcycle dealers of this city, is using a "bean guessing" contest to boost Bicycle Day. He has had 10,000 circulars printed and distributed among the government employees and he is also running ads in the local papers.

So much interest has been created that Seamark's Store is well crowded each day with people desiring to enter the contest. He figures that the expenditure involved will be more than compensated for by the big list of prospects which he is acquiring.

HAS INDIAN CYCLE AND MOTOR WHEEL AGENCY

NEW YORK, Feb. 12.—The Yorkville Motor Cycle Works, of which Harry Hugger is proprietor, has taken over the agency for Indian bicycles and Smith Motor Wheels at 1729 First avenue. Proprietor Hugger has stocked a complete line of Indian cycles and is featuring the special racing models.



Another Window Trim Gotten Up by "Million Bicycles" Committee

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W. U. MESSENGERS WILL USE EVERLASTER TIRES

KOKOMO, Ind.—The Kokomo Rubber Company, maker of Kokomo tires, has just received a telegram from the Western Union Company, of New York, announcing that the Everlaster bicycle tire had been adopted for equipment on all wheels used by the Western Union Telegraph Company's messenger boys throughout the United States. This is probably the biggest bicycle tire deal ever consummated in this country. The Kokomo Everlaster tire is about the highest-priced bicycle tire on the market today, and the big order proves the old saying that "Quality wins."

The Kokomo firm feels that it is a fine recommendation for its goods to have the endorsement of the Western Union Company. This company has decided on a plan for helping its thousands of employees throughout the country by furnishing them the highest grades of suits, caps, coats, shoes and bicycles and tires at a minimum cost.

The Kokomo Rubber Company is a pioneer in the tire industry. It made the first tires for the first automobile in the United States. The first automobile was built in Kokomo and the tires were got from the Kokomo Rubber Co. to complete the machine. They were 34 by 2 inches, single tube type, resembling the bicycle tires which the firm was then specializing in.

The Kokomo factory has specialized in bicycle tires since the early days of the motor car and its products have always had an excellent reputation. The results of keeping up this reputation by adhering to the high quality of its goods has been demonstrated by the big order of the Western Union Company.

It is the opinion of the maker of Everlaster tires that a few similar moves on the part of the great corporations will do much to make the "Million Bicycle" movement a great success.

UP-TO-DATE JOY RIDING IN SALINA, KAN.

A. T. Naylor with Smith Motor Wheel-Propelled Sled Used for Demonstrating in Snow; Passenger Is Edward Anderson, Salina Club Secretary

JOE SCHIEDER "COMES BACK" AT BUFFALO

Wins Two Races at Bison City Armory Meet, Defeating Bob Schultz; Good Field of Riders Appears in Both Events

BUFFALO, N. Y., Feb. 15.—The indoor fans who braved the cold last Saturday night to take in the races at the 74th Infantry games were well rewarded for their interest.

Joe Schieder came back into his own by winning the 1½-mile lap and the one mile handicap races. Robert Schultz, who has been amassing the points lately, fell in the final.

Schieder had big handicaps to overcome in the one-mile handicap, but he was good for it in the final, as well as his heat. The summaries are:

One and one-half mile lap race, bicycle. Winner and second men in two heats having the most points to qualify for the final.

First heat: Joe Schieder, C. Y. M. C. A. (53 points), first; C. F. Muth, unattached (26 points), second. Time, 3:26⅘.

Second heat: R. W. Schultz, W. S. R. C. (59 points), first; L. A. Peterson, B. R. C. C. (45 points), second. Time, 3:23⅘.

Third heat: Elmer Bundt, G. Y. M. C. A. (50 points), first; A. DiCarlo, Saturn A. C. (29 points), second. Time, 3:27⅗.

Fourth heat: Fred Schell, unattached (45 points), first; Eddie Levy, Pirate A. C. (39 points), second. Time, 3:26.

Fifth heat: I. Gronkowski, B. F. B. C. (40 points), first; A. B. Funk, P. O. D. (27 points), second. Time, 3:23⅗.

Final heat: Joe Schieder, C. Y. M. C. A. (53 points), first; Fred Schell, unattached (37 points), second; Elmer Bundt, G. Y. M. C. A. (26 points), third; I. Gronkowski, R. F. B. C. (21 points), fourth. Time 3:21⅘.

One mile bicycle handicap. First two in each heat and third in two fastest heats to qualify for the final heat.

First heat: A. Ciacinch, Falcon A. C. (15 yards), first; Fred Best, R. F. B. C. (25 yards), second); J. Muehlbauer, R. F. B. C. (40 yards), third. Time, 2:10⅘.

Second heat: Joe Schieder, C. Y. M. C. A. (scratch), first; I. Gronkowski, R. F. B. C. (15 yards), second; C. F Muth, unattached (55 yards), third. Time, 2:14⅗.

Third heat: J. Tanner, C. M. B. A. (75 yards), first; W. Anthony, Alma A. C. (40 yards), second; Elmer Bundt, G. Y. M. C. A. (15 yards, third. Time, 2:10⅘.

Fourth heat: C. H. Schmidt, R. F. B. C. (85 yards), first; C. V. Kohlmeyer, unattached (55 yards), second; A. DiCarlo, S. A. C. (65 yards), third. Time, 2 08⅘.

Final heat: Joe Schieder, C. Y. M. C. A. (scratch), first; I. Gronkowski, R. F. B. C. (15 yards), second; A. Ciacinch, Falcon A. C. (15 yards), third; J. Tanner, C. M. B. A. (75 yards), four. Time, 2:13.

MODEL CYCLE STORE IN NATIONAL CAPITAL

Establishment of E. P. Hazleton, at Washington, D. C., Handling Yale and Snell Bicycles. Proprietor Hazleton Is at Right and His Son, Frank, on Opposite Side

A. O. SMITH CO. HELPS "MILLION CAMPAIGN"

MILWAUKEE, Wis., Feb. 15.—Over 20,000 dealers throughout the country have received a Bicycle Day circular from the A. O. Smith Company, makers of the Smith Motor Wheel. Special letters have also been sent out to motor wheel dealers, urging them to use window trims on Bicycle Day and to conduct runs.

On February 19, ten days before Bicycle Day, begins the $50,000 advertising campaign for the motor wheel with a full page advertisement in the Saturday Evening Post. More advertisements will appear in the Post and also in Sunset Magazine, Popular Mechanics, Hearst's American Sunday Magazine and eleven other national publications.

U. S. I. WILL GIVE BALL

NEW YORK, N. Y., Feb. 15.—Sunday night, March 26, has been selected for the holding of the annual ball of the Unione Sportiva Italiana. Palm Garden, at 58th street, between Lexington and Third avenues, will be the scene of the ball.

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Bicycle Dealers' Roll of Honor

BRISTOL, Conn., Feb. 15.—This is the fourth list of dealers who have written to Secretary Chas. F. Olin, pledging their support of the "One Million Bicycles" campaign. All these dealers and those whose names appeared in previous issues of this journal will receive the co-operation of the "Million Bicycles" committee.

ALABAMA

Hickman Cycle Co.

ARIZONA

Capital City Cycle Co.

CALIFORNIA

Clovis Cyclery & Garage, Columbia Cyclery, Edw. Burnett, L. Gubser, A. W. Hall, I. W. Houchin, F. M. Jones Sales Co., Larsen & Berryhill, Lyman White, H. N. Meacham, Foy & Millsap, H. R. Moore, Newton & Wackford, C. F. Newton, D. F. Peron, Robert F. Price, Richmond Cutlery, Weaverville Supply Co., Geo. Wood.

COLORADO

Gurney's Tin & Bicycle Shop.

CONNECTICUT

Abbott & Co., Henry Jarmie, M. J. Kelly, Chas. F. Schoenknecht, Jr., J. C. Smith, P. J. Maley & Co.

DELAWARE

Delaware Cycle Co.

DISTRICT OF COLUMBIA

E. P. Hazleton.
C. A. Seiler.

FLORIDA

E. O. Earls, Studstill's Bicycle Shop.

ILLINOIS

C. J. Moore, John Schmidt, N. G. Truby.

INDIANA

Broadway Hardware Co., Wm. H. Dunning, Gary Hardware Co.

KANSAS

C. H. Ebeling, Fink Electric Co., H. R. Kugler Hardware Co., J. T. Parker.

KENTUCKY

Mitchell Machine & Electric Co.

MASSACHUSETTS

Jesse S. Allen, Frank V. Brown, Danty & McGuire, John E. O'Neil, Inc., J. F. Peabody, W. L. Potter Cycle Agency, H. W. Robinson, C. Skelton & Sons, South End Bicycle Store, Lynn Cycle Co.

MAINE

F. E. Burkett, Edward G. Haggett, W. C. Howe, James L. Stone.

MARYLAND

Samuel B. Haines, Little Joe Weisenfeld Co.

MICHIGAN

Central Cycle Co., Frank A. Drogosch, Chas. Epstein, Louis Goodman, Grand Tire Repair, D. L. Larkin, A. N. Russell, Schill Bros., Williams Bicycle & Motorcycle Shop.

MINNESOTA

Cuyuna Range Hardware Co.

MISSOURI

Price Bros., Querling Motor & Cycle Co.

MONTANA

R. R. Davis, Manager Havre Cycle Co.

NEBRASKA

A. W. Brush, Fremont Cycle Co., F. C. Rathbun.

NEW HAMPSHIRE

Granite State Rubber Co., Albert Stackpole.

NEW JERSEY

Geo. G. Hayden, G. J. Scott, Charles Zahnle, Edward Berghoff.

NEW YORK

William J. Bogue, Frank Court, Pleasantville Cycle Co., Echo Motor Co., Inc., Geo. F. Ello, H. P. Felt, Harry J. Frahm, Guilding Star Motor Cycle Exchange, Harry Lillywhite & Son, Guy Moscate, Geo. H. Reese, S. Reinhard, Schwegler Bros., Spring's Specialty Shop, John Yunckes, Manager The Highland.

NORTH CAROLINA

G. R. Parker.

OHIO

The Associated Motor Sales Co., A. J. Bairds, Middletown Bicycle & Auto Co., C. C. Schmaltz, Albert Simko.

OKLAHOMA

The Star Cycle Works.

OREGON

J. K. Peterson, Rydinan Bros., J. G. Shively.

PENNSYLVANIA

Edward O. Bachman, Ammon F. Bechtel, H. P. Coleman, Ammon B. Daub, Morris S. Daniel, Ferris Haddad, Fred B. Levengood, Dyer & Rohland, Jesse M. Williams.

W. S. Aaron, J. P. Ackerman & Co., Frank Alburger, J. G. Apple & Co., Arwood Ayres, Chas. M. Saxe, Binder & Satnett, Andrew T. Birchett, A. Bugglin, Champion Cycle Co., W. E. Coleman, B. F. Conner, M. J. Courtright, J. W. Cunningham, John D. Cox, John M. Daugherty, J. L. Davis, Geo. L. Dengler, Demler & Adams, C. F. Druffner, Charles S. Ely, V. Grashaw, W. E. Gerhart, Will S. Gibson, Wm. F. Gill, Max Glaso, Harry Grossman, Louis Grossman, C. W. Habecker, W. R. Hagenbaugh, John T. Hechinger, Grove & Henneberger, Hermann Henssler, Jr., Hoffman Cycle Co. (Erie), Hoffman Cycle Co. (Philadelphia), Hooven Novelty Mfg. Co., Immel's Motorcycle Exchange, Ivyland Garage, J. A. Johnston, Ed. Johnston's Garage, J. F. Kenner & Co., Ralph B. Kell, Kemerer Hardware Co., Keyser Fry, King's Bicycle Shop, Will L. Krise, H. A. Lamey, Geo. R. Mabb, B. A. Maggini, Marimow Cycle Co., J. M. Markey, Nanticoke Machine Works, L. C. Noble, J. F. Weaver Hardware Co., Norman L. Kulp, John G. Nuebling, E. & R. Oestreich, T. C. & C. V. Patterson, M. G. H. Ripper, Luther A. Rhode (estate), The Roberts Hardware Co., Royal Cycle Co., Irwin M. Schutz, Scholz Bros. Hardware Co., Ralph A. Schwalen, R. G. Shaffer, Chas. W. Shaffer, Earl M. Smale, H. W. Smith, Fred P. Theuret, Fred T. Weston, John E. Wickles, C. H. Uhler.

RHODE ISLAND

Red Key Store, Hope Cycle Co., Motorcycle Supply Co., Inc., Edmond Ritchot, Geo. W. Romprey, Shepard Co., Corp Bros.

SOUTH CAROLINA

B. W. Donnell & Son, Will S. Rowell, Wood & Shirley, W. H. Hollingsworth.

SOUTH DAKOTA

Cleveland Bros., Brown Hardware Co., E. L. Feigel, Weber Bicycle Co.

TENNESSEE

Bearden & Wright, Crump Mercantile Co., Duncan R. Dorris Co., R. M. Eberhardt Co., T. C. Farnham Supply Co., Harlan, Porter & Walker, T. F. Kenniger, Kimball & Lash, Lancaster & Co., R. G. McCuntt Hardware Co., Mountcastle-Sommers Hardware Co., A. Samuels, Thomas & Knott, Waddell & Bird, James Nashburn, R. H. Whitmore, W. W. Woodruff Hardware Co.

TEXAS

Cardenas Cycle Co., Hex Cycle Co., Oglesbee Bros.

Allen Arms & Cycle Co., J. J. Bartosh, H. O. Bergstrom, A. Bisbee, Boyle's Garage, Brannon Auto Co., W. E. Britain, Burton Supply Co., Burks Cycle & Art Store, T. F. Cogar & Son, Cromer Cycle Co., G. & M. Cycle Co., Guaranty Cycle Co., Hall Cycle & Plating Co., Jess Hefferman, The Hempstead Bicycle & Supply Co., M. F. Hiatt & Son, J. T. Horgrove, The Koenig Auto Co., Lane Bros., Larson Cycle Co., Cavitt Lee Co., J. A. Lingo, C. I. Mitchell, J. H. Hurst, K. J. Peterson, The Petmecky Co., Portage Tire & Cycle Co., C. L. Pouncey, Earl Ragland, Roach & Barnes Co., Rogers Bicycle Shop, Rollins Supply Co., Percy F. Rollins, The Sabine Supply Co., Frank J. Spaniar, B. A. Thulemeyer, We Can Fix It Shop.

UTAH

E. L. Horr, S. M. Peterson, Vernal Tin Shop.

Archbold Bicycle Co., Corey Cycle Co., H. C. Hanson & Co., J. W. Guthrie Co., House of Hopper, Knudson's Novelty Mfg. Co., Meredith Motor & Bicycle Co., Inc., Bicycle Shop, Tooele Elec. Supply Co., Tutville Bike Shop, Western Arms & Sporting Goods Co.

VIRGINIA

Automobile Supply Co., R. W. Bradford, Jas. Y. Branch, Inc., Jos. L. Bickerstaff & Sons, F. M. Gage, A. V. Hancock & Co., L. Kootz, M. E. Lawrence, Lenz Cycle Co., L. B. Norfleet, A. Nugent, Jr., Roanoke Cycle Co., Robert F. Snow, W. A. Taylor, C. L. Totten, West End Bicycle Repair Shop, A. E. Willis, Withers Hardware Co., J. E. Quarles, J. W. Hester.

VERMONT

A. M. Flanders, Hayward's Cyclery, Bert A. Lavelle, H. H. Mower, Samuel Sevigny, Geo. P. Tuttle, H. N. Williams, W. W. Wilson.

WISCONSIN

F. F. Hinze Co., Geo. P. Schmitt.

WASHINGTON

Ashley Motor Co., M. L. English, Leo H. Muyskens, Terrill & O'Neil, Fred B. Preston, Miles & Scofield, E. A. Thomas, Geo. B. Wieber.

WEST VIRGINIA

B. E. Andre, Baird Hardware Co., E. J. Kane Hardware Co., Carter & Turner, Chancellor Hardware Co., C. F. Hamilton, C. M. Love & Co., Mahan Bros., Parsons Hardware & Furniture Co., People's Hardware & Furniture Co., Leon R. Smith & Co., J. D. Thomas, H. C. Voelker.

WISCONSIN

B. A. Anderson, Ashland Cycle Works, Badger State Motorcycle Co., Ballard Supply & Repair Co., Behnken Bros., The Bungalow Cyclery, Gordon Bent Co., Albert E. Briggs, Capitol Cycle Co., Crandon Hardware Co., Charles H. Cone Cycle Shop, Elmer R. Dinseh, L. M. DeVaud Co., John Fehl & Sons, John Geyer, Simon Goerke, Gislaron Mercantile Co., Alfred H. Gross, John Hessel Hdw. Co., B. I. Herring & Son, Fred Huseby, W. P. Kelcie, Orvil H. Kuckuk, John H. Kuenzli, R. F. Koth, Ed. Leibley, Lueck Bros., Ludwig Lieski, Marinette Bicycle Works, E. Miller, Karl Oaks, A. J. Olson, X. Parmentier & Sons Co., Albert Peters, Jos. A. Pitts, Racine Cycle Co., P. J. Reader, Geo. W. Reider, V. G. Ringle, Geo. Schiedermayer & Sons, H. H. Schrottbey, Charles Selk, Jr., Settergrem Hardware Co., James Sciano, A. Stoltenberg, R. H. Suettinger, Waupun Bicycle Repair Shop, E. J. Zeman Cycle Co.

WYOMING

Wyoming Cyclery.

CANADA

Paul de Vigan & Sons.

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Seventh Installment

FRANK KRAMER'S LIFE STORY

The First Authorized Story of the Great American Bicycle Champion's Brilliant Career—By Harry Mendel

Kramer's trip abroad in 1905 in which he was pitted against Europe's best riders and captured 17 out of 20 events.

DURING the first half of 1905 Frank Kramer invaded the cycling tracks of Europe and captured additional laurels. His achievements surprised the Continentals, who were quick to recognize and appreciate the clever and skillful riding of America's wonderful champion.

Like a Triumphant March

His campaign abroad began on April 9 and ended July 2, and Kramer's performances were in the nature of a triumphant march. He started in twenty races, seventeen of which were victories. His three defeats came about in one match race and two open events. The single match race that he lost was the first meeting with Henri Mayer, the fastest rider in Europe at that time. Kramer, however, later demonstrated his superiority over Mayer by defeating the latter in two straight heats in a return match, which was his last race in Europe that year.

He also won a three-cornered international race, as well as the Grand Prix de Paris, the blue ribbon event of Europe. For this victory Kramer received from the French government a magnificent Severes vase, which he considers his most cherished possession. These vases are manufactured exclusively under a government plate and are made the more valuable for the reason that they can only be obtained through official presentation and are given for merit solely.

From a monetary point of view, Kramer's trip was most satisfactory, it being estimated that he came home richer by eight or ten thousand dollers. He rode in France, England, Germany, Belgium and Italy, defeating all the best riders there. Opposing Kramer were such sterling foreign pedalists as Mayer, Meyer, Poulain, Friol, Jacquelin, Farley, Rutt, Schilling, Bader and Piard.

Broke Some World's Records

Of the three match races that he won Kramer never even lost a single heat, and he annexed a couple of world's records. One of these was the riding of the 100 meters in the Grand Prix, which he covered in 5⅖ seconds, which was a fifth of a second better than the previous time for the distance. He also established new figures in a lap race which he won by traveling the fastest lap and clipping one-fifth of a second off the former record. Everywhere that Kramer rode the populace turned out in large numbers to see him, and at the final of the Grand Prix, which he won from Mayer and Poulain, there were 25,000 people present.

Kramer's first appearance abroad was on April 9 at the Buffalo Velodrome track in Paris. In this meet he broke the world's record for one-half kilometer (1,640½ feet) and also won a match race ridden against Friol.

The crowd went wild over Kramer's victories. It was his first chance to show what he could really do and, though he had little time in which to rid himself of his sea legs right after the long voyage from America, he demonstrated from the crack of the gun that he intended to make things lively for the European riders. Kramer had met Friol previously in America, but Kramer said the French rider was a much different man abroad, where he rode faster and was on a par with the best of the other foreign riders.

Jacquelin's Fine Tribute

Kramer's next opponent was Jacquelin, and the East Orange boy's victory in this event was more pronounced. He cut away from the former French champion on the back stretch and finished under restraint. After the match Jacquelin informed Kramer through an interpreter that never before had an opponent carried him at such a fast pace and then run away from him so easily as did the American.

After his early successes in France, Kramer went to London, and there met Jenkins and won two races in one day. In one of these, however, he was disqualified for the alleged fouling of Schilling and the latter was placed first. Kramer said he will always consider this race a victory, as he said that the disqualification would have never been allowed in this country. His offense was in boring out on Schilling, which practice was common on American tracks and which would not incur a penalty here.

That night Kramer had a rough voyage across the English channel and he experienced the worse case of seasickness of his entire trip, landing at 5 o'clock in the morning. Despite this, however, Kramer rode on the following afternoon at Antwerp, Belgium, and won all three races in which he competed.

Beats Poulain in Straight Heats

Kramer competed in a match race with Poulain and won in straight heats. Against Poulain Kramer rode the last eighth mile in 12 seconds and the last 100 yards in 5⅘ seconds. In a handicap of meters, the same day, Kramer broke the world's record by threequarters of a second, by riding the distance in 34⅗ seconds. The best previous time was 35⅕ seconds, made by Walter Rutt. Five hundred meters is about equal to 100 yards more than a quarter of a mile. Kramer rode the entire distance unpaced with Poulain on his wheel and won by half a length. In this race, the East Orange boy rode the last lap in 20 seconds, the track being ten yards in excess of a fifth of a mile, which was then the fastest time ever ridden on that track.

Pitted Against Walter Rutt

From Antwerp Kramer traveled to Cologne, Germany, defeating there Rutt and Farley, who had just returned from Australia. Rutt had beaten Iver Lawson in the Antipodes and felt sure he could take Kramer's measure. Kramer then returned to France and then took a trip to Italy, meeting with like success. He had a varied experience on tracks of different construction, varying from boards to cement and tar, as well as riding on indoor tracks and outdoors at night. The track on which the Grand Prix was run was of cement, while the Cologne

Start of the Final in the International Three-Cornered Race Staged at Buffalo Track in Paris in 1905. The Riders From Left to Right Are Henry Mayer, Frank Kramer and G. Poulain. This Event Was Won by Kramer

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oval was of tar. When the sun was warm the impression of the tires could be seen on the surface. This caused a suction which lessened the speed, but in the cool of the evening the track was hard and remarkably fast. Kramer returned to Roxbeau, where on one occasion he was chased by the populace for refusing to ride on a wet track. On a later occasion he won a three-cornered match race at Roxbeau from Bader and Piard, together with a handicap event, and became a prime favorite.

Captured International Match

Kramer points with pride to his victory in an International three-cornered race between America, France and Germany, in which he came off with the premier honors. The international race was one of Kramer's most important victories. The contestants in this race, which was a specially arranged match, were Kramer, Fenn and Krebs for America, Poulain, Friol and Piard for France, and Henri Mayer, Meyer and Rutt representing Germany.

The race took place at the Buffalo track, in Paris, on Thursday, June 8, and Sunday, June 11. Each team rode separately in the trials and the winners of each team qualified for the finals. Kramer won from Fenn and Krebs for America. Mayer finished first on the German team and Poulain came in ahead for the "frog-eaters." In the finals, conditions were for a three-cornered match race and at the conclusion the result was a tie, with six points credited to each rider, so that an extra heat was ordered to decide the winner.

In the first of the regular heats Kramer did not extend himself and finished in the ruck; Mayer won the heat, Poulain was second and Kramer third. Kramer jumped into his stride in the second heat and, quickly showing his heels to the foreigners, won with Mayer second and Poulain last. The third heat saw Poulain of France the winner. Kramer was content to take second, and the best Mayer could get was third.

That Final Kick

After this even break, the riders mounted their bikes for the extra and deciding heat. At the start matters appeared ominous for Kramer, as the foreigners, evidently teaming against him, maintained their positions of first and second, and rode in this manner to the back stretch. Here Kramer made his bid with one of his wonderful bursts of speed; he shot out from last place and, overhauling the second man, was soon on even terms with the leader. Nearing the tape, Kramer gave a few final kicks, as only Kramer can, and shoved his wheel over the tape, a half length ahead, amid the deafening cheers of the spectators, who had anticipated a dead heat.

Proud of Winning This Race

Kramer in commenting recently on the result of this race said: "By taking first place in this event I won a race which I considered just as important as the World's Championships. My competitors were as good as those in the World's Championship meets and as good a set of riders as could be brought together on one track.

On June 25, Kramer won the Grand Prix de Paris, the classic cycling event of France. This race netted the East Orange rider something like $1,200, and after this victory Kramer succeeded in winning every race of importance, proving that he was a better cyclist than such riders as Mayer, Meyer, Poulain, Rutt, Jacquelin and Friol. The only big events left on the calendar for 1915 were the World's Championships, and Kramer arrived home before these.

(To be continued)

JONES & NOYES PRESENT THE SILVER KING

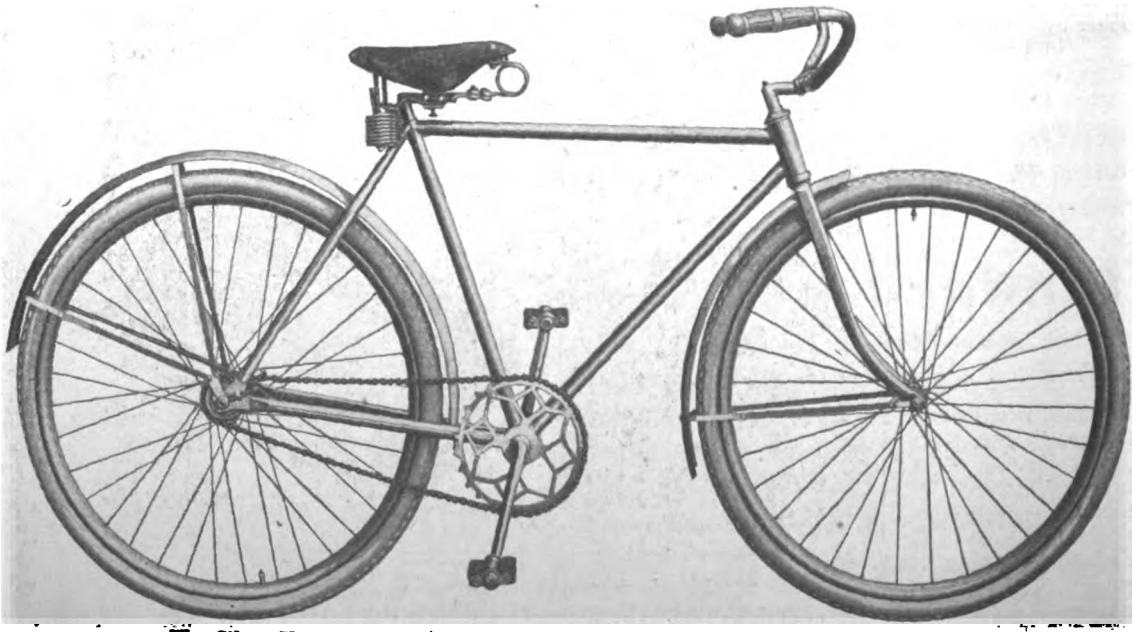
New Bicycle Made By Chicago Manufacturers is Entirely Nickel-plated; Will Sell at $35 in Middle and Eastern States

CHICAGO, Ill., Feb. 15.—An entirely nickel-plated bicycle is the Silver King, a new machine which has just made its debut in the sturdy line of two-wheelers being manufactured by Jones & Noyes, of Chicago. The Silver King will sell for $35, except in southern and western states and in Canada, where the price will be $40.

Owing to their large quantity production, Jones & Noyes are able to put the Silver King on the market at the reasonable prices mentioned, though the new bicycle is completely nickel-plated. The manufacturers claim that their nickel finish is more durable than enamel, that it will not chip or crack and that because of the copper plate it is practically rust-proof.

The specifications of the Silver King are as follows: Frame, constructed of 1-inch seamless steel tubing; 19 guage, cold drawn steel fittings with flush joints; all joints reinforced. Fork, drop forged crown; 18 guage fork sides. Hanger, Excelsior one piece. Wheels, wood rims, aluminum enamel and red stripes; steel rims, nickel-plated, $2.50 extra; Diamond E spokes. Mud guards, regular type. Chain, imported, extra strong of the roller type.

Tires, Goodyear Blue Streak, anti-skid, 28 x 1½, cement type. Saddle, Pearsons' Tuxedo, with extra wide top. Pedals, Stevens, No. 4, rubber. Handlebars, Kelly No. 4, racing type; motorcycle style rubber grips. Finish, entirely nickel plated and polished; extra heavy nickel on copper plate on entire frame, mud guards and forks.



The Silver King, a New Bicycle, Entirely Nickel-Plated, Made by Jones & Noyes

DELEGATES NOMINATED FOR L. A. W. ASSEMBLY

BOSTON, Mass., Feb. 12.—Secretary-Treasurer Abbot Bassett reports that the following delegates have been regularly nominated for the National Assembly, L. A. W.:

New York, 10—Frank P. Share, Wm. M. Frisbie, George T. Stebbins, F. W. Brooks, Jr., Julius G. Linsley, John B. Kelley, Lucius H. Washburn, H. W. Bullard, Wm. W. Share, Robert Bruce.

Massachusetts, 9—A. P. Benson, Walter G. Kendall, H. Winslow Warren, J. Rush Green, Chas. C. Ryder, Daniel A. Cook, Albert M. Skinner, Fred D. Irish, Thomas H. Hall.

Pennsylvania, 7—George T. Bush, Wm. L. Lockhart, D. B. Landis, A. D. Knapp. Warren H. Poley, Chas. E. Minnemeyer, Fred McOwen.

New Jersey, 3—A. G. Batchelder, W. S. Ginglen, E. O. Chase.

Connecticut, 2—A. G. Fisher, John N. Brooks. Illinois, 2—C. M. Fairchild, M. X. Chuse. Rhode Island, 2—John H. Barrett, Thos. P. Himes.

Ohio, 1, H. S. Livingston; New Hampshire, 1, Elmer G. Whitney; California, 1, Charles K. Alley; Florida, 1, Kirk Munroe; Kentucky, 1, Owen Lawson.

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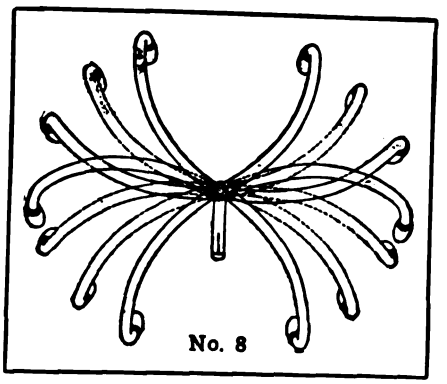
Kelly Handlebars



No. 8

"Get Busy"
"A million bicycles for 1916."

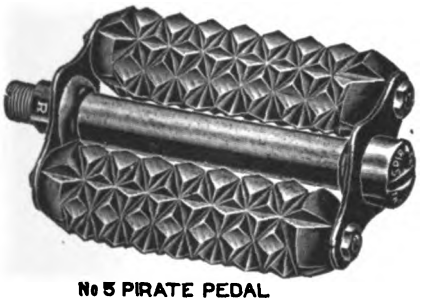
This can be accomplished by using Kelly Bars.

Jobbers and Manufacturers Who Seek Standardization

should invariably equip with KELLY HANDLEBARS—the standard of the world. No high-grade bicycle is complete without KELLY ADJUSTABLE HANDLEBARS. With these handlebars, 25 different riding positions are possible. No other bar made allows anywhere near this number of different positions. KELLY HANDLEBARS ARE THE STRONGEST SELLING POINT A BICYCLE CAN HAVE.

They are the ideal bars for racing, distance work, boulevard riding, etc. Adjustable to ANY position.

KELLY HANDLEBAR DEPT.
5017 Perkins Ave. Cleveland, Ohio



No 5 PIRATE PEDAL

Two Pedals That Are Immensely Popular

Their design and construction assure strength and comfort. Especially is this true of the No. 5 PIRATE, whose deep corrugated rubber cushions are not only soft to the feet, but absorb shocks and keep the feet from slipping.

The No. 4 STANDARD is a new addition to our large and comprehensive line of Rat Trap Pedals. It is strongly made, well designed and gives a splendid foot hold.

No. 4 STANDARD RAT TRAP PEDAL

The Standard Co. *Torrington Connecticut*

Manufacturers of

Diamond "E" Spokes and Nipples for bicycles, motorcycles, tricycles, velocipedes, invalid chairs, sulkies, carriages, cyclecars and automobiles. Pedals for bicycles, tricycles, velocipedes and motorcycles. Toe clips for bicycle pedals. Emergency axles for pedals. Screw machine products.

We are boosters for "One Million Bicycles in 1916"

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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Rollfast

TRADE MARK

--made to last

Hitch Your Tire Business to Rollfast

Here's your opportunity, dealers, to tie up with the fastest aggregation of bicycle tires in the country—fastest selling, fastest in gaining popularity. That's the ROLLFAST Line.

These tires are made of the real automobile fabric, with distinctive treads that combine non-skid protection with marvelous resiliency and long life.

Rollfast Distributors

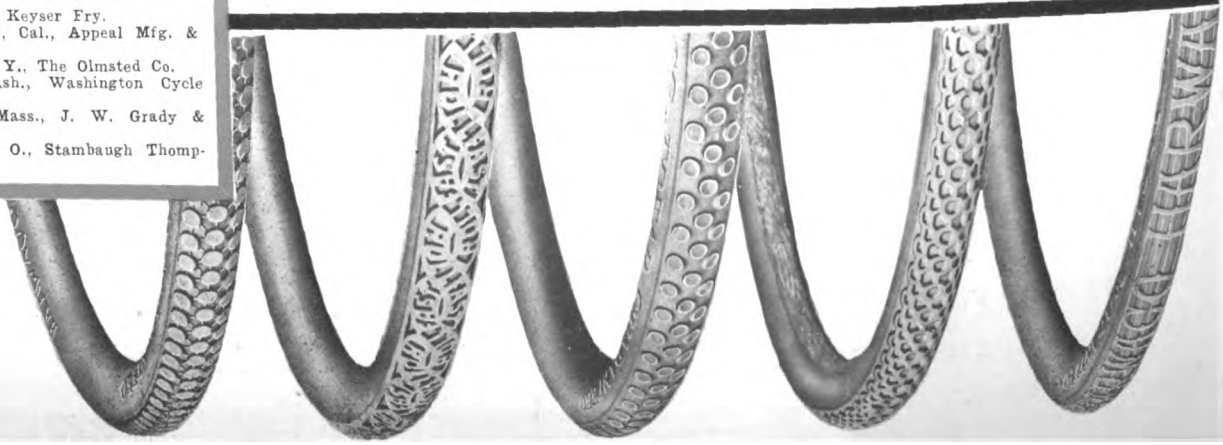
Atlanta, Ga., Walthour & Hood.
Baltimore, Md., Henry Keidel & Co.
Boston, Mass., Hub Cycle Co.
Buffalo, N. Y., Vim Cycle & Hardware Co.
Chicago, Ill., Edwards & Crist Mfg. Co.
Denver, Colo., M. L. Foss.
Detroit, Mich., Detroit Cycle Supply Co.
Indianapolis, Ind., Geo. H. Westing Co.
Jacksonville, Fla., McGraw Bros.
Kansas City, Mo., Townley Metal & Hardware Co.
Los Angeles, Cal., Appeal Mfg. & Jobbing Co.
Memphis, Tenn., Johnson & Meyer Co.
Minneapolis, Minn., Hall Williams Co.
New York City, City Supply Co.
New York City, N. Y., Sporting Goods Co.
Omaha, Neb., Lee-Colt-Andreesen Hdw. Co.
Philadelphia, Pa., Geo. C. Miller & Co.
Philadelphia, Pa., Geo. W. Robb.
Pittsburgh, Pa., Sportsmen Supply Co.
Reading, Pa., Keyser Fry.
San Francisco, Cal., Appeal Mfg. & Job. Co.
Syracuse, N. Y., The Olmsted Co.
Tacoma, Wash., Washington Cycle Sup. Co.
Worcester, Mass., J. W. Grady & Co.
Youngstown, O., Stambaugh Thompson Co.

EXCLUSIVE TERRITORY TO YOU. You'll be the ROLLFAST specialist in your town. No one else can sell them but YOU. Think what this means.

Get in touch with your nearest distributor today. He'll tell the ROLLFAST story and allot you exclusive territory. But you must act NOW—at once, or the juiciest plum in bicycle tiredom will go to someone else. NOW!

Harwaco Rubber Works Co.

Office 48 Warren St. New York



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PROVING THE WORTH OF THE CLASSIFIED AD.

How This Form of Publicity Pulled a Middle Western Dealer Out of a Bad Hole and Built Up a Big Business in Used Machines for Him—Reaching the Farmer Trade

By JACK CARR

ONE of the questions that bothers most dealers who have never tried it is "Does classified advertising pay?" The answer is, that it certainly *does* pay and that it is an easy and economical form of boosting the sales of machines, accessories or, in fact, anything in the cycle line. How the steady use of classified advertisements by one of the big motorcycle and bicycle dealers in a Middle Western city resulted in the direct sale of 75 used motorcycles and several hundred used bicycles may be interesting to many agents, as it is typical of the success most businesses have had through this advertising medium.

The firm in question handled one of the leading motorcycles of the day and traded in old and often wornout machines on the new models. It was also the custom to trade in a used machine on one that was in better condition and accept a cash difference for the new model. As a result, the warerooms were continually being filled with used mounts of doubtful vintage. It was no uncommon thing to see two machines of the same make side by side, that were ten years apart in construction. The problem of disposing of these old crocks was enough to bring gray hairs to many a man's brow.

Swamped With Old Mounts

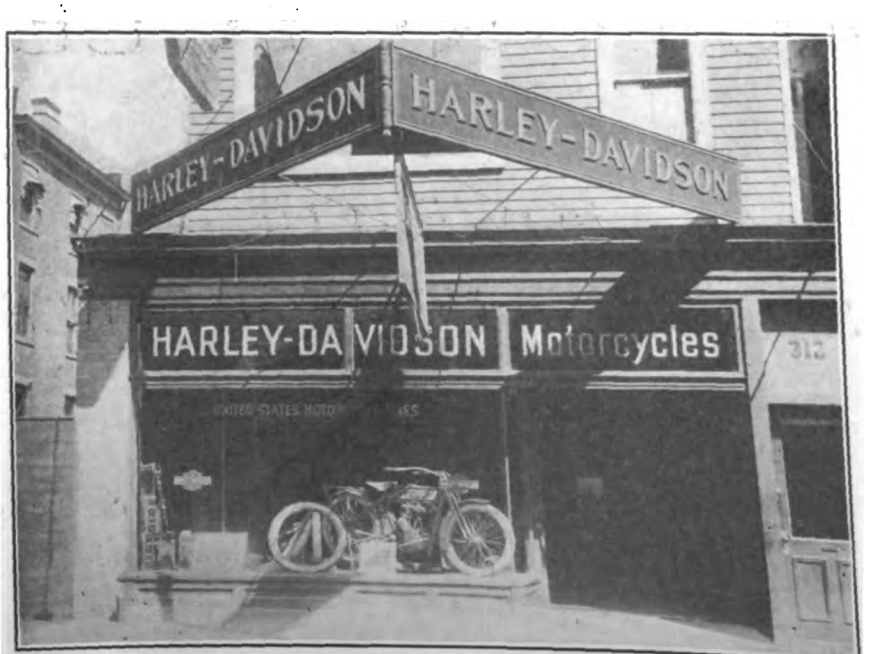
Many schemes were tried for disposing of the old mounts, but few of them resulted in the sale of more than one or two. The stock kept increasing rapidly and it soon became necessary to stop the trading in. As a result, the sale of new motors ceased. The business was at a crisis. Either the firm must discover a field for the sale of the crocks or admit itself beaten. Then one day an advertising solicitor from one of the daily papers strolled into the store and commenced to ask why there were so many machines on hand.

What the Ad. Man Said

Upon being informed of the true state of affairs and told there was no demand for these machines, he began to think and presently left the store. The following day he returned with some data and suggested this plan: Try the classified ad. section of the paper for one month. We will guarantee to move all the machines on the floor if a fair price is set on them and the cost will be one-tenth of that of any other system. The advertising man showed the dealer the section of his Sunday paper having the classified ads. and pointed out that there were 200 such referring to used automobiles, in that one issue alone.

This seemed to answer the question "Do classified advertisements pay" to the motorcycle dealer, for the fact that 200 people would advertise in the Sunday papers surely proved that people read this section. He investigated the cost of running three or four such advertisements a day and found that at the rate of one cent per word he could run four or five ads. a day at a total cost of not more than $15 a month. The dealer was desperate and decided to give the advertising solicitor a chance.

The first day the ads. prepared by the dealer read: For Sale, 1913 Blank motorcycle, 7 h. p. twin, footboards, spring frame, free engine, mechanical oil pump, completely overhauled, $100 cash or easy payments. Ad. No. 2, was: For Sale, Dash motorcycle, single cylinder, free engine, magneto, good tires, first class condition, $65, payments. Ad. No. 3 referred to 25 used motorcycles, saddles, ten tandems, 50 used casings and several lamps. Ad. No. 4 offered 50 used bicycles which had been rebuilt, equipped with new tires, pedals and grips and re-enameled. They were guaranteed and priced at $10 to $20. Under each ad. the dealer gave the location of his place of business together with his name.



Where Silent Gray Fellows Have Their Home in Newark, N. J.—Headquarters of Carl W. Bush, at 312 Halsey Street, a Model New Jersey Establishment

Returns Were Quick

Results began to come after a day or two. The second day, five men came to the store to see the Blank and Dash machines and both were sold. Others came who could not be interested in the two machines, but were fitted up with other motorcycles. Some did not buy at that time but were listed as prospects and kept in

(Continued on page 46)

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PROVING WORTH OF THE CLASSIFIED AD.

(CONTINUED FROM PAGE 45.)

touch with whenever a machine that might suit them was turned in. The stock of old crocks soon began to look slim and only the real old models remained.

The problem was to get rid of the ancient ones. The market in this city demanded a better class of machines than those on the floor and the dealer again turned to the advertising man for advice. His answer was: "Use the classified ads. of the trade papers that go out over the country," and the dealer took steps right away to find out the cost of using the farm and motorcycle trade papers.

What Farmers Wanted

He found the farmer trade as a whole did not demand as fine appearing machines as the city boys. What the farmers wanted, he found after consulting the salesmen in this department, was a machine which would give them service; that would be like a coffee pot and boil away each day. Looks apparently did not matter so long as they got a machine which would do the work and got it at the right price. It was found that most of the farmers who came to look for a motorcycle in the store had made up their minds just how little they wanted to pay and would not be induced to buy at a higher figure. This looked to be a good field for the sale of the old motors.

Advertisements were placed in several of the cheaper-rate farm papers, two of the motorcycle trade papers and one or two of the boys' magazines that cover the Middle West pretty thoroughly, as a test of the new plan. The advertisements offered to replace any machine sent to a purchaser which was not just as advertised. All machines out of the city were sold for cash only, so that the firm was sure to get its money on all sales.

The clause in the advertisement that offered to make an exchange of any unsatisfactory machine drove any fear out of the minds of prospective purchasers as to the firm with whom they had dealings. They knew that they had the protection of Uncle Sam should the dealer not back up his statements. A machine at $40 to $50 was just what the country boys wanted and they took advantage of the opportunity to get such a machine from a firm that would stand back of its statements.

All machines shipped out of the city were put in good running condition and guaranteed as such, with the result that very few ever came back. When a customer was not completely satisfied, he was forced to pay the freight on the machine to and from the store, so that the firm was not out any money on the transaction unless it was for a few hours' labor putting the mount back into salable condition. If there were any parts broken on the first machine, the customer stood the damages, and in most cases, was glad to do it to get another machine. He told his friends of the square treatment he received and as a result, this firm has built up an enormous business in used machines inside of the last three years. This is in addition to allowing customers to trade in all the old motors offered for new machines.

NORWICH, N. Y.

T. J. MANNING will handle the Reading-Standard for 1916 in Norwich and vicinity. He recently signed up with Traveller Lou Guterman to handle this line of motorcycles.

BALTIMORE, MD.

HOWARD A. FRENCH & CO., have just sold six Indian machines to the Baltimore police. This department has been using Indians for some time and the order is for new equipment.

(MORE NEWS OF DEALERS ON PAGE 48.)

FLYING MERKEL MOTORCYCLES

POWERFUL

SPEEDY COMFORTABLE

The Miami Cycle & Mfg. Co.

Middletown, Ohio

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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BREAKING HOME TIES

Excelsior Autocycles Being Crated and Shipped to All Parts of the World. When They Leave the Factory They Never Come Back, Except in Case of Wreck Through Collision or Similar Disaster

THERE is no better index of the efficiency and volume of business of a manufacturing plant than the shipping department.

The finished product must all go through this department, which must therefore be capable of handling this rapidly and correctly or the purchaser will suffer through delay and errors.

The shipping department of the Excelsior factory is easily capable of handling deliveries of over 300 motorcycles per day and more than this in emergency. Every movement is thoroughly systematized and every employee thoroughly posted on his particular part of the work.

Crates are finished as nearly as possible in a separate department, leaving the minimum of work to be done in the final crating.

Domestic and export shipments are handled by separate branches, domestic shipments being again sub-divided for express, freight and small parts.

Express shipments are delivered through an entirely enclosed wagon room, with room for six to eight large trucks, which are backed up to the loading platform, which is, at night, separated from the wagon room by large doors of the jackknife type.

Freight shipments are transported by elevators to the second floor where they are loaded directly into cars run in for the purpose on a private track owned by the Excelsior Company and connecting with the Belt Line that in turn connects with every freight depot in Chicago.

In this way carload shipments are loaded right at the door of the building, the cars sealed, and not again opened until they reach their destination.

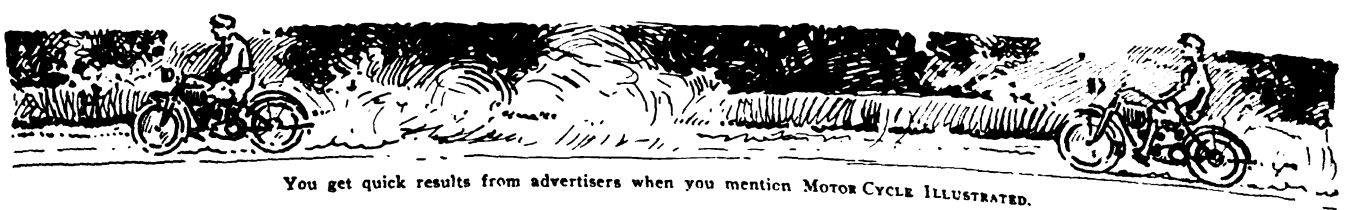
The space occupied by this department has an area of nearly 2000 square feet, is brilliantly lighted and thoroughly ventilated.

The perfectly smooth concrete floor greatly facilitates moving the heavy crates and export shipping boxes.

The illustration only shows about one-fourth of the entire department, this being all that could be taken in by the camera at one time.

It is largely by such equipment and methods that Excelsior dealers are assured of prompt deliveries and, to the utmost possible degree, the elimination of mistakes of packing or directions.

Such efficiency is thoroughly appreciated by dealers great and small and is a valuable part of Excelsior service that is always on the job.—Adv.



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KELLNER DISCUSSES POLICY THAT HAS MADE HAVERFORD BRANCH A SUCCESS

BUFFALO, N. Y.—The youngest and one of the most successful cycle dealers in Buffalo's Motorcycle Row is A. Kellner, manager of the Haverford Cycle Company's local branch and agent for the Excelsior motorcycles, Smith Motor Wheels, etc. Mr. Kellner is a graduate of "Hard-Knocks University," and is profiting every day by his experience. He grew up in the motorcycle and bicycle business, serving for years under the tutorship of his brother, L. J. Kellner, manager of the Haverford company's branch in Cleveland.

Ask Mr. Kellner how he accounts for his success in the cycle business and he will tell you that he has adhered to the following details in his sales policy: Honest representation of goods at all times; cautiousness in handling prospects and in permitting time-payment sales; prompt service in all branches of the business; complete stock of parts and accessories; friendly understanding with patrons; giving a smile even when the natural inclination might be to frown; representation of large and responsible concerns; a reputation for giving a square deal under all circumstances.

A. Kellner

"But even the dealer who keeps these matters in mind may not be working all his opportunities," remarked Mr. Kellner, in an interview a few days ago with the representative of **Motor Cycle Illustrated,** "for he must have a properly arranged store and keep it up to snuff every minute of the time.

"You will note," he continued, "that I have two large racks on which I display all my tires and rims. Then along the wall I have a shelf on which I show some of my bicycles. On the floor against the wall I have a platform 8 inches high where I also display a number of bicycles. In front of this platform I arrange my motorcycles. In this way I give every article an effective display, and still avoid the suggestion of crowding. Each row of machines is a step higher than the one in front of it.

Display Featuring Excelsior at Buffalo Branch of Haverford Cycle Co.

"I have found that systematic arrangement of goods makes a profound impression upon a prospect. Once he sees that you are handling your place on a strictly business basis, he will give you his respect and confidence. So I have carried the scientific display idea throughout the whole establishment. It has repeatedly proven to be most effective.

"On the opposite side of the store from the machines I have placed my showcases, counters and shelves for parts and sun-

(CONTINUED ON PAGE 50)

MILITAIRE AUTOCYCLE

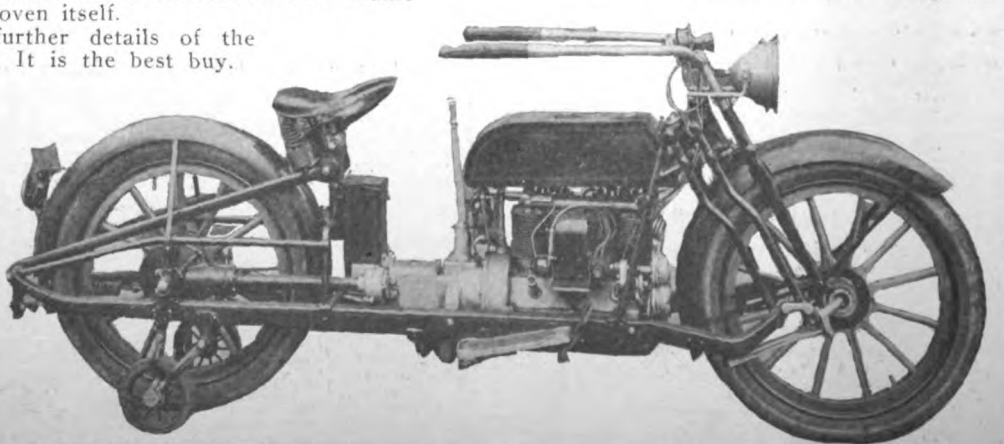
The Runabout that Lifts Motorcycling to a Higher Plane

SPECIFICATIONS
Four cylinder unit power plant.
11½ H. P., S. A. E. rating.
Selective sliding gear transmission, 3 speeds and reverse, annular ball bearings. Dry plate clutch.
Shaft drive with two universals.
Artillery wheels mounted on annular ball bearings.
Patented engine starter.
Pivoted front axle (patented).
Pressed channel steel frame.
Cantilever springs.
Wheelbase 65". Tire 28 x 3".
Patented Idler Wheels.
Highest grade equipment, including Bosch Generator.
40 to 60 miles per gallon of gasoline.
Tire expense ¼ that of lightest cars.

The MILITAIRE gives a new meaning to the word "MOTORCYCLE"—a new dignity. For no one can gaze upon the MILITAIRE without achieving a new respect for the two-wheeled class of power-vehicles.

The MILITAIRE is the **highest development of the motorcycle.** It is four-cylinder, because multiple-cylinder power means power-smoothness. It has three speeds and reverse, because the **lack** of this feature in the ordinary motorcycle stunted the growth of its popularity. It has idler wheels to remove the last vestige of labor from handling the MILITAIRE. Its channel steel frame has already proven itself.

Write for further details of the MILITAIRE. It is the best buy.



Militaire Autocycle Co. (of America)

Buffalo, New York

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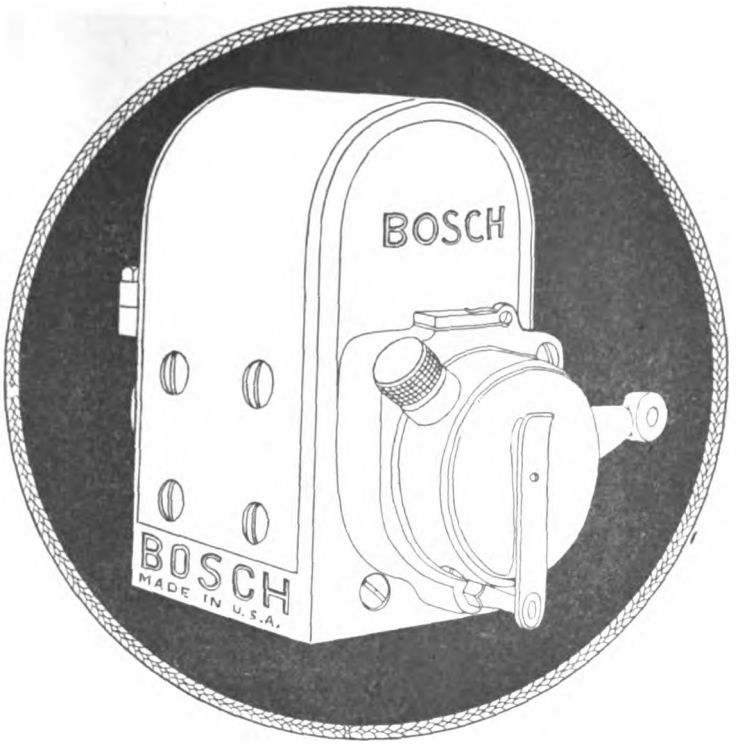

What About Your Ignition?

THE ignition question is a serious one, especially now that a desire may exist to skimp here and there to obtain a low selling price.

Ignition should not be grouped with the good enough class; too much depends upon it. Cheap construction or poor design is sure to cause inefficiency and breakdowns, and a forceful advertisement to hurt the future success of the motorcycle maker and the agent.

The Bosch Magneto is famous because of its high quality. It is built to uphold a reputation, to measure up to a standard, and in consequence it costs just a trifle more than other ignition systems —but considering its ability to serve long and well, to satisfy thoroughly, it is comparatively the cheapest ignition system made.

Be Satisfied

For that feeling of confidence
For that extra ounce of power
For that vim, vigor and snap

Specify Bosch

BOSCH MAGNETO COMPANY
206 West 46th Street, New York

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(CONTINUED FROM PAGE 48)

dries. Needless to state, these are all arranged so as to permit of getting at them without confusion or delay.

"In the rear of the store I have my repair shop, and over the repair department my office is located. From the office I am able to see all that is going on in the store, and this is a point not to be lightly considered."

When asked if a local motorcycle club was an asset to the dealer, Manager Kellner remarked that the club idea is an excellent one if worked out properly. He deplored the present tendency of many riders to "knock" the machine used by other enthusiasts, and argued that one of the great needs of the motorcycle field today is a broader sporting spirit which will permit of riders of all makes of machines pulling together for the general advancement of the game.

"As you are not a motorcycle rider, how can you consistently sell machines?" asked the correspondent.

"That's easy," was the answer. "I do not believe it is necessary for a motorcycle dealer to ride a machine in order to be able to sell them, provided he is a good salesman and knows his goods. You don't expect a man who sells horses to be a jockey. It may be well to state, however, that many a dealer would help his business by getting out with the boys, adopting a democratic attitude and using a motorcycle himself. A successful dealer really has very little time for riding, and I think he can be a good booster and a real enthusiast even though he may not be a rider at the time."

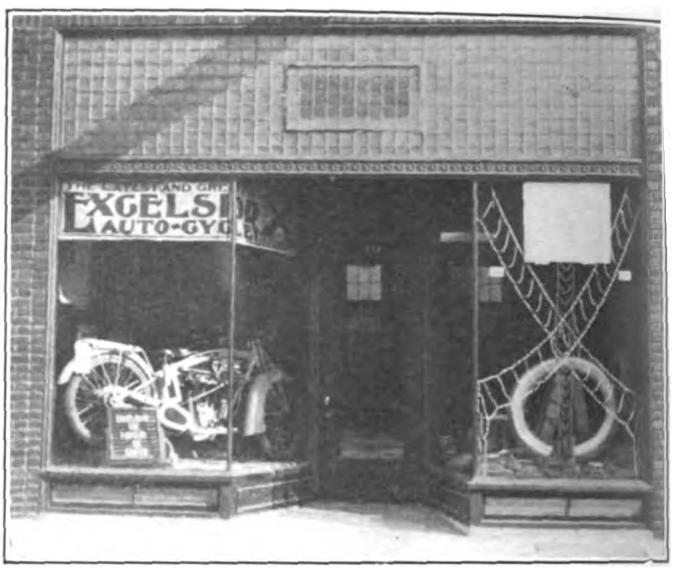
In discussing the time-payment sale, Mr. Kellner sounded a warning, while admitting that many dealers were obtaining good business along such lines.

"In the past most motorcycles were sold for cash," said Mr. Kellner, "but today we have to depend upon the workingman for a great deal of our business, and the buyer in that class usually counts upon credit in some form. This means that the dealer must conduct numerous investigations to ascertain the standing of prospective purchasers, and all agents who carry on installment business should exercise great care.

"Before closing a sale I satisfy myself that a man is dependable and then I insist upon having one-half the purchase price before the machine is taken away. The balance is paid at the rate of $ a week. I draw up a lease, in duplicate, keeping one copy ar filing the other in the office of the county clerk."

PROVIDENCE BRANCH OF HUB CO. MOVES INTO LARGER QUARTERS

PROVIDENCE, R. I., February 12.—R. M. Linnell, treasure of the Hub Motorcycle Co., of Boston, Mass., has moved h Providence branch into new quarters at 121 Empire street, neare



New Home of Hub Motorcycle Co. in Providence

the heart of the business district than the former store at 144 Fountain street. The new store is much larger than the Fountain

(CONTINUED ON PAGE 52)

TWITCHELL AIR GAUGE

Guessing May Cost You Your Life

BE SURE

You can't tell how many pounds pressure there is in your tires by pinching them or looking at them, and a difference of a few pounds between what they have and what they should have means the price of a new tire or a broken collar bone, or both.

Inflate your tires to the pressure prescribed by your tire maker and test the pressure in them by means of a Twitchell gauge. There is no other SAFE way of doing it.

Write for table of air pressures recommended by the tire manufacturers.

PRICE ONE DOLLAR

For Sale by Jobbers, Dealers, Garages or

THE TWITCHELL GAUGE CO., 1213 Michigan Avenue, Chicago

A *good* deed often means a *good* deal—Please mention MOTOR CYCLE ILLUSTRATED.

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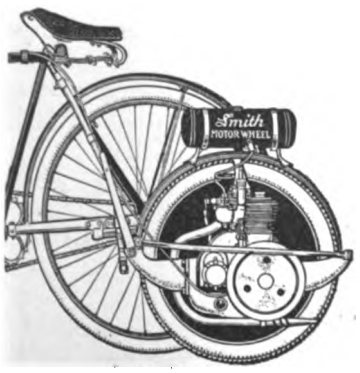
THE SATURDAY EVENING POST

An Illustrated Weekly
Founded Ao Do 1728 by Benj. Franklin

FEBRUARY 19, 1916 5c THE COPY

FEBRUARY
29
Bicycle Booster Day



Smith MOTOR WHEEL
"The Bicycle Booster"
List Price $60, F. O. B. Milwaukee

Bang!!

TEN days before Bicycle Day the Smith Motor Wheel $50,000 country-wide advertising campaign will be launched with a **full-page** advertisement in The Saturday Evening Post, Feb. 19.

This will be followed by later advertisements in the Post and advertisements beginning with the March editions of 11 other National publications.

A total of 52 full-page, half-page and quarter-page advertisements are to be issued, reaching a total of 25,000,000 people each time, **one-fourth the entire population of the United States.**

Are you ready for the business this powerful campaign will produce in your locality? Have you a 1916 Smith Motor Wheel demonstrator on hand? If not order now.

A FEW exclusive territories remain open, where representative dealers for the Smith Motor Wheel are desired. For the right kind of dealers we have an attractive proposition. With such dealers we invite correspondence.

Motor Wheel Division.

A. O. SMITH CO., Milwaukee

Largest Manufacturers of Automobile Parts In The World

A *good* deed often means a *good* deal—Please mention MOTOR CYCLE ILLUSTRATED.

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(CONTINUED FROM PAGE 50)

street premises and Linnell has put in a larger stock of machines and opened a repair shop in addition. The Excelsior is handled in both this and the Boston store.

The Hub Motorcycle Co. started in at the Fountain street store last November. Shortly after the store was opened, business started to boom and it became necessary for Linnell to have C. E. DeLonge, the Boston manager, come down at intervals and assist him. The business grew and a repair department was needed, but there was no room for it at 144 Fountain street. A move was determined on and the Empire street place secured.

BINGHAMTON DEALERS TO CONDUCT OWN THREE-DAY EXHIBITION

BINGHAMTON, N. Y.—The Binghamton Cycle Dealers Association of this city will hold a motorcycle show on February 29, March 1 and 2. There will be an extensive exhibit of all motorcycles represented in this city, as well as a good-sized bicycle section. The following dealers make up the association: Frank T. Abbott, president; Frank S. Hump, secretary; Bert E. Jewel, treasurer; E. E. Ayres, Turner's Cycle Store, John Braico, George S. Carver, Norval S. Douglas Co., W. A. Merrill, Waldron Drug Co.

Turner's Cycle Store has taken the Reading-Standard representation for Broome County and will have an extensive exhibit at the show. The machines to be displayed include a 1916 three-speed twin, and a 4 h. p. single lightweight. A sectioned motor, gearset and other parts will be shown. The R-S stand will be in charge of Manager William H. Wolfe.

LOS ANGELES, CAL.

WILLIAM H. HOEGEE CO., will distribute the Dayton Motor Bicycle and line of motorcycles in Southern California and Arizona. The firm will send out a specialty man at once with a Dayton motor bike and after making the rounds of the territory he will cover it again with a three-speed Dayton motorcycle. This will be followed up by the weekly call of one of the six salesmen. A carload of Dayton bicycles is now on the way to the Hoegee firm from the Davis Sewing Machine Co. factory in Dayton, O.

Dr. Alvin C. Kraenzlein, Former University Champion Athlete with His Pet Cleveland Lightweight in Belmar, N. J.

LOUISVILLE, KY.

HARRY RAY, of the Dayton Motorcycle Sales Co., reports the sale of another Henderson to Joseph Schackert of the Oertel Brewing Co. L. C. Menard of the same firm purchased a Henderson last year.

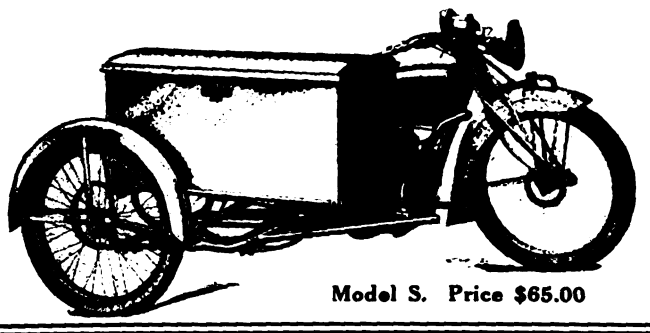
ROY E. WARNER CO., local agent for Firestone tires is planning a new home at Third and Breckenridge streets. Proprietor Warner expects to have one of the finest tire and supply establishments in the South when everything is completed.

OLEAN, N. Y.

R. E. ROTTSTED has just signed up to represent the Reading-Standard for Cattaraugus, Allegany and Wyoming counties. He already has in prospect six sub-agents.

Rogers DELIVERY VANS—Now Built in Three Models

Model L, Heavy Service; Model S, Light-Weight; Model R, R. F. D. Van



Model S. Price $65.00

Three Special Vans Each Designed to meet the requirements of commercial service. There is no line of business in which one of these vans will not fit.

Our new commercial circular fully describes them all, states their capacity and shows the lines of business to which they are particularly adapted.

Write for it today, then get busy.

ROGERS MFG. COMPANY 328 West Madison St. **Chicago, Ill.**

Irving Beck (Service Station), 1493 Fifth Ave., New York

A. B. C. GENERATORS

Are Increasing, because they are Right

MODEL B Direct Lighting **$22.50** | **MODEL C** Batt. Charging **$27.50**

A. B. C. GENERATOR CO., Los Angeles, Calif.

Los Angeles City Police just repeated with an order for thirty-eight more.

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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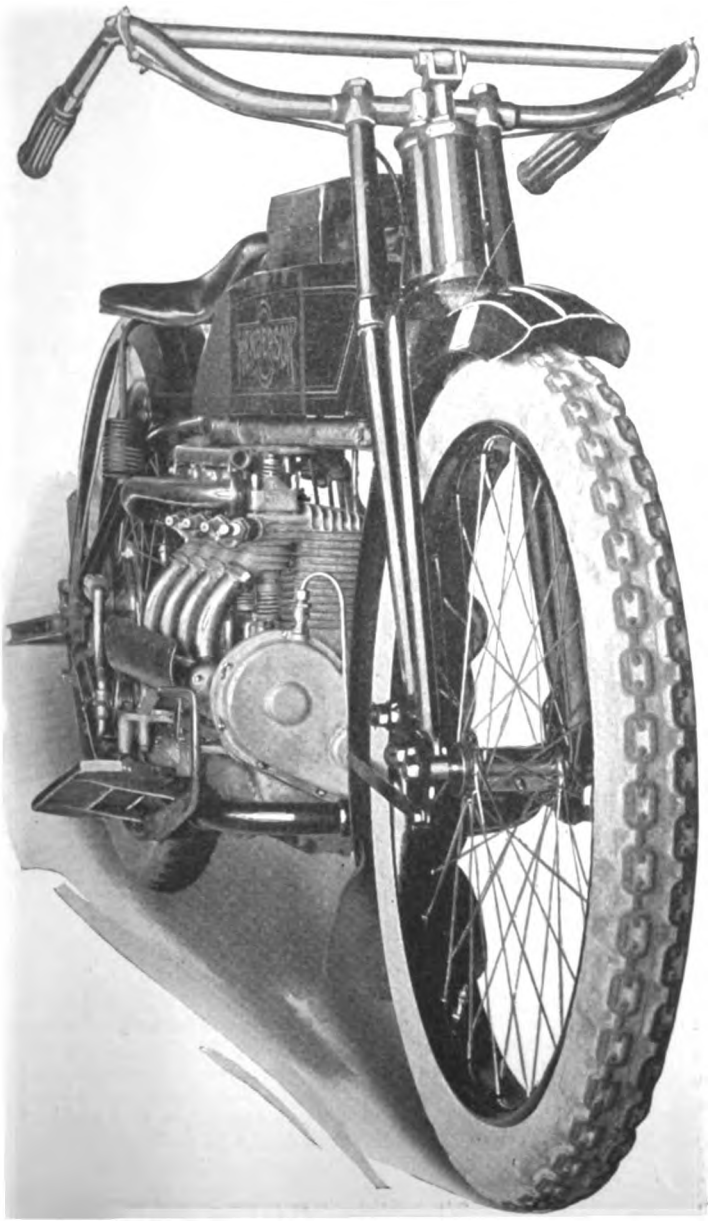
Henderson Super-Service is the Reason



Riders have learned of the greater service of the four-cylinder Henderson.

They know of the luxury of its smoothness—of its live responsiveness—of its breathless speed and indomitable power.

They know of its steadfast dependability and rugged strength—with a perfectly balanced motor to avoid the harmful effects of vibration, too.

They have learned of those qualities which can only be gained with a perfected **four-cylinder** power plant, and they are no longer willing to accept less.

Consequently, Henderson dealers are reaping a harvest of sales that eclipse records of any previous year.

Henderson Motorcycle Co.
Detroit

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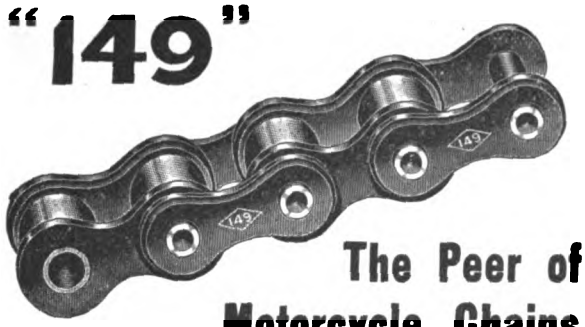
"149"



The Peer of Motorcycle Chains

Accurate Every part is micrometer gauged for accuracy and pitch and each chain is carefully inspected and tested before leaving the factory.

Strong The breaking strength is several times what is needed for actual service. This provides a good factor of safety.

Durable No. 149 will give steady, day after day service when operated under anything like normal service conditions.

Diamond Chain & Mfg. Co.
Indianapolis, Indiana

WORTH HAVING!

1916 EDITION NOW READY

MECO MOTORCYCLE

3160 articles at prices lower than you are used to paying. Hundreds of new supplies you should know about. You can't be up-to-date without the MECO 1916 catalog.

SUPPLIES

ASK FOR YOUR COPY

Write today to
Motorcycle Equipment Co.
HAMMONDSPORT, N. Y.
Pac. Coast Branch, 3664 So. Main St., Los Angeles, Cal.

TACOMA, WASH.

RAY DAY, Indian agent in this city, has put up an octagon electric sign reading: Ray Day—Indian—Motorcycles and Bicycles. This is the only electric sign on Tacoma avenue and it attracts customers, as Day's books bear witness. "The Powerplus twins go as fast as we get them" says Ray.

MANAGER GLASGOW, of the Harley-Davidson store, is keeping open evenings these times. He has then plenty of time to talk to prospects, who are coming in pretty fast, and are keeping him and his demonstrators busy whenever the streets of Tacoma are even ridable.

T. PAULSEN, who runs things at the Thor agency, is demonstrating on runners these days, when the streets are snow-covered. He has replaced the front wheel on his Thor twin with runners and uses a Weed chain on the rear wheel. Paulsen has fitted up a repair table on casters for his shop, and he puts each machine to be repaired on it. The work is done quicker than when the mount is on the floor. The tools are held in pockets on the sides of the table.

WASHINGTON, D. C.

AUGUST ZIMMERMAN, Harley-Davidson agent, disposed of nine machines for commercial purposes last week. The Washington Gas Light Co. took four twins with single gears, the Potomac Electric Power Co., two 3-speed twins; H. R. Howenstein & Co., real estate, two single-geared twins and the Semmes Motor Line, a three-speed twin. The last named machine was purchased by a motor bus firm for use of its service man. The firm operates buses to points varying from 30 to 40 miles out of the city.

BUFFALO, N. Y.

A. KELLNER, manager of the Buffalo branch of the Haverford Cycle Company, Excelsior and Smith Motor Wheel agent, surprised the trade here recently by announcing that he was engaged to be married. The future Mrs. Kellner is Miss Pearl F. Goodman, daughter of Mr. and Mrs. I. Goodman, of Buffalo. The wedding will take place in the late spring or early summer.

HOWARD S. TAYLOR has been appointed assistant manager of the local branch of the Haverford Cycle Company, Excelsior representative.

COLORADO SPRINGS, COLO.

CHARLES G. LOWNDES, of this city, will represent the Cleveland lightweight for Colorado Springs and vicinity during 1916. Mr. Lowndes has received several of the little two-strokers already. The contract was signed with G. B. Southard, Cleveland distributor at Denver.

NEWARK, N. J.

WALLACE STUART, of the New York Sporting Goods Co., of New York, has been busy this week in Newark demonstrating the Cygnet rear car to local motorcycle dealers. Stuart uses an Indian Powerplus as the motive power. He struck some very poor weather for his demonstrations, but the practicability of the outfit appealed to several dealers. Walter Goerke, Indian representative, has ordered one for immediate delivery.

Newark dealers are seriously considering the commercial side of the Cygnet car, as the present high price of gasoline is worrying many a small merchant who has motor delivery and turning his attention to the motorcycle for salvation.

INDIANAPOLIS, IND.

WILLIAM SPANGLER is once again foreman of the service department of the H. L. Dipple Co., local Harley-Davidson agent. He left the Dipple firm some time ago and joined the forces of the Harley-Davidson agency in Milwaukee, Wis., but has now returned to the Dipple fold "for good." Spangler is classed as the most finished repairman on Silent Gray Fellows in this part of the State and is a favorite with all Indianapolis riders. He will have his brother George as his right hand man in the Dipple repair shop. Both Dipple and Spangler are very enthusiastic over prospects for the new season.

(MORE NEWS OF DEALERS ON PAGE 56.)

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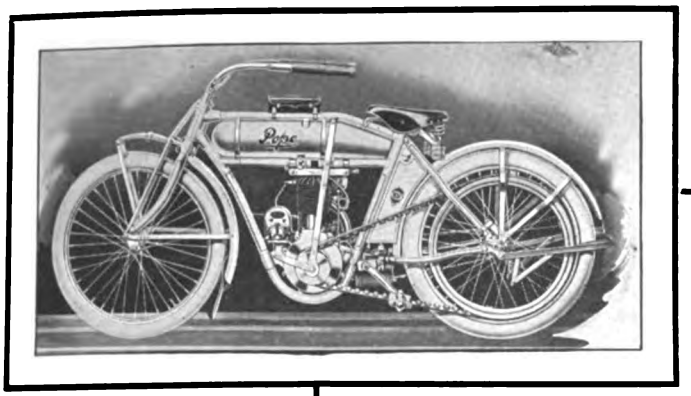

Model H-16
Price $150.00

Why Pope Lightweights Make Heavyweight Sales

Because they appeal to the eye—their trim lines give an instant impression of comfort and efficiency.

Because they appeal to the mind—the simplicity of their mechanical features is at once apparent.

Because they appeal to the pocketbook—here at last is a dependable motorcycle within reach of everyone who can afford a high-grade bicycle.

Pope

Model H-16 Lightweights

never stay long on any dealer's floor.

It isn't long after you get them in, before they're out on the road with a contented customer in the saddle and a good-sized profit in your pocket.

Six years of invaluable experience is behind the manufacture of every one of these sturdy, serviceable lightweights. Every bit of this works for you.

You can best meet the unprecedented motorcycle demand that 1916 is sure to see by ordering a full line of famous Pope Motorcycles today.

There are 6 models (prices ranging from $150 to $275) sure to fit every purse and purpose.

Send for our prices—they will interest you.

The Westfield Manufacturing Company

(Successors to the Pope Mfg. Co.)

11 Lozier Avenue Westfield, Mass.

Largest Manufacturers of High-grade Bicycles in the World.

Makers of Columbia, Tribune, Rambler, Crescent, Pope and Cleveland Bicycles.

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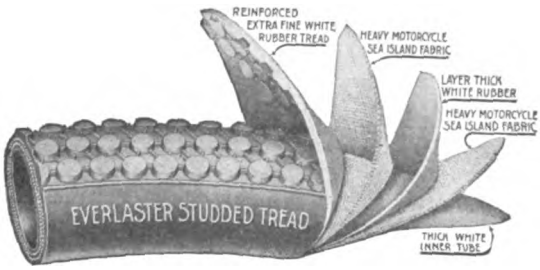
Read these Quality-Points—

"There's a reason" for the quality service of America's premier bicycle tire. You'll find this reason in the wonderful construction of the EVERLASTER.

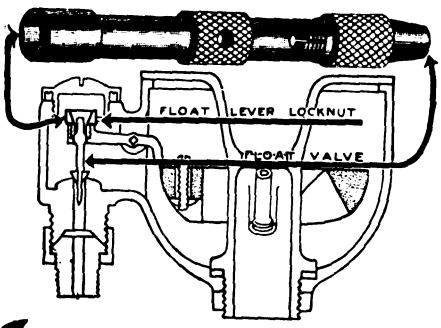
The Everlaster is built with the same care and precision, with practically the same materials as a $50 automobile tire. No wonder EVERLASTER lives up to its name.

Write and let us tell you more about it.

Everlaster



Kokomo Rubber Company
Kokomo :: Indiana



You must Adjust Your Carburetor for Winter Weather

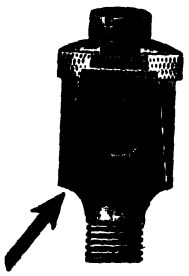
Then why not do it quickly, easily and accurately with the tool made specially for the purpose,

The Stevens Carburetor Wrench

This handy little tool takes care of all adjustments—combines chuck for reseating float valve and socket wrench for the float valve lock nut. Price, at your dealer's, 40c.

—and for quick starting

here's another invaluable little device that has made carburetor "crankiness" a thing of the past.



Stevens Air Valve

Fit this little jigger on your carburetor and watch your motor get back its old starting "pep." A rich starting mixture always. Absolutely air-tight when closed. Price 20c. —at your dealer's.
Have you got that catalog of ours? Dealers—your jobber carries a full line of Stevens accessories—each with the "sales punch" fully developed.

Stevens & Company
375 Broadway New York

SEATTLE, WASH.

VERNON & SON, distributing the Henderson in Seattle, report exceptionally bright prospects for the new season. While they have delivered a number of mounts so far, they expect that spring will keep them busy uncrating and turning the four-cylinder machines over to buyers.

PIPER & TAFT have another carload of Excelsiors ordered. When this comes in, its contents will be distributed to all their sub-agents, and a considerable number will remain in Seattle to satisfy local demand.

MANAGER HIRSCH, of the Hirsch Motorcycle Shop, has two Silent Gray Fellows in his agency window and is busy booking orders for the next lot—and the one following, in fact—as well as making preliminaries for further sales.

DENVER, COLO.

ROCKY MOUNTAIN MOTORCYCLE CO. has taken the agency for the Cleveland two-stroke lightweight for the States of Colorado and Wyoming. Manager G. B. Southard has also signed up to represent the Cygnet Rear Car for Colorado.

J. W. HENDERSON, recently appointed representative for the Hendee Mfg. Co., in this city, has received a carload of Powerplus twins for distribution throughout Colorado, Wyoming and Montana. The machines are being stored here under the new Indian distribution plan.

ST. LOUIS, MO.

KNIGHT MOTOR CO., Excelsior and Henderson dealer, is having an extensive sale in Excelsior big-valve twins and the Henderson short-coupled models. The four-cylinder mounts are invariably fitted with electric light and horns when ordered. St. Louis factories are now running full time, and installment sales are fine. The Knight company is in its new home on 3325 Locust street, right in the heart of Automobile Row.

MIAMI, FLA.

J. R. MURPHY and E. L. Walker have formed a partnership known as the Motorcycle Garage and have opened a store at 326 Thirteenth street. A large stock of parts for all makes as well as a full line of accessories is kept, and an excellent repair shop has been installed. Murphy was formerly manager of Harper's Indian agency, while Walker was in charge of the mechanical department of the Miami Cycle Co. of this city.

SPOKANE, WASH.

INLAND MOTORCYCLE COMPANY, distributor for Excelsior motorcycles and bicycles, has annexed a large distributing territory in Eastern Washington, Idaho and Montana. The firm has secured an efficient corps of sub-dealers to date and reports from all centers augur well for a big 1916 season in both motorcycles and bicycles.

SPOKANE CYCLE COMPANY, representing the Indian, has just received a carload of three-speed, electrically-equipped models. When the machines were uncrated, all hands had hard work demonstrating their fine points to the crowd which jammed the agency. The carload had a shipment of sidecars in addition to the twins.

COLUMBUS, O.

THE BELT-BARR MOTOR CO., distributing the Indian in Central Ohio, has closed a contract for two Featherweights with the local branch of the Fleishman Yeast Co., for the use of the service men and collectors. Mr. Belt, of the company says that the Featherweight is proving one of the most popular models of

NEWBURGH, N. Y.

S. V. COLE has taken the agency for the Reading-Standard for this city and vicinity. He signed up recently with Traveller Lou Guterman, of the Reading forces.

(MORE NEWS OF DEALERS ON PAGE 58)

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Harley-Davidson Commercial Sales

C. H. Lang, Harley-Davidson dealer in Chicago, has sold the Peoples Gas Light & Coke Company 45 more Harley-Davidson motorcycles. 31 of these will be equipped with sidevans.

With this last order, the Peoples Gas Light & Coke Company will have 86 Harley-Davidson motorcycles in service.

Motorcycles in commercial work mean many repeat orders for the dealer who represents a machine that will stand up in this service, for in no field are quality and genuine service so essential. That is one of the reasons why Harley-Davidson dealers are getting the lion's share of the commercial business in their localities.

Many Harley-Davidson dealers have developed their commercial field to the point where it is the most important end of their business.

Harley-Davidson Motor Co.

Milwaukee, Wis., U. S. A.

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The choice of the experienced rider is

PREST-O-LITE

The Only Practical Light for Motorcycles.

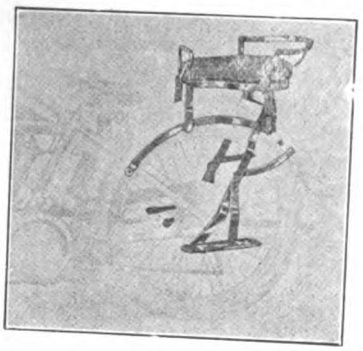
The best Road light at the lowest cost. Simple, sturdy, absolutely reliable and highly convenient. Send for literature.

The Prest-O-Lite Co., Inc. 246 SPEEDWAY INDIANAPOLIS, IND.

The World's Largest Makers of Dissolved Acetylene

Prest-O-Lite Exchange Agencies Everywhere

The "COMPLETE" TANDEM



No "Fitting Over" required when you buy an "F-N"

For instance, on the EXCELSIOR illustrated herewith we even furnish without extra charge a brace for holding up the rear mudguard.

Price, $10; with backrail, $11.25

FENTRESS-NEWTON MFG. CO.

Detroit, Mich.

Motocycle and Bicycle Supplies

Catalogs now Ready

No. 60 Motorcycle Supplies
No. 61 Bicycle Sundries

The most complete books of their kind ever issued.

FREE TO DEALERS

who write us on their letter heads or enclose their business cards. Ask for our Bargain Books, too.

"INDIAN" Motocycles

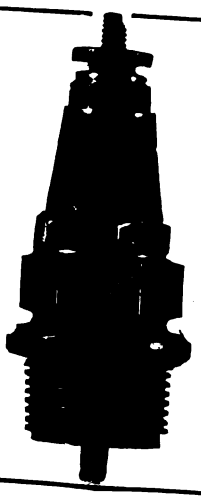
"PIERCE" Bicycles

New York Sporting Goods Co.

15 and 17 Warren St., near Broadway, New York

WRIGHT'S SPARK PLUG

TRY IT AND NOTE THE DIFFERENCE



Used as Regular Equipment on 1916 Harley-Davidson.

This big Motorcycle Manufacturer wants only the best of equipment.

Reliably Sure

N.Y. Mica Mfg. Co.

Auburn, N. Y.

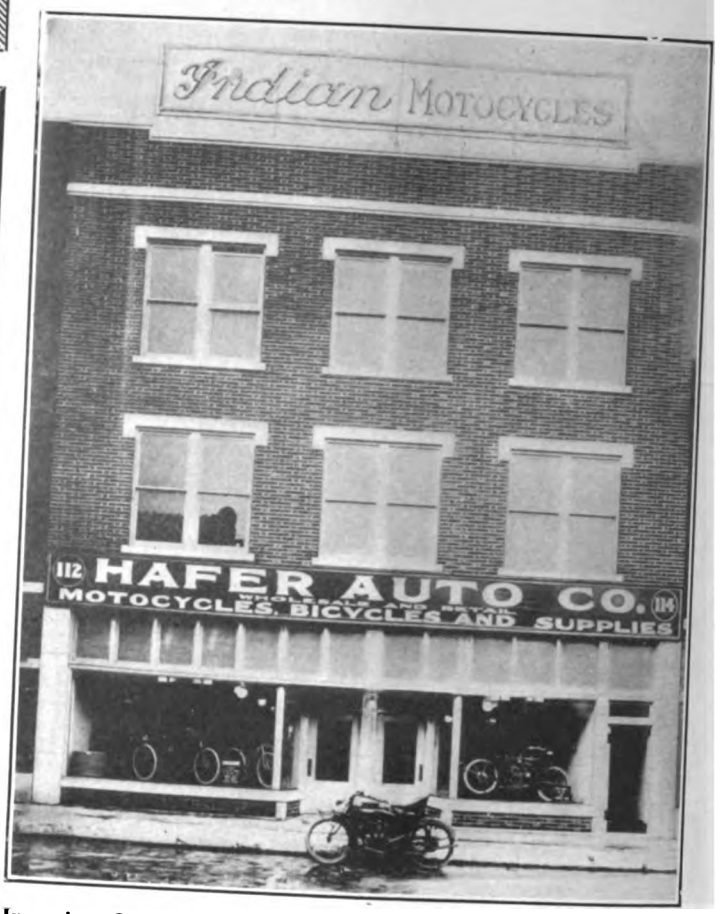
NONE BETTER MADE

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

INDIAN DEALER BROTHERSON HAD MOST SUCCESSFUL CAREER

JOPLIN, Mo.—Martin Brotherson is a motorcycle dealer of which any community should be proud. He started in with the Hafer Auto Co., in 1905 and bought out Mr. Hafer's interest two years later, taking on the Indian for Joplin. The total volume of business for that year for Brotherson was $2,000, while in 1915 his total was between $50,000 and $60,000. His growth has been consistent and each season has seen a marked advance over its predecessor.

When Brotherson first started as Indian agent he had a very modest place. Today, he has a two-story building measuring 60 x 90 on the ground. The lower floor is divided into a salesroom 60 x 40 and a shop measuring 40 x 30 feet. The second floor is reserved for storage. In addition to the Indian motorcycle, Brotherson handles bicycles in quantity.



Imposing Quarters of Hafer Auto Co. at Joplin, Mo., of Which Martin Brotherson Is Proprietor. Indian Is Handled

Brotherson is planning to put on an extra fine show on Indian Day. He has instituted popularity contests for the last five years and each contest has increased his business. From a repairman in 1905 he has risen to be a member of the Joplin Board of Trade and one of the most active and best-known citizens of the town. His brother Harry who is repairman for the establishment, was trained in the Hendee repair department at Springfield, Mass. The photo shows Martin Brotherson with his brother at the left.

ST. LOUIS, MO.

HOLMAN JOHNSON, Thor dealer, at 3310 Olive street, has closed his store and disposed of much of his stock. The Knight Motor Co., Excelsior and Henderson dealer, has taken part of it, while Harry Lozier, Harley-Davidson dealer in East St. Louis, has another part. Johnson has the remainder of his stock at his home and is expected to go into business later at another address. The Knight firm is taking care of his repair trade.

KNIGHT MOTOR COMPANY, Excelsior and Henderson agent, is planning to form a motorcycle club early in the spring. Membership will be limited to owners in and around St. Louis.

(MORE NEWS OF DEALERS ON PAGE 60)

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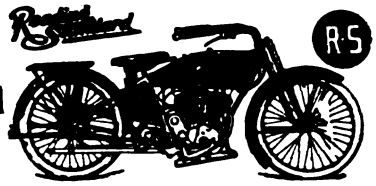
$230 3 Speed Single



$265 3 Speed Twin

The Hill King

So repeatedly and so consistently has the R-S distinguished itself in difficult hill climbs that it is nationally known as the "Hill King." Hill climbing is one of the keenest tests of a motorcycle's value. With the R-S you are prepared for any emergency. Past records prove the power of the R-S.

Riders: Buy the R-S and be satisfied.

Reading Standard Company
501 Water St., READING, PA.

The SCHEBLER CARBURETOR

America's Standard Supreme through Merit

THE HEART OF THE MOTORCYCLE

WE EQUIP
THOR
POPE
YALE
EAGLE
INDIAN
EMBLEM
DAYTON
SPACKE
DE LUXE
CYCLONE
EXCELSIOR
HENDERSON
IVER-JOHNSON
HARLEY-DAVIDSON
READING STANDARD

WHEELER & SCHEBLER
INDIANAPOLIS, INDIANA, U.S.A.
BRANCHES AND SERVICE STATIONS IN ALL PRINCIPAL CITIES

Don't Think of Your Chain—Forget it!

Do you HAVE to think of your chain? Then there's something wrong. It's the chain that goes on day-in-and-day-out, giving the same quietly efficient service without calling attention to itself—such a chain is truly worth while.

"The Coventry" Chain
"THE MOTOR'S TRUE MATE"

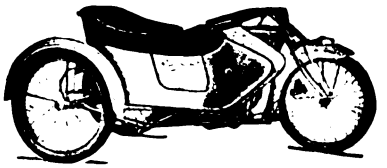
Here is a chain that costs more than the ordinary, because it gives such *extra*-ordinary service. "THE COVENTRY" merges itself into your motor and forms a *permanently* effective power-channel. Here you have the secret of its popularity—it does its work well and makes no fuss about it.

Write for the meaty little book on the care of chains, "The Motor's True Mate"

HERBERT F. L. FUNKE CO., Inc.
112 BROAD STEET, NEW YORK

Pullman
THE HARRY SVENSGAARD SALES CORP. DETROIT

This Name Guarantees Satisfaction



See that it is on the sidecars you sell in 1916!

Harry Svensgaard Sales Corporation 471-473 Woodward Ave., Detroit, Michigan

Dealers and Repairmen Need This Tool!

The "CYCLONE" Adjustable Valve Re-seating and Re-facing Tools are indispensable to every repair shop. They are the only adjustable tools of the kind on the market. Only a half-minute to adjust to any size valve and valve seat of a motorcycle. A few turns of the tool give a perfect seat, any angle desired.

Set of two tools, comprising Seating Tool and Facing Tool.....$10

Guaranteed to cut any set of Motorcycle Valves to perfect accuracy.

A card will bring descriptive literature.

American Valve Tool Co.
589 Hudson St. New York

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J. A. HALL

for several years actively associated with the cycling field and a former editor of Bicycling World

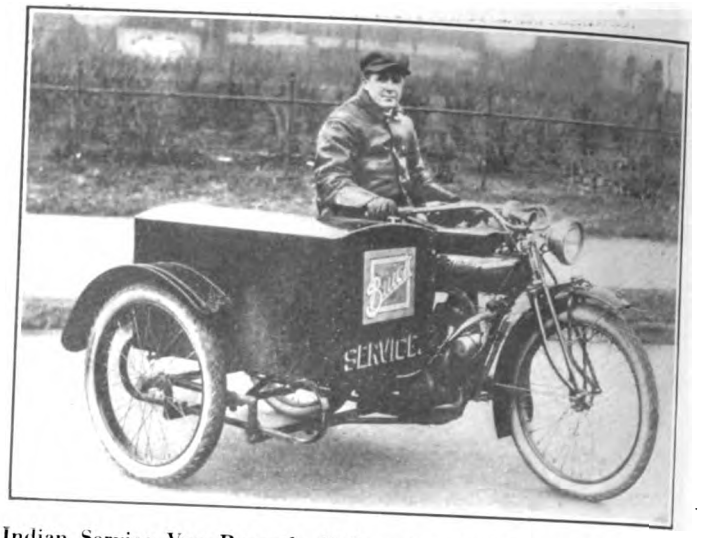
Is Open For A Proposition

as

ADVERTISING OR PUBLICITY MANAGER

Address

322 East 32nd St., Brooklyn, N. Y.



Indian Service Van Recently Delivered to Buick Auto Station by George S. Maslen, Wigwam Representative in Philadelphia, Pa.

Champion

"TOLEDO MADE FOR THE WHOLE WORLD'S TRADE"

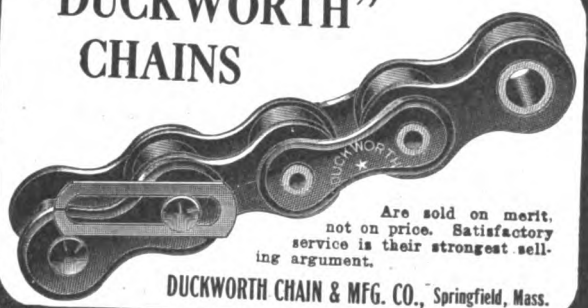
Motorcycle Mica

75c Can't Break

Special Oil Resisting Construction

Champion Spark Plug Co. 2308 UPTON AVE. TOLEDO, OHIO

"DUCKWORTH" CHAINS



Are sold on merit, not on price. Satisfactory service is their strongest selling argument.

DUCKWORTH CHAIN & MFG. CO., Springfield, Mass.

No. 420, Price Complete, $5.50, Including Footrests

No. 150 tandem to be used on rigid carriers, the price includes one pair footrests.

Retail Price Complete $5.50

DEALERS — Write us for our new Proposition.

WALD MANUFACTURING CO.

Dept. F SHEBOYGAN, WIS.

BOSTON, MASS.

MOTORCYCLE DEALERS in this city are planning to form a dealers' association. The association will aim at exploiting the motorcycle as a means of sport and recreation, and will co-operate to stabilize credits and allowances on used machines. Another object will be the formation and support of a motorcycle club to aid in popularizing the power two-wheeler.

The first meeting was held on February 11. Representatives of the Harley-Davidson, Indian, Excelsior, Henderson, Thor, Smith Motor Wheel, Cleveland and Miami were present. The meeting was harmonious at all times. The question of allowances on used machines came up and lists will be made by each dealer of the allowances he is willing to make on his own line of machines.

NEW YORK, N. Y.

FELIX LEWIN, manager for the Henderson Motorcycle Company, at 227 West 106th street, is now awaiting a carload of Henderson single-geared and two-speed models. This is the first complete carload shipped from the Detroit factory to Lewin in 1916, and the 27 machines contained therein are all accounted for. When the crates are opened, Lewin and his assistant, Charley Drude, will turn them over to their eager purchasers.

CALVIN R. WEBBER, manager of the motorcycle department of the New York Sporting Goods Co., metropolitan Indian distributors, is now on a visit to the Hendee factory at Springfield, Mass. This is Webber's first visit to the Wigwam and he has been looking forward to it for months. He will make an extensive tour through the Hendee factories during his trip.

STOCKTON, CAL.

JOHNSON'S SPORTING GOODS HOUSE, has taken the agency for the Dayton Motor Bicycle and the Dayton line of bicycles. The formal opening will take place on February 19. Col. Johnson will handle the executive end of the business.

The Easiest Way

The pathway that is lighted with a 20th Century Lamp

It makes bicycling and motorcycling by night as safe as by daylight. Get a 20th Century and you will be getting the best.

We Are Boosters for "One Million Bicycles in 1916"

20th Century Mfg. Co. 41 Warren Street New York

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FEDERAL MOTORCYCLE TIRES

"EXTRA SERVICE"

Federal Rubber Manufacturing Co. - Milwaukee

THE PIERCE

agency proposition is all ready. Dealers write or wire.

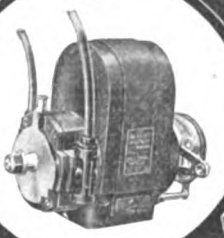
A Quality Bicycle

at a reasonable price, regular and service models, with one-piece and two-piece hangers.

Pierce Cycle Company

Buffalo **New York**

Berling Magneto



This "B" type will carry the motorcycle maker to Success because it will carry the rider to his destination.

ERICSSON MANUFACTURING Co. 1116 MILITARY RD. BUFFALO, N.Y.

MASCO

Expert Repairs

Most modern repair shop in existence. Equipped for reboring cylinders, overhauling, re-enameling and rebuilding all makes of motorcycles.

BE PREPARED FOR THE 1916 RIDING SEASON

Send work at once for estimate, prices right, work guaranteed.

MOTORCYCLE ACCESSORIES CO., St, Paul, Minn.

NATIONAL Motorcycle and Bicycle Spokes

We are selling several of the representative motorcycle and bicycle manufacturers, as well as some of the largest jobbers in the country.

For Motorcycles—.135 x .110 and .130 x .100. Made of high grade wire, either hand buffed or regular bright nickel finish. For Bicycles—.092 x .072; .080 x .060; .072 x .056. Furnished in Natural hand buffed or regular finish. Finest grade of wire. Rust-proof!

The National Screw and Tack Co.

Cleveland, Ohio

RENOLD CHAINS

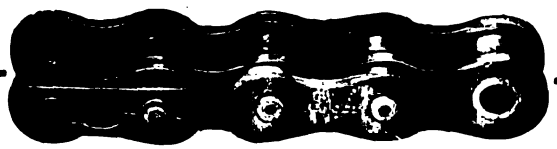
8198—½" pitch ¼" wide **8199**—½" pitch ⅜" wide

The lightest chains for the breaking strength obtained on the market. Renold Chains Are Holders of More World's Records than any other.

A Century in Business

PETER A. FRASSE & CO., Inc.

Canal and Sullivan Sts. **New York**



For Your Motorcycle

USE

HARRIS

TRADE MARK REG. U.S. PAT. OFF.

OILS

AND

GREASES

High grade lubricants, made of choicest Pennsylvania crude stock from which soot-deposit forming ingredients have been eliminated to the greatest extent.

"A Little Goes a Long Way and Every Drop Counts."

A. W. HARRIS OIL CO.

326 S. Water St., Providence, R. I.

Branch: 143 No. Wabash Ave., Chicago, Ill.

PATENT YOUR IDEAS

Inventions bring fortunes when protected by good patents. New ideas in great demand. I will get a valuable patent for you and will help you make money from it. Ask about my free advice, or send sketches for free search of patent records.

LESTER L. SARGENT, Patent Lawyer, N.W. Cor. 9th and G Sts., Washington, D. C.

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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National Dealers' Directory

NEW YORK CITY

EXPERT REPAIRING
Motorcycles a specialty. All work guaranteed. Large accommodations for storing motorcycles and sidecars at low rates.
Broadway Auto Repair & Supply Co.
248 West 108th Street C. Lurie, Prop.

DAYTON MOTORCYCLES
Parts for DAYTON and DE LUXE
Repairs and Supplies
DRISCOLL & JEANROY
209 W. 126th St. New York.
'Phone, 3352 Morningside.

OILS SUPPLIES
J. C. FOLEY
Agent for INDIAN MOTORCYCLES
Repairing Storing
2059 JEROME AVE., Corner Burnside Ave.

HARLEY-DAVIDSON
M. J. GOLDMAN
All Makes of Bicycles—Expert Repairing.
115 Greenwich Ave. Phone 3956 Chelsea.

Uptown Indian Headquarters
Parts and Accessories
Cash—Installment—Exchange
LOUIS GOLDSMITH, 92 St. Nicholas Ave.

Harley-Davidson Sales Co.
Distributing Agents for
HARLEY-DAVIDSON MOTORCYCLES
533 West 110th Street, Near Broadway, New York
15 So. Lexington Ave., White Plains, New York

HENDERSON MOTORCYCLE COMPANY
New York Branch: 227 W. 108th St., New York
Cash or installment sales handled. Best facilities in New York for storage. Bargains in used machines. Full stock of parts and factory service. Always open.

CYCLEMOTOR
Headquarters for lower N. Y. City.
Motorcycles, Bicycles, Supplies.
Expert Repairing—Storing.
Lager & Rich, 286 Fourth St.

OLIVER'S BRONX INDIAN AGENCY
F. A. M. Repair Shop. Full line of accessories.
The Only All Night Service in the Bronx.
983 Washington Ave. Near 164th St.
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GUS. ROTHOLZ
N. Y. Distributor for Reading Standard Motorcycles. Rogers Sidecars in stock. Agent for Excelsior and Henderson
1491 Fifth Avenue Telephone, Harlem 2337

T. J. SIXSMITH
283 W. 108th Street.
Expert Repairing. New York Agent for the EXCELSIOR.
Telephone, 3861 Riverside.

AMOS SHIRLEY, 935 Eighth Ave.
INDIAN and EXCELSIOR
Columbia, Hartford and Fay Juvenile bicycles.
Parts for the Indian, Excelsior and Pope.
Repairs and Accessories.

Exceptional Offer of Choice Seconds
28 x 3 Firestone Non-Skid..... $6.25
29 x 3¼ Firestone Non-Skid..... 5.65
These tires are fresh stock practically perfect, but slightly discolored in spots
E. J. Willis Co., 85 Chambers St., N. Y. City

EXCELSIOR
M. WORKSMAN, Agent
Large Stock of Parts and Supplies. Used Machines Bought, Sold and Exchanged on 5% Basis.
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YORKVILLE MOTORCYCLE WORKS
Expert repairing on all makes. Used machines for sale. Agents for Smith Motor Wheel. Service Station. Storing.
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BROOKLYN

HARLEY-DAVIDSON
Brooklyn and Long Island, 1157 Bedford Ave.; 594-596 Jamaica Ave. Exhaustive line of supplies, repairs, parts; in short, we stock everything for the motorcycle and the rider.
BOB BRAZENOR, Proprietor.

FRANK P. BAKER
BROOKLYN DISTRIBUTOR
Indian Motocycles
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Phone Bedford 5297 Brooklyn, N. Y.

1916 EXCELSIOR IS HERE
All models on display.
Full line of Parts—A1 F. A. M. Repair Shop.
HOWARD C. HENDRICK
155 Howard Ave. Phone: Bush 3639

A. H. PATTERSON
Distributor of
Excelsior-Reading-Standard and Cleveland Motorcycles, Smith Motor Wheel, Crown bicycles and the best accessories.
Two Stores—1068-82 Bedford Avenue, 713 Flatbush Avenue, near Parkside, Brooklyn, N. Y.

Thor Motorcycles
Easy payments. All makes taken in trade.
Full stock of parts. Expert repairs.
B. RUDERMAN
1031 Bedford Ave. Phone Bed. 769

INDIAN
Bicycles and Supplies. Expert Repairing
B. SLOTNICK, 5306 Fourth Ave., B'klyn
Near 53d St. Station Phone 4585 Sunset

WINGES BROTHERS, 1315 Bushwick Avenue, Brooklyn, N. Y., Brooklyn and Long Island distributors for the Dayton; also Indian agency. Expert repairing on all makes of motorcycles. Complete line of supplies. Prompt and satisfactory service a feature of this establishment.

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INDIAN
AND SMITH MOTOR WHEEL
All makes of Bicycles—expert repairing
FLUSHING BICYCLE EXCHANGE
30 MAIN ST. FLUSHING, N. Y.
Phone 498J Flush.

Plaza Motorcycle Exchange
EXCELSIOR DISTRIBUTORS
Parts and Supplies—Repairing by factory mechanics.
Bridge Plaza, Long Island City.
Phone Astoria 1880

D. & D. MOTOR SUPPLY CO.
INDIAN MOTOCYCLES
Phone: 2045 Astoria.
Expert Repairing—Gasoline.
Full Line of Accessories—Used Machines.
Bridge Plaza South, Long Island City, N. Y.

HARLEY-DAVIDSON
Territory—Long Island City to Port Washington on North Shore. Demonstration gladly given.
Full Stock of Supplies—Used Machines.
HORN & McCRACKEN
F. A. M. Shop College Point.

PATERSON, N. J.

W. EDW. MACDOUGALL CO.
Dist. of Harley-Davidson Motorcycles. Drop us a line if interested in second-hand machines.
102 Van Houten St., Paterson, N. J.

INDIAN
MOTOCYCLES
Rebuilt machines. A written guarantee with each machine. Write for details and price list.
JOHN STEELE, 91 Broadway, Paterson, N. J.

PROVIDENCE

Motorcycle Repairing and Winter Overhauling. Complete repairs on any make.
INDIAN A SPECIALTY. PRICES RIGHT
Work guaranteed. 1916 Indians always in stock; any make taken in trade. All makes of second-hands on sale.
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NEW YORK

Mt. Vernon Motorcycle and Bicycle Shop
Agents for HARLEY-DAVIDSON Reg. U.S.A.
Opposite Proctor's Theatre, Mt. Vernon, N. Y.
We Fix Everything

THE TRIPLER-GEORGE CO.
EXCELSIOR, HENDERSON, and MERKEL Distributors in Capitol District
270 HUDSON AVENUE Albany

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Also
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CLEAN-UP SALE
All slightly used and rebuilt machines, about 125 on hand, all makes, at unheard of price reductions. A new sheet, full of bargains ready for you. Don't wait longer, don't look any farther—we have what you want at the right price. Write today.
WESTERN SUPPLIES COMPANY
1448-52 Larimer Street Denver, Colo.
Largest Cycle and Motor House in West

BARGAINS IN USED MOTORCYCLES
Write for our revised list of used motorcycles of all makes and models, including the Harley-Davidson, Reading-Standard, Merkel, Thor, Indian, Yale, Shickel, Pope and De Luxe. Our machines are overhauled in every instance and placed in a condition far better than ordinary. The season's shipments extend from coast to coast, from Florida to Canada to Alaska. All prices have been reduced to a minimum in preparation for the present 1916 spring season. Literature furnished on request.
The Place of Satisfaction.
Mueller Cycle and Supply Co.
Oldest and largest dealers in the northwest.
726 National Ave. Milwaukee, Wis.

TIRES Repaired and Vulcanized
by experienced tire specialists. All work guaranteed. Finest of modern equipment and facilities.
JUNGKIND & VOGLER, 158 Chambers St., N. Y.
Phone, 6217 Barclay.
Brooklyn Store, 1100 Bedford Avenue.
Phone, 8586 Bedford.

Motorcycle Accessories and Supplies
Manufacturers, Agents and Jobbers, Wholesale and Retail. Get Our Catalogue Before Buying Your Supplies.
Dealers, Attention! Send For Our Catalogue and Dealers' Price List.
HARLEY-DAVIDSON SALES CO.
533 W. 110th St., Near Broadway, N. Y.

CASH For any kind of Platinum, Gold or Silver Scrap.
We buy platinum crucibles, magneto points, and precious metals or any jewelry, new or broken. Money sent on receipt of goods subject to your approval. Your goods returned at our cost if our offer is not satisfactory. Reference on request.
Liberty Refining Co., I. H. 431 Liberty Ave., Pittsburgh, Pa.
Established 1899

NOTICE TO MINNEAPOLIS MOTORCYCLE RIDERS REGARDING REPAIR PARTS
We have taken over the entire stock of repair parts and machines. Prompt attention assured all orders and inquiries—prices right.
H. E. WILCOX MOTOR COMPANY
1630 Marshall St. N. E., Minneapolis, Minn.
Successors to Minneapolis Motor Co.

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FOR SALE OR EXCHANGE—One Remington No. 6 typewriter, never used, same as new; same keyboard as No. 4 Underwood. Would trade for motorcycle. B. A., care of MOTOR CYCLE ILLUSTRATED.

BARGAINS.—Pope Big 4, used as demonstrator, A1 condition, $90.00. Twin Cylinder Pope, new, very fast and powerful, has Luggage Carrier, $150.00. A. B. Crosby, Aurora, Ill.

WANTED.—Partner with $1,000.00 to take half interest in established motorcycle business. Large eastern city. Agency for leading motorcycle. W., care Motorcycle Illustrated.

Flexible sidecar for sale, has never been used or removed from crate, $45.00. J. C. Edwards, 600 Garfield street, Aurora, Ill.

WANTED.—Second-hand sidecar for Indian motorcycle. State year, make, condition, price. C. V. Pendleton Jr., Norwich, Conn.

FOR SALE.—Nineteen fifteen Indian 3-speed and sidecar. Splendid condition. Completely equipped. Best offer takes outfit. Address, Fred M. Exline, Sta. A, Charleston, West Va.

Second-hand Wagner parts for sale. Most in good shape. Crank case new. Shipped C. O. D. Ralph Green, Modesto, Ill.

IT IS NICE to know where to procure parts for your machine immediately. Parts are our specialty. "Flying Merkel," "Thor," "Indian," "Pierce," "Curtis," F. N., M. M., R. S., N. S. U. Always 25 or more used machines on hand, $25 up. The M. M. Sales Co., 1777 Broadway, New York, Room 450.

BUSINESS FOR SALE.—Motorcycle, bicycle. Sell at invoice, in town of 5,000. Good reason for selling; work for two men. With real estate or without. Address S., care of Motorcycle Illustrated.

FOR SALE.—Twin Indian in perfect running condition; any demonstration. Best offer over $100. Will ship on $25 deposit. M. T. A., care Motor Cycle Illustrated.

WANTED.—Metal body sidecar in good, serviceable condition; must be cheap. Horace True, Clinton, Maine.

DYKE'S MOTOR MANUAL ON MOTORCYCLES, marine and stationary engines. The most complete simplified book published, $2.00. Send for interesting descriptive circular to A. L. Dyke (Pioneer) Publisher, Box 98-M Roe Bldg., St. Louis, Mo.

DEALERS!
Now is the time to dispose of those used motorcycles. You will need all available space for handling new business when the season opens.
Let prospective buyers know what you have to offer. Advertise **HERE.**

MECHANIC WANTED—Must be thoroughly experienced man, understanding all kind of repairs on all motorcycles. Must have the best of reference; no other need apply. Apply by letter only to Harley Davidson Sales Co., 533 West 110th street, New York.

FOR SALE—At any price, two motorcycles, 1914 two-speed Yales. One single, one twin. If you think you can make a reasonable offer too small to get these try it and see. Both in fine running shape with good tires. R. J. Graves, Hayden, Colo.

TRAVELING SALESMAN to call on motorcycle repair shops, dealers and jobbers with line of motorcycle repair parts and accessories. Unlimited territory. New York men preferred. Address C. M., care of Motor Cycle Illustrated.

CYLINDERS REBORED, Motors overhauled, Frame and Fork straightening, enameling. All broken cast, aluminum and steel parts perfectly welded. Try our new leakless piston rings and light weight pistons fitted like factory work. All work absolutely guaranteed. Prices right. A. E. Bakeman Motor & Supply Co., St. Cloud, Minn.

INDIANS 1914, electrically equipped, used less than 3,000 miles—$140; 1915 new machines used for demonstrating, $165, insured for $200 to May 1, 1916; will ship either machine via express upon receipt of $25 to pay delivery charges, or send stamped envelope for further details. Otto W. Payne, Box 212, Baldwin, L. I.

A REAL BARGAIN—1915 Indian two-speed, only slightly used. Looks like new. This machine is in first-class condition and can make 65 miles per hour. Will sell for $195. Will ship anywhere on a $25 deposit. Write today if you mean business. Address Lock Box 792, Crystal Falls, Mich.

ANY MOTORCYCLE CYLINDER reground, fitted with new piston and rings, $5. All work guaranteed. Send old piston and pin with cylinder. Muncie Piston Co., Muncie, Ind.

FOR SALE.—1915 R.-S. two-speed twin in A1 condition. Machine has just been overhauled. Tires also in good condition. Will sell for $185. Will ship anywhere on a $25 deposit. E. Clayton Smith, cor. Willow and Main streets, Babylon, L. I.

1914 EXCELSIOR TWIN, brand new tire in front; also has 1915 handlebars. Must sell for $120, or for best offer; a sure bargain. W. A. Buman, Harlan, Iowa.

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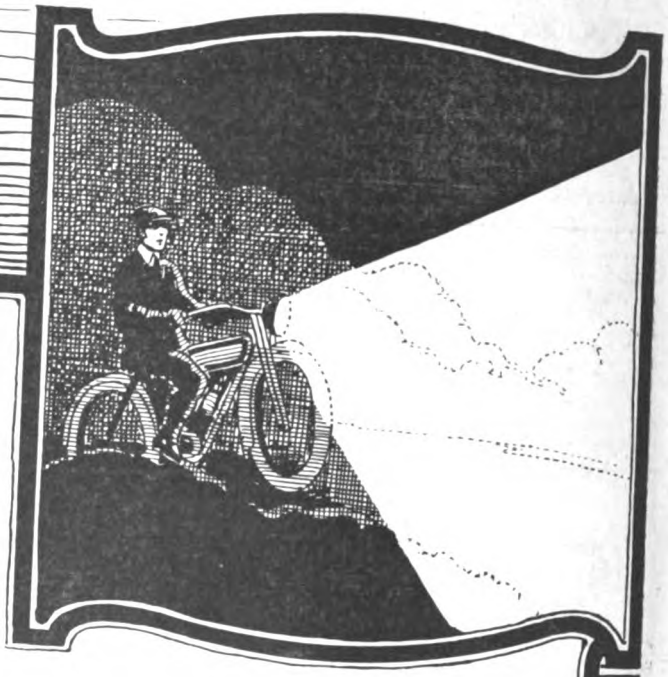
Turns Night Into Day



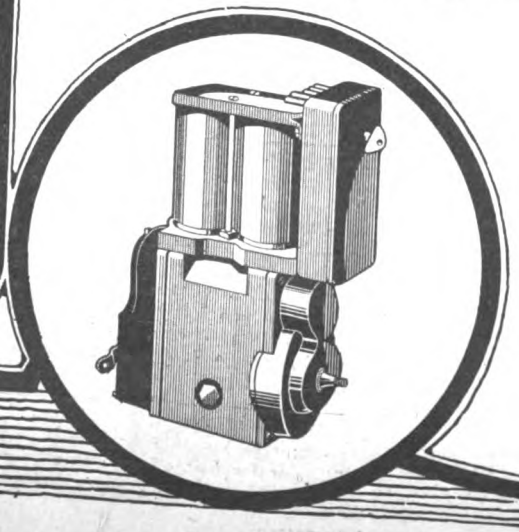
REMY

Motorcycle Lighting-Ignition System

ALL the pleasure of night-riding with the danger removed—that's the privilege enjoyed by the motorcyclist whose mount is "REMY" equipped.

No need to worry about half-hidden cave-ins, or sudden curves. No mistaking road obstructions for shadows. No need to hurry home before dark, because the REMY System turns night into day. It means ease of mind—an ever-present sense of safety.

REMY Ignition insures perfect motor performance—smooth, even running at low speed. A quick, snappy pick-up. When your motorcycle is equipped with the REMY Lighting-Ignition System, you can enjoy motorcycling at its best.



Many Harley-Davidson motorcycles are "REMY" equipped. Ask any H-D dealer to show you the advantages of the REMY System.

Remy Electric Company

Service Stations Nearly Everywhere

Factories: ANDERSON, INDIANA

Sales & Engineering Office: DETROIT, MICHIGAN

112

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Quality and Service

The Keystone of Stevens Success

Stevens distribution is a service you should enlist on your side, dealers. YOUR jobber carries a complete line of STEVENS CYCLE NECESSITIES—fitments that have proven themselves in every way as measuring up to the STEVENS standard of Quality and Reliability.

Bear this in mind:—**not one accessory we manufacture is other than practical.** That is why we can offer dealers an assortment of motorcycle and bicycle accessories that for saleability and serviceability come "ace-high" with the customer.

By their very quality and reputation alone STEVENS accessories are continually moving from the dealers' shelves. BUT—the potent force of STEVENS Advertising further aids in bringing the trade into **your** store.

Write to your jobber to-day. He knows the STEVENS reputation, built up by over fifteen years of *real* co-operation—reliability and fair-dealing.

The Stevens Line Should Be on YOUR Shelves. Let Your Jobber Put It There.

STEVENS & COMPANY
373 BROADWAY - NEW YORK

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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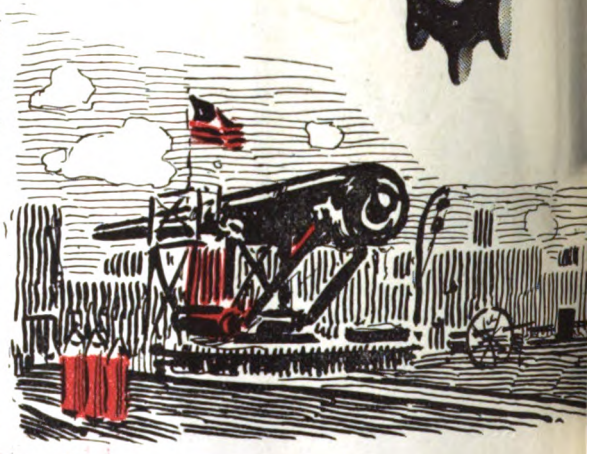
"Morrow"



THE MORROW MAKES MONEY FOR THE MAN WHO USES THIS POWERFUL SALES-FORCE IN THE *RIGHT* WAY. Only a brief demonstration is necessary to convince the prospect that in the MORROW he has found the ideal fitment to make his riding season one of *absolute* joy.

Talk MORROW—Boost MORROW—*dream* MORROW—and watch MORROW make your bike business boom.

ECLIPSE MACHINE COMPANY,

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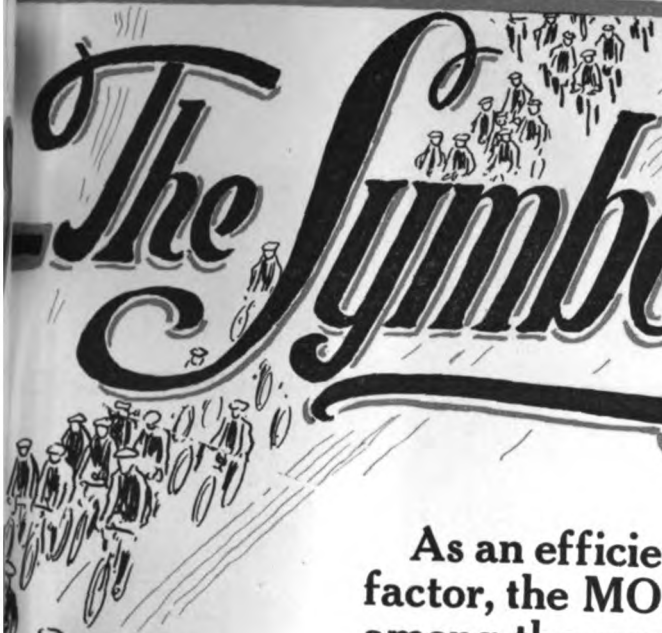
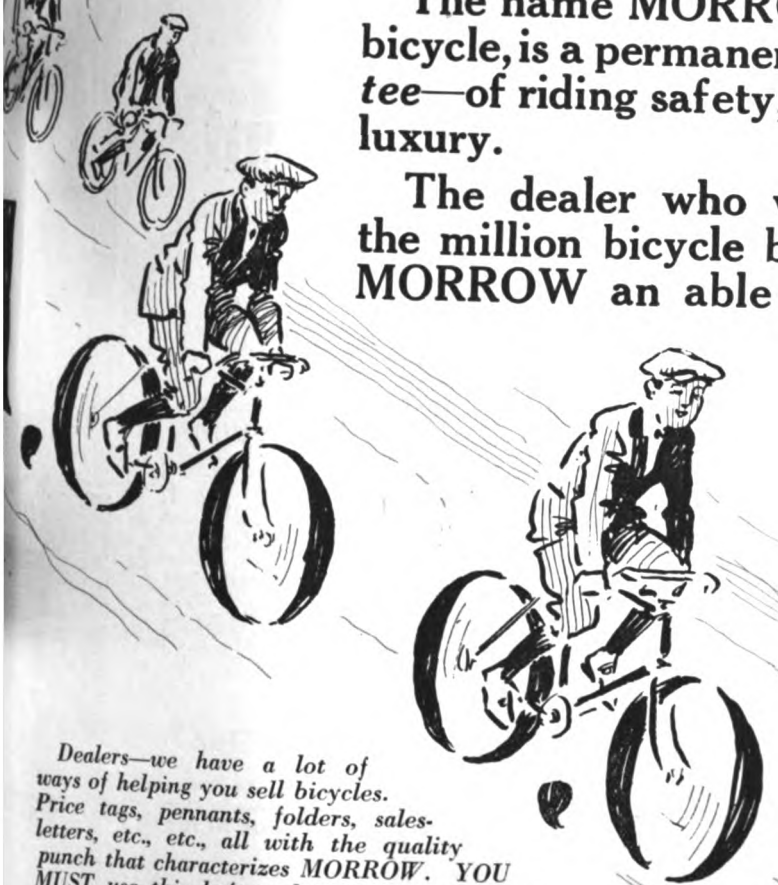
The Symbol of Safety



As an efficient and ever-trustworthy safety factor, the MORROW deserves to be ranked among the country's great inventions.

The name MORROW, when linked with a bicycle, is a permanent assurance—a *guarantee*—of riding safety, of riding ease, of riding luxury.

The dealer who wants his full share of the million bicycle business will find in the MORROW an able helper.



Dealers—we have a lot of ways of helping you sell bicycles. Price tags, pennants, folders, sales-letters, etc., etc., all with the quality punch that characterizes MORROW. YOU MUST use this hefty sales-ammunition if you want to get the lion's share of the bicycle business in your city. Write us to-day, on your letter-head, for this literature. NOW is the time to make your final arrangements for Bicycle Day—so write at once.

Elmira, N. Y.

For assurance of prompt attention to your wants mention MOTOR CYCLE ILLUSTRATED.

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The New York Police Department Uses 1000 Pierce Bicycles

The New York Sporting Goods Co. has just completed delivery on one thousand 1916 PIERCE Bicycles for the use of the city's "finest" in upholding the speed and traffic ordinances in and about New York. PIERCE Bicycles have been used for several years by the New York Police Department and for 1916 are being used **EXCLUSIVELY.**

PIERCE Bicycles have again **proven themselves.** They have demonstrated their fitness for the heavy duty of constant traffic riding, for the racking, tearing strains of sudden speed calls on all sorts of roads—in a word, they have definitely proven their **everlasting efficiency.**

Isn't such a bicycle the sort that YOU want to sell?

Write us about it.

Pierce Cycle Co.

Buffalo, N. Y.

PIERCE

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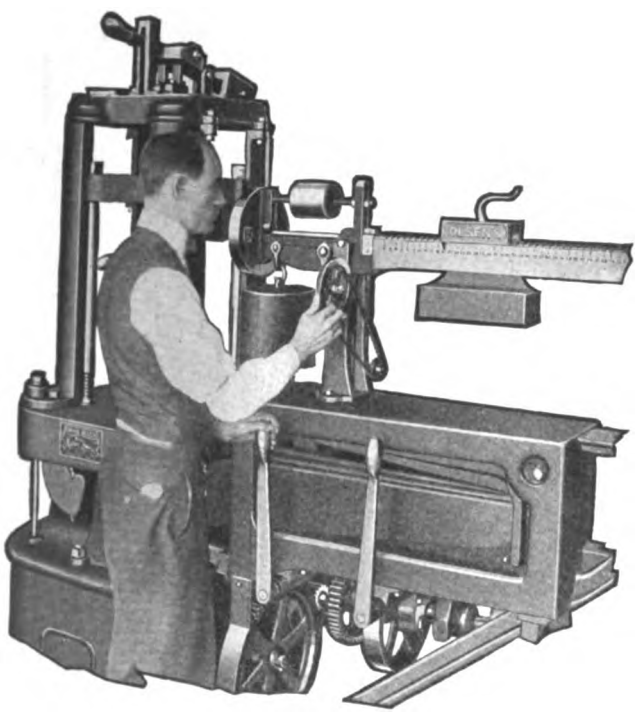
STANWELD PRODUCTS



Measuring Strength

is distinctively a twentieth century method of determining efficiency. In the building of bicycles and motorcycles the advantages of increased strength are lost if gained only by adding weight.

There is, however, a happy medium where ample strength meets minimum weight. The proper quantities of these factors cannot be determined by mere computation or guess-work. They must be found by actual test.

All metal used in the manufacture of *Stanweld Frame Parts* is carefully tested for strength. We know the strength-limit of every *Stanweld Rim* and every piece of *Stanweld Tubing.*

The motorcycle or bicycle you buy will give better service, be safer and stronger, and worth more when you want to re-sell it if built of *Stanweld Frame Parts.*

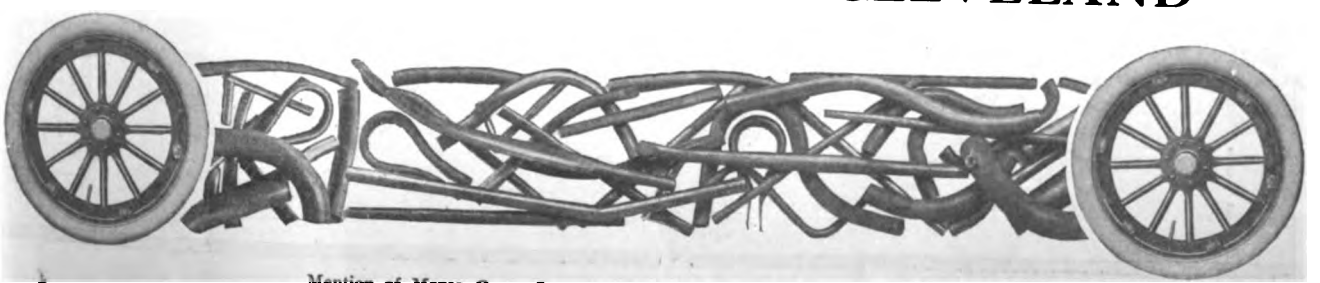
Insist that you get them.

The Standard Welding Company

Pioneers and World's Largest Producers of Steel Tubing and Frame-Parts for Motorcycles and Bicycles

New York **Chicago** **Indianapolis** **Detroit**

Main Office and Factory **CLEVELAND**



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Here are some happy dealers who boost and sell

Rollfast

TRADE MARK

-made to last

"Woodrow" Wade, the Wilson ringer, who looks after the retail tire department of the N. Y. Sporting Goods Co., says: "Rollfast? I'm too proud to fight the people who ask for them. I sell 'em—like waffles. SOME tires."

The men whose pictures are shown here are keen business men—all of them. They know what's what in tires. Read what they have to say—each one praises ROLLFAST *unreservedly*—for who would not praise a tire with the sound construction, the attractive, skidless treads, and the wonderful riding ease and durability of ROLLFAST BICYCLE TIRES?

You ROLLFAST dealers throughout the country—write us of your experiences with ROLLFAST. Send us your pictures, too.

"Jule" Berges, the popular Bakersfield, Calif., dealer declaims:—"Whew! Talk about ROLLFAST sales! They're TREMENDOUS. They're the real friend-making tires."

Mention of Motor Cycle Illustrated is always appreciated by advertisers.

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rolled under the ROLLFAST banner, write to your nearest distributor today. There's too much ROLLFAST business floating around in your territory for you to lose the cream of it to your competitor, who may get that EXCLUSIVE AGENCY while you're hesitating. Write to your jobber *today*.

"Ollie" Berkhemer, the Bronx Collosus, has this to say:—"Never in all my experience have I found bicycle tires so well balanced—in appearance, in construction, in "sell-power." I'm solid for life with the boys I sell them to."

Here's Sol Lazarus, who makes money selling 'em in Yorkville. "I've stocked ROLLFAST since they came out," says Sol, "and my trade in bicycle tires has steadily increased since then. S'nuff?"

Harwaco Rubber Works Co.

48 Warren St. New York

Rollfast Distributors

Atlanta, Ga., Walthour & Hood.
Baltimore, Md., Henry Keidel & Co.
Buston, Mass., Hub Cycle Co.
Buffalo, N. Y., Vim Cycle & Hardware Co.
Chicago, Ill., Edwards & Crist Mfg. Co.
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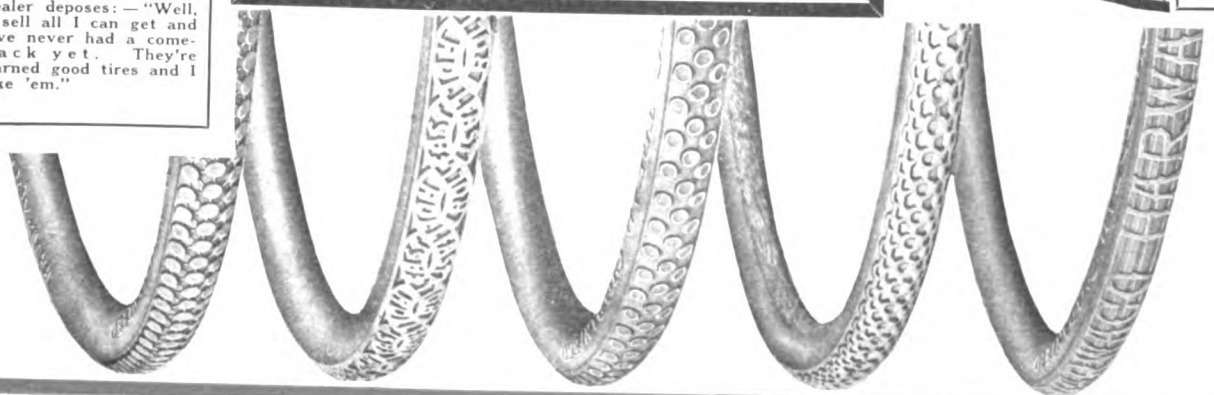
Detroit, Mich., Detroit Cycle Supply Co.
Indianapolis, Ind., Geo. H. Westing Co.
Jacksonville, Fla., McGraw Bros.
Kansas City, Mo., Townley Metal & Hardware Co.
Los Angeles, Cal., Appeal Mfg. & Jobbing Co.
Memphis, Tenn., Johnson & Meyer Co.
Minneapolis, Minn., Hall Williams Co.
New York City, City Supply Co.
New York City, N. Y. Sporting Goods Co.
Omaha, Neb., Lee-Colt-Andreesen Hdw. Co.
Philadelphia, Pa., Geo. C. Miller & Co.
Philadelphia, Pa., Geo. W. Robb.
Pittsburgh, Pa., Sportsmen Supply Co.
Reading, Pa., Keyser Fry.
San Francisco, Cal., Appeal Mfg. & Job. Co.
Syracuse, N. Y., The Olmsted Co.
Tacoma, Wash., Washington Cycle Sup. Co.
Worcester, Mass., J. W. Grady & Co.
Youngstown, O., Stambaugh Thompson Co.

Gus Rotholz, another successful New York dealer deposes:—"Well, I sell all I can get and I've never had a comeback yet. They're darned good tires and I like 'em."

"Goldie," Harlem's fighting harp: "They sell quick—I make a fair profit—and what's more they help me sell bicycles. I'll stock 'em so long as they're made. They certainly ROLL FAST for me."



A *good* deed often means a *good* deal—Please mention MOTOR CYCLE ILLUSTRATED.

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RED WING

The Up-to-the-Minute Line That Makes Bicycle Converts

The RED WING Line has flown high in favor since its introduction last October. Dealers throughout the country unite in saying that RED WING bicycles have acted as magnets to draw new prospects into the bicycle ranks. And that's the best that can be said about *any* wheel.

A WELL-BALANCED LINE

Here's one of the big reasons for RED WING Popularity. The line is so remarkably well adapted to everyone—be it boy or girl, growing youth or adult—RED WING bicycles supply a model *exactly* suited to the prospect's requirements.

MODERATE PRICES

The prices are RIGHT, too. For quality equipment such as is found on RED WING wheels, there's a heap of value to offer the bicycle buyer. Live dealers appreciate this, that's why they are continuously pushing RED WING to the front.

ENDURING SATISFACTION

Finally, RED WING Bicycles have proven themselves by the crucible test of SERVICE. There are no come-backs with the RED WING Line. Every purchaser is the dealer's *friend for life.* Sounds strong, but those dealers who sell RED WING will heartily endorse this statement.

Write us for full description of the biggest bicycle sensation of the year.

J. W. GRADY & CO. Worcester, Mass.

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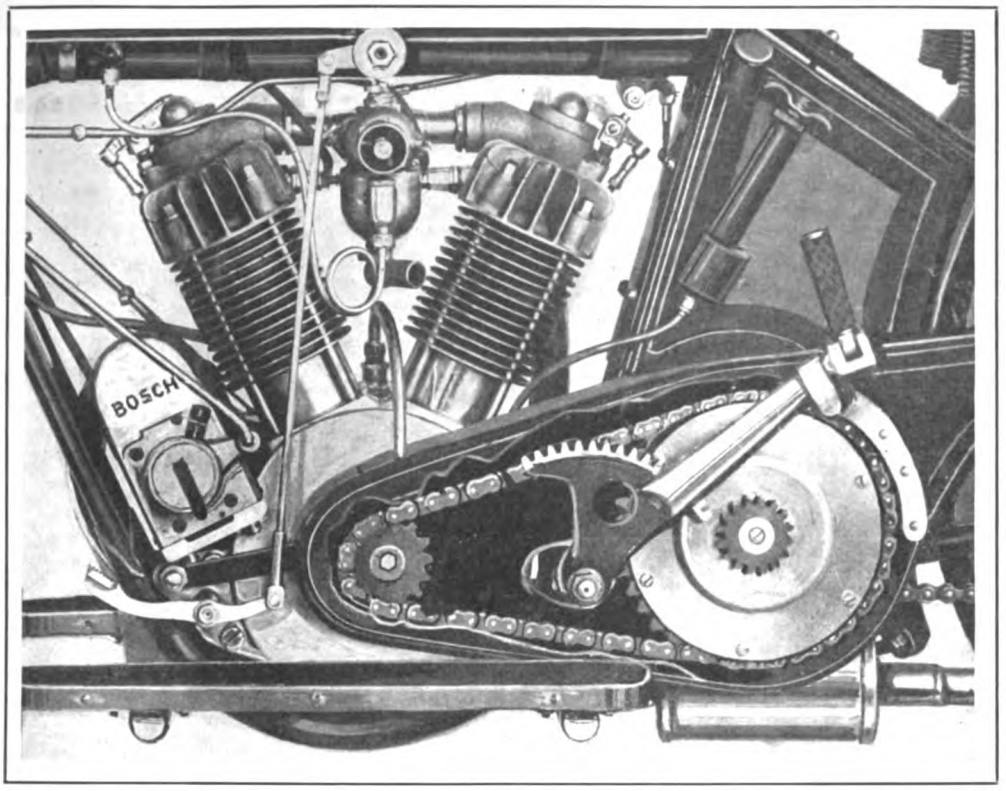
Thor Light-Twin Motor Thor



Designed for the Classy and Refined Rider

A Perfectly-Balanced Motor with an Abundance of Power and Speed!

THOR LIGHT TWIN FEATURES:

Detachable Head—can be quickly removed.
Thor Mechanical Oiler.
Bosch Armoured Magneto.
Schebler Carburetor.
Mechanically Operated Valves.
Segmental Foot Starter.
Bore 2.75 *inches. Stroke* 3.25 *inches.*
Displacement 38.6 *cubic inches.*

CAN YOU BEAT THEM?

There is no competition on this thoroughbred—Model V-6 H. P. Twin. It sells complete for $235, f. o. b. factory. Its giant brother—the U-12 H. P.—sells for $265.

Aurora Automatic Machinery Company

General Offices, Thor Bldg., 1307 Michigan Ave., Chicago Sales Offices and Works, 361 W. Superior St., Chicago
Pacific Coast Branch, 61 Fremont Street, San Francisco

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100,000 Motorcycles for 1916

Do you realize that the only factor necessary to reach this grand sales total is just good salesmanship on your part?

Nearly every known make of motorcycle is being nationally advertised by the motorcycle manufacturers.

This advertising can't do it all. It is creating the desire for motorcycle ownership. But it takes you, as the dealer, to close the sale.

Keep your store clean; keep your stock up to date; and be enthusiastic — these are the three cardinal principles of successful selling.

And of these three, enthusiasm plus courtesy can make a motorcycle sale nearly every time.

Don't overlook a single prospect. Think of the needs the motorcycle fills. Think of the deliverymen for the retail stores.

Go out and see the police department, firemen, telephone linemen and mail carriers. Call on the automobile repairmen, the collectors and delivery service.

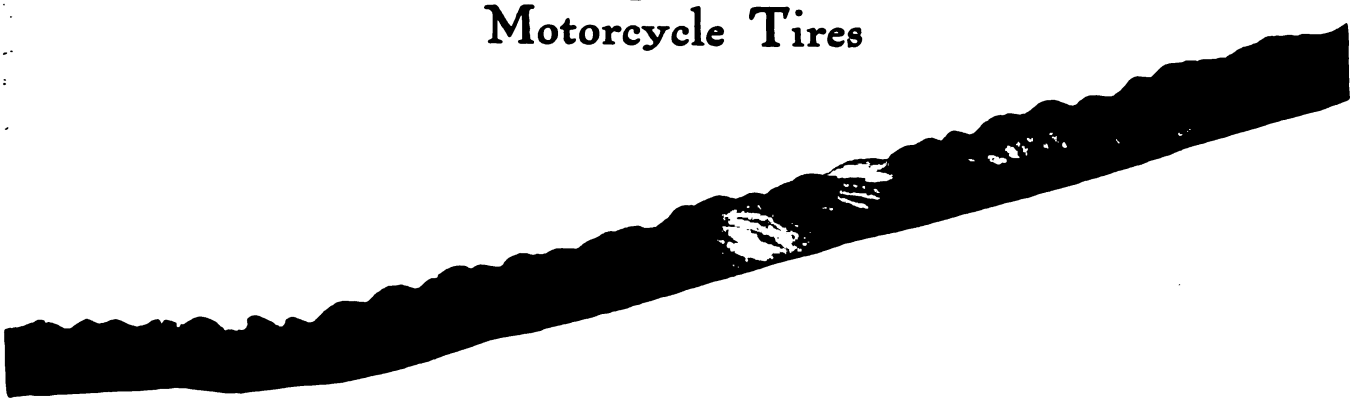
Talk to the hundreds of men and boys who are half inclined to buy a motorcycle for pleasure riding. All they need is just a word of encouragement from you — and new motorcycle sales are rung up.

Motorcycles are built right and the prices are right. What the business needs is red hot salesmanship on your part.

Believe in the motorcycle, understand the motorcycle and talk the motorcycle — then it will be quite possible for you to land your share of the 100,000 motorcycle sales for 1916.

The Goodyear Tire & Rubber Company
AKRON, OHIO

GOODYEAR
AKRON
Motorcycle Tires



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BLUE STREAKS

GOODYEAR
AKRON
Motorcycle Tires

For assurance of prompt attention to your wants mention MOTOR CYCLE ILLUSTRATED.

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PREST-O-LITE

for Motorcycles

The Light That Stands the Jolts

A strong, steady light is especially important when the road is full of ruts, bumps and gravel, with unexpected turns.

The most severe jolts and bumps do not affect your Prest-O-Lite —it throws a brilliant, unflickering light far ahead, illuminating every obstacle. It gives you confidence and enables you to "throw her open" on any road because of its steady brilliance.

Prest-O-Lite Is as Sturdy as Your Motorcycle

Still Prest-O-Lite costs less to buy and less to use than any other brilliant light. It is the choice of experienced riders, everywhere. You yourself can give it any attention it may need.

We have a valuable proposition for dealers—write today

The Prest-O-Lite Co., Inc.

246 Speedway **Indianapolis, Ind**
Canadian Office and Factory **Merriton, Ontario**

Prest-O-Lite Exchange Agencies Everywhere

Dealers

Send today for one of the most profitable and satisfactory equipment offers a dealer can make. Your name and address on the margin of this page will do.

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EVERLASTER STUDDED TREAD

MANUFACTURED BY KOKOMO RUBBER CO.

The Western Union Telegraph Co.

has just announced that the

Everlaster Bicycle Tire

has been adopted for equipment on all the bicycles used by the Company's messenger boys throughout the

Entire United States

The Western Union *had* to have the *best tire* obtainable for this *hard* service. That is why they chose the

Everlaster!

The Kokomo Rubber Company

Kokomo, Indiana

DEALERS: We want to work with you—to co-operate with you in every way to help increase your sales. Display cards, circulars and booklets picturing and describing EVERLASTER and other Kokomo Tires are yours for the asking. Our selling service is yours to command. Write to us!

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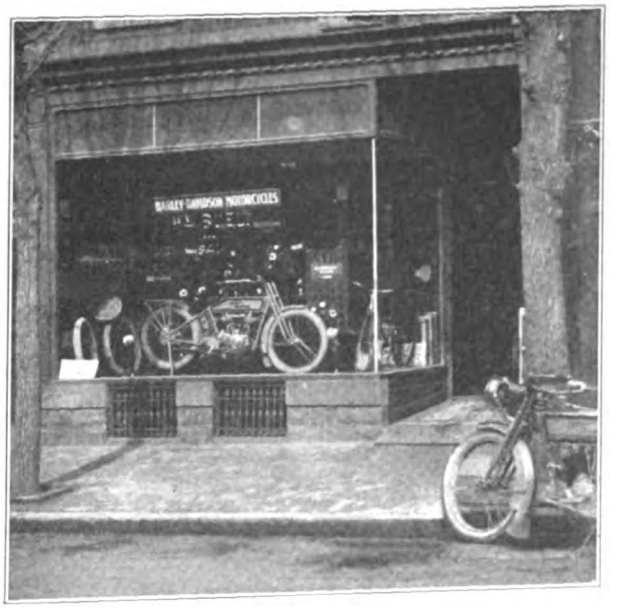
The Result of Selling the Right Line



Wm. Buel, Harley-Davidson dealer in Reading, Pa., is making 1916 the biggest year in the history of his business.

To date he has ordered out 32 Harley-Davidson motorcycles and 32 sidecars. Last year at this time we had shipped him 5 motorcycles and 2 sidecars.

This year he is selling as many sidecars as motorcycles. Last year Buel sold 39 Harley-Davidson motorcycles and 26 sidecars, or 2 sidecars to every 3 motorcycles.

38 of the 39 Harley-Davidsons Buel sold last year were three-speed twins, and all of his 1916 orders are for three-speed twins.

Buel's increasing business is due to his business ability, the popularity of the line he is selling, and the factory co-operation back of the Harley-Davidson.

Harley-Davidson Motor Company
Milwaukee, Wisconsin, U. S. A.

You get quick results from advertisers when you mention MOTOR CYCLE ILLUSTRATED.

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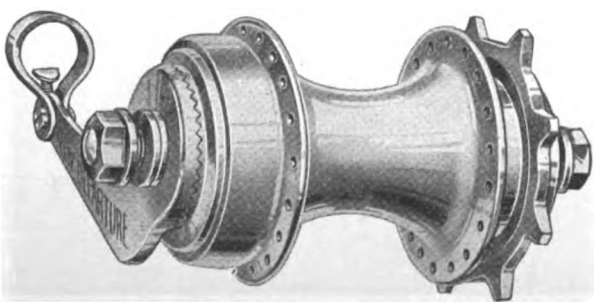
Several Sound, Solid, Bus
You Should S

The NEW DEPARTU

The Brake That Br

First: It is the popular coaster brake. It has a good name. It is a good talking point in any bicycle either new or second-hand that you have to sell. In other words, the coaster brake—the heart of the bicycle—makes it easier to sell bicycles, particularly if that coaster brake is a New Departure.

Second: Guaranteed service. Every part of the New Departure is so well made that we can afford to stand back of every sale you make with a most liberal guarantee.



A good reputation firmly durability and efficiency, build your business, are sons why you should stock, partures—Write for full

The New Departure Manu

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iess-building Reasons Why ck and Specify

RE COASTER BRAKE

ght the Bike Back

Third: Every dealer who sells New Departures is entitled to a fine assortment of folders, booklets, signs, posters, selling plans, mailing cards, etc., etc., free of cost and with his firm name printed on them as though they were his own—every one a silent salesman, talking strong for the bicycle as well as the coaster brake that makes the bicycle by far the safest, surest vehicle on the public street.

ablished, guaranteed inted matter that will d and sufficient rea- ecify, and sell New De- rticulars.

turing Co., Bristol, Conn., U.S.A.

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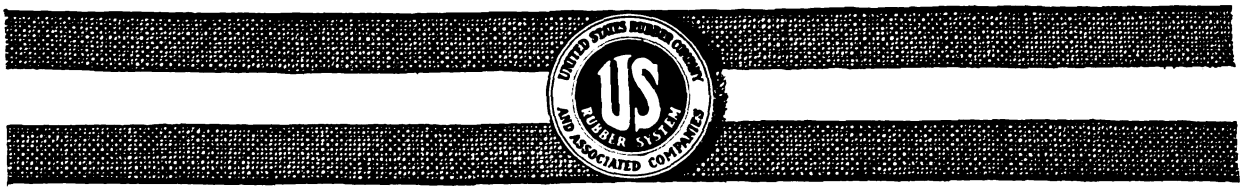

FEBRUARY 29th
IS NATIONAL BICYCLE DAY

The bicycle has done more for the health, pleasure and prosperity of our people than any other vehicle ever invented, considering the cost of the investment.

It is the faithful friend of the rich, the poor, the young, and the old.

Buy a bicycle or get out your old one and ride it.

You can get closer to nature and enjoy this beautiful land of ours better on a bicycle than any other way.

Dealers will sell 1,000,000 bicycles in 1916.

UNITED STATES BICYCLE TIRES will insure your complete satisfaction.

Mention of MOTOR CYCLE ILLUSTRATED is always appreciated by advertisers.

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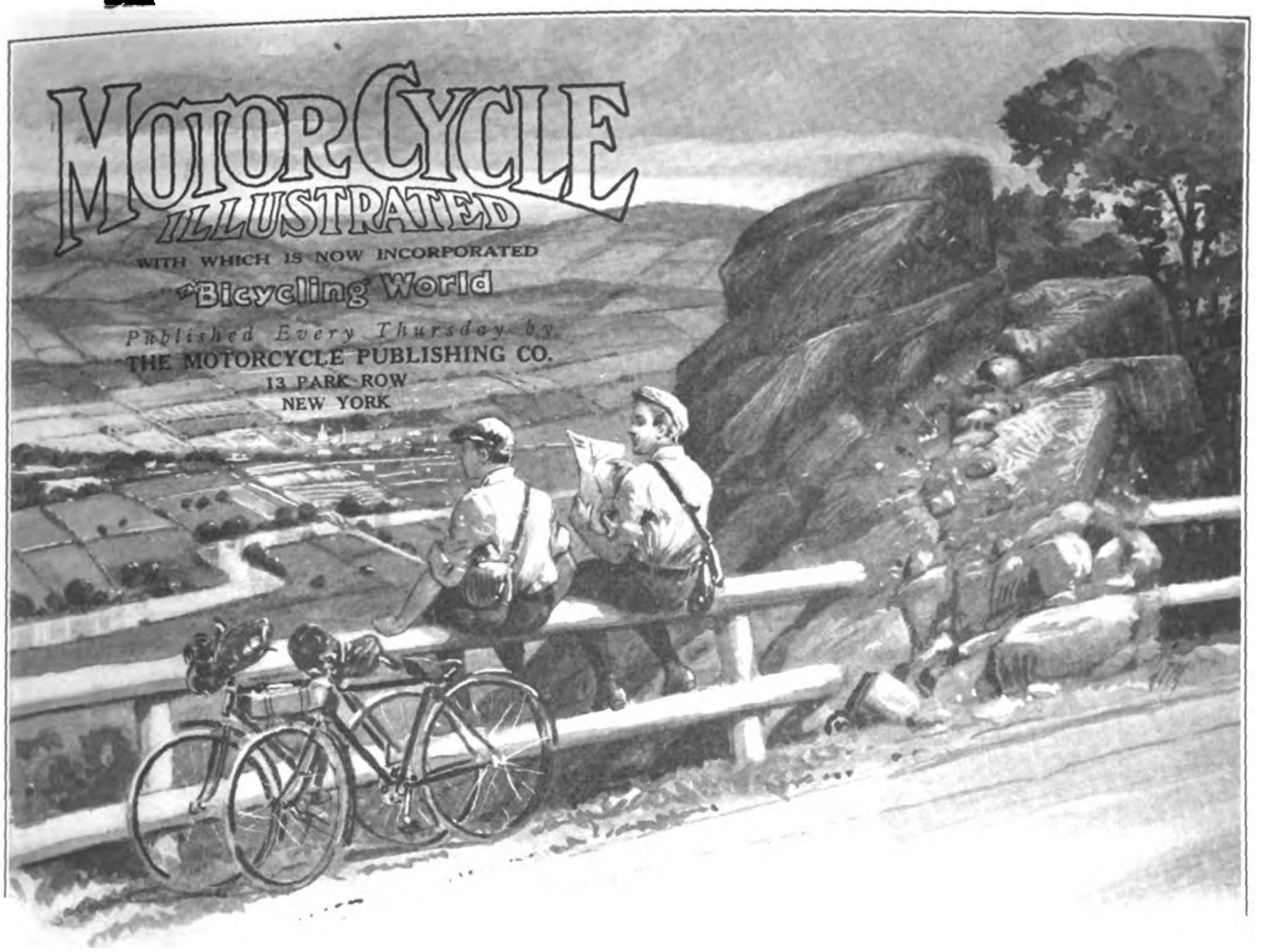

MAKING A BICYCLIST OF THE BOY

He Is the Most Important Single Figure on the Bicycle Horizon; How to Arouse His Interest, Bring Him Into the Ranks of Riders and Win His Permanent Co-operation

By RODMAN BARRY

"Give proper attention to fostering the bicycle interest of His Majesty, the American boy, and most other angles of the industry will take care of themselves."

ONE of the keenest and most conservative students of cycle trade affairs summed up the sales situation in the above words during a recent conversation with the writer, and the more thought that is given to this statement the more evident it becomes that the boy really is today the most important single figure on the bicycle horizon. Upon the success with which dealers arouse the boy's enthusiasm for the pedal two-wheeler will depend to a great extent the outcome of the present nation-wide boosting campaign.

Every boy is born a bicycle prospect. If he does not join the ranks of riders at some time during his youthful years, the chances are fifty to one that the cycle dealers of his town are to blame. They have ignored him.

To make the average boy a rider it is only necessary to crystallize a desire that is as natural and spontaneous with the lad as breath itself. He is an adventurer at heart, a pioneer, he is inherently averse to "staying put." The woods, the fields, the open roads call him; he is a friend of all outdoors, and the bicycle simply opens the way to the pleasant fulfillment of his ambitions.

But even a healthy, normal boy, athrob with fresh enthusiasm, may overlook the bicycle and devote himself to other forms of recreation unless his attention is attracted and held by a plausible exposition of the two-wheeler's advantages. In other words, he must be "shown." And the "showing" ought to be a simple matter.

Convince a boy that instead of encroaching upon his other interests, the bicycle makes itself a logical feature of all his plans, a jim-dandy adjunct to all his pas-

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times, and you get him to view the machine practically in the light of a necessity. You can then begin to think of reaching for your order book.

"But the boy, as an individual, is not a buyer," you may argue. "He is not possessed of funds to spend as he pleases."

True enough, but standing modestly and lovingly in the background is a parent who in most cases would be willing to sell the family portraits in order to procure for that boy any harmless article that he believes will contribute to his happiness. It is not essential to aim sales arguments directly at the parent; the boy will do that, in his own way and far more effectually than any salesman, once he sets his mind upon the ownership of a bicycle.

The Parent Is Easily Convinced

So far as the average parent is concerned it is only necessary for the dealer to prove that there is not a single moral or physical objection to the bicycle, and that full value is being given for the purchase price.

Any dealer who stumbles over these obvious points is so far gone and helpless that nothing can be done for him—and it's a safe bet, by the way, that he is not reading this article. The helpless and undiplomatic dealer is growing scarcer, however, and a season of such broad-gauge educational work as is now being done in the cycle industries ought to make him as rare a bird as the dodo.

If the cycle salesman feels that he can help matters by a little straight talk aimed at the parents in his town, he need not look far for an impressive sales wedge. Let him take up the world-old problem of keeping the growing boy out of harmful company, and he can hold the attention of exactly one hundred parents out of every one hundred.

Bicycling Suggests Clean Living

The boy who owns a bicycle has neither time nor inclination for the "corner gang." His interests lie elsewhere. He is a self-appointed scout on the trail of adventure. He has such a lot of things to see, so many interesting places to visit, so many uncommon by-paths to try out, such hosts of friends with the same inclinations, that thoughts of spending a Saturday afternoon filling his fresh, young lungs with cigarette smoke in the shelter of a board fence, or of plotting the discomfiture of his neighbors, make little or no appeal to him. The bicycling boy receives so many suggestions for clean living that he is bound to profit by some of them.

The parent who neglects to provide a safe and pleasant outlet for his boy's enthusiasm is taking big chances. If you don't believe it, or if he doubts it, just dig up a few statistics from the long-headed men who are studying the sociological problem of the boy. What they'll tell you will make you think hard.

Getting the Boys' Viewpoint

The adage that you can't "put an old head on young shoulders," is as solid as rock. The boy's mind must be occupied or he may become a prey to a score of temptations. If he is not given a chance to interest himself in a bicycle, he is certain to interest himself in something else—and that something may be a heart-breaker for the parent.

"Convince the Boy That the Bicycle Is a Jim-Dandy Adjunct to All His Pastimes"

But all that is somewhat beside the purpose of the present article. Most parents are awake to their duty to the boy, and it is unnecessary to dwell upon unpleasant possibilities. That is a negative side of the matter, anyway, and it is the dealer's object to be positive. The moral aspect of the situation is mentioned here only because it has made some old folks "see the light" when all other arguments fell flat.

Just how the cycle dealer can best approach the boys of his town is to some extent a local proposition, but one thing is dead-shot certain: No salesman can make a success of selling bicycles to boys until he climbs down off his high-horse of dignity and gets the boy's viewpoint.

Let's assume, merely as a basis of argument, that the dealer was once a boy. Presto! He's back in knickerbockers, there are freckles on his nose, a high appreciation of jam in his palate and a thousand and one thoughts and schemes of conquest whirling round in his head. Gee, what a lot of things he wanted to do! And most of them were linked up with the out of doors.

Some Ambitions of Boyhood

He wanted to see this, that and the other place, so that he could come back and give startling descriptions of his discoveries; he hankered to be a man of the world, at least to the extent of ascertaining what was on the other side of Johnson's Hill; he longed to reach places, a considerable distance from home, where other boys had not gathered all the chestnuts; he needed a means of getting over to the next town for week-end visits with grandma, who made those wonderful pies; he yearned for something that would get him to and from school as quickly as possible, in order to have more time for adventure-seeking; he wanted to show that with nothing but his own sturdy young limbs he could do some rather amazing things along athletic lines; he liked to get to the baseball field, play a game and still have time for a ramble before heading homeward for supper.

A Universal Mount

Our friend, the dealer, who hops back to his boyhood will know immediately that this list is the merest beginning. Why, there is no end to the varieties of healthful fun and service a boy can derive from a bicycle. Every item on the list will suggest another, and all of them hook up as naturally with bicycling as though the pedal two-wheeler had been taken into consideration when the schedule of boys' pastimes was framed up at the beginning of time.

But the true psychology of the bicycle's appeal to the boy probably lies in his desire to "be anywhere but where he is." He is a natural rover: fundamentally a pagan;

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and something of a rebel. Whirling through open country with the breeze in his face, his eyes feasting upon new wonders at every turn and his own legs furnishing the power, he has a sense of freedom that approaches ecstasy perhaps more closely than any sensation his later life will know.

Don't let it be said that the boys in your town are being robbed of this thrill; not while you're a cycle dealer. See that the boy gets his share of sun and air and health. He'll be a better boy for it—and a better man. His lungs will be stronger, his head clearer and his mind cleaner.

Find the Happy Medium

Don't "baby" a boy; a healthy youngster hates that sort of thing like "pizen." And don't fire a lot of soggy, old-fogy arguments at him either. Look for the happy medium, the chummy, friendly, confidence-inspiring line of talk and keep at it. In other words, just be a red-hot bicycle enthusiast day and night—and talk about it so that the boy can understand you.

Some cycle dealers have found that carrying side lines of moderate-priced sporting goods is a paying policy; they fit in with the bicycle and broaden the latter's scope. Tents, fishing tackle, mess kits, small cameras and all kinds of light camp paraphernalia have been handled to good effect. Anything that will suggest to the boy another means of applying a bicycle to recreation will be certain to exert some influence as a sales-breeder.

The Making of an Enthusiast

Under ordinary conditions the healthy boy should be considered a bicycle prospect at the age of eight. At that period he can best be reached through the schools. A little later the boys' club should also be considered in getting up a mailing list.

The local newspaper is always a good publicity proposition, and the curtain at the local moving picture house is a mighty good place to show an advertisement for the boys.

But in the name of common sense, don't be stiff, and formal, and dignified, and intricate—and fifty-seven other undesirable things—when aiming a sales talk at the boy. Loosen up and act as if selling bicycles was real fun. It is—if you go about it properly.

And when you have made a sale, don't tighten up on your service to the boy. Be a business pal to him. If his bicycle needs a minor adjustment see that it is fixed for him. He'll remember that. If an attempt is made to separate him from every quarter he gets—he'll remember that too.

Use present boy riders to interest others. Circulars can be distributed in this way for little or nothing. If there is a Boy Scout company in your town get one of the officers to give a talk at your store or elsewhere on the fun and healthfulness to be found in the bicycle. The Boy Scouts are boosters for the bicycle. The fact that they use a great many machines, by the way, is often an interesting argument to use with boys who are not Scouts. The military idea, the bicycle and youthful ambitions go well together.

As soon as a sufficient number of boys have been supplied with bicycles it is advisable to form a club. Clubs breed interest and foster good fellowship. Occasionally a wide-awake dealer can entertain the boys' bicycle club in some simple way—a picnic five or six miles out of town will score a hit. The boys will attract attention as they ride out, the newspapers will mention the program, games and contests can be arranged, everybody will be happy and the parents of the boys will feel that the dealer is not such a hide-bound, mercenary chap after all.

"If a Boy Patron's Bicycle Needs a Minor Adjustment See That It Is Fixed for Him."

Manufacturers Can Supply Literature

Bicycle manufacturers usually have special literature aimed at the boy. If you haven't received it, write for some. When it arrives, lose no time in getting it to the youngsters.

Perhaps you have been doing all these things, and the boys of your town are well taken care of; if so, you don't need this article. If you have not been devoting special attention to the boy, start today. He is your most promising patron.

No effort has been made in this article to outline specific methods of selling bicycles to boys. Every dealer will find numerous openings as soon as he buckles down, and besides, the sales situation is always somewhat affected by local conditions.

The chief aim—in fact, the only aim—of this talk with the men who stand between the bicycle factory and the buying public is to impress upon them the importance of the boy in the bicycle field; to show that he is almost invariably a good prospect and that once the boy's attention is properly attracted the bicycle practically sells itself.

It is worth while to keep in mind that, boost, business, bicycle and boy all begin with the same letter.

THE MOTORCYCLE SECTION

The motorcycle section of this number opens on page 56. It will be found as bright and breezy as usual although considerably compressed because of the special bicycle features in this issue.

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HOT ON THE WINDING TRAIL OF NEW PROSPECTS

How Bill Evers Put in Five Months of Hustling and Got Results; Methods He Used to Obtain Live Prospects and Make the Most of Factory Literature

By FRANK HARDY

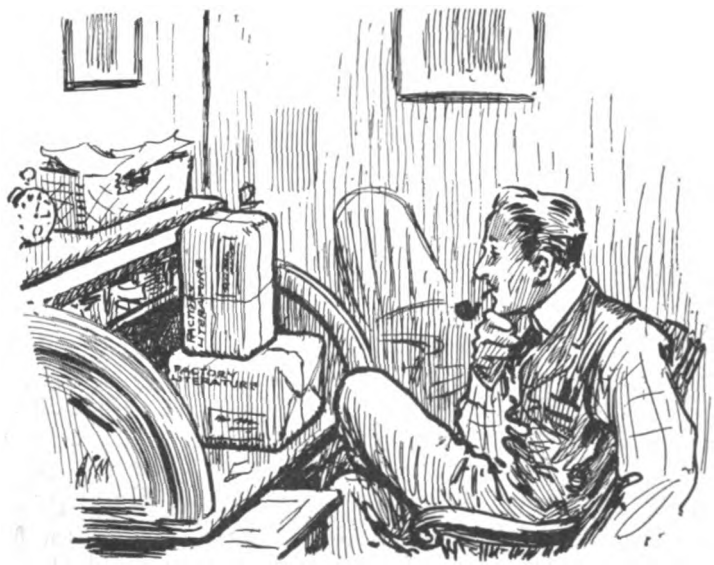
ABOUT five months ago when I entered young Bill Ever's fine bicycle store, I found the genial dealer gazing at two packages that the expressman had just brought in, with a perplexed look in his eyes.

"Watzamatter, Bill?" I asked.

"Matter enough!" he grumbled. "The factory just sent down that pile of catalogs and literature. I don't for the life of me know how I am going to distribute them so that I'll get better results this trip than I did the last time the factory people shipped a load of 'em down to me."

He Wasn't a Slouch

Billy wasn't a slouch. When the wheels in his head were revolving at full speed he usually found some pretty good solution for his problems.



Evers Gazed at the Packages of Factory Literature and Wondered How He Could Use it to Best Advantage

Well, that was five months ago. The other day I dropped in on Bill again, and, as the fellows say, he was "all smiles." He had solved the problem of working up a first class mailing list and getting active prospects. Here's what he told me about it:

The First Thing He Did

As everybody knows there are two classes of prospects: The fellow who wants a machine for pleasure and the man who desires a wheel largely for business purposes. There was one effective way in which I obtained the names of both classes of prospects. I sent out letters to my old customers in which I asked them to tell me confidentially the names and addresses of those among their friends who would be likely to buy a machine, provided they were approached in the right way. I made that letter quite personal and enclosed a post card so that they would not be put to any expense whatever in acceding to my request. Almost everyone of my customers mailed back the card, and I got to work at once with mighty good results.

I also made it a point to ask people who made purchases in my store the same question and the results were also gratifying.

Getting Youngsters' Names

But I realized that I hadn't arrived at the end of my rope yet. I wanted to get at the younger generation. The first thing that suggested itself was to pay a personal call at the various clubs and the Y. M. C. A. Upon second thought, however, I concluded that this would not be the wisest course to follow, for the persons in charge of the club and the Y. M. C. A. secretary might object to giving me access to their lists of members, because I wanted them for business purposes only. And then, it would be practically impossible for me to pick out from these lists the fellows who wanted a wheel, with the result that I might be circularizing a bunch of dead prospects.

I, therefore, decided to work through the members of the club, the Y. M. C. A., churches and schools. I have always been a friend of the boys—my store is open to them and they're welcome to come in and have a chat with me at any time—and found no difficulty in getting a number of them who belonged to various clubs, Y. M. C. A., etc., to do some scouting for me and secure the information I wanted.

Of course I didn't ask them to give me any of their time for nothing. I paid them on the basis of the number of prospects they obtained and where they were instrumental in making a sale I gave them additional accessories, the value of which depended upon the grade of bicycle sold.

Going after commercial prospects wasn't an easy job. It meant work—and hard work, too. I divided this class of prospects into several divisions: (1) The employee who wishes to ride to work. (2) The merchant who wants a bicycle for delivering orders. (3) Messenger boys. (4) Government employees, such as letter carriers, police and street cleaning inspectors. (5) Farmers. (6) Very large factories where the bicycle might be a time saver in making it easier to get from one point to another.

That's just a rough classification of commercial prospects, but it enabled me to work it systematically.

Interesting Factory Employees

First I tackled the men who were employed in factories on the outskirts of the city. I covered one factory a day, going out to the plant at the closing hour and distributing to the workers attractive folders in which I used an electro furnished by the manufacturer, showing a workman leisurely riding to the factory, and also called attention to the low price of the bicycle and the small cost of maintenance as compared with carfare. On the last page of the folder I invited the men to visit my store and see the machines, or send their name for a catalog. In some cases, when I was busy, I got boys to distribute these folders for me. The results of this little campaign were surprisingly good, and my business with factory employees is growing larger every day.

Perhaps the stiffest proposition I came up against was trying to convince merchants that the bicycle was an ideal vehicle for delivering rush orders. Once a storekeeper gets set in his ways, it's certainly a deuce of a job to lift him out of the rut. I made a store to store canvass. However, I didn't visit all the merchants on one block during the same day, but scattered my calls, checking each man's name on my list and making a short note on the prospects for selling an output.

Used His Demonstrator

On these visits I always rode round with a demonstrator. When I called on a man, it was an easy matter to persuade him to load the panniers with some of his goods. I would then ride a short distance so that he might see the facility with which the orders can be carried on a bicycle. I had to follow up these merchants rather consistently; but when I had once sold a number of outfits, other sales were made with less effort on my part.

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In approaching the farmers, I soon found that they were scattered over such a wide territory that it was practically impossible to make many sales profitably. I therefore got out a special folder, describing the value of a bicycle on the farm. I called attention to the fact that errands to the town were frequently necessary when the teams were needed for other purposes; that the bicycle afforded an easy and ready means of going to town, and that pannier baskets could well carry any supplies which the farmer might want to buy in the city. I lined up more farmers than I thought I would, and sent them the factory literature and catalogs. That brought the farmers to my store on Saturday afternoons.

Where Trade Journals Helped

None of the messenger boys in this town were mounted on wheels; and from stories and pictures I saw in trade journals, I realized that the bicycle could give the right kind of service to the telegraph company. I made an appointment with one of the "big guns" of the local branch, and although I haven't sold him any machines yet, I've got him thinking bicycles—and also thinking the make of wheels that I handle. He has several of my catalogs.

Three of the letter carriers who collect mails are now using my make of machine. I secured their names from the postman who delivers the mail here. I have also gotten a number of street cleaning inspectors interested. These fellows are using up good shoe leather every day in the week, and they are logical prospects for the bicycle. To get their names I went to headquarters and the clerk, upon learning my errand, was real eager to help me out.

Making the Police Think

I haven't been able to accomplish much in connection with the police, for they have to make some radical changes in the department's organization to use bicycles. There never was a police bicycle squad in existence here, and it didn't dawn upon the authorities to use two-wheelers until I called the matter to their attention and told them how the New York police were using bicycles with great satisfaction. That set them thinking. I know that if they finally decided to use machines I'll have to bid against my competitors. But I'll quote an attractive figure, for I believe that my prestige locally will go up a couple of notches if I land a police order.

He Visited Storekeepers and Showed Them the Commercial Bike in Action

The Big Factories

There is just one other class of prospects that I have been trailing and circularizing quite regularly—the large factories. I learned recently that a number of big factories in New England were using bicycles to make it easier for their clerks to get from building to building.

I tackled the clock factory which is located just south of the city and spun my little yarn to the "super." He's a wide-awake fellow—a live wire from the ground up—and it didn't take him long to see the point. He ordered two machines from me, and promised that if they gave the service expected of them, he would give me a nice re-order. There are certain other large factories outside the city, and just as soon as I get that re-order I am going to use it as a sales argument and go after them good and hot.

Now, what I've told you is a summary of hustling I've been doing during the past five months. That box of factory literature started me thinking and I've certainly used it to good advantage—my profits show it.

BE FAIR TO THE BICYCLE

Don't sell a bicycle for service that you feel is going to break down the mount in a short time. Bicycles deliver light packages to perfection, for example, but they are not intended to carry heavy weights in addition to the rider. If a van is needed and the articles to be carried are weighty, sell your patron a motorcycle outfit. A great part of the problem of repopularizing bicycles will be solved when dealers educate their patrons to keep the bicycle in its proper place. The field of the bicycle is broad enough.

USE MORE SIGNS

Many dealers do not use signs in their show windows. It is not sufficient to show a few machines and accessories. A dealer should stimulate the desire to own a machine by some pertinent and cleverly worded sign.

Two Commercial Outfits Which Are Being Used Daily in New York City. At the Left Is Shown the Unique Way in Which a Shoe Merchant Advertises His Wares, While at the Right a Messenger Is About to Deliver Some Rush Orders Through the Busy Streets of the Metropolis; These Outfits Have Already Seen Much Service

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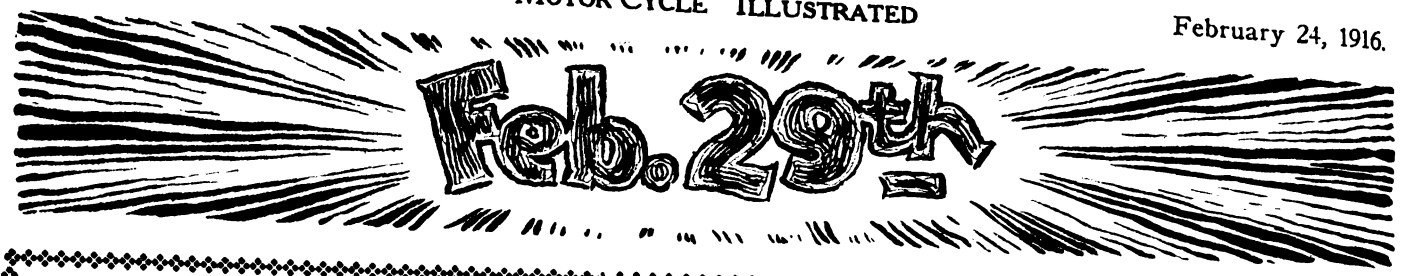

THESE COLOR PAGES ARE FOR YOUR WINDOW, MR. DEALER

ON the opposite page, and on three of the pages following, appear striking photographs with appropriate text, so arranged that a cycle dealer can clip the pages neatly from the magazine and use them in connection with special Bicycle Day window displays. Don't fail to make use of them. They are eye-catchers and will help to brighten your window on Bicycle Day or any other day.

First read the interesting articles which appear on the reverse side of the special photo pages; you can't afford to miss any of them. Then cut the four color pages out of the magazine, preferably using a sharp knife and keeping as close as possible to the binding. Trim the pages so that the same margin of white appears all the way round.

Then you are ready to place the pictures in your show window. It will be noted that the first and second layouts are arranged to make a pair, as are also the third and fourth. Assuming that the first and second photos are placed towards the lower corners of the window, the decorative flying wheels should be turned inward and should be on a line. The two remaining photos can be used in the upper corners of the window in the same way.

BUT BE SURE TO USE THEM. Better fix 'em up right away. **Motor Cycle Illustrated** and **Bicycling World** has gone to considerable pains and expense to provide these striking pages—simply with a view of helping the dealer, so it is up to the dealer to do his part by displaying the pictures where he believes they will attract most attention. It will take only ten minutes to clip them out and arrange them in the window.

ALL HANDS KEYED UP FOR "BICYCLE DAY"

Secretary Olin's Office Is As Bustling As Fourteen Bee-Hives, Helpful Material Is Going to Dealers All Over the Country, and Co-operative Interest Reaches a Record Mark

BRISTOL, Conn., Feb. 23.—All is ready for Bicycle Day. It will be the biggest boom day the bicycle industry has ever experienced—the start of a campaign that is certain at least to double the demand for bicycles in this country.

The Saturday half holiday was forgotten in the office of Secretary C. F. Olin, of the Million Bicycles committee, and with the assistance of sixteen stenographers and as many mailing clerks the requests for special "bicycle boosting" electrotypes and reading notices, that have been pouring in from all sections of the country, were cleaned up.

Monday morning there was another big batch of similar correspondence to be handled. Many of the requests came from newspapers that will feature the pedal two-wheeler in special "Bicycle Day" issues next Sunday and Monday. All such applications for assistance were promptly complied with.

The mailing of the big eight-page "Million Bicycles Bulletin" also started Monday and before the end of the week this meaty publication will be in the hands of 15,000 dealers, several times as many clerks, and about 2,700 wholesale bicycle salesmen.

This bulletin has four pages of pointers that can be used in talking up bicycles to people who call at the stores on "Bicycle Day" and thereafter—not theories, but talking points that have been successfully used by the hundreds of men in the industry who participated in the selling talks contest just closed.

Such important matters as "cleaning house," the window display and newspaper advertising contests, road races, selling schemes, novel guessing contests, etc., etc., are also treated in this circular.

Contests Close March 10

It has been decided that all newspaper advertisements submitted for the cash prizes, and all photographs of window displays of bicycles in the prize contest, must be in the hands of the secretary of the committee by March 10.

Secretary Olin is most enthusiastic over the outlook for "Bicycle Day." For the first time, bicycle dealers in a score of cities have organized for holding bicycle shows on Bicycle Day and continuing the good work then started by billboard advertising, organizing clubs, giving races, arranging outings and doing other things to stimulate new interest in cycling.

The individual dealers are also very much in earnest and there will scarcely be a village, town or city in the prosperous sections of the United States that will not experience Bicycle Day in one may or another.

An important development is the use of moving picture theatres by dealers who find the screen a profitable place for advertising the pleasures and values of cycling to audiences aggregating hundreds of thousands daily. The committee did not have time or the money to get out special slides for this purpose, but several manufacturers are supplying them in large numbers. The same is true of window display suggestions and special signs, posters and literature.

"It is most gratifying," said Secretary Olin today, "to find that most of the dealers who are planning so elaborately for Bicycle Day are making this but the start of a season's campaign in which they will utilize every opportunity all through the year to do their share for 'a million bicycles in 1916.'"

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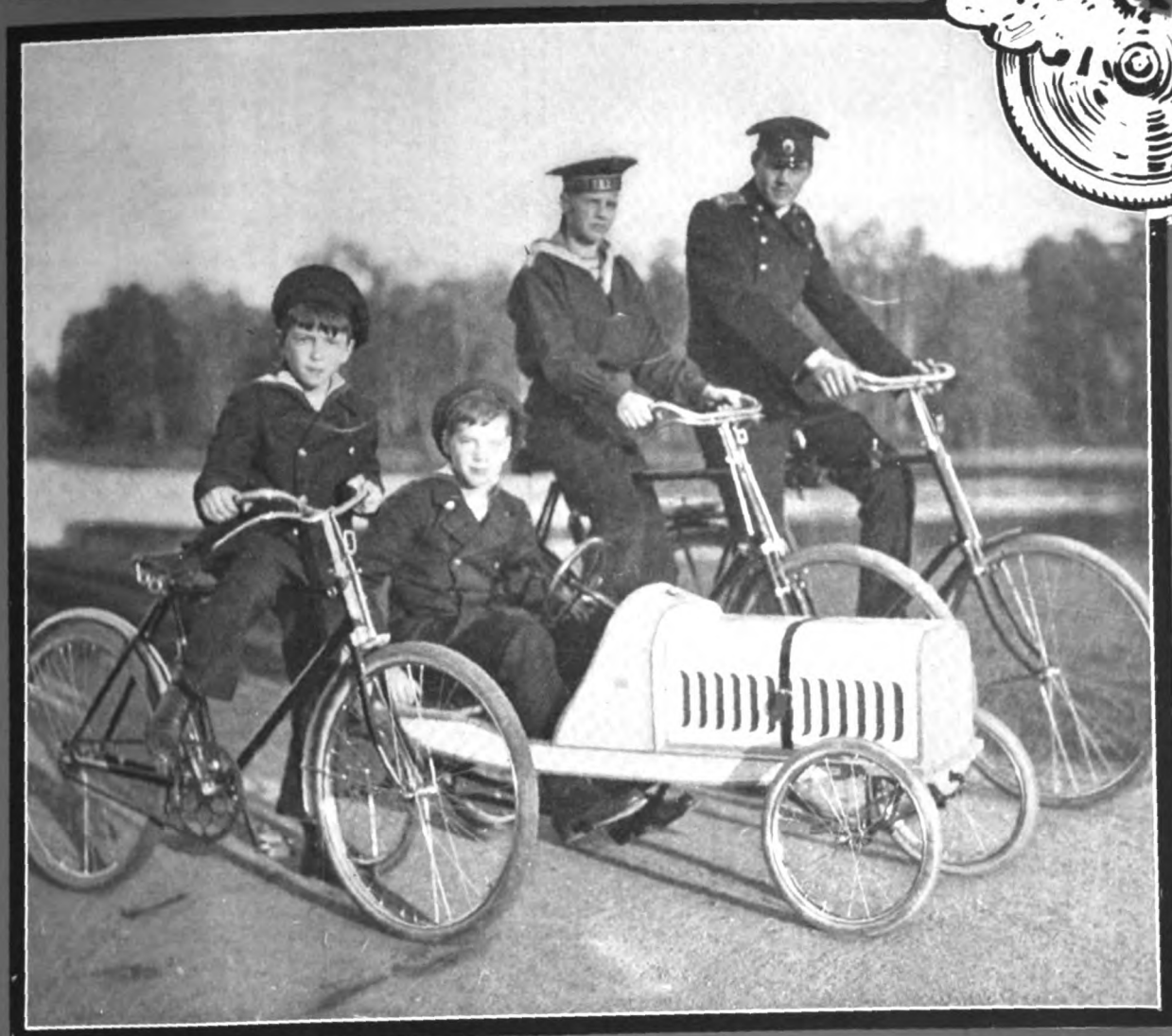
RUSSIAN PRINCES ARE KEEN BICYCLISTS



These royal lads—from left to right, Princes Vasili, Rostislav, Nikita, and Feodor Alexandrovitch, who were photographed at the Yelagine Palace, at Petrograd, the residence of Her Imperial Majesty the Empress Marie Feodorovna—can have absolutely anything that their hearts desire and THEY SPEND MOST OF THEIR TIME ON BICYCLES.

They find that the bicycle gives them more fun, more healthful exercise, more of the spirit of personal freedom, more all-round pleasant service than any other individual vehicle that money could buy. That's all.

HOW ABOUT THE LITTLE PRINCE IN YOUR HOUSEHOLD? We can supply him with a bicycle that is guaranteed to give him ROYAL SERVICE. Come in and let us tell you how and why. Now's the time.

Step in and Inspect the New Models

Supplement to Motor Cycle Illustrated and Bicycling World.

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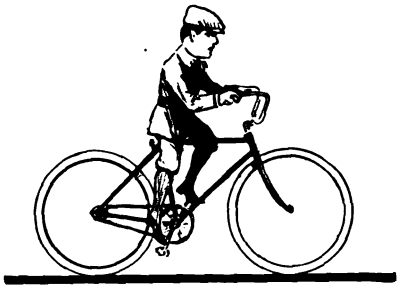
CREATING SATISFIED BICYCLE RIDERS

The Importance of Keeping Bicycles Sold and Turning Every New Rider Into a Booster; It's Up to the Salesman to Fit the Bicycle to the Individual Customer

By W. T. FARWELL, Jr.

WITH Bicycle Day just around the corner, as it were, the majority of the dealers have already replenished their stock to meet the wants of a new army of cyclists which is being created by the publicity campaign of the "One Million Bicycles Committee." The live dealer will be brightening up his store, dressing his window appropriately and investing money

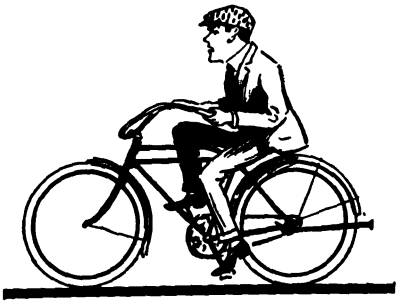


Too Big and Heavy for Small Boy

in local advertising. Much attention will be given to new selling ideas and convincing arguments—so much attention, perhaps, that the important consideration of how to keep bicycles sold may be sidetracked.

As Important as Making Sales

It goes without saying that to make satisfied bicycle riders is of equally vital importance as selling machines. Especially is this phase of the retail bicycle business deserving of serious thought at this time, when thousands of bicycles will be placed in the hands of those who have never mounted a machine before, but whose desire to ride a wheel has been stimulated



Saddle Too Low; Handle Bars Too High

by the widespread publicity which cycling is now enjoying.

These prospects will come to the dealer favorably disposed toward the bicycle. Not only to sell them a two-wheeler, but also to make every one of his new customers an out-and-out booster should be the chief aim of the bicycle salesman. The salesman should study the individual needs of each customer and carefully exercise his judgment in properly fitting the bicycle to the new rider.

His first week's riding will soon determine whether the beginner will be pleased with his machine, or whether he will join the ranks of the "knockers." If he finds that he cannot pedal up the merest pimple of a hill without great effort; if his position feels cramped or uncomfortable, his enthusiasm may disappear entirely and he may give up cycling with disgust.

The Way of the Novice

The novice will not stop to think that the particular machine sold to him was not suited to his needs. He may have been given an 84 gear, when a 74 gear would have made pedaling easier. Perhaps the saddle was too low in imitation of the motorcycle position, so that his legs were doubled up and he could not pedal freely, while his handle bars may have been so high that his hands were up near his chest. Instead of criticizing his particular machine, the beginner will immediately condemn all bicycles and quit the sport forever.

It lies within the power of the salesman to make a satisfied customer. Had he suggested to the novice that a lighter machine would be more suitable in that it afforded easier running, and had he raised the saddle so that the rider rested comfortably with the knees slightly bent and the ball of the foot bearing on the pedal at the lowest point, and had the handle bars been lowered so that the arms were nearly straight, with the hands resting naturally on the grips, much would have been accomplished toward fitting the rider correctly.

Giving the Beginner the Right Start

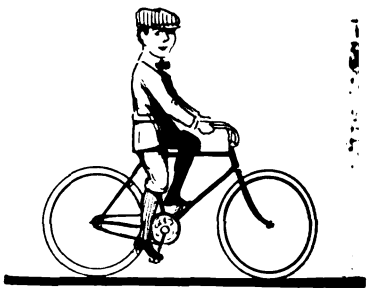
If the salesman had done that, and in addition had defined the meaning of gearing, pointing out that the high gear entails a great expenditure of energy, while the medium gear takes the hard work out of pedaling, giving less speed, of course, though greater comfort, then the novice would have received the right start. His enthusiasm would have increased and he would probably have brought more new riders to his friend the dealer.

The growing boy and the active youth, it seems safe to say, are the biggest factors in the retail field, and the importance not alone of winning over the young people, but also starting them out right cannot be overestimated.

Too many boys are riding bicycles much too large for them. They stretch and seesaw across the saddle in their efforts to reach and keep their feet on the pedals. This condition, combined with a high gear and heavy equipment, not only makes riding hard, but may also result in disastrous injury. Sometimes, of course, these cases of "misfit" cycling are the fault of the boys, who want a regular "man's size" bicycle, while often the parents believe that it is good economy to buy a larger wheel, believing that "the boy will grow into it in a very short while." But whenever the dealer can prevent the sale of a "misfit" machine, and sell the boy a bicycle that suits his requirements best, he certainly ought to do so.

Using a Bit of Diplomacy

The growing sales of ladies' models is sufficient evidence that the members of the fair sex are again looking with favor upon the simple two-wheeler. Here also great care should be taken to furnish machines



Just Right; Easy and Comfortable

that are suited to the individual customer.

Of course, there are many classes of customers. Some of them seem to know exactly what they want; others think they do, but don't, and there are also those who are willing to be shown. But the wise dealers will study each case and use a great deal of diplomacy in making the kind of riders from whom there will be no comebacks.

Overlook Mechanical Side

The bicycle strikes most people as being such a simple vehicle that they pay little attention to it as a mechanical proposition. The novice will naturally be influenced in his selection of a bicycle by the color of

Good Position for Easy Pedaling

the finish, fancy tire treads, some unimportant accessory. Quality of material and the design of such important parts as the bearings, chain, etc., and the size of the gear come in for little consideration by the novice, so that it is up to the dealer to give each customer some "rock-bottom dope"—the kind that will sell the better grade of machine and make permanently satisfied bicycle riders.

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JOHN D. CAN'T GET ALONG WITHOUT HIS BICYCLE

Counting his wealth in billions and long accustomed to the luxury of limousines, the Standard Oil magnate—at the age of 76—continues to be a bicycle owner. SAYS HE NEEDS THE WHEEL—although he has a fortune tied up in horses, carriages and automobiles.

Pleasant exercise, a sense of exhilaration and the charm of getting over the ground by one's own physical efforts keep John D. Rockefeller a bicyclist when he could easily ride in a diamond-studded special train or a mother-of-pearl automobile if he cared to.

PROFIT BY JOHN D.'S EXAMPLE. Let us supply you with a simple, economical, fascinating vehicle that is almost as close to nature as your own legs. THE NEW MODELS ARE HERE. Step in and let us tell you what they will do.

Walk in—Every day is "Get Acquainted Day" with us

Supplement to Motor Cycle Illustrated and Bicycling World.

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REMINGTON ARMS COMPANY ADOPTS BICYCLE

Twenty-eight Machines in Use at Monster Bridgeport Plant; Give Effective Service in Carrying Messengers Through the Huge Buildings; Called "Satisfactory Solution of Vital Problem"

THE bicycle is used commercially where the light of publicity seldom penetrates. The more one learns of the many uses to which not only merchants, collectors, etc., but also large industrial enterprises place the sturdy two-wheelers, the stronger becomes the conviction that the scope of the bicycle ,as a commercial proposition, is an ever-increasing one.

Wherever quick and economical transportation of a light character is desired the bicycle usually fits in well. And the possibility of sales for commercial purposes are only limited by a dealer's ingenuity in ferreting out the prospect whose business is so situated that the use of bicycles would save energy, time, money and trouble.

One instance where the bicycle has been found to be a most helpful vehicle is that of the Remington Arms and Ammunition Company, of Bridgeport, Conn. Most readers have seen in the newspapers reports of the marvelous growth of the Remington Company since the outbreak of the European war. Huge plants were rapidly erected in Bridgeport to take care of the large war orders that had been secured by this company. Coincident with this unprecedented growth sprang up new and complex problems which demanded an immediate and carefully thought out solution. One of these problems was that of inside transportation.

This Remington Arms Bicycle Messenger is Riding Through a Corridor of the Bridgeport Plant to Deliver a Package From One Office in the Monster Factory to Another

Huge Size of Bridgeport Plant

The Remington Arms Company buildings are so designed that they lend themselves admirably to bicycle traffic. The main units of the works comprise 13 five-story buildings, 274 feet long by 62 feet wide. These are connected at right angles through the center, at each story, by a service building, so that communication from one structure to another is rendered easier. The corridors through these thirteen main units and service buildings are each one-half mile long. To inspect the various shops in these structures would entail a walk of ten miles, exclusive of the stairways. From this it is comparatively easy to infer that the matter of rapid transportation between points must be of vital importance.

The difficulty has been solved by the adoption of bicycles, electric and hand trucks and roller skates.

Walking along one of the great corridors, the warning jingle of a bell is heard and one turns to see a uniformed messenger speeding on a wheel, bound for perhaps a dozen points which may take miles to cover.

How Bicycle Messengers Work

A boy on the ground floor of building "A" is given a note to deliver on the top floor of building "M." He takes his bicycle on an elevator to the fifth story, mounts it and is off on a run of 2,000 feet. If not detained by the party to whom the note is addressed, he can deliver his answer to the person sending it, within seven minutes from the time he began his journey. Had he depended upon his legs entirely, the same trip would have taken him at least 25 minutes.

The bicycles are of ordinary type costing about $30.00 apiece, and 28 are in service. They are stationed at the ends and center of each of the corridors.

Occasionally a boy is allowed to take a bicycle outside the buildings to accomplish an errand, but these circumstances do not often occur. It is also a rare occurrence that a bicycle gets out of order. There are so few obstructions to invite accident, and as high speeding and coasting are out of the question, the life of a wheel at the Remington plant should be a prolonged one.

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SIMPLICITY, ECONOMY, GOOD ADVERTISING

These bicycle delivery vans were snapped in New York City, where there are hundreds of others similar to them. They are run almost the year round, carry quite heavy loads and do amazing stunts in heavy traffic.

Needless to state, they permit of remarkable economy. With them it is possible to deliver packages for which it would be wasteful to use a heavier vehicle, and the merchant consequently builds up a reputation for good service. Service, in turn, means more sales.

Note the crowd that gathered as soon as the bicycle van stopped at the curb to make a delivery. Good advertising, eh? The merchant who uses such an outfit and has his name on it is getting double returns every day of the year.

We can give you some interesting figures on van service.

Supplement to Motor Cycle Illustrated and Bicycling World

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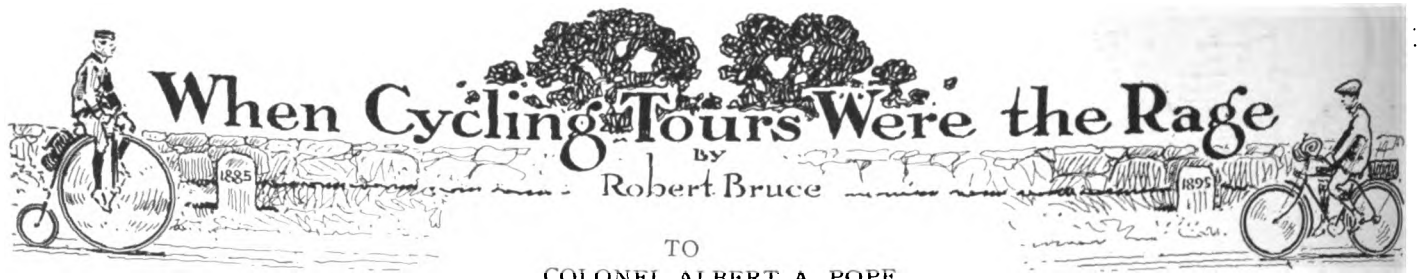

TO
COLONEL ALBERT A. POPE,
of Boston, Massachusetts,
whose liberal spirit of enterprise and generous confidence in the integrity and ability of the author made the tour
AROUND THE WORLD ON A BICYCLE
possible, by unstinted financial patronage, is this volume respectfully dedicated.

THE editor's suggestion that I might contribute to this number of **Motorcycle Illustrated** some reminiscences of early bicycle touring starts a flood of pleasant memories, which have been more or less dormant for several years. It takes one quite far back from this modern era of speed and power to less strenuous and more comfortable days, when time and distance were not as sharply defined as they have now become; and the spirit of comradeship among users of the road was more in evidence. But it is impossible to be comprehensive in these fugitive reminiscences, as to do so would not only exceed the allotted limits but require more research for names, dates and exact circumstances than can be given at short notice.

Arousing Interest in Cycling

At the beginning it was necessary to stimulate the growth of bicycling by road exploits or "stunts," exactly as the earliest makers of automobiles did on a larger and more expensive scale with their endurance runs and road races. The first notable attempt in that direction, and one which stands very much alone today, was the trip made around the ridable part of the world by Thomas Stevens in 1884, '85 and '86. It was the only successful effort to encircle the globe on the "good old ordinary"; and likewise the only subject (except the Pennell trips) referred to in these paragraphs with which the writer was not personally familiar at the time. It happened a few years too soon for that, and is now remembered only by the few remaining contemporaries of Col. Albert A. Pope, "Papa" Weston, "Happy Days" Pitman, "Karl Kron," A. T. Lane and E. C. Hodges, all of whom have since gone to their final rest.

Route Stevens Followed

Stevens left San Francisco on April 22, 1884, riding across the continent over approximately what is now known as the "Lincoln Highway," or Overland Trail, through Sacramento, across the Sierra Nevada Mountains, the Rockies and the broad plains of the central West to Chicago. He then continued through South Bend, Toledo, Cleveland, Erie, Buffalo, Syracuse, Albany, Pittsfield, Springfield and Worcester to Boston, instead of finishing at New York City, like most of the eastbound transcontinentalists of today. Boston, which he reached on August 4, was then not only the principal center of the bicycle industry but the residence of Col. Albert A. Pope, its most commanding personality for a number of years. In the "preface" to his book Stevens gives Col. Pope the following generous credit, showing that the pioneer Boston manufacturer assisted in financing the trip, even if he did not meet the total expense:

Quite a stir was caused by the safe ending of that really remarkable trip, especially as the young traveller had made himself personally very popular; and the people of the "Hub" gave him a memorable welcome. The publication in *Outing* of Stevens' articles, which were written in a style which

FRANK G. LENZ
He Started on a World Tour in 1892, Using a "Safety" Bicycle

makes them interesting even today, added to his reputation and encouraged him to extend the trip around the world, arrangements for which were soon made. Starting from Liverpool on May 2, 1885, Stevens crossed Europe and a considerable part of Asia that year, reaching Teheran, Persia, on September 29. Leaving there on March 10, 1886, he rode through Persia, Afghanistan, India, the Straits Settlements, China and Japan, reaching Yokohama on December 17, after having made the trip in parts of three different riding seasons. By taking steamer from Yokohama to San Francisco he completed the world's circuit.

There was sufficient newness, adventure and romance about this trip of fully 13,500 miles to give it unprecedented publicity; and it came at just the right time to increase greatly the interest in cycling. Meanwhile the young industry was becoming well established, cycle trips grew in popularity, and hundreds of newspapers started bicycle columns. Tours were made to a greater extent than is generally understood today—all without more than here and there a stretch of really good road, without maps or guide books, but with quite frequent reports of trips in the *Bicycling World* and other publications, which were read very carefully for such items. Of course this was not all due to Stevens' remarkable world tour, but it was at least a timely factor.

Interesting Trip by Lenz

A trip somewhat similar to that of Stevens', attempted in the early summer of 1892 by Frank G. Lenz, of Pittsburgh, Pa., attracted about as much attention. It was made on a "safety" bicycle ("Victor" with spring frame), and from east to west, instead of in the direction Stevens rode on the high wheel. A few years ago the *Bicycling World* published a detailed story of the Lenz trip, which many readers of **Motor Cycle Illustrated** will remember. It is sufficient for our present purpose to recall that after wheeling from Pittsburgh to Washington and New York, thence across the northern route through Chicago, St. Paul, Minneapolis, Fargo, Bismarck and Spokane to Seattle, Lenz continued down the Pacific coast through Portland and Medford, Oregon, to Sacramento and San Francisco, where he sailed for the Orient.

Lenz Rode Low Wheel

In a general way it may be said that he reversed Stevens' route through Japan, China, the Straits Settlements, India, Afghanistan and Persia to Asia Minor, but was undoubtedly murdered there in the spring of 1894. Lenz was better equipped for his trip than Stevens, because he had a low wheel and pneumatic tires. He also carried a camera, which might have caused suspicions on the part of the lawless tribes in Asia Minor and no doubt indirectly contributed to his tragic end.

Of course the trips of Stevens and Lenz were big, personal undertakings, but indirectly affiliated with the bicycle trade. There were a few other attempts, and the very successful one of Allen and Sachtleben; the latter, so far as generally known, was an amateur affair, without special trade influence or publicity, though like Stevens, they published a complete record of their world tour. Lenz was an expert photographer, but an inexperienced writer; "his" story was principally thrown together at the *Outing* office from such crude notes as he sent in; and probably for that reason,

(Continued on page 32)

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BOY'S NATURAL VEHICLE IS THE BICYCLE

The young sportsman shown above, who was photographed at Palm Beach, gave up a pony and cart to ride his bicycle. Couldn't exactly explain why. Just liked his bicycle better than anything else; that's all. And he's as healthy, happy and ruddy as they make 'em.

His daddy, who plays polo, drives an 80 h. p. car and semi-occasionally pilots a monoplane, was well satisfied with the boy's decision. "No matter what he elects to do in later life," he said, "he will be more capable for having spent much of his boyhood on a bicycle."

It will be noted that this bicycle is well adapted in size and weight to the lad's requirements, a very important point. We guarantee satisfaction in that and all other directions. No matter what your boy's requirements, or your own, may be we can fill them perfectly. The new models are here; walk in and inspect them.

We have a bicycle to fit every need and every purse.

Supplement to Motor Cycle Illustrated and Bicycling World.

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Start of the First 'Round the World Bicycle Tour, Thomas Stevens Leaving the Riders Who Accompanied Him a Distance from the Pacific Coast in the Spring of 1884. Reproduced from Scribner's

(Continued from page 30)

as well as the fact that the trip was never completed, no permanent record of it was ever published.

One of the most interesting developments of the early days were the number of bicycle tours abroad. Unfortunately no means were ever taken to gather statistics as to how many cyclists went to Europe, say, from 1890 to 1897; but it must have been very large—probably as many as there ever were of automobilists before the present war started. Those trips were especially popular among college professors, school teachers and clergymen; and probably few local papers of that era were long without news notes or contributed articles from members of the families of some readers who were on the other side of the Atlantic. One thing in favor of bicycle trips abroad was the low cost at which they could be made—no gasoline or oil were required, uniformly good roads, reducing tire wear to the minimum, and almost everywhere unpretentious but comfortable inns catering to the wheelmen with the same zest that most of them do to the motorist of today, and at a rate which few of them would think of offering now.

Worden's Unique Trip

Of course there were extremes then as today. Well do I remember J. Perry Worden, then in or just graduated from college, who made the trip abroad just as cheaply as possible, carrying and cooking his own food along the route. As I recall it now, he brought the expenses down to about what it would cost to live in a modest furnished room in a large city and dine very moderately at "Childs" or some equivalent. Cheaper still was the New York-Chicago ride of "Dead Broke" Wylie, a Chicago newspaper man who, on a wager, I believe, made that trip on a time limit, earning en route every cent he was obliged to spend. These two exploits were exceptional enough to attract passing attention; but the great majority of cycle tourists asked for the best, got it at a reasonable rate and seldom appeared to covet any publicity.

Wheelmen were distinctly the pioneer good roads workers, but received less rewards than is usual for pioneers, except that in later years many of them became automobilists and shared in the benefits of the fairly recent road improvement era. One reason why foreign tours were so popular was the poor condition of American roads in those days, when pushing one's mount uphill was often a back-straining and breath-testing reality.

Tours Well Organized

European bicycle tours from the United States were also well organized at one time, and probably a number of readers will remember the several annual tours conducted by F. A. Elwell, of Portland, Maine. Begun in a small way at first, the "Elwell tours" became very popular, and letters from the veteran conductor, who was as fine and pleasant a man as you might meet in a month of Sundays, frequently appeared in the *Bicycling World* of that time. He died several years ago. There were also a number of successful parties organized privately in different cities, one I particularly recall being under the leadership of E. B. Porter, then cashier of the Indiana National Bank, Indianapolis, and later, I believe, interested in the bicycle business of that city.

Trip to British Isles

One of the many professional men who enjoyed pleasant bicycle trips abroad was Reuben Gold Thwaites, then secretary of the Wisconsin Historical Society and already an author of some note, who in 1891 spent six weeks in the British Isles, visiting the most interesting and historic places. As a result A. C. McClurg & Co., Chicago, published in 1892 one of the most interesting and delightful sketches of travel imaginable by him under the title of "Our Cycling Tour in England." Sometimes as an offset to the strain of modern days I get out some of my old cycling literature and always enjoy a chapter from this book. Mr. Thwaites, now deceased, was another of the oldtime bicyclists whose name is somewhat familiar to the present generation, but as a historian and educator rather than as a bicyclist.

It is passing strange that automobiling has never produced anything like "Our Cycling Tour in England"—possibly because the motorist does not need to "walk" his machine up the hill, as Mr. Thwaites did on the way from Bath to Glastonbury, incidentally giving his readers, as a result of that climb, one of the best pieces of description in the book.

Interesting Odds and Ends

Though quite out of their chronological order here, two other noteworthy publications deserve mention as factors in the development of touring—or at least helped arouse the interest which greatly assisted it. One was the tricycle tour from London to Canterbury, England, made in 1884 by Joseph and Elizabeth Robbins Pennell, who for a full generation have been writing and drawing in their delightful way, producing hundreds of magazine articles and a goodly list of books. Their three days' trip came out as the "Canterbury Pilgrimage," published in this country by *Scribners* in 1885. It was semi-descriptive, and has some interesting incidents, such as the driver of a donkey trying to get up a race with the Pennell's tricycle.

That type of touring story has long since gone out of fashion, for who among automobilists or motorcyclists would today be willing to spend three days on the road from London to Canterbury; and where is the driver of a donkey who would now challenge the power-driven two-wheeler or four-wheeler to a contest of speed? "The Canterbury Pilgrimage" was, in fact, only one of the cycling publications of the Pennells, others being "Our Sentimental Journey," "Two Pilgrims' Progress" and "Over the Alps on a Bicycle," the four tracing, picturing and describing a tour by cycle and tricycle from London to Naples, between the years 1884 and 1897—certainly a very deliberate way to plan and carry out a tour! Nothing like that series has ever been approached in the literature of motoring, and there is little likelihood that it ever will be.

Karl Kron Stories

One of the most interesting characters in tricycle touring was "Karl Kron," a prolific contributor to *Outing*, the *Bicycling World* and other publications for several years. He was one of the real pioneers and used the "good old ordinary," I believe, to the end, always looking down, in a literal as well as in a figurative sense, upon those who forsook it for the later "safety" types. He seemed to go everywhere, and his stories were always read with the greatest of interest by a large number of us slightly younger ones.

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FORMING A BICYCLE BOY SCOUT COMPANY

Any Dealer Can Organize a Company in His Town and Become Affiliated with the U. S. Boy Scouts; Uniforms Furnished for $3.50; Steps to Take in Starting a Company

By ANDREW N. SEGAL

Formerly Capt. National Bicycle Scouts of America

WITH the spirit of military preparedness sweeping the country as it never has before, keener interest is being taken in movements having for their object the strengthening of our defenses against any possible enemy, and among these movements the organization of the boy scouts stands out prominently. In connection with companies of boy scouts, bicycle units are now being formed in many sections of the country, and the officials of the United States Boy Scouts are eager to increase these bicycle units, and especially to see formed new squads or companies consisting entirely of bicycle boy scouts. This offers a very attractive opportunity for the live dealer.

Headquarters of Boy Scouts

Any dealer, provided he is over twenty-one years of age, is eligible to organize a squad or company of bicycle boy scouts and affiliate with the national body, known as the United States Boy Scouts. When the dealer has secured eight or more boys, ranging in age from thirteen to eighteen years, he has but to write to the Adjutant General, U. S. Boy Scouts, at 33 Maiden Lane, New York City, and he will receive a muster roll, oath of office and the necessary number of application blanks.

Getting a Commission

The boys will be required to fill out the application blanks and have them endorsed by their parents or guardians. The scoutmaster—the active organizer of the squad or company, who need not necessarily be the dealer, but someone perhaps selected by him—will be required to fill out the oath of office and have it acknowledged by a notary public. When the oath of office is returned to the Adjutant General, a commission will then be issued, giving him a proper military rank.

There are forty members to each company, which is made up as follows; seven privates and one corporal constitute a squad; two squads and a sergeant constitute a platoon, while four squads make a company. There are then thirty-two privates, four corporals, two sergeants, one first sergeant, in addition to a second lieutenant, first lieutenant and captain, besides the company bugler and guidon bearer.

Drilling the Scouts

The best results can, of course, be obtained in drilling the bicycle scouts when an ex-army or militia man acts as the drill master. It is advisable that he first teach the boys the infantry movements before attempting to put them through the mounted movements, the latter being more difficult.

From his experience as captain of a bicycle scout company the writer has learned that the boys will become more readily proficient if they are first taught the school of the soldier, secondly the school of the squad, and then the school of the company.

Manual of Drills Simple

The manual of drills, which is given out by the U. S. Boy Scout headquarters, is based on the standard United States Army drill regulations of 1911, and is written in such simple language that any boy of average intelligence can readily understand it and obtain a working knowledge of military manoeuvering, signalling and camping.

While it is not at all necessary to have the boys uniformed for the "muster-in," it certainly is desirable to have this done as soon as possible, for the boys take greater interest in their work when dressed in the regulation uniform. For $3.50, the Quartermaster's Department of the U. S. Boy Scouts, at the New York office, will furnish a complete uniform for each scout, consisting of a coat, breeches, leggings and haversack, all made of strong, serviceable khaki. The quartermaster will gladly furnish information on how to take accurate measurements for the uniforms.

Dealer Is Logical Organizer

Formerly the bicycle scouts had a separate organization, but realizing that the movement would meet with greater success if they affiliated with the U. S. Boy Scouts, they joined the latter body. Since the consolidation rapid progress has been reported in cities scattered all over the country. But the movement is only in its infancy. Much still remains to be done, and the bicycle dealer is the logical person to organize a company of scouts in his city. In that way he can create a strong following of riders, and get new prospects whose parents will undoubtedly be impressed by the many benefits their boys will receive in joining the bicycle scouts.

NEWSPAPER RUNS BIKE COLUMN

BUFFALO, N. Y., Feb. 21.—Beginning with Bicycle Day the *Buffalo Evening Times* will run each week a column of bicycle news similar to its column of automobile news. This co-operation is being extended to dealers and manufacturers in return for advertising which they promised to insert from time to time.

Detachment of German Boy Scouts in Front of the Governor's Palace in Carlsruhe

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THE VALUE OF THE CLUB TO THE DEALER

How Much Favorable Publicity Can Be Secured by the Dealer Who Organizes a Club—Returns in Sales Which a Live-Wire Club Yields to the Progressive Merchant

Club Team Entered by Indianapolis Dealer in Local Events

SALES usually thrive on the amount of favorable attention which is attracted to a dealer's store. One of the strongest magnets for drawing the crowd to the bicycle dealer's establishment is the club.

Returns from Clubs

Upon first thought the dealer might be lead to believe that a club will entail a lot of expense and time on his part, without giving anything like proportionate returns. But the experience of live bicycle merchants who have formed organizations of young riders shows that clubs not only yield returns, but also furnish a great deal of wholesome fun and recreation for the dealer himself.

There are two distinct phases of club activities which will bring new riders into the ranks. One is the intense and interesting competition which is possible only among groups of well organized riders, and the other consists of the social events promoted by a club.

Perhaps no better wedge for entering in the columns of the local newspapers can be placed in the hands of a dealer than the races and runs which are launched by the organization he fosters. These events furnish splendid material for the reporters to work on and the items appearing in the newspapers will get the public interested in cycling and bring out a large crowd to witness the meets.

Big Crowd at Races

In the crowd that will see the riders match their skill and strength against one another, will be lots of youngsters who will realize how much healthy sport they are missing. These boys are the very prospects whom the dealer should cultivate; and by distributing hand bills at the races he can invite them to come to his store, examine the new models and meet the club boys.

When the club goes on a run, the large body of cyclists pedaling along the streets of the town and over country roads presents a forcible argument in favor of the bicycle.

The social side of bicycle club life not only appeals strongly to the boy but also to his parents. By joining the club he is brought in contact with a desirable group of red-blooded fellows who are developing the best that is in them.

Launching Membership Campaigns

Membership campaigns launched by the club, for which inexpensive prizes may be hung up, will get the fellows to scout around for those of their friends who ride but are not affiliated with any organization and also the non-riders who are anxious to learn to handle a machine and enjoy the sport which membership in the club makes possible. The latter rider will need a machine and the dealer who promotes the club will be the logical person from whom to buy a wheel.

The dealer with a strong club following is bound to get results, for the active riders will naturally purchase their sundries and accessories from him. His store will be attracting attention because of the publicity it is receiving and will become the center for many of the wide-awake young cyclists in his town as well as the grown-ups.

The expenses of a club are never large and can readily be defrayed by nominal dues and initiation fees which all of the riders can readily afford. Practically the only obligation which the dealer is looked upon to discharge toward the club is to offer his store as a meeting place and to give one or two prizes for the race meets and runs which the club promotes.

Line-up of Cleveland Club Riders Before Start of Road Race Which Was Well Supported by Local Dealers

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WATCH IT GROW THIS YEAR, UNCLE

Uncle Sam—There's an army that even the Pacifists must admit is a mighty good thing for all concerned.

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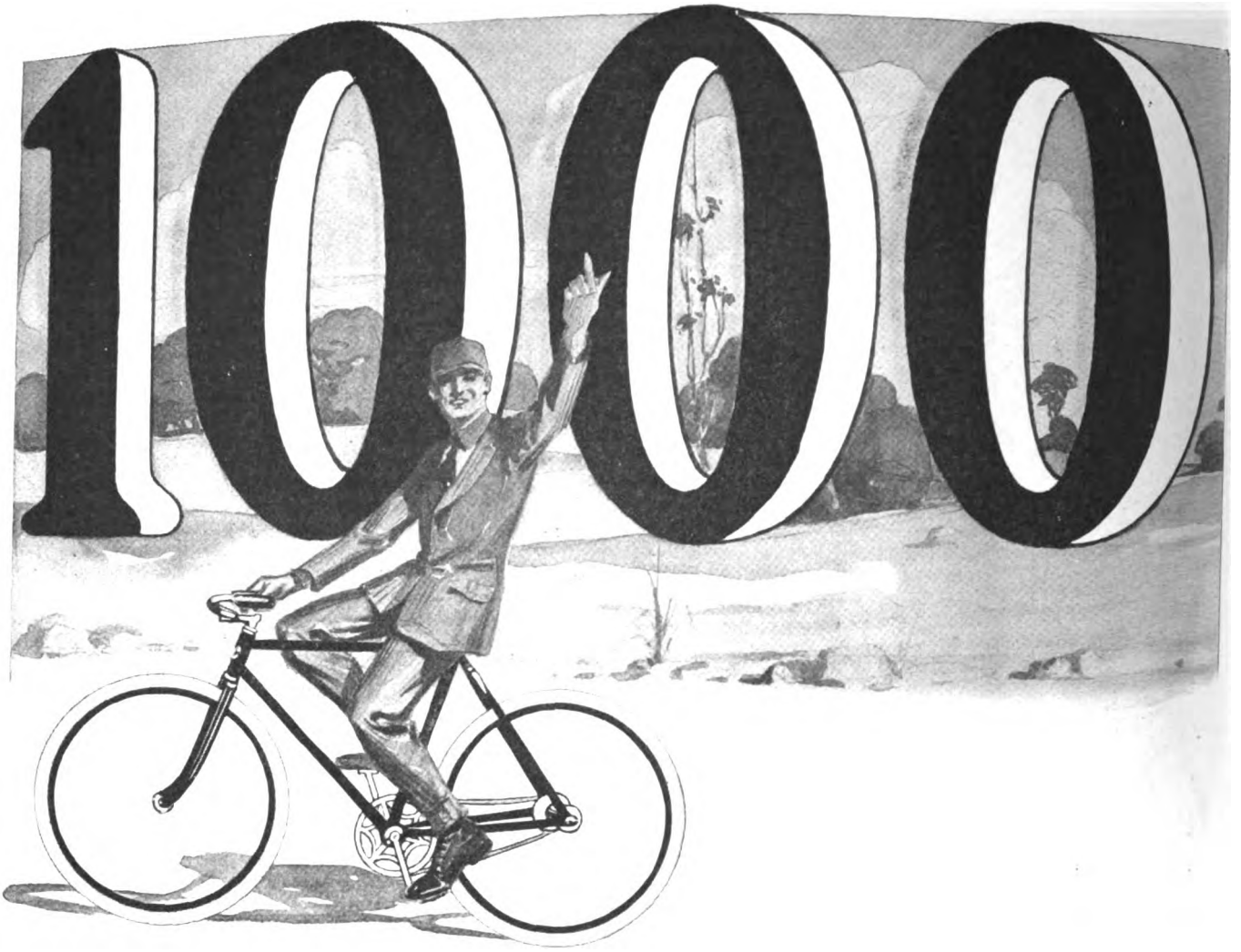

National Bicycle

Every dealer in bicycles in America should keep one day firmly in mind—Feb. 29th.

That is the day on which you can prove to yourselves conclusively, that 1,000,000 new bicycles can be sold in 1916.

That is the day in which you are asked to join with the entire bicycle industry, regardless of personal interest, and present to the American puclic the merits of the bicycle.

The manufacturers of bicycles, the manufacturers of bicycle parts and the manufacturers of bicycle accessories have united in one movement—to present to the bicycle dealers definite plans to increase their bike sales and therefore increase their profits.

These plans will be sent to you shortly or announced in this paper. When you get these plans read them.

But a plan alone won't increase bike sales—it takes action of a very definite sort on your part.

Urge rival dealers to join with you in making Bicycle Day a success. Urge your home newspapers to give bicycle publicity. Show them that it is to the advantage of everyone to promote the best interests of the bicycle.

GOODYEAR
AKRON

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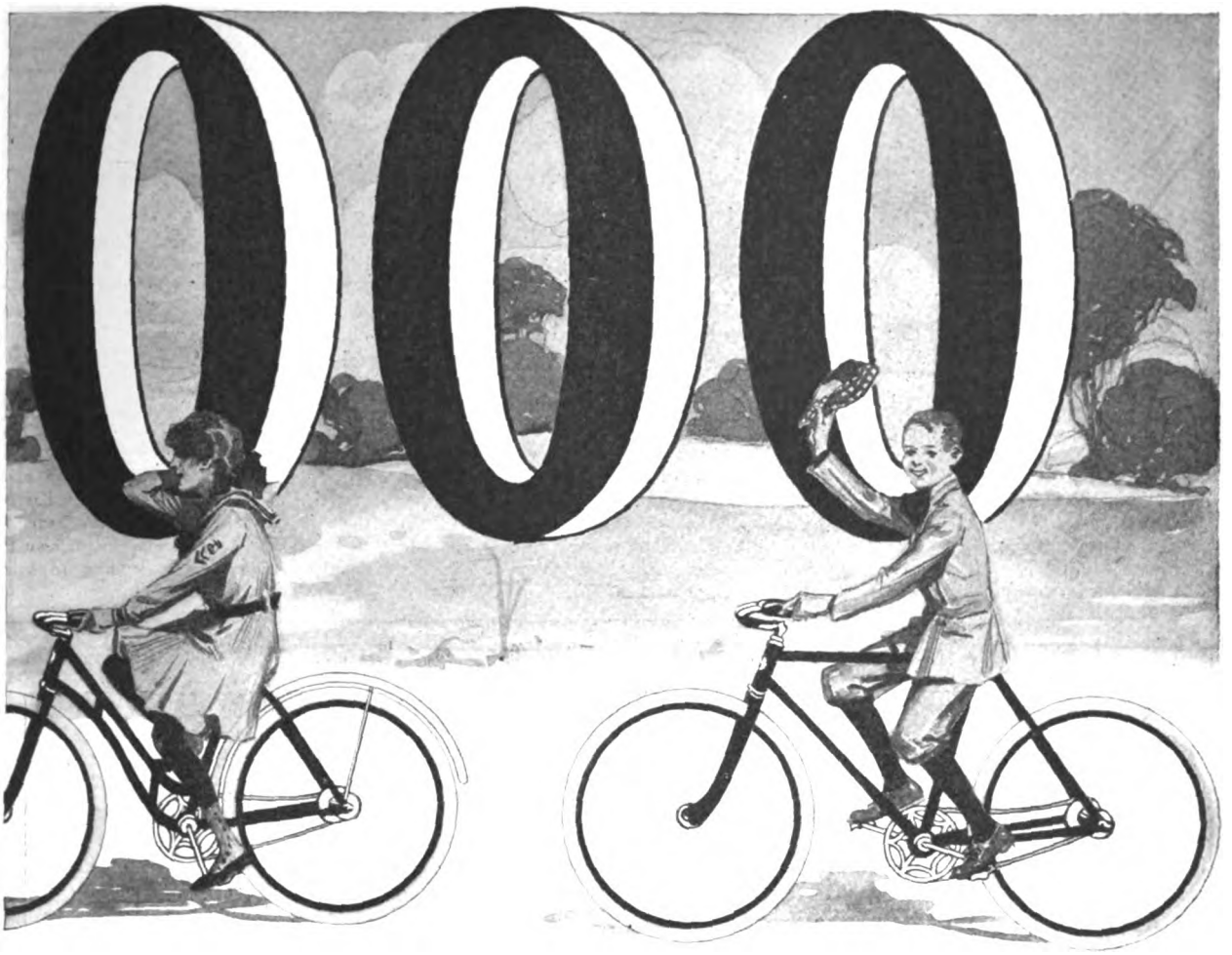

Day, Feb. 29th

See that your store is as clean as a whistle—windows washed and neatly trimmed, counters in order, stock in good shape.

Send out a bicycle letter to your customers. Tell them about Bicycle Day. Ask them to call and see the new wheels. If you want us to write these letters for you, simply write us for our Letter Service.

Nothing succeeds like success. Make the bicycle a live proposition in your neighborhood by being alive to its possibilities.

Do you see now what effect this will have on the prospective bike purchaser? Do you see how thousands of dealers, plus the newspapers, plus the advertising of Bicycle Day, can exert a very decided influence for increased bicycle sales?

This concerted action is all that is needed to put the bicycle back where it belongs in popularity.

There are 1,000,000 new bicycle purchasers waiting for the proper salesmen. Be sure that you are one of them on Feb. 29th.

The Goodyear Tire & Rubber Company, Akron, Ohio.

GOODYEAR
AKRON

A *good* deed often means a *good* deal—Please mention MOTOR CYCLE ILLUSTRATED.

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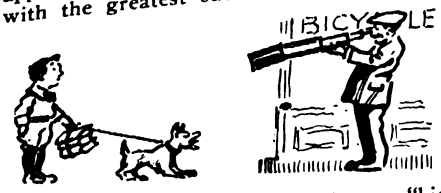
APPEALING TO THE BOY

Because the bicycle makes such a strong appeal to the boy, the dealer who will meet with the greatest success is the one who



studies the boy and tries to act as a "big brother." Youngsters have to be treated with a great deal of patience, and the knack of making a hit with them can only be acquired with conscious effort.

EXPLAIN THE IMPROVEMENTS

Mention the bicycle to some uninformed persons and you suggest toilsome pedaling on hills and more work than recreation. Part of the dealer's educational campaign therefore should be devoted to explaining how modern bicycle improvements have taken the trouble out of hills. Tell the prospect that hill-climbing is almost entirely a matter of gearing, and convince him that you can supply him with a mount capable of climbing all ordinary grades with a moderate expenditure of energy.

RIGHT TO THE POINT

It isn't so much what we do as what we don't do that loses the order.

Being on the job has been the secret of more than one big success in business.

It isn't the size of the plate glass front, but the use you make of it that counts.

NOW'S THE TIME

Do your work now. Make your efforts and your sales today. It is not tomorrow that is going to make you big, strong and successful financially. It is what you do today. Today is all you have. Tomorrow may never get here. Don't fumble; don't miss; don't postpone—but do it now.

AVOID UNPLEASANT CONTRASTS

Avoid having mud-covered or battered bicycles standing about your salesroom. The best of machines will in time become a little the worse for wear, and when they do it is poor policy to leave them in the salesroom where they are bound to detract from the good impression created by the new models. When an old machine comes in for repairs, or for any other reason, it should be hustled back to the repair shop. When the cycle is in good trim again there is no objection to relieving repair-shop congestion by placing it in the salesroom until called for, but it should be in the rear and not mixed in with the new machines.

THE ROOT OF EVIL

"Love of knocking is the root of much evil." The man who knows the art of selling does not run down the wares of his competitors. He devotes his time and

energy to a convincing exposition of the merit of the machines that he handles; and the results of that kind of salesmanship will be more productive of success than limitless conversation tending to belittle the product of a competitor.

"WHEN SUMMER CALLS THE BICYCLE BRINGS THE COUNTRY NEARER"

Here is a simple window display gotten up by the Westfield Mfg. Co., makers of the Pope line of two-wheelers, which can be reproduced at a very small expense. The 14 yards of green cambric which was used for decorating cost $1.12; the two hand-lettered signs are home made and were painted on cardboard that cost 5c. per sheet. The two printed signs were supplied by the factory. The rest of the material shown in the window was taken from the dealer's stock.

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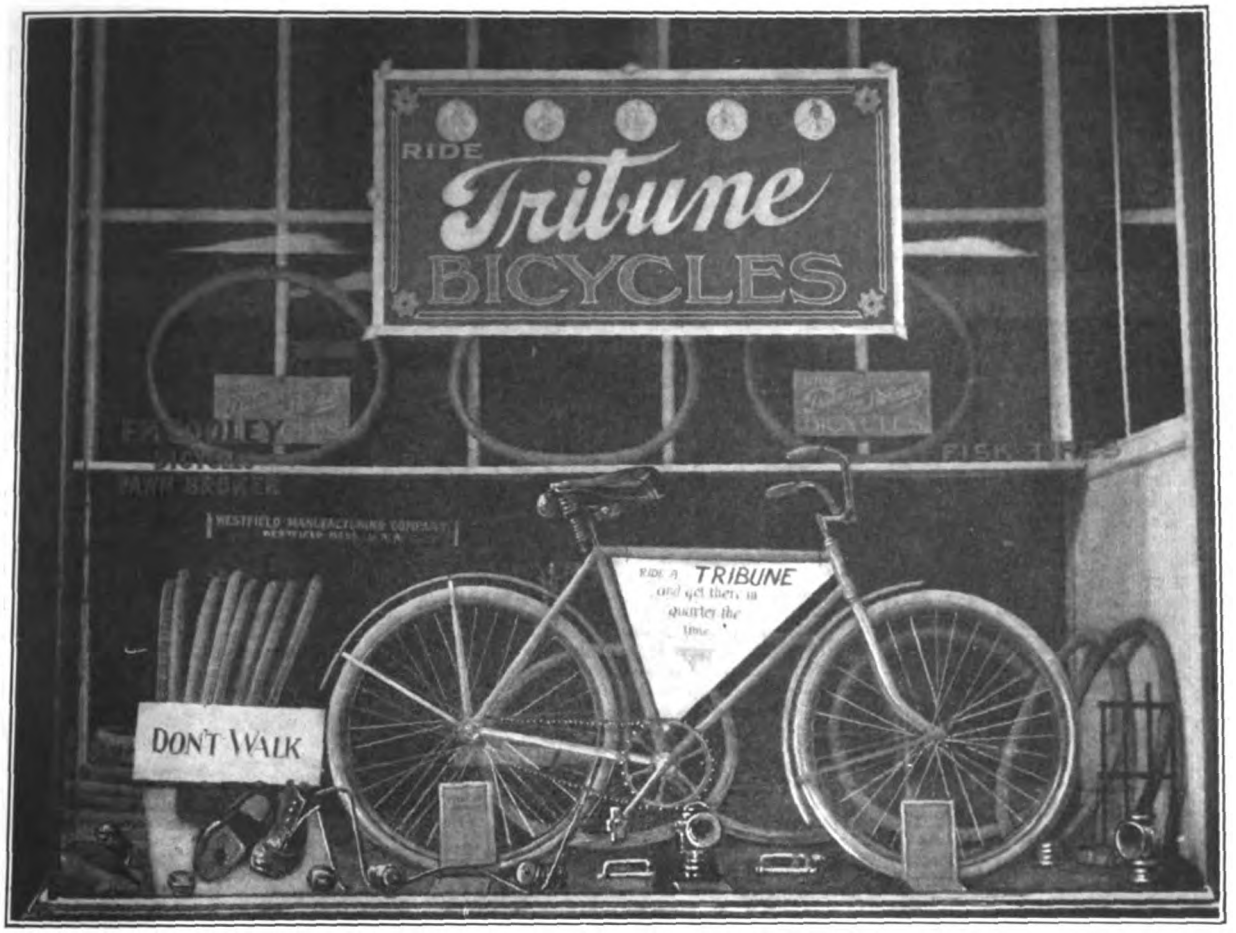
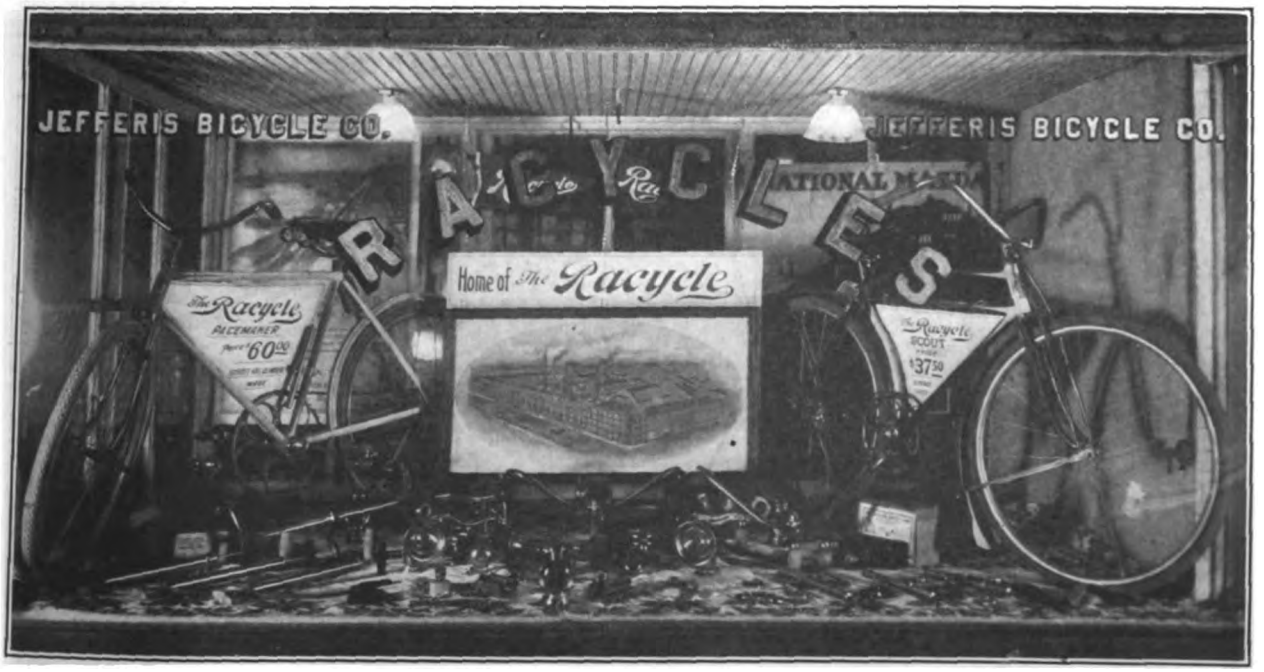
EFFECTIVELY EMPHASIZING THE ECONOMY OF BICYCLE RIDING



This window, featuring the Tribune, one of the Pope Bicycles made by the Westfield Mfg. Co., tells a story to passers-by. It points out that bicycle riding will save both time and shoe leather. The signs are brief and to the point.

FEATURING THE FACTORY THAT STANDS BEHIND THE BICYCLE



This dealer had secured a picture of the Miami Cycle and Mfg. Co. and is giving it a prominent place in the window. Note the harmonious arrangement of accessories and the fact that signs are effectively used on the machines.

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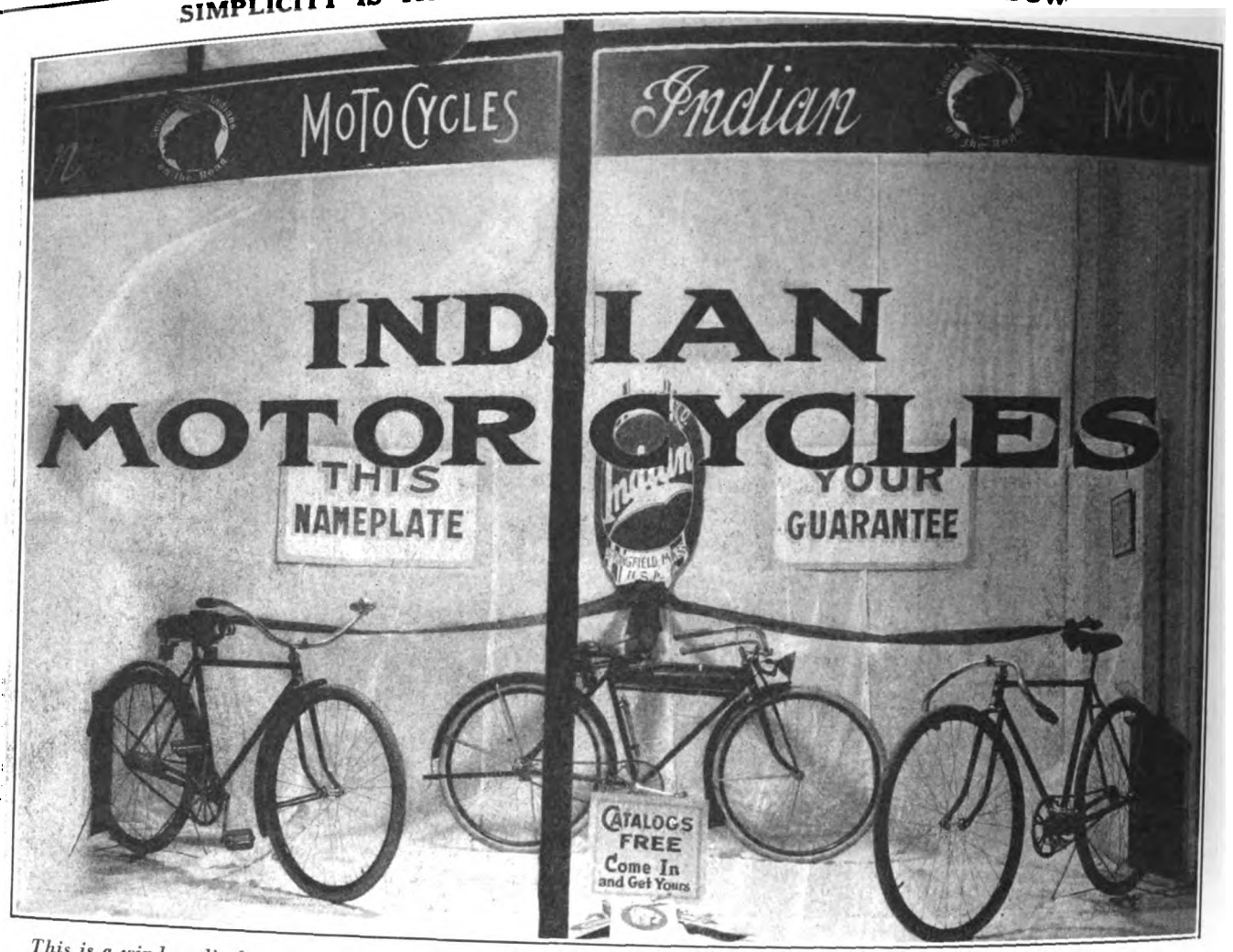
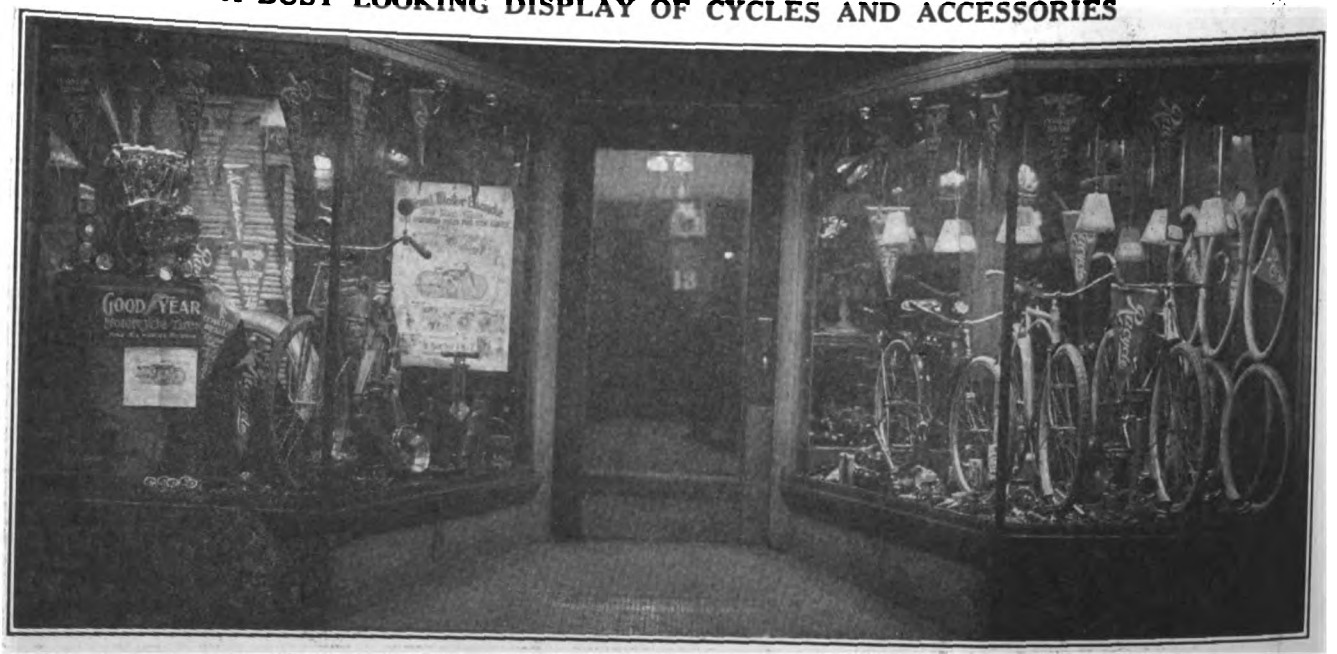
SIMPLICITY IS THE KEYNOTE OF THIS ATTRACTIVE WINDOW



This is a window display that any sign maker can turn out, and if the dealer himself be skilled in handling the brush, then the only expense involved is the cost of the ribbon (75c.), which links the machines with the big Indian bicycle name plate shown in the center background. The sign in the middle foreground, with a catalog immediately in front of it, is intended to draw passersby into the store of the dealer, who can secure their names for circularizing.

A BUSY LOOKING DISPLAY OF CYCLES AND ACCESSORIES



By the use of pennants, drop and shaded lights this window of Miami bicycles has been given a distinctive appearance. Three bicycle models are shown in the right window, the wall is banked with tires, while the floor is covered with accessories. These two windows were kept lighted day and night for a full week and attracted much attention.

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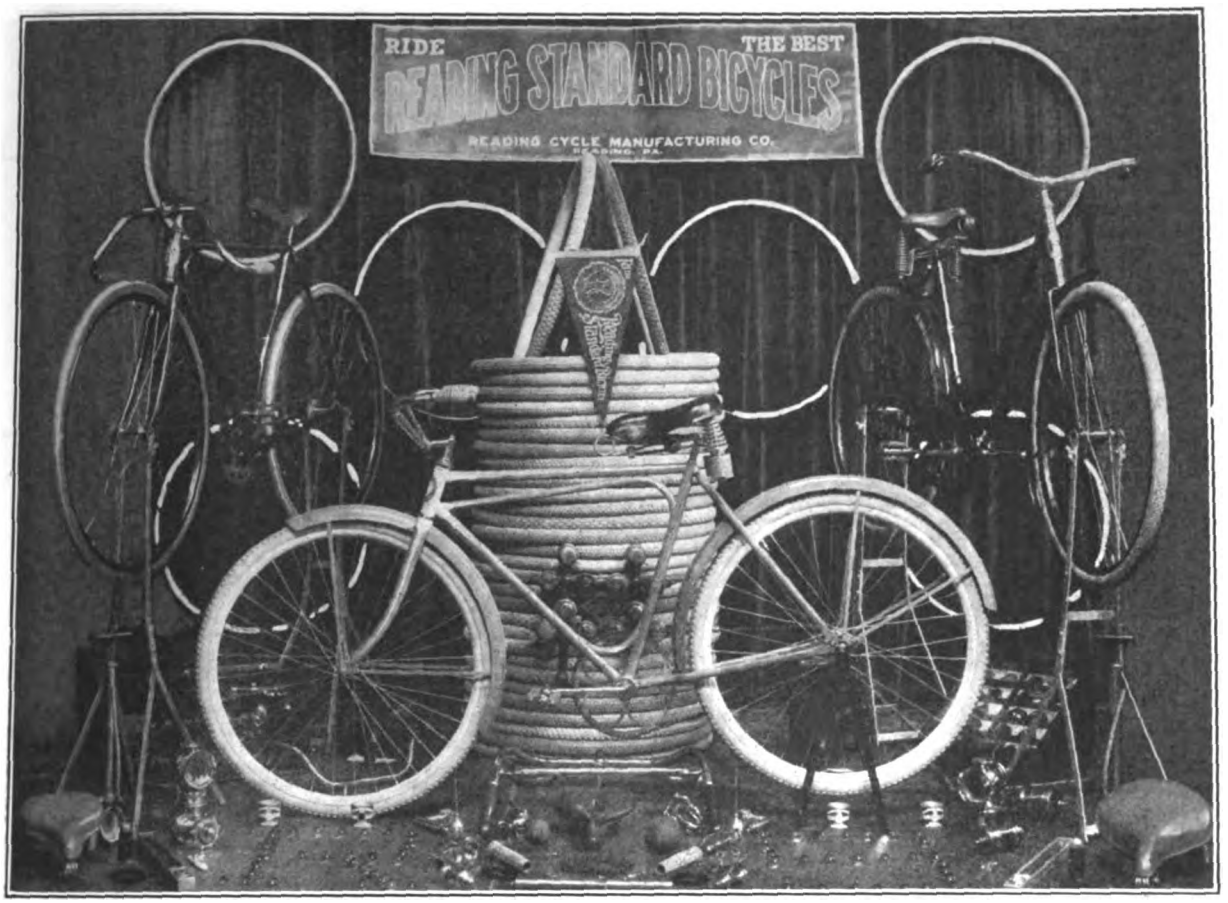
A WELL BALANCED DISPLAY OF READING STANDARD BICYCLES



Everything shown in the window above pertains strictly to cycling. Three models are displayed by means of stands, these being the R-S Flyer in front, the R-S Racer at the left and the Ladies' Roadster at the right. In the middle are the various types of tires with which R-S machines are equipped. In the right background is a display case of Wilson Goggles, while in the left background is one of Ever Ready Flashlights. New Departure Bells are fastened to the tires, while saddles, grips, coaster brakes and other accessories are attractively grouped in the foreground.

MILEAGE CONTESTS BREED INTEREST

A great deal of interest can be worked up in a mileage contest, and those who participate in it are certain to pass some of their enthusiasm along to non-riders who may thus be brought into the ranks. An attractive prize, or better still, a number of prizes, should be offered by the dealer for the best mileages made during the season. Incidentally, every rider who participates in a mileage contest will be a purchaser of a cyclometer. If the plans are properly handled a lot of valuable publicity can probably be obtained from newspapers.

GOODS HALF SOLD

"Goods well displayed are goods half sold." That's a principle of merchandising which is very true of the bicycle business.

Your accessories and machines should be so arranged that they will attract people and "put a dent in 'em."

MOTOR WHEEL BOBS

A little stunt that will attract attention to the Motor Wheel is to connect the attachment to a sled or a bob and ride through the busy streets of your town. That will show that the "bicycle booster" is both powerful and can be used in a novel manner when the snow covers the ground. The dealer who tries this stunt should advertise his place of business on the bob and invite people to call on him.

A BEAN GUESSING CONTEST

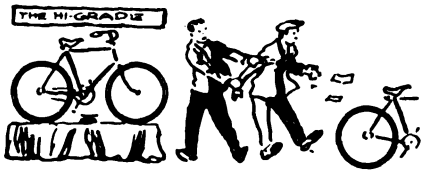
One bicycle dealer in Washington, D. C., has started a bean guessing contest to arouse interest in Bicycle Day and bring the crowd to his store. He has placed a jar of beans in his display window and allows everybody a chance to guess at the number of beans which the jar contains. To the person whose guess is nearest the right number, he will give absolutely free of charge any bicycle in his store.

RIDE A BICYCLE

Be a consistent bicycle dealer—ride a machine yourself. You will be a more enthusiastic salesman if you are a cyclist, and your talks to prospects will ring more true. After you have been riding your machine for a time you can use it as an illustration of the lasting qualities of the bicycle and the low cost of upkeep.

BOOST BETTER BICYCLES

Always push the better grade of bicycle—there are no comebacks when you sell a first-class machine; the profit is larger and your customers will be permanent.



The foundation for a god business depends upon a dealer's reputation for reliability. Talk, sell better bicycles; you'll be better off.

MOTOR ATTACHMENTS

Dealers who handle motor attachments for the bicycle, such as the Smith Motor Wheel and the Cyclemotor, will find many active prospects among their customers who are still riding machines and even those who have put their wheels up in the garret. Any man who already owns a bicycle is a possible purchaser of a motor attachment.

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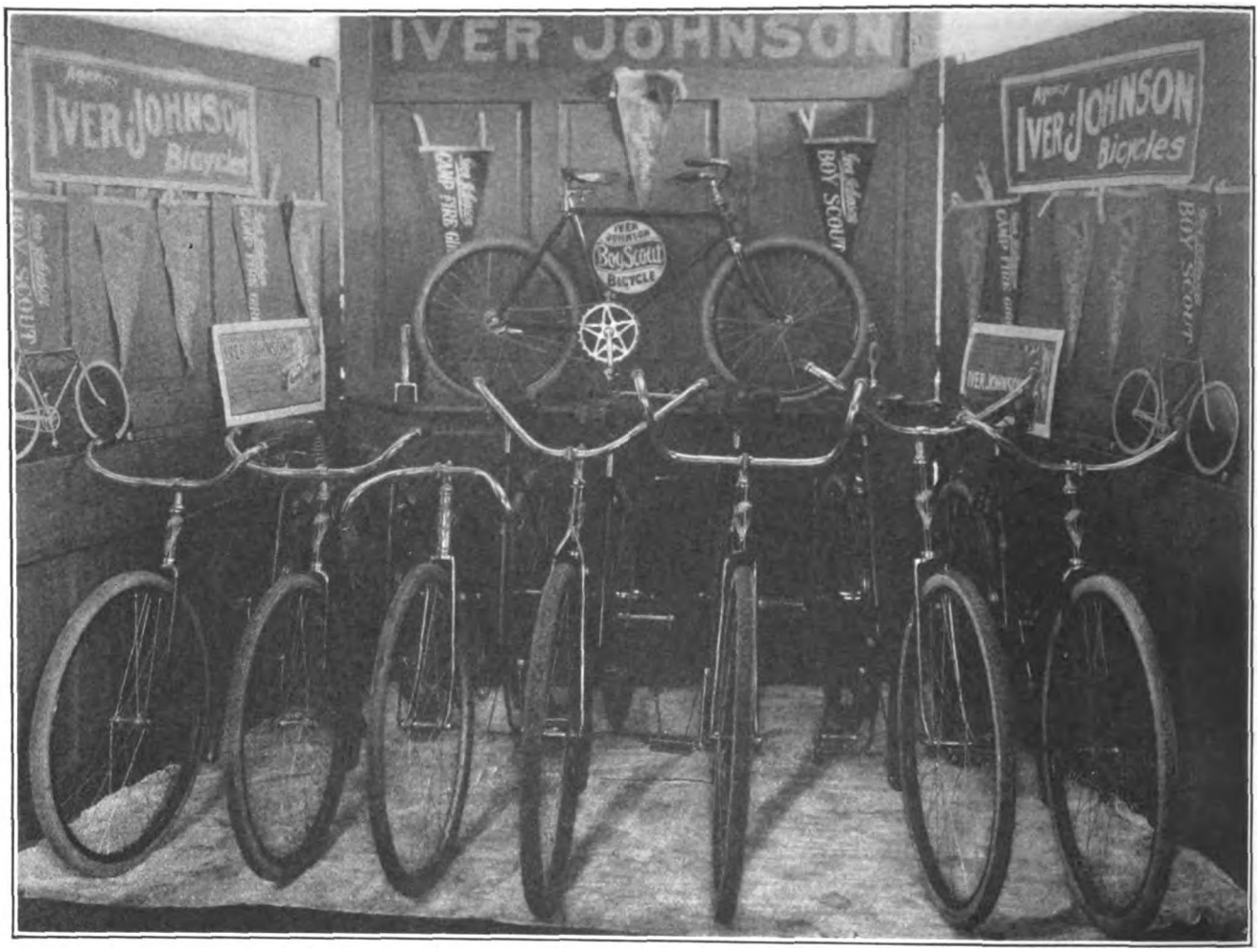
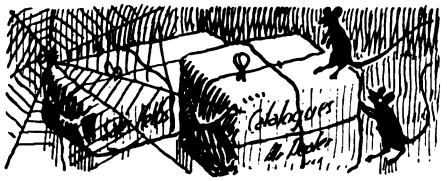
BUNCHING A VARIED LINE-UP OF BICYCLES TOGETHER



In this window display pennants and signs are employed to good advantage, and especial attention is attracted to the Iver Johnson boy scout bicycle by virtue of its being placed in the center and elevated above the other machines. Note the shelves on the side which can be raised or lowered. Both Boy Scout and Camp Fire Girl pennants are used. The signs and lithograph metal bicycles are furnished free by the Iver Johnson company to its dealers.

WHAT DO YOU DO?

When the manufacturer ships you a supply of printed matter what do you do with it? Booklets in boxes stuck away in the



storeroom might better be back at the factory. They have been sent you for a purpose and that purpose is to have you place them in the hands of your prospects. Are you doing it systematically?

ARMORY ATHLETIC MEETS

In a large number of towns the local militia stages athletic meets during the winter months. Very seldom are bicycle races included in the program. The hustling dealer who wishes to get a lot of effective publicity for the bicycle can easily prevail on the committee in charge of the meets to permit bicycle races and get some of the fellows to ride. Then, he can advertise in the program of the meets and call attention to the fact that his make of machines are being used and that they are popular because of their service-giving qualities, etc.

ADVERTISING THAT PAYS

Advertising will pay you—if you are persistent. One "ad" or sales letter is pretty much a waste of time and money. The way to make advertising pay—and the only way—is to keep at it. The dealer who tells his story over and over again, day in and day out, is the one who will win. Decide definitely what you will do, and then

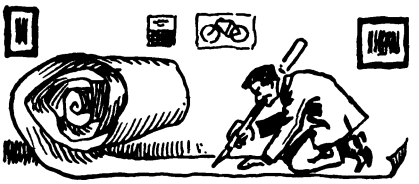
stick to it. If you can afford to run two ads in your local newspaper each week, do so consistently for a definite period of weeks. Remember that you've got to compete with other merchants who advertise to attract the attention of readers.

"BICYCLE REPAIR SHOP"

Too many bicycle dealers who handle new machines call their stores repair shops. It is hardly advisable to emphasize the repair end of the business, when you are really making a specialty of selling brand new wheels. It leaves a "bad taste" in the prospect's mouth.

A DAILY SCHEDULE

Make a schedule of the work that you are going to do each day. Don't tackle the day's work in a haphazard fashion.



Think over what you know ought to be done, and then do it on a systematic basis. The dealer who doesn't set out to accomplish something definite each day usually goes wide of the mark.

MAKE WINDOW DISPLAYS SIMPLE

Aim to keep your window displays simple in lay-out. When you are displaying bicycles it is unwise to complicate the design by working in a great number of accessories. Show the machines by themselves, featuring a juvenile, a standard man's model and a lady's type, if you have room—and a week or ten days later make up an accessory window display.

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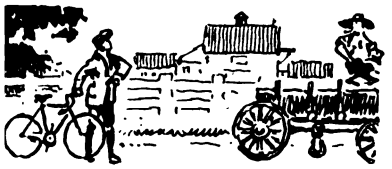
THE FARMER NEEDS ONE

The farmer is one of your best prospects. There are times when his team is in use, and it is necessary for some one in his family to go to the village on an important errand. Then it's a case of "hoofing it" and losing a lot of valuable time. A bicycle



would make those trips to the village shorter and pleasanter.

GIVE FIGURES WHEN POSSIBLE

Figures are always impressive. If a bicycle in your town has been running for ten or a dozen years—and a lot of them throughout the country have—get the facts and use them. The rider of such a durable mount ought to be a good man to whom to offer prospects, and he might be induced to let you display his machine in your show window for a few days with suitable cards telling the story of efficiency, provided the machine is of a brand that you handle.

AN ATTRACTIVE SCENIC EFFECT

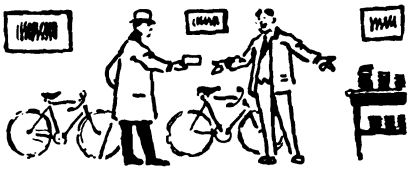
Dealers who wish to put a punch in their show windows preparatory to a drive for Spring business can obtain an artistic effect, and also give a pleasant suggestion, by having a heavy cardboard background for the window painted to represent a country road or woodland scene. The cardboard should be high enough to shut off the view of the salesroom from the street, and the bicycles can be placed in front of it with neatly lettered cards calling attention to their many advantages. Any clever sign-painter can turn out the scenic background at small cost.

FLY SPECKS AND DUST

One of the best ways of going into bankruptcy is to have all your wares covered with fly specks and dust. Spider webs hanging in the corner of your store are always an indication that you belong to the fraternal order of Rip Van Winkles. It is well to have your store topsy-turvey, provided you do not wish to be bothered with having customers enter your place and disturb your reading the newspaper. On the other hand the dealer who would be prosperous will clean his store and window thoroughly at regular intervals and give his establishment a neat and business-like appearance.

GETTING HIS ADDRESS

One dealer who found difficulty in getting the addresses of people who came into his store, discovered a simple plan that

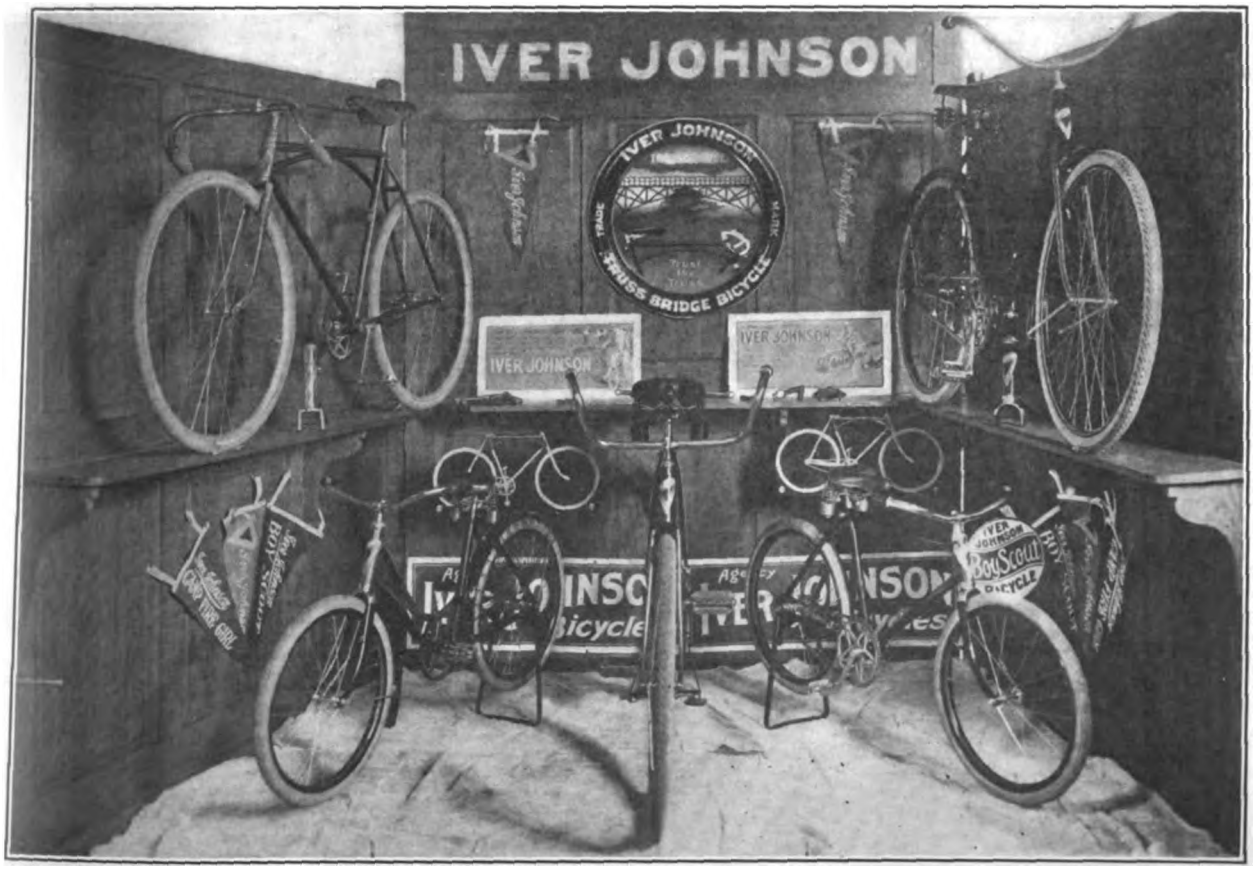


made it easier for him to secure this information. He would tell the prospects that he wished to mail them some interesting catalogs and literature within a few days and for that purpose would appreciate having them leave their addresses. Nearly everyone readily complied with his request.

GETTING A "FOLLOWING"

An effective way of securing a "following" of riders who will boost your business is to send write-ups of the boys' activities to the trade papers. Get the fellows into the habit of dropping into your store to read, not only the stories of what they have done, but also the happenings of other clubs which are recorded in the trade journals each week. That will arouse their interest in cycling and keep them coming in.

THE EFFECT OBTAINED BY USING FEWER MACHINES



This photo shows the same window as on the opposite page, but fewer bicycles are used, only three being shown on the floor, while the shelves have been raised to support a machine at each side. In the background is a large Iver Johnson saucer sign showing the idea on which the truss bridge bicycle is based. The stands on the juvenile bicycles tilt the machines forward, thus suggesting action. Factory signs and pennants are also effectively used in this display, the tendency being toward simplicity. Note fancy bicycle heads on side shelves, and parts on rear shelf.

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BRINGING THE MOTOR ATTACHMENT TO THE FRONT

Here is a display in which the Cyclemotor is prominently featured by attaching it to bicycles that are brought right against the window. Passersby are thereby given an opportunity to see the motor clearly. It is advisable in windows showing motor attachments to use some pertinent signs, briefly stating the advantages secured by using them, the extreme speeds at which the motor will travel and the small fuel cost per mile, etc. Fewer machines should be shown.

REMEMBER YOUR BOYS

Get your boy friends interested in Bicycle Day. Offer prizes for the fellows that bring in the largest number of prospects—that'll get the youngsters active and make them take a personal interest in the success of Bicycle Day. You can't have enough people routing for you, and the kids certainly can do wonders once you get them going.

CONTEST IN WINDOW

Stage a home trainer contest in your window and you're bound to draw a big crowd. Get some of the local riders to compete on the trainer for accessory prizes. Have this contest run off every evening at a specified hour during Bicycle Day week, and the crowd will be looking forward to the event each night. A contest of this sort will make interesting stories for the local papers.

EQUIPPING THE MESSENGERS

If bicycles are not being used by messengers, special delivery workers and others similarly employed in your town it is probably because the matter has not been presented to the companies in an attractive manner. It is a good scheme to supply a machine or two without cost for a short period, say one or two days, so that the officials can have a practical demonstration of the bicycle's fitness for such service. Needless to state, the machines sent out for such a trial will not be new ones, but they should be in first-class condition.

OFF IN A QUIET SPOT

USE GOOD PHOTOGRAPHS

When you obtain a striking bicycle photograph, Mr. Dealer, have an enlargement made and paste it neatly against the glass at the side of your show window with a few descriptive lines under it. Pictures are eye-catchers and often give a stronger buying suggestion to a passerby than a yard of sales arguments in type. When you see an attractive picture in a trade journal, cut it out and post it in your window. Many interesting war pictures are printed in the trade journals, as well as photographs of runs and races.

KEEP YOUR MIND OPEN

The difference between the live ones and the dead ones is the open mind. The live one does not think that because he has been in the bicycle business for a number of

years all the knowledge of that business is locked up in his cranium. He realizes that the world keeps traveling and that new ideas are constantly being developed.

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PEDAL BUSINESS AS A BAROMETER

Capacity Demand for Majestic Line is Significant of the Progress Being Made Towards That Million Bicycles Goal

By O. A. JONES
Sales Manager, Majestic Mfg. Co.

"ONE Million Bicycles in 1916!" Will it be possible? That's a question that a lot of us are pondering these days, and we must admit that even if it should prove not quite possible it is a mighty interesting and attractive goal to aim at.

When our esteemed friend Mr. Olin, of the New Departure Mfg. Co., first passed the slogan along to the trade I venture to say that many joined the writer in making a mental note somewhat as follows: "Fine young dream; looks well in print and is undoubtedly good advertising, but hang it all, it can't be done!"

When you consider the quiet period experienced by the trade during 1914 and the first half of 1915 it will be seen that we had some excuse for this feeling of uncertainty. Then again, most of us have been sleepily following a well-worn rut since the bicycle boom days became a part of the glorious past.

Lack of Co-Operative Work

While some of us may not quite like the idea, there is no denying that our newspaper friend from Chicago who spoke at the Cycle Parts luncheon in New York hit the nail on the head when he referred to us as Rip Van Winkles. We have been working pretty hard, and still not getting anything like the results that should be obtained if cycledom is to move forward at a pace proportionate to its importance. This condition was largely due to lack of co-operative work, and that has now been vastly improved. The present enthusiasm of a united trade, concentrated on this million bicycles slogan, will not be denied. It is sure to bring results. Mr. Olin surely has "started something."

Million Bicycles Not Impossible

Some days ago a trade friend and I were holding a mutual sympathy meeting, discussing our woes, saying mean things about our sources of supply on raw material, and exchanging similar cheerful small talk when the conversation drifted to a discussion of the million bicycles idea and its probabilities and possibilities. Both of us do our traveling stunt among the trade, and comparisons and analyses of our experiences since June, 1915, led us to the conclusion that the million idea was not so radical after all.

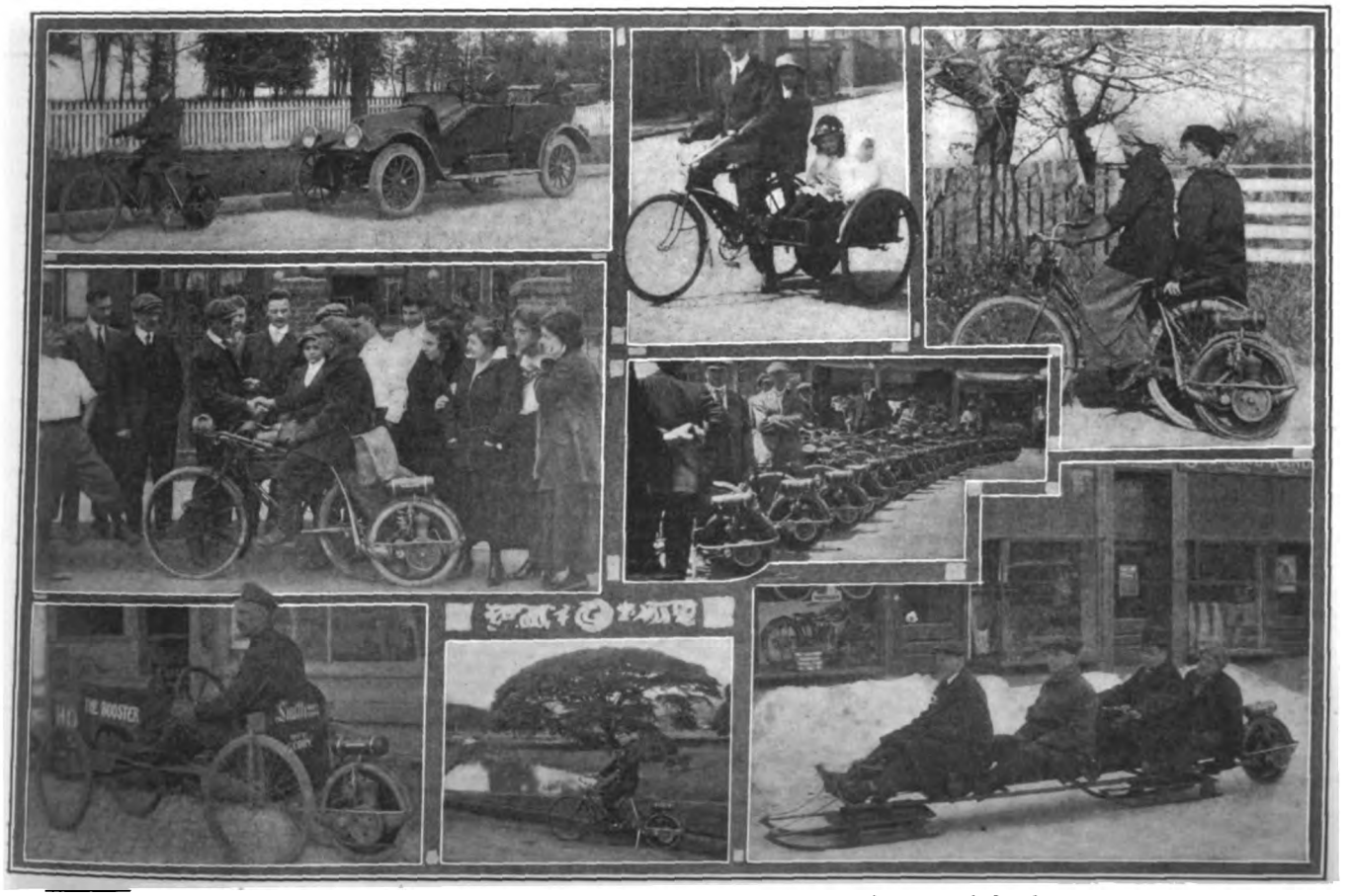
While we are selling different lines, we agreed that our experiences pointed to a decidedly promising year. My end of it—pedals—surely gives the impression that bicycles are booming. Our company is a new comer in the pedal business, and we have no records of past years on which to base comparisons, but when a new producer in any line can count his volume up so far into the thousands as we are now doing it certainly means that business is brisk and the general outlook decidedly encouraging. When a company hits the capacity mark with a pedal line that it introduced only a year ago, it requires no intricate mathematical calculation to arrive at the conclusion that a lot of bicycles and motorcycles are going to be sold. At the time of the New York Show we had booked orders for 400,000 pairs of our pedals.

It must be remembered of course that no pedals are being imported, but examination of statistics shows that pedal imports were never alarmingly extensive. As a matter of fact, pedal importation in the past has been confined to a surprisingly few firms or individuals. Nor can our pedal volume be credited to export business. We have had such offers presented to us in flocks and droves, but we believe the domestic demand has first call upon our service, and our pedal department is now operating at full tilt.

Raw Material the Only Problem

From careful consideration of the conditions applying to our own case, and the general trend of events since early last summer, it appears that there is nothing to prevent the realization of that million bicycles idea except the shortage of material. If the manufacturers can obtain their material in time, and in sufficient quantities, the campaign ought to go through.

THE SMITH MOTOR WHEEL IN VARIOUS INTERESTING ROLES



These Photos Show the "Bicycle Booster" on the Job in Different Sections of the Country

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WHY THE LADIES NEED THE BICYCLE

Veteran Lady Rider Tells of the Many Benefits Which She Derived From Cycling—Society Again Takes to the Bicycle and the Sport Promises to Be Revived Among the Fair Sex

HATS off to the lady riders! Though their ranks have thinned out it appears, from reports received from various sections of the country, that the present season will see more of the ladies awheel, joyously pedalling on the road to good health and happiness. The ladies really need the bicycle; but they don't know it. They haven't been told.

When It Becomes the Fashion

As everybody knows the fair sex is rather finicky about fashions. And the only way to get a goodly number of them to take up cycling is to give their side of the sport more publicity that it has received in past years. After the ladies are once impressed by the fact that cycling for them at present is eminently proper and tremendously beneficial; that representative members of their sex are finding it an enjoyable source of recreation, one may again expect to see more of them riding.

Already society at Palm Beach, Fla., has revived cycling. The pictures which are shown on the opposite page were photographed but a few weeks ago. More women are now riding bicycles at the famous winter resort than at any previous time. The five ladies appearing in the layout are all members of New York's smart sex, who are setting the pace for women the country over. Widespread publicity has been given to the fact that Palm Beach is awheel and the sport is being taken up by ladies, and also men, at other Southern resorts where society finds a haven from the cold grip of Jack Frost.

Makes a Wider Appeal

But cycling is much too democratic a pastime to be restricted to the smart sex. The modern bicycle is an inexpensive vehicle and women of all classes can certainly afford to own one. Emphasis alone is placed on the fact that society ladies are once more mounted on two-wheelers because they usually create fashions that are quickly copied.

One of the most enthusiastic lady riders of the country is Mrs. Jane Yatman Ruch, of New York, who has been a member of the Century Road Club Association since 1895. Up until a year ago she has been a consistent rider, and her opinion of cycling as regards the fair sex is, therefore, both interesting and enlightening. In speaking of her experience recently to a correspondent of this journal, she said:

Health-Giving Pleasure

"I hope to see the day when women will return to one of the greatest health-giving pleasures—bicycle riding. Back in the days of cushion-tired wheels, costing $150 and more, I caught the 'bicycle fever' and had it up to 1914.

"I can well remember the time when there were exclusive clubs for women, and then there were some co-called men's clubs which also invited the ladies to membership. Society rode and the newspapers used to print some very interesting articles and news on cycling. Why, the churches even had special 'bicycle accommodations.'

"Century runs were frequently participated in by women, some of whom were ambitious to help set the pace. They vied with each other to wear one of the pacemakers' sashes of brilliant color and wanted to be 'IT.' I was 'IT 'very often and have quite a number of century bars and medals to show for the events in which I rode.

MRS. JANE YATMAN RUCH

She Tells of Her Experiences as a Bicycle Rider and Believes That Cycling Is the Ideal Sport for Women

What Cycling Did for Her

"Of course, it is hardly to be expected that the modern woman would indulge in century or long distance riding. But cycling has many attractions to offer which make ambitious tours wholly unnecessary. I remember that when I first started to ride I was a puny girl weighing about one hundred and five pounds, with a bunch of nerves that were always on the jump. I soon found that in order to enjoy riding, I must develop steadier nerves. After riding for a time I found myself becoming healthier every day, and happier, too. The bicycle did it, and can still do the very same thing for thousands of women in this country who now lack a suitable means of recreation.

Able to Undertake Long Rides

"After I had been riding for a number of years, my strength and endurance had developed to a point where I could go wheeling in all kinds of weather and take long trips. I made a bicycle tour to Chicago in ten and one-half days and a seven hundred-mile run on the Merrick road on Long Island in 8 hours. I have a string of one hundred gold century bars. This long-distance riding appeared to have no ill effect on me—in fact, I seemed to thrive on it.

"I stopped riding in 1914 because I was unable to secure a suitable diamond frame wheel for my use. I prefer them, because they are lighter and run with much less vibration than the drop-frame wheel now being manufactured for women. If the manufacturers again made a good diamond-frame bicycle for women, I would certainly ride again—and other women would too.

The Automobile Nuisance

"The great difficulty in resuming riding might be said to be the automobile chauffeur who drives his juggernaut carelessly. Stricter rules of the road would soon correct this evil and make the roads in and around the cities perfectly safe for women. In the hey-day of cycling we also had the road-hog to contend with. This nuisance soon became a thing of the past, when pressure was brought to bear by the large army of cyclists.

"To sum it all up, there is nothing more exhilarating for any one than an early morning ride through the country on a bicycle. The health-giving ozone acts as a tonic, makes one forget doctors and grow young instead of old.

"So here's to the bicycle. May it again become popular among women as it was back in the good old days."

TAKES CYCLEMOTOR AGENCY

NEW LONDON, Conn.—Moxley's Bicycle Store has taken the agency for the Cyclemotor for New London and vicinity for 1916. The contract was signed by O. W. Adams, traveling representative in New England for the Cyclemotor Corporation, of Rochester, N. Y. Moxley is looking forward to a fine season with the handy little bike powerplant.

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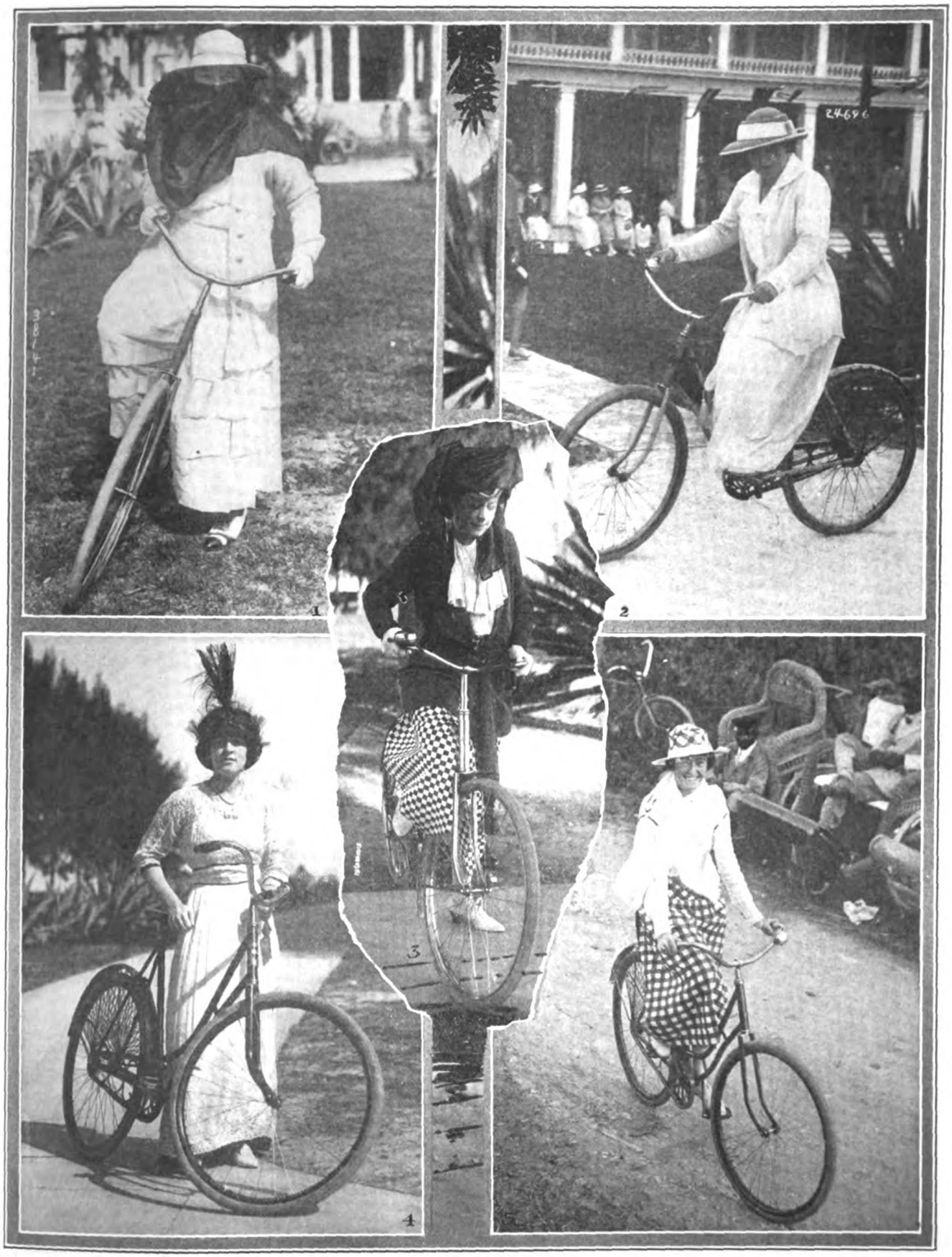
SOCIETY SETS THE PACE AT PALM BEACH, FLORIDA



Cycling is now one of the most popular sports at the fashionable winter resort. Every day finds members of the smart set enjoying a spin. The ladies who appear in the pictures above are: 1—Mrs. Chauncey Olcott; 2—Mrs. John C. Philipps; 3—Mrs. Hamilton W. Carey; 4—Mrs. Henry Darlin gton; 5—Miss Evelyn Crimmins

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FOUR TEAMS LEAD IN KANSAS CITY GRIND

Ten Teams Start in Outlaw Six-Day Race; Corry-Ryan Drop Out Early, While Ohrt-RudiRusse are Three Laps Behind

KANSAS CITY, Mo., Feb. 22.—By frequent and terrific sprints four teams during the fourth day of the outlaw six-day race, which started here last Saturday afternoon, jumped one lap ahead of the field and clung to their advantage. These teams were: Lawson-Cameron, Thomas-Kaiser, McNamara-Madden, and Lawrence-Magin. The race is a ten-hour per day affair. At the end of the thirty-first hour the leaders had covered 716 miles and 9 laps. Four teams were one lap behind the leaders, and the Ohrt-RudiRusse combination was three laps in the rear.

A large crowd attended the start of the outlaw six-day race in this city on Saturday afternoon. The riders were scheduled to begin the weary whirl at 12:30, but did not get under way until 1 o'clock. The track was built in record time and is a very fast one, having twelve laps to the mile.

Ten teams were entered in the race, these being: Reggie McNamara-Eddie Madden; Percey Lawrence-Jake Magin; Harry Kaiser-Lloyd Thomas; Iver Lawson-George Cameron; Frank Corry-Martin Ryan; Charles Piercey-Ned Young; Thomas Smith-William Coburn; Gus Wohlrab-Joe Kopsky; Thomas Grimm-Vincent Madonna; Ernest Ohrt-RuddiRusse.

The first hour was rather slow. The field covered 24 miles and 7 laps, with Kopsky setting the pace. Shortly after four o'clock Michael Boyle, of the Chicago promoters, put up a five dollar prime for a six lap sprint, which was captured by Harry Kaiser without much of a struggle. The big thrill of the first day did not come until about nine-thirty in the evening, when McNamara started a jam and with the assistance of his partner Madden continued to set the pace for about three minutes. He was madly pursued by the entire field, and when things quieted down it was found that Madonna-Grimm and Ohrt-RuddiRusse had each lost one lap.

Corry Falls from Wheel

A ten dollar prime for a mile sprint marked the close of the first day's riding. Cameron started after the money and then Piercey threw off his cap and outsprinted Ryan in the last three laps of the mile. Corry, trying to pass McNamara in this sprint, fell from his wheel and was bruised about the knees. The riders rode nine and one-half hours on the first day and succeeded in covering 231 miles and 8 laps.

The Sunday afternoon program opened with a two-mile amateur race which started at one-thirty. Herman Hoffman, Bert Nelson, Harry Gundacker and Paul Anderson, of Chicago, were pitted against William Tavenor, William Brook and Joe Strode of Kansas City. The race was close all the way, Gundacker winning, with Hoffman second and Brook third. The time was 5:00⅗. E. B. Pertle rode an exhibition one-mile motorcycle race in 1:40⅘. He was mounted on a stock Excelsior.

The six day riders then appeared on the track and rode for another ten hours. A five dollar prime hung up by the Twentieth Century Cycling Association, the promoting body, was captured by Jake Magin. Madonna proved to be a favorite with the crowd by his repeated attempts to regain his lost lap. Ohrt made several jumps but was always caught by the field.

Shortly before eight o'clock Corry again fell in trying to pass a rider and dislocated his shoulder, which forced him to withdraw. Ryan continued to ride without a partner and pulled a great deal of "grandstand stuff" in setting a hot pace and making several jumps. In the big jam which soon followed Ryan jumped to the front several times and set such a hot pace that reliefs to the other teams came often. Ryan, after puncturing all his tires, withdrew at nine twenty-six.

Piercey Takes a Prime

In the big jam of the evening which McNamara started, RuddiRusse-Ohrt team lost two more laps and the Madonna-Grimm combination lost one lap. At ten-thirty a ten dollar prime, offered by the Twentieth Century Cycling Association, was captured by Piercey. Cameron, Magin and Madden by taking the lead in this sprint made it a lively one. At the end of the second day the riders had travelled 417 miles and one lap. The Madonna-Grimm team was two laps behind and the RuddiRusse-Ohrt team three laps to the bad.

The third day was uneventful, except that the Madonna-Grimm team regained its lost lap, the honors being about equally divided between the two riders. At the end of the third day the riders had covered 597 miles and 6 laps.

BIG JOBBERS DISTRIBUTE DAYTON BICYCLES

DAYTON, O.—Widespread distribution of Dayton bicycle has been obtained by the maker, the Davis Sewing Machine Company, by the signing up of eleven large cycle jobbers. These jobbers will care for the putting out of Dayton wheels in all but eight States, the factory handling the territory for the eight direct.

The jobbers are: J. W. Grady & Co., Worcester, Mass.; Haverford Cycle Co., Philadelphia, Pa.; Wm. H. Grover, Norfolk, Va.; Walthour & Hood Co., Atlanta, Ga.; the Sutcliffe Co., Louisville, Ky.; Beckley-Ralston Co., Chicago, Ill.; H. A. Testard, New Orleans, La.; Pettee Cycle Co., Denver, Colo.; Wm. H. Hoegee Co., Los Angeles, Ca.; W. E. & W. H. Jackson, San Francisco, Cal.; Washington Cycle & Supply Co., Tamoma, Wash.

FOREIGN AGENTS SIGN UP FOR CYCLEMOTOR

ROCHESTER, N. Y.—Among recent foreign representatives which have been appointed by the Cyclemotor Corporation are, F. Navas & Co., of Havana, Cuba; Felix Gaos, Barcelona, Spain, and V. Panchemko, Kharkoff, Russia. There have also been appointed representatives in Honolulu and in the Netherlands.

The Cyclemotor Corporation is rapidly increasing its list of overseas representatives and the closing of a European or South American contract is now a daily occurrence. That the little motor attachment is a "comer" in all parts of the civilized world is demonstrated by these orders and by the numerous inquiries which are being daily received and which keep the clerical staff busy as bees.

OLD RIDERS TO ORGANIZE CLUBS IN GRAND RAPIDS

GRAND RAPIDS, Mich.—This city is to be again on the cycle map, as regards a real bicycle club. A movement to organize a club has been started by Ray O. Denison and C. M. Shook, members of the defunct Western Michigan Cycling Club, and it has the backing of all the local dealers. Denison and Shook hope to have 75 members for the first meeting of the proposed organization.

The object of the club will be to get young men who cycle to participate in week-end pleasure trips to surrounding towns and to enter in road and track races under the auspices of the organization. It is expected that the first meeting will be held about the middle of March.

SIX-DAY RACE DROPPED

MILWAUKEE, Wis., Feb. 23.—Manager J. C. Grieb of the Milwaukee Auditorium Building has announced that all negotiations for bringing the professional riders to this city to participate in the proposed six-day race have been called off. The local promoters are said to have gotten "cold feet" when they heard that the Chicago men lost some $10,000 on the outlaw grind held there.

HAVERFORD GIVES BICYCLE AS SOUVENIR

PHILADELPHIA, Pa.—On the opening of the new quarters of the Haverford Cycle Co., at 503 Market street, the firm offered a unique souvenir to its customers. This souvenir was a bicycle fitted with Atherton coaster brake, Tip Top saddle, Schineer handlebar, R. E. C. mudgards and Diamond tires. The bicycle was given to those ordering 25 pairs of assorted Diamond-Goodrich tires.

The Haverford company had stocked 25,000 pairs of tires and 1,000 bicycles for the opening. The tires and the bicycle were shipped freight prepaid to the dealers who took advantage of the firm's offer, and shipments under this offer will be continued until March 1, or until the stock on hand is exhausted.

OPEN A NEW STORE

HARRISBURG, Pa.—The Dayton Cycle Company has opened a new and larger store at 912 North Third street, for the sale of bicycles and bicycle sundries. One of the specialties will be the New Departure coaster brake. The new establishment has the most modern equipment throughout.

(More Bicycle News, Page 53)

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INDIAN FEATHERWEIGHT SCORING BIG SUCCESS ALL OVER THE UNITED STATES

Now the Featherweight reports are coming in! Coming from Indian dealers who have proven these wonderfully efficient little machines to their own satisfaction and whose unstinted, voluntary praise is giving voice to another Indian mechanical achievement.

The Indian Featherweight is now demonstrating *by performance* how fit it is to bear the proudest name in motorcycledom —INDIAN.

The Indian Featherweight is showing them all that it is entitled to be the leader in the lightweight division just as the Powerplus Big Twin is "Master of Them All."

Here are what some dealers write us about the new Featherweight—

"The Featherweight arrived today and it certainly has exceeded our expectations. We have no doubt but that the Featherweight will be a big seller."

A. Freed, San Francisco, Cal.

"Just received the Featherweight Indian. It is a bird. Has a quicker get-a-way in the sand with tandem passenger than some of the other make twins here. Believe it would almost climb a tree. Made more than 30 miles an hour with it today. It is the center of attraction in this burg."

Geo. W. Spriestersbach, Alamosa, Col.

"I was very much surprised at the Featherweight. It has easy starting qualities and elasticity far superior to those of other two-cycle engines I have known. It has power and pick-up that I never suspected possible in such a little thing."

Walter Gray, Del Rio, Tex.

"We received a Featherweight today and, to use the English expression, "My Word," it's a wonder. Although this is the coldest day we have had this year, the thermometer hovering around zero, with a good snowfall yesterday, we could not keep "Happy" off it. It has been used practically all day, making demonstrations, and we have already received half a dozen orders for immediate delivery."

Howard A. French & Co., Baltimore, Md.

"Today Baumgardner took it out to a Dubois St. hill. This street is paved with cobblestones and grass covered because nothing goes up it; the grade runs from 32 to 35%. It climbed on the low this grade as smooth as it run the level on high. Everyone is enthused over it."

Geo. W. Sherman, San Francisco, Cal.

WITH THE POWERPLUS BIG TWIN, FEATHERWEIGHT AND INDIAN BICYCLES THE INDIAN DEALER IS IN POSSESSION OF THE STRONGEST AND MOST PROFITABLE TWO WHEELED LINE IN THE WORLD.

Hendee Manufacturing Company

Springfield, Mass.

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SENSATION OI HISTORY—IND

Today the Indian Bicycle Department is literally swamped with inquiries coming in responce to the Indian Bicycle Advertising Campaign.

These inquiries reflect the tremendous national demand for a bicycle that has its origin in a manufacturer who puts his honorable name upon it—and who stands back of that name with a machine of known quality.

Likewise the dealer enthusiasm with which the Indian Bicycle has been received reflects in turn the immense purchaser-satisfaction which has resulted from Indian Bicycle Style, Quality and Design.

Mr. Sam F. Boord of The Omaha Bicycle Co., says: ***"We wish to congratulate you on the Indian Bicycle. It seems to me to be the easiest selling bicycle I have ever handled"***

The Indian Bicycle Line on Display at the Omaha Bicycle Company

The immediate place which the Indian Bicycle has taken in the front rank is one of the most noteworthy and unique accomplishments that the trade has ever known.

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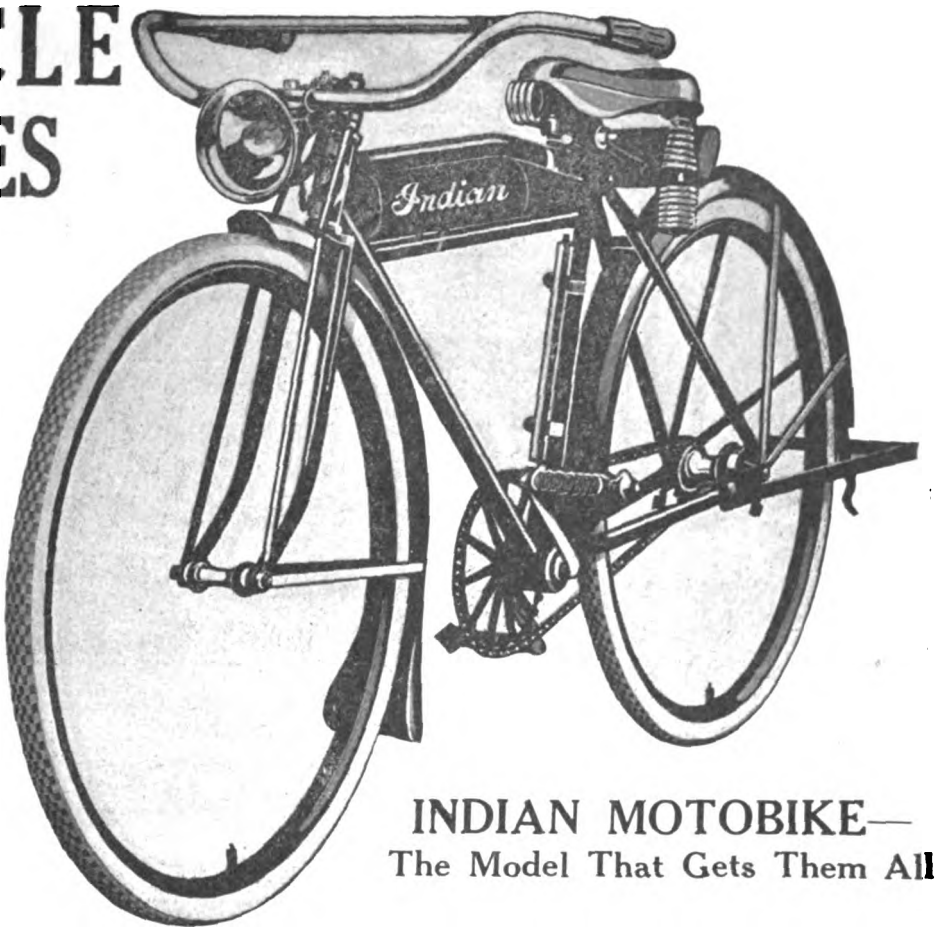
1916 BICYCLE
IAN BICYCLES

The Indian Bicycle has brought this about in a few months. And it has, furthermore, found a waiting demand for every Indian Bicycle that can possibly be manufactured in 1916.



INDIAN MOTOBIKE—
The Model That Gets Them All

THE SUCCESS OF THE INDIAN BICYCLE IN SO SHORT A SPACE OF TIME IS ANOTHER CONCLUSIVE EXAMPLE OF THE TREMENDOUS SELLING POWER VESTED IN THE NAME

Indian

HendeeManufacturingCompany

Springfield, Mass.

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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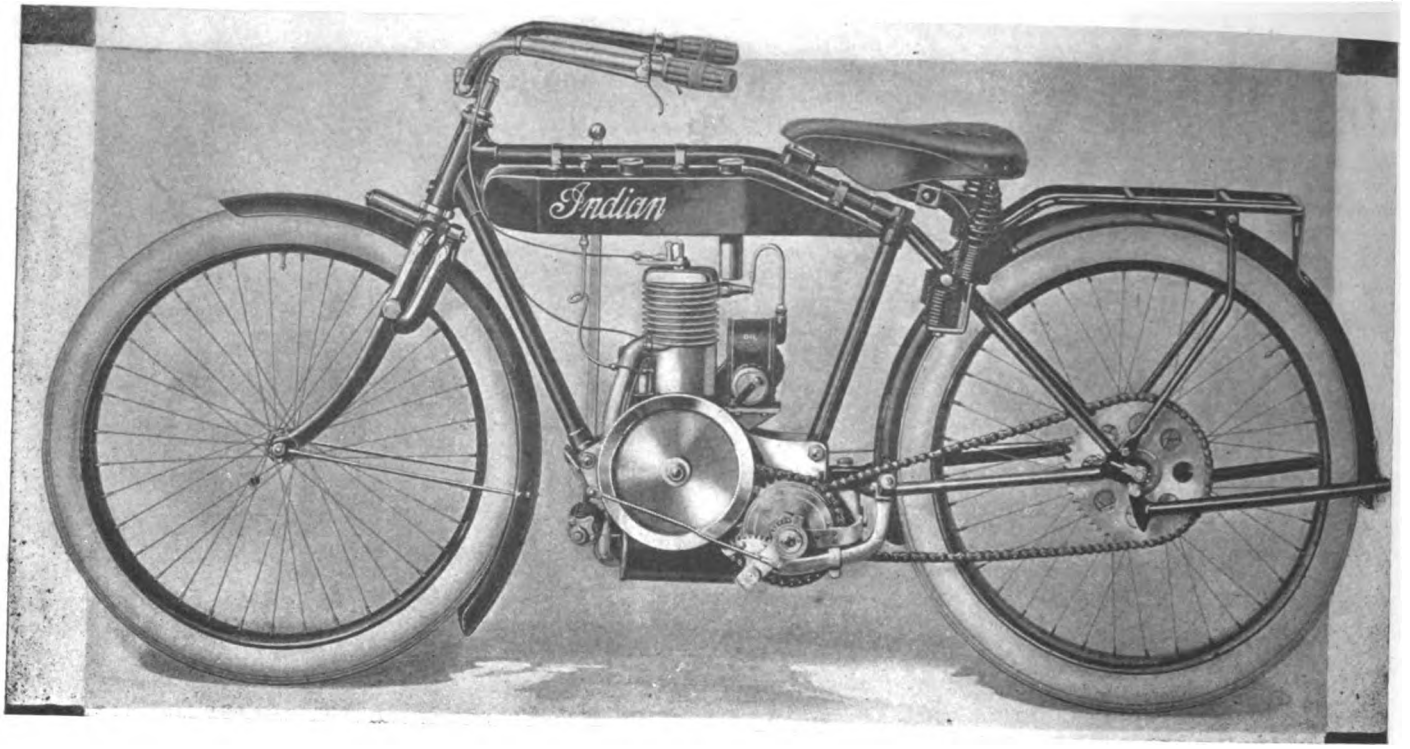

The Sensational Indian Featherweight—

It Shows The Way To Them All.

Fitted with Three Speed Gear, Starter and Cantilever Comfort Saddle - - - Price $150.

Indian

Hendee Manufacturing Company

Springfield, Mass.

Mention MOTOR CYCLE ILLUSTRATED—It helps you, the advertiser and us.

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NORTH SIDE CLUB HOLDS SILVER JUBILEE

MILWAUKEE, Wis., Feb. 23.—Louis Pierron, the veteran bicycle fan, was re-elected president of the North Side Cycling Club at its annual meeting, which was held on Saturday evening, preliminary to the celebration of the club's silver jubilee. Otto J. Tank was again chosen vice-president, while Emil A. Schueppert was re-elected secretary-treasurer. The new road captain is Louis Ritter.

Most of the old guard were on hand to observe the North Side's twenty-fifth anniversary, and the evening was pleasantly spent.

Preliminary plans were discussed for staging a monster bicycle outing early this spring. Reminiscent speeches also featured the celebration. Speakers recalled the fact that bicycling was at its height in Milwaukee about ten years ago, when there were at least twelve separate bicycle clubs in the city, which formed a consolidated body that numbered more than one thousand members. So strongly had the sport taken hold that the demand for bicycles was very difficult for the dealers to meet.

Last year the old North Side club became active again and held a number of successful runs, which brought out not only the veteran riders but also some of the young blood.

CALIFORNIA TRADE NEWS

SAN FRANCISCO, Cal., Feb. 20.—A. Freed, the Northern California Indian distributor, is very enthusiastic over the new Indian bicycle and has sold quite a number to the local wheelmen.

Oliver Baxter, sales manager of the Bean Son & Company, has just returned from a trip through the Sacramento and San Joaquin valleys and has met with splendid results in signing up new agencies and booking new orders. His company makes a specialty of the Pierce bicycle.

Johnson's is the name of a new bicycle and sporting goods store that will shortly be opened in Stockton. Johnson will feature the Dayton bicycle and motor bicycles.

DESIMONE DEFEATS BELLO

NEW YORK, N. Y., Feb. 22.—Anthony Desimone showed some of his old-time form last Sunday night, when he won the fourth race of the series which will decide the home trainer championship of the Unione Sportiva Italiana. Desimone met Tom Bello in his heat which he rode in the fast time of 52⅖ seconds. The distance was ¼ mile. Desimone now leads in the point score, which follows: A. Desimone, 13; Tom Bello, 10; N. Johnson, 3; P. Giordano, 3; A. Ferrero, 3; E. Mullin, 2; T. La Rossa, 1; J. Mossuti, 1.

RECORD JANUARY MILEAGE

BALTIMORE, Md., Feb. 22.—The unusually open weather prevailing here during January resulted in the greatest total mileage ever reported by the Crescent Bicycle Club for that month. 5,141 miles and 16 centuries were reported, as compared with 1,325 miles and no centuries, the best previous total. Great interest attaches to this season's mileage and century competition due to the fact that some of the new members of the club have announced their intention of making the three veteran road pluggers—Wright, Stricker and Fred Sanborn—do some tall hustling for the club medals.

CLUB WILL HOLD NOVICE RACE AT PARK STADIUM

SAN FRANCISCO, Cal., Feb. 20.—The New Century Wheelmen held their first run of the season last Sunday when twenty-five members turned out to participate in the ride to San Mateo. The day was ideal. Now that the rainy season is over the local club has planned to stage quite a number of bicycle runs to points of interest.

On April 2, the California Associated Cycling Clubs will hold their annual novice race at the Golden Gate Park Stadium. This race is looked upon as the banner event of the season. It is a thirty-mile relay affair, with six men from each club. Entries are assured from the New Century, Garden City, Samson and Acme clubs. The winning team will be presented with a trophy and each man on the team will be given a gold bar.

BUTLER COUNTY C. C. HOLDS ANNUAL ELECTION

HAMILTON, O.—At the annual meeting of the Butler County C. C., held at the clubhouse last week, William Glauch was elected president for the fourth consecutive time. Jack Dedrick became vice-president, and Elmer Ortoff recording secretary. Walter Poffinbarger was elected financial secretary, George Kendall treasurer, and Harry Reeder road captain.

The entire membership of the club was divided into two teams to conduct the membership campaign, which has just been started with a view of bringing every eligible man in town into the club. It is hoped that by March 1, the date of installation of the new officers, that the membership will be close to 100 per cent. of its possibilities.

AMATEURS GOING TO NEWARK

SAN FRANCISCO, Cal., Feb. 20.—Nick Eisentraut and L. Cooper, two of the fastest men of the Garden City Wheelmen of San Jose, have left for Newark, N. J., where they will appear in the amateur ranks at the Vailsburg Velodrome. Frank Murray, of the New Century Wheelmen, Ed Carroll and Harry Hoffman, both of the Olympic Club, will also ride at the opening Newark meet. Hans Ohrt, of course, will be there "with bells on."

FOUR NEW GLUNZ WHEELMEN

BROOKLYN, N. Y., Feb. 22.—Joseph and Raymond Caldwell, who have been doing some good riding for the Century Road Club Association during the past season, have become members of the Glunz Wheelmen. John Henky and Will Howe, of the Empire City Wheelmen, have also joined the Brooklyn club. With this new material and Harry Arons, Harry Garbade, Pete J. Brock and Fred Herman, the Glunz Wheelmen will put up a strong fight for the Inter-Club championship this year.

ST. LOUIS C. C. SHOWS SOME SCREEN SCREAMS

ST. LOUIS, Mo., Feb. 23.—Following its annual custom the St. Louis Cycling Club entertained about 150 members and their friends with a stereopticon lecture on Thursday evening, Feb. 17. This is one of the ways in which the local club breaks the monotony of the winter and keeps interest alive while Jack Frost blocks the roads.

The lecture covered a wide scope of subjects and included graphic accounts of bicycle tours taken by various members through Missouri, Colorado and other states, a two days' trip down the trails of the Grand Canyon of Arizona, a "Pullman" ride to the fairs at California, and other interesting trips.

Quite a lot of laughter meet the pictures of the runs which were taken near the city. Many of the unconventional snapshots of the fellows who were present at the lecture showed them in rather embarrassing situations, which required a deal of explaining on the part of the victims. For instance, "Fat" Schreiner was flashed on the screen tapping a cider keg at the annual barbecue. He appeared fondly embracing the keg, and offered an alibi by saying that the keg was empty and needed to be propped up. Lots of wholesome fun featured the evening, and everybody roared until "their sides split."

RABBINO CAPTURES TRAINER RACE

NEW YORK, N. Y., Feb. 22.—The weekly point race of the Unione Sportiva Italiana, which was held last Thursday was captured by Chas. Rabbino, who won from George Harvey by three yards. Tom Bello and Anthony Desimone rode exhibition miles against time, the former approaching his record by ⅗ of a second in the fast time of 1:15⅕, while Desimone rode the distance in 1:14⅗. Summaries of the home trainer race:

HEATS.

1—G. Harvey—E. Mullin	1:16¼
2—C. Rabbino—J. Alfonso	1:15⅘
3—A. Ferrero—C. Zoccola	1:22⅗

SEMI-FINAL.

1—G. Harvey—A. Ferrero	1:17⅗

FINAL.

Chas. Rabbino—Geo. Harvey	1:16⅕

LANGDON WINS TWO EVENTS

BALTIMORE, Md., Feb. 22.—Capt. Langdon M. Sanborn was the winner of both events held in connection with the Crescent Bicycle Club's run to Chattalanee Springs on Sunday last. He captured the hill climb up steep Stevenson Hill by nosing out Fred Sanborn, and defeated Walter Vigelhart by inches in the weekly point race at five miles, covering the distance in fifteen minutes.

TRADE ASSOCIATION MEETS

ST. LOUIS, Mo.—The St. Louis Cycle Trades Association, which was organized in this city last fall for the purpose of securing the co-operation of all the trade men in St. Louis with a view to arousing greater interest in both motorcycle and bicycle activities, will hold a called meeting on Sunday, Feb. 27, at the Rock Springs Turner Hall. All local manufacturers, jobbers and dealers are invited to attend.

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1.000.000 Bicycles!-

Watch

We Are

to give you *what you want when you want it*-

Bicycles, Bicycle and Moto

is the largest and mos

You can depend upon CHICYCO SERVIC

CHICAGO CYCLE SUPPL

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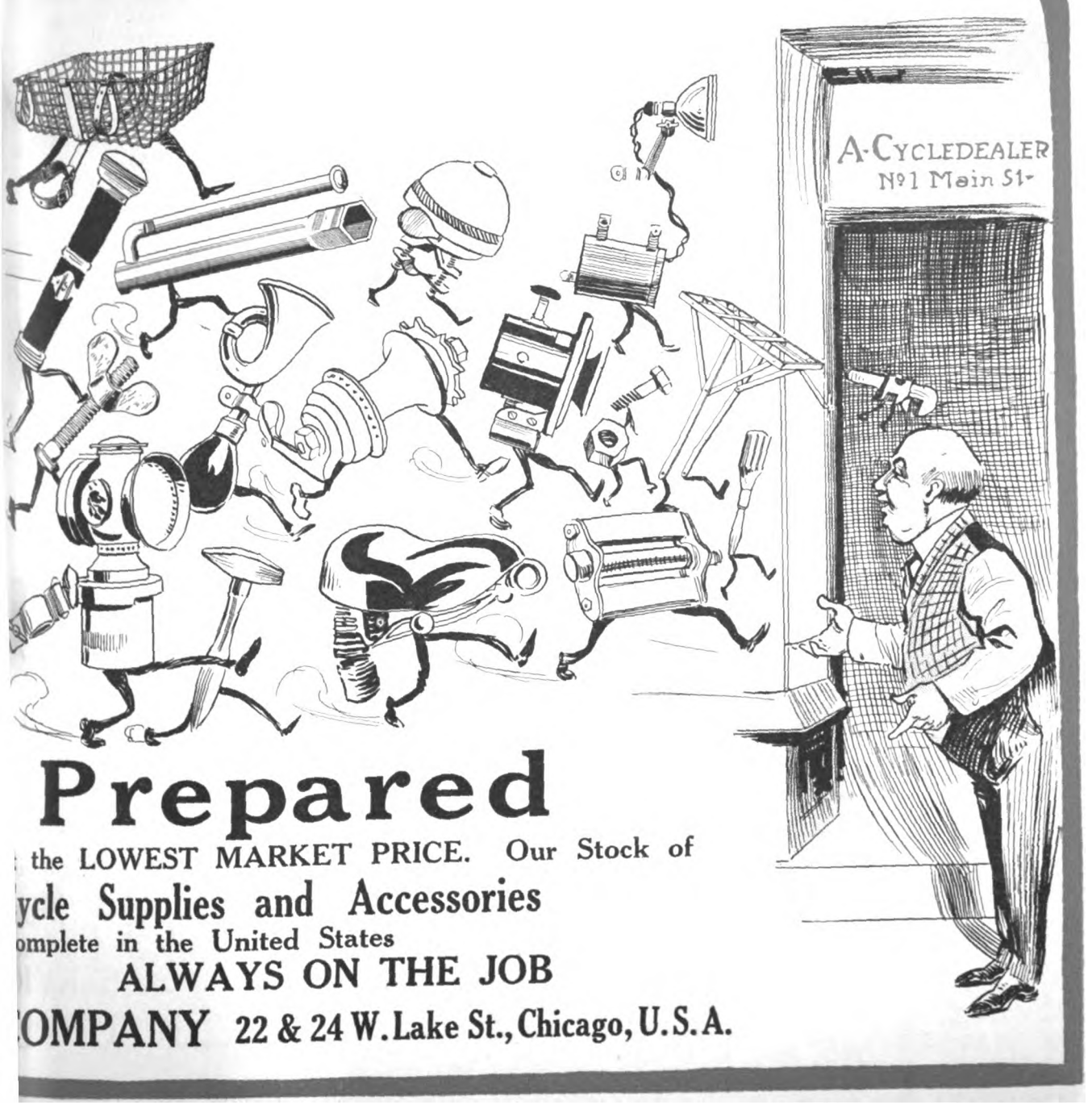
100,000 Motorcycles! Wow!

CHICYCO Hustle!



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the LOWEST MARKET PRICE. Our Stock of
ycle Supplies and Accessories
omplete in the United States
ALWAYS ON THE JOB
OMPANY 22 & 24 W. Lake St., Chicago, U.S.A.

A *good* deed often means a *good* deal—Please mention MOTOR CYCLE ILLUSTRATED.

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WITH EXCELSIOR SPEEDSTERS AT MANILA, P. I.

Top, Left to Right, N. E. Thompson, Captain, William C. Mitchell, R. G. Tester and A. C. Spong; Below, Group of Kalingas Trying Out Big X Models Under Team's Direction

CHICAGO CYCLE SUPPLY CO. HAS RAPID INCREASE

CHICAGO, Ill., Feb. 21.—The Chicago Cycle Supply Co. reports that its business for the month of January just past showed an increase of 26 per cent. as compared with January, 1915. The company has found the demand for its products picking up at an amazing rate during the last few months, and bulletins from various parts of the country indicate that the pace will continue.

Officials of the company, in conversation with a staff representative of **Motor Cycle Illustrated** a few days ago, stated that 1916 ought to be a memorable cycle year from all angles.

BECK DOUBLES ORDER FOR ROGERS SIDECARS

NEW YORK, Feb. 19.—Irving Beck, Eastern representative for the Rogers Mfg. Co., maker of Rogers sidecars in Chicago, Ill., has changed his order of one carload shipment for March 1 to a double carload. The majority of cars in these shipments will be for Indian and Excelsior models.

"Weather has no effect on the sale of sidecars in New York," says Beck. "In 1914, if it snowed there would hardly be any outfit seen on the road. Now, they ride, snow or fair weather, and there are more and more of them out all over the country; 1916 will be a huge sidecar year."

NEW FACTORY STARTED FOR DIMMER GOGGLES

CHICAGO, Ill., Feb. 21.—The Chicago Eye Shield Co. is building a new three-story factory, with 22,500 square feet of floor space, at Oakley and Warren streets, on the West Side.

The company's business has expanded so rapidly in the past year that it became absolutely necessary to provide more room, and the new factory structure is the outcome of the firm's determination to give its patrons the best service possible. The building will have 78 large windows to each floor, thus providing plenty of natural light. The building will be 60 x 125 feet in area.

The company counts upon moving into the new quarters about April 1 in order to catch up with the orders for Dimmer goggles.

FISK RUBBER CO. ADDS TO CINCINNATI QUARTERS

CINCINNATI, O.—The Fisk Rubber Co., now located at 816 Main street, has made arrangements for larger quarters, having entered into a six-year lease on its present store with an additional building in the rear for the service station. With the additional space, the company will have much better accommodations than at present and a larger stock can be handled and customers given better service.

CREVISTON VISITS WIGWAM IN SPRINGFIELD

SPRINGFIELD, Mass.—Ray Creviston, the midget speedster from Marion, Ind., was a recent visitor to the factory of the Hendee Mfg. Co. He floated in to call on the various department heads, and to renew acquaintance with the riding boys who are working in the factory this winter. Crevy is now conferring with promoters, who expect to stage some big races this season, and will soon be in riding togs on the track once more.

INTERESTING CONTENTS IN FIRESTONE MAGAZINE

FIRESTONE factory and sales topics, both useful and personal, take up most of the February issue of *The Firestone*, a monthly house organ issued by the Firestone Tire & Rubber Company, of Akron, O. Practically all the branches are covered in this magazine, as well as the different departments of the big factory in Akron, and there are excellent illustrations throughout its pages. Two novel features are the first Firestone and the oldest repairman and a photo of the twenty-five men who composed the factory force thirteen years ago.

PROVING FLYING MERKEL'S PULLING POWERS

Timber Load Weighing 1,075 Pounds Used by Agent O. T. Schnirring, of Sac City, Iowa, to Demonstrate Capabilities of Middletown-Made Twin

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ENJOYING THE WINTER SIDECAR OUTING

Pair of Dubuque, Iowa, Enthusiasts Traversing Snowy Roads with Runner-Equipped Harley-Davidson Combination

U. S. TIRE CO. DONATES TO WHEELING M. C.

WHEELING, W. Va.—The local branch of the United States Tire Company has donated a chain tread tire, and will furnish all the posters for the races and all the stationery of the Wheeling M. C. during the 1916 season. This action on the big tire firm's part has been duly appreciated by the organization. The club has ordered a supply of pennants for the new season, these being old gold and blue, the club colors. The pennants will be carried on all endurance, sociability and cross-country runs.

Emory Herrold, a member of the Wheeling M. C. and one of the best-known local trackmen, has left this city for Springfield, Mass., to work with the Hendee Mfg. Co. during the rest of the winter. Herrold will get well acquainted with Indian mounts, and in the Spring will start out on the track for the Wigwam.

MOTOR WHEEL APPEARS AT MANY SHOWS

MILWAUKEE, Wis., Feb. 21.—The Smith Motor Wheel has appeared in many shows during the winter, and is now "booked up" for display at a show to be held in Brooklyn, N. Y., during the week of March 8. Dealer A. H. Patterson will have charge of the Brooklyn exhibit, which is to include a cut-away motor and a parts board.

The motor wheel attracted much attention at the Wisconsin Retail Hardware Dealer Show, held in the Milwaukee Auditorium, Feb. 3, 4, and 5, and many dealers were signed up as a result. The following dealers exhibited the motor wheel at various shows: Hall-Williams Co., distributors for Minnesota, North and South Dakota, Grand Forks, N. D., Auto Show; J. S. Roler, Nashville, Tenn., Auto Show. Among the dealers who will exhibit motor wheels at local shows are: L. W. De Lye, Grand Rapids, Mich.; Hall-Williams Co., St. Paul, Minn.; G. K. Westing, Indianapolis Cycle Show. The factory will arrange for an exhibit at the Milwaukee Show.

BALDWIN NOW WESTFIELD ASSISTANT MANAGER

WESTFIELD, Mass.—The Westfield Manufacturing Company, maker of Pope motorcycles and bicycles, has created the office of assistant manager and appointed Frank E. Baldwin to fill it. The new office was found desirable by reason of the remarkable growth of the firm's business in all branches.

Mr. Baldwin is thoroughly familiar with every phase of cycle manufacture, having been identified with this and allied industries for the past twenty years. Originally connected with the Crawford Bicycle Company and the resulting American Bicycle Company, he successively held the positions of production manager of the Willys-Overland Company, assistant superintendent of the Pope-Hartford Company, and assistant to the general superintendent of the Packard Motor Car Company. It was this latter position that he resigned in order to accept his appointment in Westfield.

In assisting Mr. Fogarty, secretary and manager, Mr. Baldwin will devote most of his attention to factory problems and the betterment of the product and service of his company.

REAR CARS CLASSED WITH SIDECARS IN CONN.

HARTFORD, Conn., Feb. 17.—Cygnet Rear Cars are classified with sidecars in Connecticut and pay a $5 fee, according to a recent ruling by the Motor Vehicle Department of the State. This ruling is given in a letter from Secretary C. D. Burnes to the New York Sporting Goods Company, metropolitan distributors for Cygnet products. Secretary Burnes' letter follows:

"It will be necessary to register the motorcycle with rear car attachment in the same class as the motorcycle with sidecar attachment, for which the fee is $5. The motorcycle may then be used with or without the rear car attached."

'FRISCO LEAP YEAR PARTY IS HUGE SUCCESS

SAN FRANCISCO, Cal., Feb. 20.—The feminine members of the San Francisco M. C. staged the most successful social in the history of the organization recently. The affair was a "Leap Year Social" and the fair members managed everything. Following the custom at Leap Year affairs, they invited the male members to dance, took them to supper, etc. All hands enjoyed themselves to the full.

There were 14 new members initiated on the evening of the Leap Year party, thus bringing the number to 100 in all. A booster's committee was appointed by President Meyer and an effort will be made to double the membership before the end of the season.

READING CLUB IS SEEKING MORE MEMBERS

READING, Pa.—The Reading M. C. has opened its charter for new members. Sales by motorcycle dealers indicate that there will be a big crop of new riders this season and an effort is being made by the club to get all of them in.

The club is arranging for its fifth annual banquet to be held at Mineral Springs Hotel on February 25. L. P. Allen, J. G. Neubling, James Mayo, William Buell and A. B. Rhode are on the committee in charge. A smoker is slated for March 17.

POOR ATTENDANCE AT BI-MONTHLY RUNS

NEWARK, N. J., Feb. 21.—The New Jersey M. C. is having a hard time running off the scheduled bi-monthly runs this winter. Old Jack Frost has taken a delight in gumming the works every Sunday a run is to be held and while no runs have been postponed to date, only sidecar drivers brave the cold and snow.

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With Which Is Now Incorporated "Bicycling World"

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39 FINISH 270-MILE FRISCO RUN

With Ideal Weather and Fine Roads These Endurance Riders Had Little to Bother Them; Excellent Work by Sidecar Crews

SAN FRANCISCO, Feb. 21.—There were 48 starters in the 270-mile endurance run of the San Francisco M. C. yesterday, and 39 finished. The secret control at Milbrae was responsible for practically all of the lost points.

Following are the scores of the finishers: F. Karslake and Mrs. Karslake, Harley-Davidson combination, 1000 points; E. Garrigues and Dudley Perkins, Harley-Davidson combination, 1000; Firestone team—J. Fennell, Reading Standard, 1000; Ed. Laudenclos, Henderson, 1000; S. Slosson, Harley-Davidson combination, 972; W. Reinholm and L. Corlis, with Harley-Davidson tandem, 1000; F. King, Excelsor, 1000; C. E. Stone, Cyclone, 1000; Paul Casselli and C. E. Oberg, with Indian combination, 1000; "Brick" Wedell, Excelsior combination, 1000; C. H. Northrup and G. Dufoot, of San Jose, with Indian tandem, 1000; J. Hulfe, Thor, 1000; L. G. Shaw, Harley-Davidson, 1000; R. E. Kruger, Indian, 1000; F. Boegel, Indian, 1000; C. T. Lutgen, Indian, 1000; W. C. Scheuer, Indian, 1000; San Jose Harley-Davidson team—M. Norns, F. Gottrell, H. Manchester, 1000; San Jose Indian team—Ed House, Ben Torres and "Doc" Eddy, 998; T. Sennis, Indian, 998; C. Gosney, Indian, 998; Volney Davis, Indian, 998; G. F. Farrotto, Harley-Davidson, 996; C. A. Lewis, Indian, 995; R. H. Polley, Indian, 994; C. T. Bullhouse, Indian, 992; L. Howard, Indian, 992; A. Hole, Excelsior, 984.

L. H. Spicer, Harley-Davidson single, was disqualified for being too far ahead of the schedule.

GLENN CLEANS PLATTER IN AUGUSTA MEET

AUGUSTA, Ga., Feb. 22.—Harry Glenn, Atlanta, astride an Indian single, won all the motorcycle races held here today. His daring riding pleased a big crowd.

Eddie Wilcox, of Atlanta, mounting an Indian, won second place in every event, thus making it an out-and-out Wigwam day. The summary:

Three miles—Glenn, Indian first; Wilcox, Indian, second; Cassells, Harley-Davison, third. Time, 3:50.

Five miles—Glenn, first; Wilcox, second; Cassells, third. Time, 7:25.

Fifteen miles—Glenn, first; Wilcox, second; DeMonte Moreland, Harley-Davidson, third. Time, 19:07.

Five miles—Glenn, first; Wilcox, second; Cassells, third. Time, 3:45.

ORDERS 80 TWO-STROKES FROM EXCELSIOR CO.

CHICAGO, Ill.—An order for 80 two-stroke lightweights has been received by Sales Manager Fred B. Mathis, of the Excelsior Motor Mfg. & Supply Co., from E. F. Merry, Excelsior distributor in San Francisco and Los Angeles. Merry desired the full order to be shipped on February 16 and 80 Baby Excelsiors are now on their way to Frisco. They were shipped on Wednesday the 16th, as Merry requested.

OGDEN SIGNS UP NINE NEW CYGNET DEALERS

NEW YORK, N. Y., Feb. 21.—Sales Manager Leadley Ogden, of the Cygnet Rear Car Company, has just returned from a flying trip to Washington, Baltimore and Philadelphia, in which cities he signed up nine new agents and secured orders for the immediate delivery of nineteen Cygnet rear cars.

In Washington, Osborn & Leishaar, the local Indian dealers, and Charles Sonne, the Reading-Standard agent, contracted to handle the Cygnet. While riding his outfit through the streets of the Capital City, Mr. Ogden was hailed by a stranger who wanted a demonstration. After a short ride he insisted upon buying the demonstrator, which was sold to him together with a new Indian machine, through Osborn & Leishaar.

Though lacking a demonstrator and having but five hours to spare in Baltimore, the Cygnet sales manager nevertheless succeeded in adding three more dealers to his growing list in the Oriole City. These are The Heinz Motor Company, Harley-Davidson, the Excelsior Motor & Supply Co., and J. F. Kitz, Emblem.

In Philadelphia, Max Sladkin, of the Haverford Cycle Co., contracted to represent the Cygnet rear car in all of his eight stores and ordered demonstrators for each of his establishments. Alexander Klein, Harley-Davidson, George Maslin, Indian and Chas. Krause, Thor, will also handle the Cygnet in Philadelphia.

Immediately after his return from his tri-city trip, Mr. Ogden left for Chicago.

RAIN BALKS PHOENIX PHANS

PHOENIX, Ariz., Feb. 22.—The motorcycle race meet, for the benefit of Moose Sanitarium, which was scheduled for today, was postponed till Sunday, Feb. 27. Rain spoiled the track for speed work today.

STEVENS SIDECAR HAS 100 POUNDS CAPACITY

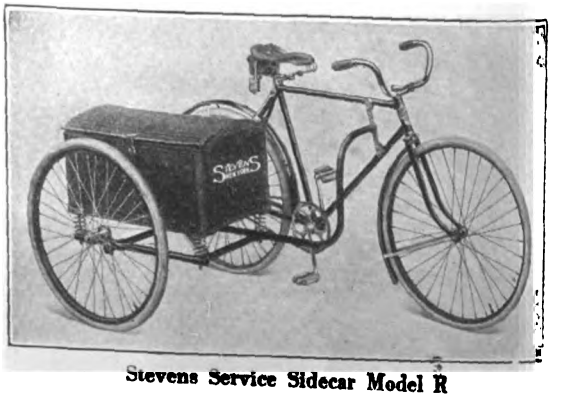
STEVENS & CO., of 375 Broadway, New York, is producing the Stevens Service Side Car, adaptable to any bicycle. It combines the capacity of the ordinary hand cart with the recognized convenience and economy of the bicycle. Loads up to 100 pounds can be readily carried in it.

The Service car has a frame of cold-drawn seamless steel tubing, rectangular in form. The front connection is arched to attach by a special fitting to both the top tube and diagonal tube. The wheel is built up of heavy spokes and has a steel rim with Goodrich tire. The body, measuring 24 inches long, 16 inches wide and 14 inches deep, is mounted on spiral springs at each corner, absorbing all road shocks.

With this vehicle an inexperienced boy can deliver a lot of goods with safety and despatch. The weight is evenly distributed and there is no danger of skidding or upsetting on rough and slippery pavements.

The car comes in two models. Model R has a rattan hamper with strong hinges and metal clasp. Model W is fitted with a waterproof box in superior black coach finish and has the top covered with waterproof duck. It is fitted with a metal clasp. The firm can supply a brass lock with leather-covered chain which secures both the side wheel and the cover of the hamper.

The Stevens Service Side Car weighs less than 20 pounds complete and is narrow enough to pass through an ordinary door.



Stevens Service Sidecar Model R

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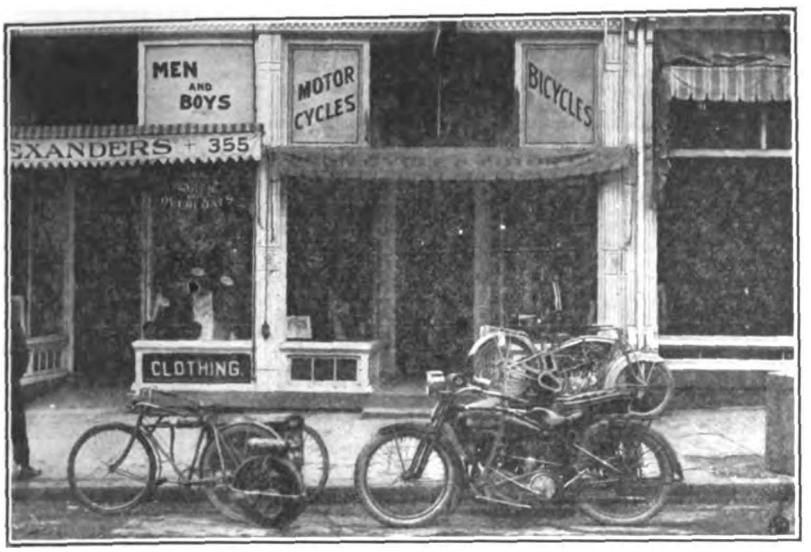
THRIVING CYCLE CENTER IN READING, PA.



Headquarters of Penn Cycle & Motor Co., at 357 Penn Street, Handling R-S, Excelsior and Smith Motor Wheel. William G. Schaeffer is the Proprietor

FREIGHT RATE VICTORY FOR COAST DEALERS

LOS ANGELES, Cal.—The Interstate Commerce Commission, at Washington, D. C., has rendered a decision reducing rates on motorcycle shipments from Eastern motorcycle factory points to the Pacific Coast from $4 to $2.50 per hundred and ordering rebates of $1.50 per hundred to dealers on all shipments made during the past two years. No rebates will be paid, however, to dealers who did not pay the $4 carload rate which was in effect prior to December 1, 1913.

The saving to Pacific Coast dealers by the new rate will be something over $20,000 annually, it is figured. The rate applies to carload shipments of not less than 17,500 pounds. The present less-than-carload rate is held by the Commission to be reasonable. The rebates will amount to $24,000 in Los Angeles alone, it is estimated.

The decision by the Commission is a source of much joy to the Coast trade, as it represents the successful culmination of a very hard-fought case before the Commission. It was known as the "Los Angeles Motorcycle Case" and was instituted by W. H. Whitesell some seasons ago. After languishing for a long time, legal proceedings were resorted to and the result was the reduction order from the Commission.

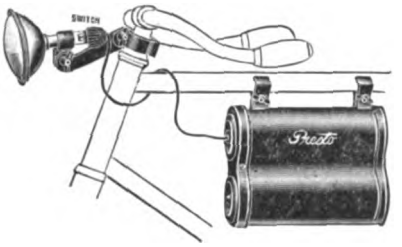
On March 1 a new schedule of rates for bicycle frame shipments in less than carload lots will be in force. Up to a minimum of 25 per cent. of a carload weight of 17,500 pounds, bicycle frames may be shipped to Los Angeles at $2.62 per cwt. and to San Francisco and San Diego at $2.50 per cwt. Smith Motor Wheels are included in this classification. This is a reduction of nearly $5 per cwt. in some cases.

CONTINUE WITH EXCELSIOR

DARTMOUTH, N. S.—C. G. Walker & Company, Dartmouth, one of the largest motorcycle firms in the Maritime Provinces, have renewed their contract for Excelsiors and expect to sell twenty-five machines this season.

NOVEL ADJUSTMENT ON THIS ELECTRIC LAMP

BICYCLE lamps in eight different models to suit the tastes of all riders are produced by the Metal Specialties Mfg. Co., of 730-738 West Monroe street, Chicago, Ill. The illustration shows one of the leaders, a greatly improved model of electric cycle lamp with Anchor Ediswan



switch type of plug connection and heavy universal bracket which will fit securely on any machine. The source of current is two standard No. 6 dry cells.

The reflector is made of highly polished nickel-plated brass and the tungsten bulb is accurately focused to give maximum efficiency. The four-inch bulls-eye lens produces the powerful penetrating search light required by all cyclists. There is a ready means of adjusting the reflector by means of small thumbscrews, to any angle, up or down, and it can be set permanently in any position desired. It is furnished with sufficient wire to carry the current from the battery to the lamp head.

The battery container is highly finished in black enamel and is an ornament to any bicycle. It is firmly held in place by two metal clamps which are felt padded so that they will not mar or scratch the enamel finish on the bicycle frame. The container cannot rattle or swing as when fastened with leather straps. There is absolutely no danger of short-circuiting.

SIDECAR IS ENJOYING A BOOM IN CANADA

TORONTO, Ontario.—According to business reports to the Canadian representative of **Motor Cycle Illustrated**, fifty per cent. of the motorcycle sales in Eastern Canada during the past two weeks or so have included sidecars. Some dealers in Toronto report that three out of five purchasers of standard motorcycles have bought sidecars. Another feature of recent sales has been that over thirty per cent. of motorcycles sold have been equipped with electric lights.

20,000 SQUARE FEET IN SIZE

In the advertisement for the Excelsior Motor Mfg. & Supply Co., for our February 17 issue, the space occupied by the shipping department was given as 2,000 square feet. This should be 20,000 square feet, as obviously, the Excelsior output of 300 motorcycles per day could not be handled in the small area mentioned and the floor cleared for the succeeding day's shipments.

MORE TERRITORY FOR BRANCH

PHOENIX, Ariz.—The local branch of the Fisk Rubber Co. has had its territory extended to cover New Mexico and southwestern Texas. Formerly the branch cared for Arizona business only.

Mack Sheets, Miami Dealer in Toledo, O., with a Fair Devotee Ready for an Afternoon's Spin. Mack Is Seeking Another Recruit from the Same Household

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THREE-SPEED FEATURED IN FEBRUARY "DEALER"

DETAILED descriptions of the Harley-Davidson three-speed gear, with the best method of dismounting and disassembling it, is the feature article of the February issue of the *Harley-Davidson Dealer*, the house organ of the maker of the Silent Gray Fellow in Milwaukee, Wis. The various steps in the process are clearly outlined, and the tools best adapted to the work are described and illustrated. A series of motor suggestions is another valuable article in the book.

There are pictured standard forms of receipts for dealers, as well as service certificates, and the matter of service is discussed briefly but thoroughly. General news of the agencies occupies the remainder of the space within the covers. On the back cover is an excellent article on educating the rider.

AIRLESS TIRE CARRIES 8,000-MILE GUARANTEE

LONG mileage and comfortable riding are features of the Dayton Airless tires, the product of the Dayton Rubber Mfg. Co., of Dayton, O. This tire, known as the Motorcycle Special, is of unique construction and carries a guarantee for 8,000 miles. It will fit any 28 x 3 standard C. C. rim. As regards the riding qualities, the Airless tire has been found in repeated tests by the company to ride as comfortably as a pneumatic tire of the same size and profile. It resembles a regular pneumatic tire when on the rim.

The Dayton Airless tire consists of a casing within which are a series of rubber "piers" and an annular "beam" of fabric and rubber of great strength. The rubber piers are of heavy stock and give radial strength to the tire, while the beam prevents distortion circumferentially. The space between the piers allows them to distort under load to absorb obstructions in the same manner as a pneumatic tire.

The construction is by no means new, as it has been tried out and proven effective in automobile service during the past seven years. It is only recently that the motorcycle tire has been put out, and this

Dayton Airless Tire

after a year of hard testing. The mileage of 8,000 under the guarantee has been frequently exceeded on a number of machines and the average has been considerably above the guarantee.

With the Airless construction, punctures do not bother the user, as there is no air under pressure to leak out. There is also no chance of a blow-out for the same reason. The long mileage secured from these tires is claimed to make them cheaper per mile than other types. The list price is $22.50 f. o. b. Dayton.

Pope Sidecar Combination with Which Senor Santos Beirao, Pope Distributor in Lisbon, Portugal, Made a 1,630-Mile Run to Show Dependability

BUSINESS OPENINGS FOR MANUFACTURERS AND JOBBERS

KOSSE, Texas.—A. J. Jennings is handling bicycles and bicycle and automobile accessories in this city and is desirous of receiving manufacturers' catalogs.

GLENWOOD, Minn.—Gordon & Gondrud have opened an implement store and are requesting catalogs on lubricating oils and automobile accessories.

WYNNEWOOD, Okla.—The Keys-Mitchell Hardware Company requests catalogs on bicycles, small tools and lubricating oils.

CEDAR HILL, Tenn.—Catalogs on bicycles and lubricating oils are desired by the Draughton & Gossett Hardware Company.

AUGUSTA, Wis.—E. A. Ringhand has succeeded to the implement business of A. C. Mohr, and lubricating oil catalogs are requested by the new proprietor.

BARRON, Wis.—C. V. Anderson & Sons are desirous of obtaining catalogs of bicycles and accessories and small tools.

MARSHFIELD, Wis.—The Marshfield Hardware & Auto Company has just been incorporated and requests catalogs of bicycles, tools and lubricating oils.

CHESTER, Vt.—Bicycles and bicycle accessories are handled by A. W. Harvey, of Main and School streets. Catalogs in these lines are requested.

GILLESPIE, Ill.—Bicycle and accessory catalogs are wanted by the Gillespie Hardware Company of this city.

BUTLER, Ind.—L. A. Pugh is anxious to get in touch with bicycle and accessory manufacturers and asks that catalogs of these goods be sent.

ANITA, Ga.—The Farmers' Supply Company, dealing in general merchandise, is asking for bicycle and accessory catalogs.

CEDAR RAPIDS, Iowa.—F. J. Stenck & Company desire to receive bicycle and bicycle accessory catalogs from manufacturers.

CLARINDA, Iowa.—George M. Lathrop, of this city, wishes to get into touch with makers of bicycles and bicycle accessories. Catalogs are requested.

PRATT, Kan.—The Tye Hoppe Hardware Company is dealing in bicycles and wishes to obtain catalogs from the manufacturers.

LONG RUN PROVES POPE'S STAYING POWERS

LISBON, Portugal.—Senor Santos Beirao, distributor for Pope motorcycles in Portugal, has just completed a 1,630-mile run to demonstrate the endurance qualities and power of the Pope machine. Carrying a sidecar passenger and one on tandem, Marlo Beirao, son of the distributor, drove a Model R-15 from this city through Coimbra to Vianna de Castello and back via Villa Real, Visen, Guarda Castello Branco and Santarem to Lisbon. Only some minor repairs were made during the run and the success achieved has greatly aided the sale of Popes in this country.

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CLIMBS ICY MT. PENN WITH THOR COMBINATION

READING, Pa.—George L. Dengler and C. R. Lenich, of the Berks M. C., recently climbed Mt. Penn., just above this city with their Thor sidecar combination, following the recent heavy fall of snow. The snow was up to the footboards in many places and ice coated most of the winding surface to the crest. The road winds around the peak and is several miles long. Dengler's outfit is a 1916 twin of 12 horsepower with Rogers sidecar.

NEW DISTRIBUTION PLAN IS WORKING WELL

KANSAS CITY, Mo.—A carload of Indian motorcycles recently reached this city. Its contents are now stored at the warehouse of the D. A. Moore Storage Co. and are subject to the order of A. Crocker, chief of the sales division of the Hendee Mfg. Co., Grand Avenue Temple Building.

Since the abolition of the factory branch in Kansas City, this method of distribution is being used throughout the territory. Special arrangements have been made by the company in regard to collections and the form in which they are to be made. C. Hanson, the local Indian agent, says that the new plan is much more to his liking than the establishment of a branch house.

CELEBRATING VALENTINE'S DAY AT MILWAUKEE M. C.

Members and Guests of Live Wire Organization in Wisconsin Metropolis Assembled at Clubhouse to Enjoy Dance and Entertainment on February 14

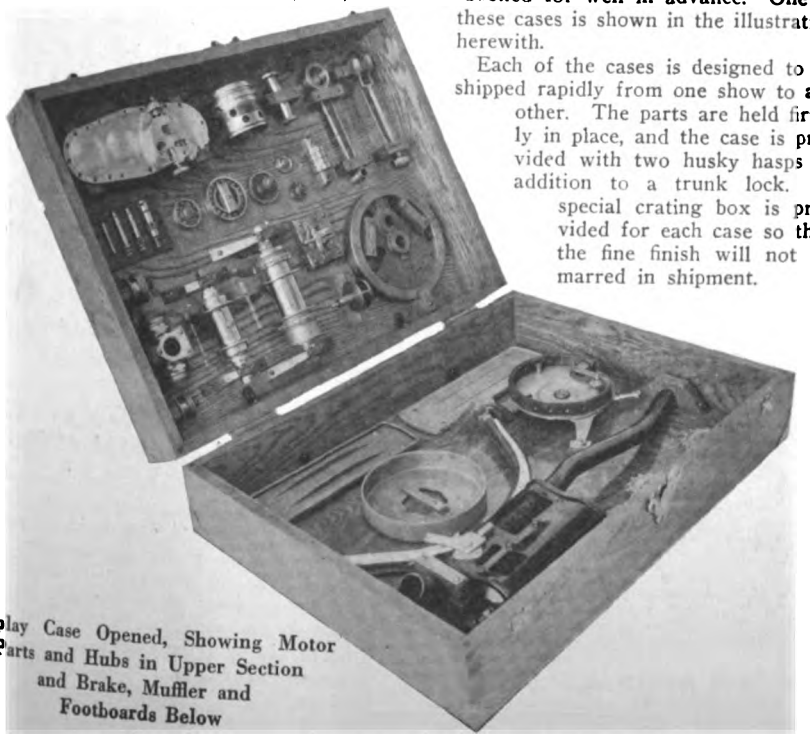
HARLEY-DAVIDSON HAS NEAT SHOW CASES

Display Layouts from Big Motorcycle Maker are Developed to Co-operate with Dealer in Local Exhibitions

THERE has been a general tendency on the part of manufacturers to recognize the value of the local shows in awakening the interest of the general public in the motorcycle, and manufacturers have done much to co-operate with dealers in getting the best results from these exhibitions. The co-operation takes the form of special layouts of tools, parts, etc., as well as special literature and advertising.

One firm in particular, the Harley-Davidson Motor Company, in recognition of the value of the small show, has recently prepared six display cases of parts especially made up for local exhibitions. There are only six of these cases, just enough to take care of the shows scheduled, and all have been booked for well in advance. One of these cases is shown in the illustration herewith.

Each of the cases is designed to be shipped rapidly from one show to another. The parts are held firmly in place, and the case is provided with two husky hasps in addition to a trunk lock. A special crating box is provided for each case so that the fine finish will not be marred in shipment.



Display Case Opened, Showing Motor Parts and Hubs in Upper Section and Brake, Muffler and Footboards Below

The mechanical oiler, in the upper left hand corner, has been cut away to show the operating mechanism, and is provided with a knob to "see the works move." The brake in the lower half is similarly mounted to demonstrate the double-acting feature. There is an exhaust pipe with a section cut away and a sectional muffler.

These cases have been enthusiastically received by dealers wherever sent, and have done much to increase sales in each instance. The display cases are the most recent additions to the many devices and methods of the Harley-Davidson folks in co-operating with their dealers.

QUEBEC CUSTOMS TO BE OPEN TILL MIDNIGHT

SHERBROOKE, Que.—The Customs Department of the Dominion of Canada in this city will give service till midnight at the ports of Stanhope, Rock Island and possibly Mansonville, for the benefit of tourists entering and leaving the Eastern townships.

This will do away with all annoyances which existed when the customs service closed at sunset and will be well appreciated by American motor vehicle tourists.

"BILL" WAS A QUICK CONVERT

Editor Motor Cycle Illustrated:

I let "Bill" take a few copies of your valued magazine, and it gives me great pleasure to send you enclosed herewith two dollars for a year's subscription to Motor Cycle Illustrated. "Nuf sed."

Send to Wm. Alcnauer 9916 Bessemer Ave.,

L. D. REYNOLDS

Cleveland, Ohio

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EXCELSIOR CYCLES HAVE SPECIAL CONSTRUCTION

Curved Bar Model with Single Top Tube and De Luxe Motor Bike Are Built for Hard Service and Are Light-Running—High Quality of Workmanship in All Models

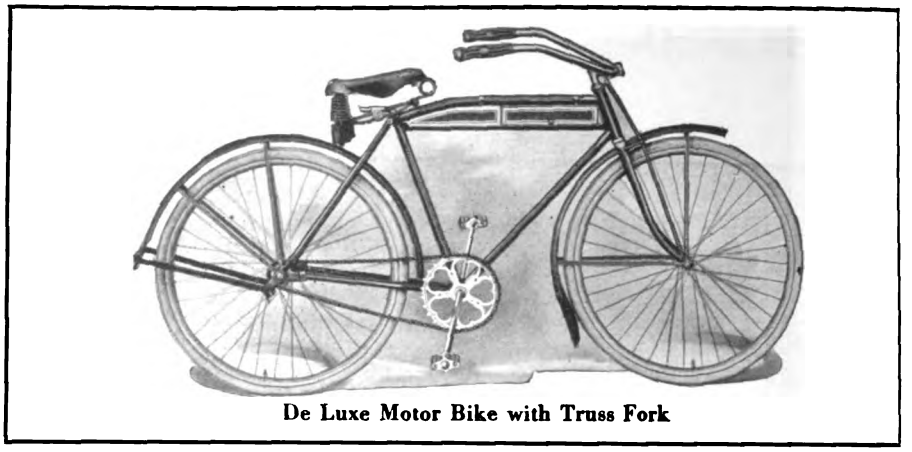
AMONG the many models of bicycles offered by the Excelsior Cycle Co., of Chicago, Ill., are two on which the company has specialized for the 1916 trade. The first of these is a curved bar machine with a single top tube, while the second is the De Luxe Motor Bike, especially adapted for use with the Smith Motor Wheel. Both models are of sturdy construction and, while easy running, will stand up under gruelling service.

The curved bar model has a diamond frame with a curved top tube. The curve is gradual and graceful, without short bends. The frame is made from 18-gauge Shelby tubing, heavily reinforced at all connections. Main frame tubes are one inch in diameter. Head fittings are motorcycle type, insuring great strength and wearing qualities. The seat post cluster is of the pinch-bolt type with nickeled bolt, nut and cap washer.

Fork and Hanger Construction

Carrying out the hard service construction, the front fork is of the truss type with 18-gauge fork-sides and special drop-forged crown. The hanger is the Excelsior one-piece model, with large cups, cones and balls. The hanger, while made for heavy service, is accurate in workmanship and has large bearings, making for extra light running. The adjustment is accurate and positive. The sprocket is of the De Luxe pattern, with either 26 or 30 teeth and has a width of 3/16-inch for motorcycle type roller chain.

The mudguards are extra wide and heavy with front extension and nickel-plated flat steel braces. One brace supports the extension in front of the fork. Tires are De Luxe extra heavy studded, 28 x 1½ inches and fully guaranteed. Pennsylvania Sturdy Studs of single tube type are supplied as an option. The handlebar is of the English box bar pattern, 22 inches wide and with a six-inch rise. The stem is adjustable and of the forward extension type. Standard finish is carmine frame with ivory white head and seat mast tube. Several color combinations are listed as options. The price is $40. This model is the only single-bar cycle on the market giving the motorcycle riding position.

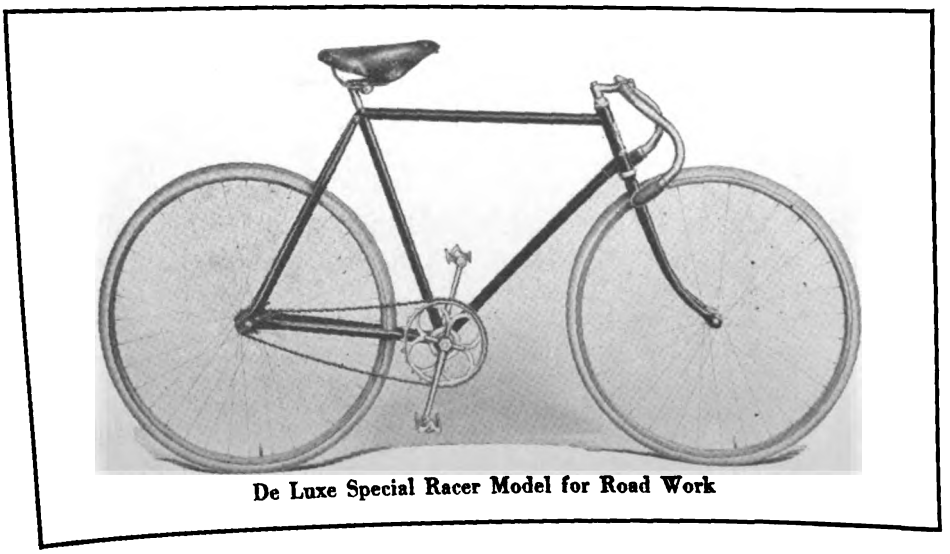


De Luxe Motor Bike with Truss Fork

The De Luxe Motor Bike, designed for Smith Motor Wheel service, is built with a long wheelbase, trussed front fork and special reinforced frame. This machine has been specially designed to meet the various strains incident to the use of the side drive. The standard finish is carmine, handsomely striped.

Other standard models of the Excelsior line are the well-known De Luxe Auto Bike, the Excelsior single-bar and the double-bar types, the special racer and various juvenile and ladies' machines.

The Excelsior Cycle Company is now located at 166-168 North Sangamon street, but so rapid has been its growth that a new and finely-equipped plant is being built for the factory at Michigan City, Ind. The firm will shortly move into this plant, leaving the offices and sales department at the present location during 1916.



De Luxe Special Racer Model for Road Work

THOR LIGHTWEIGHTS GOING TO PACIFIC COAST

CHICAGO, Ill., Feb. 21.—H. N. Kirk, sales manager for the Thor, has received an order for a carload of Thor twin lightweights for the Pacific Coast branch in San Francisco. The shipment was made on February 18. A second lot of 20 lightweights was shipped on the 17th.

Manager Kirk has also been notified that the Akron, O., police department has ordered three big Thors from the Century Cycle Co., Akron representative. The Akron department has been using Thors for the last three years.

The Motorcycle Sales Co., of San Francisco, is one of the recent additions to the big Thor list of agents.

EXCELSIOR BUSINESS KEEPS McBRIDE ON THE JUMP

TORONTO, Ontario.—A sample of business activity in Canada is seen in a statement of 1916 sales by Percy A. McBride, the Toronto distributor. So far this year McBride has imported 65 Excelsiors, including lightweights, from Chicago, but he has secured contracts for 340 Excelsiors for future delivery. He has also imported 48 Henderson motorcycles so far and has already sold 120 throughout his territory. He has also disposed of six Miami Power Bicycles.

McBride has also imported 45 Rogers sidecars and has future orders for many more. He is keeping Rogers sidecars in stock for Hendersons, Excelsiors, Harley-Davidsons, Indians and Thors.

One Saturday recently McBride sold seven motorcycles from his floor and all were Excelsiors. During the week he had sold five Hendersons, three fitted with Rogers sidecars and two equipped with electric lights.

He is keeping Harold Pratt, his travelling representative, on the road all the time to look after outside business.

WESTING TO SHOW F-N PRODUCT AT INDIANAPOLIS

DETROIT, Mich.—The Fentress-Newton Manufacturing Company, of Lafayette Boulevard, has made arrangements with the G. H. Westing Company, of Indianapolis to display F-N tandems and other products at the Westing booth during the Indiana Cycle Show. The Westing-firm will have the exclusive display of F-N goods at this exhibition from February 24-26.

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Trade and Sport in England

LONDON, England.—Everybody who has been at the front tells one tale—how uniformly and universally useful are motorcycles and bicycles, as well as the big cars. There are novelties as well as sensations. It is, for instance, pretty well known that by this time a British military bicycle, of folding pattern, is made by the B. S. A. company and that it has proved perfectly reliable. Years ago, one saw the French and Italian army cyclists with such "velos," but in this country they were looked at askance, as if military men would need a bicycle which folded up for ease of transport.

However, we've learned something since August, 1914. Very few in this country have seen a British folding bicycle and many an agent would give a few dollars for the loan of one as an eye-catcher to help his window display. We shall be seeing plenty by-and-by; the sooner, the better.

A Narrow Squeak

As regards bicycle sensations at the war front the experience of a captain friend of mine in a Scottish regiment will take some beating. He was cycling to examine some telephone wires when he heard a shell coming. Dropping off his bicycle he ran to what he thought was a safe point. On returning after the burst, all he found of his mount was one spoke and part of the saddle. Nuff sed!

The Smith Motor Wheels of America seem to be pretty much what the Auto Wheel invented by Wall over here is to Britain. I figure that it is about the pick of the bunch for motor-assisted bicycling. Parenthetically, let me say that quite a big effort is being made over here to boom this species of bicycling or motoring and the game is well worth boosting. There is plenty of sport and exhiliration with these motor-aids to bicycling. I have encountered parties of Auto Wheelists in the hilly country of Wales and every man and woman spoke highly of the accessory. In places like Chester, Leamington and the Shakespeare Country generally, and in seaside resorts the Auto Wheel does useful service in a small way, but I count more on the jolly fine results I have observed in hilly touring areas such as North Wales. Both the Auto Wheel and the Motor Wheel will do one thing: they will prove the pleasures of motoring to many who hesitate to transfer from pedal-pushing to autocycling.

Auto Wheel for Gallipoli

You may be interested to know that, just as the Smith is reported to have won favor amongst those who are charged with the success of the U. S. Army, so the Auto Wheel is understood to have convinced somebody over here that it is to be used by the military in Gallipoli. It looks almost incredible. One would have thought that the powerful Indian, Harley-Davidson, Clyno, Triumph or some crack brand of motorcycle would have been suitable for the hilly country that impinges on the Dardanelles and the Aegean Sea.

Some time ago this paper reproduced pictures of the Scott motorcycle with machine gun equipment in lieu of the ordinary sidecar and passenger. It has been long an open secret that the motorcycle gunners have done great service on the Western front, but seeing that the Scotts are water-cooled, one British writer protests against their being employed also, in Gallipoli, on the ground that it is bad enough for me and beasts and big cars to get water without having to find a few gallons for motorcycles. The Scotts are the only water-cooled type on active service.

Scott Three-Wheeler

W. A. A. Scott, the genius who gave the Scott motorcycle to the world, showed me two or three years ago—just before the present big works at Saltaire were opened—a special three-point frame which he had for attaching a sidecar to a motorcycle. It was intended to be mechanically as near perfection as possible. Now, he has evolved a three-wheeled vehicle that is a go-between the motorcycle and the light car or cyclecar. It isn't big enough to be classified as a cyclecar and some folks argue that it is more than a motorcycle-plus-sidecar. Well, we had some lovely squabbles a while back about engine capacity, car weights, etc., in order to secure an acceptable definition for a cyclecar and nobody will forgive the motorcycle designer if he revives the bogey. Meanwhile, to business: the tricar, as one may call it for simplicity (or is it a tricarcycle or a tricycle car?) has a low, underslung frame, with a Scott engine mounted on one side of it, this driving the back axle through a propeller shaft. The single front wheel is aligned with the right-hand rear wheel—as in a regular motorcycle, of course. The crucial feature of the new mount is the location of the engine.

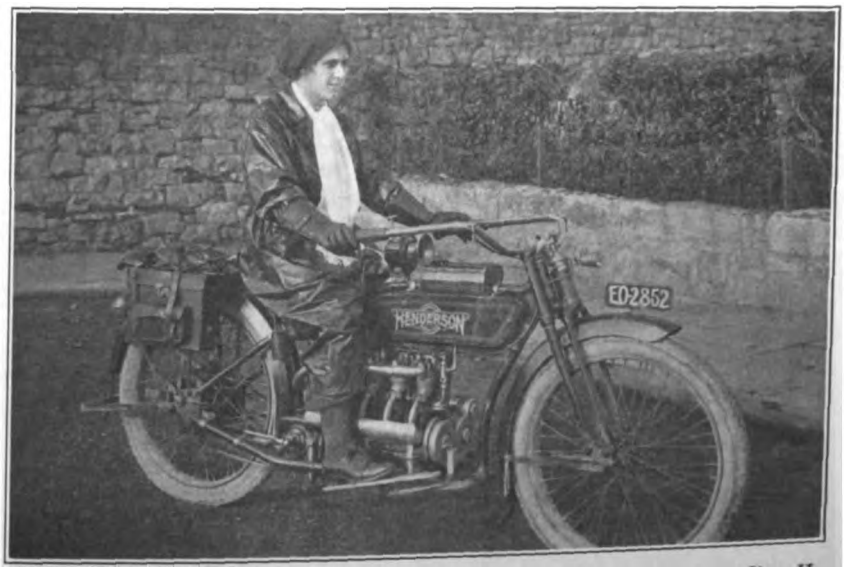
Sidecar Arguments

Thousands upon thousands of times at big meets in Britain has the argument gone forth that the motorcycle with sidecar is a mechanical monstrosity, the "pulled" weight of the sidecar and passenger providing an undue and forced strain on the engine. But thousands of times, also, the retort has been uttered: "Look at the perfect pleasure that sidecar motorcyclists give and the rarity with which anything goes wrong. In fact, I challenge you to bring forward a case of engine or frame distortion due to the weight of the sidecar being on one side."

The Designer's Motive

It is a fact beyond argument that the sidecar has been a wonderful success, but equally is it a fact that expert engineers and mechanics didn't like the idea. Hence, I suppose W. Scott, realizing that the sidecar was a delightfully popular motor medium, brought out his new type of frame—to eradicate the objectionable in design, while retaining the benefit of the motorcycle with sidecar. At any rate, the Scott offering seems assured of a welcome.

CLOTHED TO COMBAT ENGLAND'S RAINY WEATHER



Mrs. Quinlin, of London, with Neat Weather-Proof Costume Worn When Riding Her Henderson—Small Electric Light Fitted Conforms to Present Lighting Rules

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Looking Down the Stretch

February 24-26, Indianapolis, Ind.—Motorcycle and bicycle show at Tomlinson Building.

February 29.—All parts of the United States—BICYCLE DAY.

March 19, Wheeling, W. Va.—Run to St. Clairsville, O., and return of Wheeling M. C.

March 27-April 1, Manchester, N. H.—Annual motor show.

April 12, Springfield, Mass.—Spring meeting of the Motorcycle Manufacturers' Association.

April 16, Fresno, Cal.—100 mile free-for-all race under direction of Fresno M. C.

April 30, Brooklyn, N. Y.—Annual spring run of Invincible M. C. to Southampton and return, 200 miles.

May 7, Jamaica, N. Y.—Endurance run of Jamaica M. C., to Patchogue and return.

May 7, Providence, R. I.—Annual run to Westerly of M. C. of Rhode Island.

May 21, Providence, R. I.—Annual photograph run to Roger Williams Park, M. C. of Rhode Island.

May 21, Harrisburg, Pa.—Endurance run of Keystone M. C. to Altoona, Shamokin, Pottsville, Reading and return.

May 27-28, Providence, R. I.—Week-end run of Providence M. C. to North Adams, Mass., and return.

May 28-30, Boston, Mass.—Three-day endurance run at Bay State M. C.

May 30, Roanoke, Va.—Race meet of Dixie M. C.

May 30, Wheeling, W. Va.—Race meet of Wheeling M. C.

May 31, Newark, N. J.—400 mile run, day and night of New Jersey M. C.

June 10-11, Worcester, Mass.—Fifth annual 24-hour endurance run of Worcester M. C.

June 18, 19, Wheeling, W. Va.—336 mile endurance run to Bedford, Pa., and return, of Wheeling M. C.

June 30, Wheeling, W. Va.—Sealed time run of Wheeling M. C.

July 2-3-4, Grand Rapids, Mich.—Michigan State F. A. M. reliability trial, under auspices of Grand Rapids M. C.

July 4, Roanoke, Va.—Race meet of Roanoke M. C.

July 4, Savannah, Ga.—Race meet of Savannah M. C.

July 4, Wheeling, W. Va.—Race meet of Wheeling M. C.

July 16, Wheeling, W. Va.—Tri-State endurance run and open house, distance 100 miles, Wheeling M. C.

July 30-August 12, Wheeling, W. Va.—Run to Atlantic City and return, 600 miles, of Wheeling M. C.

September 3, Harrisburg, Pa.—Endurance run of the Keystone M. C.

September 4, Roanoke, Va.—Race meet of the Dixie M. C.

September 6, Wheeling, W. Va.—30 mile road race of Wheeling M. C.

October 1, Providence, R. I.—Annual Triangle run, Providence-Boston-Providence of M. C. of Rhode Island.

November 13-18, Chicago, Ill.—National cycle and accessories show.

November 30, Wheeling, W. Va.—Hill climb of the Wheeling M. C.

December 4-9, New York—National cycle and accessories show.

ALBRIGHT AND ROTH ARE CRACK MOTOR SLEDDERS

ALTOONA, Pa.—Motor sledding has been a popular sport in Altoona for the last two winters, and the recent heavy snows have brought out numbers of devotees of this form of travel. Among the "veteran" bob-drivers are Ernest J. Albright and George Roth, both experienced motorcyclists as well as sledders. Albright won a number of contests during last winter and this winter. He appears with Roth in the accompanying photograph.

Albright's sled is of tee-iron construction, upon which is carried a Harley-Davidson twin motor and rear wheel on heavy steel supports. The driving wheel is supported on steel springs to permit the wheel to accommodate itself to the inequalities of the surface. A combination oil and fuel tank is mounted on uprights directly over the motor and spark, and throttle controls are fitted to the steering wheel.

George Roth's sled uses a Pope twin motor, for Roth is Altoona's Pope agent. The design is somewhat similar to that of Albright, but Roth's bob has a windshield and a mechanical oil pump operated by the mechanician alongside the driver. Recent speed tests showed that with a 3:1 gearing a maximum of 45 to 50 miles an hour can be obtained, on a level road. Both sleds are the handiwork of the drivers and are great sources of interest to all Altoonans.

NEW BILL WILL ABOLISH ALL SPEED TRAPS

BALTIMORE, Md.—A bill has been introduced in the Maryland Legislature for raising the motorcycle license fee from $1.80 to $3, among other changes. One of the provisions of the bill calls for the abolition of roadside speed traps and roadside courts, whose actions have been in the past most unfair to all road users.

If the bill passes, all justices of the peace having such authority will have to try speed cases and road violations in the regular court rooms, with every courtesy extended to the accused. The costs imposed by justices for their own services and for those of constables and deputies will also be limited. There will be a State-wide law, if the bill passes, which cannot be amended by any town or municipality.

1270 MACHINES ARE USED IN RHODE ISLAND

PROVIDENCE, R. I., Feb. 19.—According to figures just compiled by the State Board of Public Roads and announced here this week, there are 1,270 motorcycles in Rhode Island. Of these the city of Providence leads with 367, while Pawtucket, near Providence, comes next with 128. Newport ranks third with 106 machines registered, and Cranston has 62.

Westerly, R. I., has 26 motorcycles, and Woonsocket has 19. The remaining 562 are scattered through Washington, Providence and Kent counties. For its size the State of Rhode Island is one of the biggest users of motorcycles in the East.

WILL STOP CITY LICENSE

BUFFALO, N. Y., Feb. 21.—The motorcycle license clerk of this city has announced that should the State license for motorcycles become a law then the city would discontinue its city licenses. This will mean a loss of $2,000 to the city's coffers each year.

Ernest Albright (at Left) and George Roth with Motor Sleds. Item above

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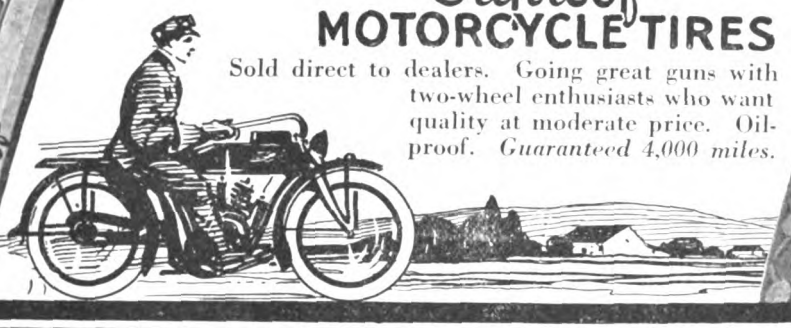
The Safest Tires for Fast Riding

The Fastest Tires for Safe Riding

VACUUM CUP Oilproof MOTORCYCLE TIRES

Built right up to Pennsylvania standards. The ultimate choice of users in quest of highest quality. A phenomenal seller, laster, performer.
Saves spills on slippery surfaces. Oilproof. *Guaranteed 5,000 full miles*, with a record of averages double the distance.



STURDY STUD Oilproof MOTORCYCLE TIRES

Sold direct to dealers. Going great guns with two-wheel enthusiasts who want quality at moderate price. Oilproof. *Guaranteed 4,000 miles.*

Pride of the Boys Who Bike

VACUUM CUP *Red Oilproof Tread* BICYCLE TIRES

In ever-increasing demand and piling up profits for their dealers. Longest lasting, sturdiest, safest-riding tires made. Puncture-proofed by the use of special 15½-oz. fabric strong as that used in most small auto casings.

Guaranteed Oilproof and for full trouble-free season, or repaired or replaced.

The World's Predominant Factory Brands

★THREE★STAR★ *LINE OF* BICYCLE TIRES

Quality, tread, design and service at three popular prices. Sold direct to dealers on a generous margin of profit.

STURDY STUD *Tripletread* SUCCESS

Write *at once* for 1916 Selling Plan covering Pennsylvania Tires, providing exclusive territorial arrangements and utmost protection and profit

Pennsylvania Rubber Company, Jeannette, Pa.

Direct factory branches and service agencies throughout the United States and Canada

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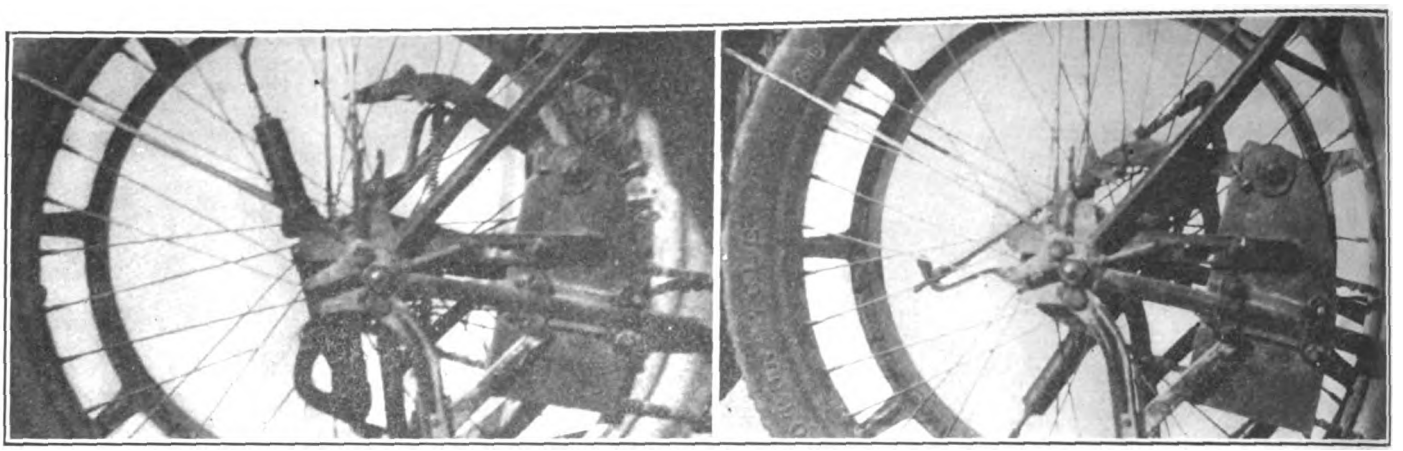
PUMP INFLATES TIRES AUTOMATICALLY AS DRIVING WHEEL ROTATES



Left, Wilkes Pump in Non-Operating Position with Cylinder Pointing Upwards; Right, Pump in Action with Piston on Return Stroke

BILOXI, Miss.—Walter G. Wilkes, of this city, has invented and been granted a patent upon the ingenious automatic tire pump shown herewith. The pump is actuated by the rotation of the wheel on which it is carried and can be set into operation or allowed to remain idle at the will of the rider.

The pump piston is drawn outwardly from the cylinder in each revolution of the wheel and is returned by a spiral spring. This spring can be adjusted to the desired tension, either for inflating empty tires or for constantly pumping air into a leaky tire in order to enable the rider to reach home or a repair shop on his machine. There is a device for putting the pump into or out of operation, leading to the rider's seat.

Wilkes has used one of these pumps with a ¾-inch cylinder on his motorcycle for about ten months and giving it the roughest kind of tests. He put it in and out of operation with the motorcycle moving at 35 miles per hour. "This pump puts slow leaks out of business," says Wilkes. "I have found my tire flat from a tiny hole that would let out all the air in about two minutes, would pump it up at the start and operate the pump for 13 miles to this city, and repair the leak after I reached home."

CAMPBELLS HAVE 150 MILES OF SNOW-BUCKING

New England Harley-Davidson Manager Rides To Boston in Recent Blizzard With Wife in Sidecar—Some Experiences

BOSTON, Mass., Feb. 18.—New England as a touring ground these days is not much in vogue, but Jes Campbell, New England manager for the Harley-Davidson, says that tobogganning has nothing on a 150-mile trip that he and Mrs. Campbell took recently. The time was during the worst storm that New England has had in a decade. There were twelve inches of snow on the roads.

The trip was to Springfield, Northampton and Greenfield, Mass., Hartford, New Haven and Bridgeport, Conn. The weather was fine and summery on January 26 when the Campbells started with the Harley-Davidson sidecar for the 100-mile trip to Springfield and the next three or four days of travel were fine. But on leaving Bridgeport, Conn., it got colder and the snow commenced to fall.

On reaching Hartford, Wednesday, February 2, there were two inches of snow under foot and more coming. Both Jes and Mrs. Campbell believe in getting home on the vehicle in which they start out, and so headed for Boston, 150 miles away. The snow turned into the storm that broke all New England records since 1909. They got to Springfield and Worcester that day with more snow coming down and the motor doing its bit and getting along through "the beautiful."

Jes still thinks that it was great going. He had to get the combination to 30 miles per hour and then she seemed to 'plane over the crust of the snow. If the speed slacked, down into the snow went the wheels and the rig was buried to the footboards and over. The Harley-Davidson kept on plugging along just the same.

WORKING AT 36 BELOW

Excelsior Sidevan Outfit Belonging to Johnson's Grocery Delivering Goods in Deep Snow and Unusual Cold Weather

There was no great hardship from low temperatures, fortunately, but the melting snow dropping from the riders' faces formed stalagmites on the collars and prevented their turning their heads. On only one occasion was there any danger of mishap, and this was when Jes tried to take a turn at some speed and found that the machine wouldn't respond. The snow was too solid, but further progress toward the side of the road was checked by a huge drift. The trip to Boston from Worcester was made through twelve inches of snow on the next day.

Jes has always been a believer in motorcycles, but now is even recommending sidecar combinations for Arctic exploring.

WORK STARTS ON CINCINNATI SPEEDWAY SITE

CINCINNATI, O.—Work is now actually under way on the site chosen for the two-mile track of the Cincinnati Speedway Company, near Sharon. Surveys have been made to determine the amount of grading necessary and the work is being blocked out rapidly.

Comparatively little grading is necessary by reason of the nature of the country and the most work will be needed in the construction of the track itself, and of the stands, garages, etc.

NEWS DEALER BUYS VAN

WASHINGTON, D. C., Feb. 18.—Howard A. French & Co. reports the sale of an Indian twin equipped with an Indian side van to Hamilton Adams, a leading newsdealer of Washington. Adams is purchasing this machine with the purpose of replacing all his auto delivery with motorcycles.

YOU WON'T FIND ONE, GEORGE

Editor, Motor Cycle Illustrated:

It gives me a certain kind of joy—even though it be for but one-half year—to renew my subscription for the magazine.

I have yet to find a cycling paper that is newsier, has better makeup and is any better illustrated.

With best wishes for future success, believe me,

GEORGE ROESCH

Buffalo, N. Y.

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HERE IT IS
A REAL LIGHTWEIGHT

EXCELSIOR Dealers throughout the country are telling the same enthusiastic story of public interest and quiet sales.

The X Lightweight appeals to experienced motorcyclists who have learned the value of economy and convenience and to thousands who feared the complication of the big twins, but appreciate the value of quiet, comfortable and economical transportation. Write today for new X Lightweight circular. Wise dealers are busy. Are you?

EXCELSIOR MOTOR MFG. & SUPPLY COMPANY
Office and Factory, 3703 Cortland Street, Chicago

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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HARLEY-DAVIDSON MAKES NON-STOP RECORD

Phoenix Fans See Harry Crandall's Machine Roll Up 4,310.5 Miles in 214 Hours of Constant Going; Ran 118⅝ Miles Per Gallon of Gas

By F. A. M. COM. JAS. C. BLAINE

The Harley-Davidson Running in the Phoenix Cycle Company's Window

PHOENIX, Ariz., Feb. 18.—Harry Crandall's Harley-Davidson motorcycle rolled up a new indoor non-stop record recently when he placed his machine in the window of the local agency and started the motor going at exactly 5 p. m. on January 24, and had it running continuously until 2 p. m. February 2. The motor registered 4,310.5 miles, after running for 214 hours.

Ellis Wilson was Crandall's partner in the record run. They took turns in twelve hour shifts, changing hot spark plugs, keeping lubrication at its prime and so on. And the motor purred on! There is little to say about those 214 hours, except that the motor just purred on and on.

Sometimes the electric fans that were supposed to keep the motor cool would stop. Then all was excitement—palm fans were brought into play, extra oil pumped in, etc., to keep down the temperature. Again the fans are going. Such a relief! And the motor always purred on and on.

The Firestone tires stood the strain remarkably well, and a trusty Corbin speedometer, so arranged that the crowd outside could easily see it register the mileage, never failed during the 214 hours of constant running. The Wright spark plugs stood the test as though they were constructed especially for the occasion.

In all, 361½ gallons of gasoline were consumed and two gallons of lubricating oil, giving the surprising figures of 118⅝ miles per gallon of gasoline and 2,155.25 miles per gallon of oil. Those are certainly some figures to think about. The motor traveled on an average of 20.1 miles per hour.

The writer and Hugh Miller were the official stoppers. When all was in readiness the clutch lever was pulled back at 2 p. m. on February 2, and the mob of spectators standing outside gave a rousing volley of cheers. Doc Lane was so pleased that he took the hot machine right out of the window, and to show that it had more than plenty of pep left, he pushed it out to the street, hooked it up to a nearby touring car and toted a bunch of fans about town. The total load was 5,166 pounds.

$2.50 N. Y. LICENSE FEE ASSURED, SAYS HUGO

NEW YORK, Feb. 21.—A member of the staff of **Motor Cycle Illustrated** had a short talk with Secretary of State Hugo one evening last week. Mr. Hugo assured the **Motor Cycle Illustrated** man that there was practically no question regarding the passage of the Motorcycle registration bill now before the New York legislature. Progress of the bill has been delayed on account of objections by a New York legislator against the plan proposed for distributing the revenue for road improvements. The New York senator in question is seeking to have the bill amended so as to provide for a portion of the revenues being expended in the city.

However, no matter whether or not an amendment of this sort prevails, the legislators are practically unanimously in favor of the passage of the bill, and it is safe to predict at this time that a $2.50 license fee will be effective in New York beginning April 1.

BICYCLE PARTS AND ACCESSORIES

M. Pearlman, with offices at 320 Fifth avenue, New York, representative of a large bicycle manufacturer in Birmingham, England, is desirous of obtaining quotations on bicycle parts and accessories of all kinds. Mr. Pearlman desires to deal directly with manufacturers and those in a position to supply his requirements will find him prepared to purchase in large quantities.

CYCLE OPENINGS IN FOREIGN FIELDS

OPENINGS IN SOUTH AFRICA

THE publishers of **Motor Cycle Illustrated** are in receipt of a letter from Messrs. J. Braybrooke & Son, Port Elizabeth, South Africa, one of the recipients of our recently issued Export Number, in which they say that they are "very much interested" in American-made motorcycles, and "feel certain that there is a good field for them" in that country, "as they are better suited for the prevailing conditions than are machines of British manufacture."

SEEKS AMERICAN CYCLES

Antoine Freccero, 28 Rue Saint-Martin, Marseilles, France, representing a wholesale house supplying the motorcycle and bicycle trade, is desirous of making arrangements with American manufacturers for representing in France, Spain, Algeria and Tunis, to sell either for their account or for his own as exclusive sporting agents. American manufacturers are urged to send him catalogues, price-lists and terms in detail.

AMERICAN BICYCLES WANTED

A. Blot, 10 to 14 Rue de la Scellerie, Tours, France, writes us that he is desirous of securing representation for American bicycles. He requests catalogues, prices (for France), terms of sale, territory, etc.

CYCLE PARTS AND ACCESSORIES

American manufacturers of cycle parts and accessories may find it to their advantage to communicate with Marius Lacombe, Rue de Marseilles, Lyons, France, who desires to represent manufacturers of these articles in his country. He advises **Motor Cycle Illustrated** that he has traveled for twenty-five years in this line for the largest concern of its kind in France, and refers to the Credit Lyonnaise, in Lyons, France. Quotations must be made f. o. b. in France, and catalogues must be in French.

REQUEST FOR CYCLE CATALOGS

G. Lebigre, Rue Saint-Roch 3, Havre, France, a dealer in French, English and American motorcycles and bicycles, requests the catalogs of American manufacturers.

He formerly sold American, Columbia and Crescent bicycles in France, and is desirous of securing a representation for one or two American cycle manufacturers.

MARKET FOR LOW-PRICED CYCLES

Lucien Avocat, 18 Rue Bausset, Paris, France, writes this journal advising that as a wholesaler, he is in the market for low-priced American motorcycles. He states that he has an interesting proposition for any firm not already properly represented in France.

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A National "Holler-Day"

February 29

IT offers a golden opportunity to come out strong on the merits of Pope-made bicycles.

Every man who accepts your invitation to enter your store on Bicycle Day is thinking of bicycles as he has never thought of them before.

Make sure that when he goes out he is thinking of *yours* above all—whether it is a Columbia, Cleveland, Tribune, Rambler, Crescent, or other Pope-made bicycle.

Make the most of this chance to impress him with the features that put these wheels in the front rank—the two piece crank-hanger construction — the patented frame reinforcement—the dropped crank bracket—the forged fork crown.

Talk about the high-grade saddles, tires, chains, coaster brakes, rims, spokes, pedals, guards, handle-bars and grips.

Don't forget to mention the advantages offered by the Sturmey-Archer Three-Speed Hub, the cushion frame, the spring fork, the spring seat-post, the truss fork, the thief-proof rear wheel stand, and the For-Sure lock.

As a Pope dealer you have working on your side established quality, world-wide reputation and the experience of thirty-eight years of bicycle production.

Cash in on it! Get your share of the "1,000,000 Bicycles in 1916."

The Westfield Manufacturing Company

(Successors to the Pope Manufacturing Co.)

11 LOZIER AVE. - - WESTFIELD, MASS.

Largest Manufacturers of High-grade Bicycles in the World

Makers of the famous Pope Motorcycle.
6 Models Prices $150-$275

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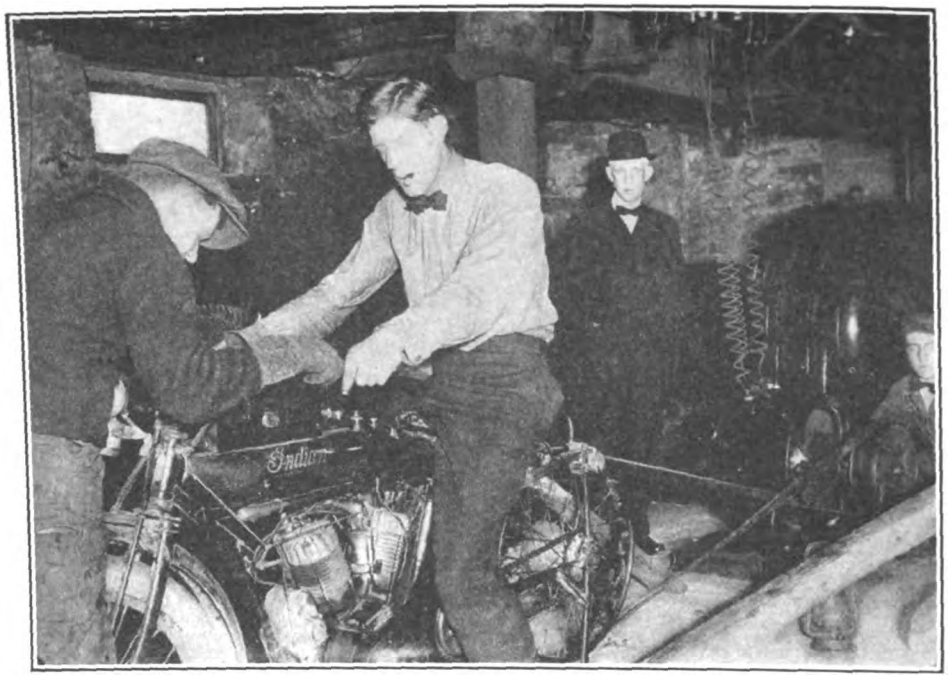
AIDS IN LIGHTING TOWN WHEN CURRENT FAILS



E. F. Wayee on His Indian Operating Exciter in St. Charles Power House

ST. CHARLES, Mo.—An Indian motorcycle, owned by E. F. Wayee, electrician and trouble man for the Electric Company of Missouri, assisted materially in lighting this city recently, when the feeder cable from the big Keokuk dam broke. St. Charles gets its current over this cable and the parting left the town in darkness.

However, there was a steam power plant for lighting which had been used before the town secured current from the Keokuk dam, and this was started up with all speed. However, the engineers found that the exciter for the big generator was out of commission, and so current could not be produced. The exciters in the sub-station for the Keokuk plant would work all right and excite the fields of the generator if one of these exciters could be driven. So they connected one in and Electrician Wayee volunteered to couple up his Indian to keep the exciter moving.

He set the machine on the stand, removed the tire and substituted for it a belt on the rim, this belt leading to the pulley on the exciter and started the motor. For one hour and a half the Indian held the exciter up to its work and the town was kept lighted, while the cable to Keokuk was being repaired. The motor was run wide open.

STANDARD TRAFFIC CODE COMPILED

Committee of Safety First Federation of America Studies Traffic Regulations and Draws Up Code to Secure Uniformity

NEW YORK, N. Y., Feb. 18.—A standard code of traffic regulations has been compiled by the street traffic committee of the Safety First Federation of America, New York City, as a result of the increasing, nation-wide demand for uniformity in the regulation of street traffic. The committee, of which John Gillespie, Commissioner of Police of Detroit, was chairman, has studied this subject for a year.

Each city in the past has drafted its own regulations and the rules in neighboring cities have often been very different. It has even been found that the regulations of some cities would clash with those of the state and the result would be confusing.

Among the important features which the committee's code incorporates are the following:

Prohibiting the use of the muffler cut out.

Prohibiting excessive emission of smoke or gases.

Prohibiting the unnecessary use of warning signals.

Providing that all vehicles shall carry lights from one hour after sunset to one hour before sunrise.

Approval of the near side stop regulation for street cars.

Providing car stop safety zones for persons getting on or off street cars.

Providing for protecting the car stop safety zone from encroachment by vehicles, either moving or standing.

Requiring that all vehicles must come to a full stop at least five feet behind a street car when stopping, or which has stopped, to receive or discharge passengers. Eight feet is recommended.

Requiring pedestrians to cross the street at the regular crossing, to cross with the traffic and comply with the signals of traffic officers.

Requiring the locking of unattended motor vehicles to prevent their removal by unauthorized persons.

Requiring properly illuminated license tags on automobiles, and favoring the adoption by automobile manufacturers of a uniform transparently illuminated license tag holder.

Requiring in the event of an accident that the driver must stop and render all possible assistance to persons injured.

AS NECESSARY AS EATING

Editor, Motor Cycle Illustrated: Enclosed you will find money order for subscription to your magazine. Might just as well do without a meal as to do without Motor Cycle Illustrated.
With very best wishes, I remain,
Yours very truly,
JERA DRAKE.
Bolivar, Mo.

NO UNFAVORABLE BILLS IN JERSEY LEGISLATURE

TRENTON, N. J., Feb. 21.—The 1916 session of the State Legislature is all but over, that is the time for presenting new bills has passed and the remainder of the session will be spent in passing or rejecting those already presented. This state of affairs pleases the motorcyclist, as the only bill bearing on motorcycles is the one that would compel all sidecars to carry two white lights in front.

This bill is in reality a move for safety and has the endorsement of the New Jersey M. C. and other clubs in the State Several bills that, while they do not relate specifically to motorcyclists would have an effect on them if passed, have the active opposition of the Automobile Association and will probable die in committee. Two other bills look good to the rider, one being for raising the speed limit to 30 miles per hour in open country and the other to allow a $7,000,000 bond issue for the construction of new roads.

RAILROAD MAN CAUTIONS ON TAKING CHANCES

TACOMA, Wash.—A. C. Lettig, secretary of the committee of safety for the O. W. R. & N. railroad has sounded a caution for motorcyclists in a recent letter on safety. Among the paragraphs are the following:

"A passenger train traveling at 40 miles per hour, under general conditions, by applying the air brakes in emergency can stop in a distance of 1,500 feet, or approximately one-fourth of a mile. A freight train traveling at 25 miles an hour, under general conditions, can make an emergency stop in 1,100 feet, or about one-fifth of a mile. A motorcycle traveling 25 miles per hour can ordinarily stop in a distance of from 10 to 25 feet, depending on the kind of brake used.

"A train traveling 50 miles per hour covers 4,400 feet per minute. The lives dependent on an engineer's vigilance, in the majority of cases, are people who are total strangers to him. On the other hand, the life dependent on a rider, is generally that of a loved one or at least is a friend. Be cautious.

"To take a chance, to run a machine past warning signals at a railroad crossing, to trust to luck to get across, is worse than foolhardy; is criminal.

"It is the motorcycle rider who does not know the country who should exercise the most caution on approaching grade crossings. Remember that accidents to motorcyclists at grade crossings happen to those who run risks."

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MIAMI BICYCLES

Are the most profitable to handle because we give a liberal discount from list and the Bicycles are so well known and give such excellent satisfaction to the Rider that they are easy to sell.

Our Lines include the Famous

RACYCLE
MIAMI
FLYING MERKEL
and
HUDSON

Name Plates, and a large variety of Special Brand Bicycles

You had better get into touch with us and get our proposition on one of these "Best Built" bicycle lines

THE MIAMI CYCLE & MFG. CO.
MIDDLETOWN, OHIO

You get quick results from advertisers when you mention MOTOR CYCLE ILLUSTRATED.

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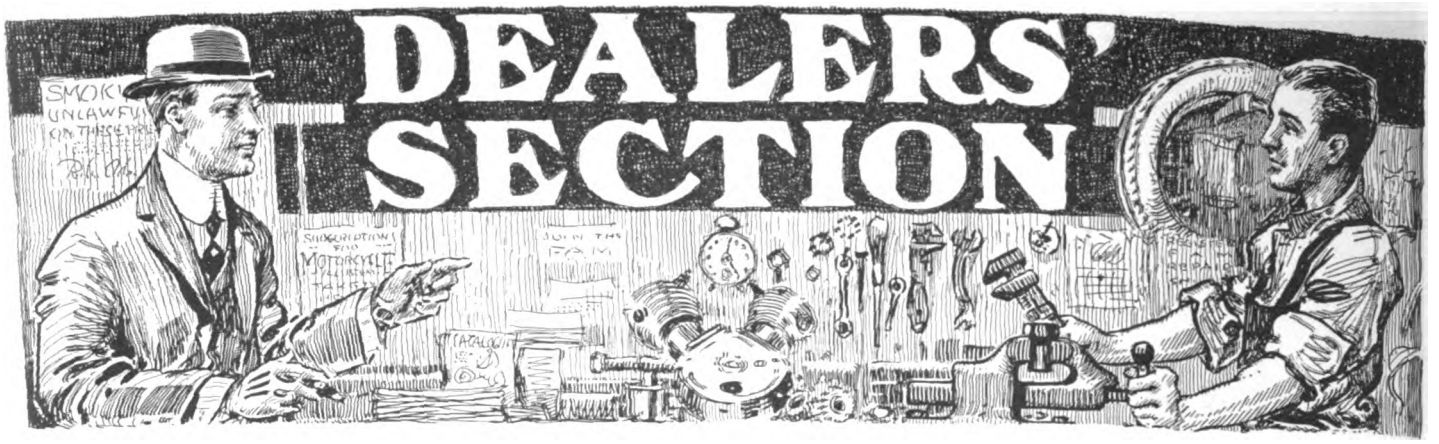

DOUBLE-DEALERS IN THE MOTORCYCLE TRADE

How One Lost An Agency Through Slick Practices and the Other Doubled His Profits By Fair and Up-to-Date Business Methods—Co-operation Part of Second Man's System

By THE ONLOOKER

THERE are two kinds of double-dealers. I know one of each, but I will not admit any closer acquaintance with the first than by sight and reputation. When I first met him he was agent for the most popular machine in the city. But his slogan was—"Present profits, and hang the future." In time he hung it, and I am going to tell you how.

There was a considerable demand for seconds of his line, so he usually managed to get rid of all his trade-ins at a profit. This was in spite of the fact that he would offer the same machine to three or four different fellows on the same day at as many different prices, depending on what he thought they could pay. He always began with a high price, on the chance of getting it from the uninformed or ignorant, and if necessary let himself be beaten down a few dollars at a time until the unwary often thought they were getting bargains. But he had little real competition in those days so if a buyer seemed to have money he paid a stiff rate, and if he wanted to buy on time he had to pay liberally for the accommodation.

His Business Methods

As soon as you entered this man's place he would ooze up as close to you as his capacious girth permitted, and begin to talk in an oily confidential tone. His breath was strong enough to beat a gas-works, and his chief sales arguments were knocks. He always behaved as if afraid of being overheard, and may be he was, as he pulled some pretty raw deals. I know, because he once tried to sell me a machine at $165, swearing he was losing ten dollars on it. The next day he offered to sell the same boat to my father (not knowing who he was) for $150, or to give him $15 rake-off if he could sell it to anyone before the end of the week. Needless to say I did not buy from him, and later it appeared that his hurry to get it off at that rate before the end of the week was due to the fact that he had accepted a deposit on the machine at a lesser price, the deal to be closed Monday. Such methods injured his business.

Another little trick of this genial gentleman was that he would never make any repairs, no matter how small, while you waited. Why was this? Merely so he could charge more time than was actually required, and so you couldn't learn how to do jobs yourself; and it came to be generally believed after a time, that he used cheap parts instead of good ones made by his factory—so as to increase his profits. Even at this his stock was small, so that riders frequently had to wait for parts. Add to all these the facts that his shop always looked like a dump heap and that he didn't know what the word service meant, and you have a pretty clear idea of the fellow.

Start of the Slump

He seldom advertised. He said there was no use wasting money on that—that his machines were advertisement enough, with so many of them running around town. So in spite of his having the best machine in the place his unpleasant personality and poor tactics were driving fellows to trade elsewhere, his business began to run down, and numerous complaints reached the home office from individual riders. A letter or two made no impression on him, however.

So in course of time the sales manager—a man whom the dealer had never seen—came down from headquarters. The minute he stepped out of the station his eye was caught by a poster on a sign board across the street. In the middle was a picture of a motorcycle and rider. Huge letters at top and bottom commanded the reader to

RIDE A Q MOTORCYCLE
FOR HEALTH—FOR PLEASURE
AT LOW COST

"Ugh!" grunted the chief, "that man's got some enterprise. He's a live wire. I'll see him first."

Forthwith he sought out the "Q" agent for a heart to heart talk. Then he called on our friend the dealer—ostensibly as a customer. It didn't take the visitor long to size up the other, and something like the following conversation took place.

Visitor.—"Here's my card."

Agent.—"Why, you're from the factory, sales manager.

V.—"Yes. There have been so many complaints about you, and your business has fallen off so, that I came in to see what was the matter. I've found out. You've been playing the present against the future. Any successful business man has to look ahead a bit, if he doesn't he won't stay in business. You haven't been making use of your opportunities. So we are going to make a change."

A.—"A change?"

V.—"Yes. We are going to apply the 30-day clause in our contract with you. One month from to-day you cease to be our representative. Blank, of the "Q," is to take the agency. You haven't sent us a man-sized order for parts for two years, but if you have any *real* parts on hand that you want to get rid of, talk to Blank; he'll treat you square. Good morning."

Blank Gets the Agency

Thus the manager transferred the agency to Blank, and the first dealer found that he fooled and hurt nobody so much as himself by his double-dealing.

Blank is the other kind of a double dealer. I am proud to call him my friend and to ride one of his machines. I call him a double-dealer because he is as good as two men; and he does as much business as any two dealers here because he is such a live wire. Doesn't that make him double?

(Continued on page 74)

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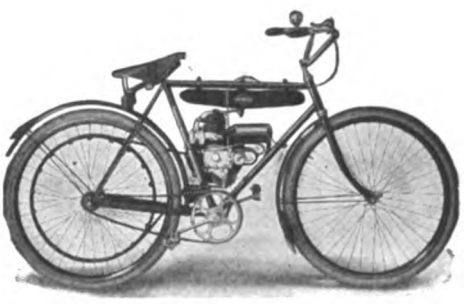
THE Cyclemotor WILL BE

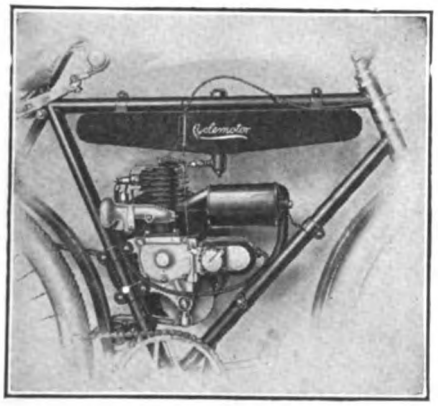
WHEELING WITHOUT EFFORT

BOOSTING BUSINESS BRIGHT AND EARLY BICYCLE DAY AND EVERY SUCCEEDING DAY

because its clean-cut, attractive appearance brings new prospects into your store and its perfect performance under test guarantees their continued enthusiastic support.

The Cyclemotor is a **perpetual** business builder. It makes many **more friends** for the bicycle by multiplying the conveniences of wheeling and adding to its pleasures. It is the one best bet as a booster because it solves the motor problem for bikes in a sensible, practical way. It doubles the dealers' profits on every combination sale and increases his new business because its appeal to riders lies in its vibrationless, lightweight features which mean reserve power and economical operation.





TWO-STROKE
HIGH-SPEED
VIBRATIONLESS

FEB. 29th

will be **Cyclemotor** Day from morning till night. A demonstrator in the window on that occasion will work wonders for you.

Mr. Dealer, if you want to inject the liveliest stimulus possible into your selling lines this season; if you want to watch your business grow; if you want to get the utmost possible out of your efforts you should write at once for our proposition, and Booklet "D-2," and learn the benefits of perpetual Cyclemotor boosting.

CYCLEMOTOR CORPORATION
ARLINGTON BLDG., ROCHESTER, N. Y.

Please outline your dealers' paying proposition and send Booklet "D-2"

Name .....

Street .....

City ..... State .....

I carry the following lines of bicycles.....

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DOUBLE DEALERS IN THE TRADE

(CONTINUED FROM PAGE 72)

Here are some of the ways he uses to get business. His place is clean. A window-washing company takes care of his glass. His window display is good and always changing—it takes a mighty attractive one to stay over a week with him. His stock of parts is large and standard so there is little waiting on repair jobs. He believes that in selling a machine he is merely starting something, and gives good service, largely in free inspection. He advertises in the newspapers, with handbills, with follow-up letters, and with billboard posters, for he has not forgotten how he got his start. He, or any of his clerks, will give you the same price on second-hand machines in his place, for all are priced and listed to avoid errors.

These are some of the secrets of his success, but the biggest one is not yet. It is a method of selling new machines which can be used almost anywhere. He keeps on file his competitors' literature as well as his own, where all his salesmen can have access to it. Then, regularly every week during the riding season, and oftener when the new models are out, he has a round-table conference with all his sales force.

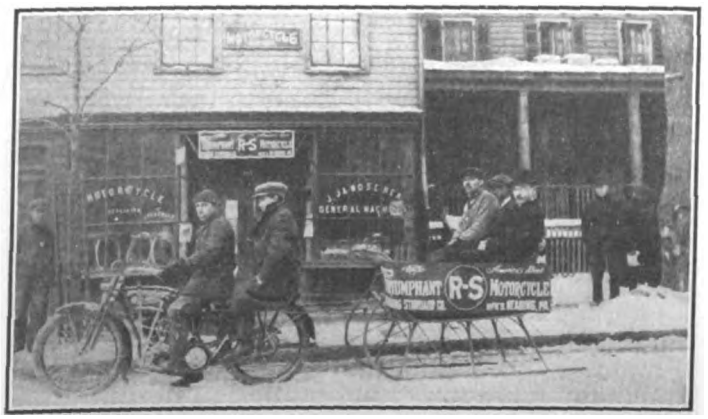
At each of these meetings one man represents a rival machine. He gives all the good points about it that he can, including any that have come up since the last meeting, and defends all its weaknesses to the best of his ability. All the rest of the men pounce on his statements and tear them to pieces. They don't stop until they have a satisfactory answer to any arguments put forth for the rival, and an answer, as well, to every criticism of their own machine.

Thus they are prepared in a short time to discuss the matter on more than even terms with prospects who are inclined to any proposition other than their own, and to do it tactfully. They admit good in others, but show their's up best in the grand total.

Does it pay? I should say so. Blank himself says that this conference business (merely an application of big business methods) is the best thing he ever started. The men perfect themselves not only in selling arguments but in actual knowledge of construction and design of all makes, which comes in very handy in trouble-hunting and repair work.

READING-STANDARD DEMONSTRATION IS MADE ON HIGH GEAR

BRONX, N. Y.—J. Janoschek, representing the Reading-Standard in this city and county, is very active these days at his headquarters at 1013 Washington



Janoschek on Reading-Standard Drawing Sleigh with Three Up

avenue. During the recent snow he has hitched his brown 1916 twin to a sleigh and given demonstration runs to prospects over the packed and icy streets and hills in the county. Janoschek uses the high gear for this performance and thus proves the pulling power of the R-S motor under even adverse conditions.

The normal load in Janoschek's sleigh is three passengers, but he has frequently pulled as many as seven, not including a tandem passenger. The sleigh carries one of the big Reading-Standard strip-posters and is an object of much interest wherever seen.

INDIAN EXHIBIT IS CENTER OF INTEREST AT MONTGOMERY SHOW

MONTGOMERY, Ala.—The Hobbie Motor Car Co., of 220 Montgomery street, was among the prominent exhibitors at the automobile show in this city on January 25 to 27, and its booth displaying Indian models

Exhibit of Hobbie Motor Car Company at Montgomery Show

was always a center of interest. Secretary J. C. Salter and Head Salesman W. J. McClellan were highly elated at the result of the show and their efforts at the booth have resulted in a number of orders for spring delivery.

BALTIMORE, MD.

HOWARD A. FRENCH & CO., Indian representatives, have just received their first two-stroke Featherweight from the Springfield factory. Chic Thomas, sales manager of the firm, has been demonstrating the little fellow from the Baltimore street store, and has already taken a number of orders. "The Featherweight is a comer all right," says Chic, "and it is only a question of getting them fast enough."

HEINZ MOTOR CO., local distributor for the Harley-Davidson, has enlarged its service department by adding 800 feet of floor space. A large and up-to-date brazing and welding plant has been installed, and a big supply of parts has been laid in. Gus Heinz, in charge of this department, is a firm believer in service with a capital S, and will have the best mechanics possible.

SAN FRANCISCO, CAL.

JOHN BAUMGARDNER, handling the Indian in this city, is beaming these days. His 1916 sales so far have been equal to one-fifth of his total business last year. Baumgardner has the Indian Exposition models on show and every few days someone walks in and separates him from one of these highly-finished mounts.

(MORE NEWS OF DEALERS ON PAGE 76)

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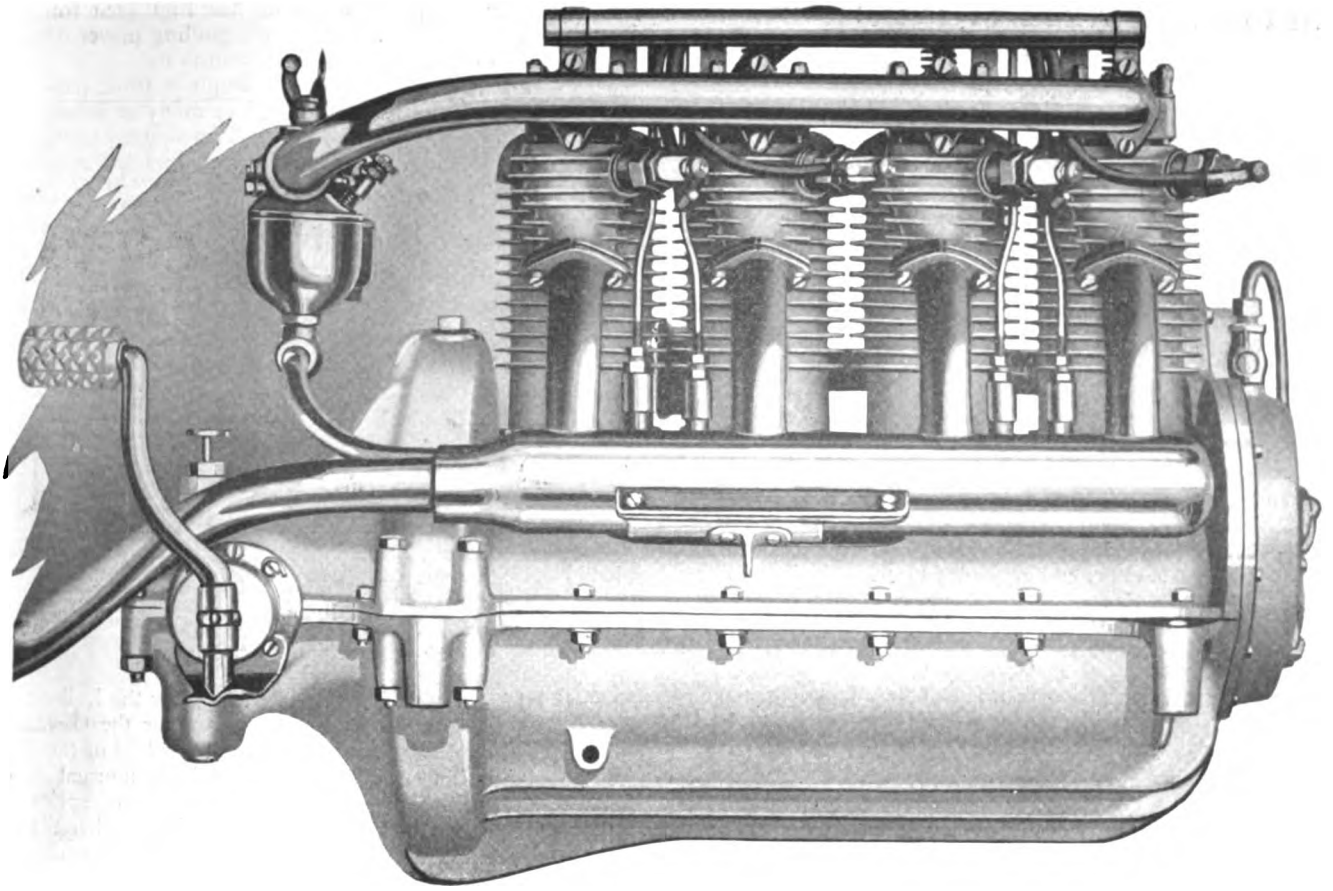

Obvious mechanical superiority attracts the buyer to the store of the Henderson dealer. Riders naturally prefer the masterful road ability given by the speed and smoothness and pulling power of this perfected four-cylinder motor.

HENDERSON MOTORCYCLE CO., Detroit

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ASK CONTRIBUTIONS OF CYCLE GOODS FOR BINGHAMTON SHOW

BINGHAMTON, N. Y.—The Binghamton Cycle Dealers' Association, formed of practically all the agents in the city, has completed all preparations for the motorcycle show, to open on Bicycle Day, February 29 and run through March 1 and 2. There will be a complete representation of all makes of cycles represented in this city at the show.

The Association is asking for contributions of articles pertaining to motorcycles and bicycles from manufacturers and jobbers with whom its members deal. These articles will be put on display both at the show and in the stores of the individual members of the Association and will be advertised in the Binghamton papers. They will finally be given away free to those attending the exhibition.

Contributions of such articles may be sent through any member of the Association or direct to the Secretary, Frank S. Bump of the Frank S. Bump Company.

NATIONAL CAPITAL INDIAN DEALER TAKES ON BICYCLES

F. L. (LIN) LEISHEAR, Indian agent in Washington, D. C., has signed up for the Indian line of bicycles and has received his demonstrators. Mr. Leishear has heretofore handled only motorcycles, but has received such favorable reports regarding the sale of the line of Indian bicycles that he has decided to make bicycles a feature of his business.

Although in business only about two years, Mr. Leishear, who is still a young man, has built up a fine business in motorcycles and accessories, handling the Indian and Henderson motorcycles. Last year he sold nearly 100 motorcycles and this year is confident that he will double that number. Mr. Leishear has an especially complete stock of parts and accessories for the machines he handles and is constantly adding to his salesroom.

A. A. Peters, Reading-Standard Agent in Allentown, Pa., with His Family Out for a Sunday Spin

SAN FERNANDO, CAL.

WILLIS A. ROWE, formerly agent for the Indian and Excelsior, has taken the representation for the Cleveland lightweight exclusively. He expects to sell 25 of the little two-strokers this season by reason of the unusual lightweight interest which prevails. "The two-stroke principle with its lack of valves appeals to lots of riders here," says Rowe, "and the fact that the Cleveland is very easy to handle makes it a comer."

(MORE NEWS OF DEALERS ON PAGE 78)

WHEN PREPAREDNESS COUNTS

For the Cycle Dealer

To have in stock fresh up-to-date goods that the riding public wants and in that way be prepared to take full advantage of such demand.

For the Cycle Rider

Always to have a supply of dependable repair materials on hand so as to be ready for any emergency.

DUTCH BRAND

RUBBER CEMENT and CYCLE SPECIALTIES

answer the call for Preparedness of both dealer and rider. They are sure to satisfy because made right. No guess-work methods are employed in turning out DUTCH BRAND RUBBER CEMENTS. No matter how high the market price of the raw materials may be, we use the same finest grade always. Scientific processes, the result of years of careful study, are employed in producing the cement. Not surprising that DUTCH BRAND RUBBER CEMENTS

Stick and Stay Stuck

We make many other attractive specialties, such as Motorcycle Cement, Wood Rim Cements, Tire Fluid, Shellac, Enamel, Friction Tape, etc.

Sold by leading jobbers to dealers and dealers to riders. Look for the Dutch Girl Label.

VAN CLEEF BROTHERS, *Manufacturers*, Chicago

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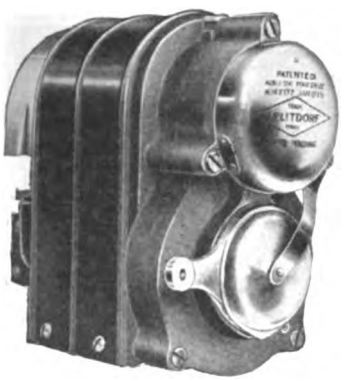
SPLITDORF MAG-DYNAMO



DID YOU EVER

see a motorcycle rider just turn a switch and at once the road, so dark before, was instantly flooded with a powerful light?

His machine was equipped with the famous

SPLITDORF Mag-Dynamo

which is unbeatable for a steady, dependable light at all times.

It doesn't matter whether you are riding 6 or 60 miles per hour, the SPLITDORF MAG-DYNAMO is automatically controlled at all times.

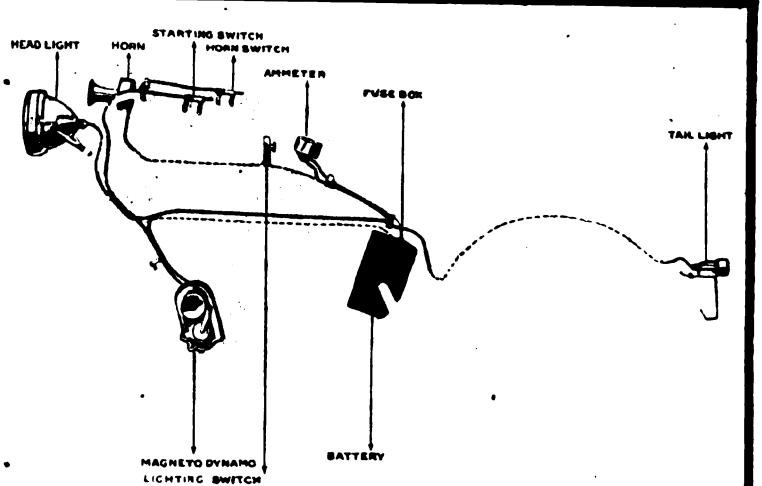
Automatically Controlled

There can be no worry—when the motor stops, the generator is automatically disconnected from the battery circuit.

SPLITDORF ELECTRICAL COMPANY
NEWARK, N. J.

Look at the SPLITDORF Mag-Dynamo wiring installation on an *Indian!*

The rider has the switch in front of him, so that he can light up *at any time he is riding.*



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WHEELING, W. VA.

WESLEY HOUSE, local Indian agent, has received his first Indian Featherweight and is busy demonstrating it in snow and mud. The three speed gear is taking the fancy of the riders in particular and House is looking forward to a widespread sale of the little two-strokers.

H. G. FRIEDRICH, handling the Pope lines of motorcycles in Wheeling, is awaiting a shipment of twins and the Model H single from the Westfield, Mass., factory. The three-speed model is the flower of the flock, according to Friedrich.

EARL BRAULICH, Harley-Davidson dealer, has just delivered an electrically-equipped three-speed model and has orders for two more, this week, as well as a sidecar combination. The machines all go to members of the Wheeling M. C.

HARVEY BERNARD, Indian traveler in West Virginia, Eastern Ohio and Western Pennsylvania, is back in Wheeling once more, after a trip through his territory. He reports business picking up in great shape and looks for a fine Indian season.

SANDS ELECTRIC COMPANY has taken the agency for the Henderson in Wheeling for 1916. Its right hand man in the motorcycle department is Harry Douglass, a well-known rider and salesman, who is secretary of the Wheeling M. C.

DEER LODGE, MONT.

WILLIAM GIBLER has the Indian agency in this city. He has some good prospects lined up for twin models and sidecar rigs. "They will take Spring delivery" says Gibler. "They have to on account of the weather here. The temperature has gone to 45 degrees below zero at times and there is lots of real, stiff wind and deep snow. Warm weather will do the trick, however."

DEVIL'S LAKE, N. D.

ARTHUR BRAINARD, local agent for the Harley-Davidson, has been exhibiting the Silent Gray Fellows at the midwinter fair in this city. He states that he can trace the sale of two machines directly to his exhibit. Although there are only 5,000 inhabitants in Devil's Lake, there is considerable motorcycling enthusiasm all the year round.

Attractive Stand of Arthur Brainard, Featuring Harley-Davidsons at Devil's Lake Midwinter Fair

(MORE NEWS OF DEALERS ON PAGE 80)

Schrader
Universal Tire Pressure Gauge

Let us send you our motorcycle booklet giving the views of tire manufacturers on the importance of keeping motorcycle tires inflated to a prescribed air pressure.

If you have been riding on haphazard pressure you have been spending a great deal more money for tires than you need have spent.

The use of a

SCHRADER UNIVERSAL
TIRE PRESSURE GAUGE

will save you this needless expense and may save you your life in the bargain.

PRICE ONE DOLLAR
For sale by Tire Manufacturers, Jobbers, Dealers, Garages, or
A. SCHRADER'S SON, Inc.
783-791 Atlantic Ave. Brooklyn, N. Y.

For assurance of prompt attention to your wants mention MOTOR CYCLE ILLUSTRATED.

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GOODRICH GIANT BLACK SAFETY TREAD BICYCLE TIRES

Cash in on the Black Safety Tread demand

Black Safety "Barefoot" Rubber Treads on auto tires are the striking development of the last few months. Goodrich introduced them and thousands of owners are bringing their cars up-to-date with them.

That is why every boy who owns a bicycle will try to bring his mount up-to-date just like his daddy who has these black treads on his auto tires.

So, the national "Giant" advertising campaign

will for the most part be directed to the boys, to send them into *your* store to get this Black Safety Tread "Giant" and to see these two attractive gifts, which make a strong appeal to every red-blooded boy.

First—A rich maroon or dark blue pennant with silver frosted letters, given away with every "Giant."

Second—A boy's "Guide Book" telling how to make a boomerang, how to put up a camping tent, how to tell poisonous snakes, and poison ivy, and dozens of other "pointers," also free with every "Giant."

And the "Giant" is a better bicycle tire

It is the only bicycle tire, in which the fabric is actually heavier than on many small size auto tires of other makes.

Then, its porous weave is such that the layers of rubber are welded together through the fabric.

It is practically one piece of rubber. *No other bicycle tire in the world is made like it.*

That is why the "Giant" is *guaranteed* for a year and why it will last much longer.

There is a greater margin of profit on "Giant" sales

than on any other high-grade, well advertised tire on the market. This is a money-making opportunity that you can't afford to miss.

Send us the coupon below for our proposition.

The "Giant" Display Rack, a sales booster, free with the first ten pairs, is only one of many interesting offers we will send you in our sales plans.

The B. F. Goodrich Company

Makers of the Celebrated Goodrich Automobile Tires *"Best in the Long Run"*

Factories: AKRON, OHIO

"A Million Bicycles for 1916"

THE B. F. GOODRICH CO., Akron, Ohio

Please send me your "Giant" Tire Proposition

Name.....

Address.....

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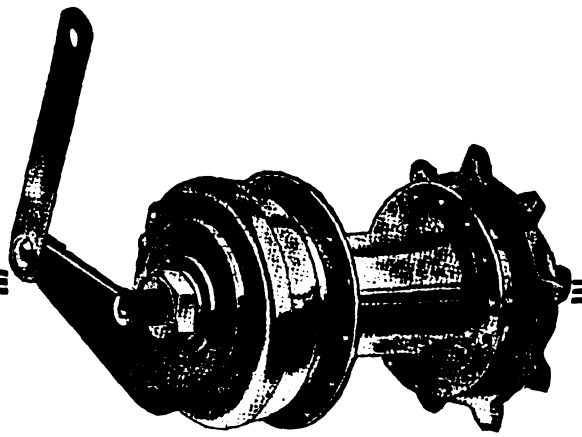


If He Buys a Brake It's Ten to One It Will Be The

CORBIN

DUPLEX COASTER BRAKE

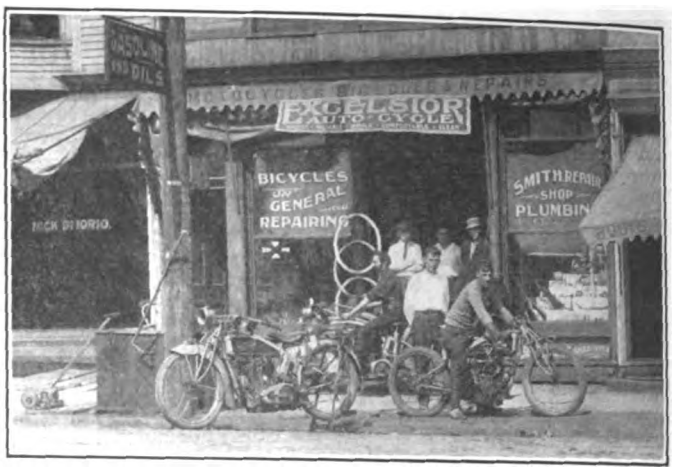
This is a safe bet. Just figure the percentage of Corbins on brake equipped bicycles and you will know why.

This test will convince you of the wisdom of keeping the Corbin Duplex always in stock. It will prove to your own satisfaction that the Corbin Duplex Coaster Brake is the biggest seller on the market, that the majority of brake equipped bicycles carry the Corbin equipment.

The sales of brakes this season will keep pace with the sales of bicycles. There is going to be a big increase in both, and consequently, a greater demand than ever for the Corbin Duplex.

All bicycle manufacturers will equip it when specified. Do so, it will increase the selling value of the wheel. Your jobber will supply you. Write for price lists, discount and catalog.

The Corbin Screw Corporation
THE AMERICAN HARDWARE CORPORATION, Successor
NEW BRITAIN, CONN.
BRANCHES: New York, Chicago, Philadelphia
Makers of Corbin-Brown Speedometers



Excelsior Headquarters of Frank Moll in Massillon, O. The Excelsior Line of Bicycles Is Also Handled

OAKLAND, CAL.

GEORGE FAULKNER, representing the Harley-Davidson, at 244 East Twelfth street, has taken the store adjoining his property, formerly the agency of W. P. Williams. The partition has been removed between the stores and Faulkner has a whacking big place for his Silent Gray Fellows.

W. P. WILLIAMS, Excelsior representative, is now in the old Chansler & Lyon store on East Twelfth street, across the way from his former location. He delivered another 16-3 Excelsior last week.

BATAVIA, ILL.

C. M. ANDERSON, Thor agent in this city, was burned out last week, losing everything but the machinery in his shop. The fire was of unknown origin. The loss was partly covered by insurance. Anderson has not yet been able to continue on the same scale as before by reason of not being able to obtain a suitable location. He intends to erect a modern building in the near future. He handled the Great Western line of bicycles in addition to the Thor.

PHILMONT, N. Y.

A. F. DEXHEIMER, local Excelsior agent, had a two days' look at his first 16-3 Excelsior. The machine arrived on a Wednesday and on a Friday it was sold to a local enthusiast. There is a second machine on the way from Chicago now, but Dexheimer has small hopes of handling it much, for the purchaser is looking in at his place every day and will take it away as soon as the crate arrives. Dexheimer's agency is the first to be placed in Philmont.

ALBUQUERQUE, N. M.

ALBUQUERQUE NOVELTY WORKS, agent for the Indian, has the distinction of having the only 1916 machine in the city. It is a Powerplus twin and is on the road most of the time demonstrating its ability to speed and plug sand.

LONG BEACH, CAL.

SIMON & MURPHY have taken the agency for the Harley-Davidson, through the Appeal Manufacturing & Jobbing Company. The deal was closed by Sales Manager Welborn. The firm has adopted the following motto: "Sales made rapidly on the easy payment plan."

(MORE NEWS OF DEALERS ON PAGE 82)

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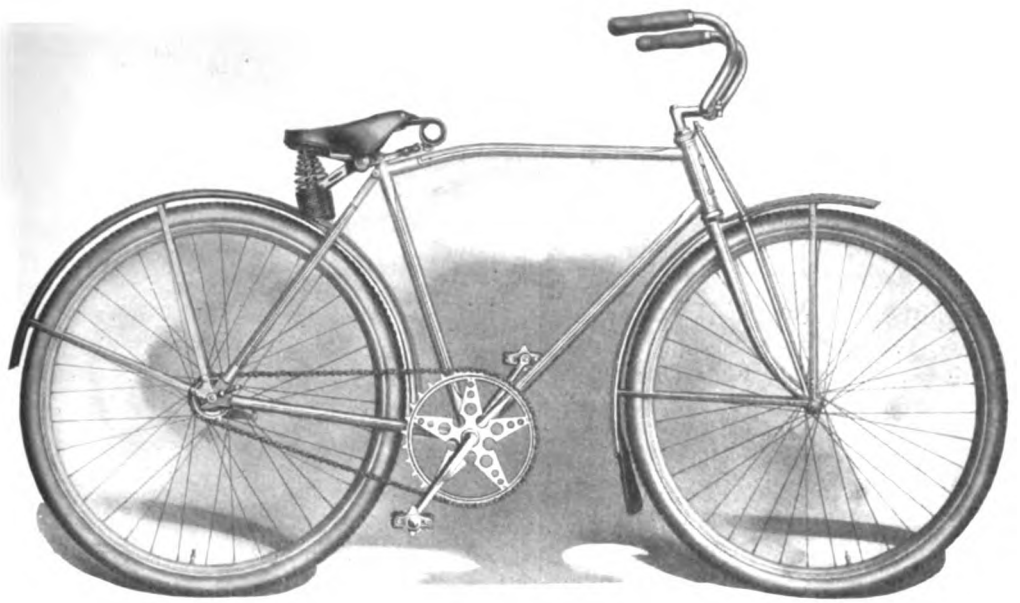
DE LUXE-EXCELSIOR
BICYCLES



Our New Curve Bar Model—one of

AN ENTIRELY COMPLETE LINE

Including Double and Single Bar, Light, Medium and Heavy Weight, Juvenile and Ladies' Models.

Excelsior cycles are a quality proposition throughout.
Their graceful lines, high finish and excellent equipment make them ready sellers.
Their fine running qualities and durability make satisfied owners who recommend them to their friends.
We aim to build not the cheapest bicycle but the best that can be produced and wise dealers appreciate the value of such a line.
Satisfied customers are your best advertisement and owners of Excelsior-De Luxe bicycles are boosters of you and your business.

IMPORTANT

We take possession of our new factory at Michigan City, Indiana, on March 15th, and with these increased facilities will be able to double our output and serve our many customers even more promptly and efficiently than before.
Our office and sales department will continue at the present address.
Live dealers who appreciate quality and service, write for terms and details of our complete line.

EXCELSIOR CYCLE COMPANY

Office and Sales Dept., 166-68 North Sangamon St., Chicago, Ill.
Factory, Michigan City, Indiana.

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NEW YORK, N. Y.

GUS ROTHOLZ, the veteran Reading-Standard distributor for the metropolis and vicinity, has just sold another R-S three-speed twin with Rogers sidecar. This is the ninth sidecar combination to be stored in Rotholz' place at 1491 Fifth avenue, and it is getting so that considerable maneuvering is needed to get the full number in.

"As long as the wheels will track on the street, they take out their sidecars," says Rotholz. "The last two Sundays, when we had heavy snow, most of the fellows went out with their rigs and hit the drifts. It is only a question of time until the weather gets milder and the spring rush will keep me busy with all my makes."

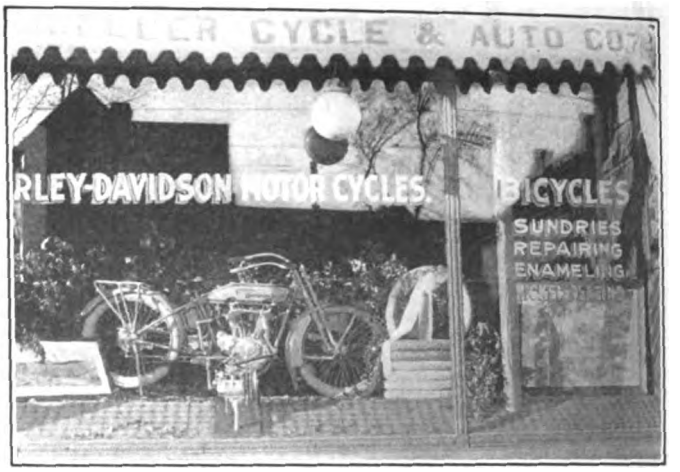
LOUISVILLE, KY.

THE SUTCLIFFE CO., Smith Motor Wheel agent, has just taken out a building permit for improvements of its Fourth street business home. The company will have increased floor space and the shop, at present in a detached building, will be housed under the main roof.

KLINE BROTHERS, Harley-Davidson representatives, report that they are "burning it up" with the Silent Gray Fellow this season. Fifteen machines have been sold and eight have already been delivered. Business this year has been considerably better than in 1915.

POMONA, CAL.

FRED D. WEAVER manager of the Pomona Motorcycle Shop, has taken the agency for the Miami Power Bicycle. His original contract was for ten machines. After signing up with Traveller H. A. Brunell, Weaver started around the town demonstrating the little four-stroker and seven sales were the result of one day's work. Weaver then increased his contract to 20 machines.



Store of Mueller Cycle & Auto Co., Milwaukee, Wis., Featuring Harley-Davidson Machines and Tires

NIAGARA FALLS, N. Y.

B. L. MOORE has taken the agency for the Dayton Motor Bicycle. He signed up with the Vim Cycle & Hardware Co., of Buffalo, local distributors.

FALCONER, N. Y.

LEONARD ASKER will represent the front-wheel drive Dayton mount for 1916. The contract was taken through the Vim Cycle & Hardware Co., of Buffalo.

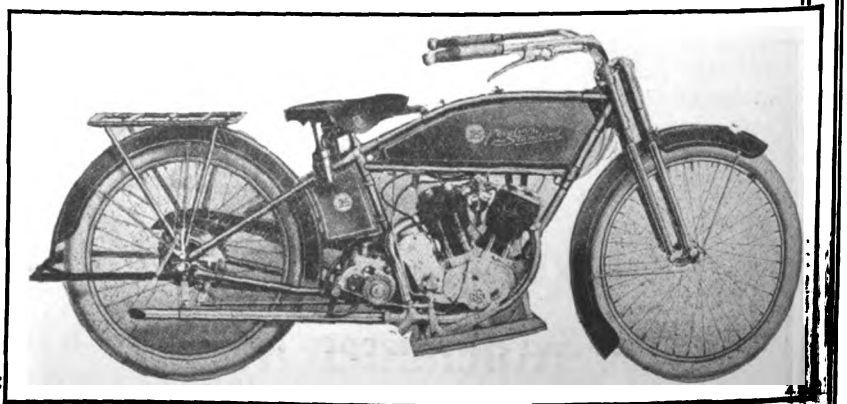
Ten Big R-S Features

Dealers—in the 1916 R-S you have the most powerful collection of "talking-points" in the world—real quality features that lift the R-S into the front rank as a really luxurious SERVICE mount.

***You,* as an R-S Dealer, will have the advantage over all others in your town. Because now, with the reduced price, the last objection to *everyone's* wanting an R-S has been removed.**

Just scan these BIG points of R-S superiority—then write us for full information on our unexampled dealer offer.

THREE SPEED TRANSMISSION—DOUBLE LOCKING DEVICE—NEW STEP STARTER—LARGE COUNTERSHAFT CLUTCH—FOOT AND HAND OPERATED—30" SADDLE POSITION—VERY STRONG FRAME—NEW FRONT FORK—R-S PERFECTION SEAT POST—LONG COMFORTABLE FOOTBOARDS.



Reading Standard Co.
501 Water St., Reading, Pa., U.S.A.

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For a Bigger Bicycle Business

Are you with us, dealers? Of course you are. That's understood. You're ready to use any legitimate business methods to boost the sale of bicycles for 1916.

THEN LET US HELP YOU DO MORE BICYCLE BUSINESS. If your wheels are already equipped with the ATHERTON COASTER BRAKE for 1916 we've nothing more to say to you. You're on the highroad to success and **nothing can stop you now.** You've got the best brake—the strongest selling argument—and **every man who buys an ATHERTON equipped wheel from you is your friend for life.**

"The Builder of Bicycle Business"

To YOU MEN who have not yet tried the wonderful sales-inspiring force of the ATHERTON we say—let us prove to you that the ATHERTON will build your bicycle business. We're all in the business to make money—and the only way WE can make money is to show YOU the way to make quicker bicycle sales—bigger bicycle sales—and the ATHERTON COASTER BRAKE will help you do this.

Write us today—it'll be the
luckiest two cents you ever spent.

Buffalo Metal Goods Co.

196 Winchester Ave., Buffalo, N. Y.

For assurance of prompt attention to your wants mention MOTOR CYCLE ILLUSTRATED.

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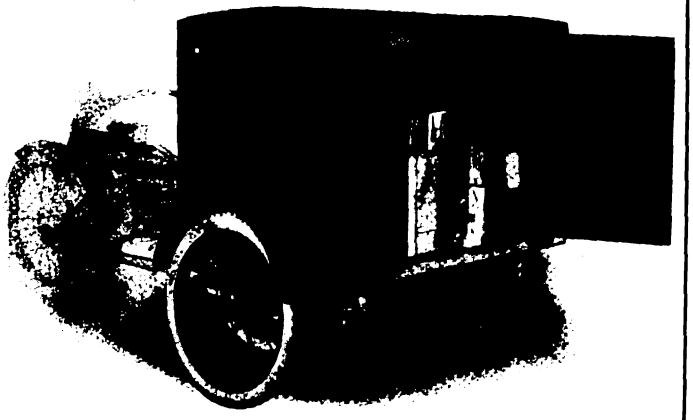
Boost Your Motorcycle Sales

Rear View of Pleasure Car. Note the two wheels of the Rear Car and rear wheel of motorcycle.
"On or Off in 30 Seconds"
Attachments for all leading motorcycles.

Reports from all localities tend to prove that the CYGNET REAR CAR—especially the delivery type—is making new motorcycle customers.

The CYGNET REAR CAR does not simply mean business where you have sold motorcycles—but it means a new line of business if you will let people in your locality know that you can supply the outfit.

We are reaching thousands of prospects for you through our advertising in Saturday Evening Post, Popular Mechanics and Leslie's Weekly.



Panel Body Delivery Car—Capacity 500 lbs. Open Body Type also for many requirements.

Not Only a Pleasure Car But a Business Car Also

Early attention means early delivery.

SEND COUPON TODAY

Rider can use by giving us dealer's name

(Fill Out Coupon, Tear Off and Mail Today)

CYGNET REAR CAR CO., Dept. 4, Buffalo, N. Y.

Without obligating me in any way, please state your proposition and send booklet and full particulars.

CYGNET REAR CAR

Name .....

Address .....

City .....State .....

Motorcycle I sell ride is.....

TRADE NEWS FROM THE NORTHWEST

CHARLES F. WRIGHT and O. B. Ballou, well known Indian distributor for the Northwest, celebrated their twentieth anniversary as partners by giving their employees in the Portland house a banquet at the home of Wright. There were 42 employees present. Following the dinner, the guests presented Wright and Ballou with gold watch fobs.

The two partners were in business in Great Falls, Mont., for seven years before coming to Portland. They are both veterans in the cycle trade and hustlers from the ground up.

TACOMA, WASH.

J. S. JOHNSON, formerly of Everett, Wash., where he handled the Harley-Davidson for the Hirsh Cycle Co., is now with W. P. Glasgow, local Harley-Davidson distributor. Johnson is an expert mechanic and motorcycle salesman and is an important addition to the Glasgow forces.

GASOLINE in this city and in Seattle went up one cent during the past ten days. It is now 17½ cents a gallon. Dealers are in the dark as to such details as when the final figure will be reached and what it will be, but all are unanimous that the end is not yet in sight.

From Portland reports, gasoline has gone up another cent, making the sixth raise since the start of the big demand last Summer. At Spokane and throughout the Inland Empire, the price is now 20½ cents a gallon.

SEATTLE, WASH.

G. C. AUSTIN has opened the Seattle Motorcycle Exchange at 1206 East Pine street and has taken the agency for the Thor for this city. Austin is well-known in Seattle and is one of the most popular riders in the State. He is an expert motor mechanic and will do much to popularize the Thor hereabouts.

PUYALLUP, WASH.

A. B. HICKEY, handling the Excelsior and Miami Power Bicycle, is awaiting for the arrival of a shipment of Miami power bikes and Excelsior twins. He says that prospects are fine for the motorcycle this season and that the early spring will see lots of "Big X" models out.

LAWRENCE DeBOLT, Indian dealer, has taken two orders for Powerplus twins recently and will deliver them on Indian Day, February 22. He has a shipment of Indian bicycles on the way and is also working up a nice trade in heavy service wheels. He has Earl Wilcox as his expert in the Indian shop.

PUYALLUP DEALERS are all busy brushing up their stocks, cleaning up the repair shops and ordering motorcycles and bicycles in preparation for a whacking big season. One thing that has been a factor in increasing the popularity of both the power and foot-propelled two-wheelers is twelve miles of hard surface paving which has been laid during the last season and a broad highway leading to Tacoma in addition.

STOCKTON, CAL.

JOHN JOHNSON, of 340 East Weber avenue, has taken the agency for the Dayton line of motorcycles and bicycles during the 1916 season. He will make a specialty of the Dayton Motor Bicycle. The contract was obtained by J. A. Peterson, traveler for W. E. & W. H. Jackson, Dayton distributors in San Francisco.

(MORE NEWS OF DEALERS ON PAGE 86)

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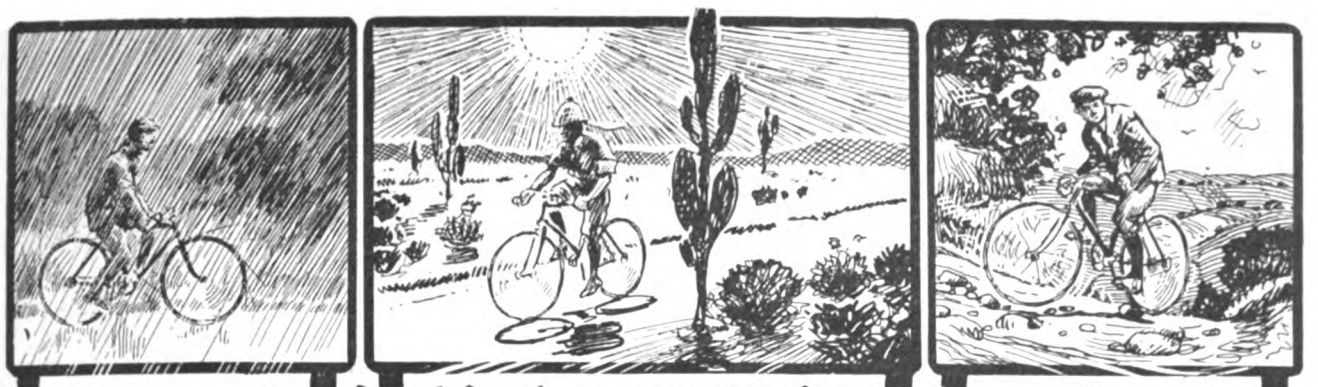

MOTT STEEL RIMS

Mott Steel Bicycle Rims are the only kind of rims that can be ridden in all kinds of weather—in all climates—and on all kinds of roads. They are not affected by dampness, heat or sudden changes of climate and can be depended upon to stand up under the hardest kind of usage.

They are

Always Satisfactory—Everywhere!

Made of the best grade steel—light in weight—no higher in price—safe in cases of accident—true to size and measurement — and enameled in any color desired. Mott Steel Rims possess every advantage necessary to perfect service.

That is the reason more Mott Steel Bicycle Rims are being used every year. Prices gladly submitted.

THE MOTT WHEEL WORKS, UTICA, N. Y.

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WASHINGTON DEALERS HAVE PLAN FOR "BICYCLE DAY"

CHARLES H. CROSS, manager of the local branch of the Haverford Cycle Co., has devised a unique plan for creating interest in "Bicycle Day." He has placed in his window a $50 Packard bicycle, against the rear wheel of which he has placed the shaft of an electric motor. The motor will be run four hours each day from Monday, February 21, until Tuesday, February 29, excepting Sunday. The diameter of the wheel is plainly stated on a card placed alongside of it. A cyclometer has been placed on the wheel and the person calculating the nearest to the number of miles traveled will receive the bicycle absolutely free of cost.

The contest has been announced through the local newspapers and any resident of the city and the suburbs is allowed to deposit his figures. A great deal of interest has been aroused in this contest; as attested by the crowds which continually gather around the window of the Haverford store, which is located in the best shopping district of the city.

MILWAUKEE, WIS.

MANAGER KOEHLER, of the Milwaukee Cycle Supply & Sales Co., has just returned from a trip to most of the leading motorcycle factories and reports that while in Dayton, Ohio, he arranged for the agency rights on the new Dayton Motor Bicycle. He anticipates a great future for the front wheel drive machine.

SALT LAKE CITY, UTAH

THE HOUSE OF HOPPER has delivered six Harley-Davidsons to customers so far. There has been much snow and little riding, but with clearer roads the Silent Gray Fellows will go faster and faster, "both as regards getting owners and moving on the road," says Hopper.

LON CLAFLIN, Indian dealer, has taken the agency for the Cyclemotor for Utah. He had a fine exhibit at the local auto show this week, featuring a Powerplus motor torn down with the parts arranged alongside those of a 1915 twin. The stand had a Dixie magneto and Splitdorf mag-dynamo in operation. Both Indian and Cyclemotor models were at the stand.

WORCESTER, MASS.

J. W. GRADY & CO., distributors for the Dayton Motor Bicycle and line of motorcycles in New England, has signed up Herman Ulrich at Lawrence, Mass.; William C. Dawe at New Bedford, Mass.; and William H. Wyman at Exeter, N. H., for the Dayton front-drive model.

DUNKIRK, N. Y.

B. L. FELLOWS has taken the agency for the Dayton Motor Bicycle for Dunkirk and vicinity, through the Vim Cycle & Hardware Co., of Buffalo, local distributors.

BELLINGHAM, WASH.

F. J. ROSS has added the Dayton Motor Bicycle to his other Dayton products for 1916. He obtained his agency from the Washington Cycle & Supply Co., of Tacoma.

GREENVILLE, N. C.

JOHN FLANAGAN BUGGY CO. has taken the distribution rights for the Dayton bicycle line in addition to those already held for the Dayton Motor Bicycle and motorcycle.

IMPORTANT ANNOUNCEMENT

from The Complete and Exclusive Bicycle & Motorcycle Supply House

WE ARE now giving our entire facilities and efforts to the distribution of BICYCLES, BICYCLE SUPPLIES and MOTORCYCLE SUPPLIES, and are selling them through established dealers exclusively.

Having discontinued the manufacture and sale of Automobile Specialties and supplies, and concentrated our time, resources and organization in marketing Bicycles, Bicycle and Motorcycle Parts and supplies, we offer you a line and service that are positively unequaled elsewhere, in this country.

Excelsior General Supplies Co.

Chicago, U. S. A.

You Have Tried the Rest — Now Buy the Best

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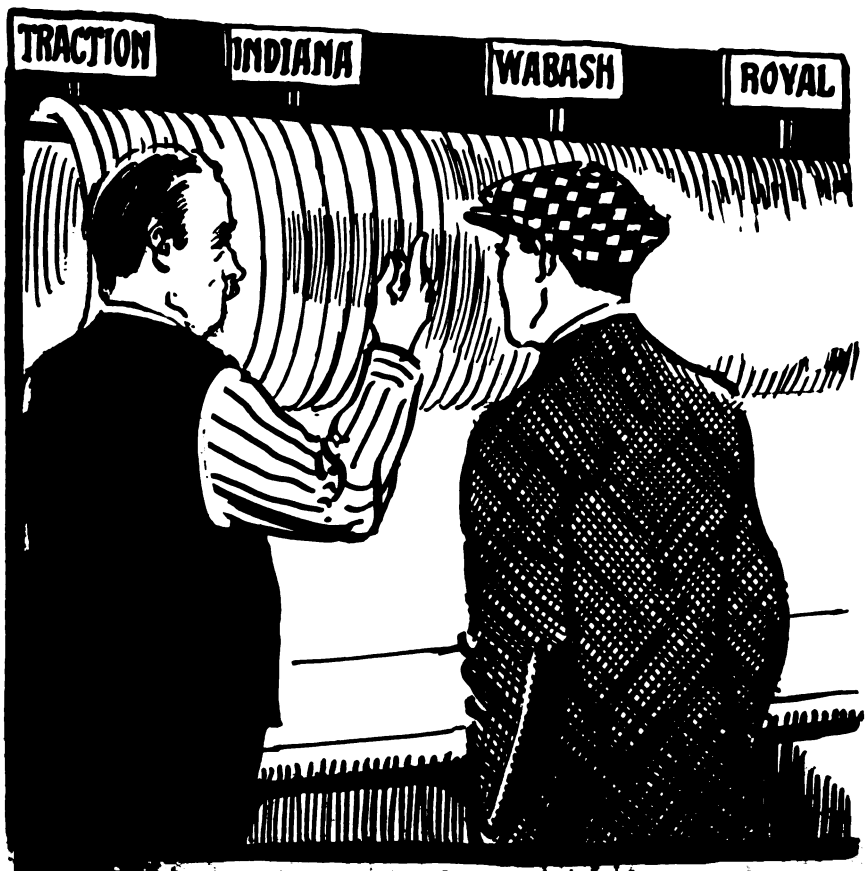
"What Every Dealer Knows"

Every dealer who stocks these famous tires knows that he has a gold-mine of tire-quality in this line. They MUST sell, on quality, price and appearance.

Traction Indiana
Wabash Royal

"The Marks of Tire Quality"

These tires come in various colored treads and side-walls. They make a striking display on the dealers' racks. The service they render is made possible by the high quality of motorcycle fabric employed, the pure rubber that makes for remarkable resiliency coupled with an unusual "toughness" and immunity from road hurts.



Every dealer should know more about these tires. Write us.

INDIANA RUBBER & INSULATED WIRE CO.
Jonesboro, Ind.

For assurance of prompt attention to your wants mention MOTOR CYCLE ILLUSTRATED.

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See that trade mark!

OLD SOL
LIGHTING·SYSTEMS

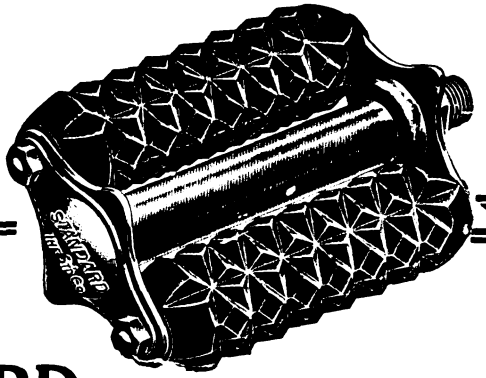
"It's the sign of good goods—of lasting quality—of enduring satisfaction. You're safe when you buy under that brand."

The trade has long been acquainted with the name. By a process of steady growth it has become the standard by which all others are judged. "As good as 'OLD SOL'"—that's the compliment you hear every day from those just-as-good dealers who do not realize the magic power of a trade-mark such as ours.

When you say "Old Sol" to your customer the sale is three-quarters made. HE knows what the name implies.

HARNESS THIS DYNAMIC SALES-POWER TO YOUR STOCK. IT WILL HELP.

HAWTHORNE MFG. CO., 38 SPRUCE STREET **Bridgeport, Conn.**



No. 3 MOTORCYCLE PEDAL

No. 3 STANDARD MOTORCYCLE PEDALS

Our products comprise:

Diamond "E" trade mark brand Spokes and Nipples for Bicycles, Motorcycles, Tricycles, Velocipedes, Invalid Chairs, Sulkies, Carriages, Cyclecars and Automobiles. Pedals for Bicycles, Tricycles, Velocipedes and Motorcycles. Toe Clips for Bicycle Pedals. Emergency Axles for Pedals. Screw Machine Products.

When you buy a motorcycle, make sure that it is equipped with STANDARD PEDALS.

Most manufacturers have reasoned out that "STANDARD" EQUIPMENT means increased value on the machine.

STANDARD PEDALS are big, roomy, soft and minimize the shocks. Deeply corrugated to insure positive foot grip. Insist upon STANDARD EQUIPMENT.

The Standard Company

TORRINGTON, CONN.

We are boosters for "One Million Bicycles in 1916"

Digitized by Google

YOU are used to getting "Extras" from Firestone —and now, here they come again! "Style all the while"—elegance and tip-top looks with the new

Red Side Wall and Black Tread

You know the Firestone "Autobilt" Motorcycle Tire with its *extra* rubber, its broader, thicker, tougher tread—its 30 per cent more angles against skid and its maximum road grip.

Whether you ride the newest model or stick to the "old boat," this new color-combination will give the latest "dressy" look with *extra* Firestone values.

For mileage, traction and easy riding in the highest degree, equip with Firestones.

FIRESTONE TIRE AND RUBBER COMPANY

"America's Largest Exclusive Tire and Rim Makers"

Akron, Ohio **Branches and Dealers Everywhere**

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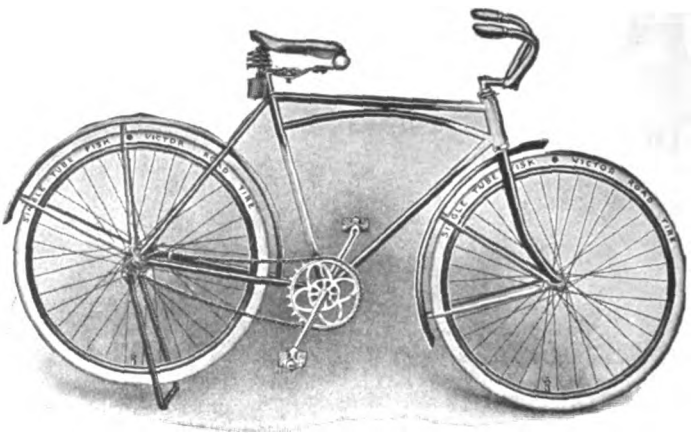
The NEW 1916 "VICTOR"

List
Without Brake
$25.00



List
With Brake
$30.00

Write for Agency Terms.

The new 1916 model Victor Arch-Truss in all probabilities represents the best value in a medium price bicycle. Up to the minute in construction, in finish, and in equipment. Mud Guards and Adjustable Stand furnished without extra charge.

1916 Bicycle Sundry Catalog now ready

Our new 1916 Catalog is the most complete book of its kind ever issued. In it dealers will find all of the latest and up-to-date sundries; an "Encyclopedia for the Bicycle Trade."

NEW YORK SPORTING GOODS CO.

15 and 17 Warren Street, **New York, U. S. A.**

20th Century
NAME AND TRADEMARK REGISTERED
Bicycle & Motorcycle Lamps

Model No. 1

The original bicycle oil lamp, of which this model is the successor, was the greatest seller of them all and made the name 20th Century famous. Made of brass, nickel plated, height 5½ inches, weight 13 ounces. Burns 12 hours on one filling. Equipped with spring brackets if so desired.

Freedom from Lamp Troubles

20th Century Lamps are the lamps of a generation. Their reputation is founded on performance ranging over a quarter of a century. Wherever lamps are used, 20th Century Lamps are spoken of with respect.

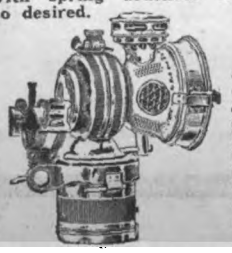
We show here four of our most popular models—models that have proven themselves efficient on both motorcycles and bicycles—lamps that have meant immunity from lamp trouble.

Write us for a full description of our line. Dealer and Jobber prices upon request.

20TH CENTURY MFG. CO.
41 Warren St. New York, U. S. A.

"Fairy" Tail Lamp

Shows clear white light on license plate. Shows a bright red light to rear for protection. Made of aluminum, combining light weight with strength and durability.

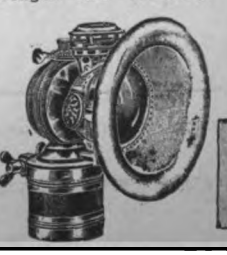


Model No. 2

The best known and most widely sold acetylene lamps on the market. Favorite of all bicycle riders at home and abroad. Sold by the retail and wholesale trade everywhere. Made of brass, nickel-plated. Height 7 inches. Weight 22 ounces. Carbide capacity 5 ounces; ¼-foot burner. Parabola reflector. New carbide cup attachment and new patent door catch. Equipped with spring brackets if so desired.

Model No. 6

A self contained lamp, but specially reinforced for motorcycle and carriage service. Has extension reflector 6 inches in diameter and gives about 125 candle-power light. Equipped with same improvement as No. 2.



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"ELISCO"

Light-Gauge

STEEL TUBING

For Motorcycle and Bicycle Handle Bars, Frames, Etc.

Unequalled for Mechanical Accuracy

¶Six separate operations are combined by the huge automatic machines used in the manufacture of "Elisco" Steel Tubing. The "Elisco" process insures an accuracy and finish unattainable by any other method.

¶Each of these huge machines receives the coil of cold rolled steel, forms it, burrs, rounds, straightens, smooths, cuts it to length and delivers it ready for inspection and shipment—untouched by human hands.

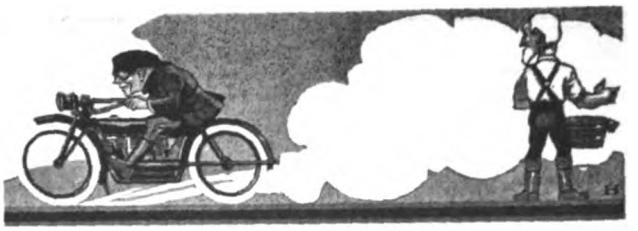
¶Our new plant in Cleveland is equipped with twenty of these huge units, with a total yearly capacity of over twenty million feet of tubing—and additional machines are now being installed.

Furnished in straight lengths or formed to suit your requirements. Let us submit samples and quote prices.

The Elyria Iron & Steel Co.

East 131st Street Cleveland, Ohio

Chicago Office, 1243 Peoples Gas Building
Atlanta, Georgia Office, Candler Building



HARRIS

TRADE MARK REG. U.S. PAT. OFF.

OILS AND GREASES

Four Grades

One of which is best for **your** motorcycle. HARRIS Extra Heavy Motorcycle Cylinder Oil. especially designed for high speed air-cooled motors—a heavy bodied oil of high fire test and great viscosity—is an oil of **endurance.** It increases the power, speed and all 'round efficiency of a machine, decreasing friction heat and preserving the engine. And it is economical.

For types of motors not requiring such a heavy bodied oil we offer Light, Medium and Heavy grades. We maintain the same high HARRIS quality which has distinguished our oils for 31 years and has made them America's Leading Lubricants.

TO DEALERS:—The sale of HARRIS OILS will bring you satisfied customers—who come back time and again because they know the value of HARRIS OILS. You owe it to your business to carry these pure lubricants.

"A Little Goes A Long Way and Every Drop Counts"

A. W. HARRIS OIL CO.

326 S. Water St., Providence, R. I.
Branch: 143 No. Wabash Ave., Chicago, Ill.

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Where Extra Strength Counts

A snapped chain at a critical moment may mean the loss of a race, disaster, injury. Anyhow, it's hard luck. Don't put yourself in this position. Why place yourself at the mercy of an unreliable chain? Buy chain surety, certainty, satisfaction, service.

"The Coventry"

Strongest in the World

Recognized as being by far the strongest motorcycle chain made. Accuracy of pitch, lightness, perfection of fit on sprockets and marvelous smoothness of operation—these are the other features of the chain that can stand a breaking strain of 5700 pounds, 900 pounds more than that of its nearest competitor.

Write for our chain instruction book, "The Motor's True Mate."

Herbert F. L. Funke Co., Inc.
112 Broad St., N. Y.

Here's up to the Minute Delivery, Dealers!

This up-to-date bicycle delivery van combines lightness and ease of handling with remarkable capacity and sturdiness. It is the ideal

Merchants Bicycle Delivery Van

The trade in *your* town will be eager to know more about this most convenient and most economical method of quick delivery.

Write for details.

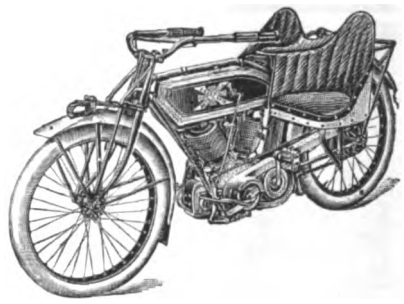
M. WORKSMAN
14-16 Vesey St. New York

WORTH HAVING!

1916 EDITION NOW READY

MECO MOTORCYCLE

3160 articles at prices lower than you are used to paying. Hundreds of new supplies you should know about. You can't be up-to-date without the MECO 1916 catalog.



Here's Comfort and Ease For You

The Miller Triplex Side Seat means comfort, ease, companionship, economy, satisfaction.

Climb into a Triplex first chance that comes along—settle into the deep, soft cushions and feel how the high back supports you. You can ride along alone or take your passenger along with you in the same sort of seat. Much more sociable than the side car, without the extra tire upkeep and costs you only one-third as much.

Fits any motorcycle and is finished to match.

Guaranteed for 3 years.

Every live dealer who does not know the Triplex should write at once for our big new proposition. It's a winner.

Illustrated Catalog on Request.

Haverford Cycle Company
503 Market St., Philadelphia, Pa.

A *good* deed often means a *good* deal—Please mention MOTOR CYCLE ILLUSTRATED.

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K & C

Lock Joint Wood Rims

THE RIM OF QUALITY

MANUFACTURED BY

K & C MANUFACTURING CO.

HENNIKER, NEW HAMPSHIRE

HUB CYCLE CO.,

14 PORTLAND STREET
BOSTON, MASS.

New England's Leading Jobber in

BICYCLES, MOTORCYCLE AND AUTO SUPPLIES

WE SPECIALIZE IN TIRES

The highest grade bicycle tires on the market

Distributors of

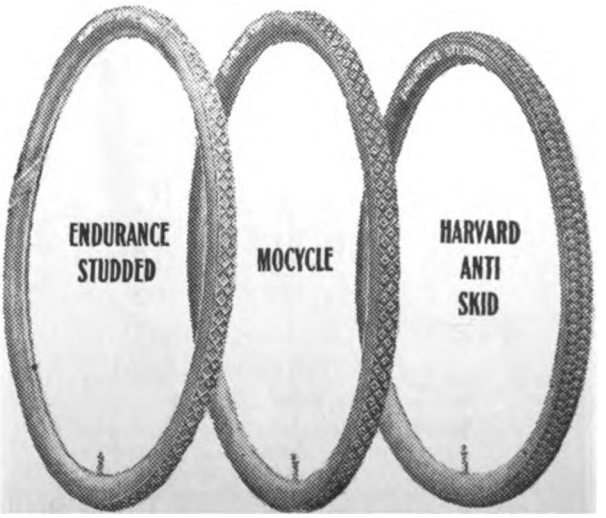
Pierce

Reading-Standard

and Princeton

Bicycles.

Also a large stock of high-grade Special brand Bicycles.



A complete line of Leading Brands of Automobile and Motorcycle Tires.

Peerless Motorcycle Tires
United States Motorcycle Tires
Firestone Motorcycle Tires
Penn. Vacuum Cup Motorcycle Tires
Goodrich Motorcycle Tires
Continental Motorcycle Tires
Ajax Automobile Tires
Michelin Automobile Tires
Fisk Automobile Tires
Diamond Automobile Tires

Our Leaders—Built For Service

Dealers write for our 1916 Catalogue—Use your letterhead.

"Our Motto Is Quality and Service"

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A. B. C. GENERATORS

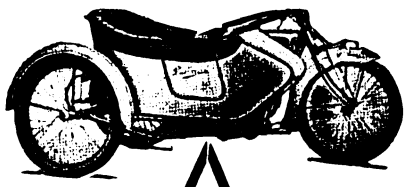
Are Increasing, because they are Right

MODEL B Direct Lighting **$22.50** | MODEL C Batt. Charging **$27.50**

A. B. C. GENERATOR CO., Los Angeles, Calif.

Los Angeles City Police just repeated with an order for thirty-eight more.

The Height of Perfection!



A side-car —the only real coach-built side-car —the most luxurious — the most beautiful—the "easiest" on the motorcycle —the easiest to sell because of these features—is the

Pullman

THE HARRY SVENSGAARD SALES CORP. DETROIT

Harry Svensgaard Sales Corporation

471-473 Woodward Ave. DETROIT, MICH.

For a Score of Years

Reading Standard Bicycles

have been made in Reading and sold the world over.

READING STANDARD REAL SERVICE

applicable alike to motorcycle or bicycle.

Dealers will find our agency proposition most attractive and profitable.

Get the new 1916 colored catalogue that is different and distinctive.

Reading Cycle Manufacturing Co.

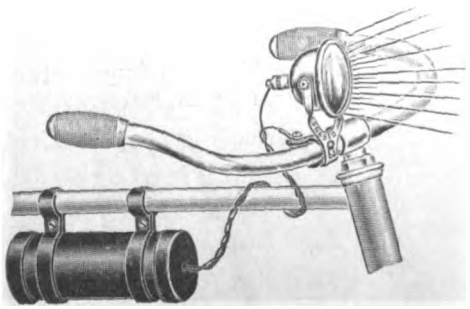
Reading - - - - Pa., U. S. A.

We will build more Bicycles this year than ever before to help along the dealers who are striving to market 1,000,000 machines

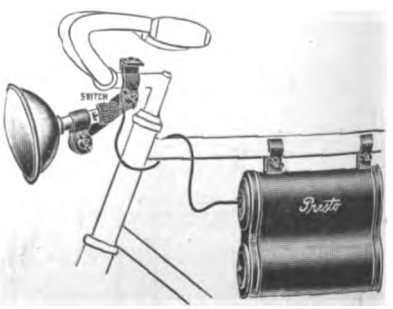
PRESTO-ELECTRIC BICYCLE LAMPS

$1.10 TO $1.90

Eliminate All Danger By Using a PRESTO Electric Light On Your Bicycle



No. 1050



No. 1052—Equipped with 3 Volt Tungsten Bulb—4" Bull's Eye Lens

The PRESTO gives a powerful, penetrating light. Adjustable pivoted reflector, throwing light in any direction desired. Any ordinary dry cell battery operates PRESTO light. Made in eight different styles. Reflectors highly polished and nickel plated. Retail prices from $1.10 to $1.90, without battery. Dealers, write today for complete information.

METAL SPECIALTIES MFG., COMPANY 730-738 WEST MONROE STREET CHICAGO, ILLINOIS

A *good* deed often means a *good* deal—Please mention MOTOR CYCLE ILLUSTRATED.

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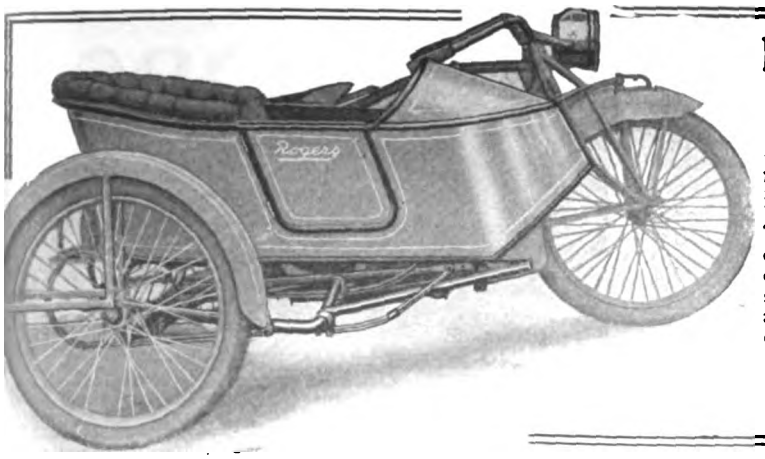


NOW IS THE TIME
To Get Busy

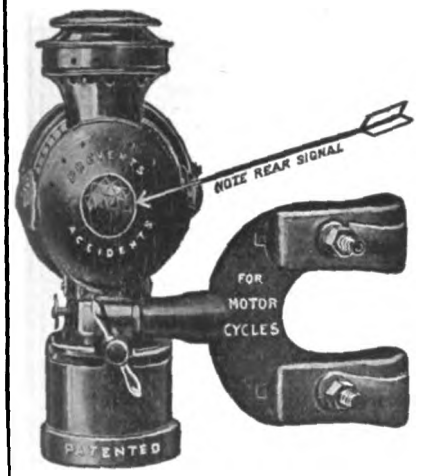
Live Dealers are starting their sidecar business realizing that 1916 will be the best year in the history of the sidecar.

The big twins are built and developed for sidecar use and live dealers are selling a sidecar for every motorcycle and increasing their motorcycle sales by sidecar arguments. Our new circulars are now ready. Let us send you one. A postal card will get it.

ROGERS MFG. CO. 328 West Madison St. **Chicago, Ill.**

Irving Beck (Service Station), 1483 Fifth Ave., New York

The Neverout
MOTORCYCLE OIL LAMP
(Patented)



Burns 10 hours on one filling with kerosene

Guaranteed to stay lit or money back

Made of best quality brass—cannot rust

Riveted and clinched

No matter what Motorcycle Lamp you have used, you will ultimately get a Neverout.

FOR SALE BY LEADING DEALERS

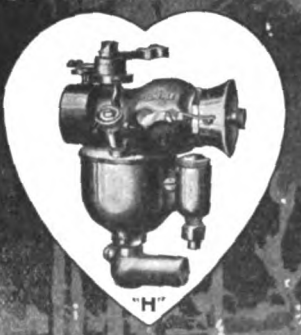
Write to us for complete description

ROSE MANUFACTURING COMPANY

933 ARCH STREET PHILADELPHIA, U. S. A.

The SCHEBLER CARBURETOR
America's Standard Supreme through Merit

THE HEART OF THE MOTORCYCLE



WE EQUIP

THOR
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DAYTON
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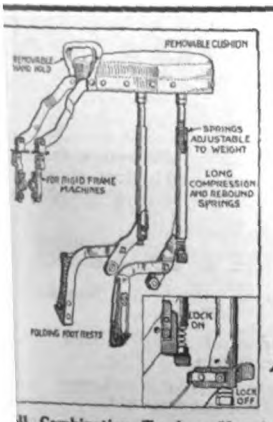
INDIANAPOLIS, INDIANA, U.S.A.

BRANCHES AND SERVICE STATIONS IN ALL PRINCIPAL CITIES



Combination Tandem No. 2
Price complete $10.00

Have You Seen the 1916 Anti-Rattler?

Then notice that little locking device. It makes the tandem proof against rattle and unnecessary wear. It's a great improvement. Snaps on or off without tools, and is very substantial. All 1916 Stoll Comb. No. 2 tandems are equipped with it.

To get the greatest value for your money, insist upon having a STOLL Tandem. They are built RIGHT.

Sold by most all the leading dealers and jobbers. Write for free descriptive pamphlet "A."

JOBBERS and DEALERS:—Put a few Stoll Tandems in stock before the prices are advanced.

THE STOLL MANUFACTURING CO.

3232-3262 Walnut St., Denver, Colo.

(Largest exclusive motorcycle tandem factory in existence.)

Moving Footrest Attachment No. A
Price $3.50

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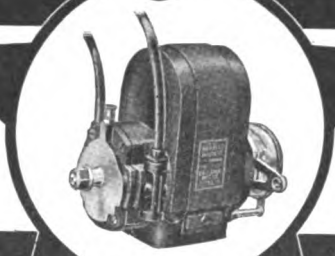
Berling Magneto



This "B" type will carry the motorcycle maker to Success because it will carry the rider to his destination.

ERICSSON MANUFACTURING Co., 1116 MILITARY R'D., BUFFALO, N.Y.

F-N Folding Footboards

Now $2.00 per pair

F-N Tandems

Complete with folding footboards, $10.00

FENTRESS-NEWTON MFG. CO.
Detroit Michigan

"149"

The Peer of Motorcycle Chains

Accurate Every part is micrometer gauged for accuracy and pitch and each chain is carefully inspected and tested before leaving the factory.

Strong The breaking strength is several times what is needed for actual service. This provides a good factor of safety.

Durable No. 149 will give steady, day after day service when operated under anything like normal service conditions.

Diamond Chain & Mfg. Co.
Indianapolis, Indiana

Preparedness

IS on the mind and tongue of every American!

Mr. Dealer, have you brought the principle of preparedness into your individual business?

ARE YOU PREPARED TO HANDLE YOUR PORTION OF THE MOTORCYCLE, BICYCLE AND ACCESSORY BUSINESS WHICH WILL SOON BE AT ITS HEIGHT?

HAVE YOU SUFFICIENT SPACE IN WHICH TO HANDLE THE LOOKED FOR BUSINESS?

Better dispose of those second hand machines. IT WILL PAY YOU TO ADVERTISE THEM IN THE CLASSIFIED COLUMNS OF MOTOR CYCLE ILLUSTRATED.

IF used once the ad will cost three cents a word—if used two or more times the cost will be two cents per word for each insertion. Address, Department C, Motor Cycle Illustrated, and

MAIL IT TODAY!

ROOT-O-U-T

Bicycle Mechanical Operated Horn

No Batteries or Wiring required

RETAILS AT
25 CENTS
ASK YOUR JOBBER OR DEALER

THE SEISS MFG. CO., 432 Dorr St., Toledo, O.

RENOLD CHAINS

8198—8199

The lightest chains for the breaking strength obtained on the market. Renold Chains Are Holders of More World's Records than any other.

A Century in Business

PETER A. FRASSE & CO., Inc.
Canal and Sullivan Sts. New York

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FEDERAL MOTORCYCLE TIRES

"EXTRA SERVICE"

Federal Rubber Manufacturing Co. - Milwaukee

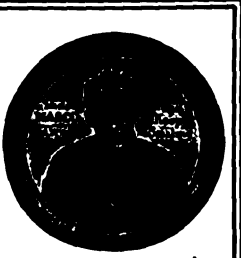
Firestone
Motorcycle Tires

The Red Side Wall and Black Tread

THE distinctive trade-mark of Firestone Tires. It joins elegant looks to supreme service. Thick, strong, tough tread, 30 per cent more angles against skid, and—Most Miles per Dollar.

Firestone Tire and Rubber Company
"America's Largest Exclusive Tire and Rim Makers"
Akron, Ohio Branches and Dealers Everywhere

MASCO



Expert Repairs

Most modern repair shop in existence. Equipped for reboring cylinders, overhauling, re-enameling and rebuilding all makes of motorcycles.

BE PREPARED FOR THE 1916 RIDING SEASON

Send work at once for estimate, prices right, work guaranteed.

MOTORCYCLE ACCESSORIES CO., St. Paul, Minn.

No. 420, Price Complete, $5.50, Including Footrests

No. 420 tandem to be used on rigid carriers, the price includes one pair footrests.

Retail Price Complete $5.50

DEALERS — Write us for our new Proposition.

WALD MANUFACTURING CO.

Dept. F SHEBOYGAN, WIS.

Mr. Dealer—
Get territory NOW!

This starter's popularity and our liberal discounts spell Dollars for YOU.

Make it up-to-the-minute!

Owners of single speed pedal-equipped Indians get the modern improvements by installing the

Indian Pioneer Starter!

It does away with *Pedals*—Makes *Starting* convenient—Affords superior *Clutch Control*—Eliminates ball-bearing under front plate—Starts motor with the *wheels on the ground.*

Riders ask your dealer, or write us, for circular which tells you HOW.

The Pioneer Mfg. Co.

West Allis, Milwaukee, Wis.

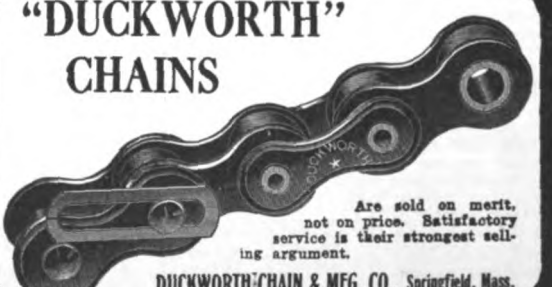
NATIONAL Motorcycle and Bicycle Spokes

We are selling several of the representative motorcycle and bicycle manufacturers, as well as some of the largest jobbers in the country.

For Motorcycles—.135 x .110 and .120 x .100. Made of high grade wire, either hand buffed or regular bright nickel finish. For Bicycles—.092 x .072; .080 x .060; .072 x .056. Furnished in Natural hand buffed or regular finish. Finest grade of wire. Rust-proof!

The National Screw and Tack Co.
Cleveland, Ohio

"DUCKWORTH" CHAINS



Are sold on merit, not on price. Satisfactory service is their strongest selling argument.

DUCKWORTH CHAIN & MFG. CO., Springfield, Mass.

PATENT YOUR IDEAS

Inventions bring fortunes when protected by good patents. New ideas in great demand. I will get a valuable patent for you and will help you make money from it. Ask about my free advice, or send sketches for free search of patent records.

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National Dealers' Directory

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Motorcycles a specialty. All work guaranteed. Large accommodations for storing motorcycles and sidecars at low rates.
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Parts for DAYTON and DE LUXE
Repairs and Supplies
DRISCOLL & JEANROY
209 W. 126th St. New York.
'Phone, 3352 Morningside.

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Agent for INDIAN MOTORCYCLES
Repairing Storing
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M. J. GOLDMAN
All Makes of Bicycles—Expert Repairing.
115 Greenwich Ave. Phone 3956 Chelsea.

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Parts and Accessories
Cash—Installment—Exchange
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Distributing Agents for
HARLEY-DAVIDSON MOTORCYCLES
533 West 110th Street, Near Broadway, New York
15 So. Lexington Ave., White Plains, New York

HENDERSON MOTORCYCLE COMPANY
New York Branch: 227 W. 108th St., New York
Cash or installment sales handled. Best facilities in New York for storage. Bargains in used machines. Full stock of parts and factory service. Always open.

CYCLEMOTOR
Headquarters for lower N. Y. City.
Motorcycles, Bicycles, Supplies.
Expert Repairing—Storing.
Lager & Rich, 286 Fourth St.

OLIVER'S BRONX INDIAN AGENCY
F. A. M. Repair Shop. Full line of accessories.
The Only All Night Service in the Bronx.
893 Washington Ave. Near 164th St.
AL. CORWIN, Mgr.

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N. Y. Distributor for Reading Standard Motorcycles. Rogers Sidecars in stock. Agent for Excelsior and Henderson
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T. J. SIXSMITH
283 W. 109th Street.
Expert Repairing. New York Agent for the EXCELSIOR.
Telephone, 8861 Riverside.

AMOS SHIRLEY, 935 Eighth Ave.
INDIAN and EXCELSIOR
Columbia, Hartford and Fay Juvenile bicycles.
Parts for the Indian, Excelsior and Pope.
Repairs and Accessories.

Exceptional Offer of Choice Seconds
28 x 3 Firestone Non-Skid.....$6.25
29 x 2¾ Firestone Non-Skid..... 5.65
These tires are fresh stock practically perfect, but slightly discolored in spots
E. J. Willis Co., 85 Chambers St., N. Y. City

EXCELSIOR
M. WORKSMAN, Agent
Large Stock of Parts and Supplies. Used Machines Bought, Sold and Exchanged on 5% Basis.
14 VESEY STREET.

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MOTORCYCLE WORKS
Expert repairing on all makes. Used machines for sale. Agents for Smith Motor Wheel. Service Station. Storing.
1729 1st Ave., near 90th St. Tel. 2163 Lenox

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HARLEY-DAVIDSON
Brooklyn and Long Island, 1157 Bedford Ave.; 594-596 Jamaica Ave. Exhaustive line of supplies, repairs, parts; in short, we stock everything for the motorcycle and the rider.
BOB BRAZENOR, Proprietor.

FRANK P. BAKER
BROOKLYN DISTRIBUTOR
Indian Motocycles
1036 Bedford Avenue
Phone Bedford 5297 Brooklyn, N. Y.

1916 EXCELSIOR IS HERE
All models on display.
Full line of Parts—A1 F. A. M. Repair Shop.
HOWARD C. HENDRICK
155 Howard Ave. Phone: Bush 3039

A. H. PATTERSON
Distributor of
Excelsior-Reading-Standard and Cleveland Motorcycles, Smith Motor Wheel, Crown bicycles and the best accessories.
Two Stores—1060-62 Bedford Avenue, 713 Flatbush Avenue, near Parkside, Brooklyn, N. Y.

Thor Motorcycles
Easy payments. All makes taken in trade.
Full stock of parts. Expert repairs.
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INDIAN
Bicycles and Supplies. Expert Repairing
B. SLOTNICK, 5306 Fourth Ave., B'klyn
Near 53d St. Station Phone 4595 Sunset

WINGES BROTHERS, 1315 Bushwick Avenue, Brooklyn, N. Y., Brooklyn and Long Island distributors for the Dayton; also Indian agency. Expert repairing on all makes of motorcycles. Complete line of supplies. Prompt and satisfactory service a feature of this establishment.

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INDIAN
AND SMITH MOTOR WHEEL
All makes of Bicycles—expert repairing
FLUSHING BICYCLE EXCHANGE
30 MAIN ST. FLUSHING, N. Y.
Phone 496J Flush.

Plaza Motorcycle Exchange
EXCELSIOR DISTRIBUTORS
Parts and Supplies—Repairing by factory mechanics.
Bridge Plaza, Long Island City.
Phone Astoria 1389

D. & D. MOTOR SUPPLY CO.
INDIAN MOTOCYCLES
Phone: 2045 Astoria.
Expert Repairing—Gasoline.
Full Line of Accessories—Used Machines.
Bridge Plaza South, Long Island City, N. Y.

HARLEY-DAVIDSON
Territory—Long Island City to Port Washington on North Shore. Demonstration gladly given.
Full Stock of Supplies—Used Machines.
HORN & McCRACKEN
F. A. M. Shop College Point.

PATERSON, N. J.

W. EDW. MACDOUGALL CO.
Dist. of Harley-Davidson Motorcycles. Drop us a line if interested in second-hand machines.
102 Van Houten St., Paterson, N. J.

INDIAN
MOTOCYCLES
Rebuilt machines. A written guarantee with each machine. Write for details and price list.
JOHN STEELE, 91 Broadway, Paterson, N. J.

PROVIDENCE

Motorcycle Repairing and Winter Overhauling. Complete repairs on any make.
INDIAN A SPECIALTY. PRICES RIGHT
Work guaranteed. 1916 Indians always in stock; any make taken in trade. All makes of second-hands on sale.
B. A. Swenson, 522 Broad St., Providence, R. I.

NEW YORK

Mt. Vernon Motorcycle and Bicycle Shop
Agents for HARLEY-DAVIDSON Dep. F. A. M.
Opposite Proctor's Theatre, Mt. Vernon, N. Y.
We Fix Everything

THE TRIPLER-GEORGE CO.
EXCELSIOR, HENDERSON, and MERKEL Distributors in Capital District
270 HUDSON AVENUE Albany

For assurance of prompt attention to your wants mention MOTOR CYCLE ILLUSTRATED.

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Motorcycle Tires
Parts and Supplies
Also
BICYCLES and SUPPLIES
WHOLESALERS and JOBBERS
CITY SUPPLY CO.
56 Warren Street New York

CLEAN-UP SALE
All slightly used and rebuilt machines, about 125 on hand, all makes, at unheard of price reductions. A new sheet, full of bargains ready for you. Don't wait longer, don't look any farther—we have what you want at the right price. Write today.
WESTERN SUPPLIES COMPANY
1448-52 Larimer Street Denver, Colo.
Largest Cycle and Motor House in West

Rogers SIDECARS
NEW YORK SERVICE STATION
Sidecars and parts in stock for all machines. Special attention to dealers.
IRVING BECK
1460 Fifth Ave. Phone Harlem 7063

BARGAINS IN USE MOTORCYCLES
Write for our revised list of used motorcycles of all makes and models, including the Harley-Davidson, Reading-Standard, Merkel, Thor, Indian, Yale, Shickel, Pope and De Luxe. Our machines are overhauled in every instance and placed in a condition far better than ordinary. The season's shipments extend from coast to coast, from Florida to Canada to Alaska. All prices have been reduced to a minimum in preparation for the present 1916 spring season. Literature furnished on request.
The Place of Satisfaction.
Mueller Cycle and Supply Co.
Oldest and largest dealers in the northwest.
726 National Ave. Milwaukee, Wis.

TIRES Repaired and Vulcanized
by experienced tire specialists. All work guaranteed. Finest of modern equipment and facilities.
JUNGKIND & VOGLER, 158 Chambers St., N. Y. Phone, 6217 Barclay.
Brooklyn Store, 1100 Bedford Avenue. Phone, 8556 Bedford.

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We have taken over the entire stock of repair parts and machines. Prompt attention assured all orders and inquiries—prices right.
H. E. WILCOX MOTOR COMPANY
1630 Marshall St. N. E., Minneapolis, Minn.
Successors to Minneapolis Motor Co.

Magnetos—Generators Storage Batteries
Repaired and rebuilt. All models, all makes. Expert workmanship. Every appliance must pass a rigid test before leaving our shop. Information on all ignition troubles sent free on request with a 2c. stamp enclosed. Your patronage solicited. Reference, all local banks.
HAESE & COMPANY
Punxsutawney, Pa.

Motorcycle Accessories and Supplies
Manufacturers, Agents and Jobbers, Wholesale and Retail. Get Our Catalogue Before Buying Your Supplies.
Dealers, Attention! Send For Our Catalogue and Dealers' Price List.
HARLEY-DAVIDSON SALES CO.
533 W. 110th St., Near Broadway, N. Y.

CASH For any kind of Platinum, Gold or Silver Scrap.
We buy platinum crucibles, magneto points, and precious metals or any jewelry, new or broken. Money sent on receipt of goods subject to your approval. Your goods returned at our cost if our offer is not satisfactory. Reference on request.
Liberty Refining Co., I. H. 431 Liberty Ave., Pittsburgh, Pa.
Established 1880

ONE INSERTION THREE CENTS A WORD; MINIMUM 50c. Classified Advertisements MORE THAN ONCE TWO CENTS A WORD PER ISSUE

FOR SALE OR EXCHANGE—One Remington No. 6 typewriter, never used, same as new; same keyboard as No. 4 Underwood. Would trade for motorcycle. B. A., care of MOTOR CYCLE ILLUSTRATED.

HERE'S A SPLENDID OPPORTUNITY for a first class business man to make money. At a bargain price you can buy a motorcycle and bicycle business in a fast growing town in central California. The present proprietor for five years has been agent and still holds the agencies for two leading makes of motorcycles. The equipment throughout is fine, and all that could be desired. If you mean business, write for complete details to H. E. D. Sellers, General Delivery, Oakland, Calif.

HARLEY-DAVIDSON, Indian, Excelsior, Thor and Merkel cylinders reground and fitted with our lightweight pistons and rings, $4.50; with leakless piston rings, $6. Bakeman Motor & Supply Co., St. Cloud, Minn.

FOR SALE—1914 Harley-Davidson, two-speed, and Rogers sidecar; new tire on rear; other two nearly new; motor in A-1 shape; new chains; $25 down, balance C. O. D. S. R. Milbrandt, Alma Center, Wis.

FOR SALE—1912 Indian big twin, $65 if taken at once; guaranteed to be in good running condition. Robert Johnson, New Albany, Miss.

A-1 BICYCLE and general repair man wants position west of the Mississippi. Fast wheel builder and tennis racquet stringer. Some motorcycle experience. $15 if steady. Address Box 26, MOTOR CYCLE ILLUSTRATED.

USED MOTORCYCLES—Send for big list of slightly used motorcycles; from $19 up. Buy on easy terms. Howard Cycle Co., Trenton, N. J.

IT IS NICE to know where to procure parts for your machine immediately. Parts are our specialty. "Flying Merkel," "Thor," "Indian," "Pierce," "Curtis," F. N., M. M., R. S., N. S. U. Always 25 or more used machines on hand, $25 up. The M. M. Sales Co., 1777 Broadway, New York, Room 450.

FOR SALE.—Twin Indian in perfect running condition; any demonstration. Best offer over $100. Will ship on $25 deposit. M. T. A., care Motor Cycle Illustrated.

DEALERS!
Now is the time to dispose of those used motorcycles. You will need all available space for handling new business when the season opens.
Let prospective buyers know what you have to offer. Advertise HERE.

WANTED.—Metal body sidecar in good, serviceable condition; must be cheap. Horace True, Clinton, Maine.

DYKE'S MOTOR MANUAL ON MOTORCYCLES, marine and stationary engines. The most complete simplified book published, $2.00. Send for interesting descriptive circular to A. L. Dyke (Pioneer) Publisher, Box 98-M Roe Bldg., St. Louis, Mo.

MECHANIC WANTED—Must be thoroughly experienced man, understanding all kind of repairs on all motorcycles. Must have the best of reference; no other need apply. Apply by letter only to Harley Davidson Sales Co., 533 West 110th street, New York.

TRAVELING SALESMAN to call on motorcycle repair shops, dealers and jobbers with line of motorcycle repair parts and accessories. Unlimited territory. New York men preferred. Address C. M., care of Motor Cycle Illustrated.

CYLINDERS REBORED, Motors overhauled. Frame and Fork straightening, enameling. All broken cast, aluminum and steel parts perfectly welded. Try our new leakless piston rings and light weight pistons fitted like factory work. All work absolutely guaranteed. Prices right. A. E. Bakeman Motor & Supply Co., St. Cloud, Minn.

INDIANS 1914, electrically equipped, used less than 3,000 miles—$140; 1915 new machines used for demonstrating, $165, insured for $200 to May 1, 1916; will ship either machine via express upon receipt of $25 to pay delivery charges, or send stamped envelope for further details. Otto W. Payne, Box 212, Baldwin, L. I.

A REAL BARGAIN—1915 Indian two-speed, only slightly used. Looks like new. This machine is in first-class condition and can make 65 miles per hour. Will sell for $195. Will ship anywhere on a $25 deposit. Write today if you mean business. Address Lock Box 792, Crystal Falls, Mich.

ANY MOTORCYCLE CYLINDER reground, fitted with new piston and rings, $5. All work guaranteed. Send old piston and pin with cylinder. Muncie Piston Co., Muncie, Ind.

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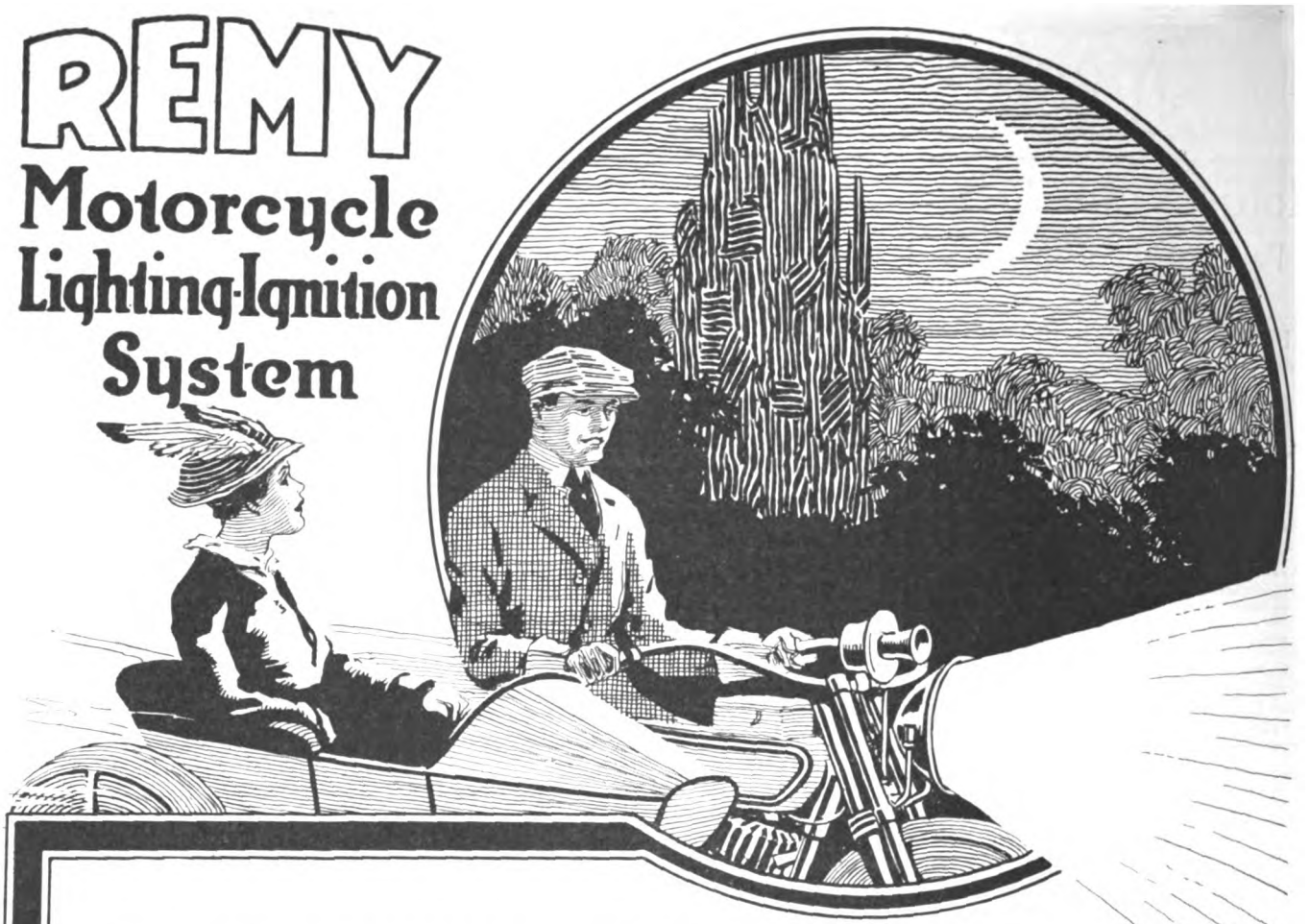
REMY
Motorcycle Lighting-Ignition System



REMY IGNITION INSURES PERFECT MOTOR PERFORMANCE

Smooth, even running at low speed—a quick, snappy pick-up—and the powerful, unerring pull so often necessary when running slowly—proper ignition for that spurt of speed you need when you want to pass the boys on the road—Remy Ignition insures all this and more.

Unless your mount is a Remy equipped Harley-Davidson motorcycle you may not realize what perfect motor performance means.

You may blame erratic, or jerky, unpleasant running at low speeds, onto "poor gasoline" or an improperly adjusted carburetor when neither is at fault. But the spark is the same at *all* speeds—as it should be.

Your Harley-Davidson dealer will show you the advantages of Remy equipment—the best for lighting and ignition. At your first opportunity make it a point to inspect the Remy System as applied to the 1916 Harley-Davidson.

CONSTANT REMY SERVICE

REMY ELECTRIC COMPANY

Factories: Anderson, Indiana **Sales and Engineering Offices: Detroit, Michigan**

114

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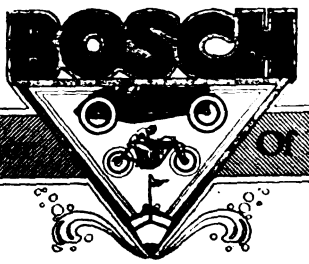
YOU never have really tried Magneto Ignition, never really experienced the advantages of the confidence it imparts, the efficiency it provides, the reliability it assures, until you have used

BOSCH

MAGNETO IGNITION

BOSCH MAGNETO COMPANY



206 WEST 46 ST., NEW YORK

Of Every Worth

For assurance of prompt attention to your wants mention MOTOR CYCLE ILLUSTRATED.

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Announcement

To take effect immediately—the price of the Eclipse Two-Speed complete with rear hub and band brake, has been advanced to $40. An Eclipse Two-Speed for the Henderson Motorcycle will now cost $30.

This advance has become necessary due to the greatly increased cost of raw materials.

Eclipse Machine Company

Elmira, N. Y.

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ALWAYS MAKES GOOD

MAKES A HIT.

The EXCELSIOR LIGHTWEIGHT

ALWAYS MAKES GOOD

Revives the enthusiasm of an old time dealer who was about to quit.

Here is the story

THE EXCELSIOR MOTOR MFG. & SUPPLY CO., Stockton, Cal., Feb. 7, 1916.
Chicago, Ill.
ATTENTION: MR. MATHIS
Gentlemen:

I just want to congratulate you on the new Excelsior Light Weight. I believe that it is going to be a wonderful seller. I had fully decided to discontinue our Motorcycle store after our experience of last year in that line but after carefully examining the Light Weight I changed my mind and am coming back strong for the Excelsior and especially for the Light Weight. Our experience with the Smith Motor Wheel last year demonstrated fully to me that there is a great field for the Light Weight, inexpensive machine.

We received our first shipment of the machines Saturday morning and the crowd around the Motorcycle store from early morning until closing time Saturday night brought back memories of the old days of 1912-1913 when motorcycles were so popular. I expect to have a waiting list before this week is out. I think we must have had 50 people ride the Light Weight Saturday, and everyone was enthusiastic over it, even to some of the riders of big machines, and I believe that the sale of a large number of Light Weights will mean an increased sale later on of the larger machines as it will bring new riders into the field.

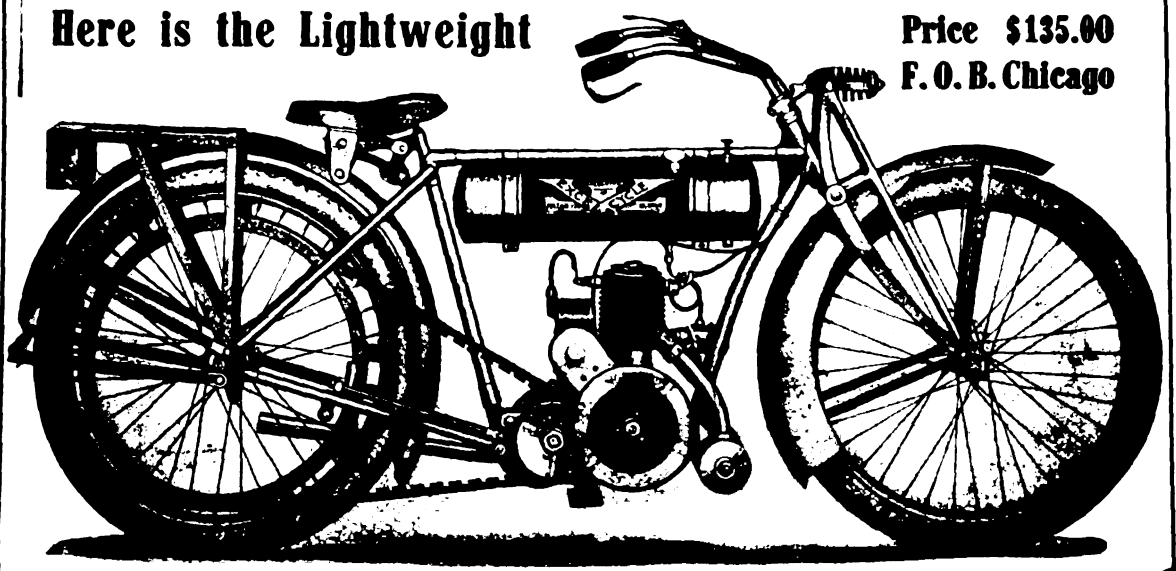
Again assuring you of our allegiance to the Excelsior line and with best personal regards to yourself and Mr. Schwinn, I beg to remain

Yours truly,
BRANCH'S, INC.
Per W. P. Branch

MFB-MD

Here is the Lightweight

Price $135.00 F. O. B. Chicago



EXCELSIOR MOTOR MFG. & SUPPLY COMPANY

Office and Factory, 3703 Cortland Street, Chicago

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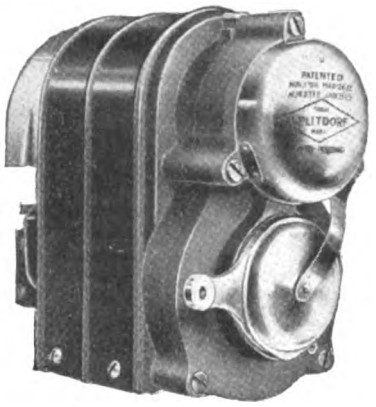
SPLITDORF MAG-DYNAMO



You Can Light Up While You're Riding!

The switch is in front of you—you just reach out at any time you need light and, presto! A flood of powerful, penetrating rays are sent forth to illuminate your roadway by the famous

SPLITDORF Mag-Dynamo

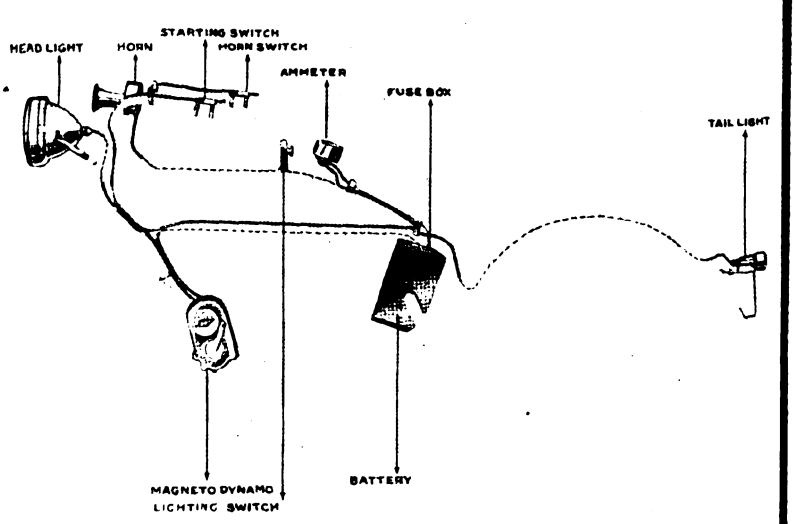
And being automatically controlled, you have no source of worry with the SPLITDORF MAG-DYNAMO. Six or sixty miles an hour—it doesn't matter—the automatic control really controls at all times and when you stop your motor, the generator is automatically disconnected from the battery circuit.

Automatically Controlled

SPLITDORF ELECTRICAL COMPANY
NEWARK, N. J.

Look at the SPLITDORF Mag-Dynamo wiring installation on an *Indian!*

The rider has the switch in front of him, so that he can light up *at any time he is riding.*



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They All Chose Belt Drive

The Pope Lightweight
The Miami Power Bicycle
The Cyclemotor

THE unanimous decision of these three corps of engineers is conclusive evidence of the superiority of belt transmission for Lightweight Motorcycles.

Not one man, not two men in an organization, but three separate and distinct groups of men, each with keen determination to produce a satisfactory and popular product, all agree that the right method of transmission is belt transmission.

When three groups of engineers decide upon belt transmission, that decision is proof of careful judgment, but when all agree that the belt to make their transmission a success must be the Spartan Belt, a decision has been made which must be considered conclusively convincing.

Mr. Dealer—take on a Lightweight Motorcycle for 1916, extend your field, reach every man with "Everyman's Motorcycle," but be sure the Lightweight Motorcycle you select is a belt drive motorcycle fitted with a

SPARTAN BELT

THE CLEAN, SMOOTH, NOISELESS TRANSMISSION

Made only by
THE GRATON & KNIGHT MFG. CO.
Worcester, Mass.

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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Publicity's rays now envelop the four men who are more accustomed to shedding it on others than to having it turned upon themselves.

Men of the trades, we present for your inspection—favorable or otherwise—the pristine, beaming, freshly-shaven, more or less presentable countenances

The Editor

Step up, Mr. J. H. Donehue, and be Bertilloned. "Don" is one of the few living editors in captivity who is always approachable. Note the significant "Come In!"—over his head. His "nose for news" has been remarkably well developed by eleven years' experience on big Eastern newspapers, such as the New York Tribune, the Philadelphia Ledger, Camden, Newark and other dailies. As O. Henry so aptly says, he was "the king-pin, the snowy-petalled Marguerite, the star-bright looloo of the rewrite men." His unerring news-sense stands him in good stead in reducing to pithy paragraphs the essence of the "doings" in the motorcycle industry. In the bright lexicon of "Don" there is no such word as "slush." That's why every line in Motor Cycle Illustrated and Bicycling World is crammed full of FACTS.

Then, too, "Don" is one big bug on motorcycle riding. He rides a ..... machine (name deleted by censor) and thinks it's a darn good boat.

(Note to motorcycle advertisers: Make the most of this.)

The Bicycling World

Mr. A. E. Bott, our nimble-witted Adonis, came to grace the office with his presence when the famous "Bi-World" was joined to Motor Cycle Illustrated. He brought with him an abiding faith in the bicycle and a record of several years' consistent work on several leading New York papers. He keeps our hundreds of Bicycling World correspondents in line—what? No, Clarice, his hair is **not** marcelled; it's a natural wave. Er, as we were saying—he keeps tab on the "Bi-World" correspondents, edits all the bicycle news of the week, makes up the paper, re-writes a great deal of motorcycle news and does a few other things. But the "Bi-World" is his baby, and you have but to glance at the bike section in this issue to see that he need not be ashamed of his "chee-ild."

Why do we "ballyhoo" our Editorial Staff, ask you in wondering tones? BECAUSE WE'RE PROUD OF IT. Because we feel that you, who have doubtless oftimes commented admiringly on this or that feature in MOTOR CYCLE ILLUSTRATED and BICYCLING WORLD, should know better the men who are constantly changing the scenes behind the big curtain of the MOTOR CYCLE ILLUSTRATED'S cover—and know WHY it is possible to put out every

Motor Cycle Illustrated and Bycl

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of the four men who guide the destinies of the Editorial Department of MOTOR CYCLE ILLUSTRATED and the Bicycling World. All of 'em are old-timers—they're well-known to quite a few in the trade—but in order to give them 100% trade "circulation" we use the columns of our journal.

Art (Capital A)

LAY-DEES and Gentlemen: Permit us to introduce for your kind attenshun Mr. Arthur T. Merrick, our chief Art contributor. If you read Judge, or Life, or Leslie's Weekly you will not infrequently find Mr. Merrick's work featured there. Yeh, he plays big time, too. But the best part of it all is—"ATM" is such an out-and-out, red-hot, dyed-in-the-wool motorcycle fan that he takes the keenest delight in putting upon paper with brush and pen every phase of the most fascinating game in the world—at so much—oh, so much—per phase. Mr. Merrick graduated legitimately into the motorcycle division, having been an ardent bicycle enthusiast and one of the real "old-timers" in the League of American Wheelmen. Watch Mr. Merrick's work—it tells the story of his ability better than we can.

Technical

Mr. Douglas R. Hobart—he's muckle Scotch—plays the "heavy" in this four-part drama. He knows so durned much about motors! His brain must be one big internal combustion engine. There's a standing reward offered for anyone who can formulate a legitimate problem in gas engine design, construction or operation that Mr. Hobart cannot answer. That's a big order, but look at his record! In 1905 he graduated a Mechanical Engineer at Columbia University. Had charge of Gas Engine Testing Department. He then worked for the American Locomotive Company, Autocar and Leon Berliet, in France. He is contributing editor to 'most every Automobile paper in America, France and Spain. He's been an official judge in countless F. A. M. meets and endurance runs. Mr. Hobart is competent to advise YOU on your mechanical problems. Consult him through the paper.

week—such a complete, workmanlike newspaper of the cycle field—a faithful reporter and interpreter of cycle events. The paper is not perfect; we should not want it so—for that would mean an end to our ambitions. But we feel that the human material we have to work with is of such a quality that the paper can be made perfect—and that is the goal of our desires.

The Publishers of

icycling World, 13 PARK ROW NEW YORK

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4 SPARK PLUGS IN EACH CYLINDER!

BETHLEHEM FIVE POINT SPARK PLUG

The man who uses the BETHLEHEM in his motor has the equivalent of four spark plugs in each cylinder! The five extra-heavy, pure nickel electrodes thrust a blazing spark deep into the motor, and even should one electrode fail there are always three others to take up the work.

Consider this one big feature carefully, dealers, when stocking up for the spring drive—also the fact that the BETHLEHEM FIVE POINT SPARK PLUG IS GUARANTEED FOR THE LIFE OF THE MOTOR.

Such a sweeping guarantee is only possible with a plug built as is the BETHLEHEM—with engineering skill of the highest—steel of the finest—and, finally, tests of the most gruelling character, on all types of motorcycle motors.

BETHLEHEM SPARK PLUGS SHOULD BE IN YOUR STOCK.

THE SILVEX COMPANY

E. H. SCHWAB, General Manager

171 Madison Ave., New York Factory: South Bethlehem, Pa.

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What Confidence Will Accomplish

Mr. James G. Burroughs of Bridgeport, Conn., who last year sold another make, took on the Harley-Davidson line at the beginning of the 1916 season, dropping the other make, and contracting for 100 Harley-Davidsons.

February 1st Mr. Burroughs increased his contract to 200. To date we have shipped him 90 machines, although his total actual sales, including orders for future delivery, are well in excess of his original contract for 100.

Last year only 3 Harley-Davidsons were shipped into this same territory before March 1st, and Harley-Davidson sales there totaled 31 for the 1915 season.

Mr. Burroughs has gone after business with the spirit of the 1916 season—the new confidence—and his business shows that so far he has more than succeeded in getting what he went after.

Harley-Davidson Motor Company

Milwaukee, Wis., U.S.A.

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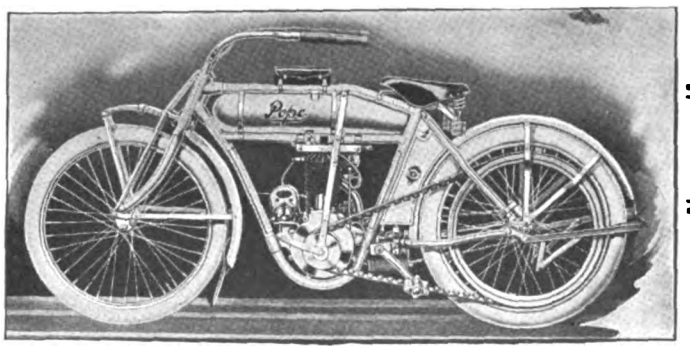

The Race is On

It's a handicap affair. The dealers in the Southern States are already under way, while those further north are starting in at the first crack of the sales gun that heralds open roads.

THEY ARE ALL TRAVELING LIGHT. The word has gone forth that the lightweight will be the big seller this year. The dealers see that the mighty field for motorcycle sales lies among the mechanics, the farmers, and all those who desire a runabout machine. They are convinced that the lightweight is the logical machine for this work.

And the POPE LIGHTWEIGHT MODEL H-16 is easily the favorite. Dealers know that this model appeals to the widest possible field of prospects because of its low cost, simplicity of operation, lowest-of-all upkeep, and long tire mileage. As the price of gasoline goes mounting they have a stronger and still stronger talking point in the low fuel consumption of the H-16.

They realize that in the seven years that this model has been on the market it has been tried and proven—and that it has made good. They know that it has sufficient power and speed for ordinary work—and that its scientific design, skilled workmanship and high-grade materials assure it the one supreme quality—dependability.

Is the Pope Lightweight your equipment for the Spring sales race—if not, just ask for our catalog and dealer's prices.

Pope

Lightweight Model H-16
Price $150.00

4 H. P.
Schebler Carburetor
High Tension Magneto
Spartan V—Belt
Eclipse Clutch
U. S. *Motorcycle* Tires
Gasoline Capacity—150 to 175 Miles of Travel
Oil Capacity—200 Miles of Travel

WESTFIELD MANUFACTURING COMPANY
11 LOZIER AVENUE (Successors to the Pope Mfg. Co.) **WESTFIELD, MASS.**
Largest Manufacturers of High-Grade Bicycles in the World
Makers of the famous Columbia, Tribune, Crescent, Cleveland, Rambler and Pope Bicycles

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BLUE STREAKS

A Standard Bicycle Tire at $2.50 Each

Do you really want to eliminate the factors in the bicycle business that have been its own worst enemies?

Do you want to eliminate factors in bicycle tire selling methods, that you would not permit for a single moment in any other line you carry?

Lack of faith in tires and tire prices has kept thousands of people from purchasing bicycles; people who did not care to renew old grievances against the Dealer in bicycles and bicycle tires.

Now, so far as Goodyear Dealers are concerned, that is ended.

We have standardized the brand—it is the Goodyear Blue Streak Non-Skid, the best tire value we can build.

We have standardized the price—it is $2.50 each to riders everywhere.

We have standardized the guarantee—it provides both the dealer and the rider with a new tire free if the service is unsatisfactory.

You can always tell the Goodyear by its beautiful white tread, with the Blue Streak on each side.

The price to dealers is the same whether 10 pairs or 100 pairs are purchased.

More than 7000 Dealers have accepted this Goodyear Square Deal Policy. Don't you believe it would help your bicycle sales too? Then write us for complete Goodyear Dealer's Bicycle Tire Proposition.

The Goodyear Tire & Rubber Company
AKRON, OHIO

GOODYEAR
AKRON

1,000,000 New Bicycles for 1916

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"——THE ROADS WERE TERRIBLE"

Imagine running over cracked stone for miles and miles and hitting fifty an hour most of the time.

Imagine 24 hours of it and never a puncture.

That is what

United States 'Chain' Tread Motorcycle Tires

accomplished for one user.

What they did for him they will do for you—

Give you *certain, sure, reliable* service.

Service of the kind you want and rarely get.

Use them and you, too, will say:

"—no one could want better motorcycle tires."

UNITED STATES MOTORCYCLE TIRES

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MOTORCYCLE ILLUSTRATED

WITH WHICH IS NOW INCORPORATED

The Bicycling World

Published Every Thursday by

THE MOTORCYCLE PUBLISHING CO.

13 PARK ROW

NEW YORK

Volume Eleven | March 2, 1916 | Number Eight

ASKS FOR RECIPROCITY ON MOTOR VEHICLES

Bill Introduced in Congress Would Enable Owners of Motor Vehicles to Travel in Any State Without Paying Any Additional License Fee—Will Include Motorcycles

WASHINGTON, D. C., Feb. 29.—An important bill has been introduced in Congress by Representative William G. Adamson, of Georgia, which provides for the national reciprocity for motor vehicles. If this bill be enacted into a law, a motor vehicle registered in one State may go through any other State, District, or Territory, without securing any additional license or paying a special fee.

In part the bill reads as follows: "No person personally qualified under the laws and regulations of the State, Territory, or District of his residence to use and operate such vehicle or vehicles shall be required in any other State or Territory or District into which he may go for business or pleasure, to make any additional registration or take out any additional license or tag or pay any additional tax in order to use and operate any such machine. Nor shall any owner of such vehicle, who has complied with the laws of his own State, as to registration, license, tagging or tax, be required, in order to operate the same vehicle in any other State, Territory or District, to make any additional registration, or secure any other license or tag or pay any additional tax.

"The certificate of the proper local officers shall, when demanded, be taken and accepted in all States, Territories, and Districts as competent and sufficient evidence that such person has complied with the laws and regulations of the State, Territory or District of his residence, but nothing herein contained shall be construed to exempt any person from the police regulations of any State, Territory or District into which he may go, save only the additional registration and the taking out of additional license or tag or paying of additional tax in case he shall have complied with the laws and regulations of his own State, Territory or District."

Although, after reading the bill carefully, it seems evident that the measure is intended to include motorcycles, yet no mention is specifically made of the motorcycle in the preamble. Former F. A. M. Commissioner John A. Hall, of New York, who was instrumental in having the first Cristman bill in New York killed last year, interviewed a number of prominent officials and attorneys in Washington recently regarding the necessity of having the word motorcycle included in the preamble of Representative Adamson's bill. Opinions differed as to the necessity of inserting the word, but all agreed that it would leave no possibility of a doubt if the word were placed in the preamble.

Mr. Hall has taken this matter up with several members of the upper and lower houses of Congress, and at this writing it seems probable that the word motorcycle will be inserted.

A canvass of the several members of Congress indicates that there is a strong sentiment in favor of the bill. The automobile interests are strongly backing the measure, and Mr. Hall believes that motorcyclists can help to facilitate the passing of the Adamson bill by writing to their representatives in Washington and expressing their hearty approval of the measure.

JOHNS DENTS THREE RECORDS AT PHOENIX

Wigwam Lad Knocks Edge Off Five, Ten and Twenty-Five Mile Marks With Graves and Boido as Runners-Up

PHOENIX, Ariz., Feb. 28.—Don Johns romped off with fifty per cent. of the prize money in the race meet held here Sunday, the 27th. Incidentally he grabbed off new five, ten and twenty-five mile records.

In the five-mile professional event which opened the card, Johns, on his Indian, was first in 4:04⅗. Morty Graves, also mounting an Indian, was second by a neck. The previous record for five miles was 4:15. It was hung up by "Red" Parkhurst, Harley-Davidson, in 1914. Johns used Goodyear Blue Streak tires and Berling magneto; Graves had his mount fitted with Goodyear Blue Streaks, also, and his magneto was a Dixie.

In the one-mile time trial, Johns was first in 47⅗ seconds. Lorenzo Boido, Indian, made second best time—51⅖ seconds.

In the ten-mile pro. feature, Johns showed the way home in 8:18⅕. Graves broke a piston and Boido went into second place.

The fifteen-mile Arizona championship went to Boido, on his Indian, his time being 13:07. Crandall, Harley-Davidson, was second.

Johns carried off the honors in the twenty-five-mile dash; time, 20:47⅕. Graves threw a tire in the seventeenth mile and went out. Boido broke his gas line, but managed to make repairs and finished in second position.

The Australian pursuit race also went to Johns. He passed Boido in 8½ miles, having covered this distance in 6:06.

Cloudy weather and lack of transportation facilities to the track kept down the attendance. The prizes totaled $300.

STEWART-WARNER LOCATES CANADIAN BRANCHES

TORONTO, Ont.—The Stewart-Warner Corporation has made arrangements for the establishment of a chain of branches throughout Canada with headquarters at Toronto. Donald F. Johnston, until recently manager of the San Francisco branch of the company and formerly a Toronto man, has been appointed sole Canadian distributor for the Stewart-Warner products. The Toronto office will be located at 486 Yonge street. Mr. Johnston is a relative of President F. A. O. Johnston, of the Canada Motorcyclists' Association.

Other branches will be located in the near future.

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WINNERS AT HONOLULU MOUNT EXCELSIORS

CHICAGO, Ill.—The Excelsior Motor Mfg. & Supply Co. has just received a cablegram from Honolulu, H. I., reading as follows:

"Ten-mile event: Cummings, first; Ropero, second; Markham, third. Fifteen-mile feature: Walters, first; Cummings, second; Ropero, third. All the victors rode the Excelsior."

The cable refers to a race meet staged in Honolulu a few days ago and indicates that the racing game is progressing satisfactorily in Hawaii and that the Excelsior is doing its part to acquaint the native speedsters with the "kick" that is stowed away in motorcycles from the States.

PENNSYLVANIA TIRE SALES TOTALED $4,000,000

JEANNETTE, Pa., Feb. 29.—The Pennsylvania Rubber Co. did about $4,000,000 worth of business during 1915, and realized earnings that were the most satisfactory in the history of the company, according to the report presented to the stockholders at their annual meeting.

Increases in the sales of both the new Ebony Tread tire and the well-known Vacuum Tread have necessitated increasing the plant, and an output of 2,000 tires daily is to be reached shortly.

Officers of the company have been re-elected as follows: President and treasurer, Herbert DuPuy; vice-president, C. M. DuPuy; secretary, George W. Shively; assistant treasurer, C. G. Morrill; general manager, Seneca G. Lewis. The directors include the officers and Herbert DuPuy, chairman, and H. W. DuPuy.

A BIG ADDITION FOR A. SCHRADER'S SON

BROOKLYN, N. Y., Feb. 29.—A. Schrader's Son, Inc., of 785-95 Atlantic avenue, Brooklyn, manufacturers of Schrader valves, Schrader universal tire gauges, and the Schrader universal pump connection, has increased its factory floor space and production facilities more than 70 per cent.

When this extensive addition to the original factory was planned a year ago, it was considered ample to take care of the increase of business for several years, but during the time required for the completion of the building the volume of business has grown to such an extent it is already necessary to look forward to acquiring more floor space in the near future.

U. S. TIRE MEN HEAR ABOUT PREPAREDNESS

NEW YORK, Feb. 29.—The Eastern District Sales-managers of the United States Tire Company were in convention during the last week at the New York headquarters. Thursday afternoon all of the sales managers in attendance and the male employees of the New York offices gathered at the West Side Y. M. C. A. Auditorium to hear a lecture in the interest of national preparedness.

Col. Samuel Pomeroy Colt, president of the United States Rubber Company; J. N. Gunn, president of the United States Tire Company; Raymond B. Price, vice-president of the tire company, and, in fact, all of the United States Rubber and Tire officials are intensely interested in the subject of preparedness.

MANY DEALERS ATTEND FIRESTONE RALLY

FIRESTONE dealers in 35 counties of Ohio and 12 in West Virginia celebrated Firestone Day, February 17, in Columbus, O. They had been called to a convention at the Virginia Hotel, and besides listening to various officials of the Firestone Tire & Rubber Co., Akron, O., outline the plans for growth during 1916, they inspected a rubber forest, set up in the lobby of the hotel, for the purpose of illustrating the methods of collecting the essential latex.

"NEVER AGAIN," SAYS HE

WASHINGTON, D. C.—Here's a little news story with a moral. If you can't detect the news, you will at least discover the moral.

A few months ago a prominent member of the National Capital M. C., and a motorcycle rider of long standing, was bitten by the light motor car bug. A smooth-tongued salesman convinced him that it would cost him no more to operate the light car than it did to run his motorcycle. Said agent also made an allowance on the motorcycle, and the deal was closed.

Two months ago the "flivver" began to give trouble and repair bills mounted up. Gasoline sold this week in Washington at 25 cents a gallon, and our friend's repair bill last month approximated $30. Being a government clerk on a moderate salary he saw but one way out. He sold the light car, losing exactly $150 on the transaction, but he had enough left to buy a motorcycle—which he immediately did.

"Never again," he remarks significantly when some one mentions the light car as a competitor of the motorcycle.

IVER JOHNSONS GOING TO SCANDINAVIANS

FITCHBURG, Mass.—The British admiralty has been petitioned by the Iver-Johnson Arms & Cycle Co., of this city, for a guarantee of "safe passage" for a big order of motorcycles purchased by a Scandinavian country.

The officials of the company after receiving the order had work started at once on the manufacture of the machines, but has decided not to make any shipment until such time as assurances are given that the ship on which the motorcycles will be carried will not be attacked.

Motorcycles are not regarded as contraband, but as there might be some suspicion that the machines would eventually go from the Scandinavian country to which they would be consigned to Germany or Austria, and because of the heavy loss that would result from their seizure by the British, the local concern decided to first try to get assurances from Great Britain for "safe passage" over the seas.

FISK SALES FOR YEAR FOOT UP TO $14,500,000

CHICOPEE FALLS, Mass., Feb. 29.—Sales for the fiscal year of $14,500,000, with net profits of $1,791,579, were reported at the annual meeting of the Fisk Rubber Co., held here February 18. The regular quarterly dividends of 1¾ per cent. on the preferred stock, payable May 1, and on the second preferred stock, payable June 15, were declared.

The officers and directors were re-elected as follows: President, H. T. Dunn; vice-president, E. H. Broadwell; chief engineer, John Kearns; sales manager, J. D. Anderson.

U. S. TIRE CO. SETS UP TOPICAL WINDOWS

NEW YORK, N. Y., Feb. 29.—The United State Tire Company has been staging a series of window displays on the ground floor store front of its large quarters in the U. S. Rubber Building, at 58th street and Broadway. A setting was arranged with a bust of Lincoln as the centre attraction on Lincoln's Birthday, and this was surrounded and flanked by U. S. tires. On the background was hung a map of the Lincoln Highway, with four flags.

An appropriate window display was set up for St. Valentine's Day, with a conventional "Kewpie" in the centre, three tires again forming the support. Arrows, hearts and a mail bag overflowing with letters were also employed.

SALESMEN'S CONGRESS TO MEET IN JULY

DETROIT, Mich., Feb. 29.—The World's Salesmanship Congress, in which District Manager W. C. Standish, of the U. S. Tire Co., figures prominently as a member of the executive committee, will be held in this city on July 9 to 13, inclusive. This will be the first of a series of annual conventions of salesmen and executives in every line of business activity.

The Congress is the outgrowth of the Salesmanship Club of Detroit, and lists among its members the names of salesmen and sales managers widely known for their ability and achievements. The object of the congress is to facilitate the interchange of the newest ideas and methods in selling.

BECK'S SHIPMENTS GOT STARTED IN TIME

NEW YORK, Feb. 29.—Irving Beck, representing the Rogers sidecars in the East, is feeling pretty elated at the prompt shipment of a double carload of sidecars and sidevans from the factory of the Rogers Manufacturing Company in Chicago on February 25. One of the reasons for Beck's joy is that the shipment was on the way prior to the embargo on freight for New York, declared by the railroads on February 26. This means that the shipment will come through and that Beck will be plentifully supplied with Rogers products to care for the March trade.

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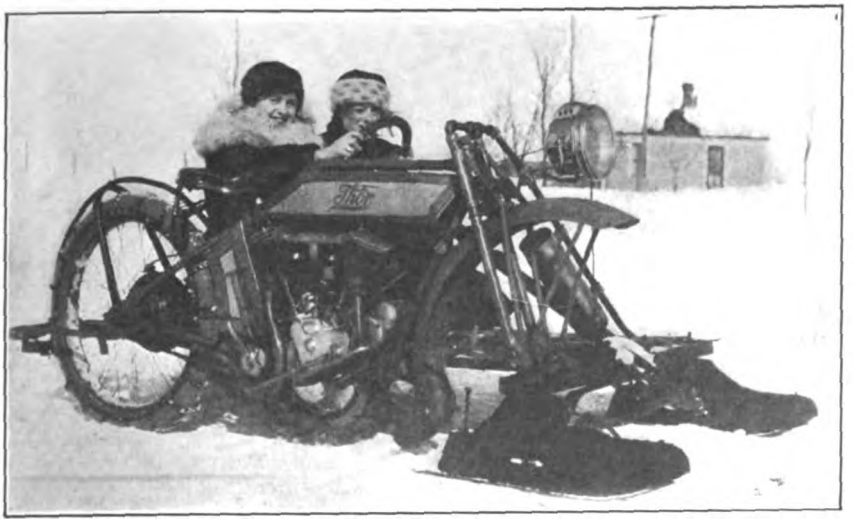
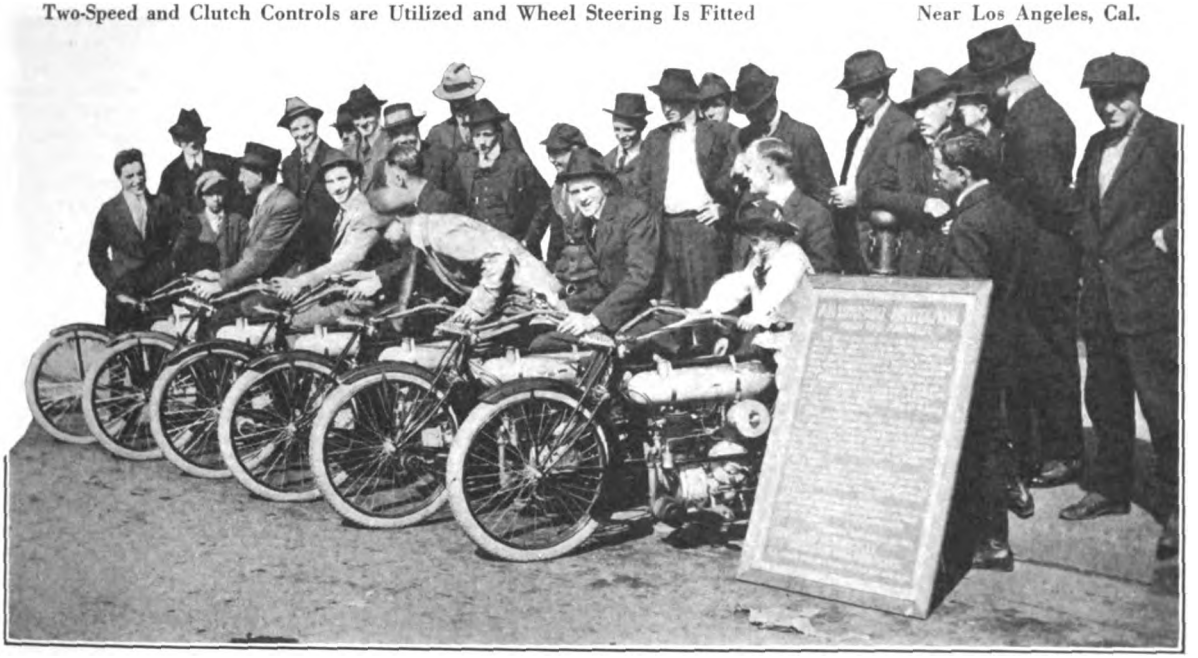
DEMONSTRATING ABILITY OF TWO-WHEELER IN VARIOUS FORMS



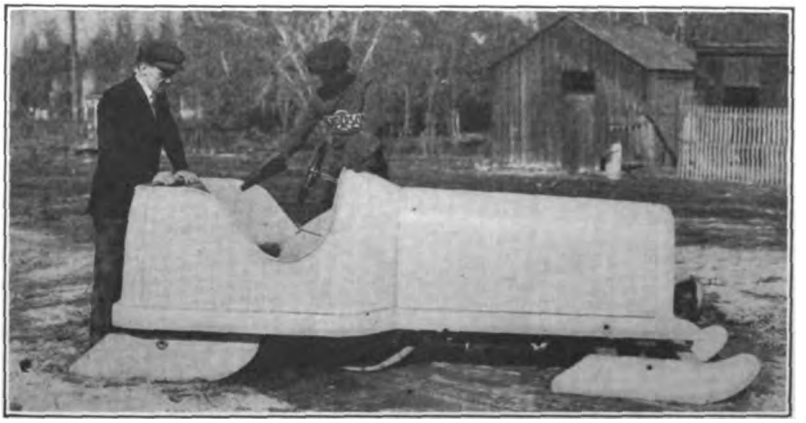
Novel Motor Bob Constructed by Thor Agent A. J. Harms, of Woonsocket, R. I. Regular Two-Speed and Clutch Controls are Utilized and Wheel Steering Is Fitted

"Speed Ball Smith" Riding Tub Swamp Near Los Angeles, Cal.



Start of a Typical Sunday Excursion from Headquarters of Cleveland Motorcycle Western Distributor at Los Angeles, Cal.

Gust Hamburg, of Mt. Vernon, Wash., Driving Novel Three-Wheeler



Motor Sled Constructed by B. B. Ellerbeck of Salt Lake City, Utah, Utilizing Henderson Powerplant. Body Is of Galvanized Iron and Both Sleds Swivel

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HUGE GOODYEAR ORDER FOR GREAT BRITAIN

Director Harrison B. Ball, of Goodyear Tyre & Rubber Co., of London, Contracts for Sixty-one Carloads of Tires, Seven Carloads Being for Motorcycles, on Visit to Akron

NEW YORK, Feb. 29.—Harrison B. Ball, director and secretary of the Goodyear Tyre & Rubber Co., Ltd., of London, England, has just completed his annual trip to the United States to confer with the Goodyear Tire & Rubber Co. in Akron, O., and to attend a number of important business conferences. He has ordered 61 carloads of Goodyear tires to be sent to Great Britain, and seven of these are for use by British motorcyclists both for War Office and for private use.

Successful from the Start

In an interview to-day with a **Motor Cycle Illustrated** representative at the Hotel Astor Mr. Ball spoke of the excellent business which had been transacted by the London Goodyear house since its establishment three years ago. "We started in a modest way," said the genial Goodyear director, "and at the end of two seasons practically 22 per cent. of our business abroad was done with British merchants. We moved to larger headquarters each season, and in spite of the war are pretty well crowded in our present ones.

"When the war started British banks closed for ten days and credit was practically denied in many lines of business. The Goodyear firm, however, extended credit where English tire firms were chary of doing so, and trade with us advanced very rapidly. As the situation cleared our British competitors extended credit also, and things boomed for all in the tire business. To-day the Goodyear Tyre & Rubber Co. is ranked among the leaders in output in the British Isles and is officially rated as tied for third place by the British trade authority. We have, in fact, been doing a phenomenal business in the last two seasons, or since the opening of the war."

Rim Sizes are Confusing

When questioned concerning motorcycle tires Mr. Ball stated that sales in these had not progressed in proportion to those of Goodyear automobile tires. "The multiplicity of rim sizes, all with the same markings, has worked against voluminous sales of the motorcycle casings," he said. "By this I mean that there are probably a dozen different 26 x 2¼ inch rims (the recognized size in Britain), all from different motorcycle makers. The war prevented the Cycle Traders' Union from adopting a standard profile of rim, but with the cessation of hostilities this will be used widely, and the chief difficulty in our selling motorcycle tires will be done away with. Obviously, we could not manufacture 26 x 2¼ inch tires in ten or more different dimensions of bead, distances across the clinches and wall thicknesses.

Big Business After the War

"With regard to what will happen after the war, I could not venture to predict," continued Mr. Ball. "There will be a big resumption of trade, of course, and British makers may be a bit hard put to it to supply the demand. I feel confident that Goodyear will keep on growing in both the motor car and motorcycle lines, as it has since the house was first established in England, for I can by no means consider that our remarkable success has been but temporary and due to the demands of war only."

AMERICAN MOTORCYCLES WIN TORONTO FIELD

Last Active Agency for British Machines in Canadian Metropolis Shifts to the Reading Standard—Four Toronto Dealers Handle Ten Makes of Motors from the States

TORONTO, Ont.—A sign of the times is the passing of the last active agency in Toronto for British motorcycles. One by one, each of the six Toronto dealers who had been handling English-made mounts, have either thrown up the sponge or have transferred their energies to the sale of motorcycles made in the United States. The latest to make the change was William Porter who sold the Douglas, Matchless and Brough makes. He has announced that he can get no more single-trackers from across the pond and has taken an agency for the Reading-Standard, a shipment of which he has already received.

Not more than eighteen months ago ten different English makes were being offered for sale in this city by six different dealers, but the American manufacturers have captured the whole Canadian market. The history of the transformation is as follows:

How the Changes Were Made

Porter was selling the Douglas and Matchless when war broke out. Finding it impossible to secure further shipments of either of these makes because of war's demands, he secured an agency for the Brough. Before 1915 was out, however, he could not secure any more of this make so he has taken the Reading-Standard.

Herb Greenwood, one of the first motorcycle dealers in Canada, was selling all the Triumphs he could secure, but with the outbreak of hostilities he practically went out of business.

Walter Andrews was selling the B. S. A., as well as American machines, and he is now selling only Harley-Davidsons.

In 1914 the British-Canadian Import Company were doing a fair business in the sale of Wolf, Chater-Lea and other British makes. This firm has gone out of business entirely.

The Anglo-Canadian Motor Sales Company started to sell Rex and Zenith motorcycles in 1914, but this company has also gone to the wall.

Sam Bulley was handling the Humber before the war started, but he is now doing well in bicycles and accessories.

There are four bona-fide motorcycle dealers in Toronto at the present time and they sell ten different makes of motorcycles, five of which are lightweights or motor attachments for bicycles. The four dealers are: Percy A. McBride (Excelsior, Henderson and Miami Power Bicycle); H. M. Kipp & Co. (Indian, Tiger and Dayton lightweight); Walter Andrews (Harley-Davidson), and William Porter (Reading Standard). The Smith Motor Wheel and the Cyclemotor are also sold by several retailers.

BUFFALO FIRM EXPLAINS COURT ACTION

ASSERTING that an article recently published in these columns concerning its suit against Van Cleef Brothers was misleading, the Buffalo Specialty Co., of Buffalo, has submitted a letter in which it sets forth the basis of the suit and the disposition made of it by the courts.

The Buffalo Specialty Co. states that it had never manufactured Neverleak Tire Fluid under a patent, and that the patent referred to in the printed article covered a tire "treated with a tire fluid," and therefore should not be considered in extenuation of the fact that the Van Cleef company used the name Neverleak following the expiration of said patent. In other words, the Buffalo Specialty Company explains that the patent which expired had nothing to do with Neverleak Tire Fluid.

The Buffalo company further points out that the Circuit Court of Appeals upheld its claims fully and remanded the case to the lower court "for proceedings consentaneous with this opinion." It is stated further that no negotiations for a settlement were opened by Van Cleef Brothers until after the Circuit Court of Appeals had rendered its verdict in support of the Buffalo Specialty claims.

HALEDON M. C. DANCE

PATERSON, N. J., Feb. 29.—The Haledon Motorcycle Club will hold a dance on April 28 at the Masonic Hall. The committe in charge of the affair is headed by William Burgess and "Bunk" Fielding. An invitation is extended to all motorcycle clubs to attend. The proceeds of the dance will be used to furnish the club's new quarters at 147 Elliston street.

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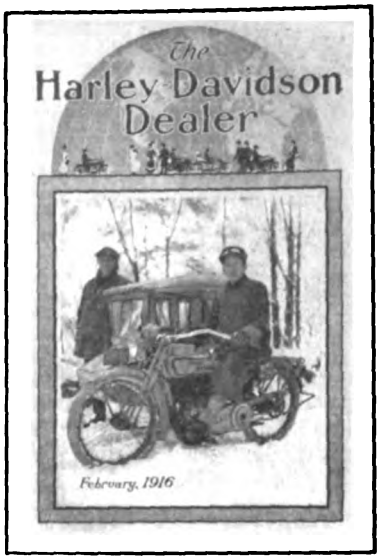
EMPHASIZING THE MOTORCYCLE'S WIDESPREAD POPULARITY

Stanley T. Kellogg, Excelsior Distributor for New York and Connecticut, Out Snow-Plugging with Specially-Built Sidecar Rig. Platform Is Fine for Deep Snow Work and Finds Good Use in Transporting Heavy Loads at Other Times. This Outfit Is One of Kellogg's Many Useful Wrinkles

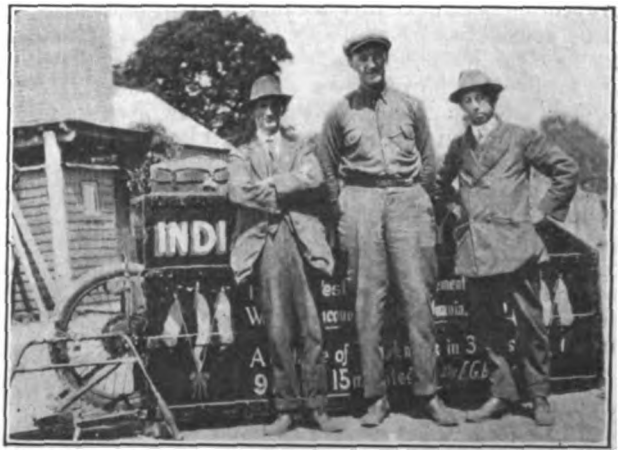


Attractive Cover of February Issue of Harley-Davidson Dealer, the Live Wire House Organ of Makers of Silent Gray Fellow

Thomas O. Acree, Jr., F. A. M. Commissioner for Lynchburg, Va., with Indian Track Mount He will Use at Dixie M. C. Meet

Miss Dorothy Hobbs, of Lawrence, Mass., a Thirteen-Year-Old Devotee of the Miami Power Bicycle. Miss Hobbs Spends All Her Spare Time on Her Pet Mount and Already Has Run Up a Big Mileage on Massachusetts Roads

Erwin G. Baker and Club Officials at Finish of Hobart-Launceston Record of 123 Miles in Two Hours and 37 Minutes. Photo Was Taken at Launceston, Tasmania



Baker Preparing for Homeward Trip After Finishing Australian Campaign. To Right and Left are J. Gullium and Jos. Burn of Victorian M. C. Official Staff

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WHAT IS YOUR DETAILED IDEA OF A SATISFACTORY RIDING COSTUME?

Motor Cycle Illustrated Offers Cash Prizes for the Most Practical and Helpful Letters and Photographs Describing Apparel for Roadwork—Send Your Contribution in Without Delay—The Accompanying Article Tells All About the Contest.

SPECIAL CLOTHING SECTION IN MARCH 30 ISSUE

ASSUMING that you are one of those cyclists—their ranks are rapidly growing, by the way—who wish to present a neat appearance on the road without undue flattening of the wallet, and who feel some uncertainty as to the best method of combining attractiveness, durability and moderate cost, you will be interested in the announcement that **Motor Cycle Illustrated** will devote a special section of the March 30 number to clothing for the rider. After you have read the interesting, practical and instructive material concerning road togs in that number you will be ready to select that riding outfit you have been thinking about—to attire yourself from top to toe with proper regard for both economy and neatness.

A RIDERS' CLOTHING CONTEST

In connection with the special section referred to, **Motor Cycle Illustrated** will award cash prizes of $10, $5 and $3 for the most practical and helpful letter, accompanied by a photograph, showing what the cyclist requires in a costume.

If a contributor has found what he considers a satisfactory riding outfit he will be expected to describe it fully, point out all its advantages and furnish a photograph showing the costume in use. The photograph is essential, as it will prove that the outfit has really seen practical service on the road. The descriptive letter and the photograph must be mailed together, and both must bear the contributor's name.

SYSTEM OF AWARDING PRIZES

The awards in the Riders' Clothing contest will be based on the following percentage system: Appearance, 35 per cent.; adaptability, 20 per cent.; durability, 20 per cent.; comfort, 10 per cent.; inexpensiveness, 10 per cent.; demonstration, 5 per cent.

Appearance—Under this heading the costume suggested will be considered from the viewpoint of its appeal to all who may see it—non-riders as well as other cyclists. It must be kept in mind that a satisfactory riding costume should create an equally favorable impression when the rider is away from his mount and when he is in the saddle.

While the suit proper—that is, the coat and pants—will naturally receive first consideration it must be remembered that no riding outfit is complete without puttees or leggings, gloves, cap and goggles. Some riders may consider a jersey or sweater among the essentials, according to the conditions of weather. In other words, this contest will be based upon the points scored by the complete riding outfit—from cap to leg covering.

READ ALL THE CONDITIONS

Adaptability—Is the costume you are going to describe suited to the special service in which it will be used? Has it been designed so as to meet all the specific requirements of the cyclist? Those are the questions to be considered under the adaptability heading. Oviously, a riding costume may present an excellent appearance without being at all suited to month-in-and-month-out wear in the saddle of a motorcycle.

Durability—This heading explains itself. If the costume will wear well under the varying conditions of road and weather to which it will be subjected—if it is of such weight, texture and pattern as to give the user maximum service it will be entitled to the full count of 20 per cent. for its durability.

Comfort—Admitting that a riding costume is attractive in appearance, well adapted to the special conditions of cycling, and assured of long life, the next question is "Can the rider wear it with comfort?" Under this heading must be considered weight, the proper distribution of pockets, method of lining, style of collar and cuffs, the method of reinforcing the seat of the pants and of fastening them at the knees, etc.

Inexpensiveness—A costume might easily be placed beyond the reach of the average rider through a prohibitive price, although combining most of the other desirable features of a standard riding outfit. Can the average rider who wishes to present a good appearance afford to invest in the suit you suggest? That's the big question under this heading.

Demonstration—The photograph will cover this point. It will show that the suit has been tried out, and that the contributor is basing his suggestions upon actual service obtained.

ASK QUESTIONS, IF NECESSARY

As all cyclists—and those interested in cycling who may not at this time be riders—are fully cognizant of the conditions under which a road costume is used, of the features essential to it and of the impression it is desired to create, it is not considered necessary to dilate further upon the conditions of the contest. If additional information is desired, however, questions may be addressed to the Editor, **Motor Cycle Illustrated**, 13 Park Row, New York, and prompt replies will be given by mail or in these columns.

Aside from the awards that are made in the contest **Motor Cycle Illustrated** will pay one dollar for every riding costume photograph that is reproduced in the columns of this journal.

Should two letters and the accompaning photos be considered of equal merit each of two contributors will receive the full amount of the prize. For example, if two contestants are tied for first place, each will receive an award of $10.

THERE IS NO TIME TO LOSE

Each letter will be limited to 500 words. It must be written one one side of the paper and must carry the full name and address of the contributor. All letters, in order to be considered, must be in the office of **Motor Cycle Illustrated** not later than 5 p. m. on Saturday, March 25.

The editors of this journal will act as judges of the contest.

There is no time to be lost. Hustle out a pen or throw your typewriting machine into "high" and go to it. Tell the story of your ideal riding outfit and cop off one of the cash prizes—$10 for the best letter; $5 for the second best, and $3 for the third, *and don't forget the photo!*

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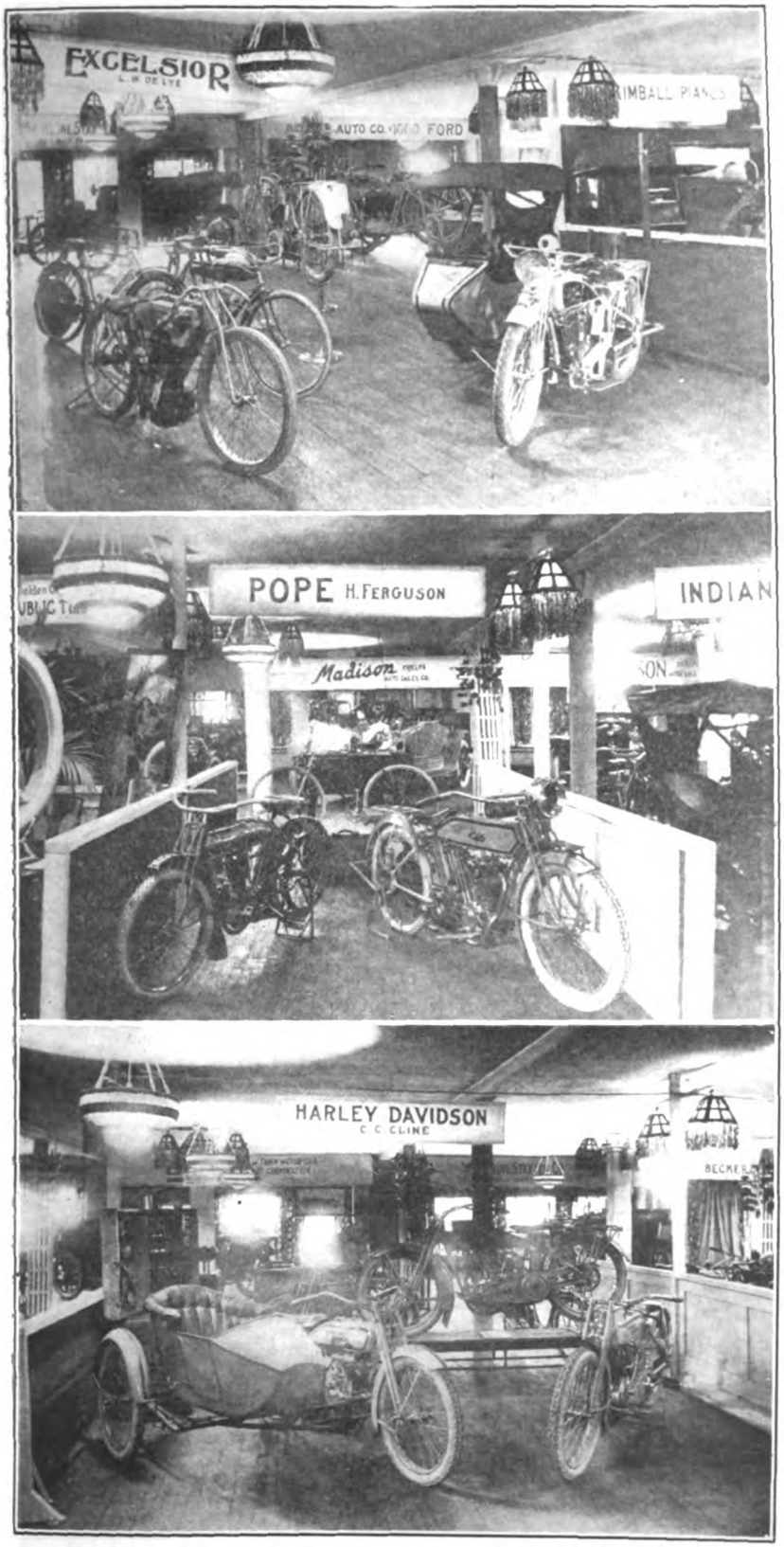
LIGHTWEIGHT MAKES HIT AT GRAND RAPIDS SHOW

Enthusiastic Crowds From All Sections of Michigan Throng the Show—Five Makes of Motorcycles Are Exhibited—Dealers Pleased With Business Results



Top, Excelsior Exhibit of L. W. DeLye, Showing Racing Mount, Combination and Cyclemotor in Foreground; Center, Where H. Ferguson Showed Pope Models; Bottom, Harley-Davidsons Exhibited by C. C. Cline

GRAND RAPIDS, Mich., Feb. 29.—The local automobile and motorcycle show which was held here last week attracted a large crowd of motor enthusiasts from all over the state. The motorcycle section came in for its share of praise and attention. The lightweight roused as much curiosity as the heavyweight motorcycle sidecar combinations. Workingmen were especially impressed by the lightweight, the small initial cost and low running expense making a strong appeal.

The "woodhicks" (lumberjacks) from upstate were there in all their resplendent glory, bedecked in felt socks and rubbers, topped by a mackinaw of a gaudy hue. Their comments were humorous, to say the least. For example, one expressed a desire to know where the other wheel was on the sidecar outfit. The ever-present gay young flappers were there in abundance, and at times it was almost necessary to resort to a block and tackle to remove them.

Honors were about evenly divided between the Harley-Davidson and Excelsior exhibits for the most complete and unique display of machines. L. W. DeLye displayed a big Excelsior electric three-speed and sidecar combination, a regular three-speed twin equipped with a police motor, a baby X lightweight and Carl Goudy's machine. The cyclemotor and the Smith motor wheel also were displayed by DeLye.

The side car and commercial van occupied a prominent place in the Harley-Davidson booth and kept the attendants busy expounding the merits of both. A single three-speed and short coupled model were displayed, while a three-speed twin electric was made a feature of the exhibit. Cline, the local dealer, also displayed the new Dayton motor bicycle. Hap Scherer, of the Milwaukee factory, was on the job the entire week giving practical demonstrations of the running qualities of the Silent Grey combination.

P. R. Eaglesfield, chief of the local wigwam, showed a three-speed electric Powerplus side car combination, a rigid frame three-speed, in addition to a spring frame regular three-speed and the new Featherweight, the latter being the centre of interest. Eaglesfield was well pleased over the results of the show, especially the interest displayed in the Featherweight, as he is convinced there is a good market here for this type of machine. Howard Ferguson displayed a big three-speed Pope, a lightweight and the Pope bicycle line, making a feature of the cutaway motors used at Chicago. W. F. Stadel showed a Reading-Standard twin.

A. R. Ketcham, Ex. Mich. F. A. M. Commissioner, made his official re-entry into motorcycledom in the capacity of road man for the Svensgaard Sales Corp. Detroit and was in attendance all week at the X booth. Tom Martin, of "Tojapines" fame (code word, Tour of the jack-pines), was there exploiting the merits of the good old X in his new capacity as salesman for Bill DeLye.

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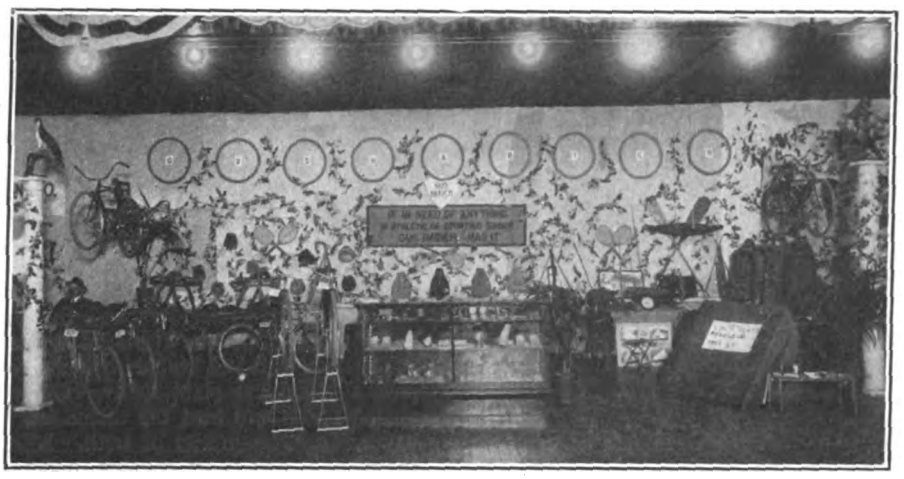
INDIANA CYCLE SHOW DRAWS BIG CROWDS

Thirty Exhibitors Enjoy Brisk Business at the Three-Day Cycle Show in Indianapolis—Large Attendance of State Dealers Makes Things Interesting for Factory Men

Where Merz Motor Co. Displayed Full Line of Excelsiors



Stand of Gus Habich, Featuring Bicycles and Accessories

INDIANAPOLIS, Ind., Feb. 29.—The second annual Indiana Cycle Show opened its doors in this city on the evening of February 24, with thirty exhibitors represented on the floor. The show lasted for three days and from both a business and a social viewpoint it was a decided success. The attendance of the state dealers on the opening day far exceeded the fondest hopes of the jobbers and manufacturers who were exhibiting.

The first night was "Kids' Night," and the host of youngsters who crowded the hall were made happy by the thousands whistles which were distributed by Van Cleef Bros., of Chicago. A negro orchestra and quartette kept the crowd coming in large numbers on the second night, while on the last evening the place was jammed.

Interest in the Cyclemotor

The booth of the Cyclemotor Corporation was one of the chief centers of interest and the throngs that inspected the bicycle motor attachment kept Sales Manager Anderson and his assistants stepping rather lively. Much attention was also attracted to the stand of the Davis Sewing Machine Company, where the Dayton Motor Bicycle was prominently featured. The Cygnet rear car proved to be a strong magnet, the G. H. Westing Company displaying its Cygnet demonstrator.

In the Cleveland booth, which was in charge of C. E. Hauk, two lightweights and a cut-out model were shown, Douglas and Talcott, the local agents, also being in attendance. George Evans, of the Excelsior factory, was also on the job and ably assisted by John Merz, the Indianapolis Excelsior agent; he was certainly kept busy introducing prospects to the new Excelsiors.

Guessing Contest a Hit

One of the big hits was the guessing contest, staged by the W. A. Kelso Company. This concern showed a bicycle covered with varicolored dots, and all of the visitors were allowed to guess the number of dots on the machine. The winner was presented with a high grade bicycle. The exhibit of the H. T. Hearsey Company, under the management of J. H. Kinney, was one of the best in the hall and all of the men reported a brisk business, especially in the Hearsey line of tires.

A very cleverly gotten-up stand was that of Harry Dipple, the Indianapolis Harley-Davidson agent. The big gray fellows came in for a lot of attention and Dipple secured a large list of prospects. The Smith Motor Wheel was displayed in the Em-Ore Sporting Goods Company booth, and, as usual, the bicycle booster roused the interest of the visitors.

The Thompson Supply Co. exhibited the Emblem line of motorcycles and bicycles, Mr. Thompson himself taking charge of the booth. The little twin was easily the prominent feature of the Emblem line. The Indianapolis Plating Company greatly pleased the spectators by offering to plate, free of charge, in gold any pin which a visitor happened to be wearing.

Rambler bicycles are featured at the stand of Charles Koehring.

Interesting Accessory Exhibits

The H. & T. Electric Company, of Indianapolis, displayed repair parts for magnetos, coils and other electrical appliances. The Van Camp Hardware Co. had on exhibit a complete line of bicycles and sundries, Tom Thomas being in charge. The Consolidated Motorcycle Club and the F. A. M. shared the same booth, while the members of the Excelsior Club made their headquarters at the stand of the Merz Motor Co. **Motor Cycle Illustrated** made an effective showing, several live wires being in attendance. Copies of the paper were passed out to visitors, and the riders gathered at the stand to read the latest news of cycledom.

The most elaborate and largest booth in the hall was that of the G. H. Westing Co., which displayed a complete line of Indian motorcycles and bicycles. The Cygnet rear car, Atherton coaster brake and Great Western bicycles were also shown here. The complete list of out-of-town exhibitors was as follows:

Van Cleef Bros.—Rubber Cement, Dutch Brand, Polishes, tape and a thousand accesories.

The Davis Sewing Machine Company—Dayton motorcycle, Dayton motor bicycle.

The Cycle Motor Corporation—Motors to be attached to any bicycle.

Cygnet Rear Car Company—Rear car for motorcycles, for both commercial and passenger use.

Fentress-Newton Company—Tandem attachments and other accessories.

Stoll Manufacturing Company—Tandem attachments, accessories.

New Departure Manufacturing Company—Coaster brakes, etc.

Buffalo Metal Goods Company—Atherton coaster brakes, etc.

Wald Manufacturing Company—Carriers, tandems, etc.

Eclipse Coaster Brake Company—Coaster brakes.

OBERWEGNER HOLDS SHOW

TOLEDO, O.—A. R. Oberwegner, the pioneer motorcycle dealer and proprietor of the Oberwegner Motor Co., has been holding a motorcycle and bicycle show at his Jefferson avenue headquarters. Like all past shows held by Oberwegner, the present exhibition attracts large crowds.

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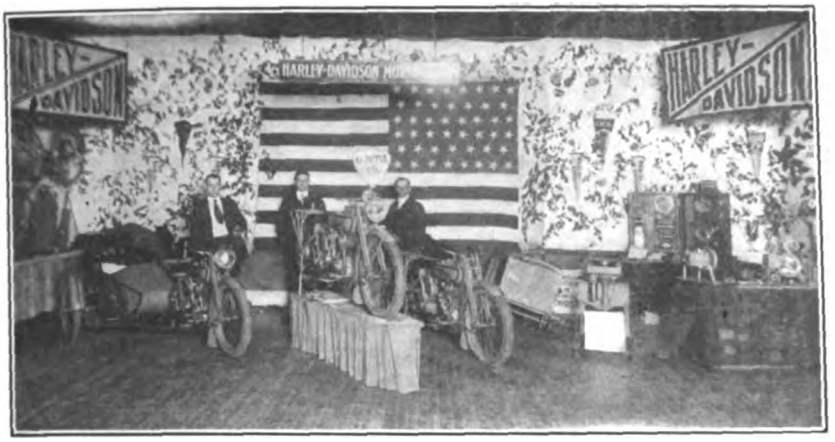

Exhibit of H. L. Dipple, Harley-Davidson Representative, at Indianapolis Show

Neat Stand of Davis Sewing Machine Co., Featuring Dayton Line at Indianapolis

SURPLUS OF $10,305,679 FOR GOODRICH CO.

That Was the Record for 1915 as Compared With a Surplus of $3,371,927 in 1914—Net Sales for Year Aggregate $55,416,866

THE B. F. Goodrich Co. in 1915 showed a surplus of $10,305,679, equal to 17.17 per cent. on the $60,000,000 common stock, as against $3,371,927 in 1914, or equal to 5.62 per cent.

Net sales for the year ended December 31, 1915, aggregated $55,416,866.55, as compared with $41,764,008.66 for 1914, representing a gain of 32½ per cent. Net profits amounted to $12,265,679, compared with $5,440,427 in 1914.

The directors of the company voted, subject to the approval of the shareholders, to retire 7,000 shares of the preferred stock. This is in accordance with the provision of the company's charter, which provides for the retirement of a minimum of 9,000 shares of the preferred stock each year, beginning with July, 1914. As last year the company retired 2,000 shares in excess of the charter requirements, it was necessary to retire only 7,000 shares additional prior to July, 1916.

The company has added to its plant account during the year 1915 extensions and equipment costing $1,332,146.70, and still further additions are under way.

From the surplus at December 31, 1915, the directors voted to set aside $1,700,000 to increase the reserve for contingencies from $300,000 to $2,000,000, together with a sum of $1,200,000, as an initial amount, for a pension fund. The directors were led to appropriate this amount for contingencies on account of the general unsettled conditions existing throughout the world and the consequent desire to reinforce the fund available to meet unfavorable conditions should they arise.

ROGERS ISSUING BOOKLETS ON COMMERCIAL VANS

CHICAGO, Ill., Feb. 28.—In order to promote commercial sales, the Rogers Manufacturing Company, of 328 West Madison street, is getting out a series of booklets describing the different lines to which the Rogers sidecar models are adapted and showing a van suited to each type of service. The booklets also contain valuable information on selling the Rogers products.

This is the first step taken by a sidecar manufacturer in going after the commercial sales. The campaign to this end will be conducted with the thoroughness which has characterized similar procedures on the part of the big automobile manufacturers. Eastern dealers who desire copies of these booklets can obtain them from Irving Beck, Eastern Rogers representative, at 1493 Fifth avenue, New York, by mail or personal application.

GOOD FELLOWSHIP BANQUET IS WELL ATTENDED

DENVER, Colo.—The Western M. C. of this city held a good fellowship banquet at the Kaiserhof on the evening of February 22, at which 102 members and guests were present. The feature of the affair was a series of addresses on club matters and motorcycles in general, by President Wolff and Messrs. Haste and Coe, of the local branches of the United States and Goodyear tire companies. The trade was represented by the Hayutin Brothers and W. W. Whiting.

The results of the banquet were very gratifying to the club officials, and it is safe to say that the next banquet will be attended by double the number of enthusiasts. The club is planning a number of sociability runs for the season, as well as two endurance affairs. Road races between Denver and neighboring towns are also contemplated.

DEALERS ARE PLEASED BY MIDDLETOWN SHOW

MIDDLETOWN, N. Y.—The first annual automobile and motorcycle show here was held February 16-19, under the auspices of the Chamber of Commerce. The exhibits occupied two floors of the Armory Building. The motorcycle exhibits drew their full share of attention and the dealers report a fair list of prospects. Several sales were made.

EMPFIELD BACK IN INDIAN RANKS AGAIN

PHILADELPHIA, Pa.—John Empfield has signed up with George S. Maslen, local Indian distributor, to cover west Philadelphia in the Quaker City Indian interests. This is Empfield's second connection with Maslen, his first being in 1912 and lasting until 1914. His return to the local wigwam has been received with great satisfaction by all who know him, and big things are looked for from him this reason.

Empfield left Maslen's employ in 1914 to go with the Haverford Cycle Co., in this city. He was with this firm until recently, and as has been the case in all of his

John Empfield

business connection, made good with the big Excelsior representatives. He is well known on both board and dirt tracks around this city.

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MILWAUKEE SHOW RINGS THE SUCCESS BELL

List of Exhibitors Was Representative and Business Returns Satisfactory—Annual Show Is Now Assured—The Strong Lineup of Displays and Those in Cha

MILWAUKEE, Wis., Feb. 29.—With an attendance that far exceeded the expectations of the Milwaukee Motorcycle Club, which promoted the Motor Cycle Accessory Show held at 175 Third street, Saturday and Sunday, Milwaukee's second annual exposition of motorcycles, bicycles and alllied products passed into history and netted the club's treasury a handsome sum.

Much of the credit for the success of the show must be given to George Melcher, a director of the club, who worked indefatigably in securing exhibitors, laying out space and arranging the decorations. Manager Melcher had the assistance of a show committee comprising Arthur Davidson, Arthur Eckes, Emil Harrisburger, Paul Bruess and Alex Landry, as well as the club's officers, Charles Grier, president; Hugh Sharp, secretary, and C. T. Martin, treasurer.

Exhibitors and Their Products

A brief summary of the exhibitors and their products on display follows:

Excelsior General Supplies Company, of Chicago—accessories, with General Manager Harry C. Curtis and salesmen George M. Roosevelt and Carl Ziegler in attendance.

Milwaukee Cycle Supply and Sales Company—giant twin and light twin Thors, Thor sidecar, Dayton Motor Bicycle, and the "Misco" line of bicycles and tires; J. J. Koehler, H. C. Liesman, W. E. Barnhart, Bernard McGinnis and William "Rosie" Jessrang in attendance.

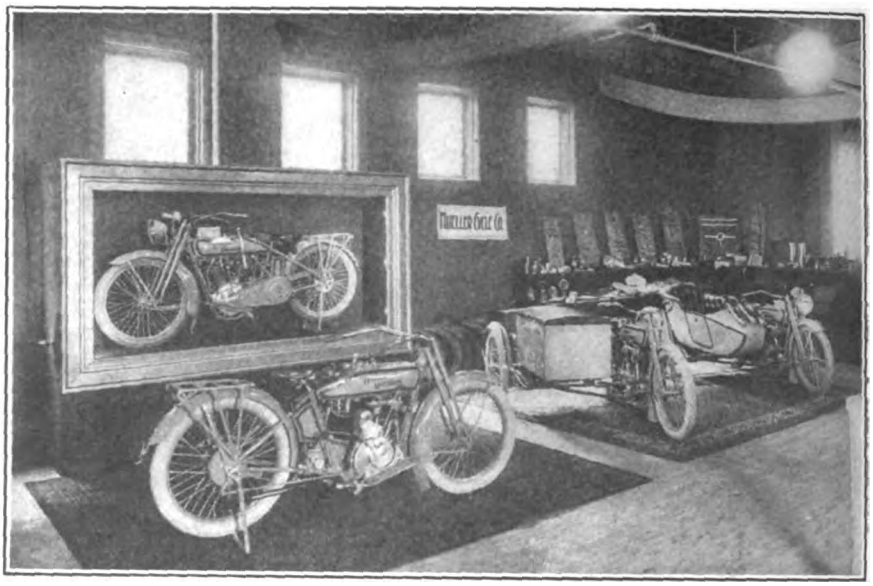
Cygnet Rear Car Company, of Buffalo—Cygnet Rear Car attached to a Harley-Davidson three-speed twin; H. L. Schwind in charge.

Simon Goerke—Pierce bicycles, sporting goods, Smith Motor Wheel, small show model of Pierce bicycle; Mr. Goerke in charge.

J. R. Lamberty—the Auxiliary Spark Gap; Mr. Lamberty in charge.

Cream City Trimming Company—sidecar top; Oscar Becker in charge.

Lippow Cycle Company—Merkel two-speed; electric two-speed Henderson, and Henderson sidecar; Miami Power Bicycle, enameling display and accessories; Leo Lippow and W. Henwood in attendance.



Harley-Davidson Exhibit of Mueller Cycle & Supply Co., with Framed Three-Speed

Badger State Motorcycle Company—Indian three-speed electric model with cradle-spring frame, three-speed rigid frame, Indian Maid sidecar, Indian lightweight, Cygnet Rear Car, eight-valve racing model, Indian bicycles; R. L. Clarke, Adolph Waech and William Jensen in attendance.

Emil Kasten—Excelsior three-speed electric, a short-coupled model, an Excelsior lightweight, an Excelsior sidecar; Emil Kasten, Charles Grier, Lewis Hadfield, Arthur Eckes, F. Wagner and Leslie Garrow in attendance.

At Smith Motor Wheel Booth

A. O. Smith Company—Smith Motor Wheel, featuring also front van and Jones & Noyes basket carrier, with Smith Motor Wheel attached; W. V. C. Jackson, general manager of Motor Wheel division; Frank Effinger, publicity manager; James Van Toor, assistant sales manager, and Otto Pupikofer in charge.

E. Miller—Cleveland lightweight, bicycles and accessories; E. Miller and Mrs. E. Miller in charge. Mr. Miller donated a Defiance casing, to be given away to the person guessing the nearest number to the correct attendance.

J. J. Dougherty Company—Ten Eyck portable air pumps; J. J. Dougherty and Abner Sylvester, sales manager, in attendance.

Cleveland Motorcycle Sales Company—Cleveland lightweight; C. E. Hauk, sales manager, and L. H. MacDonald, Wisconsin and Illinois representative, in attendance.

Julius Andrae & Sons Company—electrical supplies.

Pioneer Manufacturing Company—Ideal automatic stand, Pioneer two-seater and Pioneer starter; J. B. Christiansen in charge.

Gas Tank Recharging Company—lighting and welding; Fred Pagels in charge.

Bartles-Maguire Oil Company—oils; Henry Stoltz, manager and M. McGarry in attendance.

Big Harley-Davidson Stand

Mueller Cycle & Supply Company—Harley-Davidson three-speed electric model, three-speed regular Harley-Davidson side-van, Harley-Davidson sidecar, sidecar equipped with top, fire department sidecar outfit equipped with axes, pike pole and Pyrene extinguishers, an electric model framed in electric lights, a service and accessory display; Louis Peterik, manager of the Mueller Company; Wallace Wrede, Emil Hinz, William House, Bert Talbert, E. J. Mueller, assistant sales manager of the Harley-Davidson factory; Hiram Hascall, manager of accessory department; T. A. Miller, Eastern correspondent; Arthur Harrington, Wisconsin traveling representative, and Hugh Sharp, manager of the research department, in attendance.

Andrae & Sons—attendants, F. H.

(Continued on page 31)

COURSE OVER WHICH DIXIE RIDERS WILL STRIVE

Although Nice on the Map, This Route Will Be a Slaughterer, According to Hendee Traveler E. A. Robertson, Who Has Covered it a Few Times

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THE MANAGER OF SPLITDORF PUBLICITY

NUMBER SEVEN IN A SERIES OF BIOGRAPHICAL SKETCHES ON TRADE LEADERS

It Was by a Somewhat Circuitous Route that D. R. Walls Arrived in the Motor Ignition Field, but Since Joining the Splitdorf Organization He Has Set a Humming Pace as a Business-Builder, Trade Analyst and Maker of Friends

TO those "in the know" in the cycle trades, he is now referred to as "Dixie Dan," is Dan R. Walls, advertising manager of the Splitdorf Electrical Company, manufacturers of the Dixie Twentieth Century magneto and Splitdorf spark plugs. "Dixie Dan" came by his new title during the Chicago Motorcycle Show, and there is no gainsaying the fact that it is as appropriate as it is euphonious. As the efficient manager of Splitdorf publicity, Walls, has earned a national popularity among thousands of folks identified with the motorcycle, automobile and other trades supplied by the big firm with which he is connected.

Started as Office Boy

"Dixie Dan" started in business as an office boy for a wholesale commission house. His duties were the usual ones, although he clearly remembers that his employers had a penchant for keeping him almost constantly occupied dusting office furniture. Dan became an expert at the task by the time he discovered that although good dusting is quite an art, it did not very well fit into his plans for making real progress in the world.

So he changed employers, and for two years served with another commission house on the Produce Exchange. His next employment, this time for five years, was in the Freight Department of the Pennsylvania Railroad, and then for nine years in the Audit Department of the American Express Company. Having in these years acquired a thorough-going knowledge of shipping, Walls accepted an offer from the Lehigh Valley Coal Company, assuming charge of its tonnage department. Not long afterwards he became cashier of Berry Bros., a large varnish house.

Became an Editor

At this stage Walls was still far removed from magnetos, spark plugs and advertising. Nothing in his previous experience would indicate that he was destined to head the Advertising Department of the Splitdorf company. But at this point he switched to a field of endeavor of an entirely different character than his previous occupations. He became assistant managing editor of *Outdoor News* and, upon the merger of that journal with *Recreation* and *Burr McIntosh's Monthly*, he began to handle the circulation of the combined publications. Then he became identified in a similar capacity, and also as purchasing agent, with *Hamptons' Magazine*.

Walls was first identified with C. F. Splitdorf Company, Inc., as assistant order clerk, later succeeding Mr. Hovey in the Advertising Department. When the new corporation, The Splitdorf Electrical Co., was organized, Walls was installed as advertising manager, which position he has held ever since. Not only does he manage the advertising of his company, but he is also constantly engaged in active co-operation with the Sales Department. Walls is a familiar figure at the shows and conventions, and "there is always something doing" when the Splitdorf advertising manager is in the neighborhood. He likes to supply good times for his fellow-trademen,

DAN R. WALLS

Friends Call Him "Dixie Dan," Because He Radiates Fat Sparks of Optimism

and he goes about the pleasant task like a veteran. The Splitdorf parties, at shows and conventions, personally conducted by Dan R. Walls, are always big parties, with plenty of fun for every participant.

Walls is married and has two daughters. Among his favorite hobbies are tennis, and in fact all outdoor sports. When at school, Dan distinguished himself as a sprinter, doing 100 yards in 10¾ seconds.

Every Inch an Optimist

There is no room for pessimism in the Walls' make-up. He is particularly optimistic in regard to the business possibilities of the motorcycle industry. Prospects for 1916 are unusually fine, he says, and he believes that the highly-developed motorcycle of today, with its passenger-carrying attachments, is certain to earn the popular approval which the industry so well deserves.

When recently interviewed by a member of the staff of **Motor Cycle Illustrated,** Walls called attention to the fact that the motor-driven two-wheeler was being used by all types of young men, to whom the motorcycle appeals as a sport even as attractive as automobiling. It is also to be noted that the Splitdorf Company is lined up with the most active accessory manufacturers in the efforts which the leading parts makers are putting forth to properly co-operate with the motorcycle manufacturers. Walls is in hearty sympathy with this movement and is in every way demonstrating his confidence in the industry's future.

Member of Fraternal Orders

Walls is a Mason, also a member of the Elks and the Royal Arcanum. He is a good fellow in every sense of the word, and the industry with which he is so actively identified can well be congratulated upon having men of his calibre of enthusiasm and energy working hard every day to help bring about the millenium for which the trade is aiming.

BOSTON DEALERS FORM ASSOCIATION

BOSTON, Mass., Feb. 29.—The Bay State Motorcycle Dealers' Association was organized at the Hotel Oxford on Monday, February 28. The following officers were elected: President, Ben Straube; secretary, W. F. Mann; treasurer, W. J. Walker. As the name indicates, the association will not be confined in its activities to Boston, but will include the entire eastern section of the State.

The formation of this organization is largely the result of the untiring efforts of the New England F. A. M. director, Jesse Campbell. It will not be entirely a trade proposition, for the dealers have already decided to lend their support to furthering the interests of the Bay State Motorcycle Club.

LIKES OUR DEALERS' SECTION

Editor: Please extend my subscription for another year. I don't believe I could get along without Motor Cycle Illustrated. The Dealers' section alone is worth the price you ask for Motor Cycle Illustrated.

Ben La Combe,
Indian Dealer
Big Stone City, So. Dak.

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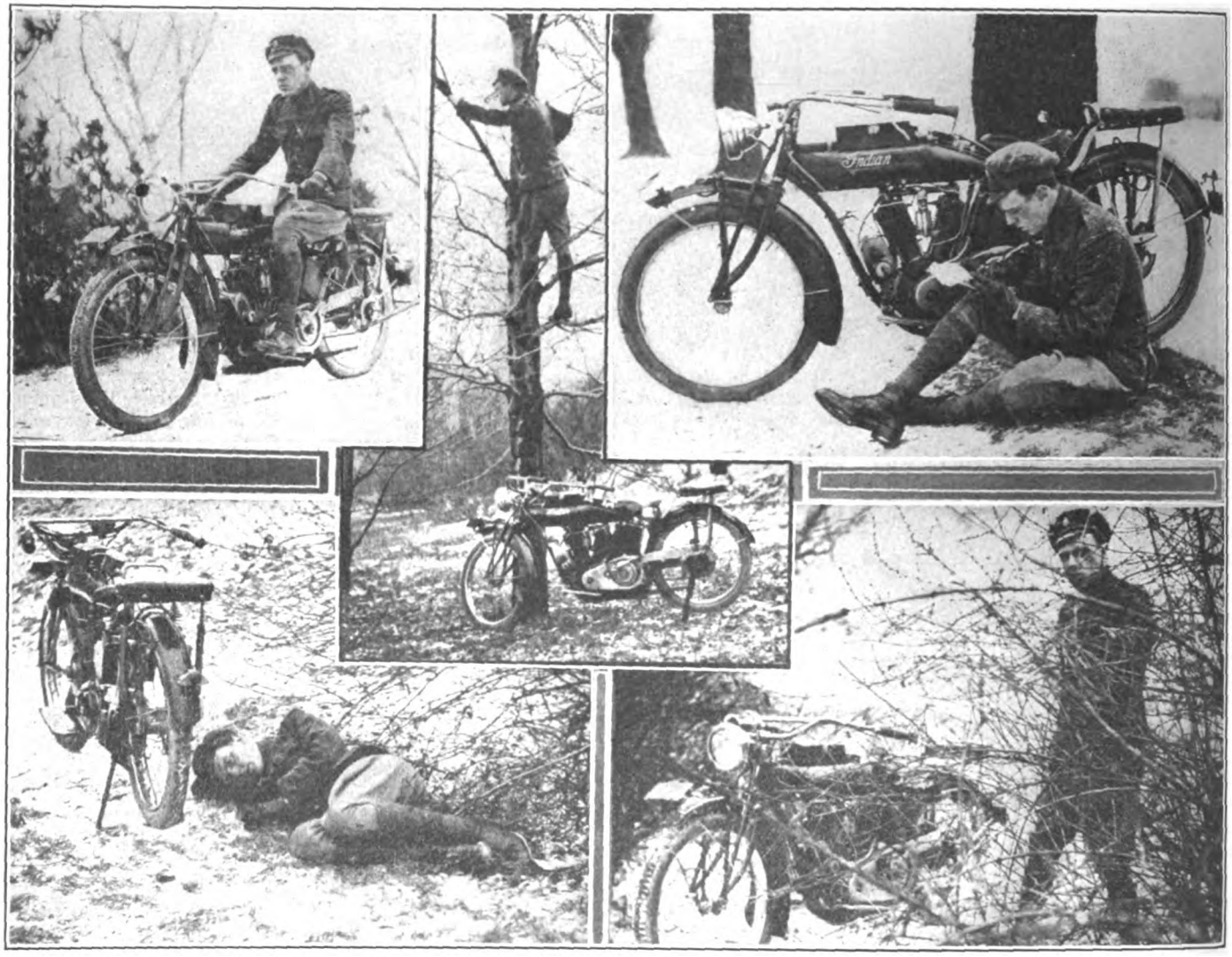
DISPATCH RIDER TELLS OF THE WAR STRAIN

Billy Robinson, of Boston, Who Was with Entente Allies on Western Battlefront Says Dropping Into Great Shell Holes Is a Regular Feature of Motorcycle Service



Some Views of Robinson Snapped in Various Locations on Western Battle Front, Near Ypres

BOSTON, Mass.—The terrific strain under which the motorcycle dispatch riders do their work in the war is pictured in the story of Billy Robinson, a Boston boy, who recently returned from service on the Western Front with the Entente Allies.

Robinson was on the firing line in the battle of Ypres, where he could watch an attack launched against the French and English lines fall back, leaving the ground between covered with dead and wounded. Part of Robinson's duties was to stand by and wait for dispatches on the progress of the fighting and then mount his machine and ride with them to headquarters at the rear.

The motorcycle riders were exposed to a constant shell fire and had to hurl themselves through the danger zone and trust to luck to come through with a whole neck. Great holes were torn in the surface of the roads by shells, of which the first notice to the rider was the sudden dropping of his machine into the depression and his being hoisted aloft for a brief space. Robinson was thrown off his machine in this manner so many times in one night that he confesses he wandered up and down the roads, blubbering like a child from pure fatigue and nervousness.

To show how much on edge they were from constant perils, Robinson relates the case of a rider named Lewis, who happened to be waiting at the motorcycle squad's headquarters when another man came up behind him and dropped a couple of empty gas tanks on the floor. They made such a clatter that Lewis jumped clear over a table and fainted dead away. At another time, a rider who tossed a couple of wounded soldiers his water bottle and rode away, was fired upon in return for his kindness.

Out of the corps of 31 riders with whom Robinson started on duty at Ypres only four were alive when he left.

ONE CLASS ONLY IN MICHIGAN STATE RUN

Committee in Charge Decides That All Entrants Must Ride Under Same Schedule in Big Three-Day Event

GRAND RAPIDS, Mich., Feb. 26.—As a result of the meeting of the committee in charge of the Michigan State F. A. M. Run last night, there will be no classes such as sidecars, lightweights, etc., in the big event. This decision was arrived at after much deliberation and after a careful consideration of the matter from every angle.

The committee states that the magnitude and original plans of the contest prohibit the inclusion of more than one class in it. This run, they state, is not to be confused with the conventional endurance contest and the amount of work necessary in staging it is enormous. More than one class of contestants would involve a considerable distraction from the main object of the affair, in addition to hampering present plans for furnishing complete results within several hours of the finish.

There is still another thing to be considered. The great pine barrens of Northern

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Michigan are so utterly devoid of habitation that it is practically an impossibility to arrange controls and checks for more than one class of rider and one riding schedule.

Negotiations are under way with the United States War Department, in order to have military representatives observe the practicability of the modern motorcycle under abnormal conditions of service. The matter of granting the motion picture rights of the big contest to some film firm has not yet been decided upon, but several companies have been heard from so far. A flood of inquiries has been received concerning entries, conditions and the like and there is every evidence that the run will be a pronounced success.

FUNKE VICTOR AT MANHASSET BAY TRAPS

NEW YORK, Feb. 28.—Herbert F. L. Funke, president of the H. F. L. Funke Company, the Coventry chain, and Brown & Barlow carbureter representative, is as noted for his work at the traps as in the field of commercial endeavor, and yesterday saw him chalk up several more victories to his list with the shotgun. He was one of eight crack contestants at the Manhasset Bay Yacht Club shoot, and made a straight score of 25 clay birds, in spite of a gale blowing toward the gunners.

This score put him down as winner of the leg for the yearly cup. He also won the 100-bird handicap, making him high gun for the day. The oncoming wind made the targets "come back" at various angles, which made Mr. Funke's performance all the more commendable.

MOTOR IGNITION DEVICES FACTORY GROWING

DETROIT, Mich.—The Motor Ignition Devices Company, manufacturer of the "Midco" generator, which is used on Excelsior motorcycles, has completed the installation of considerable new machinery incidental to the recent expansion of the factory, and as a result the concern is in a position to increase its output.

The scope of the company's operations has been greatly broadened by the improvements and additions referred to, and the organization is on tip-toe in preparation for what promises to be a year of remarkable activity in the "Midco" plant.

KIMBALL-UPSON CO. SELLS HARLEY-DAVIDSONS

Well-Known Sacramento Firm Signs Up to Handle the Gray Fellows and Disposes of One a Day for the First Week

Attractive Show Window of Kimball-Upson Co., Featuring Harley-Davidson and Parts

SACRAMENTO, Cal., Feb. 25.—These are days of rapid developments in Pacific Coast trade circles, and one of the most interesting announcements to come through is that concerning the selection of the Kimball-Upson Co. to represent the Harley-Davidson in Sacramento. Notice to that effect has just been given by J. D. Fraser, manager of the San Francisco branch of the Appeal Manufacturing & Jobbing Co.

From the moment that the new models were introduced, the Pacific Coast trade has been making heavy demands upon the Harley-Davidson factory, and with the Kimball-Upson Co. added to the list of Harley-Davidson boosters in California there are indications that the shipping pace will have to be still further accelerated.

The main store of the Kimball-Upson Co. is at 609-611 K street and occupies four floors. The company operates a separate repair shop at 613-615 Oak avenue. Up-to-the-minute business methods prevail throughout both establishments, and the ability of the company to keep abreast of the rapidly-moving California field is indicated by the fact that seven new motorcycles and two sidecars were sold in the first week after the Kimball-Upson started its Harley-Davidson selling campaign.

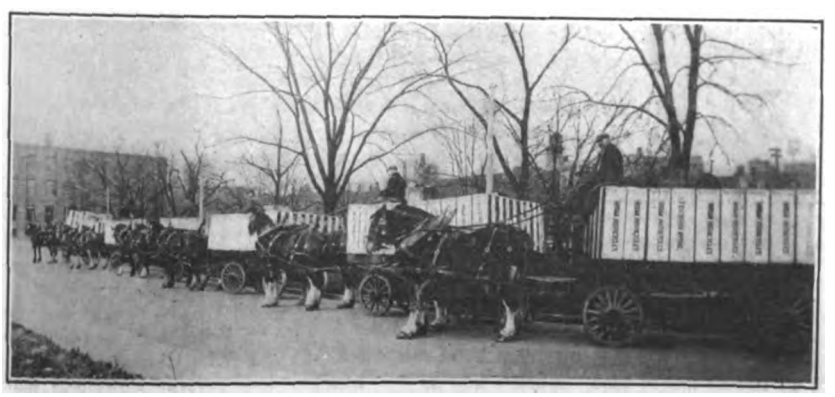
It should be noted that the price of $310 marked on the card above the saddle in the accompanying photograph is the Pacific Coast rate for the machine—$295 plus $15 freight to the Coast.

GOODYEAR DISTRIBUTES INSURANCE POLICIES

AKRON, O.—In accordance with the Goodyear Tire & Rubber Company's recent statement to employees, announcing the establishment of a group insurance plant, the firm has just made the first distribution of life insurance policies to the value of more than $2,000,000.

The plan provides for all employees in the factory, offices and in the company's numerous branches. Policies for $1,000 have just been issued to all male employees who are members of the Goodyear Relief Association in good standing, while to the female employees have been issued $500 policies. All women on the payroll are insured without membership in the relief association.

FOR USE OF CANADIAN GOVERNMENT AT HOME AND OVER-SEAS



Carload of Indian Twins Shipped from Toronto Branch of Hendee Mfg. Co.

WARNER IS PRESIDENT OF TIRE SOCIETY BODY

LOUISVILLE, Ky.—Roy E. Warner, Louisville representative for the Firestone Tire & Rubber Company, of Akron, O., has just returned from Indianapolis, Ind., where he was elected president of a new organization of tire men, the National Tire Service Association. Other officers are F. C. Dobson and B. O. Leftwich, both of St. Louis. The association is for the exchange of ideas along credit and service lines and for the co-operation of members in extending service, and its good effects are already visible.

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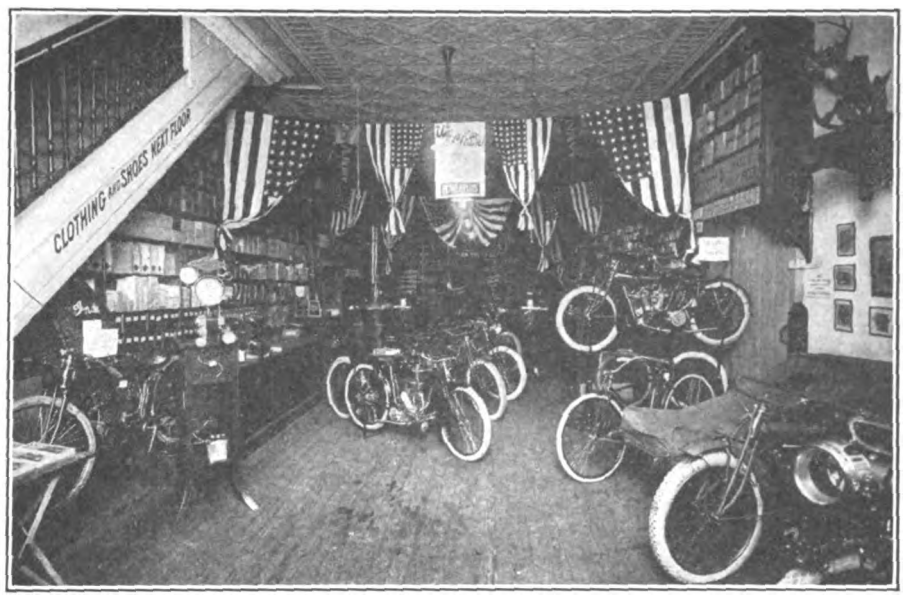
CROWDS PACK TEPEES ON INDIAN DAY

Chieftains from Far and Near Feast and Entertain Braves and Squaws on Date Set to Formally Present 1916 Hendee Models to Public—Many Sales Are Closed



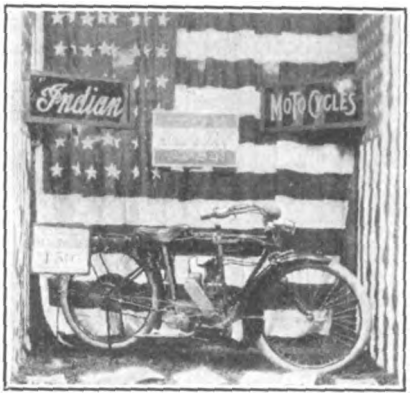
Interior of New York Sporting Goods Company's Motorcycle Department at 15 Warren Street, Decorated for Indian Day. Note Splitdorf Display at Left

NEW YORK, Feb. 29.—With special exhibits of Indian motorcycles and bicycles in the full line of both, and with the show-room decorated to suit the occasion, the New York Sporting Goods Co., metropolitan distributors, opened on February 22 to greet the large crowd of motorcycle enthusiasts which taxed the capacity of the store throughout the entire day. Souvenirs in the form of neat match boxes and handsomely bound route books were given to each caller, and all were pleased with the attention they received by the picked staff of the company.

The Featherweight attracted its full meed of notice, while there was a jam around the Indian-Colt machine gun outfit and the Indian Red Cross combination, two added attractions.

Another feature of the display was one of the Splitdorf Electrical Company's exhibition outfits, consisting of the magnetos used on the Indian Featherweight and on the Powerplus models, the Splitdorf sparkplug and the Mag-Dynamo. Michael Toepel, the veteran Splitdorf ignition expert, spent part of the day explaining the different apparatus and citing his experiences with each.

During the day, orders were taken for practically every Indian model, as well as



How Featherweight Was Shown

for Indian Maid sidecars, Rogers sidecars and Cygnet Rear Cars. The Indian Day spirit is being continued through this week by the company, and a great increase in business from this celebration is expected.

MASLEN HAS MOVIES FOR RECORD CROWD

PHILADELPHIA, Pa.—Indian Day at George S. Maslen's agency was a greater success than in 1915. Preparations were made for 2,500 visitors, but more than double that number attended the celebration. In the middle of the afternoon a hurry-call had to be sent for more refreshments to the caterer.

The first floor was decorated with palms and boxwood and there were baskets of flowers on the showcases. Cutaway parts of the Powerplus motor were arranged on the counter, while the Featherweight two-stroke occupied a prominent position on the floor. The second floor had a model of each machine on view, each having a different equipment. Along one wall was a carload of new Indians, the last carload in from the factory. The "eats" were arranged at the rear. A moving picture theatre was arranged at the front of the room and pictures of the Indian factory, Baker's transcontinental run and a number of comic reels were shown. On the third floor were used machines.

In Maslen's office the ladies assembled in the evening and talked over sidecars and other things. Each lady received a silver Indian head and a bouquet of jonquils as a souvenir, while the men visitors got an Indian match case. Maslen was assisted by Bob Robertson, Hendee traveller, and John Empfield, the new West Philadelphia agent. The entire office and sales force were on hand and all were tired at midnight, when the day was officially over. Maslen netted 12 motorcycle sales, as well as an order for immediate delivery of one sidecar as the result of the celebration.

SWENSON GETS 30 SALES AS DAY'S RETURNS

PROVIDENCE, R. I.—"Indian Day" was the greatest success that B. A. Swenson, the Indian man, had ever had, according to the chieftain's own statement. Between 500 and 600 visitors congregated in his place on Broad street during the day and the last man did not leave till nearly midnight. Swenson and his aides were dog-tired when the day was over, but decidedly jubilant.

"Never have I been so satisfied with the outcome of Indian Day as this year," said B. A. "It went way beyond expectations. I sold six machines on that day and six more went a few days afterward. The great venture will net me about 30 sales—sales which I can truthfully say followed as a result of the day."

Swenson had a caterer on hand on Indian Day and served refreshments from 9:30 a. m. until 11:30 p. m. He gave away souvenirs, and so large was the crowd that he ran short and dispatched special messengers for more. It was an enthusiastic gathering and many of the fair sex who were present said that it was successful from their viewpoint.

2,000 VISIT HANSON'S DECORATED TEPEE

KANSAS CITY, Mo.—More than 2,000 visitors crowded the tepee of Charles Hanson on February 22, Indian Day. The store was beautifully decorated with American flags and well-worded advertisements on the Indian. The entire force of the establishment took part in the exhibit and were kept busy explaining things to the numerous visitors. The machines were arranged in the front of the store to get as much space as possible for the guests.

Souvenirs in the form of match boxes were presented, and late in the afternoon refreshments were served. A feature of the day was the visit of the entire police force on their machines.

NEW HAVEN RIDERS CROWD STURGES' STORE

NEW HAVEN, Conn.—Shelton Sturges, tepee proprietor in this city, welcomed nearly 200 motorcyclists on Indian Day. The streets of New Haven were masses of ice and snow, so few came on their machines. The exceptions were eleven who rode in at various times, only three of these using sidecar outfits.

Sturges had several Powerplus models on display, one having full electric equipment. The new Powerplus motor was the

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MOTOR CYCLE ILLUSTRATED
With Which Is Now Incorporated
The Bicycling World

Subscriptions—Domestic, $2.00 a year; Canadian and Foreign, $3.00 a year. Ten cents a copy.

Published Weekly on Thursday
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A. E. BOTT, Assistant Editor
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1535 First National Bank Building, Chicago
D. R. HOBART, Technical Editor

centre of interest to all visitors, and Sturges has lined up a number of prospects as soon as the weather clears up.

DEMONSTRATIONS ARE PART OF GOERKE'S DISPLAY

NEWARK, N. J.—Walter Goerke, veteran rider and dealer, had his third annual Indian Day celebration, and is glad that it is over. From morning till night his place on Washington street was crowded with Newark and out-of-town riders and prospects, and Goerke and his staff were pretty tired when the last visitor left the place, late at night. Souvenirs in the form of Indian match boxes were presented to all comers.

Goerke had the Featherweight and a Powerplus sidecar combination outside, and demonstrations were given by both at regular intervals. Although the streets were a mass of ice and snow, the little two-stoker never threw a rider, which caused the crowd to look with respect at the newcomer. Goerke's books showed the effects of the day in a long list of prospects and orders.

BECKWITH USES MODEL AT SMOKER LECTURE

HARTFORD, Conn.—R. A. Beckwith, proprietor of the Beckwith Motor Sales Co., had an original scheme for his smoker for the night of Indian Day. He arranged his store with a Powerplus Indian, in front of which was a mechanically-operated model, showing the workings of eight different types of gas and gasoline engines. Beckwith used this to lecture on the internal combustion engine in general and the Indian in particular when he got his visitors seated and provided with cob-pipes, cigarettes and souvenirs.

Beckwith issued 500 invitations, each bearing a Washington's Birthday and Indian Day decoration, with return postcards attached. The invitations were attractively written. Music was furnished during the evening, both before and after the lecture.

EVERYONE VISITED RAY DAY ON FEBRUARY 22

TACOMA, Wash.—Ray Day, Indian agent in this city, had it all his own way on February 22, otherwise Indian Day, his quarters being the center of attraction for riders of all makes of machine. The setting aside of this day for the Indian reception proved all that he had anticipated, for not only were numerous prospects secured, but several deposits were had for early delivery.

STEELE ENTERTAINS 150 AT LUNCHEON

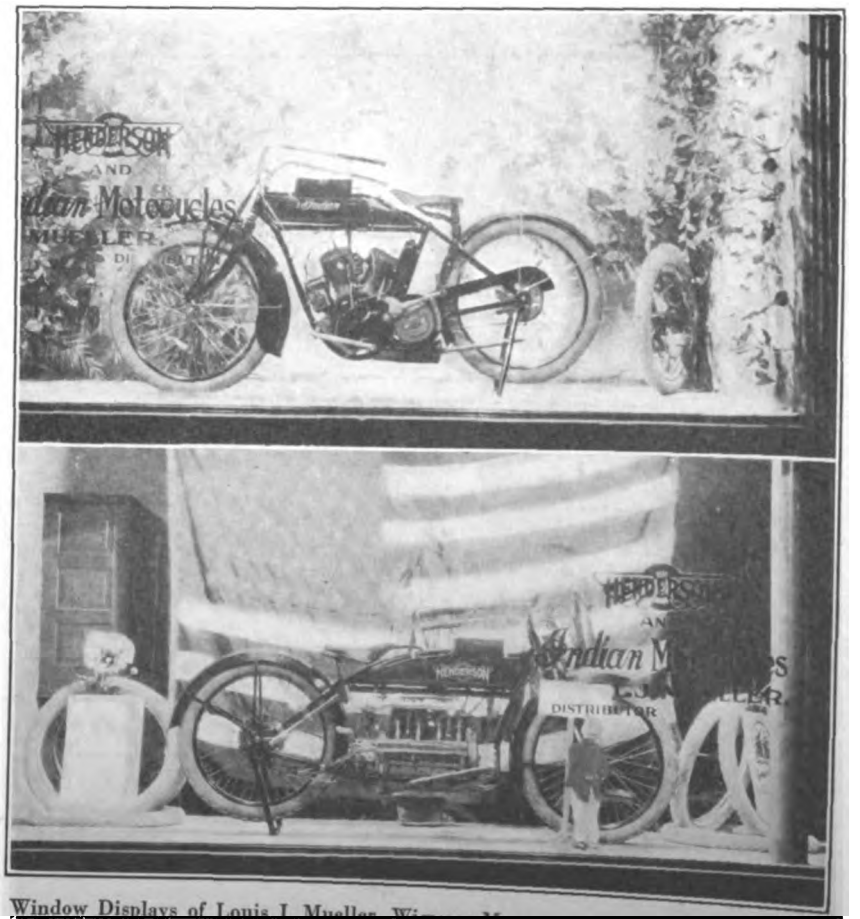
PATERSON, N. J.—John Steele observed Indian Day by giving a light luncheon to his 157 visitors on February 22. The luncheon was washed down by both light and heavy oil (beer and soda), and many kinds of sandwiches were on hand. Steele closed several sales, and his prospect list has swelled considerably as a result of the celebration. "Most of them are for Powerplus twins with spring frames, but a few are for Featherweights.

HOUSE AND BERNARD HOSTS AT WHEELING FETE

WHEELING, W. Va.—Wesley House, local agent, assisted by Harvey Bernard, Hendee traveller, played host to more than 100 visitors on February 22. In the morning and afternoon the visitors crowded House's agency to see the Powerplus and other Indian models, while House and Bernard explained the details. In the evening Wesley treated his guests to a fine spread, at which music was furnished. The Wheeling M. C. attended in a body. Souvenirs in the shape of Indian match boxes were presented to all who attended the annual gathering.

WOLF BROTHERS ENTERTAIN A BIG CROWD

ALTOONA, Pa.—W. H. and L. C. Wolf, Indian representatives, sent personal letters to all members of the Blair County M. C. to aid them in assisting at the Indian Day celebration, and the members attended in a body. Throughout the day several hundred admirers of the Red Indian visited the Wolf store and admired the Powerplus and Featherweight models on view. Souvenirs were given each visitor, these being attractive match cases bearing the Indian head and embossed Hendee trademark.



Window Displays of Louis J. Mueller, Wholesale [illegible] Cleveland, O. Indian Is in Tropical Forest, While Henderson Has National Flag for Background

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E. S. Firestone, San Francisco manager for the Firestone Tire & Rubber Co., of Akron, O., has sailed for Honolulu. His trip to the Hawaiian Islands will be one combining business and pleasure.

J. J. Mayl is now managing the Firestone Tire & Rubber Company's branch in Memphis, Tenn. He was formerly with the B. F. Goodrich and the Firestone forces in St. Louis, Mo.

Max G. Hillman, district sales manager in Detroit, Mich., for the Willard Storage Battery Co., has resigned. He was with the Willard firm for over seven years.

J. A. Peterson is traveler for the Firestone Tire & Rubber Company, of Akron, O., in and around St. Louis, Mo. He succeeded J. J. Mayl, now managing the firm's branch in Memphis, Tenn.

S. Hunter Richey, formerly manager of the Anderson, Ind., branch of the Russell M. Seeds Co., advertising agent, has resigned and joined the staff of the J. Walter Thompson Co., of New York.

F. E. Titus has been appointed general manager of the Buffalo, Rochester and Syracuse, N. Y., branches of the B. F. Goodrich Company, with headquarters in Buffalo. He was for a number of years manager of the Pittsburgh branch of the company.

S. S. Jenkins is now district manager at Detroit for the Willard Storage Battery Company. He was formerly manager of the firm's Indianapolis branch.

E. Resser is managing the Indianapolis branch of the Willard Storage Battery Company, succeeding M. G. Hillman, resigned.

A. J. Fox is now managing the Toledo, O., branch of the B. F. Goodrich Co., of Akron, O. He succeeded H. W. L. Kidder, promoted to the Cleveland district.

L. G. Falck is now representing A. R. Mosler & Co., maker of Mosler spark plugs, in New York State excepting New York City. He is well known in the motor accessories field.

G. A. Richards is managing the Pittsburgh, Pa., branch of the Firestone Tire & Rubber Co., of Akron, O. He was branch manager at Columbus, O., for the same firm for three years. His appointment was announced at the recent Firestone agents' convention at Columbus.

NO MORE PRICE-CUTTING ON STOLL TANDEMS

HAVING learned that a motorcycle supply house, catering to riders, has listed the Stoll Combination tandem No. 2 at $9, delivery charges prepaid, without the knowledge or consent of the makers, the Stoll Manufacturing Company, of Denver, Col., formally announces that all discounts to the offending firm have been withdrawn. The list price of this tandem is $10.

This action is taken by the Denver company in pursuance of its policy to demand fair dealing from all its representatives and as a protective measure in behalf of the trade men who sell the Stoll products at the proper list prices.

"We have always maintained our standard list prices," said President Frank M. Stoll, in discussing the matter, "and we always will. I certainly do not sanction any price-cutting schemes

ADAMS LEAVES STEWART-WARNER

CHICAGO, Ill., Feb. 29.—Gridley Adams, advertising manager of the Stewart-Warner Speedometer Corporation, is leaving that company to join the Macavoy Advertising Agency of Chicago, having bought an interest in the company.

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BUSINESS OPENINGS FOR MANUFACTURERS AND JOBBERS

GRYGLO, Minn.—The Olson Implement Company has opened a store, carrying a stock of bicycles, mechanics' tools and general hardware. Catalogs from jobbers and makers of bicycles, small tools and lubricating oils are requested.

KIRKSVILLE, Mo.—The Helme-Eggert Hardware Company has been incorporated with a capital stock of $10,000, to deal in bicycles, bicycle accessories, small tools and lubricating oils. The firm is desirous of hearing from makers of these commodities.

CRESCO, Iowa.—Lomas & Farnsworth have sold their hardware business to the Lomas Hardware Company, which requests catalogs on bicycles, small tools and lubricating oils.

BUCKLEY, Ill.—The Buckley Department Store has been opened here by H. H. Akeright and G. O. Stremmel. Catalogs on bicycles and tools are requested.

SPRINGFIELD, Ill.—Fred P. Schlitt will shortly open a new hardware store on 407 East Adams street, where he will specialize in small tools, lubricating oils, etc. Catalogs and price lists in these lines are requested.

WAUKEGAN, Ill.—John L. Schad & Co., have moved to 114 Genesee street and will increase their general line of goods. Catalogs and prices on bicycles, accessories, and small tools are requested from manufacturers and jobbers.

MUNCIE, Ind.—The By-Lo Hardware, one of the chain of By-Lo stores, at 114 South Walnut, is requesting catalogs of bicycles, automobile accessories, lubricating oils and small tools.

CLEAR LAKE, Iowa.—The Carpenter-Hill Hardware Co. is to open a store here. Catalogs are requested on bicycles and supplies, small tools, lubricating oils, etc.

ENDURANCE RUN TALK AMONG SAN DIEGOANS

SAN DIEGO, Cal.—Russell Grenfell is meeting considerable encouragement toward bringing around an endurance run which he wants to see San Diego riders pull off as soon as the river crossings between that city and Los Angeles are in a little better shape.

The idea is to start two men on each of the makes of machine entering, and let them battle their way from Los Angeles through the fords and over the trestles to the 1916 Exposition City.

BRUSCHI'S RIDE BROUGHT QUICK BUSINESS

SAN DIEGO, Cal.—Everybody in San Diego who ever looked at a motorcycle went around and took another look when the indomitable trio, Bruschi, Bowell and Coe, returned from Los Angeles with the photos and testimony proving their remarkable ride described in the February 17 **Motor Cycle Illustrated.**

This demonstration helped business with every motorcycle dealer in San Diego, and Bruschi had sold 12 machines directly traceable to its influence a few days after the middle of February.

HENDERSON CHIEF TRAVELS BY MOTORCYCLE

LOS ANGELES, Cal.—T. Lee, one of the organizers and controlling partners in the California Henderson Motorcycle Sales Corporation, says it was a happy day when pressure of demand for the four-cylinder machine forced him to get out on the road to take care of their dealer customers. He has been traveling on his motorcycle for some weeks in all parts of Southern California, and is not only rejoicing over the business situation, but is enthusiastic on the benefits to his own health and the enjoyment derived from this method of covering his big territory.

ASHCROFT IS AD. MANAGER FOR U. S. TIRE CO.

RALPH W. ASHCROFT, who for three years has had charge of the publicity of the Canadian Consolidated Rubber Co., Ltd., of Montreal, Canada,

Ralph W. Ashcroft

has been appointed advertising manager for the United States Tire Company, of 1790 Broadway, New York. In his new capacity, Mr. Ashcroft will supervise the Canadian publicity, as well as that in the United States.

Mr. Ashcroft was born in Cheshire, England, some 40 years ago, and after graduating from Waterloo College, came to New York City in a secretarial capacity. After five years of this work he entered commercial journalism. He was manager of a New York export house, and while in such a position was credited with having shipped the first American automobile tires to Europe. A set of these were for the late King Edward VII's Daimler car.

Mr. Ashcroft has travelled extensively. He is a member of the Circumnavigators' Club. He has visited the Far East, including India, Ceylon, Burma, Java, Sumatra, and Straits Settlements.

GOODRICH MAKES DRIVE FOR BOY RIDERS

AKRON, Ohio, Feb. 29.—The B. F. Goodrich Company, in its 1916 bicycle advertising campaign, will make a special drive for the boy. Advertisements will appear in various boys' magazines, comparing the construction of the "Giant" black tread bicycle tire with the Goodrich automobile tires and indicating the points of similarity. The boys will also be told that with each purchase of a Goodrich tire they will be given free a copy of the "Boys' Guide Book," telling how to make a boomerang, how to build a camping tent, etc., and also a beautiful pennant.

A supply of these books and pennants will be given to each Goodrich dealer and they will also receive this year the same assistance along publicity lines as during the past season. With every ten pair of Goodrich bicycle tires, the Akron factory is giving the dealers a handy display rack free of charge.

FREIGHT REBATE ALLOWED ON 1912 SHIPMENT

ANOTHER interesting development in the freight rate situation comes in an announcement that the Interstate Commerce Commission has upheld a claim of the Pilcher Hardware Company, of Ida Grove, Iowa, for reparation in connection with the charges paid on one motorcycle between Milwaukee, Wis., and Ida Grove in 1912. Freight charges were paid to the amount of $6, at two and one-half times the first-class rate of 80 cents per 100 pounds.

The Commission found that the freight rate was unreasonable in that it exceeded one and one-half times the first-class rate concurrently in effect, and the Pilcher Hardware Company was therefore declared entitled to reparation in the sum of $2.40.

The case is worthy of note chiefly because it dates back to 1912. The Western Classification has rated motorcycles in less than carload lots at one and one-half times the first-class rate since February 14, 1913.

DAYTON DEALERS ASSOCIATION READY TO BOOST

DAYTON, Ohio.—The third annual election of officers of the Motorcycle Dealers' Association, of this city, was held February 24, at the headquarters of the Dayton Motorcycle Club when the following were chosen for the ensuing term: W. J. Teubner, president; R. E. Budroe, secretary-treasurer.

When the officers had been selected a number of business matters of general interest were discussed, and the Association also went on record as favoring a boosting campaign during the coming summer. Plans are under consideration for a number of sociability events on which the dealers and riders will co-operate.

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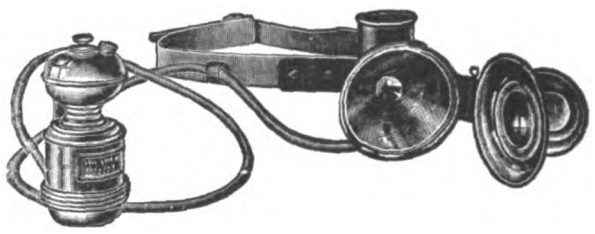
With the Manufacturers

BRILLIANT SEARCH LIGHT HAS DOUBLE LENS

Novel Acetylene Lamp Is Worn on Head and Generator Is Carried in Pocket—Adaptable to Variety of Uses



RIDERS of power and pedal machines will be interested in the Brilliant searchlight, the product of the Brilliant Search Light Mfg. Co., 402 West Superior street, Duluth, Minn. Unlike the generality of cycle lights, the Brilliant is worn on the head of the rider, and puts the light in any position that the rider desires. Its effective range is 200 yards.

The Brilliant search light consists of a lamp fitted with a 3½-inch lens, a head strap, an acetylene generator and the necessary tubing. The lamp has a double-walled chimney which prevents overheating. The main lens occupies the front of the lamp and there is a hinged bulls-eye lens which can be swung in front of it to concentrate the light for long range work. The lamp also has darkening doors to shut off the light entirely. The burner base can be removed and used as an open light when desired. The reflector is removable. Finish is black. Riveted construction is used throughout. The finish is substantial and the lamp needs no polishing.

The strap is adjustable to suit the wearer and the lamp is firmly attached to it. The generator is of the drip type and has a capacity of 4½ ounces of carbide. The lamp will burn on this change from four to 12 hours, according to the size of the flame used. The generator can be carried in a pocket or at the wearer's belt. The tubing has a wire coil inside to prevent kinking.

The Brilliant search light is priced at $6 with both single and bulls-eye lenses, but can be had with the single lens only for $5. It may also be had with an interchangeable lens combining both the single and double for $6.50. The complete outfit is packed in a strong wood box.

For those who desire a more complete case, the firm offers a harness leather carrying case, nickel trimmed and fitted with a lock. This case, listing at $7.50 will take the lamp outfit, a two-pound can of carbide and two metal boxes for extra parts. A heavy fibre case, waterproofed, with a capacity of the lamp outfit and a two-pound can of carbide is offered at $1.

The maker points out that with the search light worn on the head, the light stays with the rider at all times. When effecting repairs, the light is thrown directly on the machine and the same is true when road signs have to be consulted. The Brilliant search light has been well tried out in scouting, cycling and mining services as well as in trapping and hunting and has stood up under extremely rough usage at all times.

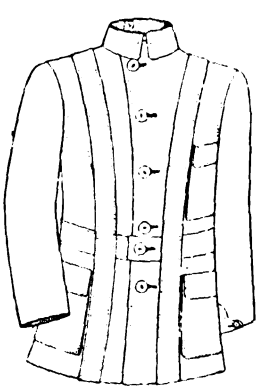
INDIANS ATTRACT AT MEDAL WINNERS' EXHIBIT

NEW YORK, Feb. 27.—Indian motorcycles, which were awarded the Grand Prize at the Panama-Pacific Exposition last summer, were prominently staged in the Grand Central Palace last week at the Panama-Pacific Medal Winners' Exhibit. The display included a Powerplus twin, a Featherweight two-stroke, a Little Twin and one of the show mounts from the Exposition. The booth was the center of attraction each day and night of the week during which the affair lasted.

The Medal Winners' Exhibit included all grand prize winners at the big West Coast fair and a great variety of articles of commerce were displayed. The school authorities of Greater New York called attention to the educational value of the exhibition, and as a result there was a large attendance of public school pupils as well as older people. J. L. Seidell was in charge of the Indian exhibit for the Hendee Mfg. Co.

KANT LEAK SUITS ARE WATERPROOF AND FIT WELL

WITH the variable weather of the late winter and early spring, riders and their passengers will be interested in clothing, which combines protection with style and comfort. The Richard F. Hill Mfg. Co., of 217-219 High street, Newark, N. J., has been catering to such a demand in its "Kant Leak" line of motorcycle clothing in various fabrics and weights suitable for all weathers. All are waterproof and neat-fitting.

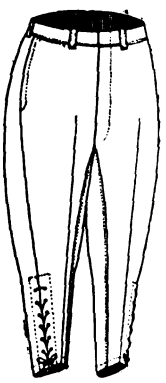


Kant Leak Jacket

For men, the "Kant Leak" suit consists of coat and riding breeches. The coat is cut on the Norfolk style with three outside pockets, one left breast and the other two in the skirts on each side. The pockets are fitted with flaps and are strong enough to carry tools, if the wearer so desires. The collar is high turn-down, protecting the throat. The sleeves are fitted so that there will be no cramping when using the arms at any height.

The breeches are made with strong pockets and lace below the knee. The seat is amply wide and well reinforced to give long life. Sturdy belt loops are fitted and the buttons are firmly attached. These suits come in fustian, khaki and roseberry cloths.

For the ladies, the firm is manufacturing neat suits with Norfolk jackets and plain or divided skirts in the same cloths as for the men. "Kant Leak" goods have been subjected to hard service in the hunting field before being put on the motorcycle market, and have proven satisfactory in both branches of the sport. All goods are guaranteed to give satisfaction by the maker. Dealers are requested to write for catalog, swatches and prices.



Riding Breeches

BUSINESS TAX INSTEAD OF EXTRA IMPORT DUTY

OTTAWA, Ontario.—The trade air over Canada has been cleared by an announcement by Sir Thomas White, Minister of Finance, as to what move will be taken by the Federal Government in order to meet an additional war appropriation of $250,000,000. The Minister issued a statement that it had been decided not to increase or double the war tax on imports, but all companies, associations or individuals engaging in trade in the Dominion will be compelled to pay a business tax while a duty of one-half per cent. per gallon on gasoline has been imposed.

Incorporated companies with a capitalization of more than $50,000 will be compelled to pay a tax of one-fourth of net profits made since the outbreak of hostilities and until August, 1917, in excess of seven per cent. of paid-up capital. All other concerns with a capital of $40,000 or more must pay a tax of one-fourth of all net profits over ten per cent. of paid-up capital.

This taxation will hit manufacturers of motorcycles, bicycles, tires and accessories in Canada as well as jobbers and distributors who import goods.

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Looking Down the Stretch

March 19, Wheeling, W. Va.—Run to St. Clairsville, O., and return of Wheeling M. C.

March 27-April 1, Manchester, N. H.—Annual motor show.

April 12, Springfield, Mass.—Spring meeting of the Motorcycle Manufacturers' Association.

April 16, Fresno, Cal.—100 mile free-for-all race under direction of Fresno M. C.

April 30, Brooklyn, N. Y.—Annual spring run of Invincible M. C. to Southampton and return, 200 miles.

May 7, Jamaica, N. Y.—Endurance run of Jamaica M. C., to Patchogue and return.

May 7, Providence, R. I.—Annual run to Westerly of M. C. of Rhode Island.

May 21, Providence, R. I.—Annual photograph run to Roger Williams Park, M. C. of Rhode Island.

May 21, Harrisburg, Pa.—Endurance run of Keystone M. C. to Altoona, Shamokin, Pottsville, Reading and return.

May 27-28, Providence, R. I.—Week-end run of Providence M. C. to North Adams, Mass., and return.

May 28-30, Boston, Mass.—Three-day endurance run at Bay State M. C.

May 30, Roanoke, Va.—Race meet of Dixie M. C.

May 30, Wheeling, W. Va.—Race meet of Wheeling M. C.

May 31, Newark, N. J.—400 mile run, day and night of New Jersey M. C.

June 10-11, Worcester, Mass.—Fifth annual 24-hour endurance run of Worcester M. C.

June 18, 19, Wheeling, W. Va.—336 mile endurance run to Bedford, Pa., and return, of Wheeling M. C.

June 30, Wheeling, W. Va.—Sealed time run of Wheeling M. C.

July 2-3-4, Grand Rapids, Mich.—Michigan State F. A. M. reliability trial, under auspices of Grand Rapids M. C.

July 4, Roanoke, Va.—Race meet of Roanoke M. C.

July 4, Savannah, Ga.—Race meet of Savannah M. C.

July 4, Wheeling, W. Va.—Race meet of Wheeling M. C.

July 16, Wheeling, W. Va.—Tri-State endurance run and open house, distance 100 miles, Wheeling M. C.

July 30-August 12, Wheeling, W. Va.—Run to Atlantic City and return, 600 miles, of Wheeling M. C.

September 3, Harrisburg, Pa.—Endurance run of the Keystone M. C.

September 4, Roanoke, Va.—Race meet of the Dixie M. C.

September 6, Wheeling, W. Va.—30 mile road race of Wheeling M. C.

October 1, Providence, R. I.—Annual Triangle run, Providence-Boston-Providence of M. C. of Rhode Island.

November 13-18, Chicago, Ill.—National cycle and accessories show.

November 30, Wheeling, W. Va.—Hill climb of the Wheeling M. C.

December 4-9, New York—National cycle and accessories show.

MILWAUKEE SHOW RINGS THE SUCCESS BELL

(Continued from page 22.)

Geyer, manager motorcycle supplies department; Harold Ward, city salesman; John Ogden and J. W. Tansy.

The success of this year's show will make a motorcycle exposition for Milwaukee an assured project every year.

In connection with the exhibit the Milwaukee Motorcycle Dealers' Association was reorganized at a meeting held Sunday morning in the show rooms. Sunday afternoon was featured by a visit from the Racine Motorcycle Club, which journeyed to Milwaukee in a chartered car.

The Racine Motorcycle Club and ladies numbered 65 people. At the banquet, held by the Racine Club in the Hotel Maryland, to commemorate their Milwaukee show visit, were Jesse Edwards, manager of the Chicago branch of the Hendee Manufacturing Company; Leadley Ogden, sales manager of the Cygnet Rear Car Company, Buffalo; Arthur W. Herrington and Hugh Sharp, of the Harley-Davidson factory; M. McGarry, salesman Bartles-Maguire Oil Company; W. H. Parsons, Chicago, and J. J. Koehler, manager Milwaukee Cycle Sales and Supply Company. President William Wadewitz, of the Racine Club, presided.

On the Monday night following the Milwaukee show, George M. Roosevelt, of the Excelsior General Supplies Company, of Chicago, gave a dinner party at the Hotel Wisconsin for the members of the Milwaukee trade. . . .

Lewis Hadfield guessed the nearest number of paid admissions and thereby won the Defiance casing offered by E. Miller.

Gustav Riemer, a member of the Milwaukee Club, had the choice of either a Smith Motor Wheel or any make of sidecar for holding the ticket number corresponding nearest to the one drawn by Manager Melcher at the close of the show. He picked an Excelsior sidecar.

MANY COLORS IN 1916 STATE LICENSE TAGS

THERE are 48 States in the Union and each one has its own idea of the most appropriate colors for the 1916 motorcycle license tag. To collect the varoius plates and put them on a wall would give onlookers the impression that a paint works had been dynamited.

The colors range from the sombre gray and black of North Carolina through the red and white of Wisconsin to the vivid combination of orange and blue that fast flying Virginians will sport this season. Indiana, that last year used a restful pink and green color-scheme, has reformed, but Nevada with a green and yellow tag goes into first place with ease.

Arizona is noted for its copper, hence it is an advertisement for the States's mineral resources that the tag is copper and black. Vermonters, with an idea to beauty, have the most elaborate tag—white numerals on a navy-blue ground with a white border around the plate. Several States have gone in for the same colors: Alabama, Arkansas, Idaho and North Dakota use yellow and black, while black and white has been the choice of Rhode Island, South Carolina, Indiana and Ohio.

Colorado with dark chocolate and white, Utah with chocolate and straw and New Jersey with brown and white show a similarity. Pennsylvania has a striking combination in orange and black, while California favors porcelain white and navy blue. Plain colors like black, white and blue predominate, but are offset when in the bright company of lavender, cream, straw, copper, red, yellow, orange and green.

Norman W. Earhart, Indian Agent, at Westminster, N. D., with Riding Companion, Bucking Deep Drifts on State Highway Following Recent Storm

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INDIAN FEATHERWEIGHT SCORING BIG SUCCESS ALL OVER THE UNITED STATES

Now the Featherweight reports are coming in! Coming from Indian dealers who have proven these wonderfully efficient little machines to their own satisfaction and whose unstinted, voluntary praise is giving voice to another Indian mechanical achievement.

The Indian Featherweight is now demonstrating *by performance* how fit it is to bear the proudest name in motorcycledom —INDIAN.

The Indian Featherweight is showing them all that it is entitled to be the leader in the lightweight division just as the Powerplus Big Twin is "Master of Them All."

Here are what some dealers write us about the new Featherweight—

"The Featherweight arrived today and it certainly has exceeded our expectations. We have no doubt but that the Featherweight will be a big seller."

A. Freed, San Francisco, Cal.

"Just received the Featherweight Indian. It is a bird. Has a quicker get-a-way in the sand with tandem passenger than some of the other make twins here. Believe it would almost climb a tree. Made more than 30 miles an hour with it today. It is the center of attraction in this burg."

Geo. W. Spriestersbach, Alamosa, Col.

"I was very much surprised at the Featherweight. It has easy starting qualities and elasticity far superior to those of other two-cycle engines I have known. It has power and pick-up that I never suspected possible in such a little thing."

Walter Gray, Del Rio, Tex.

"We received a Featherweight today and, to use the English expression, "My Word," it's a wonder. Although this is the coldest day we have had this year, the thermometer hovering around zero, with a good snowfall yesterday, we could not keep "Happy" off it. It has been used practically all day, making demonstrations, and we have already received half a dozen orders for immediate delivery."

Howard A. French & Co., Baltimore, Md.

"Today Baumgardner took it out to a Dubois St. hill. This street is paved with cobblestones and grass covered because nothing goes up it; the grade runs from 32 to 35%. It climbed on the low this grade as smooth as it run the level on high. Everyone is enthused over it."

Geo. W. Sherman, San Francisco, Cal.

WITH THE POWERPLUS BIG TWIN, FEATHERWEIGHT AND INDIAN BICYCLES THE INDIAN DEALER IS IN POSSESSION OF THE STRONGEST AND MOST PROFITABLE TWO WHEELED LINE IN THE WORLD.

Hendee Manufacturing Company

Springfield, Mass.

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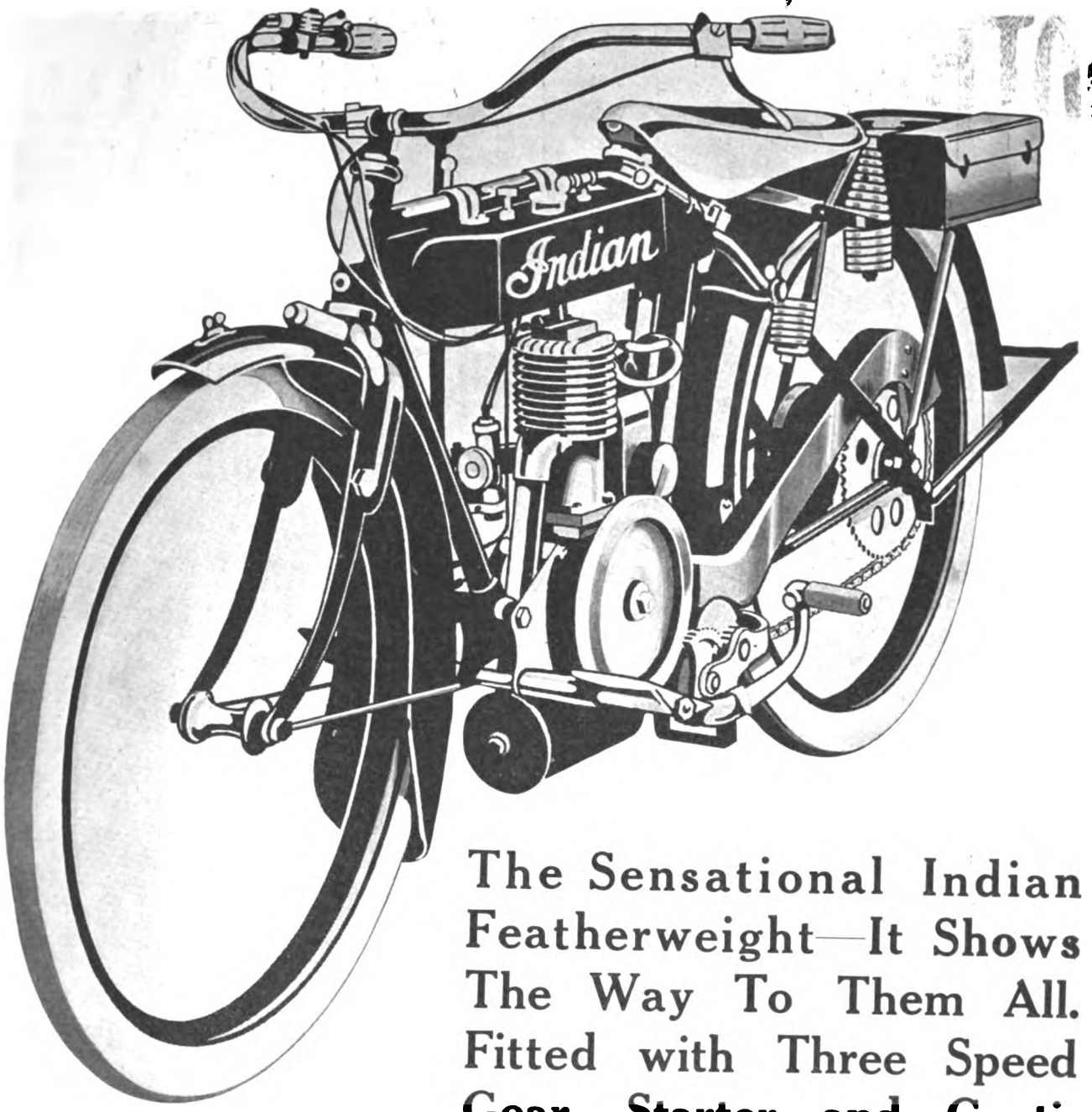

The Sensational Indian Featherweight—It Shows The Way To Them All. Fitted with Three Speed Gear, Starter and Cantilever Comfort Saddle - - - Price $150.

Indian

Hendee Manufacturing Company

Springfield, Mass.

Mention MOTOR CYCLE ILLUSTRATED—It helps you, the advertiser and us.

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NOTHING BUT CHEERS

Read these dealer reports about the biggest motorcycle merchandising event of the year.

Indian Day great. Big crowd.
Great enthusiasm over Powerplus.

Jesse Edwards,
Edwards-Crist Mfg. Co

You will probably be pleased to know that INDIAN DAY was a grand success. We sold eight machines and have a large number of real live prospects to call upon.

Herman Bumiller Co.,
Cincinnati, O.

Well, the Big Day has just passed and it was a huge success for us. We sold three machines and developed more new prospects than we ever had at one time before. We are highly satisfied with the results of INDIAN DAY.

John G. Muebling,
Reading, Pa.

We entertained a large number of motor cycle enthusiasts and the sales for the day were very satisfactory. We feel sure that INDIAN DAY is one of the biggest helps that we have and we feel that this years' celebration is the best ever.

We thank you very cordially for your help in putting this across.

C. D. Callaway & Co.,
Lexington, Ky.

Over 300 motorcycle enthusiasts were entertained at our store on INDIAN DAY. We sold eight machines and one side car. It was by far the best INDIAN DAY we ever experienced.

Motor Sales Co.,
Worcester, Mass

We report INDIAN DAY an excellent success, having closed ten motor cycle sales and got a line on a number of large prospects as we had all models on display in our show room, and from 1500 to 2000 people, also all our sub-agents were in to look them over and all were perfectly satisfied.

Auto Rubber & Mill Supply Co.
Youngstown,
Ohio.

We trust that INDIAN DAY with every other INDIAN dealer in the country was as successful as it was with us. We had over eight hundred people and our visitors included a number of ladies. We feel very much satisfied with the business secured.

Robert Stubbs,
Birmingham, Ala.

Big show - INDIAN DAY started at ten o'clock in the morning and lasted until midnight. Attendance about 1500. A tremendous success from every point of view.

Hafer Auto Co.,
Joplin, Mo.

INDIAN DAY was a big success with us. We had crowds from nine in the morning until ten in the evening. We made a satisfactory showing in regards to sales and got in touch with a lot of prospects.

We are feeling very good over this event, in fact, we have not seen so much enthusiasm in the motorcycle line for the past two years.

Union Supply Co.,
Toledo, O.

INDIAN DAY has passed and it was bigger and better than ever. The Powerplus Motor was the center of attraction and the final decision of the boys was that "She's O. K. through and through".

We have already sold five machines as the result of INDIAN DAY and have plenty of excellent prospects to work upon.

W.D. Pratt,
Brownsville, Pa.

I had a very successful INDIAN DAY as I have received deposits on (7) seven machines for Spring.

J. Ralph McCook,
Lewistown, Pa.

INDIAN DAY was a bigger day this year than last. Tremendous crowds packed our store and all day long motorcycle enthusiasts came and joined the crowds. We had so many that we simply lost track of the numbers. We made fourteen actual sales and developed many more prospects. The Lightweight had the crowd around it from start to finish showing a great deal of interest. It certainly was a great day for us.

Geo. S. Maslen,
Philadelphia, Pa.

Never before has there been so many people in my store before in one day, and from 7:30 A. M. to 11:00 P. M. there were times that it looked as if no more could possibly get through the doors.

We sold six machines and have a very large number of prospects to work upon in the future. I am very well pleased with my INDIAN DAY and you may rest assured that Providence will be all INDIAN for 1916.

B. A. Swenson,
Providence, R. I.

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FOR INDIAN DAY!

What does Indian Day prove? This one thing conclusively:

Motorcycle business is to be had in profitable volume if you go after it.

It's there unquestionably—it's waiting for the dealer who applies aggressive, interesting selling methods of which Indian Day is an example.

A conservative estimate shows that between 1500 and 1800 Indian machines were sold on Indian Day—and thousands of prospects lined up for future closing.

These are the direct results of a definite sales plan strongly and thoroughly executed.

The dealer who does not see a lesson in the big Indian Day success hasn't got his eyes open to his own opportunities and responsibilities as a business man.

1500 TO 1800 INDIANS SOLD ON FEBRUARY 22ND.

MORAL: GO AFTER IT AND YOU WILL GET IT!

Indian

Hendee Manufacturing Company

Springfield, Mass.

Characteristic Indian Victory at Phoenix!

Over the wires comes the news of another Indian clean-up February 27.

Don Johns, Indian, took all the firsts in the open events.

Boido, Indian, galloped away with the Arizona State Championship.

FEBRUARY 27 WAS CERTAINLY ANOTHER INDIAN DAY AT PHOENIX.

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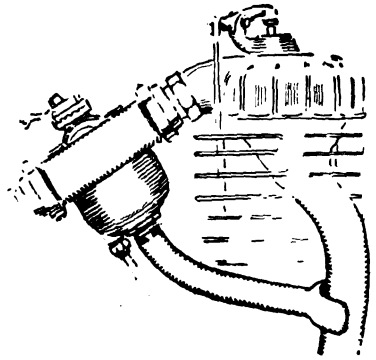
Along Technical Lines

FROM all accounts, the chap who has charge of the weather-program for the United States and vicinity is giving motorcyclists and the others a taste of everything but earthquakes and tornados these days. To be ready for any emergency, a full suit of oilskins, a set of extra heavy underwear, waders, shovel, block and tackle and a Lloyd's policy against drowning seem to be desirable. In some sections, floats for the machine are recommended.

This lightning-change weather, coupled with the changing quality in gasoline—downwards, of course, the price being the only way it has advanced—has given rise to considerable mixture peculiarities. I have been bucking the snow and slithering on the rain-covered icy roads around these parts at every opportunity these days and have noticed that those who were out did a lot of fiddling with needle valves on the carbureters. Most of the riders I met did not find starting easy from the cold.

Warm Air Helps Mixture

It never does any harm to feed warm air to the mixture, summer or winter, and lots of carbureters work better with the warm air than with the cold. One make of machine, no names mentioned, has a permanent warm air fitting and I notice that the riders of this particular mount have very little starting trouble. The stunt is to take warm air off the cylinder or exhaust pipe and lead it to the primary air or bottom air connection on the Schebler carbureter. One of the best means of leading the air to the carbureter is through a section of tin speaking tube. This form of tube is not very popular nowadays, what with house telephones being numerous but most hardware men carry some of it and it will fit nicely for carrying the warm air.

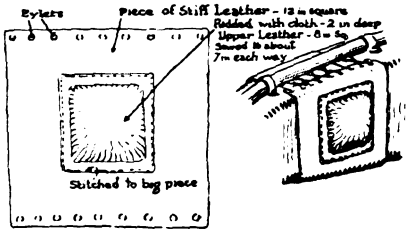


Warm Air Tube for Carbureter

Handling a machine in grease or on slippery winter roads brings out the need of some secure grip for the knees. Lots of the tanks are nice and smooth and give a good grip when dry, but when the rider's knees are soaked or oily, the nice enamel doesn't give much of a hold. On the other side they sell special knee grips, and I don't know but what they might have them on sales here somewhere. However, here is a way to make up a set.

Making Knee-Grips

Take two pieces of stout leather, about 12 inches square each, chrome stock of moderate thickness preferred, and two pieces of upper or some soft leather about 9 inches square. Also some pieces of cloth or leather scraps. Pierce the upper edges of the big leather pieces for rawhide lacings, using eyelets by preference. Lay each piece around the tank where the knee will grip it and mark with a lead pencil where the knee will come. This will be on the sides of the tank and that place is where the small pieces of leather are to go. Sew the small piece on so that it will come on the side of the tank



Details of Leather Knee Grip

when the grip is in place, but leave the top side open. Under each piece stuff the rolled up cloth until a pad about 1½ inches deep is formed; then complete the sewing. Finally, fit the bottoms of the large leather pieces under the tank, cutting them to suit and put in eyelets. The grips laces in place, the laces passing between the tube and the tank above and below.

The idea of packing each pad pretty solid is to give something to dig your knees into. On some tanks it may be necessary to anchor the grips to prevent them from shifting backward. Be sure to use good, stout saddler's thread in sewing on the pads. A shoemaker will do a job like this for you at a moderate price.

MAKING SIDECAR OCCUPANT MORE COMFORTABLE

IN all probability, the new season will see a lot of tops, windshields and other fixins' on sidecars. We all want to make the passenger comfortable, especially if the passenger is a "she," but with the top up it means more wind-resistance to overcome by the motor. The resistance is just about doubled with a head-wind and more than doubled with a side-wind.

This isn't saying that the ordinary sidecar twin won't pull the extra resistance of a sidecar with top up, etc., but it will make a difference in gasoline consumption and in heavy going if the motor isn't up to scratch, it may mean a lot of lowgear work. The windshield will protect the passenger from too strong a breeze, and that is about all that is really needed by a red-blooded passenger. Most passengers don't even get this much protection, having to rely on goggles and robes.

There are a few little things which can be done to any motorcycle which will ensure more comfort to the sidecar passenger. I doubt, for one thing, if there are any mudguards on the front wheel of any motorcycle which will protect the passenger from front wheel splash. Pebbles and dirt come across in a diagonal line from the front wheel, just about right for the eyes of the average sidecar passenger. The remedy is to fit a fabric or metal shield over the top half of the front wheel down as far as the axle, for the dirt comes off when striking the mudguard near the uppermost section behind the forks.

Another little detail is the fitting of a similar guard over the side-wheel, where this wheel has its mudguard attached to the axle. You can usually tell when a sidecar has passed through mud or water by the deposit on the passenger's right cheek, and the splashguard, as I call it, will do away with this and at the same time go a considerable way toward keeping the body clean.

WEBBING STRAPS INFERIOR TO LEATHER

THE webbing strap is a pest for most riders who do really serious touring. A good wetting will rot such a strap so that it will tear easily, and this varied weather is just right for these straps to go bad. There is an old saying that has come down to us from the days of stage coaches, and it applies to motorcycle pack carrying with a decided emphasis: "There's nothing like leather." The leather strap or strip will hold through thick and thin, where the cotton (or web) article will let things slip off or will break at the worst possible moment. And this reminds me of my old riding companion, Bill.

Bill was a good rider, but dollars and cents looked large to him. In other words, the article at 44 cents looked better to him than the 75-cent one. We took a short tour together last Fall, and Bill used webbing straps to pack on his luggage. Case of 15 cents each, or something like that. Well, about 40 miles out, a guaranteed 5,000-mile tire let me down and Bill went on. I got fixed and started after him in the course of time. Soon I came to Bill's spare flannel shirt and a hairbrush alongside the road, and then some more wearing apparel and finally Bill himself, pulling his blanket out of the rear spokes of his twin. He shed everything in the pack and then the blanket threw him. Now, he uses leather thongs. They cost about the same and stay put.

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SUPPLEMENT TO MOTOR CYCLE ILLUSTRATED

THE BICYCLING WORLD

FOUNDED 1877

ALL THE BICYCLE NEWS EVERY WEEK

MARCH 2, 1916

Exclusive Emblem Bicycle Store at Angola, N. Y. C. W. Cook Is Proprietor

EAD "WHY HAZELTON SELLS 1,500 BICYCLES A YEAR"

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Well begun is half done

The big year of the bicycle is before you. Bicycle Day has paved the way to

"A Million Bicycles in 1916"

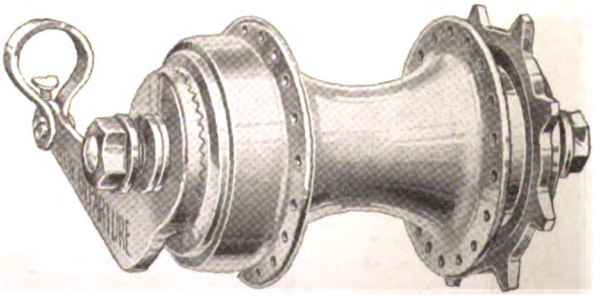
Still there's work to do and lots of it, before this campaign so well begun is brought to a successful close.

Now is the time to advertise your store, the lines of wheels you sell, remembering that the bicycle reaches its highest usefulness when equipped with

The NEW DEPARTURE COASTER BRAKE

Go out after every possible prospective buyer, the boys, girls, men and women, with the multitute of selling helps we have ready for you, including new electros for your publicity and advertising. Rely upon us for the kind of whole-souled co-operation that assures success. Write us for full details today.

The Brake That Brought The Bike Back



THE NEW DEPARTURE MFG. CO., Bristol, Conn., U. S. A.

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THE BICYCLING WORLD
FOUNDED 1877
DEPARTMENT OF MOTORCYCLE ILLUSTRATED
"ALL THE BICYCLE NEWS EVERY WEEK"

WHY HAZELTON SELLS 1,500 BICYCLES A YEAR

Some Interesting Facts That Have Contributed to Make Hazelton the Largest Exclusive Bicycle Dealer in Washington, D. C.; Entered Bicycle Business in 1897 and Has Grown Steadily

WASHINGTON, D. C., Feb. 29.—Edward P. Hazelton, Washington's leading bicycle dealer, can justly lay claim to having the largest bicycle business of any city the size of the National Capital. In fact, he has been assured by traveling men that very few dealers, even in the larger cities, have equalled his record for sales on high grade bicycles. Nearly every machine he sells is priced at $25 or more, the average price being $35. Last year he sold 1,500 two-wheelers, his lines being the Pierce, Racycle, National, Miami, Mitchell and Fay Juveniles.

Rise Has Been Gradual.

Hazelton started in business in 1897 in the eatsern section of Washington, where he had a small store until the spring of 1903, when he moved to his present large quarters at 431-433 Tenth street, N. W. The story of Hazelton's rise has not been one of the kind so popular with moving picture scenario writers, who picture a young man climbing to fame and fortune in a very brief interval of time. His story is rather that of a man who, by steady, conscientious and industrious application to business, has built up a reputation for honesty and square dealing, with both the people to whom he sells and those from whom he buys.

In 1904, Hazelton installed a complete accounting system and from that year on he is able to submit figures that reveal his steady increase in the sale of bicycles. With but a few exceptions, his business has grown larger from year to year, for the reason, so he believes, that there has been no price cutting in his establishment and that he has never made it a practice to carry an inferior grade of goods. Hazelton has faced competition of the keenest sort from price cutters.

Hazelton is a very congenial person and has picked up an acquaintance with almost every rider in the Capital City. This, coupled with his reputation for fair dealing and reliable wares, has been largely responsible for his success. Another fact which gave Hazelton a distinct advantage over some of his competitors is the large and varied stock of bicycles he carries. He usually carries from 400 to 500 machines in his establishment, so that he is well able to suit the peculiar needs of every customer who enters his store.

Edward P. Hazelton in Front of His Washington Headquarters, Inspecting Part of a Large Shipment of Racycles

Has Always Been an Exclusive Bicycle Dealer.

At no time did Hazelton take on a sideline; he has always been an exclusive bicycle dealer. Approximately three-quarters of his sales are on a time basis, but in spite of this, he rarely has a bad account. He has a very efficient system to keep tab on his time payment customers which enables him to go after delinquents immediately. His system simply consists of a card index file, one card being made out for each installment sale, which is arranged according to the day of the month on which the next payment falls due. Every day he goes over his file, and if he finds an account on which payment is overdue, he sends out a collector to investigate.

In meritorious cases a reasonable extension of time is allowed, but the ordinary stock excuses are not accepted. From his long experience Hazelton is readily able to ascertain whether a customer is merely stalling for time, and if such is the case he immediately asks for the repossession of the machine. The second-hand bicycle is then sold for the best price it will bring, and any balance over the amount due is refunded to the customer. However, Hazelton seldom has occasion to take back a machine.

Below are shown the number of bicycles sold by Hazelton during the period from 1904 to 1915:

Year.	No. Bikes Sold.
1904	382
1905	569
1906	684
1907	850
1908	829
1909	1,091
1910	1,077
1911	1,205
1912	1,362
1913	1,406
1914	1,476
1915	1,486

During the year 1913 Hazelton's total cash receipts were $37,650; in 1914, $40,825; in 1915, $44,200. Although he employs two salesmen and three shopmen, besides a collector, Hazelton is on hand every day to supervise the details of his business.

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CRESCENTS COVERED 58,370 MILES IN 1915

Wright Takes First Place in Baltimore Club's Mileage Contest, by Smashing All Records with 22,304 Miles; Stricker Second with 12,390 Miles; Sanborn Third, with 8,721 Miles

William T. Wright

BALTIMORE, Md., Feb. 29.—There have been many notable riders in the Crescent Bicycle Club who have made enviable records, but none has ever made so phenomenal a performance as did William T. Wright in the club's century and mileage competition for 1915. During last year he covered 18,304 miles, and also 38 single centuries and one double century.

Wright rode on an average of fifty miles for each of the three hundred and sixty-five days of 1915. But since there were thirty-nine days when the weather conditions made riding absolutely impossible, his real daily average was fifty-six miles. Wright's record is the more remarkable in view of the fact that he has passed his thirty-ninth birthday, and also that all of his riding was accomplished without the loss of any time from work. He was glued to his job the year round, except for three or four holidays and a vacation of little more than a week, when he rolled up but a few miles.

In winning the gold medal offered as the first prize in this contest, Wright eclipsed every previous mileage record of the club, beating by 5,997 miles the record established by Stricker in 1914, and exceeding by 6,697 points the record for the greatest number of points which was also made by Stricker in 1914, a point being given for each mile ridden and one hundred additional points being offered for each century covered.

Twice during the year Wright rode over two thousand miles in one month, covering 2,112 miles in August and 2,601 miles in September. The total for the latter month breaks the club's record for a monthly total. The old mark was 2,194 miles and was made by Wright in 1907. He also turned in 14 centuries during September, which was two more than the best previous total, made by Fred Sanborn.

John G. Stricker

John G. Stricker, with a total of 10,290 miles and 21 centuries, is the winner of the silver medal, this having been hung up by the club for second place in the mileage competition. Stricker made his entry in the bicycle game in the days of the old Coliseum in Baltimore, and has been an active participant in all of the amateur cycle events held in this city. He made his first strong bid for century-mileage honors in 1914, in which year he won the contest with the record-breaking total of 12,307 miles, which includes 33 centuries. Due to the nature of his work, Stricker has not been able to devote as much time to cycling in 1915 as he did in previous years.

Sanborn's Shining Record

The third man in the competition, Frederick M. Sanborn, while younger in years, is perhaps the oldest in point of experience of the trio of medal winners, and judged on a mileage basis is the most consistent performer on the rolls of the club. He has won a century-mileage medal in six out of the seven years that he has sported the Crescent colors. He has taken three third medals, two seconds, one first and one fourth. Sanborn's prominence in the mileage contests has not been due to a desire to win medals, so much as to the fact that he is fundamentally an enthusiastic and inveterate tourist. He has taken several long trips in 1915.

Both Sanborn and Wright rode Emblem special bicycles, equipped with Palmer-Armstrong tires, Wright's machine being geared to 84, while Sanborn's bicycle is geared to 88. Stricker's mount is a Tribune, geared to 88, and he uses both Palmer and Fisk tires.

Frederick M. Sanborn

STANDING OF FIRST TEN MEN IN CRESCENT BICYCLE CLUB'S CENTURY AND MILEAGE COMPETITION FOR 1915

		Miles	Centuries	Points
1.	Wm. T. Wright	18,304	40	22,304
2.	John G. Stricker	10,290	21	12,390
3.	Fred M. Sanborn	6,421	23	8,721
4.	Welby Sherman	4,310	9	5,210
5.	Langdon M. Sanborn	2,365	2	2,565
6.	William H. McAvoy	1,523	5	2,023
7.	Walter Iglehart	1,233	2	1,433
8.	Ernest Nitz	1,075	1	1,175
9.	Lester Nickles	922	2	1,122
10.	Walter Doersch	912	0	912

Total mileage for the year—including ex-members and those reporting less than 500 miles—47,870 miles and 105 centuries—including two doubles.

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NEW NATIONAL OFFICERS OF CENTURY ROAD CLUB ASSOCIATION

A QUINTETTE OF LIVE WIRES

Upper Row, Left, Paul Thomas, Tarrytown, N. Y., President; Middle, John Mitchell, Greenwich, Conn., Treasurer; Right, Sylvain Segal, New York City, National Recording Secretary; Lower Left, Ralph W. Zarr, New York City, Financial Secretary; Lower Right, Daniel M. Adee, Brooklyn, N. Y., Vice-President.

ST. LOUISANS TRAVELED 101,960 MILES

George Bennett, with 9,410 Miles, Takes First Place in St. Louis Cycling Club's 1915 Competition; Waldron Martin Makes Remarkable Record

ST. LOUIS, Mo., Feb. 29.—George Bennett, of this city, easily won first place in the mileage competition of the St. Louis Cycling Club, with 9,410 miles to his credit. Although Bennett has never entered a race of any kind, he has been a most consistent road rider for the past twenty years and can match his endurance against any rider in this vicinity. M. Munter, W. M. Butler and A. Cochran took second, third and fifth places, with 6,592, 5,544 and 5,080 miles, respectively.

A One-Legged Rider

Fourth position went to Waldron Martin, the pride of the St. Louis club, who rolled up 5,401 miles. Martin's performance is remarkable, in view of the fact that he completely lost the use of his left leg as the result of a fall off the edge of a saucer-pan track in 1914. Though greatly handicapped, he can still show some mighty good speed to his fellow club members and has an enviable reputation for long distance riding and sprinting.

Martin was a member of the American Bicycle Team that won the Olympic Classic at Stockholm, Sweden, in 1912. He also appeared in try-outs at Newark with his fellow club member, Carl Schutte. That Martin, in spite of his one-leg riding, still performs well as a racer is evidenced by his racing last year. He took first prize in the last Hilltown Road Race, a very hilly fourteen-mile course.

Carl Lindenschmit rode 2,921 miles, of which 500 miles were registered on a trip through Colorado last August. C. L. Barr, George Henry, L. Faidley, A. Thompson and A. Schreiner each made 500 miles of their total mileage on a tour through Missouri last July.

No prizes are awarded and no points are credited to the riders. This is the first year the club has taken record of its combined mileage.

The St. Louis Cycling Club is primarily a road riding club and has only occasional races for the benefit of those few members who are so inclined. Centuries, however, have not appeared on the club's program for many years, but the weekly trips which last from Saturday at three o'clock until Sunday at about six o'clock, averaging seventy-five miles, offer every opportunity to round out a ride that is equal to, and sometimes in excess, of the century in point of exertion.

WHEELMEN WILL ENTERTAIN LADIES ON MARCH 4

BAYONNE, N. J., Feb. 29.—The members of the Bayonne Wheelmen are completing arrangements to entertain the largest crowd of the season at their monthly ladies' night reception and dance to be held Saturday evening, March 4, at their club house, 555 Boulevard.

As this is the last dance before Lent, a record crowd is expected and the members of the entertainment committee are leaving nothing undone to make the affair an unequaled success.

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McNAMARA-MADDEN WINS KANSAS CITY GRIND

Magin-Lawrence Take Second Place, While Lawson-Cameron Are Third; Six Teams in Berlin Finish; Total Mileage 1,117

KANSAS CITY, Mo., Feb. 29.—McNamara's wonderful sprinting, combined with Madden's clever riding, captured the six- day fifty-hour race, which closed in this city on Thursday evening, February 24. Seventeen sprints kept things stirring in the Berlin finish that marked the final hour of the grind.

The following teams were placed: 1. McNamara-Madden, 85 points. 2. Magin-Lawrence, 74½. 3. Lawson-Cameron, 66. 4. Wohlrab-Kopsky, 45. 5. Smith-Coburn, 45. 6. Piercy-Young, 41. 7. Madonna-Grimm, 0. 8. Ohrt-Rudi-Russe, 0.

Reggie McNamara

At the end of the six-day race, Madonna-Grimm and Ohrt-Rudi-Russe were both one lap behind the field, and a one-mile sprint was ordered to determine the winner of the seventh place. The sprint was run off between Rudi-Russe and Madonna and turned out to a huge joke. Neither of the contestants was willing to set the pace and both showed wonderful ability in keeping their balance while riding high on the boards at a very slow pace. It required just twelve minutes for the Austrian and Italian to complete the mile. Madonna crossing the tape first.

The total mileage for the race was 1,117 miles, which is said to be a record for fifty hours. Ned Young had two bad spills during the finish, the second of which put him out of the running and left Piercey to complete the grind for the team. After the scores had been completed it was found that Wohlrab-Kopsky and Smith-Coburn were tied for fourth place, and a half-mile sprint was declared to decide the recipient of the fourth purse. Wohlrab won by inches. More than 6,000 witnessed the final hour of the grind.

A feature of the last day was the sprint prime put up by Mrs. Vernon Castle of "Watch Your Step" fame. McNamara and Magin captured the dancing teacher's cash. But Ernie Ohrt was the popular boy with the ladies. So popular was he, in fact, that they nicknamed him "Alice." At all times the San Francisco boy appeared on the saucer in a neat sweater and silk tights, fresh from the cleaning establishment. Rudi-Russe was also popular with the crowd because of his persistent efforts to regain one of his lost laps. Harry Kaiser became ill on the fourth day of the race and was forced to withdraw, leaving Thomas to go on an unsuccessful search for a new partner.

This left only eight contending teams, as Corry-Ryan had dropped out earlier in the grind. At the end of the grind the riders returned to either Newark or Chicago, for both the six-day races at Milwaukee and Chicago have been dropped.

PROVIDENCE SALES HAVE INCREASED 100%

PROVIDENCE, R. I., Feb. 29.—That local dealers are enthusiastic over the prospects for bicycle sales this season is evidenced by a canvass made recently, which revealed the fact that bicycle sales have increased more than 100 per cent. in five years and that the rate of increase has been larger each year.

Eddie Madden

In this city the bicycle is bought largely for business purposes. The purchasers are about equally divided between residents of the city proper and the outlying districts.

CYCLING EVENTS SLOW IN AUSTRALIA

Activities Awheel Mostly All-Club Member Affairs in Sydney—Stevens-Lane Win Hour Team Race, Covering 23¼ Miles

MELBOURNE, Australia.—Cycling is really at a standstill in Australia these days. The only events just now are exclusive club affairs in Sydney. The most notable of these held recently was a one-hour teams' race for teams of two men by the Merrickville C. C. at the Sydney Sports Ground. W. B. Stevens, the son of an old-time English crack amateur, and R. Lane were the winners. Stevens sprinted for his team and won by several lengths after pacing for the best of a half-mile. The distance covered by Stevens-Lane was 23¼ miles.

Charley Fittler (Above) and Stan. Patterson, Two Australian Stars

Two of Australia's best-known stars are Charley Fittler, pro., and Stan. Patterson, amateur. Fittler is a member of the Ashfield-South Sydney League Club, and has a number of good performances from scratch to his credit. He is of short stature, but has tremendous muscular development and possesses remarkable stamina. He is a glutton for lap prizes in 5 and 10-mile races on the track, and is known as the Lap King at Pratten Park.

Patterson, the amateur, is a tall and well-built blonde, also possessing much staying power in combination with speed. During the winter he has scored a wonderful series of successes on road and track meets promoted by the Central Cumberland and Lidcombe-Auburn clubs, either winning or being placed in nearly every race he competed in. He was racing every Saturday for about three months, and incidentally carried off the five-mile championship of the Northern Suburbs on a grass track at Marly. Patterson rides from scratch in all events promoted by the clubs and from a very short mark in N. S. W. Cyclists' Union open races.

The honorary secretary of the N. S. W. Cyclists' Union, George Liggins, has enlisted for active service, and Theodore O'Halloran, the honorary race secretary, has been appointed as his successor.

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C. R. A. TO REVIVE FAMOUS ROAD CLASSIC

To Check Outlaw Movement, Newarkers Will Revive Irvington-Milburn Race at Twenty-five Miles on Decoration Day; Only N. C. A. Amateurs Can Compete; First Prize Will Be $1,000 Auto

NEWARK, N. J., Feb. 29.—The first defensive shot to be fired by the Cycle Racing Association into the camp of the outlaws, represented by the American Federation of Cyclists, is the revival of the famous Irvington-Milburn road race on Decoration Day. This race, which was once the cycling classic of the year, will probably cost the C. R. A. more than two thousand dollars. The first prize will be an automobile, to cost not less than $1,000. According to Inglis M. Uppercu and Frank Mihlon, the Newark promoters, there will be at least 100 prizes.

Sugar for the Simon Pures

In staging this race the Cycle Racing Association has two objects in view. One is to develop new riders and the other to keep amateur riders from joining the ranks of the outlaws. It is believed by the promoters that the valuable prizes which will be hung up in the Irvington-Millburn race will cause quite a number of amateurs, who have already expressed their determination to side with the American Federation of Cyclists, to come back into the fold of the National Cycling Association.

Should an outlaw track be constructed in Newark it will undoubtedly be put into operation before Decoration Day, May 30, and, as all the riders who compete in outlaw races will be barred from events promoted by the C. R. A., this race, the promoters believe, will be such a large inducement that many of the star simon pures will string along with them in order to be eligible to enter the Irvington-Milburn classic. The promoters also figure that the cyclists who appear in the big race will continue to ride under the National Cycling Association's colors.

THE FIRST SHOT!

The C. R. A. intended to revive the classic on two former occasions, but then considered the expense prohibitive. Even from the race that will be staged on Memorial Day, there will be no financial returns to the promoters, but the outlaw movement has changed the entire aspect of the situation. The revival of the classic is looked upon by the Newark men as being absolutely necessary to check and thwart the progress of the F. A. C. They are willing now to go to any expense to retain their position in the cycling field.

The race will be run over the old course around the Irvington-Springfield-Milburn triangle, at the original distance of twenty-five miles. The county authorities have already given assurances that they will grant a permit to hold the race on the morning of May 30, and have promised that the course will be closed to all but the racing vehicles from ten oc'lock until noon. The Irvington-Milburn race was once the greatest cycle sporting feature of the year and was heralded from coast to coast, attracting some of the best riders in the country. In spite of the fact that it has been dormant for so many years, the promoters are of the opinion that the race this year will at least draw the pick of the simon pures in the East.

NEWARK AMATEURS ORGANIZE AND REPUDIATE N. C. A.

NEWARK, N. J., February 29.—Under the name of the Amateur Cyclists' Association of America the majority of the amateur bike riders organized in a body here last week and elected the following officers: Eddie Kane, president; Fred Taylor, vice-president; John Dreher, treasurer, and Alfred A. Krushel secretary.

The riders claim they will stick to anything the professional riders do and adopted the following resolution:

"Whereas the National Cycling Association has failed to properly promote and conduct the sport of amateur and professional cycling in the United States and has, on the contrary, studiously neglected the interests of the bicycle riders, amateur as well as professional, and, whereas the said National Cycling Association has become virtually an association of promoters whose principal object has been to protect themselves; be it resolved, that the Amateur Cyclists Association of America repudiate the N. C. A. and affiliate themselves with the Federation of American Cyclists."

TO ENCOURAGE SIMON PURES

TACOMA, Wash.—R. H. Brown, of the Washington Cycle & Supply Co.; F. M. Bailey, the Pierce man, and W. E. Newton, are behind a movement to promote amateur cycle events on the Tacoma Speedway. A great number of local riders are anixous to start training for such events and the entry lists will be full.

INDIANAPOLIS SHOW WINNER

Lyle Reed, a Speedy Local Rider, Captured the Home-Trainer Contest

ACME WHEELMEN TO STAGE BRASSARD RACES

NEW YORK, Feb. 29.—The Acme Wheelmen will soon start a series of races to be run like the Brassard matches which were so popular in Newark last season. Owing to the large number of riders in the club, the members have been divided into two separate classes. A gold medal will be presented to the winner of one class by F. Woisin, while a silver loving cup, donated by F. Small, will be given to the victor of the second class. A two-hour team race will be staged early this spring on one of the local tracks, eight valuable prizes having already been secured for this event.

The Acme Wheelmen have equipped their club rooms with a home trainer and other gymnastic apparatus which they believe will prove an attraction to unattached cyclists desirous of joining a club. The Acme cyclists have social affairs twice each month, and have also secured the services of professionals to train their members. Riders are invited to visit the headquarters of the Acme Wheelmen, at 9 Jerome avenue, Borough of the Bronx, New York City.

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FRONTISPIECE OF LATE BULLETIN FROM "MILLION BICYCLES" COMMITTEE

This Bulletin, Which Was Arranged by Secretary C. F. Olin and Mailed to All Dealers on His Lists, Is Chock Full of Meaty, Sales-making Material

WILL HOLD BICYCLE PARADE ON MAY 1

BALTIMORE, Md., Feb. 29.—At its meeting on Friday, February 25, the recently organized Cycle Dealers' Association of Baltimore decided that, owing to the earliness of the season and the uncertainty of the weather, no bicycle parade would be held on Bicycle Day, but that a local Bicycle Day would be observed on May 1. A big bicycle parade will be held on that day, terminating at one of the local parks, where a track meet would be held.

All of the local dealers are enthusiastic over the new "boosting movement" and are endeavoring to stir up interest among the local bicycle riders by the formation of clubs. One result of the movement has been the announcement by Nick Grimmel, the "one-armed wonder" and former star rider of the now defunct Curbstone Wheelmen, of his intention of "coming back" and of the possible revival of the Curbstone Wheelmen, once one of the city's most prominent clubs. Wide-spread interest has been given to his announcement by the publication in one of the local papers of his challenge to any of the local riders for a race at any distance from one to a hundred miles.

SAYRE TAKES CARLOAD ORDER OF JUVENILES

LOS ANGELES, Cal.—History was made in the Coast bicycle trade on the day in February when the Appeal Mfg. & Jobbing Co. unloaded a full carload of 360 juvenile bikes. Coast jobbers have always bought juveniles 40 to 60 at a lick in mixed cars with adult models, but the Appeal company is finding such an increase in the demand that it was obliged to order a straight carload of the Worthington line of juveniles.

From the 15th to the 24th of February this company shipped out 282 bicycles, and took in two more carloads the last week in the month to replenish its stock. "The bike business is some business these days, believe me," says Vice-president Sayre.

PIERCE FACTORY GOING DAY AND NIGHT

SAVANNAH, Ga., Feb. 26.—While in this city on his trip from Florida to the factory, Percey Pierce, of the Pierce Cycle Co., was the guest of George W. Thomas, the local Pierce bicycle agent.

"The demand for Pierce bicycles," he told Mr. Thomas, "is so great that we are working day and night at the factory. Not only is this true of our factory, but also of every bicycle factory in the country."

Mr. Pierce stated that there would be no immediate increase in the price of Pierce machines, for his company had contracted for sufficient steel to adequately meet demands for some time to come. Mr. Pierce believed that it will not be difficult to sell a million bicycles in 1916 provided the present outlook continued.

PLAN REUNION OF ALTOONA B. C. MEMBERS

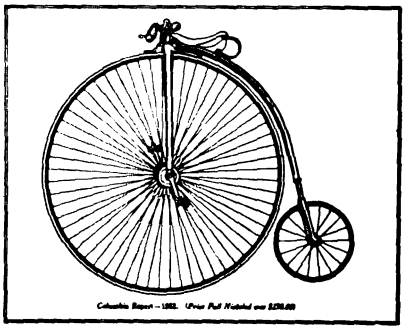
ALTOONA, Pa.—Plans are being made to hold a big reunion and banquet of the members of the Altoona Bicycle Club, organized some 20 years ago, but now extinct. A committee is at work trying to get in touch with the members of the old organization, but as there was no official roll of the club, it is desired that every man who ever belonged should notify the committee so that a list can be compiled and reunion plans completed.

The Altoona Bicycle Club was formed during the height of the bicycle boom, in 1896, and included many of the most prominent men of the day. It was a great success, socially as well as in the field of sports. The club headquarters were in the old Walton mansion on Eighth avenue.

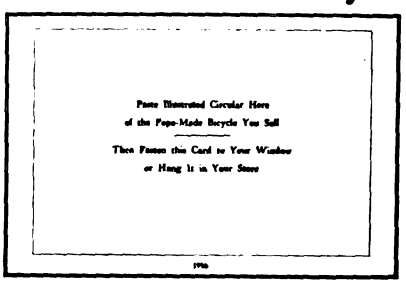
All persons who belonged to the club are asked to write to any of the following: T. R. Mickel, 1307 Sixth avenue; B. Leopold, 1123 Eleventh avenue; Ross Guilliford, 1222 Sixteenth avenue; Edward Stewart, 230 Sixth avenue; or J. W. Manley, 2118 West Chestnut avenue, this city.

WESTFIELD POSTER FOR DEALERS

THE GRAND-DAD OF AMERICAN BICYCLES



His Grandson of Today



Made by WESTFIELD MANUFACTURING CO.
WESTFIELD, MASSACHUSETTS
The Largest Manufacturers of High-grade Bicycles in the World

WINNERS OF KANSAS CITY RACE GOT $80 EACH

NEWARK, N. J., Feb. 29.—The six-day races held under the management of Packey McFarland, the central figure of the Twentieth Century Cycling Association, the outlaw promoting body, both at Chicago and Kansas City, have proved so unsuccessful that the grinds which were to have been held at Milwaukee, St. Louis and San Francisco have been dropped. Many of the riders who competed in Kansas City returned to Newark today very much disappointed.

The Kansas City race lost heavily. The winners, McNamara and Madden, received $80 each for their victory after riding 1,117 miles. The riders who finished seventh, eighth, ninth and tenth received $20 each. The share of the others was in proportion. As the riders paid their railroad fares from Chicago to Kansas City $10.85 each way, this, added to the other expenses, made the total expense considerably more than any but the winning combination received.

The majority of the riders, it is said, were pleased that the proposed races at Milwaukee, San Francisco, and St. Louis fell through. The riders were scheduled to ride for a percentage of the gross receipts in all of the proposed races, and the prospect of success in the other cities was no brighter than in Chicago and Kansas City, both of which were financial failures, although the riders got more than $6,000 out of the Chicago grind.

ALFONSO WINS RACE

NEW YORK, Feb. 29.—The weekly one-mile home trainer races, match race style, held by the Unione Sportiva Italiana at their club house, 410 Eighth avenue, was won by Jimmy Alfonso. The summary:

Heats—		Semi-Final—	
Alfonso, winner.	1.16⅗	Mullen, winner.	1.25
Ferrer		Egg	
Harvey			
Mullen, winner.	1.16⅗	Final—	
Egg, winner...	1.21⅗	Alfonso, winner.	1.14
Zoccola		Mullen	

TAKES ON MOTOR WHEEL

TACOMA, Wash.—F. M. Bailey, the pioneer Pierce bicycle dealer, announces that he has secured the Tacoma agency for the Smith Motor Wheel and that demonstrators are now on the way. Bailey has received a large number of inquiries and is looking forward to a fine year.

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FRANK KRAMER'S LIFE STORY

The First Authorized Story of the Great American Bicycle Champion's Brilliant Career—By Harry Mendel

Eighth Installment

After returning from Europe in the middle of 1905, Kramer licks Lawson and Fenn and cops the title again.

FRANK KRAMER, after his wonderful triumphs in Europe, returned to the dear old United States in the middle of the summer of 1905 and accomplished a feat unequaled in the history of cyling, when he annexed the National title for the fifth consecutive time. Kramer was given quite a battle by Iver Lawson, but was equal to the occasion and won out although the odds were very much against him.

On Labor Day, the fourth of September, Lawson was one point ahead of the East Orange rider in the struggle for National honors. But by September 9, Kramer had the title securely tucked away and out of the reach of the crafty Iver. The final summing up gave "Big Steve" 59 points, and Lawson 48. The complete summary of how all the riders finished for the title in 1905 follows:

	1	2	3	4	Unpl'd	Totals
Kramer	7	0	2½	½	1	59
Lawson	4	4	0	0	1	48
Fenn	0	4	4	0	2	26
J. Bedell	0	2	3	0	6	15
McFarland	0	1	0	3	5	10
Fogler	0	0	½	½	8	4
Dorlon	0	0	0	3	7	4
Root	0	0	0	2	7	3
Lee	0	0	1	0	9	2
Krebs	0	0	0	1	7	1

Besides stowing away the championship Kramer registered clean-cut victories over Iver Lawson and Willie Fenn in match races. The victory over Fenn was particularly gratifying, as the "Boy Wonder" was tooting his horn loud and long in saying what he would do when he ran up against the East Orange marvel. Fenn proved easy for Kramer, Frank winning in straight heats in two different match races. In the next time they met it took three heats to decide the controversy, Kramer winning two of them.

Great Reception for Kramer

Kramer arrived in Hoboken, after his European tour, on Thursday, July 14. On the following Saturday he rode an exhibition race at the Vailsburg track in Newark and was tendered a reception fit for a king. When Kramer stepped out from the training quarters preceded by his trainer, Jack Neville, the track resounded with loud cheers.

Kramer, although not a person who likes to bask in the limelight, rode slowly around the track, and each section accorded him a rousing welcome. His familiar American flag encircled his girth, on the stars and stripes of which were the signatures of all the European riders he had defeated while abroad.

The first championship race of the season was run off at the Vailsburg track, on Saturday night, August 5. It was a half-mile affair and Kramer was the winner by not more than three inches over Willie Fenn. The "Boy Wonder" had the lead rounding into the homestretch, and Kramer was on the outside. Fenn led almost to the tape, but then Kramer brought into play his French jump and, with one final kick, his wheel seemed to leave the track and he went over the finsh line a winner by inches.

Another Defeat for Willie Fenn

Kramer won another chamiponship race on the following Monday. This was ridden at Madison Square Garden, and once more Frank showed his heels to Willie Fenn. On Monday, August 14, at Madison Square Garden, Kramer pulled off a sensational coup on Willie Fenn and Iver Lawson, in the two-mile championship race. Kramer out-generaled Fenn and Lawson completely and with a great burst of speed finished first with plenty to spare.

Lawson and Fenn had framed up a nice little surprise by announcing they had decided to team together. But they did not make this little speech until Fogler and Kramer came on the track to ride the final. When Frank heard this, he hooked up with Fogler to offset the other combination. For one mile the riders traveled at snail's pace. At the beginning of the second mile, Lawson jumped to the front and, with Fenn on, the pair thwarted every attempt of Fogler and Kramer to get up. For a half mile the group tore around at a terrific clip and the positions remained unchanged until three laps from the tape. Here Fogler and Lawson dropped behind, leaving Kramer and Fenn to fight it out. After a short sprint Fenn was shaken off, while Kramer tore on to the finsh. Lawson pulled up strong and finished second, while Fenn had a hard time of it to get in ahead of Fogler.

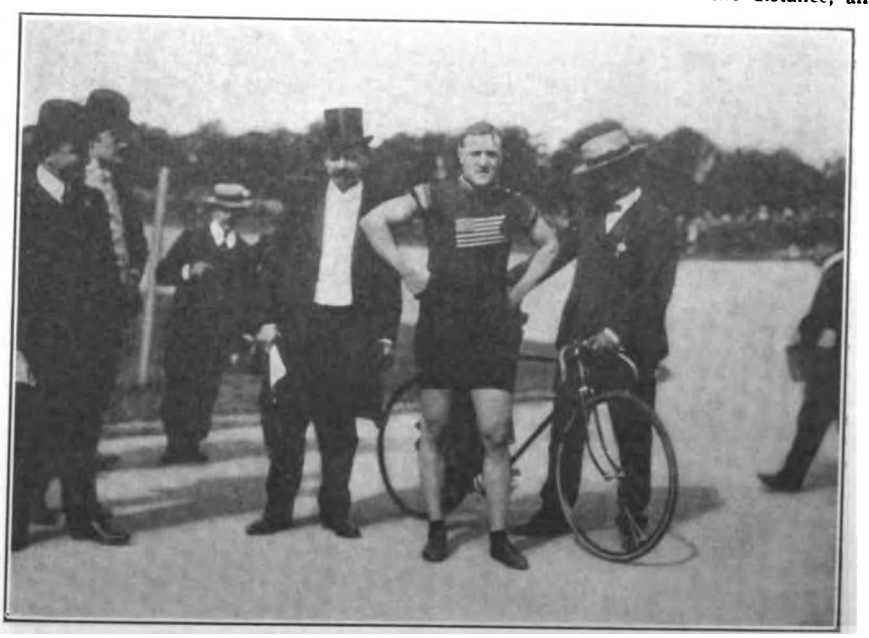
Kramer had an off day on Saturday, August 19, when a "double header" of championship races were put on, and he lost both. One was a quarter mile affair and the other was at one mile. In the quarter mile race Kramer was third, Lawson and John Bedell finishing ahead of him. It was the first time that season that Kramer was defeated in a titular race. In the next race, at one mile, he was again beaten, this time finishing second, behind Willie Fenn.

Kramer's streak of poor riding continued and the next Monday he bowed in defeat, in a championship race at Madison Square Garden, to Iver Lawson and Willie Fenn. Lawson was the winner, Fenn was second and Kramer had to be contented with third. Lawson displayed a great burst of speed after being brought to the front by his partner Floyd McFarland.

Meets Kramer in Match Race

Championship races were put aside for a short time, and Fenn received his long desired chance to meet Kramer in a match race. The first affair was decided on Tuesday, August 22, when Frank defeated Fenn in straight heats. Kramer won the first heat by a wheel's length and took the second by six inches, winning out in the last ten feet.

The following Thursday, Kramer and Fenn went at it again—this time at Madison Square Garden. The first heat at a half mile, which was ridden unpaced, Kramer won by a wheel's length. In the second heat, a mile was the distance, and



Frank Kramer at the Buffalo Velodrome in Paris, France, in the Summer of 1905, After Winning the Grand Prix de Paris

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once more Frank won easily by a wheel's length.

On Saturday, August 26, Kramer and Lawson rode a dead heat in a one-mile championship race at Vailsburg. They were ordered to ride off the tie, but Lawson would not do so, and Kramer got first place. Lawson and Kramer had a match race carded and Iver declared the riding of this heat would draw the interest away from the proposed match race.

The day for the match race came, it was on Tuesday, August 29, at the Vailsburg track, and Kramer defeated Lawson in two straight heats at a half mile each. On the next Thursday, Frank and Iver met again at Madison Square Garden. Lawson won the first heat by half a length and Kramer came back by winning the next two.

On Labor Day, Lawson wrested the lead in the battle for the championship from Kramer, by winning the one-mile national circuit race at Madison Square Garden. The event was robbed of its interest by a spill which occurred to Kramer and Fogler, who were teaming. It came on the fifth lap of the race and forced both to retire. Lawson, who finished first, received ten points, McFarland got six points for second place, while Kramer and Fogler divided the points for third and fourth places. It was a double point race and an unlucky defeat for Kramer. It gave Lawson 26 points, while Kramer had 25.

McFarland cut loose with a sprint which carried him and Lawson to the front on the backstretch in the fourth lap. Kramer set out alone to overhaul the two riders, when Fogler, apparently not having any idea of the champion's intentions, went up the bank directly in Kramer's path, and the pair collided, rolling down the bank. Neither made any attempt to finish the race.

Kramer came back into his own the very next day, displaying a wonderful burst of speed and sweeping over the tape a winner from Iver Lawson in the half-mile national championship race at the Vailsburg track. Kramer's victory was clean-cut and complete. He elected to go it alone, and from third position at the eighth pole rode clear around Lawson and McFarland, who were teaming, and finished a good front wheel ahead of Iver. For an instant on the turn into the stretch, when McFarland, who was setting the pace, let Lawson through on the pole, it appeared that the Swede might land the prize. He shot forward with the impetus of a bullet, but, fast as he was traveling, Kramer was coming faster and passed him in such a manner that all question of superiority of the two men was decisively settled right there.

Once more on Thursday, September 7, Kramer defeated Lawson in a whirlwind finish of a mile championship race at Madison Square Garden, where there were double points to count. Kramer, by his victory, obtained a commanding lead in the point table for the American championship. Lawson was in the lead up until the last lap, when Kramer spurted and won out after a hard struggle.

Kramer clinched the championship on the next Saturday, when Lawson was shut out in his semi-final by Willie Fenn and Eddie Root. With Lawson out of the final, it was clear sailing for Kramer, who won easily over John Bedell, Fenn and Root.

On Monday, September 11, Lawson scored a farewell victory over the national champion, Frank Kramer, in the five-mile championship race at Madison Square Garden. Lawson won the event with the assistance and excellent team work of Floyd McFarland. John Bedell, who was also in the combination, finished second. This proved to be the last championship race of the season and a couple of days later Lawson and McFarland set off for Australia, while Kramer retired to East Orange still clinging to the title.

(To Be Continued)

OUTLAWS STILL "ALIVE AND KICKIN'"

F. A. C. Issues Two Franchises to New Yorkers, Permitting Them to Build Tracks in the Bronx and Brooklyn; Officials Take Slap at Newarkers

NEWARK, N. J., Feb. 29.—The Federation of American Cyclists, the outlaw controlling body, is still very active on the bicycle sporting horizon and has the "organized" promoters of this city doing no little worrying. The latest development that occurred during the past week was the granting of two franchises by the F. A. C. to promoters who propose to build tracks in the boroughs of the Bronx and Brooklyn, New York City.

Give $1,000 Guarantees

The Brooklyn franchise was sold to a syndicate headed by Harry Pollock, manager of Fredy Welch, the champion lightweight. Billy Gibson, manager of Jim Coffey, Benny Leonard, and others, was awarded the Bronx franchise. According to the officers of the F. A. C., both Gibson and Pollock deposited $1,000 as a guarantee that they would start to built tracks two weeks after the signing of their franchises. Pollock plans to run four meets each week and Gibson will run two, all of the meets to take place at night.

Though the F. A. C. claims that several promoters have been dickering for the right to build a track in Newark, it has refused to disclose their names. Vice-president Matthews, of the outlaw body, declared that the Newark question had already been passed on by the F. A. C., but the men with the money did not wish to have their names made public.

Sanction for New York Race

The Pollock syndicate was also given a sanction for six-day racing in New York City, and proposes to hold the 1916 race some time in October or November in a huge building, larger than Madison Square Garden, which they claim will be erected near the Pennsylvania station. However, it is not certain whether this building will be constructed, but Pollock expects to hear definitely on this matter in about three weeks. Pollock has had considerable experience in staging six- day and also sprint races, having been associated for a number of years with P. T. Powers, who held a half interest in New York six-day races.

Wanted Conference With C. R. A.

The F. A. C. sought a conference with the officials of the Cycle Racing Association last week, but the latter refused to meet the outlaws. Instead a letter was sent by the C. R. A., the character of the contents of which can be inferred from the statement which the F. A. C. issued last Friday. In part this statement was as follows:

"In view of the fact that the Cycle Racing Association considers the matter of protecting its investment closed, so far as it is concerned, the Federation of American Cyclists, in pursuance of its avowed purpose of dealing openly and above board with the public, as well as the riders and the promoters, herewith makes the following statement to the public in refutation of the misstatements and tirade of personal abuse contained in what was called a reply to our communication, but what was really an attempt to dodge the real issue.

"The C. R. A. considers the 'matter closed.' It is because the C. R. A. and the N. C. A. have been closed corporations for years past that our body was organized to open up the sport to fair and honest competition. The F. A. C. is composed of business and professional men who must not be financially interested, directly or indirectly, in bicycle racing. This organization derives its authority from the Cycle Racing Men's Union, the latter body electing the members of the board of control of the F. A. C., no member of which board of control shall be a rider or a promoter. We submit, therefore, that our board is entirely disinterested and must of very necessity live up to its avowed purpose to protect the interest of the public, the promoters and the riders, a purpose which the C. R. A. and the N. C. A. never did and never could live up to, for the C. R. A. is the promoters and the N. C. A. is the promoters.

"In other words, in the past the promoters have been a trust which has promoted the game, has owned the riders and has governed the sport according to dollars and cents."

In refutation of the F. A. C.'s contention that the C. R. A. promoters are of the "hog all" calibre, Frank Mihlon gave out a statement in which he called attention to large sums of money which the C. R. A. has paid the professional riders last year. He said that the amount of money expended in bonuses, salaries and prizes during 1915 aggregated $103,697.59. Five Australian riders alone received more than $19,500, while thirty-four riders won more than $1,000, and thirteen riders collected over $500.

BRANDES WINS ROLLER RACE

NEW YORK, N. Y., Feb. 29.—At the fourth annual ball of the Glencoe Athletic Club, held Saturday evening, February 26, the match bicycle roller race, at two miles, best two of three heats, was won by Otto Brandes, of the Glencoe A. C., against James Papesca, of the Unione Sportiva Italiana. This match was run to decide the championship of the Glencoe A. C. and the U. S. I., both riders being the respective club champions.

First heat, one mile against time—Dead heat; time, 1 min. 7⅗ secs.

Second heat, two mile competition—Won by Brandes by 43 yards; time, 2 mins. 27⅗ secs.

Third and final heat, two mile competition—Won by Brandes by 140 yards; time, 2 mins. 35⅗ secs.

WARD CO. TO HANDLE BICYCLES

KENNET, Mo.—Bicycles and bicycle accessories will be included among the goods to be handled by the Ward Mercantile Co. in its new store in the Odd Fellows' Building in this city.

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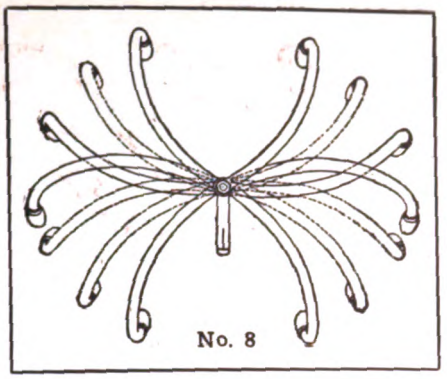
Kelly Handlebars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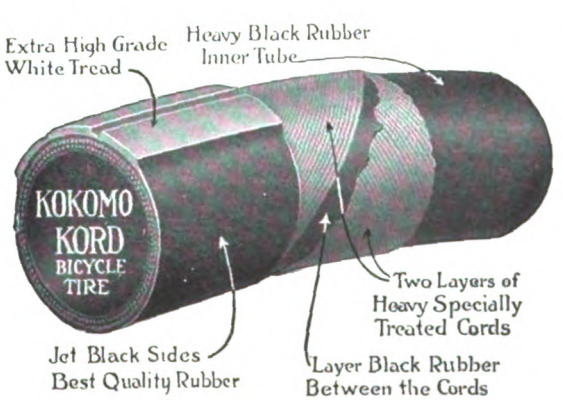

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Indianapolis, Ind., Geo. H. Westing Co.
Jacksonville, Fla., McGraw Bros.
Kansas City, Mo., Townley Metal & Hardware Co.
Los Angeles, Cal., Appeal Mfg. & Jobbing Co.
Memphis, Tenn., Johnson & Meyer Co.
Minneapolis, Minn., Hall Williams Co.
New York City, City Supply Co.
New York City, N. Y. Sporting Goods Co.
Omaha, Neb., Lee-Colt-Andreesen Hdw. Co.
Philadelphia, Pa., Geo. C. Miller & Co.
Philadelphia, Pa., Geo. W. Robb.
Pittsburgh, Pa., Sportsmen Supply Co.
Reading, Pa., Keyser Fry.
San Francisco, Cal., Appeal Mfg. & Job. Co.
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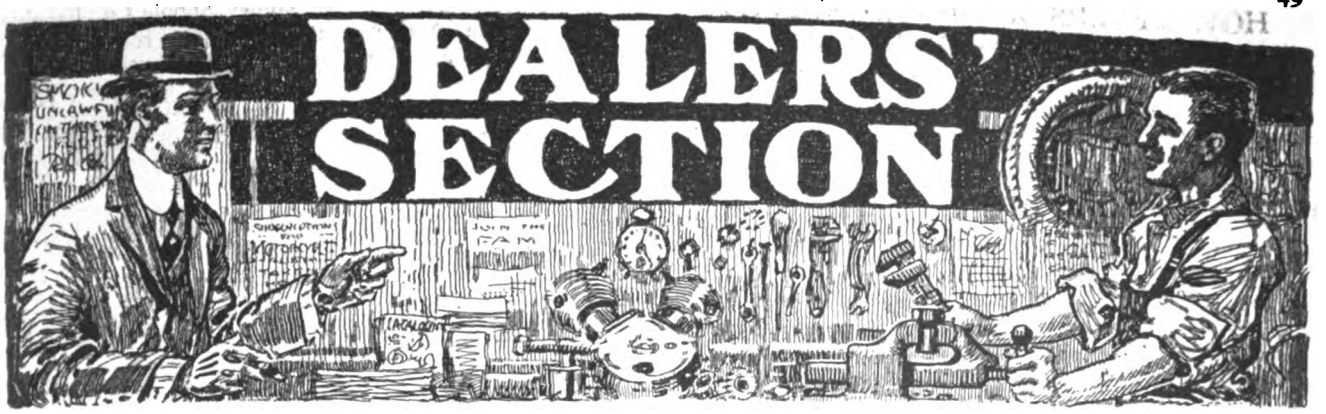


HOW PETERS BROTHERS ACHIEVED SUCCESS

Means Used By Hustling Buffalo Harley-Davidson Representatives to Build Up a Thriving Motorcycle Business and Make It Progress Season After Season

By GEORGE W. GRUPP

BUFFALO, N. Y.—Otto and Albert Peters are the real "steam" behind the Harley-Davidson agency in this city. Their father, H. L. Peters, holds the agency rights for the Silent Gray Fellow, but takes no active part in the business. Both Otto and Albert are not only a crack-a-jack sales force but are also practical mechanics and enthusiastic riders. Consequently, the Peters motto is "We are getting results."

In 1905 the Peters boys took to the motorcycle business, representing the Yale-California. They didn't do well and their father, in whose shop they kept the agency, often threatened to chuck them out, machines and all. They showed the old gentleman, in a short time, that there was money to be got from the motorcycle business—with the Harley-Davidson this time.

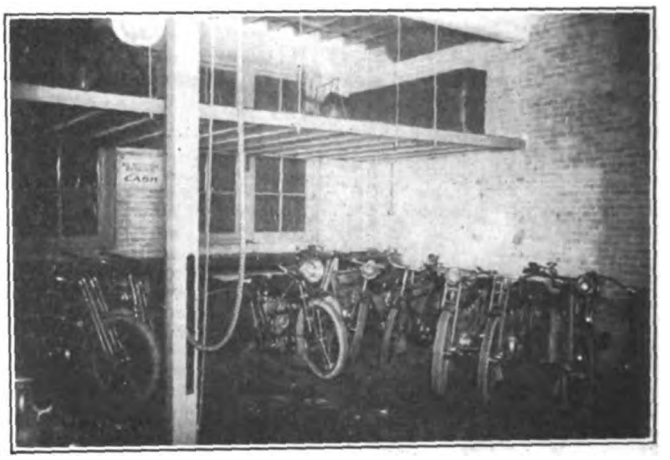
The Peters brothers agree that their greatest factors for success are the goods that they sell, the service they render, the square deal given to all customers and the maintenance of a thoroughly-equipped repair department.

Motorcycle Club Valuable

"All these factors," says Otto Peters, "would only make for partial success if we didn't make a motorcycle club in town. Such a club is indispensable, and the livelier the club, the better the motorcycle business will be. As a body, the members make an impression as they ride through the streets. Such sights develop enthusiasm for the sport and create a desire on the part of the spectator to buy a motorcycle. We must have motorcycle clubs, because they advertise the business.

"Every dealer should have a club and should be a rider along with its members. The dealer must practice what he preaches. Riding with the boys on a club run creates a friendly feeling between the dealer and the riders and incidentally increases sales."

Attractive Salesroom of Peters Brothers at 328 Pearl Street; Note Parts and Accessories Cabinets on Wall



Another View in the Peters Establishment Showing Used Machines Awaiting Customers. Balcony Is for Surplus Tires

Necessary to Success

On being asked about window displays, Peters said that he and his brother were strong believers in advertising. He considered advertising absolutely essential to a business. "Window displays are the best and cheapest form of advertising; we are particular about ours. We have a racing display in the racing season, a harvest display in the fall, etc. We make people look at the windows, that way."

As you enter the Peters store a large display card attracts your notice. It reads: "Harley-Davidson motorcycle sold only for one price. This is the list price. We give you service. You buy satisfaction." This explains the firm's attitude on price-cutting.

The only exception to this rule of one price is when a customer buys a machine on the installment plan. Under such conditions, 10 per cent. is added to the unpaid half balance. This means that half the list is

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HOW PETERS ACHIEVED SUCCESS

(CONTINUED FROM PAGE 49.)

required as a first payment. As an inducement to hasten the payment of the half balance, the Peters' offer to pay 10 per cent. if after a short period of weekly payments, the purchaser decides to clear the account with a lump sum. That is, they will pay 10 per cent. on the remaining balance.

If the buyer wants them to accept his used machine as part payment of the initial sum, their 10 per cent. system holds good. But no matter how much is allowed for the old machine, the buyer must pay in addition to his old machine one-half of the balance after the old machine has been credited. In other words, if the rider bought a machine for $300 and was allowed $100 for the old machine, he would be obliged to make a payment of $100 (half of the $200 balance) before the new mount was delivered. The balance of $110 (including the 10 per cent.) would be due at the rate of $5 a week.

KANSAS CITY, MO.

A. CROCKER. in charge of salesmen in this district for the Hendee Mfg. Co., recently returned to this city after a short trip through Kansas. He says that the conditions in Kansas are particularly good at this time of year. The farmers are taking a great deal of interest in road-betterment, and this greatly pleases the motorcycle owners who are also taking part in the plans for improving the state highway system.

W. BELL, agent for Pope motorcycles and bicycles, is very busy these days. The "baby" Popes are going great, says Bell, and the bicycle business, while still somewhat of a side line, is increasing very rapidly.

E. B. SAUFLEY, of the Saufley Supply Co., Excelsior distributor, in this city, has been busy rearranging his parts department. The big mail order business done in Excelsior parts by the firm demands a great deal of system in the shipping room and the clerks now have the different cabinets and containers all labeled and within easy reach.

ANN ARBOR, MICH.

WIEDMAN & CO. have taken the agency for the Dayton Motor Bicycle for Washtenaw County and this city. W. A. Harland, traveller for the Davis Sewing Machine Co., closed the deal.

BRONX, N. Y.

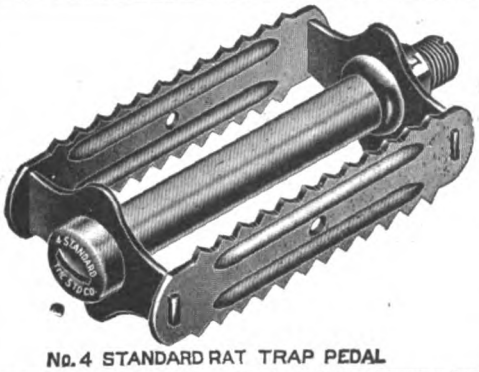
GENE COUGHLIN & CO., representing the Harley-Davidson in this borough, at 922 Washington avenue, have sold 19 new three-speed models to date, as well as two of the Harley-Davidson sidecars. In second-hand machines, 14 have been disposed of and the firm's stock is practically cleared out.

"Not only has there been a fine demand for new Harley-Davidsons," said Coughlin, "but there is and has been for some weeks past a big call for used machines. The recent cold snap did not prevent us from selling a number of both new and second-hand ones. This is going to be a big season in the Bronx."

SPOKANE, WASH.

INLAND MOTORCYCLE COMPANY has taken the Inland Empire representation for the Dayton Motor Bicycle. The contract was signed with the Washington Cycle & Supply Co., of Tacoma, holding distributing rights.

(MORE NEWS OF DEALERS ON PAGE 52.)


No. 4 STANDARD RAT TRAP PEDAL

THESE STRONG SUBSTANTIAL MOTORCYCLE TYPE PEDALS

have that sturdy look that comes only from correct design and first class construction.

THE NO. 4 STANDARD is a new type of rat trap pedal added to our line this year, making it the most comprehensive line of rat trap pedals offered to the trade.

THE NO. 5 PIRATE has such big, soft, easy rubber cushions! It minimizes the jars and bumps. Try a pair and find out for yourself.

Our cycle parts and accessories appeal to the mechanical expert. They have been standard from the beginning, and mark the utmost in the industry.

Our products comprise: Diamond "E" trade mark brand, Spokes and Nipples for Bicycles, Motorcycles, Tricycles, Velocipedes, Invalid Chairs, Sulkies, Carriages, Cyclecars and Automobiles. Pedals for Bicycles, Tricycles, Velocipedes and Motorcycles. Toe Clips for Bicycle Pedals. Emergency Axles for Pedals.

THE STANDARD COMPANY, TORRINGTON, CONN.

We are boosters for "One Million Bicycles in 1916"

200 X

No 5 PIRATE PEDAL

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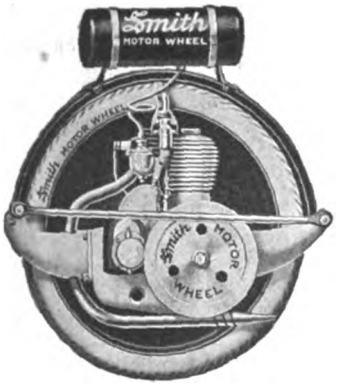
Smith Motors Are Made For Smith Motor Wheels *Only*



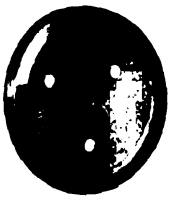
Fully Protected by United States and Foreign Patents

AFTER many years of study, research, construction and experiment—all directed by a carefully selected corps of expert engineers—the SMITH MOTOR WHEEL was brought forth and placed on the market as a *detachable bicycle motor.*

And, after fourteen months, during which time nearly 10,000 SMITH MOTOR WHEELS came into use and were *put to the test* all over the United States and in many foreign lands, the SMITH MOTOR established itself as a *wonderful motor.*

Its makers knew it would prove itself to be a wonderful motor. Their expert demands made it so. For in the careful making of the Smith Motor and the researches and experiments which attended its development, discoveries were made. These were discoveries for greater power, economy and efficiency; also better construction, application and relation of parts and the closer relation of the SMITH MOTOR WHEEL to the bicycle in the method of attachment.

All of these findings gave the Smith Motor the ability to perform so wonderfully, to be the really wonderful motor that it is. And, these discoveries *were all patented.* They are rigidly protected by patent rights in possession of this company. There exists not even a fair possibility of duplicating or resembling the same degree of practicability which is found in the SMITH MOTOR WHEEL and its various attachments to the bicycle.



The words "SMITH MOTOR WHEEL" appear on the fly-wheel of every SMITH MOTOR. Look for these words, be sure they are there—and you'll be sure it is the SMITH MOTOR WHEEL, with the *wonderful motor* (patented), which you are buying and for which you are contracting to sell.

A few territories still remain open where representative dealers will be considered. With such dealers we invite correspondence.

Motor Wheel Division

A. O. SMITH COMPANY, Milwaukee

World's Largest Manufacturer of Automobile Parts

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BREEZY NOTICES ANNOUNCE HOPKINS & ALZINA TO FRISCO TRADE

C. C. HOPKINS and Hap. Alzina are introducing themselves to the San Francisco trade in characteristic Western style by a series of breezy notices issued from their headquarters at 32 Van Ness avenue. One of these notices, in particular, shows the pictures of both partners, and between them is a sketchy introduction of both partners. For instance, regarding Alzina, it says: "—— when it comes to tunin' as they call it in engin' lingo (meanin', of course, givin' your bus sap, soup, pep, suds or get-up-and-skee-daddle), this Hap. lad is some medicine man, you bet!"

The fact that Hopkins and Alzina have put up a fine shop is mentioned and that "they have all the special shop dinkuses and testing machinery that used to belong to the Hendee Mfg. Co. branch here before they closed." It is needless to say that the partners hold the rights for the Indian for San Francisco after reading the notice.

OLEAN, N. Y.

CURTISS A. MOORE has opened a motorcycle store in this city and has taken the agency for the Excelsior line of motorcycles and bicycles for Cattaraugus and Alleghany Counties. He has stocked a full line of parts and accessories in addition.

Moore was formerly located in Wadsworth, O., for four years, but recently sold out his interests in the agency in that city and came on to Olean to open the present establishment.

WASHINGTON, PA.

WASHINGTON MOTORCYCLE & ACCESSORIES CO. has taken the agency for the Dayton Motor Bicycle for the present season. The firm had a front-wheel drive model on display at the local show, but only signed up recently.

NASHVILLE, TENN.

R. M. EBERHARDT CO., handling the Dayton in this city, recently exhibited the full line at the Nashville Auto and Cycle Show. The Dayton Motor Bicycle

Eberhardt Display at Nashville Show Featuring the Dayton

was given a prominent place at the stand and was so arranged that it could be mounted by the visitor.

The show brought the Eberhardt firm a fine volume of business and both during and after the exhibition the demonstrators were kept busy showing the paces of the front-driven little fellows.

(MORE NEWS OF DEALERS ON PAGE 54.)

To The Trade

We have just learned that a certain Motorcycle Supply House which caters to riders, has listed the Stoll Combination Tandem No. 2 at $9.00 delivery charges prepaid. Immediately upon learning this, we sent them the following telegram:

Feb. 25, 1916.

You are hereby notified that all discounts to you on the Stoll Combination Tandem Number Two, are hereby withdrawn. The price to you hereafter will be ten dollars net F. O. B. cars Denver, Colorado. This tandem has always sold for ten dollars and we will not be a party to any deal reducing the price thereof."

(Signed) The Stoll Mfg. Co.

This price-cutting was done entirely without our knowledge or consent and we feel confident in assuring the trade that this concern can do but little harm, as they have purchased only 22 tandems, and should they make any future purchases, the Stoll No. 2 tandem will cost them about $2.50 more than they have it listed at.

Our policy is and has always been to maintain the list prices and protect the legitimate trade.

Signed, FRANK M. STOLL, President,
The Stoll Manufacturing Co.,
Denver, Colo.

(The largest exclusive motorcycle tandem factory in existence)

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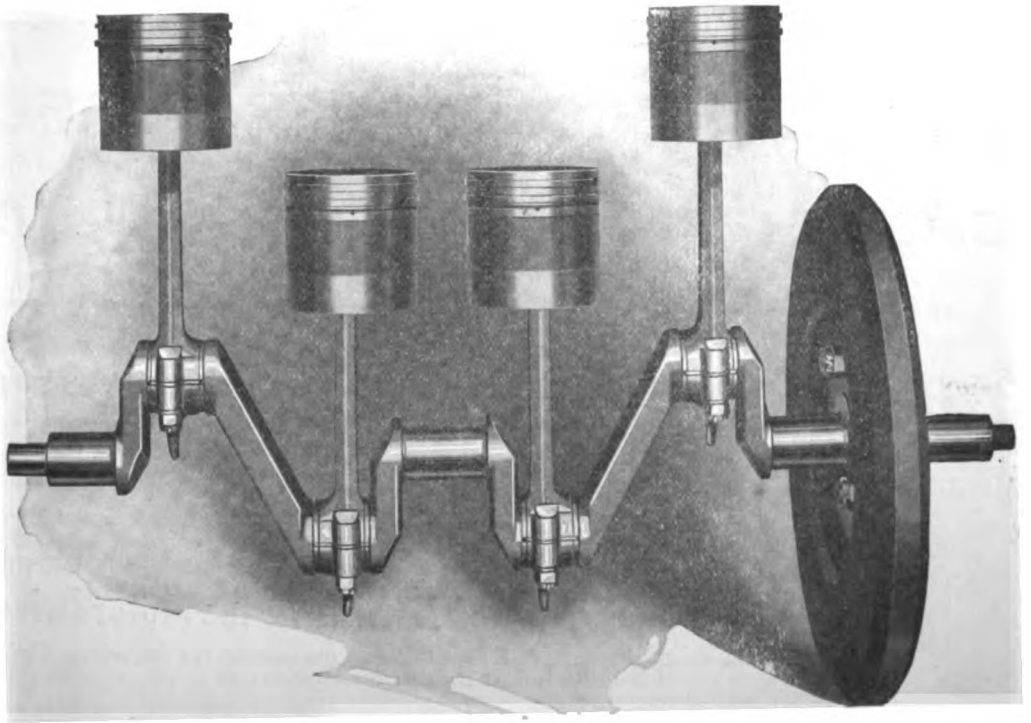
The sense of *liveness* that the four-cylinder motor imparts is another reason for the unflagging confidence of the Henderson rider. Instantly responsive to the touch of the throttle---lightning acceleration to breathless speed, or down to a mere walk with the motor just ticking over, smooth and steady as clockwork. Or an irresistible bulldog pull with locomotive power on the long mountain grades or in heavy going.

HENDERSON MOTORCYCLE CO., Detroit



One-piece drop-forged crankshaft, with pistons and connecting rods. One example of Henderson simplicity and strength. Generous bearing surfaces and husky proportions.

A *good* deed often means a *good* deal—Please mention MOTOR CYCLE ILLUSTRATED.

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NEW HARLEY-DAVIDSON COMPANY FORMED IN DALLAS, TEXAS

J. A. McDOUGLE has bought out the rights of J. Cameron, former proprietor of the Harley-Davidson Sales Co., at 2016 Commerce street, and will continue business under the same name. Former proprietor Cameron disposed of his rights owing to not being able to satisfactorily handle the motorcycle and an automobile agency at the same time. The new firm will work all of the seven counties under the old contract to the last inch and has C. Roy McClanahan, formerly of Houston, Texas, as the manager.

Mr. McDougle is sparing no expense in making the Harley-Davidson Sales Co. one of the largest motorcycle establishments in the State. He is carrying an immense stock of parts in addition to those already on the shelves of the old concern, and has ordered 15 three-speed models as a preliminary. His next order, he says, will be for a carload. McDougle and McClanahan have set their sales record at 200 machines and 100 sidecars and side vans.

KINGSTON, ONTARIO

TREDGOLD SPORTING GOODS CO. has taken the local representation for the Dayton Motor Bicycle. The contract was signed by F. H. Norris, Canadian manager for the Davis Sewing Machine Co.

LIMESTONE, ME.

W. B. WARD, JR., distributor of the Excelsior for Aroostook County, has moved from his old headquarters on Church street, to a new and larger building on Main street which he had constructed this winter. The present quarters measure 35 x 75 feet and include a large repair shop. The establishment is devoted exclusively to motorcycles.

Ward's sales since the first of January have more than tripled those of the corresponding portion of 1915 and he is smiling over the fact that this season will be a record-breaker for motorcycles in his territory.

COLUMBUS, O.

BELT-BARR MOTOR CO., distributor for the Indian in Central Ohio, has sold 27 motorcycles from February 1 to February 24, most of the sales being for the Powerplus three-speed twin. Spring-frame models, of course, predominated. The firm is of the opinion that the demand for 1916 will be much greater than that of last season.

DALLAS, TEXAS

HARRY SCHUETT CO., representing the Indian in this city, has already delivered five Powerplus models to customers and has orders for several others. The sale of Indian bicycles is proving first class. The firm has one of the neatest and most attractive show-rooms in the South and is well stocked up on parts.

REDWOOD CITY, CAL.

BEESON BROTHERS, well known as live wire cycle dealers in this city, have arranged to handle the Dayton Motor Bicycle during the present season.

ADRIAN, MICH.

WM. F. SCHRAMM CO. has added the Dayton Motor Bicycle to its line of bicycles in this city, and will also handle the Dayton motorcycle for 1916.

(MORE NEWS OF DEALERS ON PAGE 56.)

A. B. C. GENERATORS

Are Increasing, because they are Right

MODEL B Direct Lighting **$22.50** | **MODEL C** Batt. Charging **$27.50**

A. B. C. GENERATOR CO., Los Angeles, Calif.

Los Angeles City Police just repeated with an order for thirty-eight more.

The Greatest Horn Value of the Year

SEISS $3.75 SEISS

A powerful, commanding warning signal—the surprise in Mechanical Horns. Operated by touch of hand—turning either to right or left—for short low or sharp blast—or for long continuous sound same as a motor driven Horn to demand attention and right of way.

The Only Hand Operated Horn With the Motor Driven Sound

A Horn to be used—a Horn to be proud of and guaranteed for 10 years. Finished in Black Enamel with Nickel Bell. Universal Bracket for attaching to frame or handle bar tube. Write today for printed matter.

The Seiss Mfg. Co. 432 Dorr Street Toledo, Ohio

Mention of MOTOR CYCLE ILLUSTRATED is always appreciated by advertisers.

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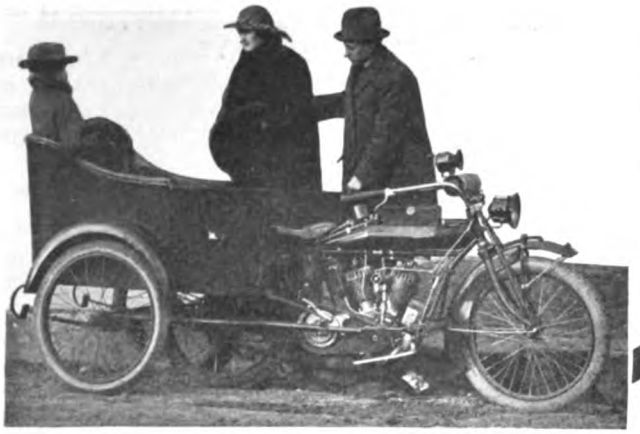


"On or Off in 30 Seconds"

Interest three people instead of one or two

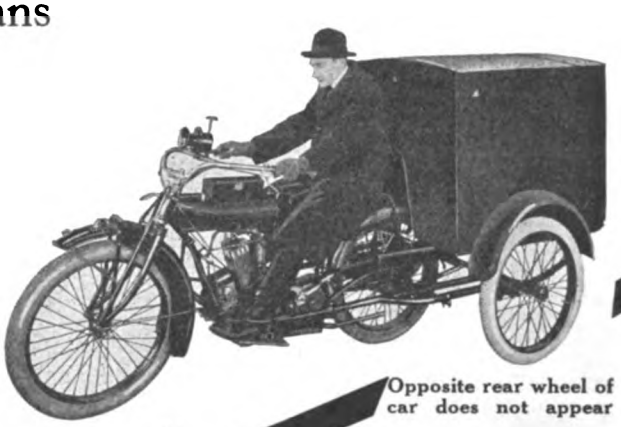
Increase Your Profits Without Adding Expense

You have a certain fixed overhead and selling expense. You can add the **Cygnet Rear Car** to your line without increasing expenses and you will ***make new motorcycle customers.***

We have inquiries from our advertising in the Saturday Evening Post, Popular Mechanics and Leslie's Weekly from practically every locality in the country. Do you want to see whether it means business for you or not?

Send the coupon today without obligating yourself in any way.

Rider can use coupon by giving us dealer's name



Opposite rear wheel of car does not appear

Be sure to give name of Motorcycle

CYGNET REAR CAR CO.
Dept. 4, Buffalo, N. Y.

Without obligating me in any way, please state your proposition and send booklet and full particulars.

Name .....
Address .....
City ..... State .....

Motorcycle I sell / ride .....

CYGNET REAR CAR

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VALUE!

In figuring true chain value, first-cost is a small item. A poor chain costs many times its first price, in delays, in annoyances and even accidents. You pay more for

"The Coventry" Chain

"The Motor's True Mate"

but you get more. More strength, more service, more satisfaction. With a breaking strength far superior to that of any other chain made. "The Coventry" is well worth the $1.00 a foot which it costs. At all good dealers.

Herbert F. L. Funke Co., Inc.
112 Broad St., N. Y.

BOSTON DEALERS TO HAVE INDIVIDUAL MACHINE DISPLAYS

MOTORCYCLE DEALERS in Boston will exhibit 1916 models at their own showrooms instead of at the automobile show in Mechanics Hall this season, following the plan determined upon last year.

In 1915 the arrangement worked out to the great benefit of both dealers and customers. The expense of the show was eliminated and dealers were enabled to use space for advertising in the newspapers which got the real motorcycle crowds to their stores. The visitors had unobstructed views of the machines, demonstrations and real attention from salesmen was possible.

Special decorations will adorn all salesrooms and the various models of machines will be tastefully arranged.

George N. Holden will show the full line of Indian motorcycles in his store at 188-190 Massachusetts avenue. The line will include the Featherweight two-stroke. Indian models will also be shown at the Hub Motorcycle Company's establishment at 258 Columbus avenue, and by the Crout Motor Co., Mattapan.

Harley-Davidsons will be shown at the New England branch, 744 Huntingdon avenue, where Manager Jes Campbell is in charge, and also at the store of W. J. Walker, retail dealer, at 178-182 Columbus avenue. Walker will also show the Smith Motor Wheel.

The four-cylinder Henderson line and the Excelsior motorcycle will be on exhibition at the showrooms of the General Motorcycle Sales Co., at 141-145 Columbus avenue, New England distributor for the Henderson and Boston agent for the Excelsior. The Cygnet Rear Car will also be shown here.

Thor models in both the 16-U and 16-V will be shown by the Thor Motorcycle Co., at 356 Columbus avenue.

TACOMA, WASH.

ELMER BERGSTROM is now in charge of the new Flying Merkel agency at South 37th and G streets. The establishment is in the heart of the school district and has one of the most attractive salesrooms in the city. The Dayton line of bicycles is handled in addition to motorcycles.

JAMES A. ROBBLEE, managing the Thirty-eighth Street Repair Shop in the South End of Tacoma, is determined to annex his share of the big bicycle trade for 1916. He is specializing in repairs for both motorcycles and bicycles.

TACOMA dealers will not have an opportunity to show the 1916 models as a body since the Tacoma automobile show has been indefinitely postponed. They will now hold private exhibitions in their own salesrooms, by which method they hope to attain the same end—increased sales.

GASOLINE in Tacoma has taken another jump. The retailers are now maintaining a price of 18½ cents and another cent advance will doubtless be made before the first week in March.

WATERTOWN, N. Y.

BARTER & CO. have closed with the Vim Cycle & Hardware Co., of Buffalo, for the Dayton Motor Bicycle agency in this city.

MOUNT CLEMENS, MICH.

HATZENBUHLER & CUDWORTH, bicycle dealers at 28 Front street, have signed up to represent the Dayton Motor Bicycle for the 1916 season.

(MORE NEWS OF DEALERS ON PAGE 58.)

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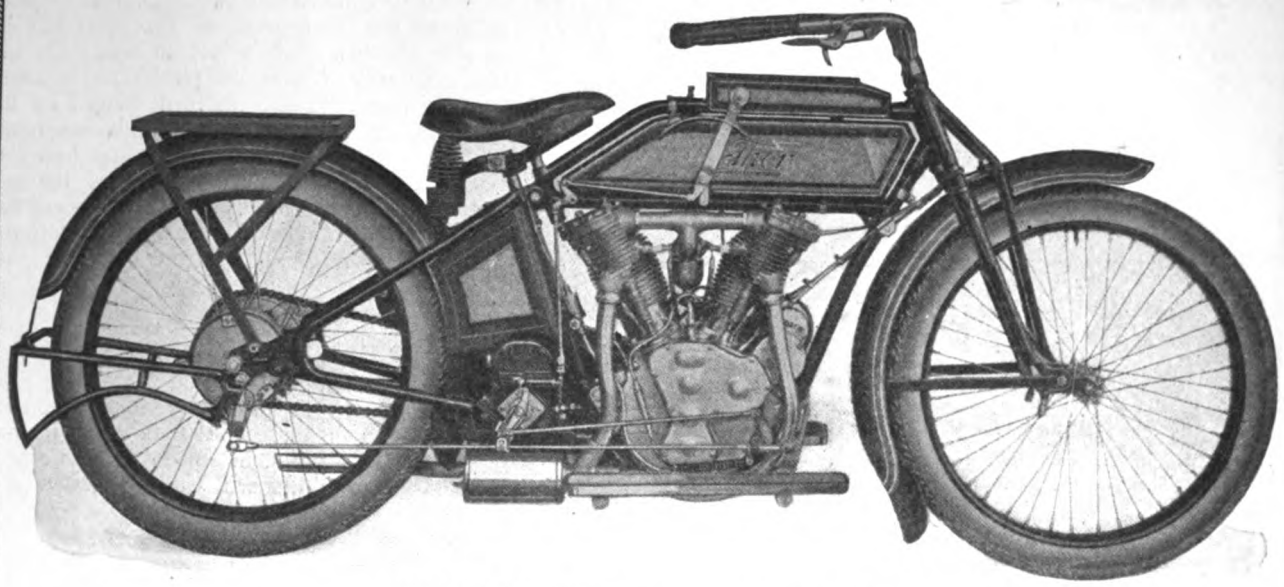
Thor

The Quality Motorcycle

Thor

Giant Power



Model U—12 h. p. $265

Advanced and Practical Improvements

Thor Roller Stand (using own weight to operate).

Thor Clutch Control (releases automatically when brake is applied; one foot does both).

Internal Expanding Band Brake (new, effective and reliable).

Positive Gear-Locking Device

Intake Valve (entirely enclosed).

DEALERS

Your riders will appreciate these and many other Thor "year-in-advance" features. Valuable agency territory still open. *Write at once for Catalog and Proposition.*

Aurora Automatic Machinery Co.

General Offices .....Thor Bldg., 1307 Michigan Ave., Chicago
Sales Offices and Works.....361 W. Superior St., Chicago
Pacific Coast Branch.....61 Fremont Street, San Francisco

For assurance of prompt attention to your wants mention MOTOR CYCLE ILLUSTRATED.

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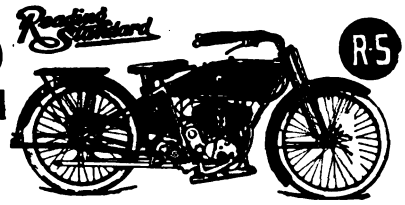

$230 3 Speed Single

$265 3 Speed Twin

The Hill King

So repeatedly and so consistently has the R-S distinguished itself in difficult hill climbs that it is nationally known as the "Hill King." Hill climbing is one of the keenest tests of a motorcycle's value. With the R-S you are prepared for any emergency. Past records prove the power of the R-S.

Riders: Buy the R-S and be satisfied.

Reading Standard Company

501 Water St., READING, PA.

ATTENTION

Buyers of Motorcycle Suits for both Men and Women.

Our Celebrated

"Kant Leak"

WATERPROOF SUITS

are well known for their durability, good workmanship and good fitting qualities.

Made in Norfolk Jackets with reinforced Riding Pants or Long Pants, plain or cuff bottom; also in Ladies' Norfolk Jackets. Plain and divided skirts.

We also make the above garments in Khaki, Roseberry and Fustian.

We wish to call your attention to our excellent line of Golf Bags and Huntsman's Clothing.

Give us a trial order. Catalogue free to dealers who write us on their letter heads or enclose business card.

WASHINGTON DEALER HAS UNIQUE DEVICE FOR HANDLING MACHINES

AUGUST ZIMMERMAN, Harley-Davidson agent in Washington, D. C., has a unique device for handling second-hand motorcycles. His salesroom is devoted exclusively to new motorcycles and used motorcycles are kept in the basement of his store. As is usual with buildings in large cities, the stairway leading to the basement is located in a well just back of the rear wall of the building. The rear entrance to Mr. Zimmerman's main floor is by the platform over this well.

Mr. Zimmerman constructed a triangular framework fastened to the rear wall so that it could be swung alongside the wall when not in use. On the arm of this triangular frame he placed an ordinary tackle block. He then had the platform hinged on the side where it entered the rear door of his salesroom. When desiring to place a motorcycle in the basement Mr. Zimmerman merely places a rope around the seat and handle-bars of the machine, swings the triangular frame out from the building, lifts the hinged platform, and easily lowers the machine into the basement with the aid of the pulleys.

LOS ANGELES, CAL.

F. A. SUTPHEN, of the Henderson Motorcycle Sales Corporation, has been out on the road to establish agencies for the Detroit-made four-cylinder machines. He reports very good results, in spite of the effects of the worst floods that Southern California has ever known.

PITTSBURGH, PA.

THE PENN MOTOR SUPPLY CO. and H. L. Neff will handle the Dayton Motor Bicycle in this city. The Penn firm is located at 5900 Penn avenue, while Neff is at 106 Federal street.

NEWBURGH, N. Y.

MYRON AFFRON, handling the Harley-Davidson in this city, will show at the annual exhibition of the Automobile & Accessory Dealers' Association, in the Armory on March 15 to 18. He will be assisted by Walter N. Koch, Harley-Davidson traveller, and by a number of local salesmen.

DETROIT, MICH.

AUTO CYCLE SUPPLY CO., of 68 Grand River avenue, has secured the agency for the Dayton Motor Bicycle in Wayne County. The firm is looking forward to a big season with the coming of spring.

SACRAMENTO, CAL.

PUTZMAN & BOWMAN, of 1122 Kent street, have contracted for 25 Dayton Motor Bicycles as an initial contract. The deal was put through by traveler Harland of the W. E. & W. H. Jackson forces in San Francisco.

LEXINGTON, KY.

THE JONES DRUG CO., Harley-Davidson agent, is preparing to erect a new three-story brick building. The firm has placed many of the Silent Gray Fellows in the Blue Grass district during the last few seasons.

(MORE NEWS OF DEALERS ON PAGE 60.)

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FLYING MERKEL MOTORCYCLES

POWERFUL

SPEEDY COMFORTABLE

The Miami Cycle & Mfg. Co.
Middletown, Ohio

TWITCHELL
AIR GAUGE

Guessing May Cost You Your Life

BE SURE

You can't tell how many pounds pressure there is in your tires by pinching them or looking at them, and a difference of a few pounds between what they have and what they should have means the price of a new tire or a broken collar bone, or both.

Inflate your tires to the pressure prescribed by your tire maker and test the pressure in them by means of a Twitchell gauge. There is no other SAFE way of doing it.

Write for table of air pressures recommended by the tire manufacturers.

PRICE ONE DOLLAR

For Sale by Jobbers, Dealers, Garages or

THE TWITCHELL GAUGE CO., 1213 Michigan Avenue, Chicago

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PATERSON, N. J.

ELMER G. HAVENSTRITE, veteran dealer in this city, has taken the Cleveland lightweight agency for Paterson and vicinity. He will handle this mount in addition to his Harley-Davidson representation. Havenstrite has disposed of 24 Harley-Davidsons fitted with sidecars since the New York Show. He has also sold ten solo mounts. His sidecar output is greater than that of his entire 1915 season.

FRED. L. JOFFEE, Excelsior representative, has just received his first 1916 "Big X." The three-speeder is causing a bit of excitement among the boys around here and Joffee's store at 12 Clark street, is pretty well crowded with eager riders booking demonstrations. Joffee is handling the Smith Motor Wheel also for 1916.

JOHN STEELE, Indian representative, as well as Orrie, the latter well-known as a competition rider and sidecarist, are demonstrating the Indian Featherweight these days. Steele got a 200-pound rider to tool the little fellow over the hilly parts of Paterson for the benefit of the younger generation. As a result, several sales have been made and Steele looks for the sales of this model to outstrip those of last season's Popular—25 machines.

HARRISBURG, PA.

HEAGY BROTHERS, distributing the Harley-Davidson, have started their annual motorcycle show at 1200 North Third street, their headquarters. The show rooms have been tastefully decorated and an orchestra plays every evening. The feature of the show is the Harley-Davidson twin model with electric equipment, but an extensive line of bicycles is also on display.

SAN FRANCISCO, CAL.

FRED. H. BENTE, of 1548 Market street, has taken the local agency for the Dayton Motor Bicycle, through W. E. & W. H. Jackson, Pacific Coast distributors.

Henderson Headquarters of Vernon & Son, in Seattle, Wash.

OROVILLE, CAL.

GEORGE S. BAKER has arranged to handle the Dayton Motor Bicycle in this city during 1916. He signed up with the traveller from the San Francisco office of the Davis Sewing Machine Co. recently.

Your Help Problem Solved!

It matters not whether you are a

Manufacturer
Jobber
or Dealer

whether you need help in the shop, in the store, in the factory or on the road. You can get just the kind of a man you are looking for by advertising in the classified columns of

MOTOR CYCLE ILLUSTRATED

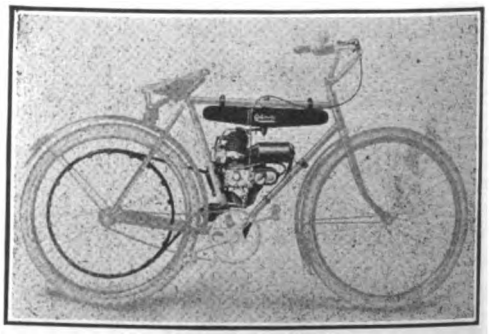
Act Quickly and You Will Get Quick Results!

RATES: One insertion, three cents a word; two or more insertions, two cents a word for each insertion.

The Logical Location

for a motor attachment is directly in the bicycle frame. This is the position selected by motorcycle manufacturers because it permits perfect distribution of weight and proper transmission of power.

Hence, the CYCLEMOTOR has gained its popularity with bicycle riders because it is built on mechanically correct principles.



Does not affect handling or steering of wheel.

2-STROKE HIGH-SPEED

Interested dealers should ask for Booklet "C-3" at once.

CYCLEMOTOR CORPORATION

Arlington Bldg. Rochester, N. Y.

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REFLEX

The Question isn't How Many but How Good

"This is the kind of a plug I am always glad to sell. It is a Reflex and it's sold on a mighty broad and liberal guarantee. All Reflex Spark Plugs are fully guaranteed against defects in material or workmanship. Any Plug that proves defective will be repaired or replaced free of charge. Your money back if not entirely satisfied."

"Some manufacturers are making more Spark Plugs than the Reflex People. But in selling Spark Plugs I always like to consider not 'how many,' but **'How Good.'** Your patronage is worth far more to me than the few cents additional profit I might make by selling you a plug that wouldn't stand up and deliver the goods. Standard equipment on Henderson motorcycles, you'll find that Reflex Spark Plugs are far better than those usually furnished on motorcycles."

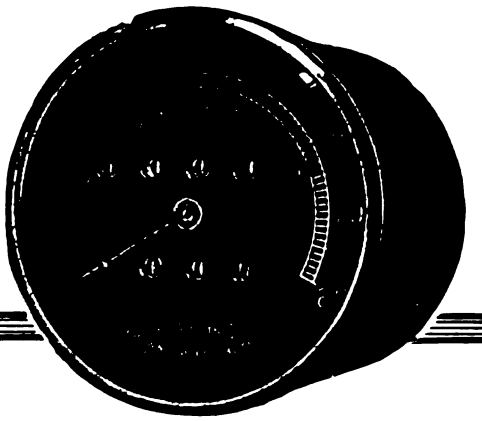
Your customer can't get away from that argument; the service he is bound to get from Reflex Plugs will win his trade and his confidence for you. Hundreds of dealers are controlling the quality business on Spark Plugs in their territory. The cut-throat competition of a dozen dealers in their own community is eliminated by the Reflex Exclusive Agency; and they are making a worthwhile profit on every Reflex Sale.

A Reflex Free to Every Dealer

We want you to prove for yourself "How Good" Reflex Plugs are made. Write us on your letter head giving us the name of your mount. We'll gladly send you a Reflex *free of charge;* tell you more about the free display cabinet, signs, circulars and other sales helps that build bigger and better business for Reflex Dealers.

Grasp this opportunity. Write us at once.
Open territory is fast being assigned.

THE REFLEX IGNITION CO.
1718 PAYNE AVE. CLEVELAND, OHIO



There's Money in Mileage

Are you prepared to get your share? If not, it is time to start.

This year there will be a greater demand than ever for the right sort of speedometer, which means there will be a greater demand than ever for the

CORBIN-BROWN

SPEEDOMETER

"The Speedometer of Absolute Accuracy"

This is not a prediction, but a plain statement of fact:

The Corbin-Brown is Going to Sell This Year

Your jobber will gladly supply you. Write today for catalog, price lists and discounts.

The Corbin Screw Corporation
THE AMERICAN HARDWARE CORPORATION, Successor
NEW BRITAIN, CONN.

BRANCHES: New York Chicago Philadelphia
Makers of Corbin Duplex Coaster Brakes for Bicycles

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READ THIS AND ACT QUICKLY

Equip your Bicycle with a 20th Century Lamp

and ride in safety. They light the pathway of more bicyclists than any other lamp made. Easy to care for. Attractive in appearance. Always dependable.

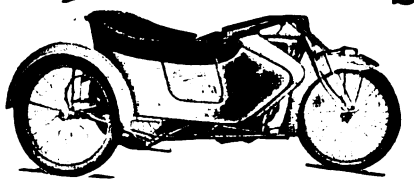
We Are Boosters for "One Million Bicycles in 1916"

20th-Century Mfg. Co. 41 Warren Street New York

Pullman

THE HARRY SVENSGAARD SALES CORP DETROIT

This Name Guarantees Satisfaction



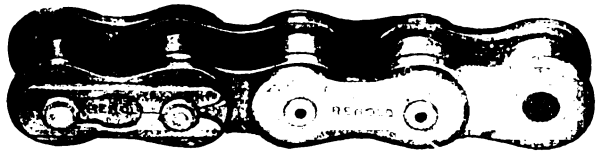
See that it is on the sidecars you sell in 1916!

Harry Svensgaard Sales Corporation 471-473 Woodward Ave. Detroit, Michigan

H·R Stands for RENOLD

"The Chain of Proven Reliability"

Special Service Chains



8198 ⅝" Pitch ¼" Width DON'T FORGET 8199 ⅝" Pitch ⅜" Width

that Renold Chains are the lightest weight chains on the market for the great breaking strength obtained.

A century in business! 1816-1916!

Peter A. Frasse & Co., Inc., Canal and Sullivan Sts., New York City

For Your Motorcycle

USE

HARRIS

TRADE MARK REG. U.S. PAT. OFF.

OILS AND GREASES

High grade lubricants, made of choicest Pennsylvania crude stock from which soot-deposit forming ingredients have been eliminated to the greatest extent.

"A Little Goes a Long Way and Every Drop Counts."

A. W. HARRIS OIL CO.

326 S. Water St., Providence, R. I.

Branch: 143 No. Wabash Ave., Chicago, Ill.

LOUISVILLE, KY.

HERB. KLINE, of Kline Brothers, Harley-Davidson agents, is much gratified with the prospects for 1916 as regards the Silent Gray Fellow in this city and surrounding territory. Kline Brothers have averaged over 100 machines a year for the past three seasons and expect to better this in 1916. They recently took over the entire business of an automobile supply house and are making this pay in addition to handling a growing motorcycle business.

Mr. Kline states that the firm's success on the motorcycle line has been due to the policy of minding its own business. The Klines have adhered to a strict business policy, eliminating loose credits, giving a fair price for used machines and not an exorbitant one, and eliminating all slip-shod methods. While other places have been crowded with used models, Kline Brothers' establishment has been clear of everything but new machines.

"We will not take in a machine except at its own price," says Herb. Kline, "and that price one at which the machine can be sold almost at once, even though the profit is only $5. The result is we have no money tied up indefinitely in second-hand stock."

WILLIAM C. DIERUFF, formerly manager of the Motor Wheel and bicycle department of the Sutcliffe Company, is now with the local branch of the Fisk Rubber Co., as store manager. Dieruff has been well known in motorcycle and bicycle circles for the past three years, and while with the Sutcliffe firm has made numerous trips through Kentucky and Tennessee. Since his joining the Fisk forces, an Excelsior delivery van outfit has been put into commission for tire work, this being the first van to be used in Louisville.

MODESTO, CAL.

JOHNSON CYCLERY has signed up with W. E. & W. H. Jackson to handle the Dayton Motor Bicycle in this city for 1916.

WASHINGTON, D. C.

F. L. LEISHAAR and J. McL. Seabrook, representing Osborne & Leishaar and Howard A. French & Co. in this city, have received Indian featherweights for use as demonstrators. Leishaar took his little two-stroke for a thorough test on the hills around Washington, and was more than pleased with its running and climbing ability.

Manager Seabrook, of Howard A. French & Co., states that the machine exceeded even his expectations as well as those of his customers. Owing to the recent snowstorm he has been unable to do very much in the way of road demonstration. He got his first order for one of the little fellows from a treasury department employee after the latter had only a demonstration on the stand.

SAMUEL McPHERSON, representing the Dayton line at 709 H street, N. W., has received his Dayton motor bicycle demonstrator, and is being kept busy showing off its pace outdoors when the weather permits of riding at all, and indoors at other times. The low price of the bike appeals to Washingtonians, and McPherson says that he expects no difficulty in disposing of his allotment of 100 within the next three months.

MOUNTAIN VIEW, CAL.

C. N. HIGDON, one of the city's best-known cycle agents, has taken on the Dayton Motor Bicycle for the new season and expects to make record sales with the little front-wheel driver.

(MORE NEWS OF DEALERS ON PAGE 64.)

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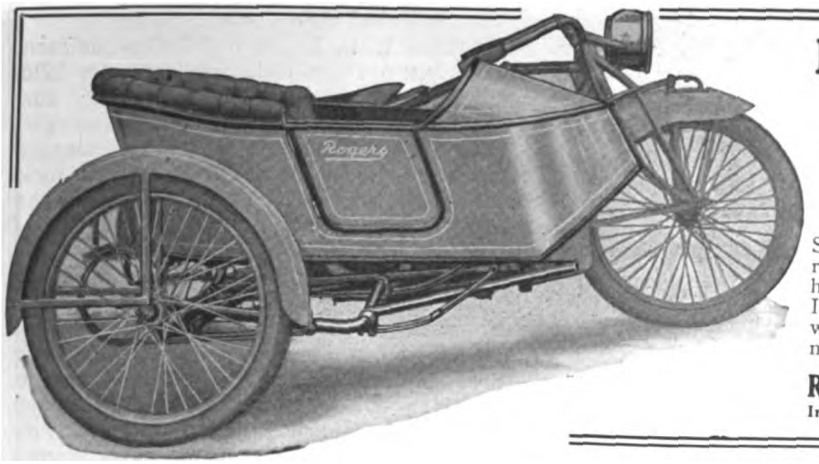


Have you ordered your Rogers ?

IF NOT, NOW IS THE TIME

Spring days will soon sound the call of the road and then you will want the sidecar you have been promising her.
If your dealer cannot show you a ROGERS, write us, stating make and model of your motorcycle.

ROGERS MFG. CO. 328 West Madison St. **Chicago, Ill.**
Irving Beck (Service Station), 1493 Fifth Ave., New York

'DIAMOND' CHAINS

for

Bicycles and Motorcycles

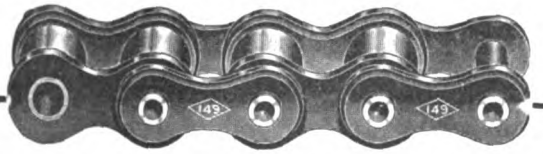
"Diamond roller and block type bicycle chains are being used as standard equipment by a majority of the leading bicycle manufacturers. They are economical, accurately manufactured, strong, durable—the proper chains for your bicycles.

The No. 149 Diamond has rollers that DO NOT BREAK, nickel steel rivets and special heat treatment of wearing parts—some important features which make the 149 a reliable chain for every motorcycle service.

A Million Bicycles for 1916

Diamond Chain & Mfg. Co.

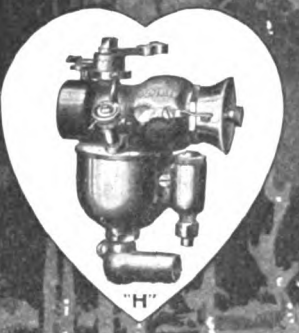
Indianapolis, Indiana



The SCHEBLER CARBURETOR

America's Standard Supreme through Merit

THE HEART OF THE MOTORCYCLE



"H"

WE EQUIP

THOR
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WHEELER & SCHEBLER
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Catalogs now Ready

No. 60 Motorcycle Supplies
No. 61 Bicycle Sundries

The most complete books of their kind ever issued.

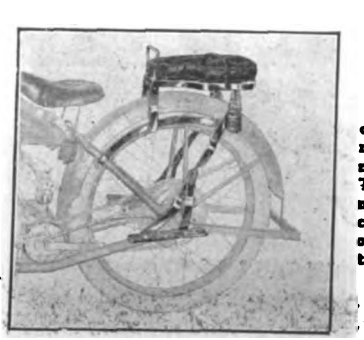
FREE TO DEALERS

who write us on their letter heads or enclose their business cards. Ask for our Bargain Books, too.

"INDIAN" Motocycles — "PIERCE" Bicycles

New York Sporting Goods Co.
15 and 17 Warren St., near Broadway, New York

F-N and the HENDERSON



They Were Made For Each Other

The F-N tandem adds considerably to the neatness and brilliancy of the new model Henderson. The perfect fit, the bright nickel plating and black cushion "harmonize." The only "really comfortable" tandem. Price $10.

FENTRESS-NEWTON MFG. CO.
Detroit, Mich.

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FREE

You can't be up-to-date without it.

Write today to

MOTORCYCLE EQUIPMENT CO.
Hammondsport, N.Y.
3664 S. Main
LOS ANGELES, CAL.

The Oldest Supply House in America

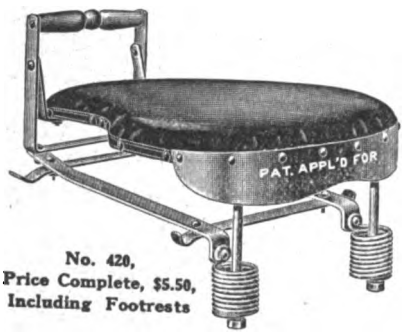
The choice of the experienced rider is

PREST-O-LITE

The Only Practical Light for Motorcycles.

The best Road light at the lowest cost. Simple, sturdy, absolutely reliable and highly convenient. Send for literature.

The Prest-O-Lite Co., Inc. 246 SPEEDWAY INDIANAPOLIS, IND.
The World's Largest Makers of Dissolved Acetylene
Prest-O-Lite Exchange Agencies Everywhere



No. 420,
Price Complete, $5.50,
Including Footrests

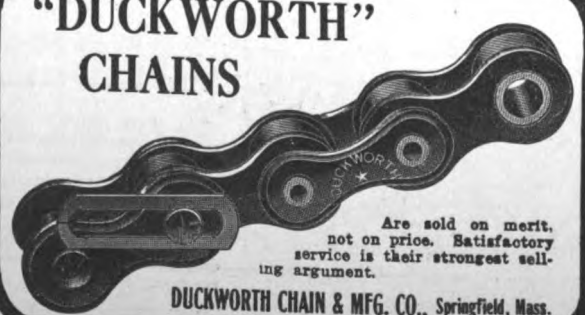
No. 420 tandem to be used on rigid carriers, the price includes one pair footrests.

Retail Price Complete $5.50

DEALERS — Write us for our new Proposition.

WALD MANUFACTURING CO.
Dept. F SHEBOYGAN, WIS.

"DUCKWORTH" CHAINS



Are sold on merit, not on price. Satisfactory service is their strongest selling argument.

DUCKWORTH CHAIN & MFG. CO., Springfield, Mass.

SALEM, N. J.

HOFF & LOVELAND, Indian distributors for Salem county, will shortly move into their new home. A formal opening was held on March 1, when the complete line of Indian motorcycles and bicycles was shown.

The establishment consists of a store and a repair shop, both housed in a building 28x100 feet. The store is in the front, and will be divided into a show room and a storage room for patrons. The shop will be in the rear, and will measure 28x40 feet. A rear entrance to the shop is provided for. The shop will have full machine equipment, as well as facilities for brazing.

Next to the store, and having a separate entrance from the street, is a clubroom. This is to be finished in Mission style throughout, and will provide comfortable lounging and reading quarters for Salem riders. Hoff & Loveland have been Indian representatives in this city for the past four years, and will of course continue the excellent service which they inaugurated in 1912.

JAMESTOWN, PA.

JOHN W. WHITE has secured the agency for the Dayton Motor Bicycle for Jamestown and vicinity. White is a veteran cycle dealer and has a large following in this city.

Sidecarists Who Helped Make Indian Day a Success at Establishment of C. Calloway & Co., in Lexington, Ky.

DETROIT, MICH.

THE ADDISON CYCLE CO., 2372 East Jefferson avenue reports a big business on second-hand motorcycles. "Our Excelsior business is going ahead and we have a lot of prospects whom we feel sure of landing by spring," says Mr. Addison. "I am going to fix up my store, redecorate, put in a new show window with lattice work for the background, and get ready for a big spring opening. There is going to be a lot of riding this summer and the agents who fix up their places right and get after the trade are going to get the benefit. It's going to be a big year for the motorcycle business. There has been more riding this winter than I have ever seen before during the cold weather, and there is more interest than I have ever seen in motorcycling."

PORT HURON, MICH.

O. H. KIEL, representing the Dayton bicycle in St. Calir County, has taken on the full Dayton line and will handle the Motor Bicycle and the motorcycles of this make. He has placed an order for demonstrators on all motor models.

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FEDERAL MOTORCYCLE TIRES

"EXTRA SERVICE"

Federal Rubber Manufacturing Co. - Milwaukee

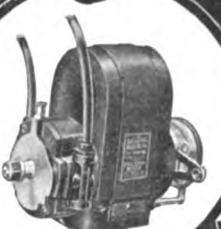
NATIONAL Motorcycle and Bicycle Spokes

We are selling several of the representative motorcycle and bicycle manufacturers, as well as some of the largest jobbers in the country.

For Motorcycles—.135 x .110 and .130 x .100. Made of high grade wire, either hand buffed or regular bright nickel finish. For Bicycles—.092 x .072; .080 x .060, .072 x .056. Furnished in Natural hand buffed or regular finish. Finest grade of wire. Rust-proof!

The National Screw and Tack Co.
Cleveland, Ohio

Berling Magneto



This "B" type will carry the motorcycle maker to Success because it will carry the rider to his destination.

ERICSSON MANUFACTURING Co., 1116 MILITARY RD., BUFFALO, N.Y.

MASCO

Expert Repairs

Most modern repair shop in existence. Equipped for reboring cylinders, overhauling, re-enameling and rebuilding all makes of motorcycles.

BE PREPARED FOR THE 1916 RIDING SEASON

Send work at once for estimate, prices right, work guaranteed.

MOTORCYCLE ACCESSORIES CO., St, Paul, Minn.

THE PIERCE

agency proposition is all ready. Dealers write or wire.

A Quality Bicycle

at a reasonable price, regular and service models, with one-piece and two-piece hangers.

Pierce Cycle Company

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Dealers and Repairmen Need This Tool!

The "CYCLONE" Adjustable Valve Re-seating and Re-facing Tools are indispensable to every repair shop. They are the only adjustable tools of the kind on the market. Only a half-minute to adjust to any size valve and valve seat of a motorcycle. A few turns of the tool give a perfect seat, any angle desired.

Set of two tools, comprising Seating Tool and Facing Tool.....$10

Guaranteed to cut any set of Motorcycle Valves to perfect accuracy.

A card will bring descriptive literature.

American Valve Tool Co.
589 Hudson St. New York

WRIGHT SPARK PLUG

TRY IT AND

Used as Regular Equipment on 1916 Harley-Davidson.

Reliably Sure

NOTE THE DIFFERENCE

This big Motorcycle Manufacturer wants only the best of equipment.

N.Y. Mica Mfg. Co.
Auburn, N. Y.

NONE BETTER MADE

PATENT YOUR IDEAS

Inventions bring fortunes when protected by good patents. New ideas in great demand. I will get a valuable patent for you and will help you make money from it. Ask about my free advice, or send sketches for free search of patent records.

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Motorcycles a specialty. All work guaranteed. Large accommodations for storing motorcycles and sidecars at low rates.
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Parts for DAYTON and DE LUXE
Repairs and Supplies
DRISCOLL & JEANROY
209 W. 126th St. New York.
'Phone, 3352 Morningside.

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Agent for INDIAN MOTORCYCLES
Repairing Storing
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HARLEY-DAVIDSON
M. J. GOLDMAN
All Makes of Bicycles—Expert Repairing.
115 Greenwich Ave. Phone 3986 Chelsea.

Uptown Indian Headquarters
Parts and Accessories
Cash—Installment—Exchange
LOUIS GOLDSMITH, 92 St. Nicholas Ave.

Harley-Davidson Sales Co.
Distributing Agents for
HARLEY-DAVIDSON MOTORCYCLES
533 West 110th Street, Near Broadway, New York
15 So. Lexington Ave., White Plains, New York

HENDERSON MOTORCYCLE COMPANY
New York Branch: 227 W. 106th St., New York
Cash or installment sales handled. Best facilities in New York for storage. Bargains in used machines. Full stock of parts and factory service. Always open.

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Headquarters for lower N. Y. City.
Motorcycles, Bicycles, Supplies.
Expert Repairing—Storing.
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OLIVER'S BRONX INDIAN AGENCY
F. A. M. Repair Shop. Full line of accessories.
The Only All Night Service in the Bronx.
993 Washington Ave. Near 164th St.
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N. Y. Distributor for Reading Standard Motorcycles. Rogers Sidecars in stock. Agent for Excelsior and Henderson
1491 Fifth Avenue Telephone, Harlem 2337

T. J. SIXSMITH
283 W. 106th Street.
Expert Repairing. New York Agent for the EXCELSIOR.
Telephone, 8861 Riverside.

AMOS SHIRLEY, 935 Eighth Ave.
INDIAN and EXCELSIOR
Columbia, Hartford and Fay Juvenile bicycles.
Parts for the Indian, Excelsior and Pope.
Repairs and Accessories.

Exceptional Offer of Choice Seconds
28 x 3 Firestone Non-Skid $6.25
29 x 2¾ Firestone Non-Skid 5.65
These tires are fresh stock practically perfect, but slightly discolored in spots
E. J. Willis Co., 85 Chambers St., N. Y. City

EXCELSIOR
M. WORKSMAN, Agent
Large Stock of Parts and Supplies. Used Machines Bought, Sold and Exchanged on 5% Basis.
14 VESEY STREET.

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MOTORCYCLE WORKS
Expert repairing on all makes. Used machines for sale. Agents for Smith Motor Wheel. Service Station. Storing.
1729 1st Ave., near 90th St. Tel. 2183 Lenox

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HARLEY-DAVIDSON
Brooklyn and Long Island, 1157 Bedford Ave.; 594-596 Jamaica Ave. Exhaustive line of supplies, repairs, parts; in short, we stock everything for the motorcycle and the rider.
BOB BRAZENOR, Proprietor.

FRANK P. BAKER
BROOKLYN DISTRIBUTOR
Indian Motocycles
1038 Bedford Avenue
Phone Bedford 5297 Brooklyn, N. Y.

1916 EXCELSIOR IS HERE
All models on display.
Full line of Parts—A1 F. A. M. Repair Shop.
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A. H. PATTERSON
Distributor of
Excelsior-Reading-Standard and Cleveland Motorcycles, Smith Motor Wheel, Crown bicycles and the best accessories.
Two Stores—1060-62 Bedford Avenue, 713 Flatbush Avenue, near Parkside, Brooklyn, N. Y.

Thor Motorcycles
Easy payments. All makes taken in trade.
Full stock of parts. Expert repairs.
B. RUDERMAN
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INDIAN
Bicycles and Supplies. Expert Repairing
B. SLOTNICK, 5306 Fourth Ave., B'klyn
Near 53d St. Station Phone 4595 Sunset

WINGES BROTHERS, 1315 Bushwick Avenue, Brooklyn, N. Y., Brooklyn and Long Island distributors for the Dayton; also Indian agency. Expert repairing on all makes of motorcycles. Complete line of supplies. Prompt and satisfactory service a feature of this establishment.

LONG ISLAND

INDIAN
AND SMITH MOTOR WHEEL
All makes of Bicycles—expert repairing
FLUSHING BICYCLE EXCHANGE
30 MAIN ST. FLUSHING, N. Y.
Phone 496J Flush.

Plaza Motorcycle Exchange
EXCELSIOR DISTRIBUTORS
Parts and Supplies—Repairing by factory mechanics.
Bridge Plaza, Long Island City.
Phone Astoria 1199

D. & D. MOTOR SUPPLY CO.
INDIAN MOTOCYCLES
Phone: 3045 Astoria.
Expert Repairing—Gasoline.
Full Line of Accessories—Used Machines.
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HARLEY-DAVIDSON
Territory—Long Island City to Port Washington on North Shore. Demonstration gladly given.
Full Stock of Supplies—Used Machines.
HORN & McCRACKEN
F. A. M. Shop College Point.

PATERSON, N. J.

W. EDW. MACDOUGALL CO.
Dist. of Harley-Davidson Motorcycles. Drop us a line if interested in second-hand machines.
102 Van Houten St., Paterson, N. J.

INDIAN
MOTOCYCLES
Rebuilt machines. A written guarantee with each machine. Write for details and price list.
JOHN STEELE, 91 Broadway, Paterson, N. J.

PROVIDENCE

Motorcycle Repairing and Winter Overhauling. Complete repairs on any make.
INDIAN A SPECIALTY. PRICES RIGHT
Work guaranteed. 1916 Indians always in stock; any make taken in trade. All makes of second-hands on sale.
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Mt. Vernon Motorcycle and Bicycle Shop
Agents for **HARLEY-DAVIDSON** Reg. F.A.M.
Opposite Proctor's Theatre, Mt. Vernon, N. Y.
We Fix Everything

THE TRIPLER-GEORGE CO.
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All slightly used and rebuilt machines, about 125 on hand, all makes, at unheard of price reductions. A new sheet, full of bargains ready for you. Don't wait longer, don't look any further—we have what you want at the right price. Write today.

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1446-52 Larimer Street Denver, Colo.
Largest Cycle and Motor House in West

Rogers SIDECARS

NEW YORK SERVICE STATION

Sidecars and parts in stock for all machines. Special attention to dealers.

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Write for our revised list of used motorcycles of all makes and models, including the Harley-Davidson, Reading-Standard, Merkel, Thor, Indian, Yale, Shickel, Pope and De Luxe. Our machines are overhauled in every instance and placed in a condition far better than ordinary. The season's shipments extend from coast to coast, from Florida to Canada to Alaska. All prices have been reduced to a minimum in preparation for the present 1916 spring season. Literature furnished on request.

The Place of Satisfaction.

Mueller Cycle and Supply Co.

Oldest and largest dealers in the northwest.
726 National Ave. Milwaukee, Wis.

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by experienced tire specialists. All work guaranteed. Finest of modern equipment and facilities.
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We have taken over the entire stock of repair parts and machines. Prompt attention assured all orders and inquiries—prices right.

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1030 Marshall St. N. E., Minneapolis, Minn.
Successors to Minneapolis Motor Co.

Magnetos—Generators Storage Batteries

Repaired and rebuilt. All models, all makes. Expert workmanship. Every appliance must pass a rigid test before leaving our shop. Information on all ignition troubles sent free on request with a 2c. stamp enclosed. Your patronage solicited. Reference, all local banks.

HAESE & COMPANY
Punxsutawney, Pa.

Motorcycle Accessories and Supplies

Manufacturers, Agents and Jobbers, Wholesale and Retail. Get Our Catalogue Before Buying Your Supplies.
Dealers, Attention! Send For Our Catalogue and Dealers' Price List.

HARLEY-DAVIDSON SALES CO.
533 W. 110th St., Near Broadway, N. Y

CASH For any kind of Platinum, Gold or Silver Scrap.

We buy platinum crucibles, magneto points, and precious metals or any jewelry, new or broken. Money sent on receipt of goods subject to your approval. Your goods returned at our cost if our offer is not satisfactory. Reference on request.

Liberty Refining Co., I. H. 431 Liberty Ave., Pittsburgh, Pa.
Established 1899

Classified Advertisements

ONE INSERTION THREE CENTS A WORD; MINIMUM 50c.

MORE THAN ONCE TWO CENTS A WORD PER ISSUE

FOR SALE

FOR SALE—4 cyl., 7 h. p., Two-speed Pierce motorcycle. Motor just been overhauled; tires in good condition. Bargain. E. E. Potter, 1118 East street, Lansing, Mich.

FOR SALE—1914, 2-speed Harley, Rogers sidecar, Presto, Old Sol 8, Stewart horn. Overhauled in December. Used very little. $225. Cost $385. W. J. Schurman, Troy, So. Dak.

USED MOTORCYCLES—Send for big list of slightly used motorcycles; from $19 up. Buy on easy terms. Howard Cycle Co., Trenton, N. J.

FOR SALE.—Twin Indian in perfect running condition; any demonstration. Best offer over $100. Will ship on $25 deposit. M. T. A., care Motor Cycle Illustrated.

HERE'S A SPLENDID OPPORTUNITY for a first class business man to make money. At a bargain price you can buy a motorcycle and bicycle business in a fast growing town in central California. The present proprietor for five years has been agent and still holds the agencies for two leading makes of motorcycles. The equipment throughout is fine, and all that could be desired. If you mean business, write for complete details to H. E. D. Sellers, General Delivery, Oakland, Calif.

A REAL BARGAIN—1915 Indian two-speed, only slightly used. Looks like new. This machine is in first-class condition and can make 65 miles per hour. Will sell for $195. Will ship anywhere on a $25 deposit. Write today if you mean business. Address Lock Box 792, Crystal Falls, Mich.

FOR SALE—1912 Indian big twin, $65 if taken at once; guaranteed to be in good running condition. Robert Johnson, New Albany, Miss.

FOR SALE OR EXCHANGE—One Remington No. 6 typewriter, never used, same as new; same keyboard as No. 4 Underwood. Would trade for motorcycle. B. A., care of MOTOR CYCLE ILLUSTRATED.

FOR SALE—1914 Harley-Davidson, two-speed, and Rogers sidecar; new tire on rear; other two nearly new; motor in A-1 shape; new chains; $25 down, balance C. O. D. S. R. Milbrandt, Alma Center, Wis.

INDIANS 1914, electrically equipped, used less than 3,000 miles—$140; 1915 new machines used for demonstrating, $165, insured for $200 to May 1, 1916; will ship either machine via express upon receipt of $25 to pay delivery charges, or send stamped envelope for further details. Otto W. Payne. Box 212, Baldwin, L. I.

HELP WANTED

WANTED—Salesman. Opportunity for hustler acquainted with the bicycle trade in Pennsylvania and New York. A good man can increase income by increasing business. Salary, commission and expenses. Address, P. A. W., care Motor Cycle Illustrated, 13 Park Row, New York.

MECHANIC WANTED—Must be thoroughly experienced man, understanding all kind of repairs on all motorcycles. Must have the best of reference; no other need apply. Apply by letter only to Harley Davidson Sales Co., 533 West 110th street, New York.

TRAVELING SALESMAN to call on motorcycle repair shops, dealers and jobbers with line of motorcycle repair parts and accessories. Unlimited territory. New York men preferred. Address C. M., care of Motor Cycle Illustrated.

POSITIONS WANTED

A-1 BICYCLE and general repair man wants position west of the Mississippi. Fast wheel builder and tennis racquet stringer. Some motorcycle experience. $15 if steady. Address Box 26, MOTOR CYCLE ILLUSTRATED.

MISCELLANEOUS

DYKE'S WORKING MODEL METHOD of teaching the automobile, motorcycle, and general engine repair business by mail; how to become a successful repairman and chauffeur. Send for interesting and instructive booklet—free. A. L. Dyke (Pioneer), Publisher. Box 98, Roe Bldg., St. Louis, Mo.

HARLEY-DAVIDSON, Indian, Excelsior, Thor and Merkel cylinders reground and fitted with our lightweight pistons and rings, $4.50; with leakless piston rings, $6. Bakeman Motor & Supply Co., St. Cloud, Minn.

CYLINDERS REBORED, Motors overhauled. Frame and Fork straightening, enameling. All broken cast, aluminum and steel parts perfectly welded. Try our new leakless piston rings and light weight pistons fitted like factory work. All work absolutely guaranteed. Prices right. A. E. Bakeman Motor & Supply Co., St. Cloud, Minn.

WANTED.—Metal body sidecar in good, serviceable condition; must be cheap. Horace True, Clinton, Maine.

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REMY

MOTORCYCLE LIGHTING-IGNITION SYSTEM

Twenty-four hours of sunlight!

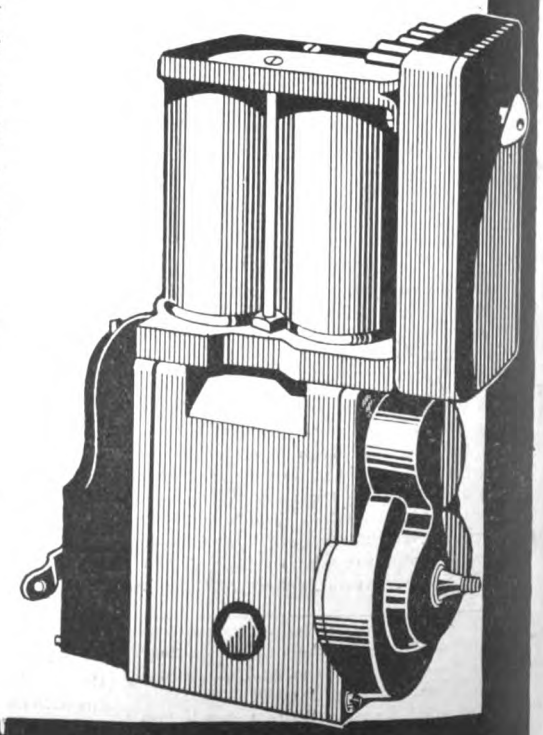
A hot, snappy spark, always ready at the will of the rider—strong synchronized ignition! That's what the REMY System means to motorcyclists.

Thousands of Harley-Davidson riders endorse it. They appreciate the reliability—the *sureness* of REMY light and ignition.

The REMY System is not cumbersome—it actually *reduces the bulk* of the motorcycle without adding to its weight. Simple, Safe, Efficient. Battery cannot spill — trouble-proof. Twenty-four hours of daylight! Perfect ignition always.

"These are big advantages," say Harley-Davidson riders.

Look the REMY System over on any Harley-Davidson, then you will understand REMY efficiency.



REMY ELECTRIC COMPANY

CONSTANT REMY SERVICE

Service Stations Nearly Everywhere.

Factories: ANDERSON, INDIANA.

Sales and Engineering Offices: DETROIT, MICHIGAN.

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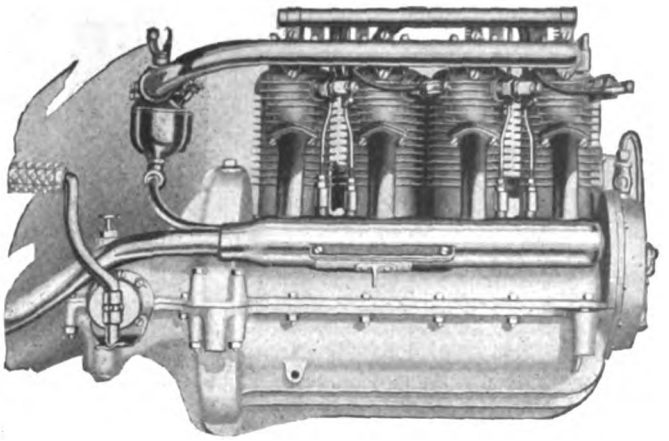
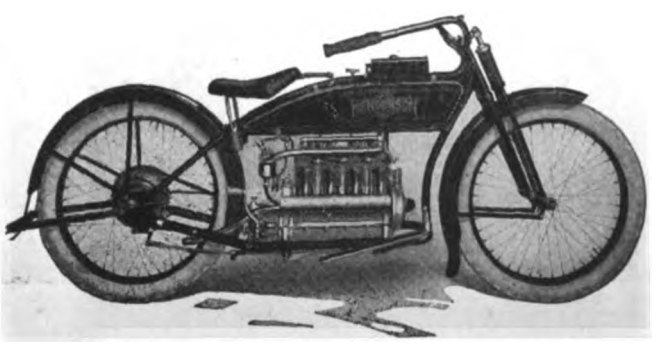
Motor Liveness



FROM the first time he mounts the four-cylinder Henderson, the rider is aware of the alert ability at his command. Instant and obedient response to the touch of the throttle gives breathless rapidity of acceleration when wanted. Giant power combines with velvet smoothness to produce a degree of luxury that cannot be approached with a less perfected type of motor.

Henderson Motorcycle Co., Detroit



Single Speed **$295**

Two Speed **$325**

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DIXIE IGNIT

THEIR SALES-

EXPORT TRADE A SPECIAL FEATURE

NEW YORK SPORTING GOODS CO.

MANUFACTURERS AND WHOLESALERS

15 AND 17 WARREN STREET

NEW YORK, U.S.A.

MOTOCYCLES, BICYCLES & SUPPLIES
ATHLETIC GOODS, FIRE ARMS
FISHING TACKLE, CANOES
CAMP AND OUTING GOODS
MAKERS OF FINE TENTS

CABLE ADDRESS "SPORTING, NY"
ALL STANDARD CODES

March 2nd 1916.

Splitdorf Electrical Company
Newark, N.J.,

Gentlemen:

There's real, hard, sound commonsense sales-value in the name "DIXIE". My salesmen use the 20th Century Ignition argument to very good advantage in boosting the Indian, and often find it a powerful aid in bringing the prospect to the buying point.

The SPLITDORF MAG-DYNAMO has also proven itself to be a big sales-booster. The demand for electrically-equipped Indians is steadily on the increase, due principally to the simplicity, compactness and remarkable efficiency of the Splitdorf Electric Lighting and Ignition system.

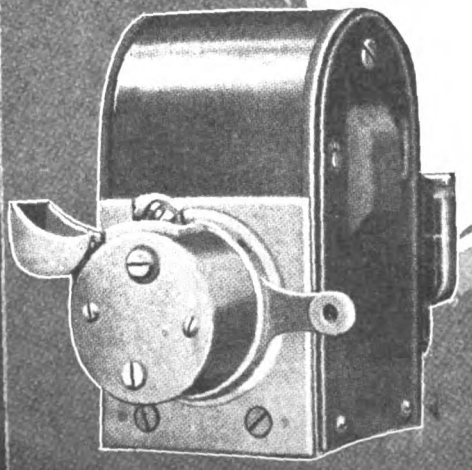
With sincere wishes that 20th Century Ignition shall long continue to share in Powerplus triumphs, I remain,

Very truly yours,

NEW YORK SPORTING GOODS CO.

J. A. Baker.

Vice-President.



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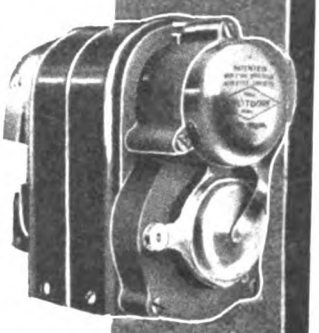
...N AND THE MAG-DYNAMO ...VER

Here is a striking letter from the leading motorcycle distributor in the East.

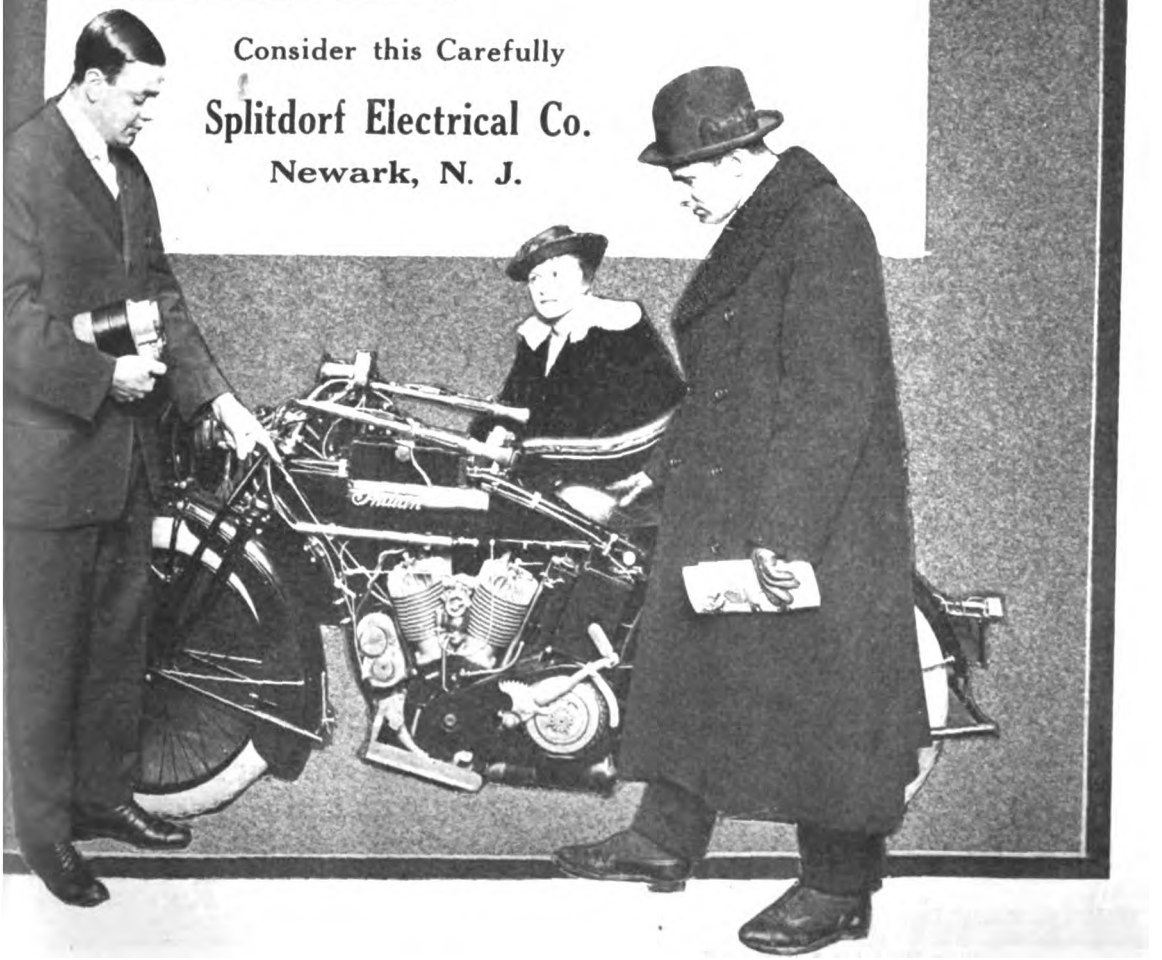
Mr. Baker's experience as a motorcycle merchant has qualified him to judge with unerring accuracy as to the value of a fitment both as regards service and sales-power.

You dealers who do not know what tremendous selling-force lies in the name SPLITDORF are losing sales that could otherwise be "clinched."



Consider this Carefully

Splitdorf Electrical Co.
Newark, N. J.



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BLUE STREAKS

GOODYEAR
AKRON
MOTORCYCLE TIRES

On Every Leading Motorcycle

LAST YEAR Goodyear Blue Streaks won every world's record for speed and endurance on track and road.

This year they have won a record that means far more to you.

Every leading motorcycle manufacturer is equipping his product with Goodyear Blue Streaks.

One manufacturer, or several, might go wrong in tire equipment.

But when all with a reputation to sustain unite on one tire, it means that that tire must be right.

And the Blue Streak *is* right, as you will find the first time you use it.

Big and sturdy, easy riding, safe and sure, no tire was ever better fitted to give unusual mileage, to lessen trouble, to increase speed and save power.

You will do well to accept the highest recommendation any tire can receive.

Use Blue Streaks on your old machine. Get them on the new machine you buy.

You can always tell the Goodyear by the beautiful white tread with the Blue Streak on each side.

Any dealer can sell you Blue Streaks. Ask for them, and accept no other.

The Goodyear Tire & Rubber Co.
Akron, Ohio

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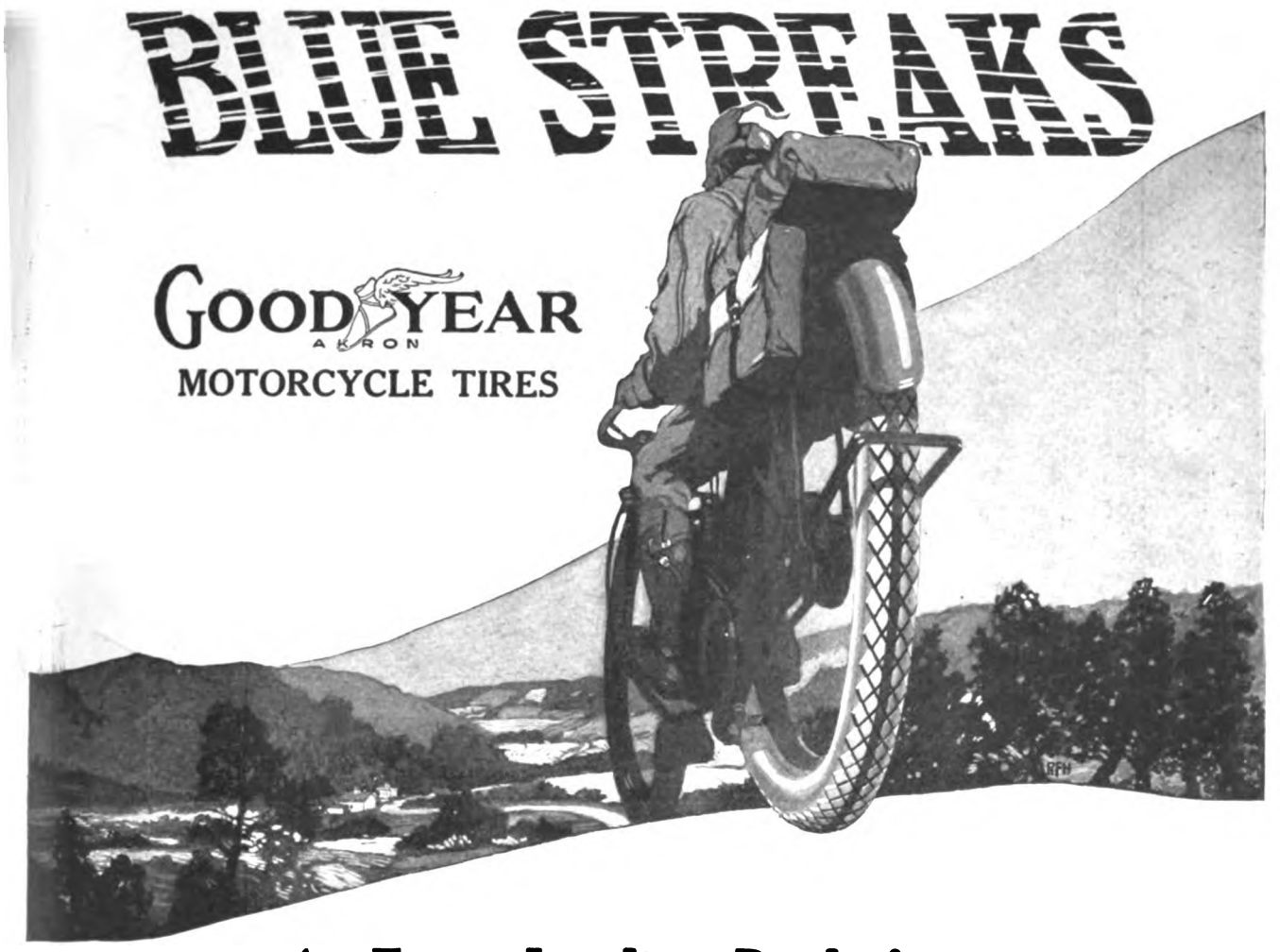

At Every Leading Dealer's

IS there any possible advantage in selling any other tire than Goodyear Blue Streaks?

You know they hold all world's records, amateur and professional.

You know, they are the standard tire equipment on every leading motorcycle manufactured in this country.

You know that your only reason for selling tires is to build a permanent business and to make money.

Then why should you retard the growth of your sales and the growth of your prestige, by pushing tires that cannot hope to bring you the returns that Blue Streaks will?

Do you suppose that the Motorcycle Manufacturers adopted Blue Streaks by such an overwhelming majority, simply by chance?

Not for one minute. They chose Blue Streaks because they wanted positive assurance of quicker sales and satisfied purchasers.

And you are perfectly justified in demanding the same standards for your business.

Why do you delay another day in writing for the complete Goodyear Dealer Proposition on Blue Streaks?

The Goodyear Tire & Rubber Co.
Akron, Ohio

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Now—— get out and ride

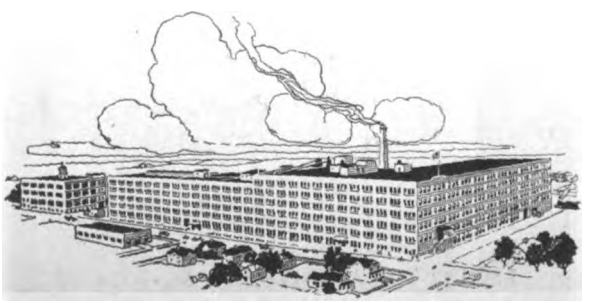
All winter long you've been thinking about the first few days of spring—when you could get out and ride again.

Nature's one best tonic is fresh air—nothing will make you feel so good as a spin on a snappy spring morning. It will put a spring in your stride and a punch in your work that nothing else can do.

1916 is going to be the biggest motorcycle year in history. Start it right. Get out early and roll up some real mileage.

If you bought a new machine this year, get out and ride—every day. If you ordered one for spring delivery, don't wait longer. Get it **now**—and ride.

If you have been figuring on keeping your old mount you owe it to yourself to do one thing now—go to your local Harley-Davidson dealer. Take his demonstrator (he'll let you take it) and ride it. Put it through any test you wish.



The Harley-Davidson Factories are Devoted Exclusively to the Manufacture of Harley-Davidson Motorcycles, Sidecars and Sidevans.

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If you are fair minded and open to conviction you can sell yourself a 1916 Harley-Davidson without half trying. It will meet any demand you can place upon it within range of reason, and it will pull many a "stunt" you will never duplicate in actual service.

Regardless of the machine you ride, you owe it to yourself to find out what the 1916 Harley-Davidson will do. If it does not prove out better than you anticipated—don't buy.

Isn't that a fair proposition?

You can lose nothing by learning what the 1916 Harley-Davidson will do. You may gain much satisfaction in finding a motorcycle that will do more than you thought any **could** do.

Start the 1916 season right. Start it with the purchase of a Harley-Davidson—then next winter you won't **want** to "put up" your machine for the winter, and you won't **have to**—unless you find yourself snowbound.

Harley-Davidson Motor Co.

Milwaukee, Wis., U. S. A.

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"Not a Single Puncture During the Whole Run"

Such is the enthusiastic comment of a user of United States 'Chain' Tread Motorcycle Tires.

The run which he went through without a single puncture was, to use his own words, "the hardest I ever entered."

This is one more proof based on actual experience of the wonderful wearing qualities of United States 'Chain' Tread Motorcycle Tires.

Use them. Put them to severe tests, and you too will be "thoroughly convinced that no one could want better tires."

United States Tire Company

'Chain' 'Nobby' 'Studded' 'Corrugated'
MOTORCYCLE TIRES

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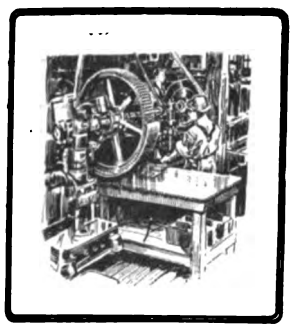

MOTOR CYCLE ILLUSTRATED

WITH WHICH IS NOW INCORPORATED

The Bicycling World

Published Every Thursday by

THE MOTORCYCLE PUBLISHING CO.

13 PARK ROW

NEW YORK

Volume Eleven | March 9, 1916 | Number Nine

SAYS HE WILL CUT BAKER'S CROSS-COUNTRY RECORD

Robert B. Roscoe, Mounting Powerplus Indian, Will Leave New York May 10 for Dash to Los Angeles—If He Fails on First Trip Will Make a Second Attempt

NEW YORK, March 7.—The transcontinental bee is on the buzz again. Robert R. Roscoe, of Portland, Ore., dropped in at the office of **Motor Cycle Illustrated** a few days ago to announce that he has made arrangements for a try at "Cannon-Ball" Baker's cross-country record. Roscoe will use a Powerplus Indian equipped with United States Nobby tread tires, Dixie magneto and Mesinger Air-Cushion saddle.

Although he realizes that Baker's record trip will prove a tough nut to crack, Roscoe is going to start with the definite idea of lowering Erwin G.'s time, and he asserts that he will surprise a few folks along the line, if he is fortunate enough to avoid accidents.

Roscoe will start from New York City about May 10 and he is now putting the finishing touches on his plans. His route will be the same as Baker's, at least as far as Albuquerque. He will ride from New York to Pittsburgh, to Indianapolis, to St. Louis, to Kansas City, to La Junta, to Trinidad, to Santa Fe, to Albuquerque, to Flagstaff, to Peach Springs, to San Bernardino, to Los Angeles. He figures the mileage at about 3,195.

If he fails to lower Baker's record on the initial trip Roscoe will make another attempt at it later in the season on the run back to the Atlantic Coast.

Motor Cycle Illustrated has arranged for a complete story and photos on Roscoe's try for the record. He is a hardy athlete, not lacking in gameness, and with no end of confidence in his ability. Even if he fails to crimp "Cannon-Ball's" time for the coast-to-coast jump he is sure to put across some performances that will make interesting reading.

BIG INCREASE IN REGISTRATION FEES

TRENTON, N. J., March 7.—An increase of more than $200,000 from registration fees, is shown in the report of the first two months' business for the current year by the Motor Vehicle Department. To February 29 the total receipts for automobile and motorcycle licenses are $726,633.26.

During January and February 56,012 autos and 3,635 motorcycles have been registered, the severe winter being instrumental in keeping 75 per cent. of the cyclists off the roads until the spring days are here.

CRISTMAN BILL WITHDRAWN FOR AMENDMENT

NEW YORK, N. Y., March 7.—The new Cristman bill, which provides for a motorcycle registration fee of $2.50, after passing both houses of the legislature last week, has been withdrawn for amendment today at the instigation of the governor's counsel. This information was received at the office of **Motor Cycle Illustrated** late today from Secretary of State Francis M. Hugo, who is keenly interested in the cause of the riders.

Had the governor's counsel approved of the measure as passed by the legislature last week, there is no doubt that Governor Whitman would have signed the bill, which would have become effective as a law on April 1. Just what the reasons were for having the bill withdrawn was not announced.

Robert B. Roscoe

DEALER WILL BE ALLOWED TO TRANSFER TAGS

NEWARK, N. J., March 7.—After a conference between the State Motor Vehicle Commissioner Wm. L. Dill, and a delegation of the leading motorcycle dealers of this section of the State, held at the city hall today, it seems certain that motorcycle dealers will enjoy the privilege granted to the automobile agencies—of having more than one license tag, with the right to transfer it from machine to machine without notifying the Motor Vehicle Department.

As the law reads at present, a motorcycle dealer has the same privileges as a private owner—one registration for each machine and no transfer rights. If a dealer sells his demonstrator the license-tag becomes void and a new license plate must be obtained for the new motorcycle. This has caused many of the dealers to break the law and put on any tag lying round the store. When the proposed amendment goes through any dealer can obtain a set of three or five markers with the designating letter "M" before the numbers, which will allow him to use the tag on any machine in his possession.

Among those in the delegation were John Steele, Indian agent in Paterson; Wm. R. Spear, Thor; Herbert E. Coryell, Henderson; M. I. Bunkin, Excelsior; Walter Goerke, Indian, and J. Howard O'Brien, manager of the parts department for the Hendee Manufacturing Company.

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GETTING ALL THE NEWS WEEKLY IS A PART OF BUSINESS PREPAREDNESS

DUAL NON-SKID ACTION IN NEW SWINEHART TIRE

THE Swinehart Tire & Rubber Company, of Akron, O., a pioneer firm in both the solid and penumatic tire industry, has brought out a motorcycle tire of 28 x 3 inches. This tire is of the depression type of non-skid, duplicating the Swinehart non-skid automobile tire which has proved its success and efficiency under gruelling usage. The sharp angles of live rubber in the tread, together with the vacuum action caused by the contact of the depressions with the road are features which prevent skidding.

The tire was put through extensive testing before it was announced to the trade. In these tests, it proved its skid-resisting qualities as well as proof of its long-wearing construction. The Swinehart motorcycle tire will fit the standard CC rim. It will be marketed through the many Swinehart branches and the motorcycle jobbers and dealers of the country.

STAFF OFFICERS MUST BE DESPATCH RIDERS

PARIS, France.—In reply to numerous applications for attachment to his staff, General Petain, in command of the corps d'armee in front of Verdun, has stated two chief qualifications. The first of these is that the applicant must be an experienced cyclist and the second that he must be a qualified despatch-rider. The latter training in the French service involves the use of signalling apparatus, map-reading and making, also, minor repairs to bicycles and motorcycles.

GOODRICH SALESMEN RALLY AT BIG CONVENTION

AKRON, Ohio.—All tire salesmen of the B. F. Goodrich Co. were in conference on Thursday and Friday of last week, March 2 and 3, at the home offices in Akron. Between 400 and 500 men attended the business sessions at which plans for the 1916 season were explained in detail and thoroughly discussed.

Salesmen from distant parts of the country met at Chicago, Cincinnati and New York City, where they took special trains for Akron, arriving Thursday morning in three bodies.

LATEST R-S CATALOG IS LIVE WIRE BOOK

CLEAR, straight-from-the-shoulder explanations of the Reading Standard motorcycles for 1916 are embodied in the latest catalog of the Reading Standard Co., Inc., of 348 Water street, Reading, Pa. Starting with the side-by-side valve motor, which has been the R-S standard for ten years, each important part of the 12 horsepower twin and 6 horsepower single cylinder models is well illustrated and accurately described.

The various models, including a new electrically-equipped one, known as the 16-E, are shown. The Bosch Ignition-Lighting generator is the source of current and a 15-c.p. headlight with 2-c.p. pilot is fitted. This model is priced at $300, complete with generator, battery, headlight, tail lamp, switch and the necessary wiring.

The cover is most artistic, showing a scene in the mountains. The color scheme is in Reading brown and sylvan green, the standard R-S colors. There is an attractive view on the title page taken on Mount Penn, the testing ground for all Reading Standard motorcycles.

KINGS COUNTY M. C. NOW AT EISEN'S STORE

BROOKLYN, N. Y.—The King's County M. C. has moved its headquarters to Harry Eisen's, a motorcycle agency and garage at the corner of Patchen avenue and McDonough street, and it is announced that meetings will be held there hereafter on Sunday mornings.

Mr. Eisen gave the boys an old-fashioned "blow-out" by way of welcoming them to their new quarters and the eatables and drinkables were varied and plentiful. It was in the neighborhood of 2 "g. m." when the last enthusiast put on his anti-skid chains and headed homeward. Which is just another way of saying that the boys had a fine time.

MECHANICAL OILER FITTED TO ALL DAYTON TWINS

DAYTON, Ohio.—The Davis Sewing Machine Company, maker of Dayton motorcycles, announces that all Dayton twins are now equipped with improved oiling systems. The system in each case includes a mechanical oiler of the positive plunger type, operated by worm gear from the distribution set on the motor. A hand pump is also fitted. No changes in price have been made because of this additional feature.

HENDERSON EXPORT SALES ON THE INCREASE

DETROIT, Mich.—Export sales continue very strong with the Henderson Motorcycle Co., of this city, a number of new dealers having been established in foreign countries during the past month. Machines are now being shipped in carload lots to the Henderson distributor in London, while Australia and New Zealand are also taking big orders.

A new agency has just been established for the four-cylinder Henderson in the Island of Guam, the little dot on the map out in the Pacific Ocean, where a new naval base for the United States is being talked of at present.

New arrangements have also been made for the sale of the Henderson in the Island of Cuba.

South Africa has shown marked signs of renewed activity within the last couple of weeks, the number of orders from that quarter having increased heavily as well as several live new inquiries having been received from prominent firms there.

The Henderson distributor in Cape Town recently placed a large order by cable.

MADE A SIDECAR TRIP IN BLINDING SNOWSTORM

GRAND RAPIDS, Mich., Mar. 3.—Howard Ferguson, Pope dealer, and Tom Martin, chairman of the "Tojapines" run committee, made a sidecar run to the Pullman sidecar factory at Ionia, Mich., on March 1 and were overtaken by a snowstorm. They found the roads in awful condition, even without the snowstorm, but the Pope motorcycle and Dunham sidecar went through without damage.

After an inspection of the Pullman factory they started for home in the blinding snowstorm and after covering 20 miles of frozen and rutted roads the sidecar tire blew out and much joy was experienced in repairing it with the mercury hovering around zero. Ferguson and Martin are being congratulated upon their gameness.

MAKES ALUMINUM STARTER PEDAL FOR EXCELSIOR

BRIDGEPORT, Conn., March 7.—Stanley Kellogg, the Eastern distributor for the Excelsior, is now manufacturing an aluminum kick starter pedal for Excelsior machines, to take the place of the present shaft and rubber constructed pedal. The aluminum kick starter pedal has the same appearance as the rubber type, but is practically indestructible and guaranteed to give long service. The new Kellogg pedal retails at $1.00, a substantial agent's discount being allowed.

CHAMPION CO. ENTERTAINS BIG GATHERING

TOLEDO, Ohio.—The annual gathering of the Champion Spark Plug Company at Toledo, last week, was attended by general managers, sales-managers and purchasing agents for automobile factories from all parts of the country. The visitors from Detroit went to Toledo on a special car. The day was spent at the Champion factory and in the evening the guests of the company were entertained at a banquet in the Toledo Club.

FISK RUBBER CO. TO OPEN BRANCH IN EAU CLAIRE

EAU CLAIRE, Wis., Mar. 8.—In a conference between William Samuelson of this city, A. G. Bolster, branch engineer of the Fisk Rubber Company, Chicopee Falls, Mass., and W. F. Smith, Minneapolis manager of the Fisk company, it was decided to have Samuelson erect a two-story fireproof building with basement at the corner of Eau Claire and South Farwell streets, to be leased by the Fisk company for a branch for ten years. The building will cost $20,000 and will be 66 by 45 feet in size.

The new Eau Claire Fisk branch will allow for three entrances on the lower floor for automobiles and motorcycles and capacious garage facilities will be provided on the ground floor also. Large and commodious offices will occupy one corner of the first floor also. The second floor will be devoted to the service department.

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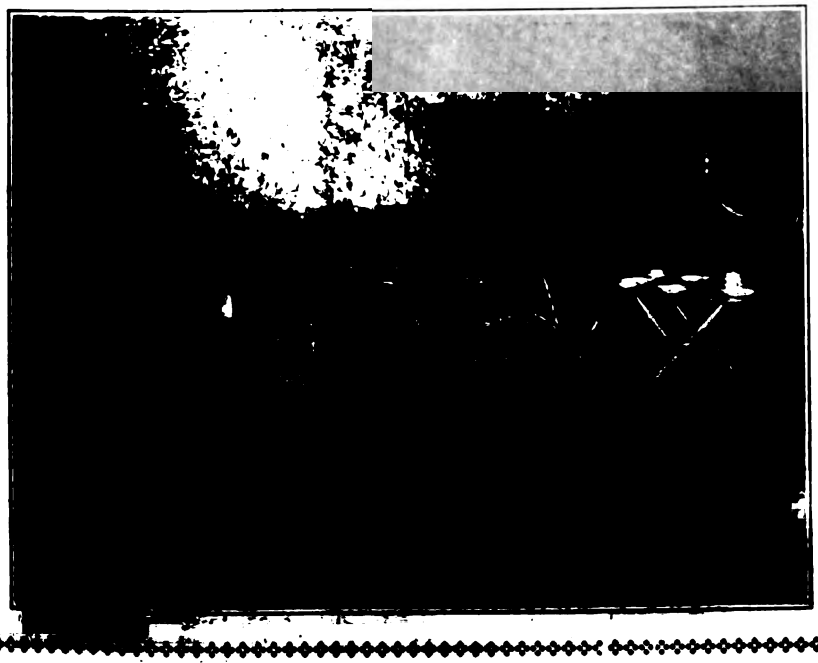
THESE NEWSY PHOTOS EMPHASIZE THE MOTORCYCLE'S WIDE SCOPE

THE photo above presents J. W. Henderson, of Denver, Col., who has just been appointed Indian factory representative for the States of Colorado, New Mexico and Wyoming. He was formerly a salesman for Boyd & Williams, of Denver, and has had a number of years' experience as a motorcyclist. He will travel the States mentioned and look after the distribution of machines from the Denver warehouse stock.

The Cygnet Rear Car outfit is shown in the capable hands of John Tragessor, Reading Standard agent in Lancaster, Pa. The machine is a 1916 R. S., and Tragessor says it romps over the hills with the two passengers in splendid style.

Below is shown an unusual window display arranged by John C. Hill, who handles the Dayton motorcycle line in Los Angeles, Cal. Mr. Hill attracted a great deal of attention by working the Dayton lightweight into the camping scene in his window, and it is a matter of record that more visitors spoke of the motorcycle than of the automobile which



was also a feature of the window display. "The lightness and simplicity of the Dayton front wheel drive machine seemed to impress visitors very favorably," writes Mr. Hill, "and we have proof that our attractive window display stimulated sales."

Pope on the Farm

The circular picture shows how a Pope motorcycle and sidecar has been worked into the "simple life" idea on a farm. It will be noted that the sidecar is capable of carrying a considerable load without any special attachments. That leaves it available for either pleasure or work on an instant's notice. "A great number of Pope machines are going to the prosperous farmers this year," bulletins the Westfield Manufacturing Company.

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CHICAGO CYCLE SUPPLY CO. HANGS UP A RECORD

Progressive Jobbing House Continues Business in Spite of Disastrous Fire and Caps the Climax by Buying Out the Excelsior General Supplies Company

CHICAGO, Ill., March 3.—A striking example of business resourcefulness was demonstrated in this city this week when the Chicago Cycle Supply Co., whose headquarters at 22 West Lake street was gutted by fire on Saturday, continued to fill orders on Monday from reserve stock, with but little or no interruption in the usual course of business. In addition to this, the firm purchased the entire good will, stock, fixtures and leasehold of the Excelsior General Supplies Company, at 815-823 Wabash avenue on Tuesday, and yesterday established its headquarters in the offices of the Excelsior General Supplies Company. The Chicago Cycle Supply Company is today conducting a greater volume of business than prior to the conflagration.

Much Stock in Warehouse

The Chicago Cycle Supply Company had considerable stock in its building at 22 West Lake street, but the major part of it was in warehouses, a short distance away from headquarters. The fire broke out on Saturday in the basement, occupied by a stove company, and soon spread through the building, gutting the Chicago Cycle Supply offices and stock rooms on the upper floors. Operations were continued and shipments made at once from the reserve or warehouse stock, and on the purchase of the Excelsior General Supplies Company, the stock on hand was more than ample to care for March delivery orders.

The warehouse stock included over 2,000 bicycles, whose loss would have been difficult to replace at short notice. The warehouses will be continued in present operations of the firm, and will be stored with a reserve stock much larger than that carried regularly by the average jobber.

The Company's New Address

The new address of the Chicago Cycle Supply Company, 815-823 Wabash avenue, has facilities which are much superior to those of the West Lake street establishment. There is an 80-foot frontage with a depth of 200 feet, and the floor area is 16,000 square feet. The shipping space is much larger and there is more room for packing. The Chicago Cycle Supply Company is keeping on some of the Excelsior General Supplies road men and a great part of the office, stockroom and shipping department employees.

On Sunday morning, February 27, with the ruins still smoking, President H. P. Hansen, of the Chicago Cycle Supply Company, got into telephone communication with John W. Alvord, chief stockholder in the Excelsior General Supplies Company, offering to purchase that firm. On the arrival of President F. A. Storer of the Excelsior General Supplies Company in Chicago on Monday, the deal was consummated, and Mr. Storer's firm was merged into that of the Chicago Cycle Supplies Company the next morning.

Monday morning, President Hansen also called up the Racine Rubber Company, at Racine, Wis., and ordered a huge quantity of Chicyco tires from the molds held by the tire firm. The Racine people had 1,000 pairs of these tires on hand and commenced shipping them right away, in addition to setting the molds for more.

Office Records Saved

When the West Lake street fire was out and the ruins had cooled, the vault of the company was opened and all the books, office records and accounts were found intact. President Hansen states that while the firm will suffer a loss of between $40,000 and $45,000, the insurance is ample to prevent any financial embarrassment. He asks for copies of all bills rendered for February purchases, as well as duplicate invoices of shipments made to the firm during February, in order to effect insurance adjustments.

NEW HAWTHORNE SCHEDULE OF LIST PRICES

BRIDGEPORT, Conn., March 7.—The Hawthorne Mfg. Co. is receiving lamp orders amounting to double the capacity of the factory and the force is working at top speed to make early shipments on the business which has so far been accepted. The company is maintaining its reputation for co-operating with the trade, although working in the face of unprecedented conditions.

A new schedule of Hawthorne list prices went into effect Feb. 26 because of the increased cost of material. Brass, for example, is now bringing 40 cents a pound, and the old Hawthorne schedule was based upon a price of 16 cents a pound for brass. Aluminum formerly brought 22 cents a pound, and it is now impossible to obtain it even at the market price of 79 cents a pound. A copy of the new schedule of Hawthorne list prices will be forwarded upon application.

WILL BOOST SOCIABILITY IN C. M. A. PROGRAM

TORONTO, Ont.—According to President F. A. O. Johnston of the Canada Motorcyclists' Association, it is planned to hold a "spring festival" about May 1 for the purpose of boosting "camaraderie" among the motorcyclists in Canada and to bring members into the fold of the association. The association plans to hold a number of military events during the coming season, such as despatch carrying tests across country, mobilization manoeuvres, machine gun attacks, and race meets under military auspices.

President Johnston has reason to believe, according to inside information received, that the Ontario Government will announce shortly that arrangements have been made for a reciprocal recognition of motorcycle licenses between Ontario and New York and other States.

E. G. BAKER CABLES OF NEW HAWAIIAN RECORD

NEWARK, N. J., March 7.—The Splitdorf Electric Company has just received a cablegram from Baker, dated Honolulu, in which he advises that he has just made a new Hawaiian record on his Dixie equipped Power-plus Indian, 90 miles around Oahu Island, over very rough, muddy and mountainous roads; high cliffs, etc., time 2 hours 4 minutes 36 seconds, beating previous record by 23 minutes and 25 seconds.

AN ATTRACTIVE COVER

In Brown and Green This Work of Art Introduces the Reader to 1916 Reading Standard Models Within

MOTORCYCLES AS USUAL AT BROOKLYN SHOW

BROOKLYN, N. Y., Mar. 7.—The annual motor show in this city will open to-morrow night, and there are indications that the lineup of exhibitors, of both automobile and motorcycle lines, will be in keeping with the excellent showing of last year.

The Harley-Davidson motorcycles will be shown by Bob Brazenor, and "Busy Bob" and George Barnes will be at the booth; Frank Baker will display the Indian line, with Messrs. Baker and Goetz in attendance; A. H. Patterson will exhibit the Cleveland, Reading Standard and Excelsior and the Emblem display will be presided over by Otto Sohofer.

WILL HOLD BIG RACE FOR SOUTHERN TITLE

WASHINGTON, D. C., March 8.—The National Capital Motorcycle Club will hold its big annual race meet at the Bennings Race Track on May 30. The program of events has not been completed yet, but it is already known definitely that a one-hundred-mile race will be the feature. This event will decide the championship of the South. Officers of the club are now communicating with the motorcycle factories in an effort to secure trade teams to compete for the Southern title. W. F. Throop, of Haverford Cycle Co., has charge.

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MORE SNAP-SHOTS AT THE WEEK'S NEWS

ABOVE is shown a New York motorcycle officer with his Indian mount. The machine is equipped with Splitdorf Mag-Dynamo and Edison storage batteries. The New York police department is now using 50 motorcycles with this equipment.

In the upper right hand corner appears another photo which figures in the news of the day. Paul Gott is the rider—Paul being the Harley-Davidson dealer in Peoria, Ill.—and the skater is Midge Tierny. Tierny has been defeating all comers and setting new roller skating records. In the first race with Gott, Tierny won out owing to his ability to gain on the turns. In a second race, however, Gott forgot the "Safety First" idea, clipped the corners at speed and won out.

The photo in the center shows an Excelsior and two Harley-Davidsons at the start of a recent race in Baguio, Philippine Islands. Interest in racing is on the increase there, due to the excellent speed work of the American machines in use.

Having faith in the "old bus" is one thing and tackling a desert with it may be another. The bottom photo shows a rider stopping to "hit the water bottle" on the way across the Mojave desert with a Pope machine.

BIG CROWD ATTENDS THE GRAND RAPIDS BALL

GRAND RAPIDS, Mich., Mar. 4.—Nearly 100 couples attended the first annual ball of the Grand Rapids M. C. on March 3, and the affair was eminently successful. The committee in charge consisted of Tom Martin, R. E. Heth and Howard Ferguson, and the success they achieved has led the club to consider making the ball a regular yearly event.

The dance order was made up as follows:

Lightweight One-Step, Single-Speed Tango, Three-Speed Half-Step, Big-Valve Waltz, Fox-Trot for Sidecars, Delivery-Van Hop, One-Step Starter, "Gears Always in Mesh," Waltz, Spring-Frame Half-Step, Grand Circle for Smith Motor Wheels, Ten-Mile Free-for-All, Dayton-Wheel Hesitation, One-Step for Overhead Valves, Jack-Pine Half-Step, Two-Stroke Waltz, Four-Cylinder Square Dance, One-Step for Electric-Equipt, Half-Step for Power-Plus, "Good Old X"—"Lots of Pep," "H-D Waltz."

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CLUB SECRETARIES—WRITE THE EDITOR ABOUT YOUR COMING EVENTS

CROTONA 250-MILE RUN IS DATED FOR MAY 14

BRONX, N. Y.—The Crotona M. C., of 2148 Mapes avenue, announces its second annual endurance run of 250 miles for Sunday, May 14. The route will be from New York to Monticello, N. Y., and return.

The committee in charge is now working out schedules, controls, prizes and other details. For information and entry blanks, address Ben Goldstein, care of the club, at the Mapes avenue headquarters.

POPE EXTRA TELLS OF SALE TO WORCESTER POLICE

WESTFIELD, Mass.—The Westfield Mfg. Co., maker of Pope motorcycles, has issued a "Pope Extra," a leaflet describing the recent sale of seven Model L-16 twins to the Worcester police department. The first page is given over to the record made by L-15 models in use during the past season by the Worcester officers, showing that the average repair cost was $1.74 per motorcycle on a basis of six in regular use, and that the average was 7,000 miles in seven months.

The center pages show the Worcester motorcycle squad and has complimentary letters from the chief of police and Pope Agent Robert McDonald. The last page shows the machine adopted on the reorder.

POUGHKEEPSIE RIDERS PLAN 500-MILE CONTEST

POUGHKEEPSIE, N. Y.—A 24-hour endurance run, to traverse sections of five States, has practically been decided upon by local motorcyclists, and committees will be named in a few days. It is the intention to have the run cover about 500 miles through New Hampshire, Vermont, Massachusetts, Connecticut and New York, and there are indications that about 75 riders will participate.

The run will start at 11 o'clock on the evening of May 27 and will finish at 11 o'clock the following evening. A low average speed will be maintained, but contestants will be held to strict accountability at all controls and checking stations.

HURRY YOUR BIDS FOR F. A. M. CONVENTION

TOLEDO, Ohio., March 6.—President Coffman, of the F. A. M., announces that the Board of Directors of the national body is ready to receive applications from cities desiring to stage the Federation convention this year. A number of prominent clubs have talked of bidding for the honor of playing host to the F. A. M. delegates and other visitors.

Applications from clubs desiring to handle the big program should be addressed to G. B. Gibson, secretary-treasurer, Westboro, Mass. Under the constitution and by-laws of the F. A. M. the city in which the annual convention is to be held must be decided upon later than April 30.

SCRANTON REGIMENT FORMS MOTORCYCLE CORPS

SCRANTON, Pa.—Steps have been taken to organize a motorcycle squad in the Thirteenth Regiment here. All members of the regiment who are motorcyclists, or who have a general knowledge of motors, have been invited to join the motorcycle squad.

Military officials in Scranton, and in fact throughout the State, have been much impressed of late with the adaptability of the motorcycle to military service.

DESCRIBING THE FLXI-CAR AND ITS ACTION

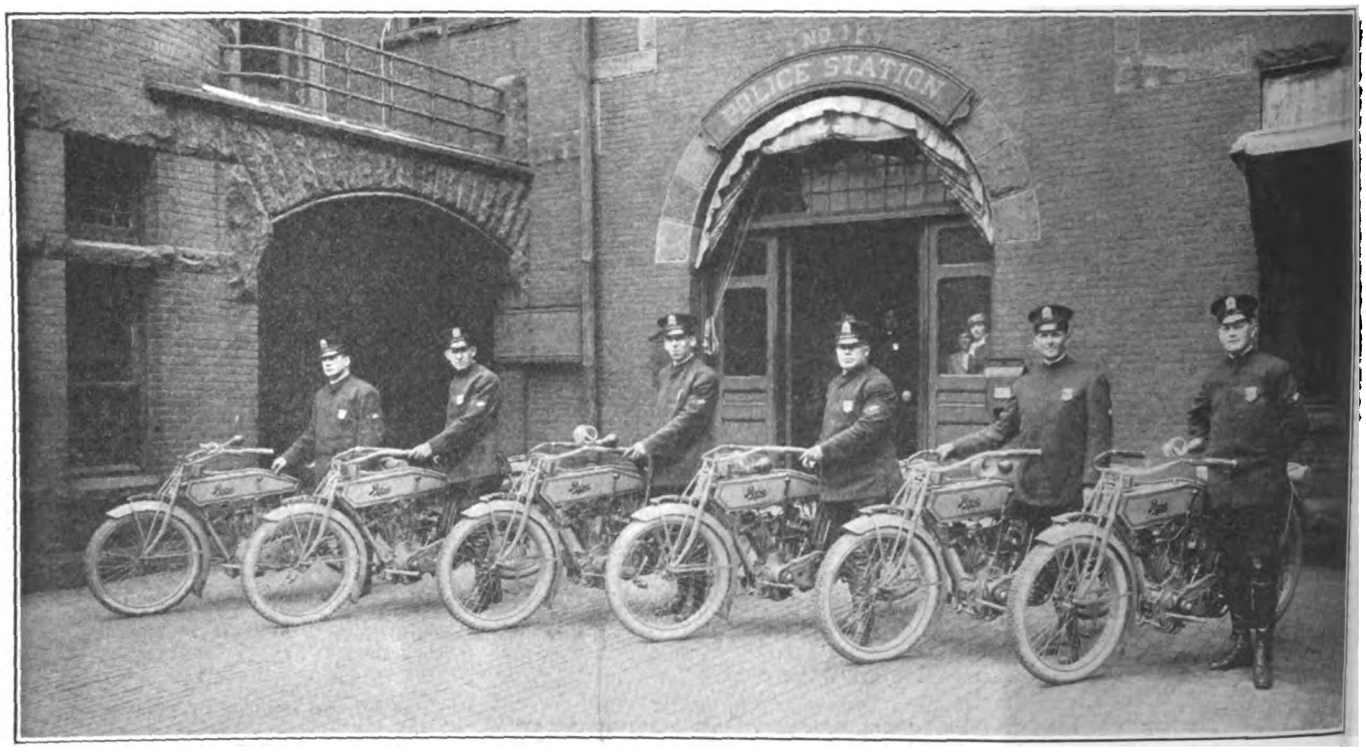
FLXI-CARS are featured in an attractive circular just issued by the Flxible Side Car Co., of 336 North Spring street, Loudonville, O. The circular shows several views of the car, and delineates the deep upholstery, large side door and other body as well as frame details. On the opposite side is a view of the firm's factory and an exposition in type and silhouette of the principles involved in its operation on the road.

LIGHTWEIGHTS TO APPEAR IN THREE EVENTS

CEDARBURG, Wis., Mar. 8.—The first meet here in which lightweights will be given a chance to shine, will be the race meet being arranged for the local half-mile track by Ray Ertl in conjunction with the Milwaukee Motorcycle Club. The Milwaukee club has been losing so much money and patience in the conducting of strictly professional meets that it proposes this year to run a series of purely amateur races.

Cedarburg always has been able to draw big crowds from surrounding towns for race meets of any kind and it is expected that, with the Milwaukee club doing the actual promoting of the proposed meet, a large delegation of Milwaukee speed fans will be on hand. The tentative date selected is May 28, the Sunday before Memorial day.

There will be a two, three and five-mile event for the little fellows and two races for single cylinder machines. H. E. Baldwin, State F. A. M. referee, will officiate.



How the Worcester (Mass.) Police Line Up with Their Recently-Purchased Pope Machines

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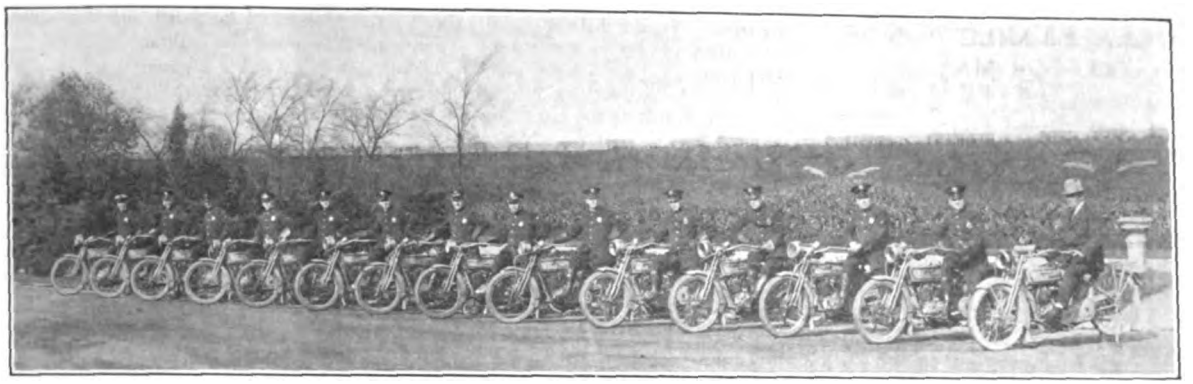
THEY DELIVER THE GOODS REGARDLESS OF CONDITIONS



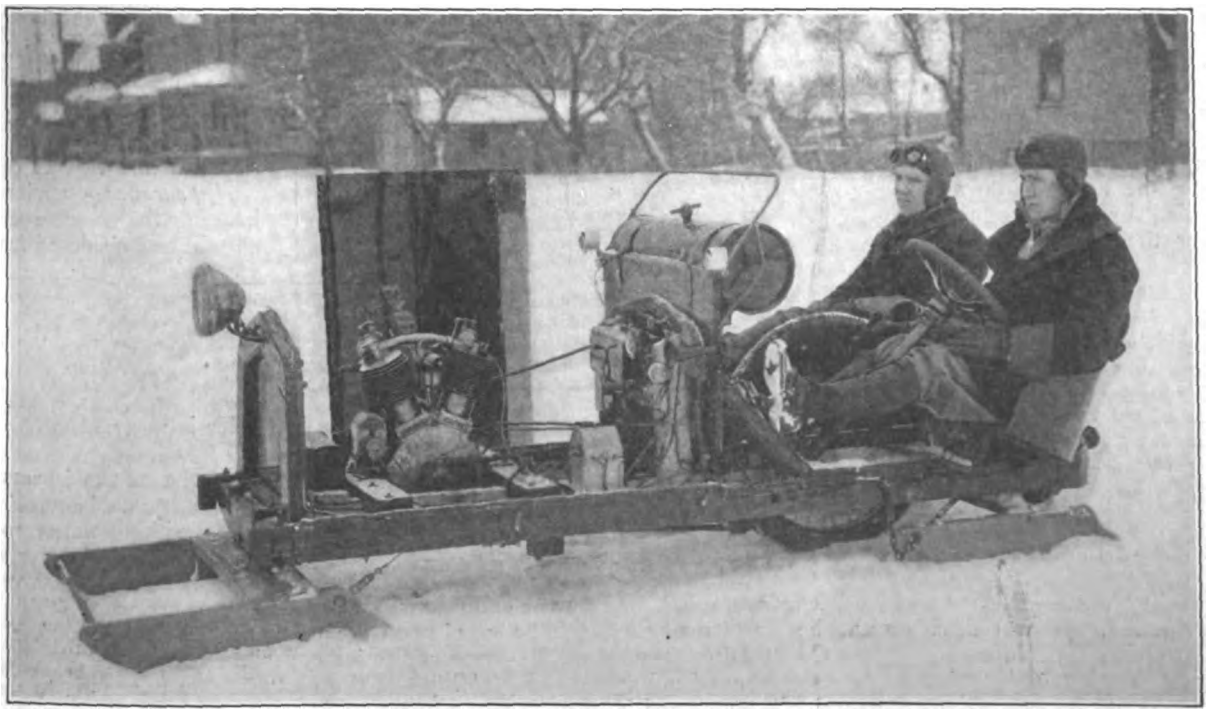
PITTSBURGH, Pa., police officials have obtained excellent results from the motorcycle squad shown in the above photo, and two 1916 Harley-Davidsons have just been purchased for the use of the County Detective Bureau. The picture is forwarded by G. H. Hamilton, local Harley-Davidson dealer, who reports having ordered 100 machines and about 25 sidecars so far this season. The motorcycle squad numbers 16 riders, but two were absent when the photo was taken.

The picture in the center is interesting as showing riding conditions in Colombia. The outfit is an Indian, on the road between Barranquilla and Galopa. Roads are generally fair in Colombia and the motorcycle is gaining converts as a result.

An unusually complete motor-bob outfit is shown in the bottom photo. It carries an Emblem motor and was designed by Lawrence Bros., of Rochester, N. Y. The sled has many of the comforts of an automobile, and the Emblem powerplant furnishes all the "pep" necessary to whisk it over the snowy countryside.

The large tank on the dash is for gasoline, while the smaller one in front is for oil. A battery just forward of the dash furnishes current for the head and tail light and electric horn.

Drive is by chain.



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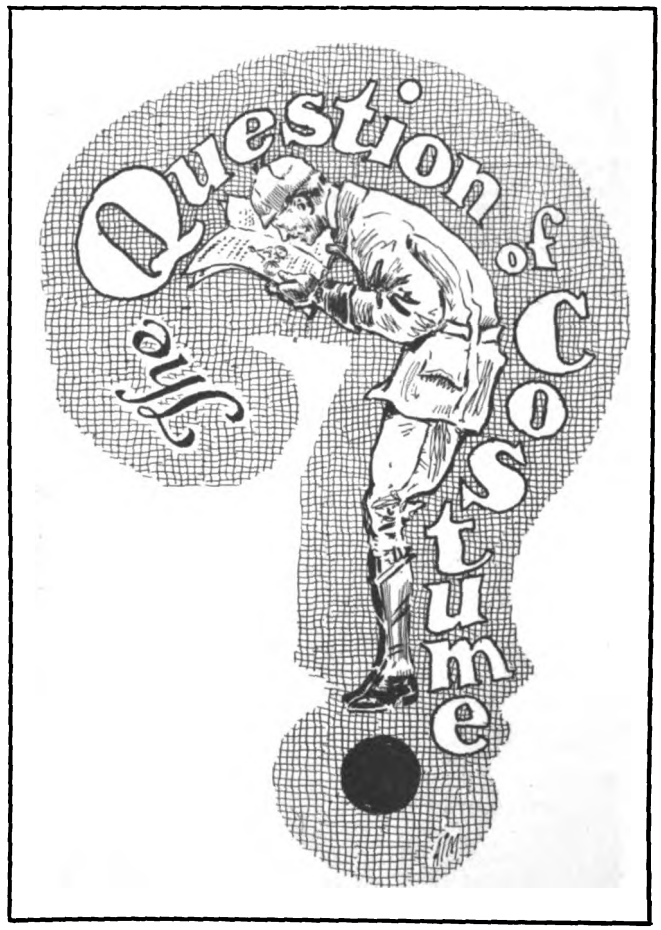
LETTERS ARE PILING UP IN THE RIDERS' CLOTHING CONTEST—BETTER MAIL YOURS WITHOUT DELAY

Spring Is Just Around the Corner and in a Few Weeks You Will Need That Riding Costume; What's It Going to Be? Motor Cycle Illustrated Offers Cash Prizes for Letters and Photos Showing the Most Satisfactory Attire for the Roadster. Read Conditions of Contest and Forward Your Suggestions

SNOWDRIFTS, 80-mile-an-hour gales and all the other blizzardy trimmings of an old-fashioned winter—such as the weather man has been passing out of late—are not calculated to engender much enthusiasm among motorcyclists for either spring riding or the selection of an ideal road costume, but it must be remembered that Spring, all indications to the contrary notwithstanding, is just around the corner.

March is merely exercising its traditional prerogative of "orneriness," and two or three more weeks will work wonders. If we put off thoughts of actual riding until every wayside fence is adorned by a chirping robin and Spring has published her arrival broadcast, we are going to be a little late in getting started. Now's the time to begin laying plans, so that the first fine weather will find us tuned up and ready from top to toe to renew acquaintance with the open country.



The Riders' Clothing contest which started with the March 2 number of **Motor Cycle Illustrated,** and which will close on Saturday, March 25, offers a fine opportunity to do some sensible enthusing over the near approach of another riding season, and also to pick up some crisp, crinkly cash prizes. As announced in the March 2 issue, **Motor Cycle Illustrated,** will award a cash prize of $10 for the most helpful and practical letter describing a satisfactory riding costume, the letter to be accompanied by a photograph showing the suit in service. For the second best letter (with photograph), the prize will be $5, and the third award will be $3.

Letters will not be judged for their literary merit but for *the value of the suggestions offered and for the straightforwardness and practicality with which they describe the riding costume.* The contributor is simply expected to tell how the outfit is made up—and if he is able to offer a suggestion for improving the suit at any point it is important that he include that in his letter.

Have you found what you consider a thoroughly satisfactory riding outfit—suit, cap, gloves, leggings, etc.? If so, describe it in 500 words, enclose a photo and mail the contribution to the Editor of **Motor Cycle Illustrated.** That's all. You couldn't find a much easier way of going after a ten-dollar bill. And even if you don't connect with the ten dollar bill there are the $5 and $3 awards.

If your letter doesn't win a prize and the photograph is still considered interesting enough to be printed, you will receive one dollar for it, and there is practically no limit to the number of costume photos we can use—*if they are really interesting and clear.* So there is an excellent chance that you will get a cash return for your letter and picture. And in addition you will have the satisfaction of knowing that you have helped to make motorcycle riding a better pastime by improving the appearance of riders in general on the road.

Better get out that photograph now while you have it in mind, and then sit down and write the 500-word letter describing the outfit. You have no time to waste. In order to be considered for the prizes a letter must be in the office of **Motor Cycle Illustrated** not later than 5 p. m. on Saturday, March 25—because the full announcement concerning the winners, with their letters and photos, will be published in the March 30 number of this journal.

How the Prizes Will Be Awarded

The awards in the Riders' Clothing contest will be based on the following percentage system: Appearance, 35 per cent.; adaptability, 20 per cent.; durability, 20 per cent.; comfort, 10 per cent.; inexpensiveness, 10 per cent.; demonstration, 5 per cent.

Appearance—Under this heading the costume suggested will be considered from the viewpoint of its appeal to all who may see it—non-riders as well as other cyclists. It must be kept in mind that a satisfactory riding costume should create an equally favorable impression when the rider is away from his mount and when he is in the saddle.

While the suit proper—that is, the coat and pants—will naturally receive first consideration, it must be remembered that no riding outfit is complete without puttees or leggings, gloves, cap and goggles. Some riders may consider a jersey or sweater among the essentials, according to the conditions of weather. In other words, this contest will be based upon the points scored by the complete riding outfit—from cap to leg covering.

Adaptability—Is the costume you are going to describe

(Continued on page 60)

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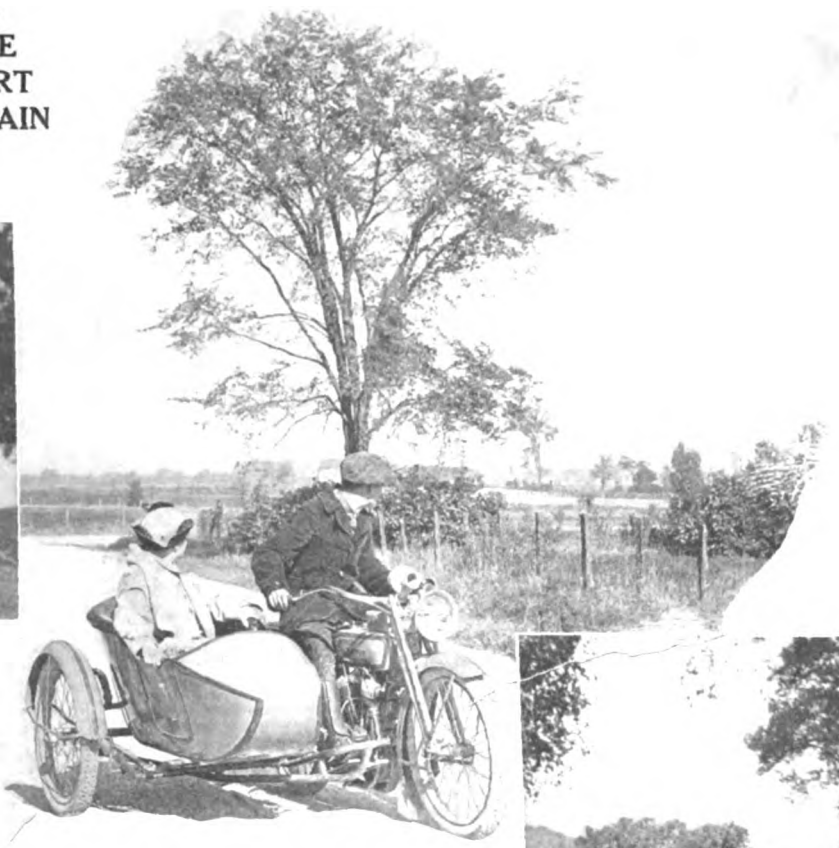
HAVE YOU BEEN SNOW-BOUND? IF SO, THESE PHOTOS WILL START YOU SMILING AGAIN



HERE are three pictures calculated to make old Ramses II, of the Hieroglyphic M. C., kick the wrappings off his mummy case and set up a howl for one of those Egyptola twins that the boys used to knock around on in his day. Of course, the Egyptola was a rather poor "can" as compared with the mounts on which we scale the Rockies semi-occasionally, but if "Rammy" could have one slant at the trio of pulse-quickening views shown above he would doubtless be willing to trundle out the old boat and take 'er up and down a few of the pyramids.

All of which is merely a post-impressionistic manner of remarking that these three photos will give you three distinct longings to buy a new machine or yank your old bus out of the camphor balls and start something. That's the proper spirit for the season, by the way, because snow and icy winds have only about three more weeks to go before checking out, and then—but what's the use of going into details when you have these photos before you.

DETAILS BOSCH VICTORIES IN MOTOR CAR FIELD

NEW YORK.—Al. H. Bartsch, advertising manager for the Bosch Magneto Company, of 223 West Forty-sixth street, is on the job once more, as is characteristic of this veteran magneto man, and his latest argument takes the form of a small four-page folder delineating 1915 Bosch victories in the motor car field. Twenty-six winnings are mentioned, being practically all the big four-wheeler events in the United States during that period.

ROOSEVELT IS HOST TO WISCONSIN DEALERS

MILWAUKEE, Wis., Mar. 7.—George M. Roosevelt, traveling representative of the Excelsior General Supplies Company, Chicago, was host to a number of motorcycle and bicycle dealers of this city and vicinity at a dinner and theater party during the week following the Milwaukee Motor, Cycle and Accessory Show.

The dinner was held in the Republican House and the following attended: R. E. Perdiu and Alex. Pelsrium, Perdiu Sporting Goods Company; Wallace Wrede and W. E. House, Mueller Cycle and Supply Company; C. D. Bremer, Bremer Cycle Company; J. J. Lantry, Henry Kaufman, B. Urich, M. Bernstein, R. L. Clark and Adolph Waech, Badger State Motorcycle Company; E. Miller, George Melcher, manager Milwaukee Show; Hugh Sharp, secretary Milwaukee Motorcycle Club, all of Milwaukee; T. Johnson, Oscar Johnson, H. C. Lawton, McLain & Lawton, Racine, Wis.; James Nelson, Racine, and Joseph Simon, Waukesha.

After the dinner Host Roosevelt invited the assembled guests to his room, where an informal half hour was spent discussing trade matters.

CHARLOTTE RIDERS FORM MOTORCYCLE CLUB

CHARLOTTE, N. C.—At an enthusiastic meeting of dealers and riders on February 23, the Charlotte M. C. was successfully organized. About 25 riders were present, and these will become the founders.

The object of the club will be to increase the interest in the pastime and sport in North Carolina and to stimulate trade. The first of a series of club runs has been arranged for, but the date is not yet decided upon. The run will be over the new Charlotte-Asheville highway which leads through the Blue Ridge mountains, the distance being 140 miles.

E. G. Graham is president of the Charlotte M. C. and J. D. Pickard is secretary-treasurer. The vice-presidents elect are E. L. Durham and C. C. Alexander. Fred Fletcher has been elected chairman of the entertainment committee.

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SHOULD A RACER CHANGE MOTORCYCLES?

Limiting Rider to One Machine in Each Event Would Save Trouble and Give Better Test of Motors, Says Arthur Davidson

ONE of the questions now receiving considerable attention from followers of motorcycle racing throughout the country, and which is likely to agitate competition circles in the F. A. M. before long, concerns the advisability of allowing a racer to use more than one machine in a contest of 100 miles or over. Under existing F. A. M. regulations there is nothing to prevent a factory rider from using three or four different mounts in a long race. He can change as often as he feels that he can stand the handicap of stopping at the pits for another mount.

When the matter was brought to the attention of Sales Manager Arthur Davidson, of the Harley-Davidson Motor Co., a few days ago, he expressed himself emphatically in favor of limiting the rider to one machine in any race.

"The question," said Mr. Davidson, "is this—are we testing machines or riders? From our point of view, we wish to test motorcycles, not riders, and one machine should go through the race or else be disqualified.

"Racing at present has developed into a matter of riders and mechanics, the riders merely opening up the motors and letting them go with the knowledge that if anything happens the mechanics will take care of it. This has not helped to breed a better class of racers.

"Why should a professional motorcycle racer have a string of machines to ride, using another as fast as one gives out, any more than a jockey should have a string of horses with which to get through a turf race. If a jockey could change to a new horse every time he found that his mount was going slow or turning a little lame, the racing game would be something of a joke. It seems to me that the idea is no fairer in the motorcycle field.

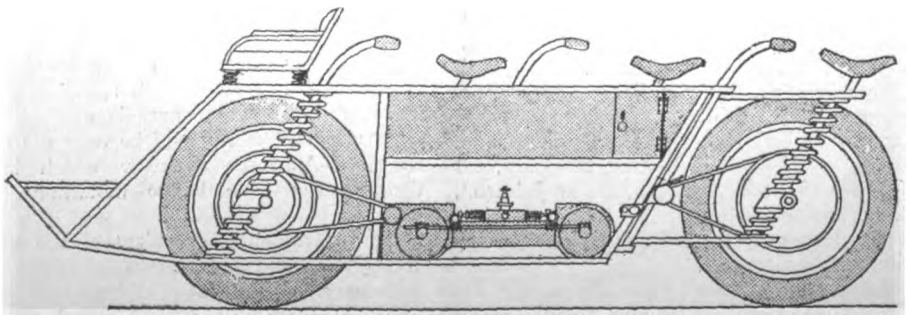
"It would save a lot of argument, give us a true test of the machines, show us just what will stand up and what won't, and ultimately lead to better machines for the public, if the rider should be confined to the use of one motorcycle in any 100-mile race. I would like very much to see a rule to that effect.

"At present it is necessary for the factory to send three or four machines to each 100-mile race—in order to keep on a par with the other folks—instead of sending out only two machines and two riders, as should be the case. In other words, we are now carrying a whole carload of scenery to put on one act, and the trouble and expense are hardly justifiable, especially when you consider that we do not get a true test of the machines after all."

FREAK MOUNT IS DESIGNED TO TRANSPORT FOUR

LONDON, England.—What may be termed a freak motorcycle for four passengers has been designed by a Teddington engineer for the use of an American railroad contractor. The frame on this machine is of the double trapezoidal type and has the front and rear wheels sprung somewhat on the lines of American spring forks, *i. e.*, with a shock spring above and a recoil spring below. The motor, which is to use kerosene, is a two-cylinder, water-cooled type, with two pistons per cylinder. It has two crankshafts which are coupled by means of a longitudinal rod having worm gears. This rod drives the camshaft, magneto and water pump.

The final drive is by V-belt to the front wheel. Steering is done by the rear wheel. Band brakes are fitted to both wheels and four-inch tires are used. The foremost passenger sits on a spring bucket seat, while the other three use regular motorcycle saddles. The wheelbase is 66 inches. The designer does not state whether one such machine has been constructed and what results have been obtained.



Four Passenger Motorcycle Showing Springing and Novel Power Plant

INDIAN VAN MAKES GOOD WHERE AUTO FAILS

NEW HAVEN, Conn.—Shelton Sturges, Indian dealer in this city, is highly elated over the showing made by a Powerplus sidevan outfit which he sold to the United Illuminating Company recently. The outfit was used by the firm's meter man and was designed chiefly for use in the suburbs.

A recent thaw following the big snowstorm left the roads seas of mud and the meter man was advised not to use the van for his trips by automobile men. He took their advice and hired an automobile, but there was too much mud and the motor overheated too frequently. Abandoning his trip he returned to New Haven. The next morning he started out with the sidevan rig.

It required some driving to get through and the meter man was unskilled. He got stalled and telephoned to Sturges, who went to him by trolley. Sturges took charge of the outfit right away and drove the rig all over the meter man's territory. It was mud-plugging with a vengeance. The meter man sat on the luggage carrier when he wasn't helping lift the rig out of a mudhole.

The trip was completed and the party went to wash off themselves and the machine. There is no longer any doubt in the minds of the illuminating company that the Indian outfit was a good investment, for that trip proved it.

DANVERS RIDERS GO IN FOR BOWLING HONORS

DANVERS, Mass.—The Harley-Davidson M. C. made up of local riders, started things moving on the evening of February 29 by holding a bowling tournament. Nearly all the members of the club turned out with their wives or sweethearts.

The prize for the highest string was captured by S. N. Henningar, the local Harley-Davidson dealer, said prize being a five-pound box of chocolates. Needless to state, all hands helped to dispose of the prize. This was the first of a series of social affairs planned by the club.

WASHINGTON M. C. HOLDS A SOCIAL EVENING

WASHINGTON, D. C., March 8.—The Washington Motorcycle Club, perhaps the oldest organization of its kind in this city, held a sociable at its headquarters on February 23. This club is composed almost exclusively of Indian riders, and membership can be secured by invitation only. The membership of the club is limited to twenty-five, and there is always a large waiting list. No attempt is made to promote public contests, though regular runs are held almost every Sunday during the riding season. H. A. French & Company's local branch is the headquarters for this exclusive organization.

BUTLER COUNTY OFFICERS FOR NEW SEASON

HAMILTON, Ohio.—The recently-elected officers of the Butler County Cycle Club were formally installed on the evening of March 1, in the presence of practically the entire membership. The officers are: President, William Glauch; vice-president, Jack Dedrick; corresponding secretary, Elmer Ortold; financial secretary, Walter Poffinbarger; treasurer, George Kendall; captain, Harry Reeder; standing committee, Edward Brannon, John Ruble, John Kersteiner and Clarence Schwab.

RACINE M. C. MASQUERADE DRAWS BIG CROWD

RACINE, Wis., Mar. 8.—More than a thousand persons attended the second annual masquerade ball held by the Racine Motorcycle Club in Lakeside Auditorium, a crowd that far exceeded the expectations of the local motorcyclists promoting the affair. The excellence of the costumes worn made it difficult for the judges to make a selection of prize winners. The judging committee comprised David F. Griswold, Frank J. Hilt and Dr. Froney.

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MOTOR CYCLE ILLUSTRATED
With Which Is Now Incorporated
The Bicycling World

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ALBUQUERQUE WILL STAGE MONSTER RUN

Route Will Cover 1,347 Miles of Beautiful Country—The Dates Are May 28-June 30—There Will Be $2,000 in Prizes

ALBUQUERQUE, N. Mex., March 7.—Under the auspices of the Albuquerque Motorcycle Club will be held a thirteen hundred and forty-seven mile endurance run, F. A. M. sanction, from May 28 to June 30, over a course that lies through a section of the country rich in scenic beauty and historic interest. Prizes valued at $2,000 will be hung up.

The run will start and finish in this city. It will go through Socorro, the historic mining town; Isleta, the ancient Indian Pueblo; El Paso, Texas; Phoenix, the semi-tropic garden of the Southwest; Prescott, Ariz., in the heart of the rockies; Williams, and possibly the Grand Canyon of Colorado; Flagstaff, Ariz., where are the famous pine forests; Gallup, N. Mex., the great coal mining town; then across the Continental Divide; through the quaint Indian village of Laguna, and back to Albuquerque.

The officials of the A. M. C. are now in communication with factories asking them to enter their teams. Requests for entry blanks have been received from Grand Rapids, Mich.; Phoenix, El Paso, Roswell, Silver City, Las Vegas, Santa Fe, the last four towns being all in New Mexico.

The course will be definitely decided only after the club scouts have traversed the route described above. All developments in connection with this race will appear in **Motor Cycle Illustrated.** Not only the fellows, but also the lady members, of the club are keenly interested in the success of the huge endurance run, and are now hard at work in an effort to secure as much publicity as possible for the event.

JUDGES DETERMINE RATING FOR SALES LETTERS

NEW YORK, March 7.—The committee of judges who will pass on the merits of the numerous sales letters submitted to the Million Bicycles Committee met at the Hotel Astor in this city yesterday. This quartette of judges consists of R. G. Betts, of the *Sporting Goods Sales Journal;* R. F. Kelsey, of *Bicycle News;* Harry Williams, of *Motorcycling & Bicycling,* and Harold N. Condict, of **Motor Cycle Illustrated.** Chairman Charles S. Olin was present at the meeting.

The object of the meeting was the determination of a plan for rating the sales letters in order that the prize-winners could be determined. The judges are taking 25 letters each and reading them over, afterward exchanging these letters until each judge has read all letters submitted. The decision on the prize winners will then be made after a conference of all the judges. No definite date is as yet announced for the conference or the announcement of the winners.

SIDECARS MUST HAVE TWO WHITE LIGHTS

TRENTON, N. J., March 7.—Sidecars must carry two white lights to the front when operated at night in this State, the governor having signed the bill that makes this a law, effective immediately, on Saturday.

Wm. L. Dill, Motor Vehicle Commissioner, informed your correspondent that all touring motorcyclists while within the confines of New Jersey must obey this law as well as any other regulation regarding the operation of a motorcycle even though there is no law covering the question in their home State.

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BUSINESS OPENINGS FOR MANUFACTURERS AND JOBBERS

BLUFF CITY, Kan.—C. A. Clift & Son have bought the Beckey hardware stock from Wilson Brothers, of Marquette. They will handle bicycles, automobile accessories, lubricating oils and small tools, and request catalogs in these lines.

PRESQUE ISLE, Me.—Sidney Graves has bought out the stock of T. H. Belyea & Co., and is handling bicycles and small tools. Catalogs on these lines are requested.

PINE CITY, Minn.—The Boyum Hardware Co. has purchased the business of the Smith Hardware Co. and requests catalogs on bicycles, automobile accessories, lubricating oils and small tools.

PASCAGOULA, Miss.—The Gulf Furniture & Hardware Company has opened for business and will add bicycles to its extensive hardware line. Cotalogs and prices from makers and jobbers are desired.

CLYDE, N. Y.—C. D. Adelfinger has sold out to Guy A. Roy, who requests bicycle, automobile accessory and lubricating oil catalogs.

SARANAC LAKE, N. Y.—George L. Starks & Co. request catalogs on bicycles and accessories.

KENMARE, N. D.—Catalogs on bicycles, automobile accessories and lubricating oils are requested by Bowman Brothers, who have just opened an implement store here.

KONOWHA, Okla.—O. W. Davis has sold his stock of automobile accessories and bicycles to G. A. Ruggles. Catalogs are wanted.

BRIDGEWATER, S. D.—C. A. Docker has purchased the stock of bicycles of Dirks & Payne and will continue the firm's business.

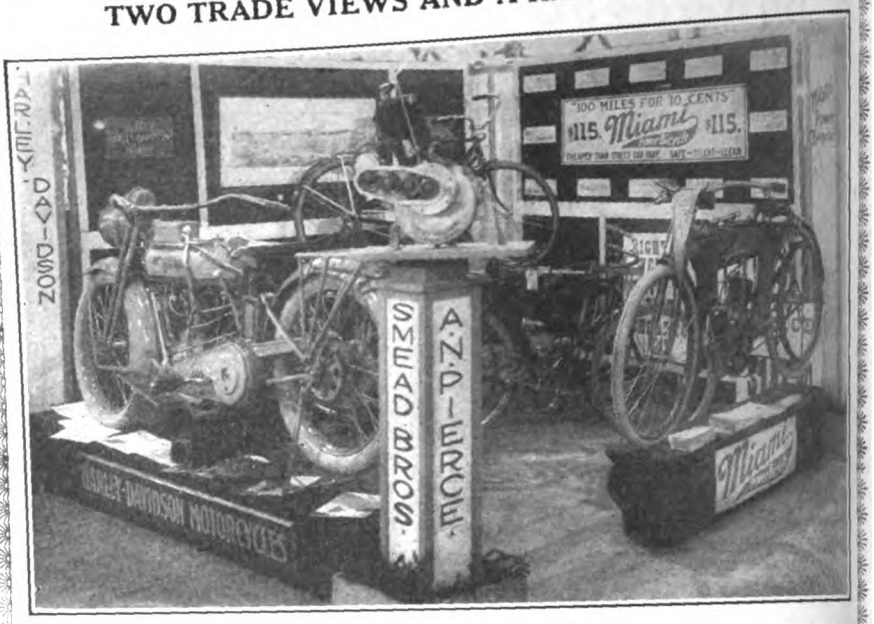
TIFFANY, Wis.—Catalogs on bicycles, automobile accessories, lubricating oils and small tools are requested by the H. P. Ratzlow Company, recently organized in this city.

LIVINGSTON, Tenn.—The Arnold Hardware Company has just been incorporated and will deal in bicycles, lubricating oils, automobile accessories, and small tools. Quotations and catalogs are desired.

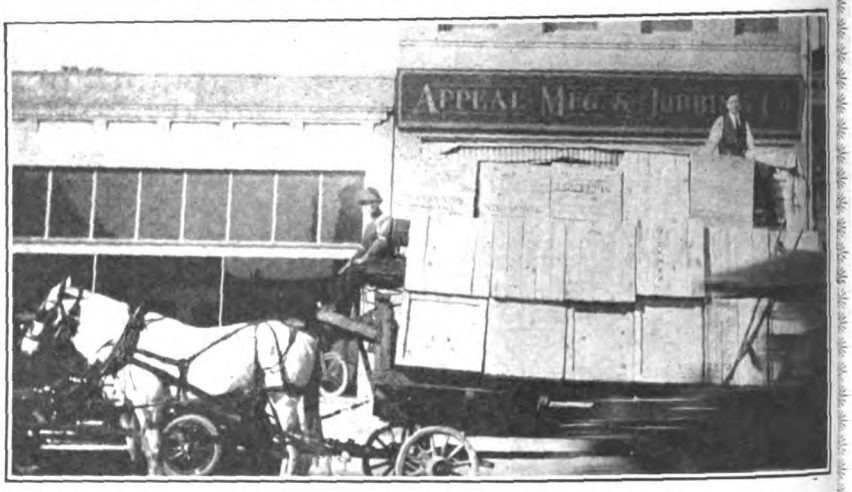
NEW STEWART-WARNER BUILDING

The Stewart-Warner Speedometer Corp., Chicago, is to build a new Detroit branch, on Woodward avenue. It will be one story high, 40 x 250 feet, and will be in charge of Russell Baldwin, the company's Detroit representative.

TWO TRADE VIEWS AND A HARDY ROADSTER



Dual Exhibit of Smead Brothers, Representing the Harley-Davidson, and A. N. Pierce, Handling the Miami Power Bicycle at Recent Greenfield, Mass., Show



Truck Carrying 600 Pairs of Pennsylvania Vacuum Cup Tires Ready for Unloading at Premises of Appeal Mfg. & Jobbing Co., San Francisco, Cal.

Martin P. Fogh, Operator at Electric Plant in Cedar Falls, Wash., Using His Power-plus on Way to Tacoma Through Two Feet of Snow

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PRESIDENT OF THE HAWTHORNE MFG. CO.

THE EIGHTH IN A SERIES OF BIOGRAPHICAL SKETCHES OF TRADE LEADERS

Ellsworth A. Hawthorne Achieved Prominence in Several Other Fields Before Devoting Himself Exclusively to Cycledom; A Lover of Athletics, a Progressive by Nature and an Inventor Whose Ideas Come in Rapid-Fire Order, Mr. Hawthorne Wouldn't Know What to do with an Idle Moment if He Had One

EVEN a keen observer would have found nothing in the early life of Ellsworth A. Hawthorne to indicate that his road to business success would be through the cycle industries, in as much as he achieved excellent results and considerable prominence in several other lines of endeavor before cycledom suggested itself to him as a permanent field of activity. Which is just a conservative way of remarking that the present energetic head of the Hawthorne Mfg. Co., of Bridgeport, Conn., is possessed of remarkable versatility and imbued with a spirit that would have carried him far along any line he might have decided to follow.

A Thorough Early Training

Mr. Hawthorne was born in Kansas City, Mo., but his family moved to Danbury, Conn., when he was four years of age. Farm life provided him with the robust physique which has stood him in good stead throughout his busy career, and his earliest book knowledge was obtained in a little red schoolhouse which he still recalls with a reminiscent smile.

At the age of 16, having graduated from grammar school and also finished a high school course, the youth went to Philadelphia and graduated with honors from a commercial college. Then his mind turned to the typewriter business, which was beginning to attract attention, and he became a master of the keyed machine, and, incidentally, of shorthand.

January, 1886, found Mr. Hawthorne in an office which he had opened for the handling of all kinds of expert reporting work. He progressed rapidly and soon established a string of reporting bureaus in Philadelphia, Baltimore and Washington. Forty top-notch stenographers were in Mr. Hawthorne's employ at one time.

The Hawthorne & Sheble Firm

It was in 1893 that Mr. Hawthorne entered into a partnership with Horace Sheble, the firm name being Hawthorne & Sheble. In 1900 the partnership was merged into a Pennsylvania corporation, and became The Hawthorne & Sheble Mfg. Co.

It was the firm of Hawthorne & Sheble that introduced the handling of Edison phonographs in the United States on a jobbing basis. Later the company branched out into the manufacture of talking machine accessories and supplies, and finally entered upon the production of records and machines. At the same time the firm handled a large retail and wholesale bicycle business. In 1896 they were Pennsylvania distributors for the Dayton, Pierce and Cleveland bicycles.

Hawthorne & Sheble established a branch in London, Eng., for the purpose of exploiting the "America" bicycle in Great Britain, and "Baby" Bliss, a 465-pounder, rode an "America" wheel through England to show what it would stand in the way of hard usage. At this time the firm exerted a wide influence upon cycle affairs and could always be counted upon to boost either trade or sporting features as they developed. The boosting tendency, by the way, is one that remains with Mr. Hawthorne to this day, and his generous donations of Old Sol lamps for F. A. M. membership contests have been of inestimable value to the national motorcycling body in strengthening its ranks.

That pioneer organization, the Century Wheelmen, included Mr. Hawthorne in its membership and found him as capable on the road as in an executive capacity. Mr. Hawthorne still goes to Philadelphia every year to attend a banquet of the "Old Guard," all that remains of the Century Wheelmen.

ELLSWORTH A. HAWTHORNE
Hustling Became a Habit with Him Years Ago and His Success Followed Naturally

Athletics have always attracted Mr. Hawthorne. He was one of the charter members of the athletic club of the Schuylkill Navy and was also a member of the Malta Boat Club. At one time he ranked high among amateur oarsmen, having profited by two years' training under the famous Bob Cook, Yale coach and daddy of the Cook stroke.

Many years of experience with metal goods have enabled Mr. Hawthorne to contribute valuable patents to the cycle trade and it is doubtful if any man in American cycledom has more worth while ideas credited to him in the Patent Office at Washington. The Old Sol line of lamps and accessories speaks volumes for the ingenuity of Mr. Hawthorne, and their standing with the trade is indicative of the fact that every innovation offered is based upon the actual requirements of riders. The Old Sol lamp line now includes over thirty models and meets the demand for both motorcycle and bicycle gas and electric lamps.

A Rapid-Fire Inventor

The president of the Hawthorne Mfg. Co. is too busy, too modest and too democratic to do much talking about his unusual success with lamp and accessory patents, but some idea of his energy and varied abilities will be gained when it is stated that he thinks nothing of applying for a patent a week when the inventive mood strikes him. And the mood is usually with him and in good working order.

Mr. Hawthorne is today a fine type of the men who are advancing American cycle affairs. He is always able to produce a smile; never has an idle moment when at the factory in Bridgeport, and gives promise of being able to help set the pace for many years to come.

TWENTY-FIVE NEW MEMBERS JOIN MILWAUKEE CLUB

MILWAUKEE, Wis., Mar. 7.—Twenty-five members were added to the Milwaukee Motorcycle Club's roll call as the result of an active membership campaign waged in connection with the recent Motor Cycle and Accessory Show, February 26 and 27. Irving Janke, the club's beau brummel, demonstrated his star salesman abilities at selling memberships by topping the list with close to fifteen names.

Saturday night, March 11, has been selected for a big banquet for the ladies in the club rooms. Among the speakers will be Arthur Davidson and J. J. Hegeman. Notable among the new members are E. J. Mueller, assistant sales manager of the Harley-Davidson factory, and T. A. Miller, Eastern sales correspondent. Arthur Herrington, the Newark endurance star, who has associated himself with the Harley-Davidson sales force to travel Wisconsin and Upper Michingan, has joined the Milwaukee club also.

The Milwaukee club will give a dance in Vizay's Hall, March 18.

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WHY CLUB MEMBERSHIP IS WORTH WHILE

In Addition to Widening Your Circle of Friends and Fostering Sociability It Has Many Practical Angles; Every Club Should Be a School of Technical and Touring Information

By DUDLEY ESSEX

EVERY human being has a hobby and likes to mix with others who are interested in the same way. For example, observe the gun, bowling, camera and many other different kinds of clubs that enliven our towns. Isn't it natural then, that a bunch of motorcyclists should get together and form a club?

Motorcycling is not like a game of solitaire that you can enjoy off by your lonesome in some corner. Not at all, the more folks you meet and ride with, the more pleasure you are going to extract from the pastime.

Going with the Bunch

It's more fun to go off with the crowd on a Sunday or holiday to some country hotel for a meal and enjoy the day in a happy-go-lucky manner—for where is a more care-free lot of lads and lasses than those who ride motorcycles—than it is to beat it off by your lonesome at a break-neck pace that may land you in the cooler.

That is why the club spirit should be well developed among riders everywhere. Join the local motorcycle club, fellows, and mix in with the crowd whenever there is any thing on, be it on the road or in the club rooms.

This idea of hanging 'round the dealer's store is bad dope. Not only is it poor business policy for him to have you loafing about, but it is bound, sooner or later, to make you clannish. A dealer is human and can't refrain from knocking his competitor occasionally. The result will be the first thing you know you will be taking up the cudgels for him. You will snub Bill Jones simply because his motorcycle choice does not track the same as yours does.

Did you ever figure out what a monotonous world this would be if we all had the same taste. Gee! It would be simply awful.

Narrowing Field a Handicap

Not only that, but the big handicap the American motorcycle industry is under today is that about a half dozen manufacturers are producing in quantity. How can we have keen competition in business, not in a price reduction war, mind you, but in bringing out new ideas, kinks that make for comfort both in riding as well as adjustments or repairing, if the field continues to narrow yearly?

Laugh at the English motorcycle if you must, but remember that with about 40 manufacturers of machines competing for the market over there, the British makers brought out foot-boards, two and three speeds and side cars several years before we had them on our motorcycles.

But that is another story—far from the reason why every rider should join a club.

The motorcycle club that is open to every rider, irrespective of the make of machine he rides, can do more to break up this fool herding of all the riders of one make, than any other agency. That is one of the benefits of a club, fellows—it will broaden you.

On the level, isn't it laughable to see how the small dealers and riders act towards each other in some towns?—each camp with its adherents arrayed against the other crowd. Then read in the trade papers how the big fellows, the M. M. A., get together several times a year and talk over the general situation.

Clannishness never sent the sport ahead an inch, so bury the hatchet good and deep, join the local club and boost the game together; learn that the other fellow is a good sport and a real riding companion.

The best sight one can witness is a bunch of motorcyclists, all riding different makes, sailing down the road for a day's fun.

What the Club Offers

Think of the many pleasant nights you can spend at the club when the weather is not fit for riding. Here you can chin over past experiences, and many's the tip or kink you can learn or tell of; and you all know that the motorcycle is such a queer beast it sometimes stumps the best of us with its didoes. You may be planning a trip and some fellow member can post you as to the best route and stopping places.

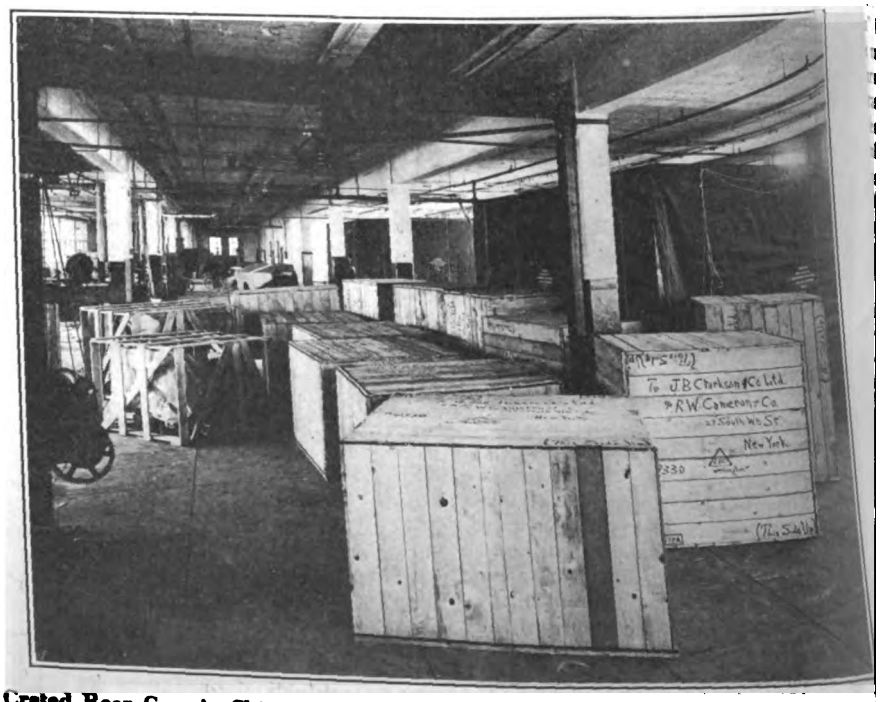
Or you may be a new rider; if so, you are just the lad the club can benefit, in fact, the club was made expressly for you beginners. You are all of a sweat, perhaps, for fear you will have something mysterious get out of whack with your mount when you are miles from home every time you venture outside the city *limits*. And if it isn't that, you are in deadly fear that you will get lost so that you can't find your way home. Between the two fears you are not enjoying your *machine* at all. Take a man's advice, lad; join the local club and ride out with the bunch every Sunday until you know your 'bus better than the chap who designed it, and the State as well as the man who made the geography.

Educating Through Lectures

Lots of times a live club can get hold of an interesting talker from one of the many manufacturers of motorcycle parts or accessories; then the bunch can spend a profitable evening listening to a talk that will help to clear away more mysteries of the motorcycle. And believe me, the manufacturers are keen for this opportunity to get in direct touch with the consumers of their products.

Then the presence of a good club in a town will be of material benefit to all riders of the two-wheeler. For example, a few years back the National Capital M. C., of Washington, D. C., fought a drastic city ordinance to a standstill. Had there been no riders' organization in town the chief of police would have gotten away with his ruling against tandem-riding, but the club put a spoke in his wheel. And that same condition may arise in your own town.

READY FOR THEIR LONG JOURNEY OVERSEAS



Crated Rear Cars in Shipping Room of Cygnet Rear Car Co., Buffalo, N. Y., Destined for J. B. Clarkson & Co., Ltd., in Wellington, N. Z., and Other Foreign Firms

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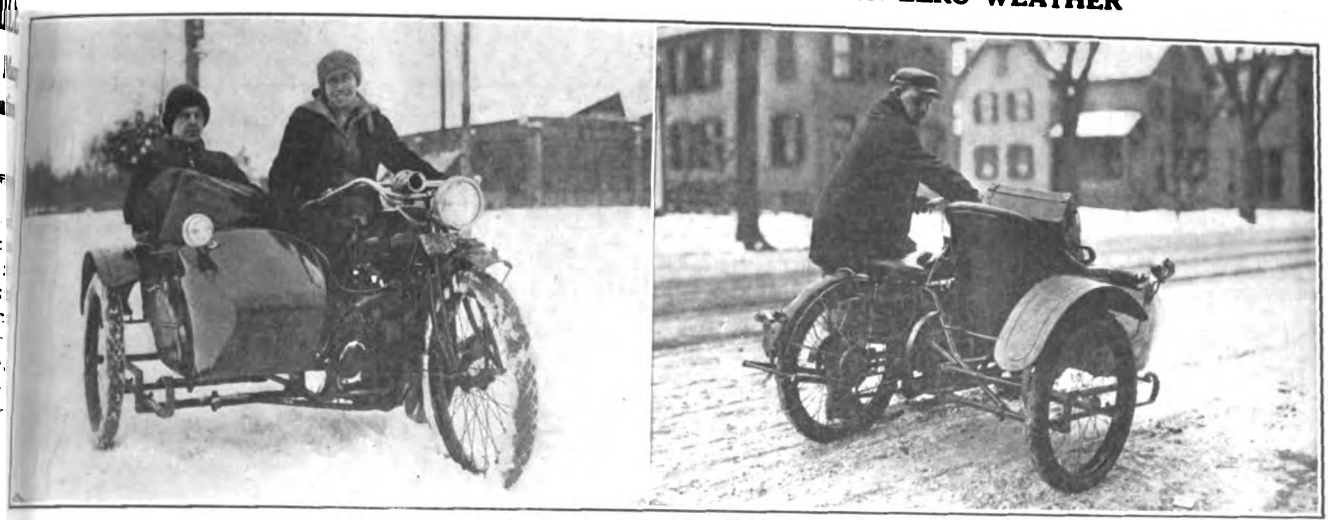
INDIAN RIDERS TACKLE NEW ENGLAND ROADS IN ZERO WEATHER



Left, John Canane, Hendee Tool Maker, Who Uses Rig for Week-End Trips to His Home in Worcester, Mass.; Right, S. S. Baker, of Clinton, Me., Who Recently Made 694-Mile Round Trip to Springfield Factory Through Heavy Snow

SUGGESTING THE MODEL ENDURANCE RUN

Details Which Must Be Properly Taken Care of in Order to Insure Success in a Road Contest—Value of Endurance Contests As Boosters for the Pastime

By TOM MARTIN

IN order to obtain the fullest success in an endurance run, there are several points to be taken care of. The first of these is the laying out or pathfinding for the route, while a second is the publicity to be given the affair. Following this come the proper marking of the route, the checking arrangements and the methods of awarding places.

But before entering on these points, I would suggest that the term "endurance run" be applied only to contests in which the mileage is at least 200 per day, and the course one which will bring out the endurance qualities of both machine and rider. Many runs which have the least semblance of a contest are called endurance runs these days, even if the distance is only 100 miles and the course over boulevards. When I refer to an endurance run in this article I mean one of the real type and not a road trip en masse.

Laying Out the Course

In laying out the route for an endurance run, the club should appoint a committee of three or four experienced riders. These should agree on a course, then traverse it and make notes of road conditions, etc. As the committee consists of hard riders, it is very likely that the course will be a real endurance one. Having come to a decision as regards the course, the next thing is the publicity which should be given the affair. The committee should make up a form letter in which the nature of the contest is given, together with such advertising as the club proposes to put out. These letters should be sent to each newspaper in cities and towns along the entire route, as well as to the local papers. Addresses can be easily found by resorting to a state directory or gazette.

Good Marking Method

Next comes the marking of the course. The best plan I have seen is that used by the Grand Rapids M. C. in the recent Michigan State run. A committee of four with two sidecars work alternate miles and paint the route, using the letter R for a right turn, the letter L for a left turn and a cross at cross-roads to indicate "keep straight on." These letters are made large, red paint being used with a heavy outline or background of white. They are readily discernible and cannot become lost or pulled down, as in the case of signs. By all means take time and pains to do this and you will avoid the ancient wheeze after the run that the road wasn't half marked. Mark your course yourselves; never depend upon other clubs to do it.

Now, on the pathfinding tour checkers should be appointed in case club members are not available. A form letter of instructions should be given to each checker or at least two to a checking station, as well as an envelope with special delivery stamp, check sheets and blue flag. Also there should be special instructions as to watch-setting on the day of the contest. You will thus ensure the quick return of the check sheets for compilation of results and avoid disputes as to times of arrival, etc., if the checker's watch is set according to instructions.

Early Pathfinding Desirable

The pathfinding or laying out of the course should be finished at least one week before the contest to allow those who desire it to make a preliminary trip over the course. Such trips will also result in reports as to road markers.

Secret checking is optional, and in a severe contest is really unnecessary. Such checks can be used to advantage in many localities, endurance being the slogan at all times.

Finally, we have the methods of awarding place for starting. I find that the most satisfactory arrangement is to draw for position the night before the contest at a special meeting of the club. In regard to teams, each member should be positioned at least five minutes apart, thus throwing each rider on his own resources. This will even things up more between the individual riders and members of teams.

Value as a Booster

The endurance run should prove of as much if not greater value as a booster for sales as the race meet. The cost of the race meet is greater than that of the run. In the race meet one star rider cleans up at a certain track one day and he may be trimmed at the next affair. The average rider keeps track of all contests through the trade journals and knows the ups and downs to which the racing man is subjected.

On the other hand, the endurance run is the real interest of the motorcyclist. The machines used are the same as those he rides. The hard work put on clutches and brakes as well as on the motor do more to bring out the lasting qualities of a machine than does the ability to develop speed on a track in which conditions are always more or less favorable to such work.

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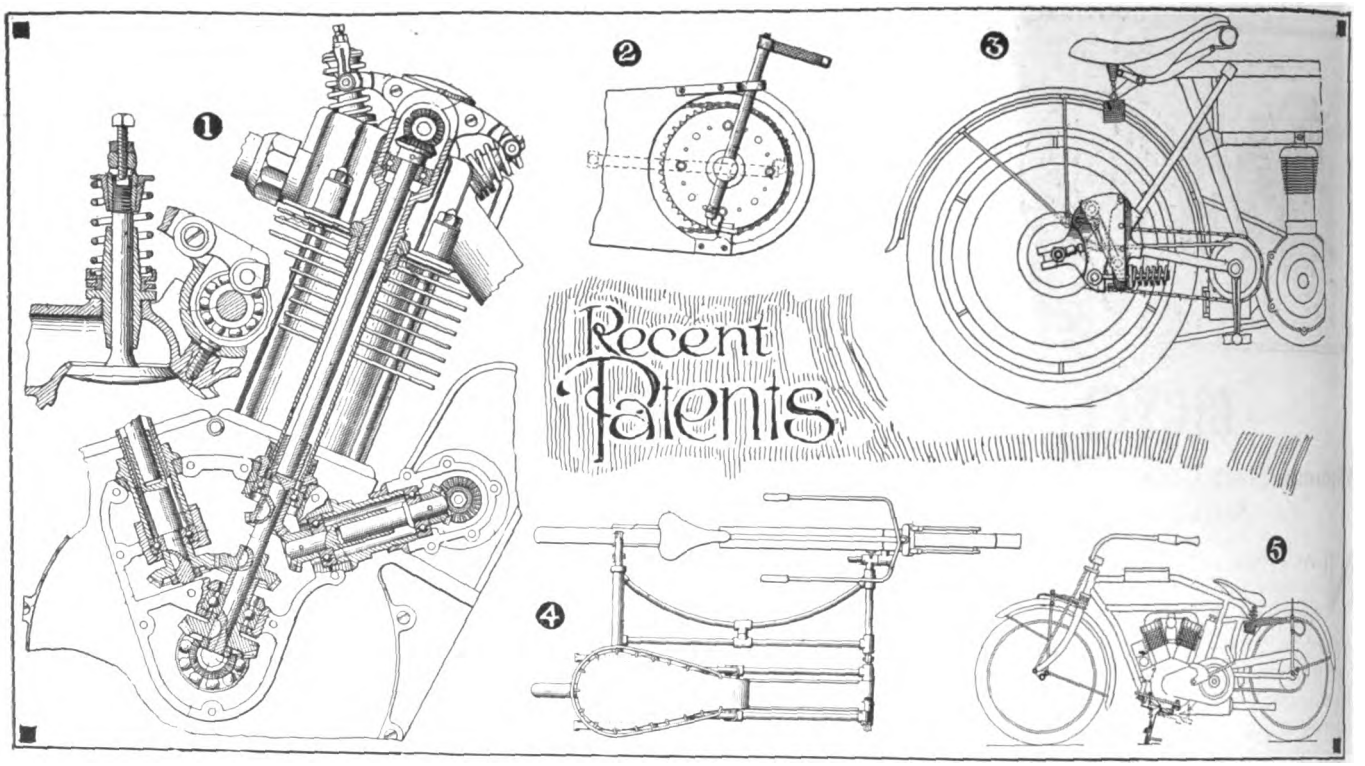

CYCLONE VALVE GEAR

IN ORDER to lessen frictional stresses occasioned by the valve gear and thus attain more speed, Andrew Strand, of St. Paul, Minn., has patented an overhead valve-gear operated by a series of bevel pairs. The main shaft carries a bevel pinion meshing with a bevel gear on the end of a shaft parallel to the cylinder. The forward shaft carries another set of bevels to drive the shaft for the rear cylinder of a twin motor and a third set to drive the magneto. The valves in each case are operated by cams on an overhead shaft acting on rockers. The mechanism involves the use of seven pairs of bevels and is employed on the Cyclone twin models. Strand has assigned his patent, No. 1,172,640, to the Joerns Motor Mfg. Co., of St. Paul. Shown at Figure 1.

COMPTON REAR SPRINGING

MEANS for resiliently supporting the rear construction of a motorcycle are shown in Figure 3, being the subject of a patent issued to Clarence D. Compton, of New York, N. Y. The wheel and slider forks are attached by pivoted bars to the rear forks of the motorcycle. At the lower end of the plates forming the slider-forks are fitted rods which attach to springs, these springs serving to absorb shock and recoil. The faces of the rear fork ends and plates are so shaped as to have the plates rock on the fork ends under the influence of the springs. The patent is No. 1,173,770.

FOBES' FOOT-STARTER

OLIVER FOBES, of New Castle, Pa., has been granted Patent No. 1,172,969 on an ingenius foot-starter for motorcycles, adaptable to any machine having a countershaft-fitted clutch, and with a pedal-shaft running through the clutch. To the pedal shaft is fitted a bar which is partially revolvable, carrying at its upper end a pad for the rider's foot and an arm at its lower end. The arm has its extremity especially formed to engage one of the links of the drive chain when in operative position. On turning the pad to take the foot, the arm is also turned and the extremity engages with the chain, when a pressure downward will turn over the motor through the chain. On releasing the foot, a coil spring returns the starter to its normal position and a special piece on the chain case swings the arm and pad out of operative action. A clip holds the starter in an inclined position ready for use. See Figure 2.

HUNTER FLEXIBLE SIDECAR

CHARLES J. HUNTER, of Newport News, Va., has been granted Patent No. 1,172,995 for an improved form of sidecar. In this construction, the passenger is mounted over the sidewheel by a seat fitted with elliptical springs and a foot-board is provided for his use. The frame is made in two sections hinged to each other, the object being to allow of vertical movement of the sidecar with respect to the motorcycle, but means of rendering the sidecar rigid are also provided for. Shown in Figure 4.

KNAPP CENTRAL STAND

A CRANKCASE or central stand for a motorcycle is the subject of Patent No. 1,172,465, issued to Thompson P. Knapp, of Highland Park, Mich. This stand consists of a U-shaped piece to be attached to the lower frame or crankcase of a motorcycle, and a movable frame or stand with curved feet. The normal position of the stand is up clear of the ground, but the operative position is had when the stand is vertical and supporting the motorcycle. The stand finds its best use in making front wheel repairs or in connection with the regular rear stand. The form of the stand is such that the rider can operate it while in the saddle. See Figure 5.

MONTREAL CLUB HOLDS LIVELY MEETING

MONTREAL, Quebec, Feb. 26.—Eighty-five motorcycle enthusiasts of Montreal gathered for the organization meeting of the Montreal Motorcycle Club at the Windsor Hotel, and of this number seventeen rode through the snow on their motorcycles to attend. Plans were laid for a campaign to secure a reduction from the Quebec license fee of $10 per year, and arrangements were made for a series of smokers and other social events in the Windsor Hotel until the opening of the summer season, when racemeets will be staged. A large cup has already been donated as a race prize.

SHREVEPORT CLUB FORMED

SHREVEPORT, La.—Twenty-seven motorcyclists of this city have organized a motorcycle club known as the Shreveport M. C. and have registered the organization with the F. A. M. The following officers have been elected Frank L. Zimmerman, president; John B. Herbert, vice-president; H. C. Minor, secretary; V. L. Frankel, treasurer; E. K. Schlieppake, captain, and Walter Averett, lieutenant. The members have the use of the Shreveport one-mile track, stated to be one of the best in the South.

NEW CLUB ELECTS

AMARILLO, Tex., March 7.—At the second meeting of the Amarillo Motorcycle Club which was held here last week, the question of becoming affiliated with the F. A. M. came up for discussion, but no definite action was taken. Thirty-six members attended the meeting. Ray Kersey was chosen president; Carl Straub, vice-president; Harry Webster, secretary-treasurer; Carl Robinson, road captain, and Charles Hoppin, press agent.

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THE BICYCLING WORLD

FOUNDED 1877

DEPARTMENT OF MOTORCYCLE ILLUSTRATED

"ALL THE BICYCLE NEWS EVERY WEEK"

BICYCLE DAY ELECTRIFIES THE TRADE

Vigorous Start Given to "One Million Bicycles" Campaign—Press Throughout the Country Gives Strong Support—What Organization Did—How Bicycle Day Was Observed

NEW YORK, N. Y., Mar. 7.—Bicycle Day has been a wonderful success. It has been an awakening. It has electrified the trade from coast to coast—dealers, jobbers, and manufacturers alike—and has effected a huge concentration of selling and advertising effort which roused the attention of the public to an extent that far exceeded the most optimistic expectations.

To anyone who has read the reports of Bicycle Day results in cities and towns scattered throughout the country, and who has glanced over the hundreds of newspapers that have co-operated with the dealers, it would seem an almost impossible task to represent adequately the staggering success that met the consistent team work of the cycle trade men.

One would, however, exclaim, "Gosh! Bicycle Day certainly has started something!" Yes, Bicycle Day has started something—it has started that campaign for "One Million Bicycles in 1916" straight toward the big goal. If the same combined effort, the same contagious enthusiasm which were manifest on February 29, will continue and increase as the year rolls on, then no one but the most pessimistic of pessimists can doubt for one moment that the year 1916 will go down in cycle trade history as the most prosperous year the trade has experienced.

Everybody's Happy—And There's a Reason

Dealers took opportunity by the forelock on Tuesday last; they brightened up their stores, dressed their windows, advertised in the newspapers, made use of the clever stunts suggested by the "One Million Committee." And on Wednesday there were few among them who didn't pat themselves on the back in well-earned congratulation of the fact that they had the kind of business judgment and initiative which got them to boost the bicycle with their brother dealers, resulting not only in sales, but also in securing splendid lists of prospects on Bicycle Day. But, of course, they realize that Bicycle Day is only a start. When the riding season is on, nearly every day will be Bicycle Day for the live dealer.

Some of the dealers up North believe that Bicycle Day would have been more productive of results for them, if it had been observed later in the season, when Jack Frost had disappeared from the scene. The cold, raw weather kept many people indoors who might have paid a visit to the dealers' establishment had the weather been more favorable. According to a number of reports received, the dealers thus affected will organize to hold a Bicycle Day of their own some time this spring.

Newspapers Played Prominent Part

The press of the country is to be sincerely thanked for the substantial support which was accorded Bicycle Day. On another page are reproduced a few clippings taken from newspapers in the East and in the West. These clippings show beyond a doubt that the newspapers are taking a renewed and lively interest in cycling activities. Of particular interest among these clippings are the effective advertisements used by the dealers, especially those which were made possible by co-operation.

The whole success of Bicycle Day was due largely to organization. In those cities where there were dealers' associations, Bicycle Day was celebrated with more enthusiasm and with greater results than in localities where dealer acted singly. In fact, the important lesson which Bicycle Day reveals is the value to the trade of organized and unified strength. To such strength is due the success with which the "One Million Bicycles Committee" promoted the big day and will continue to advance the interest of the "One Million Bicycles" campaign. Great credit is due the gentlemen on this hustling committee—Chairman Harry S. Quine, Secretary Charles F. Olin, Fred I. Willis, E. H. Hawthorne, J. W. Grady, W. A. Owens, J. F. Beck and F. A. Baker. Below are brief summaries, indicating what live dealers did in various cities:

USED COMBINATION AD

RACINE, Wis., March 7.—As indicating what can be accomplished by co-operative work, the success of Bicycle Day in this city is very interesting. Racine dealers got together and ran a combination advertisement in one of the local papers just prior to Bicycle Day. The bicycle as a general proposition was strongly boosted in the advertisement, and all of the dealers' names and addresses were listed in the ad.

"IN APPLE PIE ORDER"

BIRMINGHAM, Ala, Mar. 6.—In reporting the results of Bicycle Day one of the local dealers writes: "Everything came off in apple pie order, the race was a grand success, and all of us did a brisk business." Nearly every dealer in town ran an advertisement in one of the local papers, in return for which they were given strong editorial support that brought the crowd out to see the new models.

FIVE-PAGE BICYCLE SECTION

BUFFALO, N. Y., Mar. 7.—The special bicycle section of the Buffalo *Evening Times* stands head and shoulders above anything of its kind that appeared in connection with Bicycle Day. The section contained nearly two and one half solid pages of advertisements, which were placed not only by the local dealers, but also by local and out-of-town cycle and accessories manufacturers, and as many pages of text.

The subject of cycling was treated in a most comprehensive manner. Not only did articles appear of present-day activities, such as racing and touring in and around Buffalo, but also stories of a historical nature recalling many interesting incidents of the so-called "boom days." The manufacturers got breezy write-ups, and the dealers were more than satisfied with the results of the general boosting. Special window displays were to be seen at almost every store.

ALL HAD WINDOW DISPLAYS

ALBANY, N. Y., Mar. 7.—With few exceptions the dealers here had their windows effectively decorated, and enjoyed a good

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business, though they did little advertising in the papers. The Albany Motorcycle Co. featured the Pierce bicycles, while G. Feltman showed the Excelsior and Red Wing two-wheelers. The Weber Cycling Works had an interesting display of Indian bicycles and accessories; juvenile wheels were prominent in the windows of the Albany Hardware & Iron Company. All of the dealers expressed themselves as being in favor of observing Bicycle Day at a later date, when the weather would be more favorable.

USED EFFECTIVE DISPLAYS

CINCINNATI, Ohio, Mar. 7.—Bicycle Day, February 29, which was taken up by most of the dealers here, was handled under rather adverse circumstances, as the weather was far from propitious; and this, coupled with the fact that there was no joint advertising of the event, was responsible for less enthusiasm on the part of the prospective buyer than might otherwise have been the case. Window displays were generally of an attractive nature, however, and direct sales work on the part of the leading dealers resulted in securing numerous prospects, although sales were not heavy. Souvenirs were also given away at some of the stores, the Brendamour Sporting Goods Co., for instance, presenting callers with a miniature bicycle in the form of a stick-pin. The general feeling among dealers is that the "One Million Bicycle" movement is sure to do much good.

A REAL AWAKENING

NEW BEDFORD, Mass., Mar. 7.—Bicycle Day was a real awakening here. It seemed like a return of the old days, according to one dealer, to see so many people taking an interest in the bicycle again. The dealers were nearly all on the job, and received much benefit from the publicity accorded them by the newspapers. The New Bedford *Evening Standard* reproduced a picture of the bicycle parade, which was held here in 1886, and called attention to the fact that more bicycles were being ridden and sold today than at any previous time.

SOLD FIFTY BICYCLES

INDIANAPOLIS, Ind., March 5.—A big smoker attended by the local trade men topped the busy proceedings of Bicycle Day here. More than 68 enjoyed the smoker at which the matter of forming an organization of dealers, jobbers and manufacturers was discussed. H. T. Hearsey was chairman of the meeting. It is reported that more than 50 machines were sold on Bicycle Day, Westing selling 10 and Habich 11. Guessing contests were staged by several dealers.

RUBBER COMPANIES BOOST

NEW YORK, N. Y., March 5.—Though the big metropolitan dailies hardly made mention of Bicycle Day, and there seemed to be little general interest, some dealers dressed their windows and enjoyed a more brisk trade than usual. The Pennsylvania Rubber Company and the Firestone Tire & Rubber Company each had very attractive displays which are produced on another page. Winges Brothers, of Brooklyn, decorated the entire front of their store on Saturday preceding Bicycle Day, which caused quite a lot of youngsters to come in and ask what it was all about. On February 29, they placed a big sign over the door: "February 29, Bicycle Opening Day." A picture of the Winges Brothers' store appears elsewhere in this issue.

84 BOYS IN RACE

BALTIMORE, Md., Mar. 6.—Bicycle Day in the Oriole City will go down in the history of the sport and trade here as a red letter day. The feature event was a bicycle race for boys at a half mile, which was promoted by the local branch of the Goodyear Tire & Rubber Co. It was a scratch affair, and not less than eighty-four riders lined up, making it necessary to run the race in seven heats and one final. Twelve cyclists contested in each heat and fourteen in the final. Every heat was hard fought and the victory finally went to Walter V. Igelhart, a junior member of the Crescent Bicycle Club.

This youngster captured both his own heat and ran away with the final, defeating Ed. J. Kulda and H. G. Seward. The Goodyear Tire & Rubber Company contributed all the prizes. The race was managed by Bill Logue, who has promoted a number of cycling events in the past and acted as the starter in the Bicycle Day event.

Dealers reaped a goodly harvest of sales on Bicycle Day, and with but few exceptions dressed up their windows. The finest window was that of the Howard A. French & Co. store, which was certainly a wonderful display and will be fully described in next week's issue.

MANY MOTOR WHEELS SHOWN

MILWAUKEE, Wis., Mar. 6.—Bicycle Day stirred up much interest in this city, all due to the aggressiveness of the local dealers in decorating their store interiors and dressing up their windows. The Smith Motor Wheel, whose home is in this city, appeared in the windows of practically all stores. The "bicycle booster" was also shown in sporting goods store windows. The local motorcycle and bicycle show Feb. 26-27, gave great impetus to Bicycle Day by reason of the newspaper publicity which was given the show.

CLUB HOLDS PARADE

FAIRMOUNT, W. Va., Mar. 6.—Though the weather for Bicycle Day was cold and raw, the Fairmount Cycle Club held its parade on scheduled time on Tuesday evening, which was witnessed by a fair sized crowd. "There was lots doing in the evening," writes H. C. Voelker, a local dealer, "and we hope to have a Bicycle Day of our own in the near future, when the weather becomes warmer."

"GUESSING CONTESTS" ATTRACT

WASHINGTON, D. C., Mar. 7.—The only persons in Washington, who did not know that February 29 was Bicycle Day, were either dead or very much secluded. No matter in what part of the city one walked or rode, the bicycle was brought forcibly to one's attention. There was a special display in every bicycle dealer's window, and also in those of the big tire companies and the accessory houses.

Eleven prominent bicycle dealers combined last week for a half-page advertisement in one of the leading newspapers. Four of the dealers held "guessing contests" with bicycles as prizes. Two dealers co-operated in staging a "six-day" home trainer bicycle race in their windows. The crowds literally thronged the agents' stores, and most of them rolled up a record number of sales on Bicycle Day. One dealer secured a list of 1,000 prospects by a "guessing contest."

The Goodyear Tire & Rubber Co.'s local branch conducted a sealed time bicycle race for boys, which started at 4 p. m. The race was over a two-mile course, and the following riders won: First, C. Burr; second, H. Mashmore; third, R. Whitman.

WEATHER "BUTTS IN"

LOUISVILLE, Ky., Mar. 6.—Nearly all of the leading bicycle dealers of Louisville took an active part in trying to start something on National Bicycle Day, but the weather man decreed otherwise. The Century Cycle Company, the Bomar-Summers Hardware Co., and several other concerns had attractive window displays, and several of the houses advertised in the local papers.

EXPECT A FINE SEASON

WHEELING W. Va., Mar. 5.—Local bicycle dealers bought generous space in the newspapers here, with the result that the reporters wrote some enthusiastic stories on Bicycle Day, as well as articles on the pleasures and health-giving qualities of cycling. Bicycle Day was a big success here, and the dealers are unanimous in their expectations of a fine season.

PROSPECTS ARE BRIGHT

ST. LOUIS, Mo., March 5.—Bicycle Day here was rather quiet, but some dealers made special displays and report prospects for future business as good. An effort has been made to organize the dealers here, but not very encouraging progress has been effected.

SPECIAL BICYCLE EDITION

ATLANTIC CITY, N. J., March 7.—A large bicycle supplement in one of the local papers, which was filled with bright and breezy stories on cycling, was made possible through the large advertisements run by the local branch of the Haverford Cycle Company and H. P. Gravatt, the Indian motorcycle and bicycle dealer, who also handles the Pierce.

BURTON FEATURED MOTOR WHEEL

FORT WORTH, Tex., March 7.—Newspaper advertising and news publicity also assisted the Burton Supply Company in making a success of Bicycle Day. Burton boosted the Smith motor wheel by giving a theater party and supper to all Smith motor wheel owners who had purchased their attachments from him.

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NEWSPAPERS SHOW THAT BICYCLE DAY "STARTED SOMETHING"

Clippings Taken From Newspapers That Were Sent in By Dealers From All Over the Country

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STARS IN GOODYEAR WINDOW

SAN FRANCISCO, Cal., March 7.—Vic Spence, of the New Century Wheelmen, was the big star of Bicycle Day. Spence met Ed Carroll, of the Olympic Club, in a six-hour match race on rollers in the window of the Goodyear Rubber Company, and defeated the wearer of the Winged O.

Spence covered 147 miles on the rollers during the six-hour grind, while Carroll covered a half mile less. Spence showed remarkable endurance and his ability to sprint in the closing hour of the race was the main factor in bringing him the victory. Large crowds gathered around the window all during the race to watch the pedal stars at the grind.

ORGANIZE A CLUB

FREMONT, Neb., March 4.—A bicycle club was organized here on the evening of Bicycle Day. Thirty-five riders and local tradesmen joined, and it is expected that the membership will be doubled by the next meeting. The dealers were busy all day and report a good demand for bicycles and accessories. H. P. Kennersley and L. E. Fornlof, of the Goodyear Tire & Rubber Company, became members of the club. This is perhaps the first bicycle club to be organized in Nebraska, and meetings will be held regularly in the store of the Fremont Cycle Co.

LOOK TO FUTURE

DETROIT, Mich., March 7.—Detroit dealers are exceedingly well pleased with the results of Bicycle Day—not because they sold a lot of bicycles, but because they feel that the publicity given the industry is bound to produce good results as soon as the spring weather sets in. "It was not the number of machines we sold that day that counted," said one Detroit dealer. "It was the future effect. It attracted a lot of attention; people came into our stores who were never in before; it enabled us to work up a lot of prospects, and the fruits of our labor and money spent for advertising will come in the spring. Bicycles are here to stay and the proper co-operation between the dealer and the manufacturer in conducting annual national campaigns is an excellent idea.

"After all," he continued, "the bicycle business is just like any other business—it is what you make it. If you spend money in advertising, and publicity, and keep right after your prospects, you cannot fail to land a certain number of them. Where is there a boy or girl who wouldn't like to have a bicycle—even though their parents may own a motor car? Then there is the commercial value of them. I would like to see Bicycle Day come every year, and we even ought to go further, we ought to have some big stunt for May or June that will get publicity."

"A BIG SELLING DAY"

SALT LAKE CITY, Utah, March 7.—"Bicycle Day proved to be a great success," writes Norman C. Hopper, of the House of Hopper, the local Harley-Davidson agent, who also handles bicycles. "And it was a big selling day, because all of the local bicycle dealers have formed an association and are working hand in hand. We ran a full page of ads in the Salt Lake City Telegram and received a big write-up."

C. W. Brewer, of the Bicycle Supply Co., Pierce agent, held open house on Monday and Tuesday. Lon Claflin was on the job as usual and rounded up all the kids in his vicinity. Pil Wright, who also handles the Pierce, vied with Brewer to get the crowd. "Red" Broadbeck, of the Meredith Motor & Bicycle Company, made things hum, as did C. A. Fowler, Lou Anderson, and A. W. Knudson, who were three very busy men on Bicycle Day.

MERCURY NEAR ZERO

PITTSBURGH, Pa.—The mercury's active flirtations with zero prevented Bicycle Day from being the success that it might have been. Local dealers, however, are born boosters and have pinned their faith to the "One Million Bicycles Campaign." They believe that the bicycle is here to stay and look forward to staging meets and races this summer, of the sort that will have people sitting up and taking notice.

A RIP-ROARING SUCCESS

MASON CITY, Ia., March 4.—Bicycle Day was a rip-roaring success here. Three dealers made the most of the publicity that the newspapers gave them, by brightening their stores and setting up displays that had lots of "pep." The Mason City Cycle Co. showed its complete line of Pope machines, Frederick Bootz staged a cracker-jack Indian bicycle display, while K. I. Konvalinka featured effectively in his window the Great Western, Iver Johnson and National lines.

BAD WEATHER HANDICAPS

KANSAS CITY, Mo., March 2.—Bicycle dealers in this city were handicapped by the inclement weather. Snow covered the ground and kept folks at home. But in spite of this, Bicycle Day has started the dealers thinking. They have come to a full realization of the fact that increased bicycle sales will be dependent on increased publicity and advertising. The Sanfley Supply Co. featured the Smith Motor Wheel, while the sporting goods department of the Jones Dry Goods Company and the Schmelzer Arms Co. also had neat displays.

TOMMY HINDS NAILS RACE IN BIRMINGHAM

BIRMINGHAM, Ala., March 6.—Tommy Hinds, mounted on a Columbia bicycle, captured the five-mile race which was staged here on Bicycle Day, in the fast time of 12 minutes 52 seconds. Ellis Culpepper was second, while H. Davis accounted for third position. The winner's machine was equipped with Palmer-Goodrich tires. Forty-two riders faced the starter.

The success of the race was due to the interest shown by the tire company men and the local dealers. J. S. Taylor, of the Goodyear Tire & Rubber Company branch, Leeming of the U. S. Tire Company's local establishment, and Bowling of the Fisk Rubber Company's branch all worked like Trojans in promoting this race, the first which Birmingham has seen in some time.

IGLEHART WINS POINT RACE

BALTIMORE, Md., Mar. 7.—Walter V. Iglehart was again the winner, last Sunday, of the weekly point race of the Crescent Bicycle Club, riding the five miles from scratch in fourteen minutes. With a handicap of thirty seconds, Lester Nickles was second, while Ernest Nitz and L. M. Sanborn were third and fourth, respectively. This is the third time that Iglehart has captured a point race, four of these events having been held so far this season.

84 Riders Entered the Bicycle Day Race for Boys at Baltimore, Md., the Winners of Which Appear at the Right

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WINDOW DISPLAYS THAT PUT "PEP" INTO BICYCLE DAY

(1) Display Used By the New York Branch of the Firestone Tire & Rubber Co.; (2) The Fisk Rubber Co.'s Branch, as Well as (3) Fred Huseby's Sporting Goods Store, (4) Ed M. Planer, Pierce Bicycles, and (5) J. H. Kuenzli, Pope Dealer, All of Milwaukee, Featured Smith Motor Wheels; (6) Winges Brothers, Brooklyn, N. Y., Dayton Bicycles; (7) Pennsylvania Rubber Co.'s New York Branch; (8) Display in Goodyear Tire & Rubber Co.'s Stores; (9) New England Branch of the Miami Cycle & Mfg. Co. at Springfield, Mass.

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Ninth Installment

FRANK KRAMER'S LIFE STORY

The First Authorized Story of the Great American Bicycle Champion's Brilliant Career—By Harry Mendel

In 1906 Kramer again went abroad and rode in France, Germany and England. Once more he disposed of Europe's best riders and captured the Grand Prix de Paris.

"IF I live to be as old as Methusaleh, I will never forget my trip abroad in 1906. It was eventful from start to finish, but one little incident—I say little, but it really grew into serious proportions at the time—impressed itself so firmly on my mind that I will never forget my sojourn in Europe that year."

In this manner Frank Kramer, the peer of all bicycle riders, greeted me on my arrival at his East Orange home when I asked him to talk on his European trip in 1906, and after his first few words, I became so interested, that, like the detective in the drama, I said, "Yes, yes, go on." Kramer did go on, and I will tell you why the year 1906 stands out so vividly in his mind.

On the twentieth day of May, Kramer rode a match race against Poulain, at Nantes, in France. This was Poulain's home town. He was born there and was naturally a great favorite among his townsmen. The race was at a mile and before it started Kramer and Poulain got together with the officials and decided that accidents of any kind on the last lap would make no difference and that everything was to go on the final lap of the race.

Kramer Booed and Hissed

Well, in the first heat, Poulain punctured on the last lap, and Kramer, of course, won easily. Kramer slid by Poulain very close in passing him on the last lap and when the crowd saw that Poulain was unable to sprint to the finish, they immediately set up a howl, blaming Kramer for the mishap. They wanted the race re-run. This was not done, however, and Kramer retired to his quarters until the second heat was called. When Kramer stepped on the track for the next heat he was booed and hissed to the echo. The Frenchmen threw at him whatever they could lay their hands on.

When Kramer won the second heat and the race, the crowd was as mad as a swarm of hornets and tried to attack Kramer. With difficulty he made his way to his dressing rooms and while going through the crowd, one of the Frenchmen cut the tires from his wheel. Once in the dressing room, the crowd blocked the entrance to the track to wait until he came out. At this point the police took a hand in the affair and six officers of the law escorted the peerless Kramer to the railroad station. As Kramer stepped on the train he breathed a sigh of relief to get away from the hostile fans. It seemed like a little incident, but Kramer remembers it vividly.

Kramer's greatest triumph in Europe was the winning for the second time of the Grand Prix de Paris, which was decided at the French capital on Sunday afternoon, June 17. When Kramer won this race he rode in the presence of the biggest crowd that had ever seen him ride. It was without a doubt the largest gathering that ever attended a bicycle race in any part of the world. At least 35,000 people were present, and the receipts amounted to $2,000 more than any previous Grand Prix gate in the history of the famous classic event.

Official dignity was given to this race, for it was run under the patronage of the French government. After Kramer had defeated Poulain and Friol, in the order named, he rode to the box of the Prime Minister, drank a glass of wine with that prominent official and was decorated with a silk sash. He also received a special prize from the government, consisting of a handsome china vase.

In addition to these honors, Kramer received a solid gold medal for defeating Francisco Verri, the Italian champion. Verri had won the Amateur Grand Prix, but was no match at all for Kramer in the special match race. Previous to Verri's victory in the Grand Prix, he had won all the important cycling events at the Olympic games, held in Stockholm, Sweden.

Above—Start of the Grand Prix de Paris on June 17, 1906. From Left to Right Riders are Friol, Kramer, Poulain. Below—Finish of the Grand Prix, Kramer Crossing the Tape First

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The medal which Kramer captured he still has today and cherishes it highly. It bears the French coat of arms and the initials of the national cycling body in France. In 1906 was the first time that a race between the amateur and professional Grand Prix winners was ever held.

In the final of the Grand Prix de Paris, Kramer led all the way, not taking any chances whatever. Poulain and Friol both gave Kramer a terriffic battle; Poulain managed to get second place, while Friol was third. The picture shows just how close the race really was.

Kramer arrived in France early in April, and his performances during that month were not very good. Kramer was not in condition and did not do himself justice until May. He also changed to a high-geared bike. He was riding a ninety-six gear and changed to one hundred and four. Practically all the riders in Europe use high gears and Kramer said it was his salvation in the Grand Prix, for otherwise he would never have fought off Poulain to such a degree.

Kramer began his 1906 European racing campaign with two sweeping victories at the Buffalo track in Paris. He beat Van Den Born and Friol in a match race and also won an open event. A week later at the Parc des Princes track, in Paris, Frank finished second to Van Den Born in an open race. At La Fleche, on April 23, he was only second in a three-cornered match. Van Den Born was first and Teno finished after Kramer.

At Tours, on the twenty-ninth, Kramer had a "cinch" in beating Jacquelin; but the very next day at Roubaix, Van Den Born again beat him, while Friol trailed in third.

With the coming of May, Kramer rode in brilliant form once more and tucked away a majority of the races in which he appeared. He started off on the very first day in May by annexing a 1,000-meter open race, at the Buffalo track in Paris. Van Den Born trailed this time and Schwab was third.

Appears in London

On the fifth of May, Kramer rode in London, England, and won a three-cornered match race from Ellegaard and Benyon. Ellegaard was second and Benyon third. The next day, at Antwerp, Frank defeated Poulain and Ellegaard. This time Poulain breezed in second and the Danish rider was third. Kramer's next performance was at Bordeaux, where he defeated Friol in straight heats.

A large crowd gathered at Toulouse, which is just about two hours' ride from Monte Carlo, to see Kramer race against Friol. He beat Friol in straight heats. But on the twenty-fourth day of May, at Reines, Schilling, the German rider, defeated Kramer in a 1,000-meter open race. In Paris on the twenty-seventh of May the judges gave Poulain the decision over Kramer, but Frank said he won the race by a quarter of a wheel's length.

At the same track, on June 3, Kramer took the measure of Poulain and Friol. Poulain was the second rider home and Friol finished third. Riding behind the tandems at the Buffalo track on June 7, Kramer beat out Poulain and Walter Rutt, who finished in that order. Schilling, who defeated Kramer earlier in the season, had to bow in defeat to the American rider at Brussels on June 10. It was in a three-cornered match. Schilling was second and Jacquelin third.

Kramer's last race before the Grand Prix de Paris was at Antwerp, in Belgium, on June 11, and here he licked Poulain. Then came his victories in the Grand Prix de Paris, together with his triumph over Verri in the special match race.

Kramer finished second in the last two races in which he competed in Europe. Friol beat him on June 24 at Limoges, France, while Teuo was third. On July 1 Kramer rode in an open race in Berlin, Germany. Kramer did not train for this event as he was more interested in seeing the sights in and around Berlin. Ellegaard beat him by about four inches. It was Kramer's first appearance in Berlin and he says he had a fine time there, although he did not win the race. The next day he went to Bremen and then sailed for home.

(To be continued)

SPENCER TO MAKE LONG STAY IN NEWARK

TORONTO, Ont.—In a recent bicycle roller race in Toronto, Art Spencer, the Canadian champion, was soundly beaten by two club mates, Norman Webster and Coleclough. Webster turned the half mile in 32⅘ seconds; Coleclough's time was 38⅘ seconds, and Spencer made it in 41⅕ seconds. The race was one of the features of a sporting tournament in Massey Hall before 4,000 spectators.

Spencer is making arrangements to leave Toronto for Newark about April 1, and expects to spend the whole season at the Newark Velodrome.

Frank Martin, of the Salem Bicycle Club, Toronto, was recently awarded $700 damages in a suit against Joseph Crangle, whose automobile struck and injured him late last fall. The defendant has also been fined $200 in the Police Court because of careless driving at the time of the accident.

SCHULTZ SPILLS IN EXCITING BUFFALO RACE

BUFFALO, N. Y., Mar. 4.—Fully two thousand fans turned out last night to witness the indoor sports at the 65th Armory. Throughout, the programme was unusually good. More than once the riders brought the spectators on their feet.

A spill which F. A. Peterson took three yards from the finish, in the final, made the one and one-half mile bicycle lap race exceedingly exciting. Robert Schultz, who looked like a winner, yielded to Joe Schieder in the thrilling contest. Schultz, after riding in last place for some time, suddenly shot forward passing rider after rider.

He needed the last lap, however, to clinch the race. On the far stretch he outgeneraled Schieder. But as the riders swept by the fourth pole from the finish, Peterson came to the front unexpectedly and then tumbled right in the path of Schultz, who was leading. This gave Schieder an open field. Schieder took first place, and Schultz made second. In the one and one-half mile bicycle handicap, which was a rather tame race, C. F. Muth took first place while W. Frazer and E. V. Kohlmeyer, second and third.

ROSE LAMPS GIVE EFFICIENT SERVICE TO CANADIANS

PHILADELPHIA, Pa., Mar. 7.—According to advices received from the army officials of the Canadian government by the Rose Mfg. Co., of this city, the large shipment of "Neverout" lamps, which was made a few months ago for the use of the cyclists in the expeditionary forces, are giving effective service.

The officials of the Rose company were elated over the receipt of this letter, for they landed the contract in the face of the keenest sort of competition by guaranteeing the high quality of their products. The communication just received from Canada, they say, is one of the best indorsements the Rose lamps could possibly be given, for the conditions under which these lamps are being used put them to a very severe test.

DESIMONE IS U. S. I. HOME TRAINER CHAMPION

NEW YORK, N. Y., Mar. 7.—The final and closing race of the series for the home trainer championship of the Unione Sportiva Italiana, was won by Anthony Desimone, on Sunday, March 5. The series consisted of five races at various distances from a quarter to one mile, and was run on a point basis, a "win" scoring five points, second place three, and third place one. Desimone wins the championship of the club, having 18 points, while Bello is the runner-up with 13 points, and Johnson is third with 4 points.

Six members competed in Sunday's race, which was held at one mile, match style, and run in three heats, one semi-final and a final. Bello and Desimone met in the final heat, which was won by the latter in the slow time of 2:08⅖, neither rider wishing to take the lead in the first three-quarters of the mile, and fighting it out in a quater-mile sprint.

Point score for championship: A. Desimone, 18; T. Bello, 13; N. Johnson, 4; P. Giordano, 3; A. Ferrero, 3; E. Mullen, 2; T. La Rossa, 1; J. Mossuti, 1.

FLORAL PARK TO BE SCENE OF U. S. I. RACE

NEW YORK, N.Y., Mar. 7.—The Jericho Turnpike at Floral Park, Long Island, has been selected as the battling ground for the Unione Sportiva Italiana's monster ten-mile handicap bicycle road race on Sunday morning, April 9. This is recognized as the fastest five-mile course in the East, and is the same course on which the present N. C. A. record was established last year.

A very valuable and attractive list of fifty prizes, worth in the aggregate $550, including five racing model bicycles, three silver loving cups, five medals, eighteen pairs of tires and thirty other prizes is being offered. Four $50 Pierce light racers head the list of twenty-five place prizes, while a $55 Iver Johnson special racer leads the list of ten time prizes. A silver loving cup, fifteen inches high, will go to the club with the greatest number of starters.

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Of a Personal Flavor

GRAND RAPIDS, Mich.—Tom Martin, one of Michigan's most enthusiastic motorcyclists, has accepted a position with the Svensgaard Sales Corporation, of Detroit, and in the future will hold forth in the eastern part of the State. Martin is one of the veteran members of the Grand Rapids Motorcycle Club, an organization of quite some fame in motorcycledom. He is also the local F. A. M. commissioner and is chairman of the big endurance run which takes place July 2, 3, 4. The local riders feel his loss quite keenly as in Martin the club had one of the best competition riders in the State.

G. B. Stone has been placed in charge of the Ohio-Indiana territory of the Remy Electric Company, of Anderson, Ind. Mr. Stone has been a member of the Remy engineering department for a number of years, doing specialized sales work in connection with engineering and is admirably fitted for his new position as sales engineer.

Raymond M. Anderson has been appointed chief engineer of the Master Carbureter Corporation, of Detroit, Mich. Mr. Anderson was in charge of carbureter design for five years with the Stromberg Motor Devices Co., of Chicago, and was recently research engineer for the J. I. Case Thrashing Machine Co., of Racine.

F. W. Suhr has been made manager of the New York tire department by the Firestone Tire & Rubber Co., Akron, O. He has been with the company for a number of years as special factory representative.

P. W. Kromer has been transferred to the Atlanta, Ga., office of the Prest-O-Lite Co., Inc., Indianapolis, Ind. He has been at the Buffalo office for some time, and will take up his new duties on March 1.

George T. Newton, formerly secretary and sales manager of the American Multigraph Company and one of the original promoters and developers of the multigraph, has accepted a position with the Fisk Rubber Company in their sales organization, at the general offices in Chicopee Falls, Mass.

C. M. Allen has just left for Detroit to promote the sale of the Heath carbureter, produced by the M. K. Bowman-Edson Co., of New York City. Mr. Allen is well known in the motor vehicle trade, being one of the first to introduce the automatic starter for automobiles.

YOUNGSTOWN, OHIO.—A. H. Harris, formerly superintendent of the Republic Rubber Co., has become connected with the Firestone Tire & Rubber Co., at Akron, O., and has also sold to that company a patented process for the manufacture of rubber goods. Mr. Harris is one of the leading experts of the country on rubber manufacturing processes.

John B. Maus, who for the past two years has been Eastern District manager of the Batavia Rubber Company, has been appointed manager of the export department of the Fisk Rubber Co. Maus is well known in the tire industry, having started ten years ago as special factory representative of the Goodyear Tire and Rubber Company, following which he became New York district manager for that concern. Four years ago he joined the U. S. Tire Company.

DAYTON, O.—W. A. Harland, traveller for the Dayton motorcycle and bicycle lines, has just returned from covering southern Michigan for two weeks. He visited fourteen towns in the interests of the Davis Sewing Machine Co., and signed up 12 agents to carry the Dayton lines. His batting average for the fortnight was thus 0.850.

F. L. Zimmerman, Jr., of Shreveport, has been appointed State F. A. M. Commissioner for Louisiana by President Coffman. Mr. Zimmerman was strongly recommended for the office, and he is counted upon to inject considerable ginger into motorcycling affairs in his state.

LINGENFELDER A BOOSTER OF EXPERIENCE

LOS ANGELES, Cal.—Eddie Lingenfelder, manager of the Goodyear Tire & Rubber Company's branch in Los Angeles, is one of the most consistent cycle boosters on the Coast—and that's going some. Eddie is one of the veterans who looked about for new worlds to conquer a few years ago when he decided that the racing game was hardly worth the time and risk involved. After a successful career as a bicycle racer Lingenfelder became the 10-mile champion in 1898, defeating such stalwarts as Earl Peabody and Eddie Llewellyn.

Eddie Lingenfelder

Among his trophies Lingenfelder prizes a large silver cup won at the Coliseum in Chicago. Eighteen three-men teams were entered in this race, but Eddie won it single-handed after his two team mates had dropped out.

When he turned to the motorcycle racing game Lingenfelder gave a good account of himself, and managed to annex several records. Then, having proved that he knew how to win out in both the bicycle and motorcycle speed fields, he determined to show his friends that he could make just as much of a success selling tires. He became a Goodyear salesman and produced such satisfactory results that he was rewarded with the managership of the Goodyear Los Angeles branch.

HENDERSON SQUAD VISITS THE ORANGE SHOW

LOS ANGELES, Cal.—Seventeen dyed-in-the-wool enthusiasts made up the party that left Los Angeles for the first Henderson run of the season, the destination being San Bernardino where the famous orange show was being held. George A. Klapp acted as captain of the brigade and reports that the outing was a success from every viewpoint.

The Hendersonites are planning a number of other sociability affairs and promise to contribute their share to the activity of motorcycle circles hereabouts throughout the year.

MARATHON TIRES HAVE 5,000 MILE GUARANTEE

ABILITY to stand up at speed on poor roads with a minimum of wear is a feature of the Marathon motorcycle tire, the product of the Marathon Tire & Rubber Co., of Cuyahoga Falls, O. This tire, which is made in all sizes to fit standard rims, has the Marathon angle tread and is guaranteed for 5,000 miles.

The angle tread consists of a series of Vees, with arms at wide angles, in three rows along the tread of the tire. Each row is so arranged with regard to the adjoining one as to assist traction and reduce side-slip. The Vees are formed deep and are long-wearing, while both carcass and tread proper are built to give a high factor of strength to more than amply care for arduous road service. Marathon tires can be had from the makers or through jobbers and dealers throughout the country.

WHY HE BOUGHT A MACHINE

"I am sending today two dollars for the renewal of my subscription. I did not own a motorcycle when I first started reading your paper. But the stories and news you print each week just made me buy a machine. I wish you and the sport every success."

ALLEN DAVIDSON.
310 Florida Ave., Columbus, Kan.

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Along Technical Lines

FOOTBOARDS certainly have proved themselves far superior in lots of ways to the old pedal as a means of supporting the rider's lower extremities, but under certain conditions I think that the common or garden variety of board can be somewhat improved. One of these conditions is when traveling what I call "knobbly" roads—roads which are a series of knobs or humps, or cross-ruts.

Candidly, I think that both of my legs are the same length, but on my own boat along knobbly surfaces, my left foot used to do a sort of clog on the footboard, while the right one stayed firm. When this first happened, I had the idea that the saddle was out of true, but investigation showed that it was pretty nearly level when I sat on it. There was hardly a thirty-second of an inch difference in the height of both sides. That distance wouldn't make the left foot do the heel-and-toe.

Fitting Rubber Knobs

I shifted the saddle over a bit toward the left on one occasion, and then the right foot did the clogging. So I fitted the footboards, right and left, with a series of rubber knobs, just about 3 inches back of the tread on the clutch and brake pedals, and the clogging has disappeared. The illustration shows one of the boards with its rubber knobs.

In making the knobs I got a dozen little solid rubber balls from a toy-store and cut them in two. I drilled the footboard from the bottom side, through metal frame and rubber tread and cut holes in the tread to fit the bases of the half balls. Short woodscrews were then put into the holes, and the threads covered with jiffy solution; then the balls were screwed down on the threads and cemented to the footboard. I gave the job plenty of time to dry and, short of using the knobs for boot-scrapers, none of them will apparently pull out.

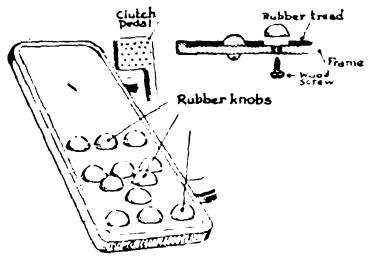
In riding the footboards, the heel and sole are to rest on the knobs, while for using clutch or brake, the heel will come between the first two sets of knobs and will keep the foot right in position for operating the pedal with the least effort. I am not going to give dimensions about these knobs, for the locating will depend on how long the rider's legs are and what position he sets his saddle at. The actual cost of the knobs was ten cents.

TWO CAUSES OF CRANKINESS IN A MOTOR

CARBURETION to most of us means simply twiddling a knob or moving a little lever on the nickel-plated object between the cylinders. The designers of our motors have figured out that the carbuters they fit would do all right except for special purposes, and they have hit the mark in practically all instances. But there are always motors which get cranky after leaving the works, and these present special problems to all hands, factorymen, dealer and rider alike. And then the rider writes to Courier for advice, generally omitting part of the details which might help solve his trouble.

Poor Running on Road

One of the recent cases which I took a journey through the snow and bitter weather to look at was a rider whose motor would not run well on the road with any possible setting of the carbureter. The factory test was running the motor in the frame only, and it is doubtful whether the crankiness of the motor would have shown up that soon in the motor's life. Well, I got out to his place and finally got the



Arrangement of Rubber Knobs on Footboard; At Right, Method of Attaching the Knobs Firmly

motor running at a good clip after taking out the jet needle valve and the entire auxiliary air valve, but the owner could not get less than 45 miles per hour out of the machine.

Another carbureter of different make permitted the motor to run about 36 miles per hour with everything taken out but the jet and the float-chamber. This got to be very interesting, so together we took off the inlet pipes and found a big ring of metal at the point where the tube to the carbureter joined the manifold. The ring was like a little mountain, with nice sloping sides, and was composed of spelter used in brazing. About an hour's work with a file cleaned it out and the motor ran much better, as low as 22 miles per hour on the original carbureter with the air-valve and jet-needle in place.

This is just an illustration of crankiness that was accidental. Here's one of about 400 similar ones that occur through the speed-mania. I know, for the 400 wrote me during two seasons about their troubles, after they had performed the operation which caused the poor running. The motor would not run well below 30-40 miles an hour, but it would *move* when the throttle was opened! The carbureter had a main jet and a pilot jet.

To get more speed, the riders had gouged the delicate little slots in the main jet, so that more gas would come through. They got the speed, but there was nothing like good running at anything like 20 miles an hour, for they had upset the mixture proportions and "loaded up" the inlet pipes with a rich mixture—too much gasoline to the air taken in. Then, after queering the motor—which ran nicely when they first got it—they asked what the trouble was or cursed the whole machine as no good.

I might have had a rubber stamp printed for these fellows, with the words "Why did you gouge the jet?" on it, but I didn't. It would have saved lots of typewriter ribbon and paper, also two-cent stamps. The moral of both instances is, when the motor doesn't run to suit you, don't tinker with the carbureter; merely adjust it with the levers or knobs that the instruction book tells you to.

MORE COMFORT TIPS FOR THE SIDECARIST

WITH the increase in the number of sidecars which has already made itself evident for 1916, there are a few little details which are well worth memorizing, if only for the sake of the passenger's peace of mind. One of these is the action of tires on ice and hard roads.

A sidecar combination is hard to skid, if properly lined up, and in winter weather there should be particular attention paid to this adjustment of the car to the motorcycle. However, with a car out of line, there will be a tendency to skid because of the sideways drag of the car. Now, rubber slides nicely on the ice and also on wet asphalt, and care should be taken when traveling over either surface against whipping. There isn't much real danger in whipping on ordinary roads, but the passenger, especially if he or she is not used to it, will not be any too comfortable in the mind when the rig starts to slither.

A little experience on ice with ordinary tires has caused the abandonment of a number of sidecar rigs this winter, owing to the driver not taking the precaution of going at a moderate pace when these surfaces were traversed. The passenger got the idea that the car was unsafe, in each case, and as she had a good deal to say about things, the sidecar was given up.

I spoke about special mudguarding in the last installment, as making the passenger more comfortable. Well, there's another thing: the position of the footrest. Some sidecars have them, but they are located too far for the ordinary passenger to reach with their feet. It's not comfortable riding with the feet flat on the floor of the car or with just the heels resting, so build out from the footrest with cushions and burlap.

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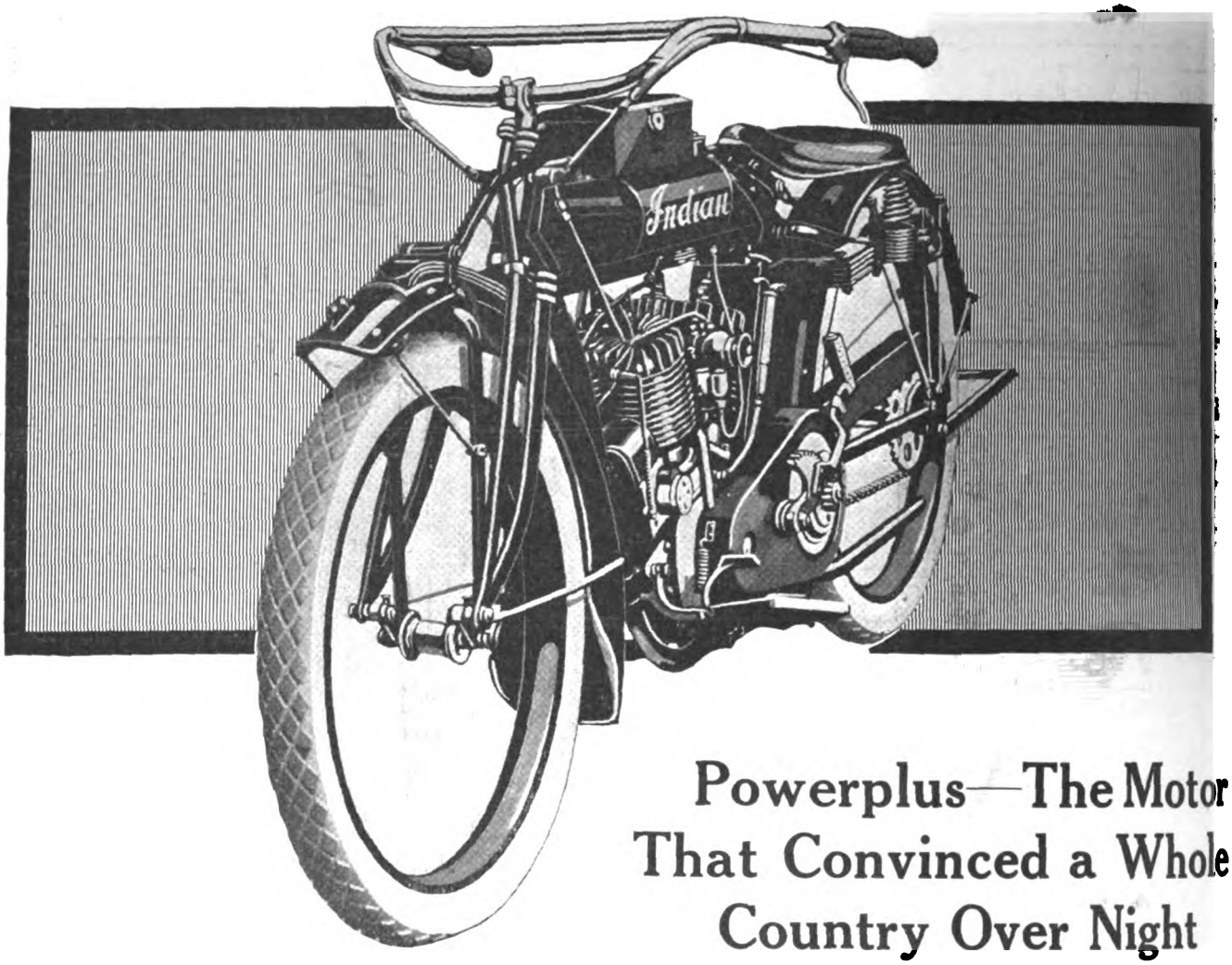

Powerplus—The Motor That Convinced a Whole Country Over Night

Very few products have had their names become *nationally known* in so short a space of time as the 1916 Powerplus Motor.

Here is a tremendously significant case of a mechanical achievement *more than making good on the claims of its name—and receiving immediate recognition of its worth.*

The designation "Indian Powerplus" has swept from coast to coast because it has excessively satisfied everyone who has looked at it or operated it.

Thus, into the hands of each Indian dealer has been placed a selling, profit-making asset that has no duplicate in the whole motorcycle trade.

The motorcycle buyer is *demanding* Indian Powerplus Motor today. Consequently he MUST go to the Indian dealer.

How Powerplus has strengthened each Indian dealer is almost beyond computation. How it has made the best motorcycle agency a still more valuable one is something that will certainly show big when the 1916 returns are in.

EVERY POWERPLUS DEALER IS AN ASSURED PROFITPLUS DEALER. EVERY POWERPLUS SALE TO DATE HAS CREATED OTHER SALES. POWERPLUS IS A SUPREME ACHIEVEMENT IN THE LOGICAL RELATION BETWEEN A SPLENDID MECHANICAL MASTERPIECE AND ITS SELLING SUCCESS.

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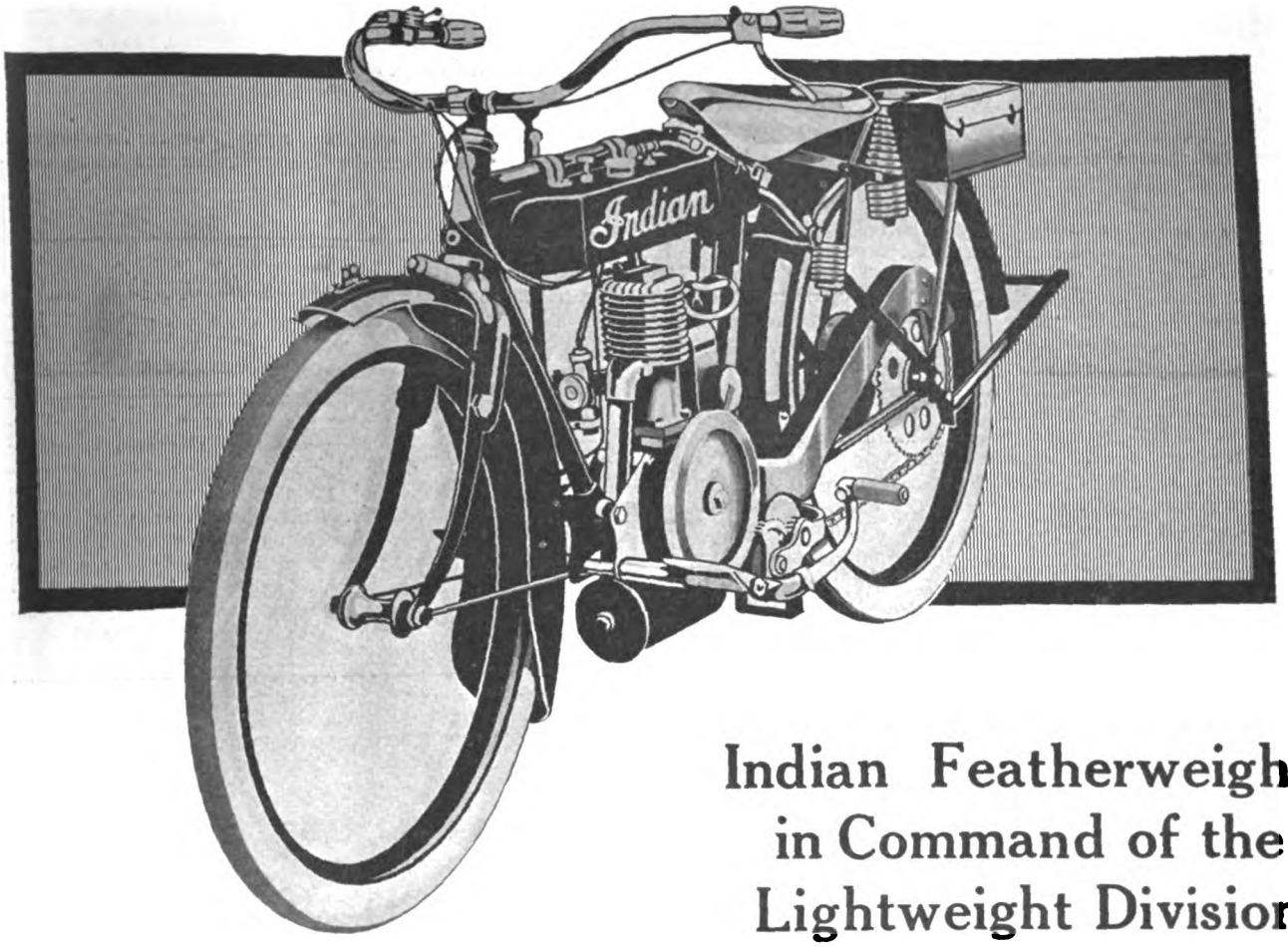

Indian Featherweight in Command of the Lightweight Division

By reason of extensive experimentation and test the Indian Featherweight offers to the purchaser the most seasoned machine of the junior type that 1916 affords.

In design, in mechanical features and authenticity of origin it takes the leadership by natural right as shown by splendid performance all over the United States.

The simplicity of lightweight machines make comparisons very easy—and Indian needs little checking up to show how advanced it is in the class which it heads.

The widespread enthusiasm regarding the Featherweight which dealers voice to us has a meaning of first importance. It not only expresses an extreme faith and appreciation in the new Indian product, but it shows the way to an unlimited future volume for the whole industry in the manufacturing of a good, sound, simple, low-priced lightweight machine.

The creation and promotion of the Indian Featherweight has more than ever increased the gilt edged value of the ownership of an Indian agency.

Let us make this prediction

AS PART OF THE INDIAN LINE THE INDIAN FEATHERWEIGHT TYPE MACHINE IS GOING TO BE PROPORTIONATELY INSTRUMENTAL IN DEVELOPING SOME VERY PROSPEROUS BUSINESS MEN.

Hendee Manufacturing Company

SPRINGFIELD, MASS.

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HOW BAKER SET A NEW 24-HOUR MARK

Victorian Club Official Gives Details Regarding "Cannonball's" Lowering of Existing Australian Twice-round-the-Clock

MELBOURNE, Australia.—An interesting detailed account of Erwin G. Baker's recent shattering of the Australian twenty-four hours road record has been given by H. Gordon, one of the Victorian M. C. officials who was present at Baker's first and also at his second and successful attempt to better the existing mileage for that period.

When Baker went out for his first attempt at the twenty-four hours he chose a course at Mortlake, triangular in shape and measuring 33.9 miles around. The big American on his Powerplus Indian completed his first lap in 37 minutes and bettered this by 30 seconds on the next round of the triangle. For the next two laps, however, he lost time by taking on gasoline and oil and making carbureter adjustments. He rode brilliantly, hitting up a speed of close to 75 miles per hour on the straight stretches and covered 372.9 miles, when a broken spring support in the rear caused him to give it up. He covered the 372.9 miles in 7:23:00, averaging 53 miles per hour.

But the first attempt was not barren of results. Baker set a new mark for the Victorian 100 miles and for the Australian 200 and 300 miles, as well as for the three hours and six hours. His times were: 100 miles, 1:48:30; 200 miles, 3:41:00; 300 miles, 5:35:00; three hours, 163 miles; six hours, 315 miles.

A few days later Baker started on his second attempt for the twenty-four hours record. There was much driving rain and the roads were muddy. At the end of the first twelve and three-quarter hours, including eight hours of the night riding, Baker had covered 550 miles, averaging 43 miles per hour. The weather then became very boisterous, and Baker lost about four hours through mishaps, but covered 373 miles within the time limit and broke the existing record by 73 miles. His total was 930 miles, thus establishing a new Australian and a world's road record.

But for his poor luck Baker probably would have covered 1,000 miles in the twenty-four hours. The previous record was 857 miles, made by Carl Korner. Baker and his Powerplus have been creating a great sensation in Australian motoring circles ever since.

The New Year's reliability trial of the Victorian M. C. brought out a nice field of contestants, among which were two ladies riding Triumph two-strokes. Unfortunately the fair contestants did not figure among the winners. The weather was hot and the course, which included a passage over Black's Spur Mountain, proved arduous. There was considerable rain, which made going treacherous in places, and a few of the riders gave it up. First places in the solo class for machines over 600 c.c. and in the sidecar division went to Excelsior riders, L. G. White having a perfect score in the solo class, and Stan Nunan, with his Excelsior sidecar, being penalized two points for the entire course. White was the only perfect score man in the solo division, in fact. F. Fish with 5-6 twin Clyno sidecar, was second in that class, and won the novice prize also. There were 40 solo mounts and 15 sidecars entered in the trial.

NEW CLUB FORMED

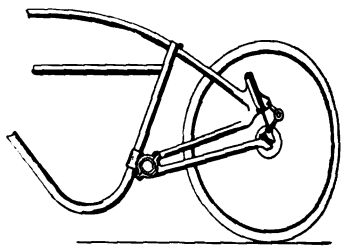
WEST BEND, Wis., Mar. 8.—The Excelsior Motorcycle Club has been organized with a charter membership of thirteen and prospects of an increase shortly after the riding season opens. L. F. Kuester was elected president of the new organization, Clarence Knoeck, secretary, and J. Seefekd, treasurer.

GRIGSON'S MOTOR BOB IS FULLY EQUIPPED

Electric Lights and Horn, Two-Speed Gear, and Hand Brake Are Fitted to This Henderson Bob by Rudolph Grigson, of St. Paul, Minn.

WAGNER SPRING FRAME

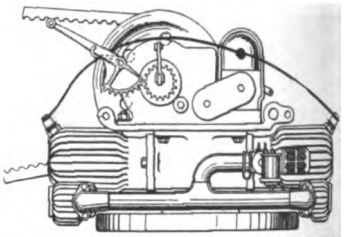
PATENT No. 1,171,371 has been granted to Otto A. Wagner, of Ensign, Kans., for a novel spring frame or mounting for the rear wheel of a motorcycle. The device consists of a pair of rocking forks journaled at the bottom bracket and having slider-



forks at the rear ends. To these slider-forks are attached plunger-rods entering inclined cylinders within which are compound springs for absorbing the road shocks. Friction absorbers of the Truffault or scissors type are also fitted, attaching to the rear of the main forks in which the spring cylinders are fitted and to the slider-forks. The function of the Truffault absorbers is to prevent violent recoil.

RAYNER UNIT POWERPLANT

GEORGE F. RAYNER, of Acton, England, has obtained a patent on a unit power plant for motorcycles in which the gearset is located above the crankcase of the motor, the latter being of the opposed cylinder type. The motor is arranged with its crankshaft vertical; at the lower end is the flywheel while the upper end carries a worm meshing with a worm-wheel on the



main shaft of the gearset. The latter is of the sliding dog clutch type and is controlled by a gate change. A multiple disc clutch is incorporated in the gearset housing and the final drive is by belt or chain. The magneto is driven by chain from an auxiliary shaft in the gear casing, while a kick-starter operates on the gearset main shaft. Means of readily attaching the unit power-plant to the frame and detaching the same are provided. The patent is No. 1,170,845.

OHIO TO SPEND $2,600,000 ON ROADS THIS YEAR

COLUMBUS, Ohio. — Approximately $2,600,000 will be distributed by the State to the various counties this year for good road purposes, so State Highway Commissioner Clinton Cowen has announced. Half of the money will be available the middle of March, and the rest some time in August. This money will be for main market roads, for inter-county roads and for maintenance of these roads.

In 1914 eleven counties were given money for main market roads and in 1915 the number was 19. This year 39 counties will get money for main market roads. For every dollar given by the State for main market roads, the county must put up at least an equal sum.

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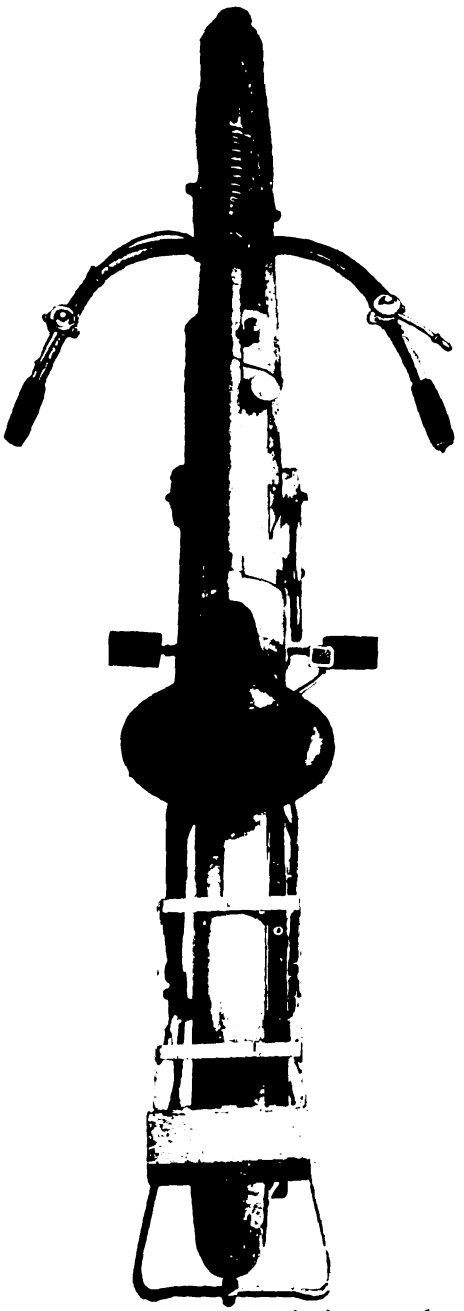
GRIP CONTROL



Gear control on left grip in neutral position. Throttle control on right grip in closed position. Compression release lever under right grip, does not show in illustration. Brake lever shows directly over right foot rest.

Do You Know—

That the EXCELSIOR was the first motorcycle with complete grip control of all functions of the power plant—

That in the new

EXCELSIOR LIGHTWEIGHT

this feature is still further developed to the point that Motor Speed, Gear Shift and Compression Release are entirely controlled by levers on the handle bar, so located that all may be reached without even loosening the grasp on the handle bar grips—

That this is the greatest possible insurance of safety for both the beginner and the experienced rider—

That the majority of accidents, particularly to inexperienced riders, is due to momentary loss of steering control while reaching for more or less inaccessible control levers—

That this is only one of the many features that make

THE EXCELSIOR LIGHTWEIGHT

everybody's motorcycle—

That EXCELSIOR LIGHTWEIGHTS are selling faster than any other motorcycle ever put on the market?

There are many reasons set forth in our LIGHTWEIGHT circular, number 17-L, and the dealer will gladly give you a most convincing demonstration. Get both.

Excelsior Motor Mfg. & Supply Company

Office and Factory: 3703 Cortland Street, Chicago

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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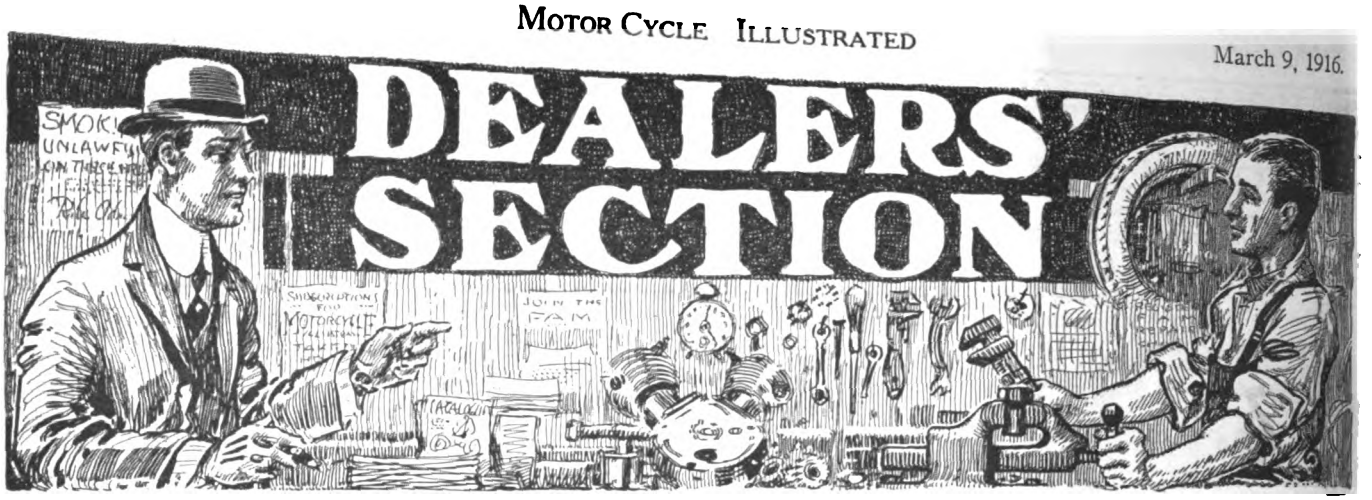


GETTING FULL VALUE FROM SHOW WINDOWS

Demonstrating the Dollars and Cents Worth of the Glass Front and That the Window Contents Are an Index of Business Within—How Neglect Lost an Agency

By PATHFINDER

I STOOD in the drug store managed by a friend of mine the other evening and discussed various things with him while I waited for the vaudeville show in the next block to begin. We got talking about various phases of the business and during the course of the conversation we would be constantly interrupted by the tap, tap, on one of the show windows within which sat a corn cure demonstrator trying to attract the attention of passersby to his wares.

"Gosh, that must be a monotonous job," I couldn't help remark.

"Monotonous, maybe, but remunerative," replied my friend, the manager. "You may be surprised to hear that that window draws $10 a day under ordinary conditions. When there is a convention or anything special in town the price goes up as high as $50 a day. We certainly make our show windows pay dividends. Even when they are displaying our own stock we consider them worth that much to us so our conscience does not bother us. However, we never have any trouble getting our price."

Here is a little lesson in window value that had never been brought home so forcibly before. Instantly there formed in my mind's eye a picture of Bill Saxe's window. Bill is one of our oldest motorcycle dealers and occupies a store near my friend the druggist's place. Both have as good a location from the traffic standpoint. The druggist figures his windows worth $10 a day. Bill's windows are worth every bit as much. The only trouble is Bill can't see it.

In contrast to the gold mine value of the drug store windows, Bill never derives any more value from his than their capacity to hold all the junk for which place cannot be found anywhere else. If you went to him and said, "Bill, those windows are worth $10 a day to you," he would consider it just as much of a suggestion toward building up his business as if you told him that aeroplanes would make a good sideline.

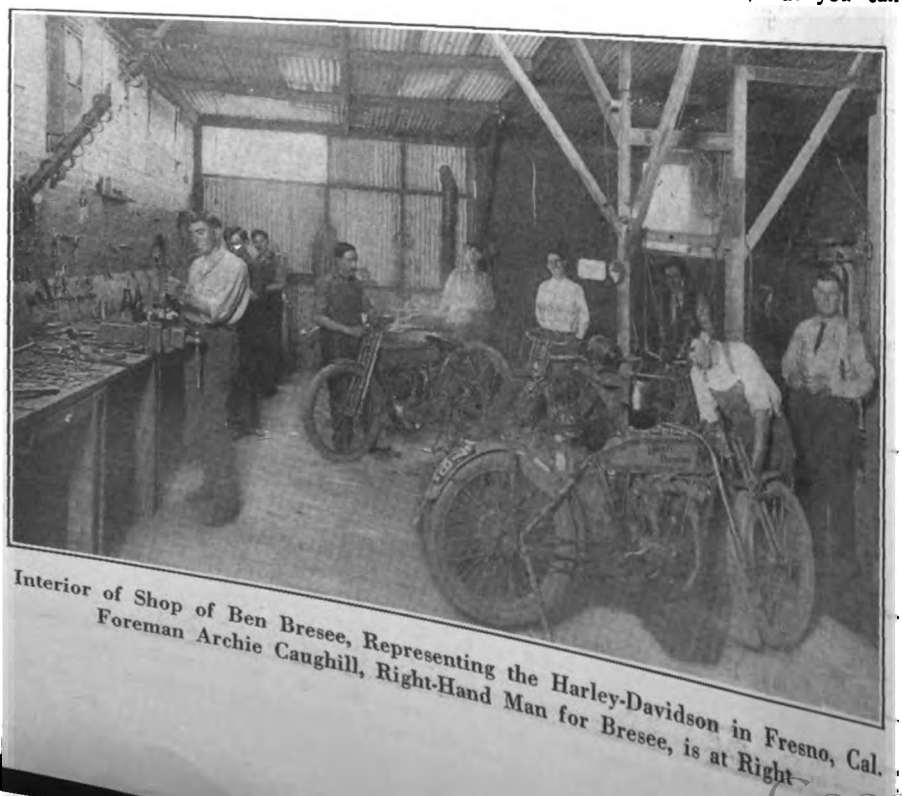
An Unchanged Front

True, Bill has spasms of enthusiasm over those windows of his. But they are far between times and explode long before they have a chance to start something. Bill's windows never perk up unless Bill has had a scrap over something and is mad. But he is such a neutral sort of a gent and so seldom can be drawn into an argument that the store has gotten to be a sort of landmark due to the fact that the front never changes.

Now Bill is not a bum dealer. I wish I had one-quarter of the money he has salted away in the First National and a small slice of the rent he draws each month on some high-class flats in our exclusive residential district. There's the rub. Probably if Bill's business took a sudden slump some time and he was forced to play on resources never worked before in order to build the business up again he could be made to realize the dollars and cents value of a good window display.

It is a well-known fact that the class of riders who are boosting for Bill's make of motorcycle constitute the rough neck element of the sport. Taking a look at Bill's show windows makes it easy to figure this out. They are the surest sort of index to both the character of the dealer and the riders he will draw to him.

Bill's time of reckoning is coming. He is going to find himself losing out on a whole lot of sales that Jimmie Alton is picking up. Jimmie has never been a Beau Brummel, but you can take any of Jimmie's riders and place him amongst the gang that frequents Bill's quarters and he will stand out like a tuxedo in a repair shop. Jimmie always has set the standard for his riders, unconsciously perhaps, but nevertheless a marked fact.



Interior of Shop of Ben Bresee, Representing the Harley-Davidson in Fresno, Cal. Foreman Archie Caughill, Right-Hand Man for Bresee, is at Right.

Not Up with Times

And Bill's time of reckoning is right now. Motorcycling is being elevated to that stage where it is possible for the dealer to walk into the best homes of the city for prospective buyers. He couldn't do it several years ago and he cannot do it in some homes now. But the time is coming. The sons and daughters of

(Continued on page 40.)

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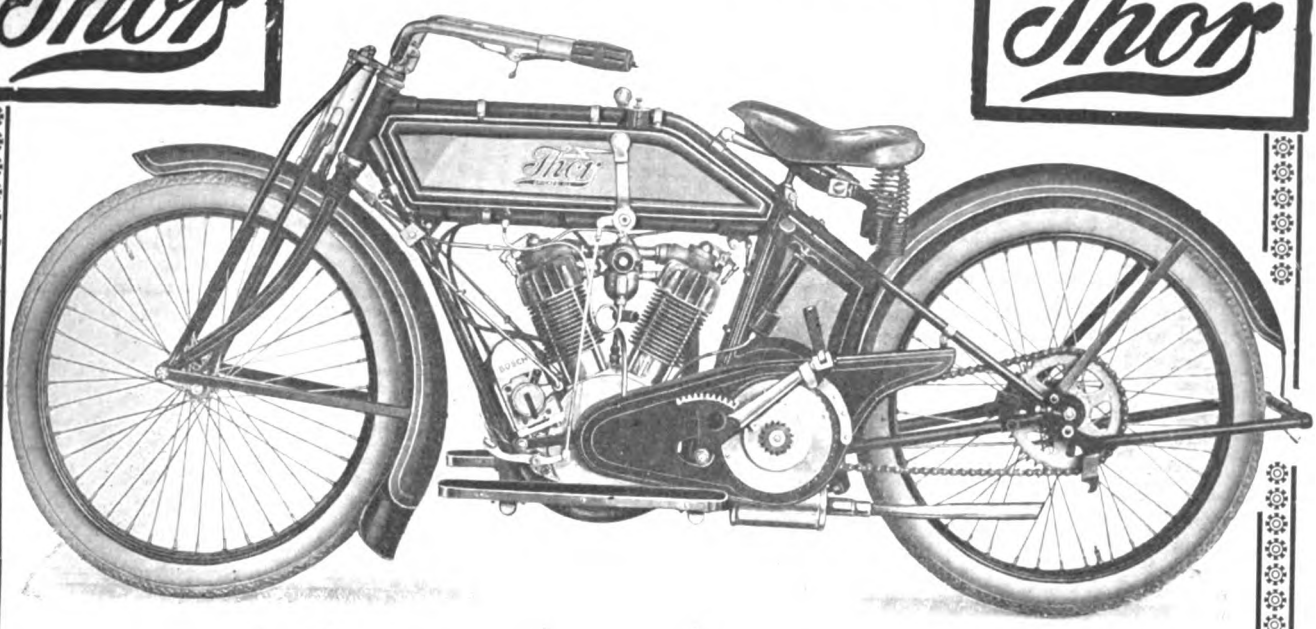
Build Your Business, Dealers, On Such Consistent Quality as Thor Offers

Thor

Thor



Model V---6 h. p. $235

Besides the many advanced improvements embodied in the two new Thor Models—do not overlook the many years of reputation for

Consistency, Reliability and Endurance

Riders, see the new Thor Models—compare—then decide. Dealers, see that you have the motorcycle that the rider will choose—the Thor.

A Postcard Brings Details and Catalogue

Aurora Automatic Machinery Co.

General Offices .....Thor Bldg., 1307 Michigan Ave., Chicago
Sales Offices and Works.....361 W. Superior St., Chicago
Pacific Coast Branch.....61 Fremont Street, San Francisco

Digitized by Google

GETTING FULL VALUE FROM YOUR SHOW WINDOWS

(CONTINUED FROM PAGE 38)

the rich are tiring of their automobiles and horses. Motorcycling is making its appeal to them. It furnishes them the sport they can enjoy for themselves and one which offers possibilities far in excess of any other amusement they ever tackled before. It has always been said that motorcycling is the sport of kings. That saying no longer is a mere slogan. It is becoming an established fact.

Here is where Jimmie is going to walk right in and make a killing. It won't be anything different for him. But Bill, what chance is he going to have with the new order of things? He may decide to reform, but the many years of rough neckism will have left their mark indelibly in his every action.

If Bill thinks he is getting away with something, he has another guess coming. The fellows at the factory are wise. They are more than ordinarily interested in this uplift stuff. They have always figured that the dealer should be the prime factor in its evolution. And the way a dealer keeps his store and, incidentally, his show windows, decides whether or not a dealer is doing his share toward elevating the sport and the commercial end of motorcycling.

The factory has had its eye on Jimmie Alton for a long time. They have been hearing so many good reports from riders voluntarily speaking a good word for the service they get from James Alton. Jimmie's machine has not had the boosting through advertising that Bill's has been geting all these years so that Jimmie is not very averse to taking over Bill's brand.

Well, we haven't said an awful lot about the dollars and cents value of the show window. But if Bill loses the agency for the machine he handles he is going to realize that it was the failure to appreciate the value of his windows as an asset for placing the motorcycle business on the same high plane as the best merchants in town that put him among the back numbers. His machine is one of the biggest sellers that has a factory back of it spending money like a drunken sailor on advertising and helps to its dealers, and the loss of the agency will hit him hard.

It takes a good man to sell a motorcycle these days. The increasingly high-class of trade being attracted to the sport is rapidly squeezing out the old type of dealer with his greasy paws and dirty clothes. In his place is coming the motorcycle salesman. Competition may have something to do with it, and if such is the case, more power to it!

COLORADO SPRINGS, COLO.

CHARLES T. LOWNDES has taken the agency for the Henderson in this city, the contract having been signed by D. B. Southard, Colorado distributor. Mr. Lowndes, who holds the rank of Major, is one of the prominent figures in the motor field in this city. His attention has previously been taken with automobiles, but Southard convinced him of the possibilities in the Henderson in short order.

"Major Lowndes' entry into the motorcycle field caused some stir in Colorado Springs," said Southard, "and has served to bring the motorcycle to the serious attention of many people who had previously passed it over as an impractical toy. They have decided differently since the Major took it up."

(MORE NEWS OF DEALERS ON PAGE 42)

FLYING MERKEL MOTORCYCLES

POWERFUL
SPEEDY COMFORTABLE

The Miami Cycle & Mfg. Co
Middletown, Ohio

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The New Coaster

Departure Brake

with its graceful lines, beauty of finish, simplicity and never failing response to the will of the rider, has become

The Choice of 5,000,000 Cyclists

As a New Departure Dealer that helps you.

The New Departure is the most extensively advertised brake. Most important of all, is the fact that "Quality First" governs throughout the manufacture of New Departures.

As a New Departure Dealer, that helps you.

Surely these are sound, solid, business building reasons why you should stock, specify and sell the New Departure.

Write us for full particulars

Our interest in the Bicycle Dealer does not end with the knowledge that he is selling New Departures.

We're with you every day in the year with aids to new business, with new plans to help you in the sale of—

"A Million Bicycles in 1916"

THE NEW DEPARTURE MFG. CO., Bristol, Conn., U.S.A.

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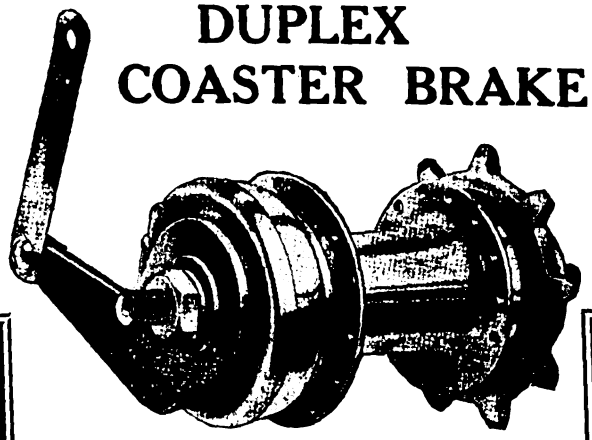
The Strongest Argument in Favor of the Superiority of the

CORBIN

DUPLEX
COASTER BRAKE



lies in the fact that it is considered the most satisfactory and durable brake on the market by dealers who rent wheels. They are the ones who are qualified by actual experience to judge the merits and reliability of this famous coaster brake.

This means a great deal.

It means that these brakes are constantly subjected to the hardest, most rigorous test to which a brake can be put; it means that day in and day out they are employed in the service of riders who are inclined to be careless in their treatment of them; it means that the Corbin Duplex has come through these tests with an absolutely clean service record.

It means to the rider it is the brake he can rely upon for service. It means to the dealer it is the brake he can rely upon for sales.

Equip the old or new wheel with the Corbin Duplex Coaster Brake.

"Corbin Control means Safety Assured"

Dealers—get in touch with your jobber.
All manufacturers furnish THE CORBIN when specified.
Write for catalog, price lists and discounts.

The Corbin Screw Corporation
THE AMERICAN HARDWARE CORPORATION, Successor
NEW BRITAIN, CONN.
BRANCHES: New York Chicago Philadelphia
Makers of Corbin-Brown Speedometers

METZGER ENTERTAINS BIG GATHERING ON INDIAN DAY

DETROIT, Mich.—Several thousand motorcycle admirers thronged the wigwam of the W. E. Metzger Co. at 501 Woodward avenue, on Washington's Birthday, otherwise Indian Day. The crowd was continuous, but was bigger at night than in the afternoon.

During the day refreshments were served and souvenir match boxes and cigars were distributed. The unusual feature of the crowd was the few of the regular riders who attended, the bulk being new faces. There were several sales made, although no attempt was made to sell during the celebration. H. D. Purinton, Harry Frey and Beverly Schlunt were on the floor the entire afternoon and evening to greet the visitors and explain things.

WASHINGTON, D. C.

INDIAN AGENTS in this city, Howard A. French & Co., and F. L. Leishaar, are highly pleased with the success of Indian Day this year. Invitations sent out by the factory attracted over 2,000 visitors to each agency and the lists of prospects were greatly lengthened. Nearly twenty-five Indians were sold outright during the day and twice as many Indian bicycles.

The Featherweight was easily the feature of the celebration at both agencies and was favorably commented upon by all visitors. J. Howard O'Brien, of the Hendee forces, and Traveler Frank L. Long, lent their aid to both establishments. "O'Bie" did some fancy riding to show the ease of control of the Indian and Long arranged for the parading of the streets by a rider wearing Indian dress.

LANSING, MICH.

OSCAR C. LENZ has opened a new shop at 130 East Washtenaw street and has taken the agency for the Henderson. He has already booked orders for late March delivery and sees a very bright outlook for the entire season.

Lenz had several years' experience in the motorcycle and bicycle field before moving into his new and larger place and is thoroughly familiar with the various angles of the business. His territory includes a wide distance around Lansing in addition to the city.

MIDDLETOWN, N. Y.

FRANK D. FANCHER, signed up to represent the Harley-Davidson in this city and immediately arranged for a booth at the Middletown auto show held during the last week in February. Fancher exhibited two models of the 16-F three-speed twin, one being fitted with a sidecar and one of the Harley-Davidson display cases. He was assisted by Traveler Walter Koch during the show and disposed of 3 machines and one sidevan before the affair closed.

DUBOIS, PA.

THE UNITED REPAIR SHOPS, of which J. M. Brody is manager, have arranged with the Vim Cycle Hardware Co., Buffalo, N. Y., to handle the Dayton Motor Bicycle for 1916.

MONARCH, WYO.

JOHN VODEHNAL has contracted to represent the four cylinder Henderson in this section for 1916 and has been using his demonstrator to convince folks here of the ability of the two-wheeler. Vodehnal reports a number of orders already on hand and all signs showing for a prosperous season.

(MORE NEWS OF DEALERS ON PAGE 44)

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Your Customers Are Your Salesmen

"EVERY SMITH MOTOR WHEEL I sell brings in other extra profits for me."

That dealer knew whereof he spoke because it is the SMITH MOTOR WHEEL owner who is his best business booster. One SMITH MOTOR WHEEL sells a host of others. Motor-Wheeling is contagious—and it's that kind of enthusiasm that reflects in the cash register.

Besides the profits on each Motor Wheel, there are extras rolling in on new bicycles, tires and accessories. Fifty-six per cent of all SMITH MOTOR WHEEL sales last season carried with them the sale of a new and high grade bicycle.

Have you tapped the big profit pipe that leads into your store from business with the merchant who uses the SMITH MOTOR WHEEL for light, quick deliveries?

Let your neighbor-merchant try the SMITH for half a day on one of the commercial bicycles for his deliveries, and see how quickly he'll want to become your customer.

Remember the big national magazine advertising which is at work for Smith Motor Wheel Dealers.

In a limited number of territories we have not as yet appointed representatives. We have an attractive proposition for the right kind of dealers. Write for details.

Motor Wheel Division

A. O. SMITH COMPANY, Milwaukee, Wis.

World's Largest Manufacturers of Automobile Parts

Smith Motor Wheel

DETACHABLE

Digitized by Google

BIRMINGHAM, ALA.

ALABAMA AUTO SUPPLY CO., of which Earl Morrison is manager, has taken the agency for the Henderson four-cylinder motorcycle, Morrison will take personal charge of the motorcycles and has already started a live advertising campaign in the local newspapers. He has been busy demonstrating the 1916 models to prospective customers for the last three weeks.

A number of orders have been booked already and there is every indication that the firm will do the best year's business in motorcycles in this city during 1916.

ALBANY, N. Y.

WEEBER CYCLING WORKS, agent for the Indian, celebrated Indian Day by an entertainment and banquet at which over 300 were present. Indian business in this city is looking fine, according to the Weeber people, and 1916 sales are going to double those of 1915.

F. W. ANDERSON, distributing the Reading-Standard, has already sold seven of the brown, three-speed twins and has a nice list of prospects. Anderson is also agent for the Schickel and Cleveland lightweights, the Miami Power Bicycle and Smith Motor Wheel. "Lightweight sales are going to be fine this season" says Anderson, "but the sales of R-S twins and singles will be first class, also. I figure 1916 as a banner year."

BRONX, N. Y.

GENE COUGHLIN, of Gene Coughlin & Co., Inc., Bronx representatives for the Harley-Davidson, has sold his twenty-fifth three-speed twin for 1916. Three Harley-Davidson sidecars have also been delivered to satisfied purchasers to date.

"Sales of new machines are fine," said Coughlin, "and used mounts are called for pretty regularly. I am doing a cash business, so the time-payment problem doesn't worry me. Personally, I am looking forward to fine weather and the opening of the endurance run season, when I will enter the big affairs. I believe that every dealer who can ride should enter such contests."

KELSO, WASH.

THE PETERS MACHINE WORKS, handling the Harley-Davidson, has had a nine-fold increase in its business during the month of February 1916. For January and February, the increase over the corresponding months in 1915 has been over 450 per cent.

PORTLAND, ME.

H. G. ADAMS, representing the Henderson in this city, had an attractive display at the recent Portland motor show. Adams displayed four of the four-cylinder machines in both single-gear and two-speed models, as well as a Rogers sidecar, Rogers delivery van and Cygnet Rear Car. During the run of the show he placed several sub-agencies and lined up a number of live prospects.

MUNCIE, IND.

SARVER & RETZ have taken the agency for the Dayton Motor Bicycle for Delaware County. The contract was signed with the Davis Sewing Machine Co., of Dayton, O.

(MORE NEWS OF DEALERS ON PAGE 46)

Schrader
Universal Tire Pressure Gauge

Let us send you our motorcycle booklet giving the views of tire manufacturers on the importance of keeping motorcycle tires inflated to a prescribed air pressure.

If you have been riding on haphazard pressure you have been spending a great deal more money for tires than you need have spent.

The use of a

SCHRADER UNIVERSAL
TIRE PRESSURE GAUGE

will save you this needless expense and may save you your life in the bargain.

PRICE ONE DOLLAR

For sale by Tire Manufacturers, Jobbers, Dealers, Garages, or

A. SCHRADER'S SON, Inc.
783-791 Atlantic Ave. Brooklyn, N. Y.

You get quick results from advertisers when you mention MOTOR CYCLE ILLUSTRATED.

Digitized by Google

Ridden 50 Miles a Day 365 Days in the Year. Only $25.00 Spent for Repairs Including Cost of Small Accident.

That's typical of the records that Model M has been piling up for itself.

From all parts of the country come the stories of this single cylinder's hill-climbing abilities, the twins it has beaten, the roads it has conquered, and the dependable service it is giving day after day.

The 1916 Model M retains all the best features of those that have gone before it. It stands head and shoulders above all other machines for the man who wants the comfort of the spring frame

—the strength that has been proved by sidecar service

—the power that is assured by the Pope overhead valve motor which delivers in excess of its rated horsepower

—the oil and gasoline capacity for long tours

—combined with the simplicity of the single cylinder motor.

In offering Model M-16 to your prospect you've got the record, you've got the goods; and you know the motorcycle won't fall down on what you claim for it.

You should have one on your floor. If you haven't—why not order it now? (Immediate deliveries. 1916 catalog now ready.)

Pope

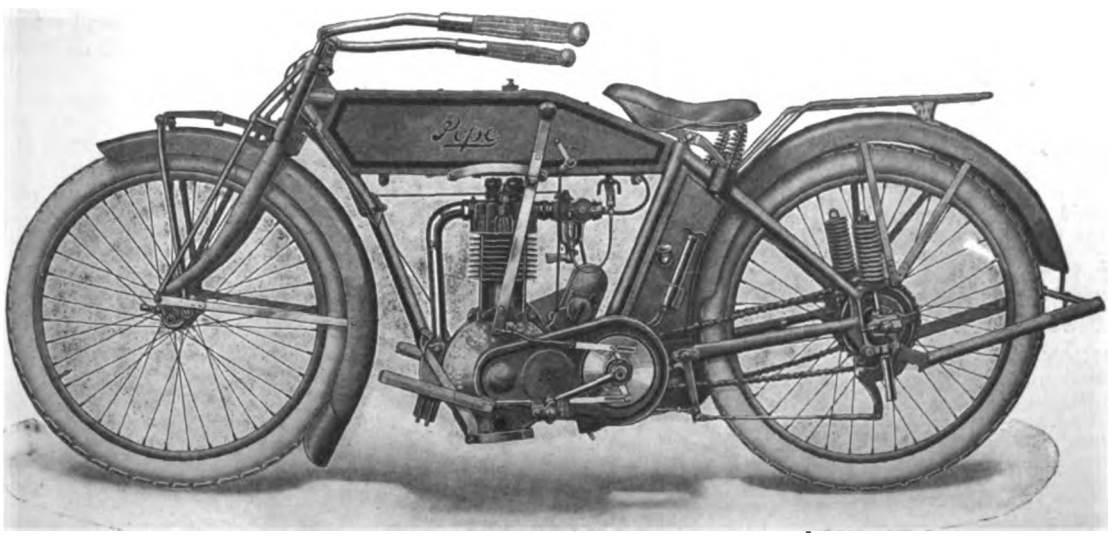
Model M-16

WESTFIELD MANUFACTURING COMPANY

11 LOZIER AVENUE (Successors to the Pope Mfg. Co.) **WESTFIELD, MASS.**

Largest Manufacturers of High-Grade Bicycles in the World

Makers of the famous Columbia, Crescent, Tribune, Rambler, Cleveland and Pope Bicycles



MODEL M-16 . . . . . Price $200.00

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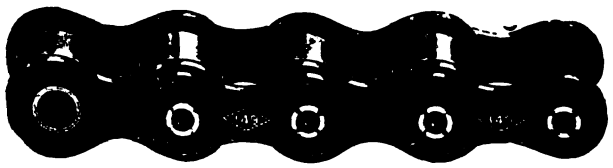


For Your Motorcycle

You want a chain that will give reliable day after day service under severe working conditions.

Such a chain is the Diamond No.

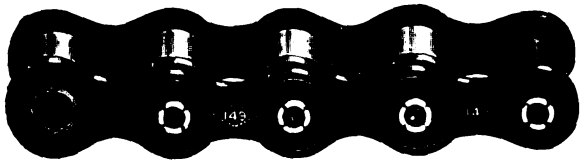
"149"

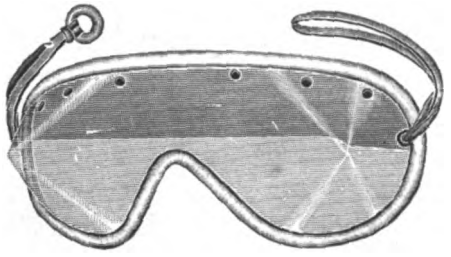
Why?—Because it is built that way; actual service tests have proven it. The rollers will not break under anything like normal service conditions and the breaking strength of the chain is several times what is needed for actual motorcycle duty.

Give the No. 149 a fair trial on your own machine—we are confident of the results.

For sale by all jobbers and dealers.

Diamond Chain & Mfg. Co.
INDIANAPOLIS, IND.





Here's Your Eyeshield

Practical, low in cost, indestructible, these new eyeshields are offered the rider as the ideal eye protection. Fire cannot hurt them, dust can find no lodgment on the one solid piece, and best of all, the two-tone lens protects the rider from sun-glare and searchlight blaze.

ALLWON MICALITE
One-Piece—Fireproof—Indestructible

You MUST see these goggles to appreciate how light, how remarkably transparent, they are—what real eye-protection they offer you, at a cost less than one-third that of any other practical eye-shield on the market.

The price is **50c.**

Write at once for full description, dealers.
Here's a fast-selling accessory.

Herbert F. L. Funke Co.
112 Broad St., New York

DEALER SHOULD BE WARY ABOUT ENTERING JOBBING FIELD, SAYS H-D OFFICIAL

By MECHANICUS

"THE tendency on the part of the motorcycle dealer to enter the jobbing field," says Arthur Davidson, sales manager for the Harley-Davidson Motor Co., "has brought many an otherwise successful motorcycle man to acute grief. He stocks up on this and on that, and gives over good space to carrying the stock instead of putting it to other and better uses.

"His store, perhaps, is located in a very fine retail section of the city, but in a section which appeals not at all to the wholesale trade. This the dealer never thinks of. His building with its show windows is ideally adapted to retail selling, but the expenses attached to the show window and the location are wholly unnecessary for the man who would enter the wholesale trade.

Retail Field Suffers

"The jobbing business can be conducted from a barn as well as from the finest office building. Long time credits, extended to him as a jobber, begin to come due at just about the time the dealer should be taking his new motorcycles off the train, and he is pinched at both ends for cash. Having bought the smaller goods, he must needs economize on the other end and his big retail field suffers.

"Unless he has unlimited capital, or capital at least approaching that desirable state, and a thorough knowledge of the jobbing business as well, the retail dealer will do well to leave it alone. In my broad experience, I have seen not one or two but nearly a dozen otherwise successful motorcycle dealers go to smash through their jobbing aspirations. The lure of extended trade and big orders is particularly hard to resist by the fellow who has made good in the retail end. But for the man without sufficient capital or minus the working knowledge of the jobbing business, to enter it is to simply chase rainbows."

Bargains the Lure

Undoubtedly, many a dealer has been led into considering the step toward becoming a jobber by the constant offerings of goods at bargain prices. The temptation to purchase at reduced figures is very strong for most motorcycle dealers, and not all of them are shrewd enough to inquire before they have signed the order, whether or no there is an immediate market for the device or fitment.

A good many dealers when they have reached the status where they may correctly be termed retail merchants, are bitten by the ambition to branch out and endeavor to enter the jobbing field. This ambition is usually stirred up, not by any definite insight into the broader field of jobbing, but simply by the fact that they can purchase the smaller cycle goods at very much cheaper rates when they buy in large quantities than in dozen or half-dozen lots.

These men forget the fact that it is easier to buy goods than to sell them, and thus handicap themselves by a big stock which is not readily marketable. As Mr. Davidson put it, given a choice of the smaller goods or the machines, he economizes on the latter and his real business is the loser.

FISHKILL-ON-HUDSON, N. Y.

WARD S. LENT has formed a partnership with Roger Howard of Poughkeepsie and opened a motorcycle and accessory store in addition to his automobile agency.

MERCED, CAL.

THE MERCED VULCANIZING WORKS has taken the agency for the Dayton Motor Bicycle for 1916.

(MORE NEWS OF DEALERS ON PAGE 48)

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Prest-O-Lite for Motorcycles

Brilliant Light—Perfect Service at Small Cost

Brilliant, dependable light, no matter how severe the bumps and jolts, is at your command with Prest-O-Lite. To riders who must be out at night, under all conditions of weather and roads, perfect lighting is as vital as fuel. The choice of experienced riders everywhere is Prest-O-Lite. It is as sturdy as your motorcycle itself.

Perfect Service is provided every motorcyclist by the use of Prest-O-Lite equipment. There are Prest-O-Lite Exchange Agencies everywhere, thus adding convenience to the dependability and thorough practicability of Prest-O-Lite for the user. Prest-O-Lite never needs attention that you yourself cannot give easily and quickly.

At small cost you can have this system. It costs less to buy and less to use than any other system of brilliant light—more riders use Prest-O-Lite than all other systems combined.

When You Buy Complete Equipment

get the kind that will stand up under severe use. The ideal combination is "Prest-O-Lite," a lamp, and a mechanical horn. Ask any motorcycle dealer about this combination.

THE PREST-O-LITE CO., Inc.

The World's Largest Makers of Dissolved Acetylene

246 Speedway, Indianapolis, Indiana

Canadian Office and Factory, Merritton, Ontario

Prest-O-Lite Exchange Agencies Everywhere

Dealers

Your name and address on the margin of this page will bring you our proposition to live dealers. Write today.

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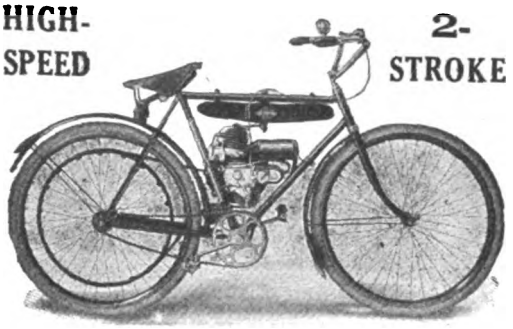
A RIDE 'ROUND THE BLOCK CONVINCES

The Cyclemotor always makes good, for the dealer. Its instant response to the thumb control and steady, continuous running on the road never fail to appeal to prospects. No further arguments for its genuine goodness are necessary.

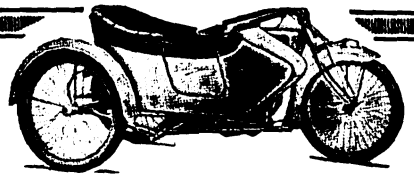
HIGH-SPEED 2-STROKE



Every progressive dealer should handle this fast selling, profit producing line. A few good territories are still open. Ask for Booklet "E-3."

CYCLEMOTOR CORPORATION

Arlington Bldg. Rochester, N. Y.



The Sidecar Beautiful

Grace and luxury in every line. Comfort in every curve. Coach-built. Extra-heavy upholstery. No strain on motorcycle because of triangular frame construction. Adjustable Axle. These are reasons why riders show a marked preference for

Pullman

THE HARRY SVENSGAARD SALES CORP. DETROIT

Sidecars

Time is flying. Already, enthusiastic motorcyclists are looking around for a sidecar to use as soon as the snow leaves the ground. Turn these Prospects into instant Customers by having Pullman Sidecars on display. Get full particulars at once! Investigation will cost you nothing.

Harry Svensgaard Sales Corporation

214 Jefferson Ave. East, Detroit, Michigan

TOMPKINS' NOVEL AD. DRAWS CROWDS TO INDIAN DAY CELEBRATION

G. H. TOMPKINS, proprietor of the local or Richmond tepee, had practically all visitors as prospects on Indian Day, when he set 'em up for all hands. Interest was quickened by the insertion of the following ad. in the local papers: "WANTED—Every citizen of Richmond to see the real Indian papoose at Tompkins' on Tuesday. Free." The Featherweight was, of couse, referred to.

Tompkins has an ideal establishment. At the rear of the store is the service station, the repair shop being in a separate building close to the service department.

NEWARK, N. J.

CARL W. BUSH CO., Harley-Davidson representative, held a reception for its patrons on February 22. The means of attracting non-riders and others used by Bush was a 1916 sidecar outfit duly placarded, with a rider impersonating George Washington. The show window was appropriately decorated with a new machine, cherry-trees, hatchets and small American flags.

WILLIAM R. SPEAR, representing the Thor, reports an unusually early demand for the blue motorcycle in both the 6 and the 12 horsepower sizes. He has several of the big fellows on the road, but the little twins are not in yet. "They will be due about March 8," says Spear. "I have booked orders on both models to date in excess of my entire 1915 sales." Spear attributes the demand to the three-speed gearset and dry plate clutch. He will handle Rogers and Pullman sidecars, also.

WATSON KLUCZEK, Reading-Standard representative, is finding deliveries slow at present. He is glad that the weather is not the kind that makes for good riding just now.

CHARLES KREBS, handling the Pope, will get his new models by the first week in March. He has booked orders for several of the L-16 models for sidecar and solo use.

M. I. BUNKIN, of the local branch of the Haverford Cycle Co., has two of the big-valve Excelsiors on view and a brace of lightweight two-stroke models, all ready for the big rush after Spring sets in.

TACOMA, WASH.

W. P. GLASGOW, handling the Harley-Davidson, has taken on the jobbing agency for Firestone tires. He signed up with Stewart Slosson, of the Firestone Tire & Rubber Co.

RAY PENTECOST and Harry C. Goble, proprietors of the General Cycle & Supply Co., are exceptionally busy these days since the advent of the 1916 three-speed Excelsior twin. Many enthusiasts are around the General store giving the mount the once over.

RAY PACKARD, expert repairman and motorcyclist, has joined the forces of W. P. Glasgow, local Harley-Davidson dealer. He was one of Tacoma's first riders.

LA GRANDE, ORE.

CHASE BOHNEN, handling the Harley-Davidson, has disposed of 25 of the Silent Gray Fellows so far in 1916. The machines were snapped up just as they came out of the freight cars, some purchasers taking them crate and all.

(MORE NEWS OF DEALERS ON PAGE 50)

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Already a Proven Favorite

It took just 17 days to introduce and sell the first carload of Cleveland Motorcycles in Los Angeles. This heretofore unheard of accomplishment was achieved without either catalogs or local advertising.

Orders are now being booked for the two carload shipments of Clevelands now enroute. The Cleveland appeals to those who want something classy—a machine that is clean, silent, comfortable, light in weight and simple to operate.

The fact that the majority of these 56 Cleveland buyers never before rode a motorcycle speaks volumes for the Cleveland among the people who want and recognize mechanical perfection.

Get the Cleveland proposition NOW. Tomorrow may be too late.

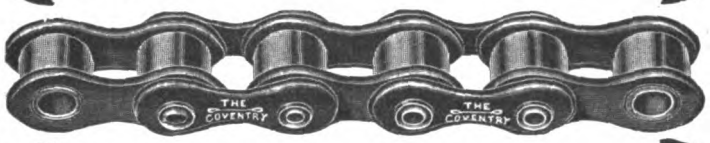
The Cleveland Motorcycle Manufacturing Co.

CLEVELAND, OHIO

Digitized by Google

High Power—And the Chain that Can Handle It

Nine — eleven — fifteen horsepower — these ratings are more the rule than the exception this season. YOUR motorcycle will transmit its full power to the rear wheel with the aid of the strongest, the lightest, the most enduring chain on the market if you specify "The Coventry."



"The Coventry" Chain

"The Motor's True Mate"

With a breaking strength of 5700 lbs. to the foot, "The Coventry" Chain is stronger than it need be. It is prepared to withstand the power jerk of the strongest motorcycle motor—on any road, under any conditions.

"The Coventry" costs more, $1.00 per foot, but when the rider takes into consideration the absolute certainty of the transmission service rendered, it is well worth the advance.

Write for our helpful chain booklet

Herbert F. L. Funke Co., Inc.
112 Broad St., New York

The Neverout

MOTORCYCLE OIL LAMP

(Patented)

Burns 10 hours on one filling with kerosene

Guaranteed to stay lit or money back

Made of best quality brass—cannot rust

Riveted and clinched

No matter what Motorcycle Lamp you have used, you will ultimately get a Neverout.

FOR SALE BY LEADING DEALERS

Write to us for complete description

ROSE MANUFACTURING COMPANY
933 ARCH STREET PHILADELPHIA, U. S. A.

TORONTO INDIAN SALES REMARKABLE, SAYS REPRESENTATIVE KIPP

TORONTO, Ont.—Indian sales in Toronto so far this season have been remarkable, according to a statement recently made by Herb. Kipp, of the H. M. Kipp Company, Ltd., Wigwam representative. Kipp declared that sales for the past two months have more than doubled those of the corresponding period of 1915 and that the prospects were that the total volume of business for 1916 would constitute a record for the company. Hitherto, the best season has been that of 1914, but the present activity exceeds the sales in the early part of that year.

The Kipp company is now housed in the largest retail motorcycle establishment in the Dominion, the total area of the new premises at College and Yonge streets being 7,500 square feet. The three floors and basement are occupied and several different departments are being fitted up to take care of the trade and to provide service for riders. Among these departments is one for bicycles, the sale of which Kipp intends to push this year for the first time, as he believes that the local bicycle field is a large one. At present he is looking for a manager for the bicycle department.

Kipp thinks very highly of the Indian Featherweight and already he has received many enquiries for this model. The Kipp store is located at one of the most advantageous corners in the city and many people using the stret cars are tempted to enter the salesroom in order to ask questions about the Indian lightweight which is prominently displayed on the floor.

The company has adopted the policy of taking none but good second-hand motorcycles in part payment for new models. Then, after a used machine has been accepted, it is entirely rebuilt by competent mechanics and worn parts are replaced by absolutely new pieces. Some of the used machines are re-enamelled and when the reconstruction is complete, the motorcycle looks almost like new.

MIDDLETOWN, O.

J. R. KILGOUR, handling the Henderson in this city, has outgrown his present quarters and is waiting for the completion of a fine place on one of the main business streets. He will move in before March 15, he expects. The new store has 60 per cent. more floor space and will have better facilities. The show-window is quite large and there is ample room for several machines in it. Kilgour will carry a larger stock of supplies and accessories in his new place than he does at present.

RACINE, WIS.

GUY DIXON, handling the Harley-Davidson in this city, has just sold the police department a three-speed electric Gray Fellow for immediate service. Racine County has extended its concrete roads so that an excellent highway is afforded tourists between Milwaukee and Chicago and this needs regulating to prevent accidents from reckless driving.

HUDSON, N. Y.

CHESTER HAYWOOD has taken the agency for the Harley-Davidson for 1916. He placed his first order for five three-speed twins and sold them all out of the crate. He increased his order to ten immediately for the second shipment and some of these are booked already.

(MORE NEWS OF DEALERS ON PAGE 52)

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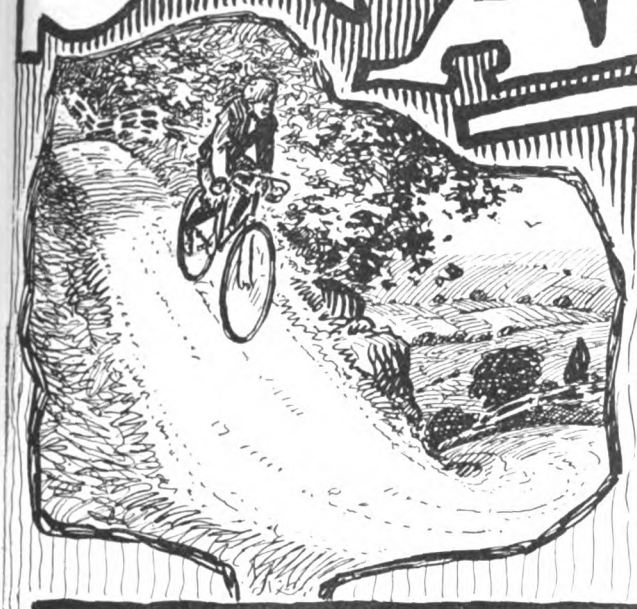
Safety A-Ways



The Eclipse-Equipped bicycle is now safe in **every** way——not only when in motion but also **when standing at the curb.** This latest ECLIPSE contribution to the bicycle field truly makes the bicycle safe "all ways." "ECLIPSE - EQUIPPED" counts heavily toward clinching a sale.

"Morrow" Coaster Brake

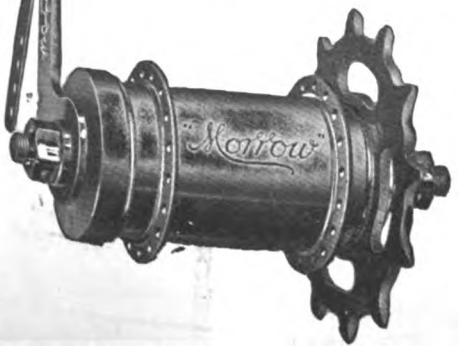
The brake that makes the bike's popularity possible. In no other device are the important factors of safety, convenience and ease so highly developed as in the MORROW. No other brake has anywhere **near** the number of ball-bearings of the MORROW. Twenty-four quarter-inch balls assure a remarkably quick and sensitive response to the slightest foot pressure. The MORROW stands alone. We cooperate with ECLIPSE dealers. Write and ask how.

"The Thief-Cheater"

The ECLIPSE LOCKING FRONT HUB effectually settles the problem of safe-guarding the bicycle. Made so that the front wheel is made immovable and can only be turned when the rider's key unlocks the hub. The simplest, strongest, most efficient locking device ever invented. It should be on the wheels YOU sell. A big selling feature. Write for details.

ECLIPSE MACHINE CO.

ELMIRA NEW YORK



(For Motorcycles and Bicycles)

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BINGHAMTON DEALERS SHOW PROVES A HUGE SUCCESS

BINGHAMTON, N. Y.—From the viewpoint of sales and interest in motorcycling, the Binghamton Dealers Association show which closed on March 3 was a success from start to finish. The Association is so pleased with the result that it will hold another next year on a larger scale, including sporting goods in the exhibition, as people who are interested in motorcycles are also prospects for sporting goods.

Nearest the door was the exhibit of Turners, the pioneer cycle house in Binghamton, showing the Reading-Standard motorcycle, Emblem light twin and Miami Power bicycle. There were also models of the Emblem, Pope and Miami bicycles on show. Manager Wolfe was in charge, assisted by Ralph Webster of the Miami Cycle & Mfg. Co., and Traveler Lou Guterman of the Reading-Standard Motor Co.

Norval S. Douglas showed a full line of Pierce, Red Wing and Queen City bicycles. F. R. Huntley was in charge, with Mr. Douglas assisting in the evenings. The Hartford, Rambler, Columbia, Niagara, Hudson and Fay Juveniles were shown at the booth of F. J. Abbott. In this booth was a Hartford bicycle enameled in white and framed in black bunting. Mr. Abbott was assisted by L. V. Davis.

Frank S. Bump showed the Indian line of motorcycles as well as Dayton and Raycycle bicycles. Bump's exhibit was very neat, the walls being draped with Indian blankets and other goods. His display included a Powerplus, a sidecar combination and a Featherweight. J. A. Braico showed the Cyclemotor and also the Dayton line of bicycles.

The Eclipse Machine Company had an exhibit featuring the new Eclipse locking hubs and Morrow coaster brake, as well as the firm's clutch and two-speed. A. C. Rice and G. S. Bush were in attendance. Harley-Davidsons were shown by George S. Carver, in the three-speed sidecar combination, three-speed twin with electric equipment, and a twin with sidevan. Assisting were H. N. McLean and B. C. Race.

The booth of E. E. Ayers showed the full line of Vim, Imperial and Blue Bird bikes and the Pope motorcycle. Next to this stand was the Excelsior exhibit of B. E. Jewell, at which a three-speed twin with sidecar, a short coupled speed model and a lightweight were staged. The Cleveland, Jewell Special and Excelsior bicycles were also shown. The Waldron Drug Company exhibited Iver Johnson bicycles, T. E. Wood being in charge.

The exhibitors were unanimous in their praise of the show, not only for the actual sales obtained but for the missionary work which the exhibition performed. It is figured that business in all lines will increase two-fold as a result of the displays.

HOQUIAM, WASH.

C. W. BECKER is getting his share of the general Harley-Davidson business all over the State and expects to double his sales record of last year on the Silent Gray Fellow.

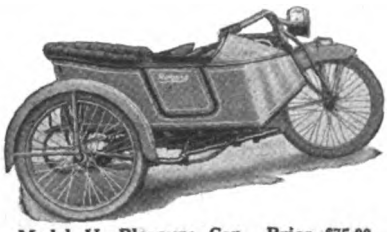
NEWBURGH, N. Y.

MYRON AFFRON has taken the agency for the Harley-Davidson for Newburgh and vicinity for 1916. Affron is a veteran cycle man and is looking forward to a fine season with the Silent Gray Fellow. He signed up with Walter Koch, New York traveler.

(MORE NEWS OF DEALERS ON PAGE 54)

Mr. Dealer: ARE YOU GETTING YOUR SHARE of the SIDECAR BUSINESS

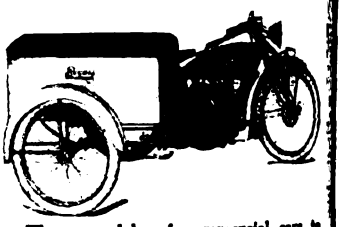
Dealers who are selling the Rogers are gathering in the orders



Model H. Pleasure Car. Price $75.00 f. o. b. Goshen

No matter what motorcycle you sell, we make a sidecar to fit and match it perfectly in color and finish.

Write us stating what motorcycle you handle and we will supply you with circulars describing a Rogers specially adapted to that machine.



Three models of commercial cars to meet all requirements

ROGERS MFG. CO. Irving Beck (Service Station) 1493 Fifth Ave., New York **328 West Madison St., Chicago, Ill.**

A. B. C. GENERATORS

Are Increasing, because they are Right

MODEL B Direct Lighting **$22.50** | MODEL C Batt. Charging **$27.50**

A. B. C. GENERATOR CO., Los Angeles, Calif.

Los Angeles City Police just repeated with an order for thirty-eight more.

You get quick results from advertisers when you mention MOTOR CYCLE ILLUSTRATED.

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CHICYCO ON THE JOB

Stronger Than Ever!

CHICYCO HUSTLE

overcame the effects of fire and water, and immediately provided increased facilities for handling their business.

We Are Pleased to Announce

that we have purchased the entire business of the Excelsior General Supplies Company, including their stock of bicycles, bicycle and motorcycle supplies, furniture, fixtures, equipment, leasehold, trade rights, and good will. This

In Addition to the Large Stock

which we carried in our warehouses, puts us in position to ship all orders promptly and completely.

USE CHICYCO SERVICE

THE BUSINESS BUILDER

CHICAGO CYCLE SUPPLY COMPANY

FACTORY DISTRIBUTORS TO THE TRADE
BICYCLE AND MOTORCYCLE SUPPLIES

815 to 823 South Wabash Ave. Chicago, U. S. A.

Mention MOTOR CYCLE ILLUSTRATED—It helps you, the advertiser and us.

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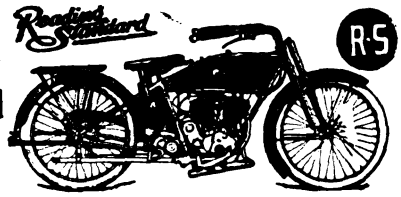

$230 3 Speed Single

$265 3 Speed Twin

The Hill King

So repeatedly and so consistently has the R-S distinguished itself in difficult hill climbs that it is nationally known as the "Hill King." Hill climbing is one of the keenest tests of a motorcycle's value. With the R-S you are prepared for any emergency. Past records prove the power of the R-S.

Riders: Buy the R-S and be satisfied.

Reading Standard Company

501 Water St., READING, PA.

THE COAST LINE TO MACKINAC

DETROIT, CLEVELAND, BUFFALO, NIAGARA FALLS. | TOLEDO, PT. HURON, ALPENA, ST. IGNACE.

A LAKE TRIP FOR REST AND RECREATION

Have a real vacation on the Great Lakes, the most enjoyable and economical outing in America. The cool lake breezes, the ever-changing scenes along the shore, and the luxurious steamers of the D. & C. Line are positive guarantees that you will enjoy every minute of your trip, and return home refreshed and glad you went.

Daily service between Detroit and Cleveland and Detroit and Buffalo. Four trips weekly from Toledo and Detroit to Mackinac Island and way ports. Two trips weekly, special steamer, Cleveland to Mackinac Island, no stops enroute except Detroit and Alpena. Special day trips between Detroit and Cleveland during July and August. Daily service between Toledo and Put-in-Bay.

RAILROAD TICKETS AVAILABLE FOR TRANSPORTATION on D. & C. Steamers between Detroit and Buffalo or Detroit and Cleveland either direction.

Send two-cent stamp for illustrated pamphlet and Great Lakes map. Address L. G. Lewis, G.P.A., Detroit, Mich.

Detroit & Cleveland Navigation Company

Philip H. McMillan, Pres., A. A. Schantz, V.P. & G.M.

All Steamers arrive and depart, Third Ave. wharf, Det.

CALLOWAY & SONS OPEN THEIR AGENCY ON WASHINGTON'S BIRTHDAY

LEXINGTON, Ky.—C. D. Calloway & Sons celebrated Indian Day by opening their agency on February 22 and entertaining all comers. In the showroom were the new Powerplus model, a cutaway motor and a line of Indian bicycles. Long after sunset the crowds came to see the new models and each visitor received as a souvenir an Indian matchcase.

The Calloway firm have been sporting goods dealers exclusively up to the present. They have made excellent preparations to handle the Indian for 1916 in addition to their other lines and are looking forward to a big season.

ARDMORE, PA.

JOSEPH J. NEFF has taken the agency for the Indian in this city, having signed up with George S. Maslen, distributor for this section. Neff's store is right on the Lancaster Pike, in the heart of the business district, and is kept spotlessly clean. He is building a large storehouse in the rear of his present location which will enable him to handle the Indian in addition to an increasing bicycle business, for Neff is one of the pioneer cycle agents in this county.

J. L. Neff in Front of Agency on Lancaster Pike, Ardmore, Pa. Neff Handles the Indian in This Section

HENDERSON, KY.

HENRY PARDON, Indian agent in Owensboro, Ky., has opened a store in this city under charge of James Noble, one of the best known local riders and mechanics. All the Wigwam products will be handled.

Pardon has been considering plans for extending his rapidly-growing business for some time and finally decided upon Henderson. Both Owensboro and Henderson are in a rich grain and tobacco district. Pardon was one of the Indian team which carried off the Kentucky Cup in 1914, the others being E. G. Baker and William H. Teubner.

LA CROSSE, WIS.

WILLIAM JENSEN, former repairman for the old Wisconsin Motorcycle Co. of Milwaukee, is now with Howard Campbell, Harley-Davidson dealer, in the repair department. Jensen is a La Crosse boy, so his new employment is right to his taste.

(MORE NEWS OF DEALERS ON PAGE 56)

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The Kokomo Rubber Co.
MANUFACTURERS OF
K & R TIRES

Bicycle Tires
Vehicle Tires
Automobile Tires
Motorcycle Tires

Kokomo, Ind. U.S.A. Feb. 29, 1916.

The Motorcycle Illustrated,
#13 Park Row,
New York, N. Y.

Gentlemen:-

ATTENTION OF J. LEO SAUER:

I am tempted to write and congratulate you on your issue of the 24th inst.

I feel that you deserve some commendation on the several supplementary pages, which are very handsome indeed. It is hard to understand how anyone could look through this issue and not get the bicycle fever. It looks more like one of the papers of the early booming bicycle days than any paper I have seen for a long time, and, as stated above, I feel that you should know from, at least, one of the old timers in the bicycle business that your efforts are appreciated.

With kind regards, I remain.

Yours very truly,

Lon Baker

DLS/OH.

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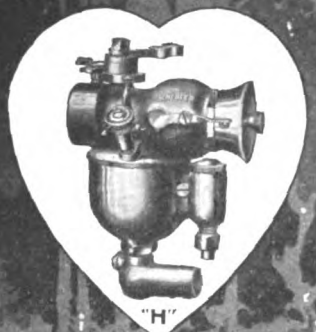
The SCHEBLER CARBURETOR

America's Standard
Supreme through Merit

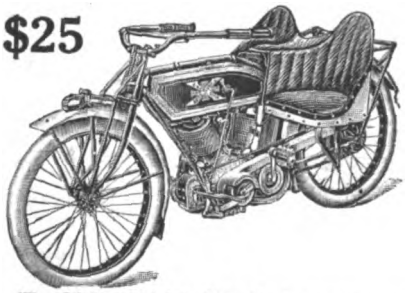
THE HEART OF THE MOTORCYCLE



WE EQUIP
THOR
POPE
YALE
EAGLE
INDIAN
EMBLEM
DAYTON
SPACKE
DE LUXE
CYCLONE
EXCELSIOR
HENDERSON
IVER-JOHNSON
HARLEY-DAVIDSON
READING STANDARD

WHEELER & SCHEBLER
INDIANAPOLIS, INDIANA, U.S.A.
BRANCHES AND SERVICE STATIONS
IN ALL PRINCIPAL CITIES

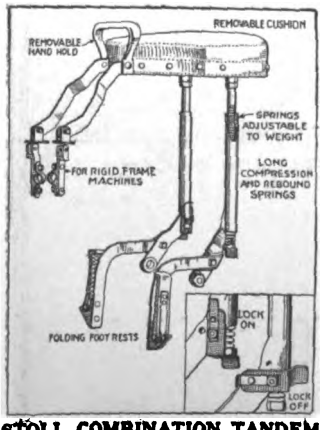
$25



Here's Comfort and Ease For You

The Miller Triplex Side Seat means comfort, ease, companionship, economy, satisfaction.
Fits any motorcycle and is finished to match.
Guaranteed for 3 years.
Every live dealer who does not know the Triplex should write at once for our big new proposition. It's a winner.
Illustrated Catalog on Request.

Haverford Cycle Company 503 Market St., Philadelphia, Pa.



STOLL COMBINATION TANDEM NO. 2
Price Complete $10.00

Immediate Delivery on STOLL TANDEMS
(all models)

Be prepared to take care of your Spring trade promptly. Place your order now, while quick shipments are assured.

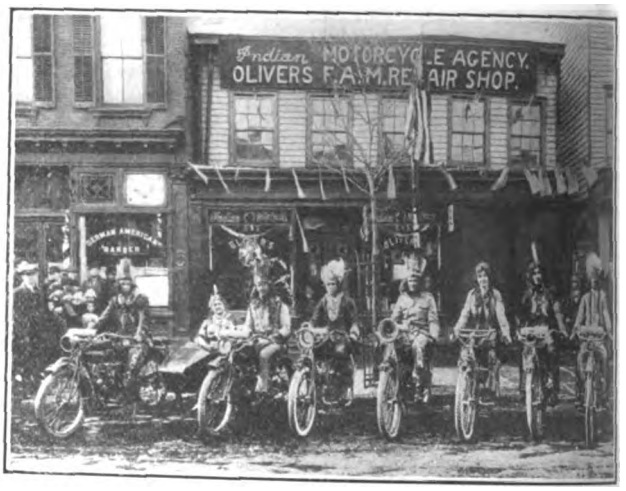
THE STOLL MFG. CO.
Denver . Colo.
(The largest exclusive motorcycle tandem factory in existence)

CANADIAN OFFICIALS PROHIBIT PREMIUM GIVING BY DEALERS

OTTAWA, Ont.—The authorities in Canada have shut down on the growing custom of offering premiums in exchange for coupons or other tickets which are offered to customers by dealers at the time of purchase of the articles. During the past few months, motorcycles were offered in various communities as prizes in business-boosting campaigns of the coupon sort, but the motorcycles never reached the paste-board collectors because of the interference of court officials

BRAVES IN WAR PAINT FEATURE OLIVER'S INDIAN DAY CELEBRATION

BRONX, N. Y.—Ollie Berckhemer, proprietor of Oliver's Indian agency at 992 Washington avenue, celebrated Indian Day by keeping open house to all comers. Ollie and his manager, Vic. Pelezzare, presented



Costumed Riders Who Assisted in Indian Day Celebration at Oliver's Busy Agency in Bronx, N. Y.

visitors with souvenirs in the form of embossed Indian match cases. Refreshments were served throughout the entire day.

A feature of the celebration was a party of painted and costumed braves mounted on Powerplus and other Indian models, who paraded the Bronx at regular intervals. The agency sold two machines from the floor and has added to an already extensive list of prospects.

MILWAUKEE, WIS.

E. MILLER has taken the agency for the Cleveland lightweight in Waukesha and Milwaukee Counties. He sold four at the Milwaukee show and ordered Cleveland Sales Manager Hauk to put him down for a machine every week until further notice so as to care for a sudden rush.

Mrs. Miller is an ardent booster of the Cleveland for her husband and is riding with another fair devotee. Mrs. Miller intends to take care of demonstrations among the ladies this season.

ABERDEEN, WASH.

ABERDEEN CYCLE CO. has again signed up for the Harley-Davidson and reports a nice business so far. The lumber industry is in good shape and the price of boards is mounting higher each week, so a big increase in sales of motorcycles is looked for.

(MORE NEWS OF DEALERS ON PAGE 58.)

You get quick results from advertisers when you mention MOTOR CYCLE ILLUSTRATED.

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Positive Grip

due to the generous design and construction—we think it is the best and strongest rat-trap pedal you ever put your foot on.

The No. 4 Standard

is a big, substantial, motorcycle-type pedal. It stands for the utmost mechanical value.

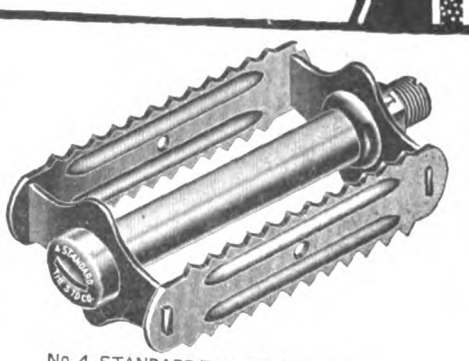
With a pair of these pedals on your wheel you are equipped with correct, up-to-date foot-holds, fairly representative of our business in the cycle industry.

Our products comprise:

Diamond E Spokes and Nipples for bicycles, motorcycles, tricycles, velocipedes, invalid chairs, sulkies, carriages, cyclecars and automobiles. Pedals for bicycles, tricycles, velocipedes and motorcycles. Toe clips for bicycle pedals. Emergency axles for pedals.

We are boosters for a "Million Bicycles in 1916"

THE STANDARD COMPANY
TORRINGTON, CONN.



No. 4 STANDARD RAT TRAP PEDAL

Make Your Electric Lighting Reliable
Use The "Exide" Battery

"Exide" Battery, Type 3-ZA-5 with cable type terminals

A properly designed storage battery furnishes the most dependable source of current for motorcycle lighting.

The "Exide" Battery, Type Z, has been especially designed for this service and is being used on thousands of machines with the most satisfactory results.

The "Exide" motorcycle battery is manufactured by the oldest and largest storage battery maker in the country. It is of the same design as the "Exide" Batteries with which a majority of all electric vehicles are equipped, the same design as is being used in hundreds of thousands of automobiles for starting and lighting and for numerous other storage battery services.

Users of "Exide" motorcycle batteries have at their command all of the facilities of the enormous "Exide" Service Organization, which includes 14 Sales Offices, 14 "Exide" Battery Depots and hundreds of "Exide" Service Stations.

Write our office nearest you and ask for our folder No. 1252 which describes in detail the construction of the "Exide" Battery.

THE ELECTRIC STORAGE BATTERY CO.

PHILADELPHIA, PA. 1888-1916

New York, Boston, Chicago, Rochester, Washington, Denver, San Francisco, Seattle, St. Louis, Cleveland, Atlanta, Detroit, Pittsburgh, Los Angeles, Toronto

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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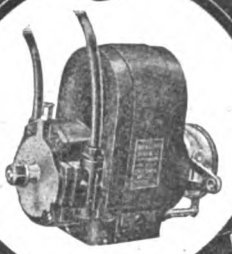
Berling Magneto

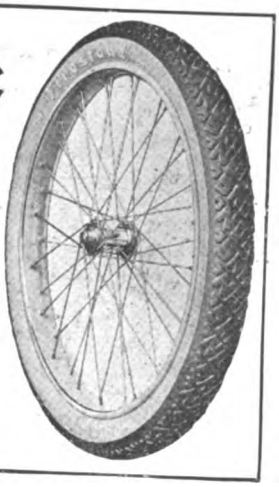


This "B" type will carry the motorcycle maker to Success because it will carry the rider to his destination.

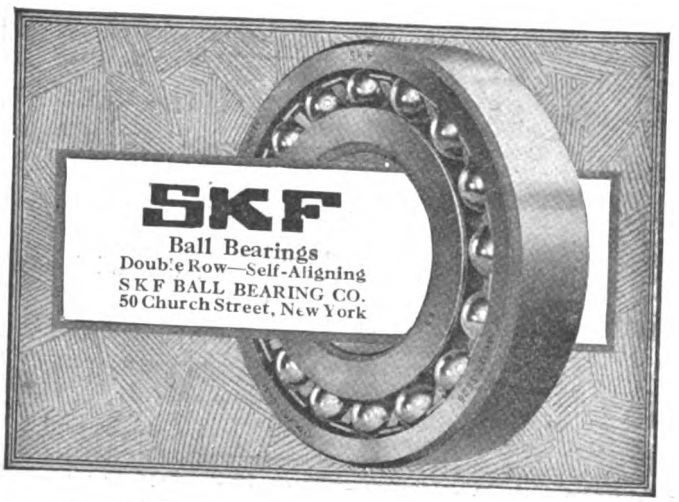
ERICSSON MANUFACTURING CO. 1116 MILITARY RD., BUFFALO, N.Y.

Firestone
Motorcycle Tires

THE Red Side Wall and Black Tread, the trade-mark of Firestone Tires, stands for quality—the same materials and workmanship as in Firestone Automobile Tires. Equip now, for safety, easy riding and Most Miles per Dollar.



Firestone Tire and Rubber Company
"America's Largest Exclusive Tire and Rim Makers"
Akron, Ohio Branches and Dealers Everywhere



HR Stands for RENOLD
"The Chain of Proven Reliability"
Special Service Chains

8198 5/8" Pitch 1/4" Width DON'T FORGET 8199 5/8" Pitch 3/8" Width
that Renold Chains are the lightest weight chains on the market for the great breaking strength obtained.
A century in business! 1816-1916!
Peter A. Frasse & Co., Inc., Canal and Sullivan Sts., New York City

DETROIT, MICH.

H. D. PURINTON made a quick demonstration and a quicker sale one day last week. A young fellow came into the W. E. Metzger Indian agency at 501 Woodward avenue and wanted a demonstration. He got it and at the end of five minutes handed out $285 and rode away with the machine. Later, it was learned that the young fellow had a choice between a $2,000 automobile and a 1916 motorcycle and took the Indian in preference.

HARRY SVENSGAARD SALES CORPORATION, handling the Excelsior, is now in its new place at 214 Jefferson avenue east. The building is 30 x 135 feet and has four floors and basement. The repair shop and second hand machines occupy the basement, while the first floor is an exclusive salesroom. The offices are on the second floor and surplus stock is stored on the third and top floors. Svensgaard and his staff moved everything from the old place on Woodward avenue in 36 hours.

W. E. WANDERSEE CO., of 129 Gratiot avenue, received its first carload of Harley-Davidsons out of an order of five carloads placed last week. Another carload will arrive on March 15 and each two weeks thereafter until the order is filled. "Nothing can stop 1916 from being the biggest year the motorcycle business has ever seen" says Wandersee.

E. C. KICHERER, of the Haverford Cycle Co., has sold a lot of new and used machines but they have not been moving on account of the cold weather. "Everybody has money this year," says Kicherer, "and if dealers don't sell motorcycles—and bicycles—they might as well quit the business. Smith Motor Wheels continue to sell actively, and we look for a big year on this device."

ARTHUR P. KETCHAM has been appointed traveling representative for the Harry Svensgaard Sales Corporation to cover Michigan in the interests of the Cyclemotor and Excelsior motorcycle.

MISSION, TEXAS

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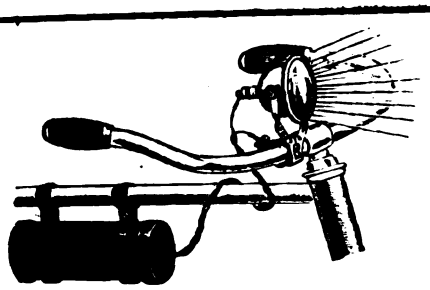

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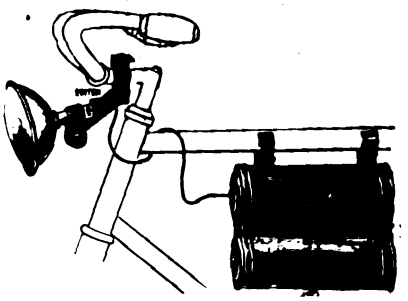
PRESTO-ELECTRIC BICYCLE LAMPS

$1.10 TO $1.90

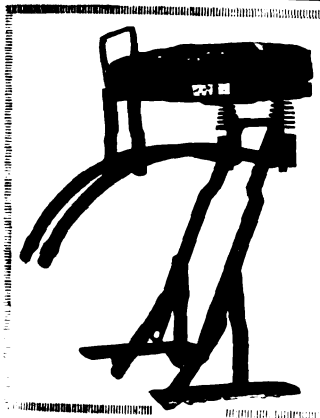
Eliminate All Danger By Using a PRESTO Electric Light On Your Bicycle

The PRESTO gives a powerful, penetrating light. Adjustable pivoted reflector, throwing light in any direction desired. Any ordinary dry cell battery operates PRESTO light. Made in eight different styles. Reflectors highly polished and nickel plated. **Retail prices from $1.10 to $1.90, without battery.** Dealers, write today for complete information.



No. 1052—Equipped with 3 Volt Tungsten Bulb—4" Bull's Eye Lens

METAL SPECIALTIES MFG., COMPANY 730-738 WEST MONROE STREET CHICAGO, ILLINOIS



The Girl Behind

She's safest on an

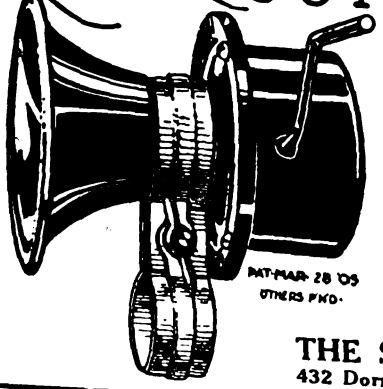
F-N

Lowest possible saddle position. No sidesway. Supreme Comfort.

Fentress-Newton Mfg. Company

Detroit, Michigan

CLEAR-O-U-T Mechanical Operated Horn



No Batteries or Wiring required

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75 CENTS

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THE SEISS MFG. CO.

432 Dorr Street TOLEDO, O.

Mr. Dealer—
Get territory NOW!

This starter's popularity and our liberal discounts spell Dollars for YOU.

Make it up-to-the-minute!

Owners of single speed pedal-equipped Indians get the modern improvements by installing the

Indian Pioneer Starter!

It does away with *Pedals*—Makes *Starting* convenient—Affords superior *Clutch Control*—Eliminates ball-bearing under front plate—Starts motor with the *wheels on the ground*.

Riders ask your dealer, or write us, for circular which tells you HOW.

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West Allis, Milwaukee, Wis.

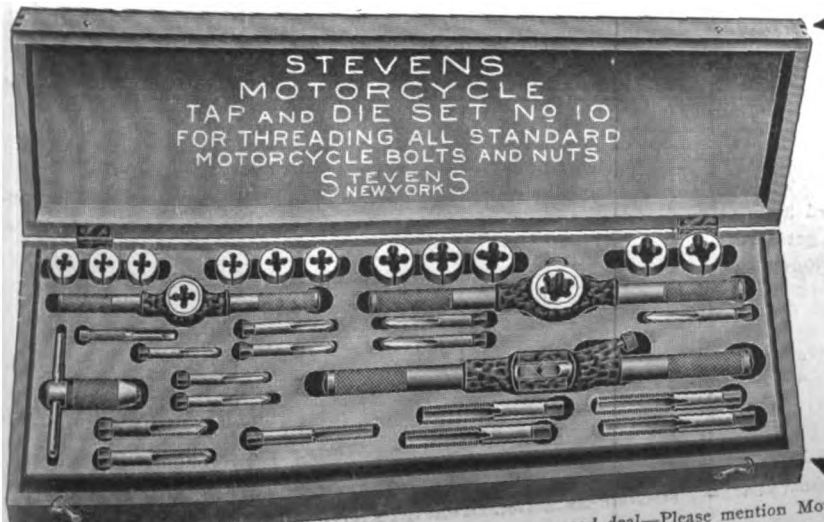
NATIONAL Motorcycle and Bicycle Spokes

We are selling several of the representative motorcycle and bicycle manufacturers, as well as some of the largest jobbers in the country.

For Motorcycles—.135 x .110 and .120 x .100. Made of high grade wire, either hand buffed or regular bright nickel finish. For Bicycles—.082 x .072; .080 x .060; .072 x .056. Furnished in National hand buffed or regular finish. Finest grade of wire. Rust proof!

The National Screw and Tack Co.

Cleveland Ohio



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is brought to its highest point by the use of the Stevens set shown here. Every part of the Stevens Tap and Die Set has been tempered to DIAMOND hardness.

Dealers Price $10 Net

It is without doubt the highest grade threading set money can buy. Every individual part guaranteed. Contains 13 large adjustable dies and 15 taps, together with two die stocks and two tap wrenches. ALL STANDARD MOTORCYCLE THREADS CAN BE CUT WITH THIS SET.

Your jobber carries the STEVENS set—order now before prices go up.

Stevens & Co.

375 Broadway New York

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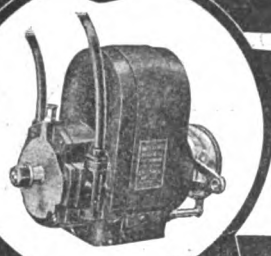
Berling Magneto

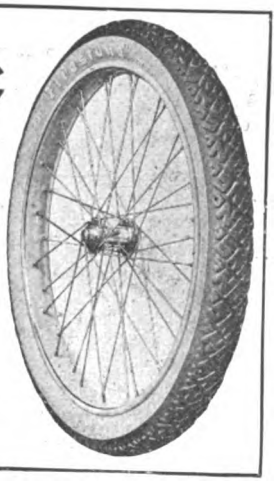


This "B" type will carry the motorcycle maker to Success because it will carry the rider to his destination.

ERICSSON MANUFACTURING Co., 1116 MILITARY RD., BUFFALO, N.Y.

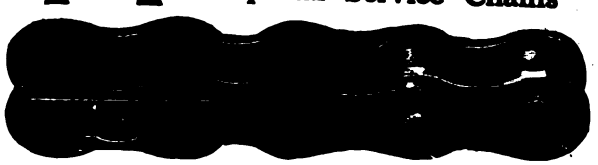
Firestone
Motorcycle Tires

THE Red Side Wall and Black Tread, the trade-mark of Firestone Tires, stands for quality—the same materials and workmanship as in Firestone Automobile Tires. Equip now, for safety, easy riding and Most Miles per Dollar.



Firestone Tire and Rubber Company
"America's Largest Exclusive Tire and Rim Makers"
Akron, Ohio Branches and Dealers Everywhere

H·R Stands for RENOLD
"The Chain of Proven Reliability"
Special Service Chains



8198 5/8" Pitch 1/4" Width DON'T FORGET 8199 1/2" Pitch 3/8" Width
that Renold Chains are the lightest weight chains on the market for the great breaking strength obtained.
A century in business! 1816-1916!
Peter A. Frasse & Co., Inc., Canal and Sullivan Sts., New York City

DETROIT, MICH.

H. D. PURINTON made a quick demonstration and a quicker sale one day last week. A young fellow came into the W. E. Metzger Indian agency at 501 Woodward avenue and wanted a demonstration. He got it and at the end of five minutes handed out $285 and rode away with the machine. Later, it was learned that the young fellow had a choice between a $2,000 automobile and a 1916 motorcycle and took the Indian in preference.

HARRY SVENSGAARD SALES CORPORATION, handling the Excelsior, is now in its new place at 214 Jefferson avenue east. The building is 30 x 135 feet and has four floors and basement. The repair shop and second hand machines occupy the basement, while the first floor is an exclusive salesroom. The offices are on the second floor and surplus stock is stored on the third and top floors. Svensgaard and his staff moved everything from the old place on Woodward avenue in 36 hours.

W. E. WANDERSEE CO., of 129 Gratiot avenue, received its first carload of Harley-Davidsons out of an order of five carloads placed last week. Another carload will arrive on March 15 and each two weeks thereafter until the order is filled. "Nothing can stop 1916 from being the biggest year the motorcycle business has ever seen" says Wandersee.

E. C. KICHERER, of the Haverford Cycle Co., has sold a lot of new and used machines but they have not been moving on account of the cold weather. "Everybody has money this year," says Kicherer, "and if dealers don't sell motorcycles—and bicycles—they might as well quit the business. Smith Motor Wheels continue to sell actively, and we look for a big year on this device."

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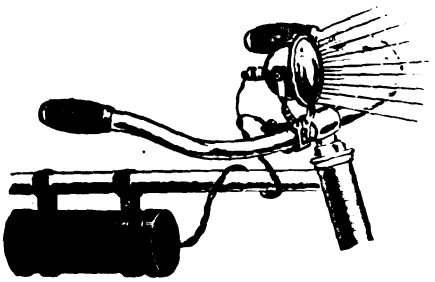

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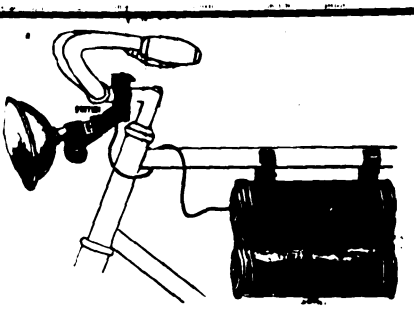

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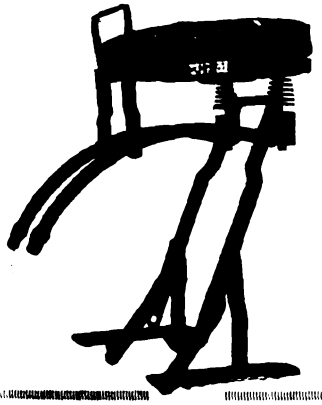

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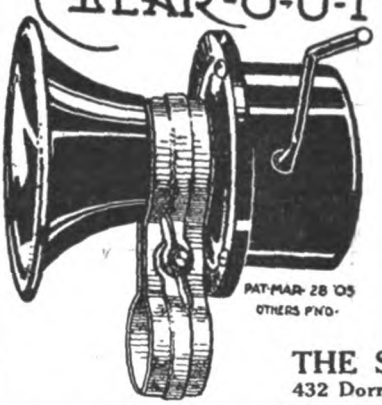

No Batteries or Wiring required

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ASK YOUR JOBBER OR DEALER

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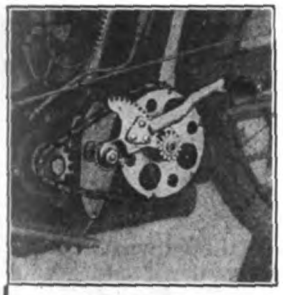
432 Dorr Street TOLEDO, O.



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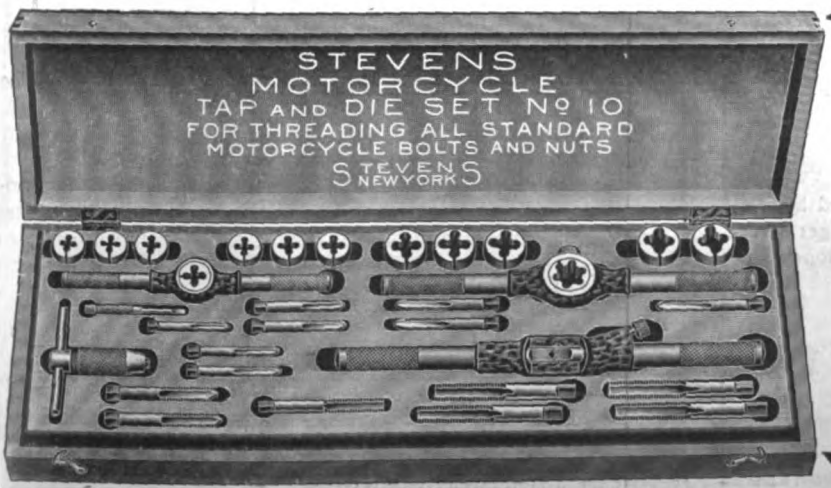

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Stevens & Co.
375 Broadway New York

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"TOLEDO MADE FOR THE WHOLE WORLD'S TRADE"
Motorcycle Mica
75c Can't Break
Special Oil Resisting Construction
Champion Spark Plug Co. 2308 UPTON AVE. TOLEDO, OHIO

MASCO

Expert Repairs
Most modern repair shop in existence. Equipped for reboring cylinders, overhauling, re-enameling and rebuilding all makes of motorcycles.
BE PREPARED FOR THE 1916 RIDING SEASON
Send work at once for estimate, prices right, work guaranteed.
MOTORCYCLE ACCESSORIES CO., St, Paul, Minn.

THE PIERCE
agency proposition is all ready. Dealers write or wire.
A Quality Bicycle
at a reasonable price, regular and service models, with one-piece and two-piece hangers.
Pierce Cycle Company
Buffalo New York

PATENT YOUR IDEAS

Inventions bring fortunes when protected by good patents. New ideas in great demand. I will get a valuable patent for you and will help you make money from it. Ask about my free advice, or send sketches for free search of patent records.

LESTER L. SARGENT, Patent Lawyer
N. W. Cor. 9th and G Sts., Washington, D. C.

MANNINGTON, W. VA.

J. L. THORN, a former R. F. D. man, has taken the agency for the Henderson for this section. Thorn chose the motorcycle to help him cover his route quicker and found that it gave such effective service that he was soon recommending it to other carriers. The great interest aroused in the four-cylinder mount led Thorn to sign up for the agency.

The Mannington hustler is now busy spreading Henderson enthusiasm all over this section of West Virginia, and returns are coming in the form of orders.

PALO ALTO, CAL.

FRED H. SMITH has closed with the San Francisco office of the Davis Sewing Machine Co., for the local Dayton Motor Bicycle agency.

MOTORCYCLE CLOTHING CONTEST

(CONTINUED FROM PAGE 16)

suited to the special service in which it will be used? Has it been designed so as to meet all the specific requirements of the cyclist? Those are the questions to be considered under the adaptability heading. Obviously, a riding costume may present an excellent appearance without being at all suited to month-in-and-month-out wear in the saddle of a motorcycle.

Durability—This heading explains itself. If the costume will wear well under the varying conditions of road and weather to which it will be subjected—if it is of such weight, texture and pattern as to give the user maximum service it will be entitled to the full count of 20 per cent. for its durability.

Further Conditions Explained

Comfort—Admitting that a riding costume is attractive in appearance, well adapted to the special conditions of cycling, and assured of long life, the next question is "Can the rider wear it with comfort?" Under this heading must be considered weight, the proper distribution of pockets, method of lining, style of collar and cuffs, the method of reinforcing the seat of the pants and of fastening them at the knees, etc.

Inexpensiveness—A costume might easily be placed beyond the reach of the average rider through a prohibitive price, although combining most of the other desirable features of a standard riding outfit. Can the average rider who wishes to present a good appearance afford to invest in the suit you suggest? That's the big question under this heading.

Demonstration—The photograph will cover this point. It will show that the suit has been tried out, and that the contributor is basing his suggestions upon actual service obtained.

Ask Questions, If Necessary

If additional information is desired, questions may be addressed to the Editor, **Motor Cycle Illustrated**, 13 Park Row, New York, and prompt replies will be given by mail or in these columns.

Should two letters and the accompanying photos be considered of equal merit each of two contributors will receive the full amount of the prize. For example, if two contestants are tied for first place, each will receive an award of $10.

MAIL YOUR LETTER AND THE PHOTOGRAPH TODAY!
Address The Editor,
Motor Cycle Illustrated
13 Park Row
New York.

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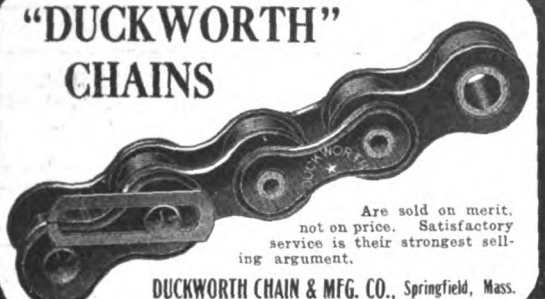
THE MOST BICYCLE FOR THE LEAST MONEY

Bicycles Exclusively | IF YOU WISH TO MAKE MONEY and SATISFIED CUSTOMERS WRITE US | **Capacity 500 Bicycles Daily**

GREAT WESTERN MANUFACTURING COMPANY, La Porte, Indiana

"DUCKWORTH" CHAINS



Are sold on merit, not on price. Satisfactory service is their strongest selling argument.

DUCKWORTH CHAIN & MFG. CO., Springfield, Mass.

You would have the finest light for riding by night, get a 20th Century Lamp

For more than 17 years, they have been lighting the pathways of bicyclists and motorcyclists all over the country. They are positively the finest lights for riding at night.

We Are Boosters for "One Million Bicycles in 1916"

20th Century Mfg. Co.

41 Warren Street New York

No. 428, Price Complete, $5.50, Including Footrests

No. 420 tandem to be used on rigid carriers, the price includes one pair footrests.

Retail Price Complete $5.50

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WALD MANUFACTURING CO.

Dept. F SHEBOYGAN, WIS.

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Catalogs now Ready

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No. 61 Bicycle Sundries

The most complete books of their kind ever issued.

FREE TO DEALERS

who write us on their letter heads or enclose their business cards. Ask for our Bargain Books, too.

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New York Sporting Goods Co.

15 and 17 Warren St., near Broadway, New York

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HARRIS

TRADE MARK REG. U.S. PAT. OFF.

OILS AND GREASES

They begin with selected crude oil—paraffine base—filtered and refined by careful painstaking processes.

"A Little Goes A Long Way And Every Drop Counts"

A. W. HARRIS OIL CO.

326 S. Water St., Providence, R. I.
Branch: 143 No. Wabash Ave., Chicago, Ill.

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Write today to

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LOS ANGELES, CAL.

FEDERAL MOTORCYCLE TIRES

"EXTRA SERVICE"

Federal Rubber Manufacturing Co. - Milwaukee

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Motorcycles a specialty. All work guaranteed. Large accommodations for storing motorcycles and sidecars at low rates.
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DAYTON MOTORCYCLES
Parts for DAYTON and DE LUXE
Repairs and Supplies
DRISCOLL & JEANROY
809 W. 126th St. New York.
'Phone, 3852 Morningside.

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Repairing Storing
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HARLEY-DAVIDSON
M. J. GOLDMAN
All Makes of Bicycles—Expert Repairing.
115 Greenwich Ave. Phone 3956 Chelsea.

Uptown Indian Headquarters
Parts and Accessories
Cash—Installment—Exchange
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Harley-Davidson Sales Co.
Distributing Agents for
HARLEY-DAVIDSON MOTORCYCLES
533 West 110th Street, Near Broadway, New York
15 So. Lexington Ave., White Plains, New York

OLIVER'S BRONX INDIAN AGENCY
F. A. M. Repair Shop. Full line of accessories.
The Only All Night Service in the Bronx.
993 Washington Ave. Near 164th St.
AL. CORWIN, Mgr.

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N. Y. Distributor for Reading Standard Motorcycles. Rogers Sidecars in stock. Agent for Excelsior and Henderson
1491 Fifth Avenue Telephone, Harlem 2337

T. J. SIXSMITH
283 W. 100th Street.
Expert Repairing. New York Agent for the EXCELSIOR.
Telephone, 8861 Riverside.

AMOS SHIRLEY, 935 Eighth Ave.
INDIAN and EXCELSIOR
Columbia, Hartford and Fay Juvenile Bicycles.
Parts for the Indian, Excelsior and Pope.
Repairs and Accessories.

Exceptional Offer of Choice Seconds
28 x 3 Firestone Non-Skid.....$6.25
29 x 2¾ Firestone Non-Skid..... 5.65
These tires are fresh stock practically perfect, but slightly discolored in spots.
E. J. Willis Co., 85 Chambers St., N. Y. City

EXCELSIOR
M. WORKSMAN, Agent
Large Stock of Parts and Supplies. Used Machines Bought, Sold and Exchanged on 5% Basis.
14 VESEY STREET.

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MOTORCYCLE WORKS
Expert repairing on all makes. Used machines for sale. Agents for Smith Motor Wheel. Service Station. Storing.
1729 1st Ave., near 90th St. Tel. 2183 Lenox

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HARLEY-DAVIDSON
Brooklyn and Long Island, 1157 Bedford Ave.; 594-596 Jamaica Ave. Exhaustive line of supplies, repairs, parts; in short, we stock everything for the motorcycle and the rider.
BOB BRAZENOR, Proprietor.

FRANK P. BAKER
BROOKLYN DISTRIBUTOR
Indian Motocycles
1638 Bedford Avenue
Phone Bedford 5297 Brooklyn, N. Y.

1916 EXCELSIOR IS HERE
All models on display.
Full line of Parts—A1 F. A. M. Repair Shop.
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155 Howard Ave. Phone: Bush 3039

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Distributor of
Excelsior-Reading-Standard and Cleveland Motorcycles, Smith Motor Wheel, Crown bicycles and the best accessories.
Two Stores—1068-82 Bedford Avenue, 713 Flatbush Avenue, near Parkside, Brooklyn, N. Y.

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Easy payments. All makes taken in trade.
Full stock of parts. Expert repairs.
B. RUDERMAN
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INDIAN
Bicycles and Supplies. Expert Repairing
B. SLOTNICK, 5306 Fourth Ave., B'klyn
Near 53d St. Station Phone 4595 Sunset

WINGES BROTHERS, 1315 Bushwick Avenue, Brooklyn, N. Y., Brooklyn and Long Island distributors for the Dayton; also Indian agency. Expert repairing on all makes of motorcycles. Complete line of supplies. Prompt and satisfactory service a feature of this establishment.

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AND SMITH MOTOR WHEEL
All makes of Bicycles—expert repairing
FLUSHING BICYCLE EXCHANGE
30 MAIN ST. FLUSHING, N. Y.
Phone 496J Flush.

Plaza Motorcycle Exchange
EXCELSIOR DISTRIBUTORS
Parts and Supplies—Repairing by factory mechanics.
Bridge Plaza, Long Island City.
Phone Astoria 1189

D. & D. MOTOR SUPPLY CO.
INDIAN MOTOCYCLES
Phone: 2045 Astoria.
Expert Repairing—Gasoline.
Full Line of Accessories—Used Machines.
Bridge Plaza South, Long Island City, N. Y.

HARLEY-DAVIDSON
Territory—Long Island City to Port Washington on North Shore. Demonstration gladly given.
Full Stock of Supplies—Used Machines.
HORN & McCRACKEN
F. A. M. Shop College Point.

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W. EDW. MACDOUGALL CO.
Dist. of Harley-Davidson Motorcycles. Drop us a line if interested in second-hand machines.
102 Van Houten St., Paterson, N. J.

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MOTOCYCLES
Rebuilt machines. A written guarantee with each machine. Write for details and price list.
JOHN STEELE, 91 Broadway, Paterson, N. J.

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Motorcycle Repairing and Winter Overhauling. Complete repairs on any make.
INDIAN A SPECIALTY. PRICES RIGHT
Work guaranteed. 1916 Indians always in stock; any make taken in trade. All makes of second-hands on sale.
B. A. Swenson, 522 Broad St., Providence, R. I.

NEW YORK

Mt. Vernon Motorcycle and Bicycle Shop
Agents for **HARLEY-DAVIDSON** Reg. U.S.P.O.
Opposite Proctor's Theatre, Mt. Vernon, N. Y.
We Fix Everything

Mention of MOTOR CYCLE ILLUSTRATED is always appreciated by advertisers.

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Special Service Department

Motorcycle Tires
Parts and Supplies
Also
BICYCLES and SUPPLIES
WHOLESALERS and JOBBERS
CITY SUPPLY CO.
56 Warren Street New York

NOTICE TO MINNEAPOLIS MOTORCYCLE RIDERS REGARDING REPAIR PARTS
We have taken over the entire stock of repair parts and machines. Prompt attention assured all orders and inquiries—prices right.
H. E. WILCOX MOTOR COMPANY
1030 Marshall St. N. E., Minneapolis, Minn.
Successors to Minneapolis Motor Co.

Rogers SIDECARS
NEW YORK SERVICE STATION
Sidecars and parts in stock for all machines. Special attention to dealers.
IRVING BECK
1491 Fifth Ave. Phone Harlem 7083

CLEAN-UP SALE
All slightly used and rebuilt machines, about 125 on hand, all makes, at unheard of price reductions. A new sheet, full of bargains ready for you. Don't wait longer, don't look any farther—we have what you want at the right price. Write today.
WESTERN SUPPLIES COMPANY
1448-52 Larimer Street Denver, Colo.
Largest Cycle and Motor House in West

Motorcycle Accessories and Supplies
Manufacturers, Agents and Jobbers, Wholesale and Retail. Get Our Catalogue Before Buying Your Supplies.
Dealers, Attention! Send For Our Catalogue and Dealers' Price List.
HARLEY-DAVIDSON SALES CO.
533 W. 110th St., Near Broadway, N. Y.

BARGAINS IN USED MOTORCYCLES
Write for our revised list of used motorcycles of all makes and models, including the Harley-Davidson, Reading-Standard, Merkel, Thor, Indian, Yale, Shickel, Pope and De Luxe. Literature furnished on request.
The Place of Satisfaction.
MUELLER CYCLE AND SUPPLY CO.
Oldest and largest dealers in the northwest.
726 National Ave. Milwaukee, Wis.

Your electrical equipment is too valuable to be jeopardized by inexperienced workmanship. Motorists demand results—not claims. Our customers are getting results. Are you?
HAESE & COMPANY ELECTRICAL SERVICE STATION
Punxsutawney - - - Pa.

Are You Looking for Bargains in Second-hand Motorcycles?
Read all the advertisements listed in the classified section of Motor Cycle Illustrated directly below.

Classified Advertisements

ONE INSERTION THREE CENTS A WORD; MINIMUM 50c.

MORE THAN ONCE TWO CENTS A WORD PER ISSUE

FOR SALE

FOR SALE—4 cyl., 7 h. p., Two-speed Pierce motorcycle. Motor just been overhauled; tires in good condition. Bargain. E. E. Potter, 1118 East street, Lansing, Mich.

FOR SALE—1914, 2-speed Harley, Rogers sidecar, Presto, Old Sol 8, Stewart horn. Overhauled in December. Used very little. $225. Cost $385. W. J. Schurman, Troy, So. Dak.

USED MOTORCYCLES—Send for big list of slightly used motorcycles; from $19 up. Buy on easy terms. Howard Cycle Co., Trenton, N. J.

FOR SALE.—Twin Indian in perfect running condition; any demonstration. Best offer over $100. Will ship on $25 deposit. M. T. A., care Motor Cycle Illustrated.

HERE'S A SPLENDID OPPORTUNITY for a first class business man to make money. At a bargain price you can buy a motorcycle and bicycle business in a fast growing town in central California. The present proprietor for five years has been agent and still holds the agencies for two leading makes of motorcycles. The equipment throughout is fine, and all that could be desired. If you mean business, write for complete details to H. E. D. Sellers, General Delivery, Oakland, Calif.

A REAL BARGAIN—1915 Indian two-speed, only slightly used. Looks like new. This machine is in first-class condition and can make 55 miles per hour. Will sell for $195. Will ship anywhere on a $25 deposit. Write today if you mean business. Address Lock Box 792, Crystal Falls, Mich.

FOR SALE—One bicycle motor, 1½ horsepower, almost new; $15. Walter Beare, Ellis Grove, Ill.

INDIANS 1914, electrically equipped, used less than 3,000 miles—$140; 1915 new machines used for demonstrating, $165, insured for $200 to May 1, 1916; will ship either machine via express upon receipt of $25 to pay delivery charges, or send stamped envelope for further details. Otto W. Wynne, Box 212, Baldwin, L. I.

FOR SALE OR EXCHANGE—One Remington No. 6 typewriter, never used, same as new; same keyboard as No. 4 Underwood. Would trade for motorcycle. B. A., care of MOTOR CYCLE ILLUSTRATED.

FOR SALE—1914 Harley-Davidson, two-speed, and Rogers sidecar; new tire on rear; other two nearly new; motor in A-1 shape; new chains; $25 down, balance C. O. D. S. R. Milbrandt, Alma Center, Wis.

HELP WANTED

WANTED—Salesman. Opportunity for hustler acquainted with the bicycle trade in Pennsylvania and New York. A good man can increase income by increasing business. Salary, commission and expenses. Address, P. A. W., care Motor Cycle Illustrated, 13 Park Row, New York.

MOTORCYCLE REPAIRMAN WANTED—Expert man only. No others need apply, as they won't last. Otto Sohofer, 1246 Bedford avenue, Brooklyn, N. Y. Write or call.

TRAVELING SALESMAN to call on motor cycle repair shops, dealers and jobbers with line of motorcycle repair parts and accessories. Unlimited territory. New York men preferred. Address C. M., care of Motor Cycle Illustrated.

POSITIONS WANTED

WANTED—Position as bicycle and motorcycle repairman; guns and typewriters. No booze or tobacco. Best references. A hard, willing worker. Write or wire at once. J. D. Winstead, General Delivery, Rocky Mount, N. C.

BUSINESS OPPORTUNITIES

A MOTOR CAR DEALER wants the sole agency for Denmark in motorcycles c. 2½—3½—5 h.p., from a first class manufacturing house. Please address to "M. T. 353," care of Wolffs Box, Copenhagen K, Denmark.

MISCELLANEOUS

IT IS NICE to know where to procure parts for your machine immediately. Parts are our specialty. "Flying Merkel," "Thor," "Indian," "Pierce," "Curtis," F. N., M. M., R. S., N. S. U. Always 25 or more used machines on hand, $25 up. The M. M. Sales Co., 1777 Broadway, New York, Room 450.

WANTED—Used sidecar two or four-burner brazer, 1915 Indian kick starter. For Sale—Used Eclipse V belt clutch, $6. Clarence Weise, Westfield, N. Y.; R. 20, Box 91.

WANTED—Motorcycle in first class running order, also light weight. H. P. Smith, Box 404, Groton, N. Y.

ANY MOTORCYCLE CYLINDER reground, fitted with new piston and rings, $5. All work guaranteed. Send old piston and pin with cylinder. Muncie Piston Co., Muncie, Ind.

DYKE'S WORKING MODEL METHOD of teaching the automobile, motorcycle, and general engine repair business by mail; how to become a successful repairman and chauffeur. Send for interesting and instructive booklet—free. A. L. Dyke (Pioneer), Publisher. Box 98, Roe Bldg., St. Louis, Mo.

HARLEY-DAVIDSON, Indian, Excelsior, Thor and Merkel cylinders reground and fitted with our lightweight pistons and rings, $4.50; with leakless piston rings, $6. Bakeman Motor & Supply Co., St. Cloud, Minn.

CYLINDERS REBORED, Motors overhauled, Frame and Fork straightening, enameling. All broken cast, aluminum and steel parts perfectly welded. Try our new leakless piston rings and light weight pistons fitted like factory work. All work absolutely guaranteed. Prices right. A. E. Bakeman Motor & Supply Co., St. Cloud, Minn.

WANTED.—Metal body sidecar in good, serviceable condition; must be cheap. Horace True, Clinton, Maine.

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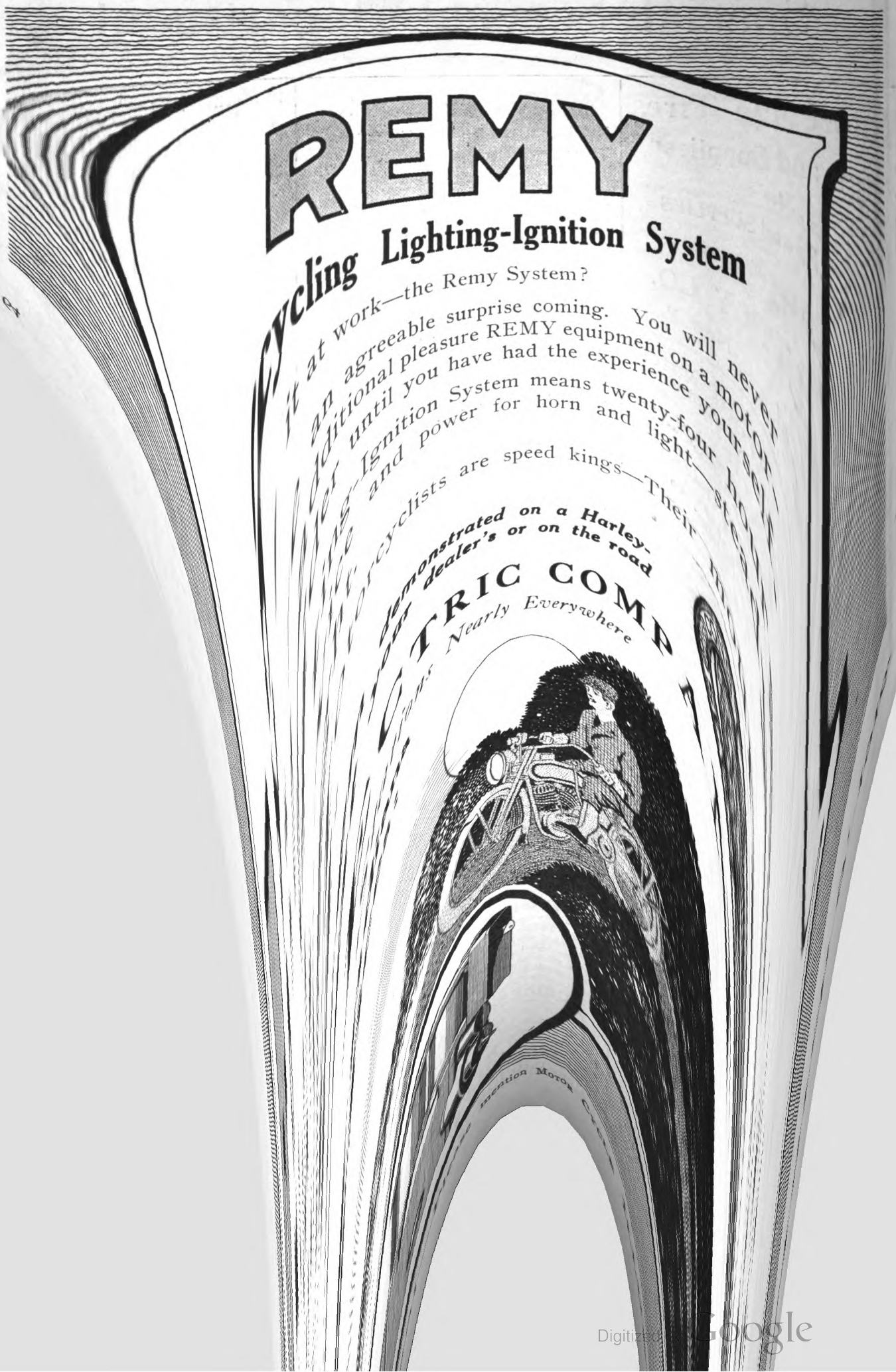
REMY
Cycling Lighting-Ignition System
it at work—the Remy System?
an agreeable surprise coming. You will never
additional pleasure REMY equipment on a motor
er until you have had the experience yourself
ing-Ignition System means twenty-four hours
ce and power for horn and light—steady
torcyclists are speed kings—Their
demonstrated on a Harley-
our dealer's or on the road
CTRIC COMP
ions Nearly Everywhere
mention Motor Cycle

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Mr. Dealer—This For Your Own Good

THE change in marketing conditions of today makes it necessary for every dealer to be more efficient, to be more progressive and with the same effort, to make more sales, so as to increase his income.

The usual motorcycle line is not sufficient; it should have a wider appeal: it should be supplemented by a good Lightweight Motorcycle, because this type of motorcycle doubles the sales possibilities of the territory—more people can ride and will ride Lightweight motorcycles.

In making a selection, be sure you choose a Lightweight having belt transmission, because it will be free from numerous additional parts, because it will have the most simple and cleanest form of drive and because this type of motorcycle obviously can be made to sell at a price popular with the newer and larger field of prospects you will solicit.

There is one point you must remember—belt transmission depends almost entirely on the belt. When you select your Lightweight, insist that it be fitted with a long lived and genuine

SPARTAN BELT

THE CLEAN, SMOOTH, NOISELESS TRANSMISSION

SPARTAN USERS
POPE
MIAMI
CYCLEMOTOR

Made only by
THE GRATON & KNIGHT MFG. CO.
Worcester, Mass.

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Cleveland

2 Stroke 2 $140

"Easy
that

CLEVELAND

Selling Because It Is So Evidently A REAL Lightweight Should Be!

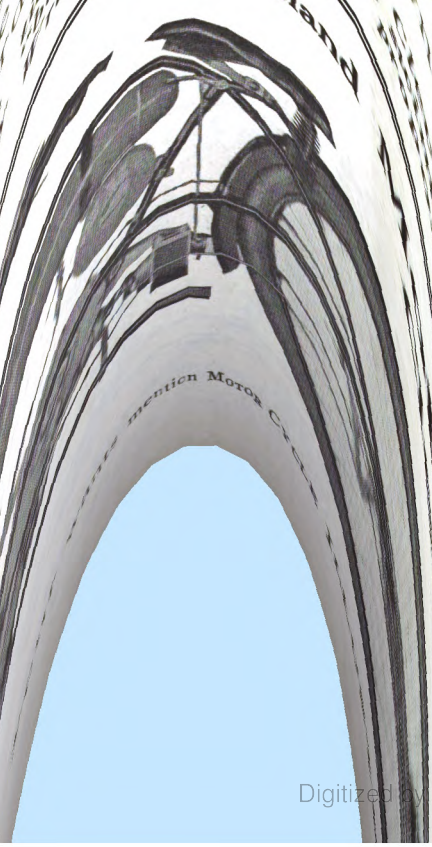
From Mr. Funke, the solid Eastern Distrib
Cleveland motorcycles, tells in a crisp way
that's the secret.

It lays bare, in one illuminating sen
one feature works with another
Cleveland success. "So evidently all that
is the secret.

Selling points—each calculated to
completeness and even **luxury** of
sell a prospect when one can offer
Motor, with its silent, vibrat
less Counter-Shaft, that eliminates
much to smoothness of mind
another set of gears—open
cased in dustproof housing
of Honor accessories shows
fight against.

*of sales is flowing to the
the current when you can
today for our dealers*

Cleveland



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"Selling Because it is So Evidently all a Real Light-weight Should Be"

HERBERT F. L. FUNKE COMPANY, Inc.
EASTERN DISTRIBUTERS

H. F. L. FUNKE, PRESIDENT

LIGHT Cleveland MOTORCYCLE

116 BROAD STREET
New York, March 4th,

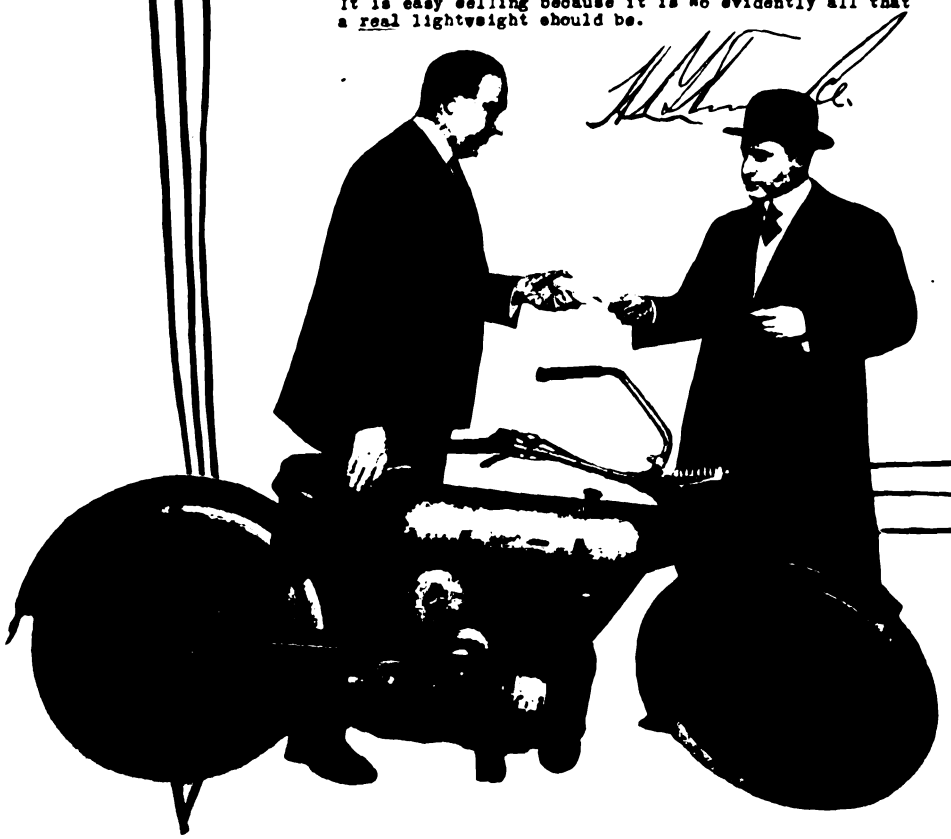
W. S. Quinlan, Esq.,
The Cleveland Motorcycle Mfg. Co.,
7209 Platt Ave.,
Cleveland, O.

My dear Walter:

I have read with much interest and satisfaction your reports covering the wonderful success of the CLEVELAND in California, and would say that prospects look very bright in my territory and will increase as the season progresses.

You will no doubt be interested to hear that I have contracts and deposits on 380 Cleveland lightweights in my territory and this is only the beginning of March. I do not want to seem rash in my statements but am sure that 1,000 machines is a very conservative estimate of the business I am looking for from this territory.

Here is the secret of Cleveland success:- It is easy selling because it is so evidently all that a real lightweight should be.



Mention MOTOR CYCLE ILLUSTRATED—It helps you, the advertiser and us.

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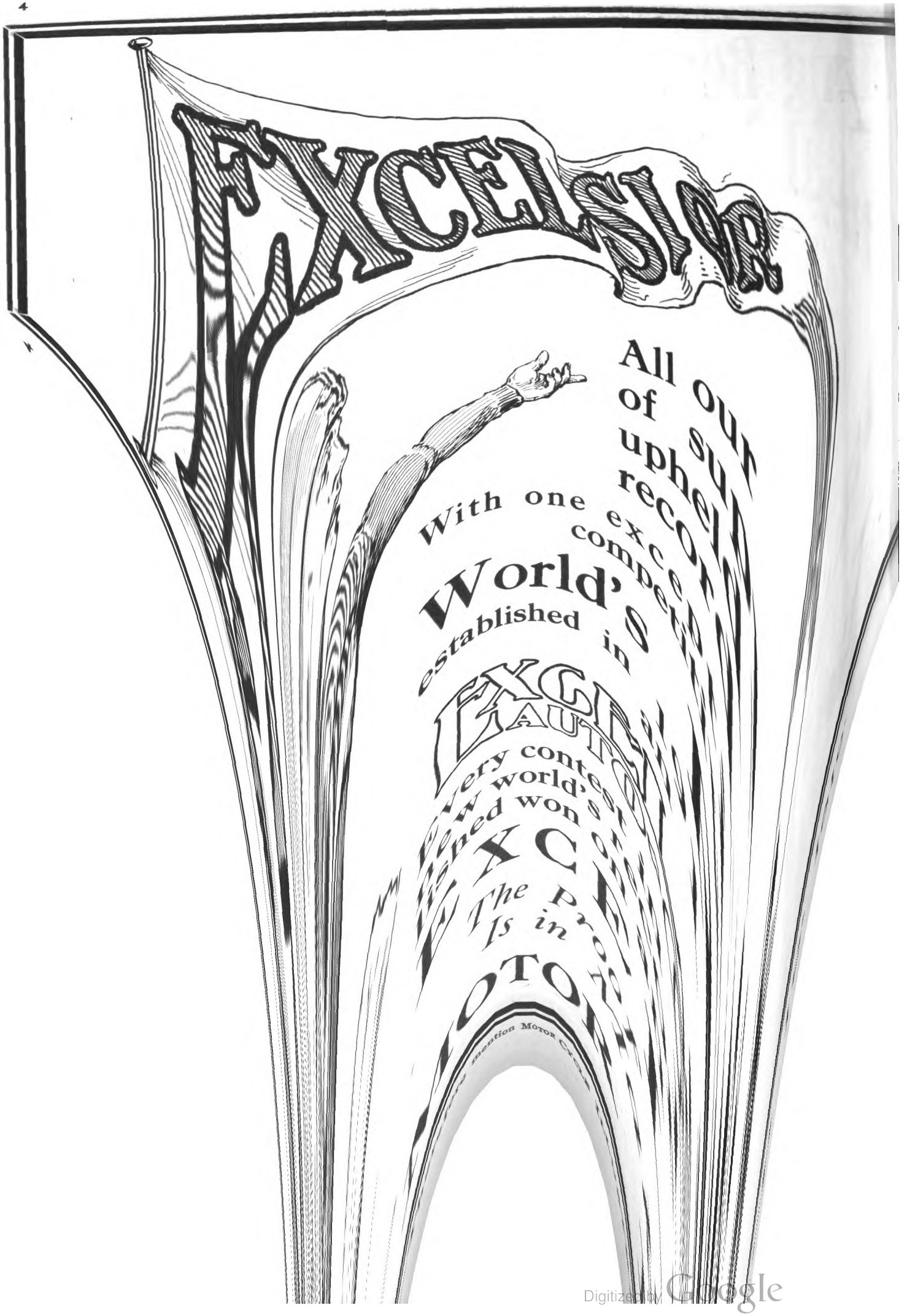

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AT THE TOP

HERE ARE ALL THE COMPETITIVE .:. .:. WORLD'S RECORDS .:. .:. OFFICIALLY ANNOUNCED BY THE F. A. M.

The proportion, five to one, is the most convincing story of Excelsior Supremacy ever told.

300 MILES——Carl Goudy——EXCELSIOR
Time: 3 hours, 29 minutes, 51 seconds

200 MILES——Carl Goudy——EXCELSIOR
Time: 2 hours, 18 minutes, 39 seconds

100 MILES—Otto Walker

100 MILES—Dirt Track, Carl Goudy—EXCELSIOR
Time: 1 hour, 22 minutes, 30 1-5 seconds

ONE HOUR RECORD—Carl Goudy—EXCELSIOR
Distance: 71 Miles, 1,320 Yards

ECONOMY RECORD—Ed. Perrin—EXCELSIOR
162 Miles, 1,022 Yards on One Gallon of Standard Gasoline

The Good Old X also retains the following World's Records

1 Mile	*Lee Humiston*	*Time, 36 Seconds*
2 Miles	*Lee Humiston*	*Time, 1:12 4-5*
5 Miles	*Lee Humiston*	*Time, 3:06 4-5*
10 Miles	*Lee Humiston*	*Time, 6:18*
50 Miles	*Lee Humiston*	*Time, 33:55 1-5*

AND MOST OF THE INTERVENING DISTANCES FROM ONE TO 100 MILES. HISTORY REPEATS, AND WHEN THESE RECORDS ARE BROKEN IT WILL BE DONE BY AN EXCELSIOR.

PLY CO. OFFICE AND FACTORY: 3703 CORTLAND STREET **CHICAGO**

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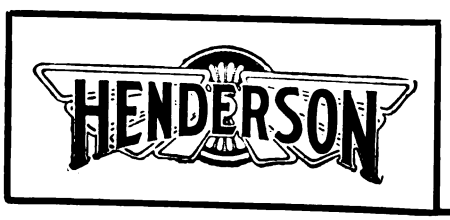
Four-Cylinder Power Wins Los Angeles Free-for-All Hill Climb



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WESTERN UNION TELEGRAM

E143CH RD NL

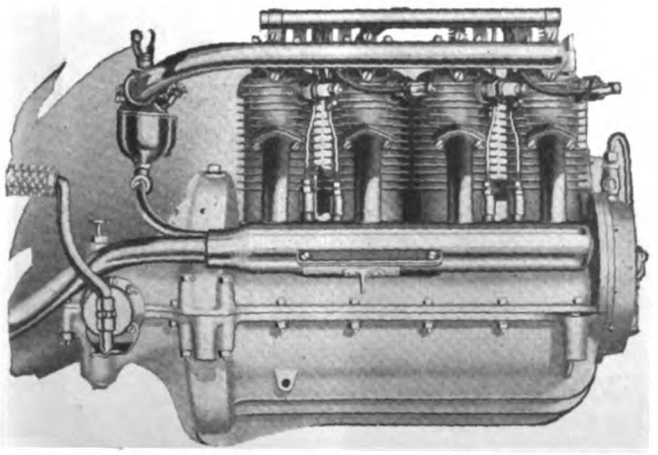
Los Angeles, Cal., Mar. 12, 1916

Henderson Motorcycle Co., 1158 Cass Ave., Detroit

Only Henderson entered, ridden by Lem Sahagan, won big hill climbing contest here today, time sixteen seconds, defeating all of many other entries by wide margin.

Charles A. Hubbard

1107PM



Henderson Motorcycle Co.
Detroit

HENDERSON

A *good* deed often means a *good* deal—Please mention MOTOR CYCLE ILLUSTRATED.

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ONE RIDE SELLS IT

Smith Motor Wheel

DETACHABLE

THE most successful SMITH MOTOR WHEEL dealer says that *Demonstration* is the *Big Thing*. He finds that when once a prospect has taken a ride the machine is sold. For that reason he handles the SMITH MOTOR WHEEL like this—

"I have one bright red SMITH in my window for show purposes. I have another in my store—not so bright, maybe, for demonstrating purposes and free rides for prospects. And I have another, all set up and attached in my store for display. I couldn't do very much with just one wheel."

And this man has struck the *Big Idea* in SMITH MOTOR WHEEL SALES.

"Let 'em try it—then they'll buy it"

Don't forget that the SMITH MOTOR WHEEL sells new bicycles, tires, appliances and accessories in goodly quantity. The merchant has found the SMITH MOTOR WHEEL just what he has been wanting for light, quick and economical delivery service. The live dealer will not forget to tie up the SMITH with some one of the many commercial bicycles on the market.

It *delivers the goods*, in more ways than one

Cash in on our big national magazine advertising. Cut out the Displays and post them in your window!

In a limited number of territories we have not as yet appointed representatives. We have an attractive proposition for the right kind of dealers. Write for details.

Motor Wheel Division

A. O. SMITH COMPANY, Milwaukee, Wisconsin

World's Largest Manufacturers of Automobile Parts

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BLUE STREAKS

8,000 Dealers Sell Them

Because they know they can make more money selling Blue Streaks than any other bicycle tire.

They base this verdict on their past experience in trying to sell hundreds of unknown branded tires of unknown quality at unknown prices.

The Blue Streak price to the consumer is $2.50 each. There are many tires that will promise the dealer a larger profit per tire. But there is no other tire that will bring as large a volume of actual sales as do Blue Streaks.

This larger volume, and hence larger profit, is due to the Goodyear Square Deal Bicycle Tire policy of one tire—one brand—one quality—one price and one guarantee.

This policy benefits the rider by insuring him a dependable tire at a small cost. It benefits the dealer by insuring him satisfied customers, which is the shortest and surest road to permanent profit.

If you have not read the complete Goodyear Dealer Bicycle Tire Proposition drop us a postal today. We want you to see how thousands of other dealers are getting a new grip on new bicycle business.

The Goodyear Tire & Rubber Company
AKRON, OHIO

GOODYEAR
AKRON
Bicycle Tires

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Big New Record For 'Chain' Treads

400 feet of hill—so steep that you could hardly walk up or down it without falling.

400 feet almost straight up over cow-paths, gopher-holes, wet grass, sage brush and other obstacles. Time 13 seconds.

Such was the record made by Sam Hamilton in the Los Angeles hill climbing event last Sunday.

A great part of his success was due to 'Chain' Tread tires, for they clung to the steep surface and enabled him to go up in 13 seconds without a slip.

If you want sure Anti-Skid tires, tires that offer you far better value for your money than most, buy 'Chain' Treads.

United States Tire Company

'Chain' 'Nobby' 'Studded' 'Corrugated'

MOTORCYCLE TIRES

UNITED STATES RUBBER COMPANY
US
RUBBER SYSTEM
AND ASSOCIATED COMPANIES

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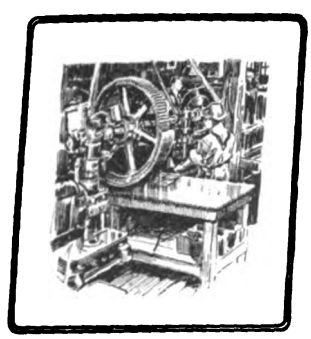

MOTORCYCLE ILLUSTRATED

WITH WHICH IS NOW INCORPORATED

The Bicycling World

Published Every Thursday by

THE MOTORCYCLE PUBLISHING CO.

13 PARK ROW

NEW YORK

Volume Eleven | March 16, 1916 | Number 11

LOS ANGELES HILL-CLIMB BOWLS 'EM OVER

Sammy Hamilton, Flying Merkel, Captures First Place in Thrilling 400-Foot Hill-Climb, Time 13 Seconds; Sahagin, Henderson, Wins Premier Honors from Amateurs in 16 4 5 Seconds

LOS ANGELES, Cal., March 12.—Before a cheering crowd of 2,000 motorcycle fans who had gathered from all corners of Southern California at a steep hill—precipice would be a more accurate word—off the Elmonte road, the most spectacular hill climbing ever witnessed in this section was staged yesterday.

The first feature on the program, which was being run under the auspices of the Los Angeles Motorcycle Club, was a four hundred-foot climb over cowpaths, gopher holes, hard bumps, wet grass, sage brush and a great variety of other obstacles common to Southern California, in which professionals participated. Sammy Hamilton, on a Flying Merkel, covered himself with glory by roaring up the hill in thirteen seconds. Wells Bennett, Excelsior, captured second place, eighteen and four-fifths seconds, while O. F. Gloystein, Excelsior, accounted for third honors, nineteen and one-fifth seconds.

Simon Pures Roar Up Hill

The amateurs were then given a chance to show their hill climbing ability, and Lem Sahagin, Henderson, romped into first position by negotiating the incline in sixteen and four-fifths seconds. Roy Dugranute, Flying Merkel, scored second with the time of eighteen seconds, while the third position was tucked away by Harley Reed, Excelsior, who was clocked at twenty-five seconds.

In both of these events each rider was given four trials, for the hill was so steep that it is almost impossible for a pedestrian to walk up or down, and no motorcycle rider who placed any value on his life would ever dare to descend the incline on his machine.

Dodging from side to side among the crowd, but sticking tight throughout the climb, "Hap" Gustafson, on a Harley-Davidson, made his trip up the hill in forty-seven seconds. This was probably the most difficult feat of the day. The most consistent performance was made by Wells Bennett, Excelsior, who attained the summit of the hill in three out of the four trials. During the fourth trial he got as far as 320 feet in second speed, when he struck a hole and was obliged to stop his engine. But he didn't stop climbing. He just shifted into low, started his motor again and finished in good time.

The contestants and the number of trials in which they were successful follow: Bennett, Excelsior, three times; Gloystein, Excelsior, twice; Reed, Excelsior, twice; Sahagin, Henderson, once; Hamilton, Flying Merkel, once; Dugranute, Flying Merkel, once; Boido, Indian, twice; Artley, Harley-Davidson, twice; Tice, Indian, three times; Gustafson, Harley-Davidson, twice; Averet, Pope, three times.

Paul Derkum, on an Indian, tried to climb up the hill without tire chains and got as far as 210 feet.

15 MOTORCYCLES FOR SERVICE IN MEXICO

They Will Be Bought at Once and Rushed to the Border for Courier Service with General Funston's Expeditionary Force

NEW YORK, March 14.—The Quartermaster's Department of the U. S. Army, located in the Army Building, Whitehall street, this city, is making arrangements to purchase fifty-four motor trucks and fifteen motorcycles for the use of the expeditionary force which will go into Mexico. Col. A. L. Smith, the depot quartermaster, was instructed a day or two ago to buy the trucks and motorcycles without the customary advertising for bids. He immediately sent out notice of his needs by telegraph, and it is understood that most of the trucks and all of the motorcycles will have to be ready for shipment in a week or ten days.

The motorcycles are to be used chiefly in courier service and will be equipped with tandem seats. It is explained that both motor trucks and motorcycles can be used to excellent effect in Chihuahua, where a good deal of the skirmishing after Villa is expected to take place, as there are highways over the desert. As a matter of fact, there are few sections of Mexico where a three-speed motorcycle cannot be depended upon for reasonably good service, and the fifteen new machines, with a number of others that have been in use for some time, along the border, are expected to do much towards convincing military men of the great value of the power two-wheeler in army operations as well as in manoeuvres.

ONE AMENDMENT NECESSARY IN CRISTMAN BILL

ALBANY, N. Y., Mar. 14.—Except for one amendment of small importance, as far as riders are concerned, it appears at this writing that the Cristman Bill, providing for a motorcycle license fee of $2.50 per year, will be signed by the governor in the form in which it passed both houses of the legislature recently. Last week it was stated that the bill was recalled for amendment by the governor's counsel, owing to a technical error incurred by the use of the word village in that part of the measure which dealt with the disposition of the revenue received from motorcyclists.

The governor's attorney contended that, if just the word village were used, all of the villages in the state, both large and small, would share in the motorcycle taxes. It is the intention of the bill to divide the revenues from each county equally between the county and the state. The wording will, therefore, be changed to county seat. The bill in its amended form will come up before the senate next Thursday. It will be several weeks before the measure will again be placed in the hands of the governor.

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WILL HOLD MEMORIAL DAY BENEFIT RACES

Proceeds of Savannah Holiday Meet Will Be Placed in Fund to Aid Widow of Motorcycle Patrolman—Annual Dance After Lent

SAVANNAH, Ga., Mar. 14.—Memorial Day, April 26, will be observed by the Savannah Motorcycle Club with a number of speed events on the half-mile dirt track here, the proceeds of which will revert to a fund now being raised to build a home for Mrs. James McGinley, the widow of Motorcycle Patrolman McGinley, who was killed in an accident several weeks ago.

A subscription fund of $2,500 has been started for this purpose. The local club expects to clear at least $500 on the Memorial Day racemeet, and members, as well as unattached riders, are also giving personal contributions.

The annual dance of the Savannah M. C. will be held after the Lenten season. A committee was appointed at the last regular meeting of the club which will take charge of the dance and decide definitely on the date.

Intense interest is being manifested by the riders in the proposed meet which will be staged on July 4, and the majority seem to favor a 100-mile and 50-mile race for that day. Should the club decide to hold the meet, at least $150 in cash will be got.

GOODRICH DIRECTORS NOW NUMBER EIGHTEEN

At the annual meeting of the stockholders of the B. F. Goodrich Co., the board of directors was increased from 14 to 18; a regular quarterly dividend of 1 per cent. was declared on the common stock, and the authorized preferred issue was reduced from $28,000,000 to $27,300,000.

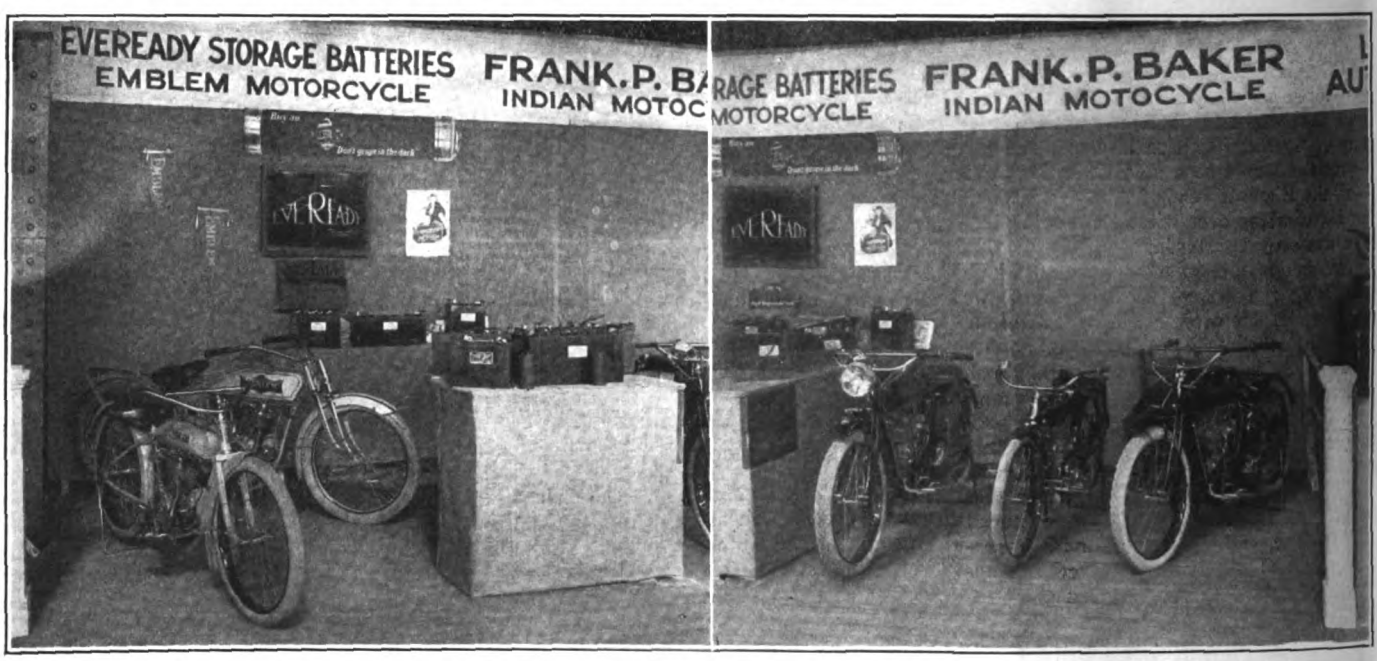
FOUR NEW DIRECTORS FOR WESTFIELD MFG. CO.

WESTFIELD, Mass., Mar. 14.—At the special meeting of the stockholders of the Westfield Mfg. Co., held on March 9, highly satisfactory business reports were read by Secretary and Manager Fogarty. A number of resolutions were passed, amending the by-laws for the purpose of making still greater the efficiency of operation.

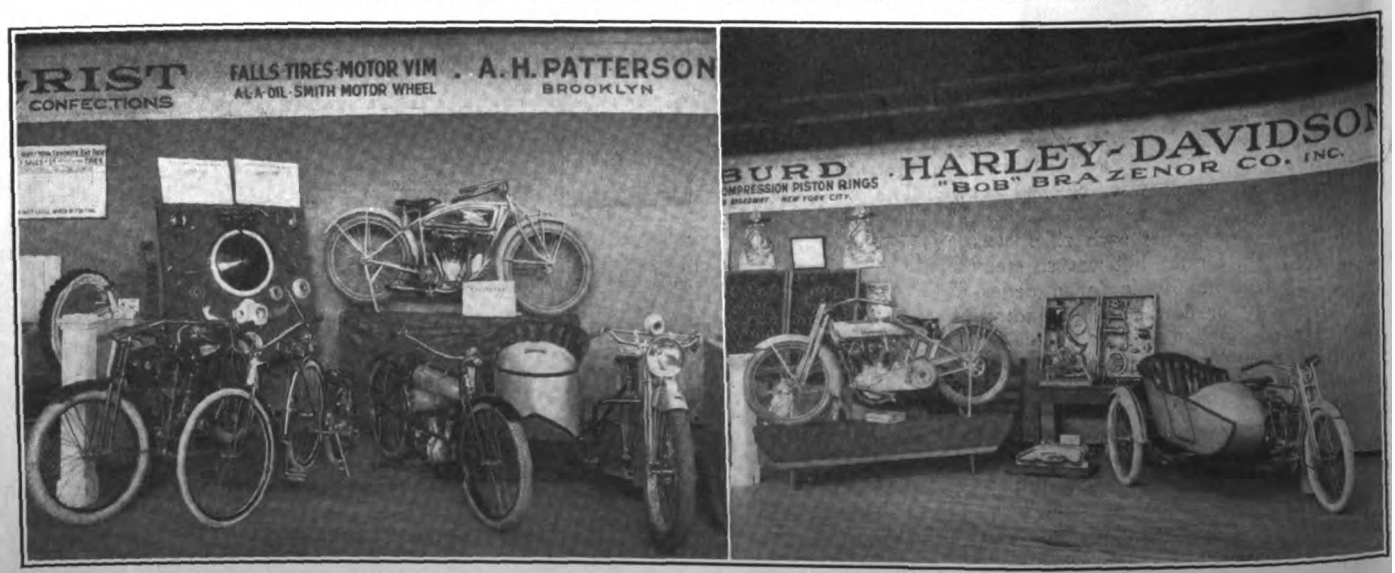
At this and a succeeding meeting of the board of directors, the directorate was increased to nine members, with the addition of Chas. E. Walker, former vice-president of the Pope Mfg. Co.; Arthur C. Wise and Horace P. Wood, of Boston, and Scott McLanahan, an attorney, of New York City.

C. P. Gorman, former credit manager, was appointed to fill the newly created position of controller of the company. Mr. Gorman is a veteran Pope worker and is well-known throughout the trade.

THESE EXHIBITS INTERESTED BIG CROWDS AT BROOK LYN (N. Y.) MOTOR SHOW



Otto Sohofer's Emblem Display and Eveready Batteries; Frank P. Baker's Trio of Indians



A. H. Patterson Showed R-S, Cleveland and Excelsior Models; Bob B razenor's Harley-Davidson Booth

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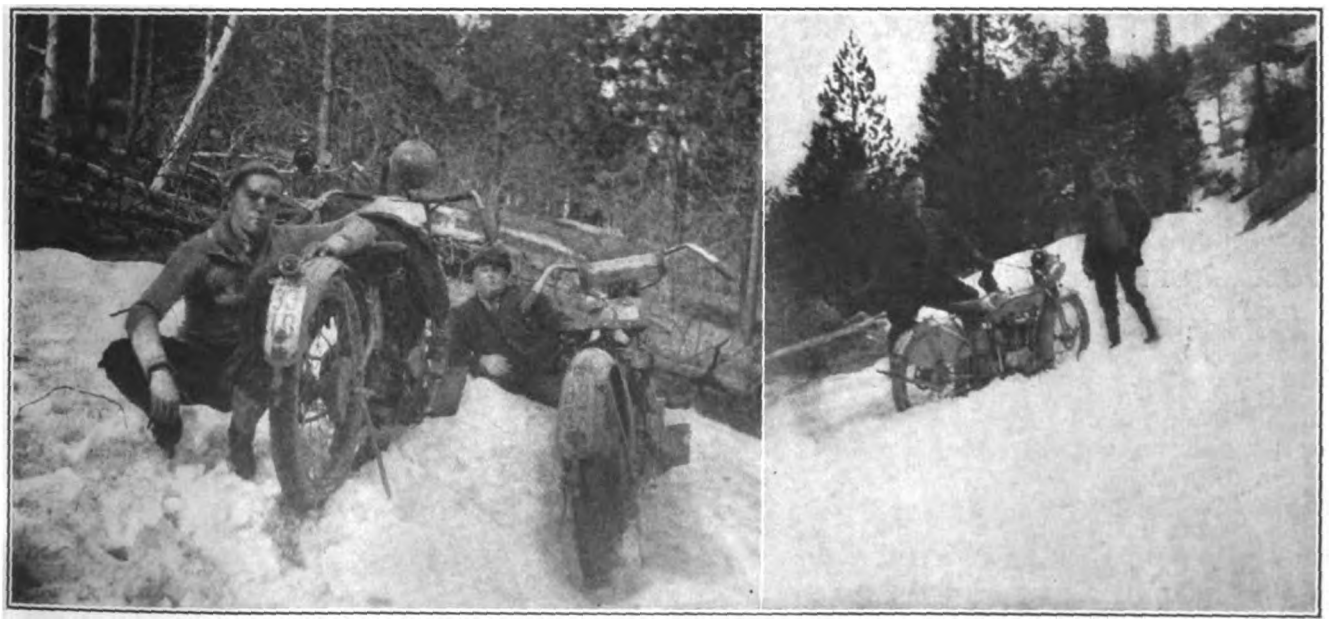
SNOW-PLUGGERS IN ELLENSBURG, WASH.; A REMARKABLE 8000-FOOT CLIMB

These Members of the Ellensburg M. C., Newly Organized, Are Equal to Any Weather Conditions



Los Angeles Motorcycle Riders Fighting Snow in the San Bernardino Mountains. See Item Below

RIDERS BUCK SNOW ON 8,000-FOOT CLIMB

LOS ANGELES, Cal.—One of the most interesting demonstrations of the power of the 1916 three-speed motorcycle which could be devised has just occurred in the trip of Earl Larrison, manager of the Los Angeles Special Delivery Co., and Arthur Blakely and George Langford, both employed by this company, from Los Angeles into the San Bernardino Mountains to Little Bear Valley, 8,000 feet in altitude.

Larrison and Langford rode 1916 three-speed Harley-Davidsons and Blakely a 1915 three-speed Harley-Davidson. They made the trip up and back in a single day, and at about 5,000 feet in altitude encountered heavy snow, which they bucked successfully for miles, getting in almost to Little Bear Lake. The return trip was a "thriller," everyone said.

$92,861,015 TOTAL FOR U. S. RUBBER SALES

DURING 1915 the total sales of the United States Rubber Co., New York City, were $92,861,015, as compared with $83,678,812, the year before. Profit from the operations totaled $13,617,134, as contrasted with $12,088,469 for 1914. The surplus on December 31 last was $22,962,321, whereas at the end of 1914 it was $20,005,322.

"SOLD OUT" BERRY TELLS MIAMI PROSPECTS

LOS ANGELES, Cal., Mar. 12.—On Saturday, March 4, T. E. Berry, the Miami Power Bicycle distributor, was obliged to display a sign on his store front reading as follows: "Sold out. Next shipment March 7. A deposit now will insure prompt delivery of a Miami Power Bicycle." His last two machines had been bought on that day. The Miami has been selling steadily—sometimes as many as five or six in a single day. M. Anlauf, of Anaheim, has set the pace for small town agents, having bought and sold 15 of the lightweights in 30 days. Others are now out after Anlauf's scalp.

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MIAMI SALESMEN IN ROUSING CONVENTION

Travelers for Middletown, O., Factory Join Home Office in Three-Day Assembly to Discuss 1916 Sales Plans—To Boost Power Bicycle

MIDDLETOWN, O.—The Miami Cycle & Manufacturing Company, maker of the Miami Power Bicycle and Flying Merkel motorcycles held a rousing salesmen's convention at the home office last week. The travelers and others of the sales staff spent three days at the convention, leaving on March 12 for their respective territories. All representatives, with the exception of J. E. Steuer, Pacific Coast traveler, were present. Steuer is so busy in California that he could not spare the time for the trip East.

The convention was held mainly to go over the changes and improvements in the Miami Power Bicycle. Each sales representative went carefully over the details of its construction and expert factory men gave instructive demonstrations. The very satisfactory business transacted with this model was reported to the salesmen, enthusiastic letters from dealers were read and a number of dealers' co-operative plans were decided upon.

Miami salesmen will spend practically all their time this spring on the Power Bicycle, co-operating with agents already established and signing up new ones. The three days' meeting was a most hearty one, and after all business had been transacted, the firm gave the sales force a banquet.

Following is a list of dealers who recently signed up for the Miami Power Bicycle: Harry Seamark, Washington, D. C.; Ingham & Ring, Modesto, Cal.; J. Fink, Stockton, Cal.; Jos. Bickerstaff & Sons, Richmond, Va.; Bert Prangner, Hanford, Cal.; H. A. Jackson, Scottdale, Pa.; W. M. Hammond, Seaford, Del.; C. J. Howard, Charleroi, Pa.; W. B. Shortman, Portersville, Cal.; Thomas Tauber, McKeesport, Pa., and West Side Cyclery, Turlock, Cal.

CONSIDER FREIGHT EMBARGO TO AID RAILROADS

WASHINGTON, D. C., Mar. 14.—Although manufacturers in all lines, including motorcycles, bicycles and accessories have suffered greatly of late through freight congestion, the Interstate Commerce Commission at a hearing in Washington, a few days ago, seriously considered the declaration of a general freight embargo. It was argued that only by this method would the railroads be enabled to catch up and start material moving again on a systematic schedule.

The method of enforcing the proposed embargo raised a big problem, and it was suggested that a Central Embargo Committee would be necessary. It was admitted that such a policy would cause much annoyance, and some monetary loss, for the present, but that the future results would justify the stringency of the plan.

GUARANTEE WITHDRAWN ON OLD MUSSELMAN BRAKES

MIDDLETOWN, Ohio, Mar. 14.—That the guarantee on old style Musselman coaster brakes is withdrawn was announced by the Miami Cycle & Mfg. Co. last week in a special letter sent out to all Miami jobbers. On the new Musselman positive drive coaster brake, which the Miami company has been manufacturing for the last eighteen months, the usual guarantee will remain in force. The full text of the notice sent to jobbers is as follows:

"We hereby beg to advise that the guarantee on old style Musselman coaster brakes is withdrawn.

"We have now been manufacturing and selling the new Musselman positive drive coaster brake for the past 18 months, and the usual guarantee will remain in full force on the positive drive type, but, effective April 1, no more replacements will be made on the old style brake, and any parts that you may have on hand at this time that are defective kindly ship to us, charges prepaid, immediately, so that they will reach our factory on or before April 1, and these we, of course, will replace free of charge if found defective in workmanship or material.

"We would suggest that you give your sales organization proper notification of this announcement."

PULLMAN RIG CARRIES MANY TUNES IN MILE-HIGH CITY

Outfit Belonging to Robert D. Sharp Music Company, of Denver, Colo., Used in Music Delivery. The Motor Is an Excelsior and the Sidecar Is a Svensgaard Product

WORK IS STARTED ON HUGE CHAMPION ADDITION

TOLEDO, Ohio.—About 300 guests, including engineers and others interested in the motor industries saw President R. A. Stranaham, of the Champion Spark Plug Co., lay the cornerstone of the huge new building which will be an addition to the Champion plant in Toledo. The new structure will more than double the size of the company's plant. The present buildings have been occupied only two years, but the demand for Champion spark plugs has already outgrown the factory accommodations.

After the present factory had been inspected the Champion guests were entertained at the Toledo Club, an elaborate banquet being the feature.

FINE NUMBER OF THE GOODRICH HOUSE ORGAN

ONE of the finest issues of a house organ that has ever come to hand is "The Goodrich" for March, put out by the B. F. Goodrich Company, of Akron. It tells the story of Goodrich progressiveness in a most attractive manner, deals in detail with some of the company's products and presents an unusually artistic array of photographs and line drawings.

A striking feature of the number is a four-page layout of photographs showing the sales organization of the Goodrich Company. Interesting articles and photos show the scope of the Goodrich products, and many sales suggestions for the dealer are worked in.

200 GATHER AT ANNUAL BANQUET OF REVERE CO.

PROVIDENCE, R. I., Mar. 14.—At the first annual dinner of the Revere Rubber Company, the largest manufacturer of automobile, motorcycle and bicycle tires in New England, held last Saturday night, preliminary steps were taken toward the formation of an organization of the company's employees. More than two hundred men from the plant enjoyed the banquet at the Crown Hotel.

Harlow W. Waite acted as toastmaster and the following men spoke: Dr. T. Whittlesley, of New York; Col. C. F. Tillinghast, Lieut. Henry D. Littlefield, A. W. Perkins, A. H. Carr and W. R. Gates.

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ORGANIZING MOTORCYCLISTS FOR DEFENSE

Now Is the Time to Begin Training Riders for Service With the Colors; How About Forming a Military Corps in Your Club?

ONE of the outstanding features of the European war, from the viewpoint of equipment, is the spectacular service rendered by the motorcycle. Everyone who reads the newspapers knows that. There is no ground for argument about it. It is already history. Knickerbockered lads of the next generation will find it in their school books. What Paul Revere was to his period, the helmeted and khaki-clad motorcyclist is to-day in hundreds of cities and towns behind the ever-swaying lines of battle in Europe. The motorcycle is no longer merely a masterpiece in steel—it is one of the nerves of the army.

Powered two-wheelers are in use by all the contending nations—the number of machines behind the fighting fronts being estimated all the way from 12,000 to 20,000—and no European strategist thinks of ignoring them in his calculations. They are ranking close to the aeroplane in versatility and value of service rendered, and certain it is that no other vehicle known to the mind of man to-day could have performed some of the war feats proved to the credit of the motorcycle—and brought back its pilot to tell the tale.

But—now let this sink in—*through all the voluminous records of the debates at Washington during the past month concerning a policy of preparedness for the United States there are discoverable only two or three definite references to the motorcycle as a military adjunct.*

WHAT'S more, it is plainly evident from the two or three references spoken of that Uncle Sam's military advisers have only a vague idea of the motorcycle's scope in war. There is no excuse for this lack of information. The facts are in sight. Europe has done the experimenting and shown the motorcycle to be an essential to modern warfare. It only remains for Uncle Sam to buy his motors and train riders.

Under existing conditions the United States could place at least 2,000 motorcycles to advantage in military service throughout the country, and it is roughly estimated that no more than 75 or 100 are actually in use. In time of war—considering the extent of our coast lines—it would be well within reason to count upon the services of at least 5,000 motorcycle volunteers. It might easily be found advisable to increase that number.

Now, motorcycle soldiers are not made overnight—any more than soldiers of any other class. Some training is necessary; there must be co-ordination of thought and action. Riders must know what is expected of them.

THIS CONVERSATION MIGHT JAR UNCLE

***Uncle Sam*—I have just discovered that the U. S. army must have motorcycles. We need 5,000 machines at once.**

***Motorcycle Manufacturer*—Sorry, Uncle, but our total output for the year has gone to the dealers.**

THAT brings up the first object of this article: The recommendation of a system of training limited numbers of motorcyclists in all the larger cities so that they can work effectually with the other military units for national defense should such action become necessary. That is for the dealers and riders to think about. We'll have more to say concerning it next week.

The second object is to call to the attention of military men the undisputed value of the motorcycle in army service, to impress upon them the necessity of considering the motor two-wheeler now, when there is time to work out systematic plans, rather than later, when there may be no time for anything but confusion.

To that end marked copies of this number of **Motor Cycle Illustrated** will go to military officials in Washington and to others at Albany. Future numbers, in which the military value of the motorcycle will be treated more in detail, will be forwarded i nthe same way, and military men in all the capital cities will ultimately be included in the mailing list.

Motor Cycle Illustrated is ready to go the limit to see that Uncle Sam does not overlook the motorcycle, and the co-operation of trade men and riders the country over is solicited. Address a letter to the Editor offering any suggestions you may have in mind, send along an appropriate photo of military interest if you have one, and tell what you believe can be done along military lines by motorcyclists in your city. You will be displaying patriotism and aiding in a big movement that is certain to have important results.

Preparedness means the sane development of every force that could be used for national defense, and it is the purpose of **Motor Cycle Illustrated** to show that the motorcycles of the country constitute such a force. Let's get busy.

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On the Pacific Coast

SMITH TOURS SPLENDID NEW HIGHWAY

Los Angeles Distributor Runs Out of Adjectives in Describing Motorcycle Trip to Bakersfield and Return

LOS ANGELES, Cal.—There is no man in southern California who is better posted on mountain scenery than C. L. Smith, Los Angeles motorcycle and bicycle jobber and distributor. Smith has just returned from Bakersfield, making his first trip to the Kern County seat since the opening of the Ridge Route State Highway which traverses the crest of the mountains and cuts off many miles from the old route between Los Angeles and the headquarters of the oil industry.

Smith is enthusiastic over this new road and says its fame is certain to become national among motorcyclists. To hear him describe it would make any motorcyclist want to hop on the saddle and beat it clear across the country for the sake of feeling the thrills of this splendid path.

A Picturesque Record-Breaker

"It is the most picturesque route between two cities to be found anywhere in the United States," says Smith. "The road, even after the flood, is in absolutely perfect condition; you have all paved highway from Los Angeles to the foot of the ridge, which is a true ridge with a deep valley on both sides. Here your road runs on the height for twenty-nine miles. There are some ups and some downs, but any 7 h. p. twin can make it all on high, so wonderfully is it graded. Dropping down at the end of the ridge you will pass Bailey's Lake in the extreme corner of Antelope Valley, which is, of course, a part of the Mojave desert. You pass the lake and start right up the Tejon Pass. Then going out of the Tejon you have a twelve-mile coast down the other side. That makes 49 miles of continuous driving in the mountains. Through the mountains the road is of natural decomposed granite, and makes a perfect highway. When it is fully settled, however, it is to be covered with concrete. The road is so broad on all turns that two machines can pass, and is full 26 feet wide all the way.

A Wonderful Straightaway

"When you arrive at the foot of the Tejon, you come into the most wonderful piece of paved straight road in the world. It runs straight before the eye for 31 miles to the main street of Bakersfield and then one mile more in a straight stretch to your hotel, just as straight as the surveyors could draw the line.

"Coming out of the Tejon you make your last turn and then see 31 miles of straight highway, with Bakersfield, through the clear California air, at the end of it.

"When you are coming from Bakersfield south, over this straight road it looks as if there were no place to enter the precipitous mountain wall which you are approaching. It is only when you come very close to the mountain that you see there is a curve, and you ride around it, and then enter the Tejon Pass.

"On Washington's birthday coming back I noticed several motorcyclists who were making the round trip. It is just 125 miles from my store to Bakersfield."

MERRY'S NEW DEPARTMENT PLEASES THE DEALERS

SAN FRANCISCO, Cal.—Edwin F. Merry, the San Francisco jobber, has opened a new department through which he handles the distribution of a number of high grade automobile specialties, including Vitalic auto casings, Oilzum Oil and Kokomo inner tubes, which he is putting out to be handled through the motorcycle trade. Dealers can thus buy goods for which they have an occasional call from the same house they do other business with.

CLEVELAND OFFICIALS STUDY TRADE CONDITIONS

LOS ANGELES, Cal.—C. A. Nieracher, chief engineer, and W. S. Quinlan, secretary of the Cleveland Motorcycle Co., manufacturing the Cleveland two-stroke lightweight, have been in Los Angeles for several days investigating trade conditions.

LOS ANGELES FLOWER RUN SLATED FOR MARCH 25

LOS ANGELES, Cal.—Captain Charlie Wride will lead the Flower Run of the Los Angeles Motorcycle Club over a 150-mile course on March 25. He has already picked out his route and is keeping it secret. There will be plenty of turns and plenty of good scenery. The boys say that when Charlie leads he invariably gives them a ride and keeps them moving. The route will be almost entirely over macadam and asphalt paving, so there will be plenty of ladies occupying the tandem seats.

TEST BRINGS CROWD IN

LOS ANGELES, Cal., March 14.—A big crowd of likely looking prospects was drawn into the establishment of the Henderson Motorcycle Sales Corporation last week, when the motor of one of the four-cylinder machines was kept running continuously in the window for three days. The machine had to be stopped at the end of that time, for the local agents secured more than enough prospects on their list to keep them very busy for some time to come.

HAMMETT KILLED IN ACCIDENT

FRESNO.—J. H. Hammett, traveling salesman for the Pennsylvania Rubber Co., formerly of the Pittsburgh branch and later with the Los Angeles branch, was killed by the overturning of an automobile in which he was riding at Fresno on March 5.

SIMON AND MURPHY ARE BUSY

LONG BEACH.—In their first three weeks as Harley-Davidson agents at Long Beach, Simon & Murphy have sold two machines and taken a third from the distributors, so they may be ready to make prompt delivery.

DON'T FORGET THAT THE RIDERS' CLOTHING CONTEST CLOSES MARCH 25

READERS who are preparing to submit letters and photographs in the Riders' Clothing Contest should guard against putting off the mailing of their contributions till the eleventh hour. No letter or photograph reaching the office of **Motor Cycle Illustrated** after 5 p. m. on Saturday, March 25, can be considered for the prizes.

Describe your ideal road costume in full, emphasizing all the essential features, enclose a photograph of the suit in service, and mail the material to **Motor Cycle Illustrated** today. The full conditions governing the contest appeared in the March 2 and March 9 numbers of this journal. Read them over again if you are not sure about any point.

For the most practical and helpful letter, accompanied by photo, a prize of $10 will be awarded; the second prize is $5, and the third, $3. If your letter does not win a prize and the photo accompanying it is still interesting enough for publication, **Motor Cycle Illustrated** will pay one dollar for it.

Mail Your Contribution Today And Get in Line For a Cash Prize

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THE COLD-WEATHER ALLIES ARE ON THE RUN

IN another fortnight the Cold-Weather Allies will have completed their evacuation of the roads and hills and all will be in readiness for a concerted movement by the motorcycle expeditionary force which is to take possession of the country.

That is merely a seasonable way of remarking that the 1916 riding term is close at hand. This is the time to get out maps and plan trips, arrange for club reliability runs and other contests that will arouse interest in the sport.

If you haven't placed an order for that new mount, today is not too soon to do it; and if you are going to get another season out of the 1915 model it ought to be turned over to the repairman for overhauling without delay. Beyond a doubt, 1916 is going to be a banner motorcycle year.

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HARLEY-DAVIDSONS EQUIPPED FOR FIRE-FIGHTING

Milwaukee Company Announces Unique Arrangement for Introducing the Motorcycle to Fire Departments; Adapted to Both Solo and Sidecar Outfits

Fireman with Pyrene-Equipped Harley-Davidson Being Directed to Fire at Call Box

IN ORDER still further to broaden the scope of the Harley-Davidson motorcycle, and to open a new field of activity for dealers, the Harley-Davidson Motor Co. has just made an arrangement with the Pyrene Mfg. Co., makers of the well-known line of fire extinguishers, to catalog and promote the sale of Harley-Davidson motors equipped with Pyrene tanks. In addition to getting his usual profit on the motor, the dealer who sells one of the Pyrene-equipped Harley-Davidsons will also make a neat commission on the extinguishers. The Harley-Davidson company is now preparing special literature which will explain all the details of the new arrangement.

The Pyrene tanks may be attached to a solo mount in two ways: Two of the extinguishers can be bracketed on the front forks of the motorcycle, or four of them can be attached to the luggage-carrier, as shown in the accompanying photo. When a sidecar outfit is used, provision is made for carrying three of the extinguishers on the cowl of the car, in addition to the four attached to the luggage-carrier of the motor. Fastened to the sidecar also are two regulation fire axes and a four-foot pike pole.

The motorcycle fire-fighting outfit can be used to advantage by departments in either large or small cities, the aim being to get one or two firemen to the scene of the blaze so quickly that the Pyrene apparatus can be used and the flames prevented from spreading.

LIVELY DOINGS AMONG LOS ANGELES CLUBSTERS

LOS ANGELES, Cal.—Among recent affairs of the Los Angeles M. C. was a "flower run," somewhat on the order of a paper-chase. Captain Charles Wride was given 30 minutes start on his machine and rode off, dropping a flower at every corner he turned. The field then followed the tortuous course, locating it by the dropped flowers. The first rider to catch up with the captain was declared the winner.

The last club run in February was to Riverside and return, a distance of about 275 miles. Thirty members turned out and all had a good time. The February dance was run off in great shape and netted the club a nice little sum.

RACING ASSOCIATION TO BE FORMED AT ELMIRA

ELMIRA, N. Y., Mar. 14.—A preliminary "get-together" meeting of thirty-five dealers and enthusiasts for the purpose of organizing the Elmira Motorcycle-Automobile Racing Association will be held at the Hotel Langwell, Thursday, Mar. 16. A banquet will be served at eight o'clock in the evening, to be followed by a business session.

A. B. Hickox, manager of the Fisk tire agency; P. B. Rutan, a local motorcycle dealer, and F. G. Maloney, of the E. W. L. & R. R. Co., are the originators of the association, which will manage racing on a large scale during the summer. Arrangements have already been completed by the promoters to hold bicycle, as well as motorcycle and automobile meets at the Maple Avenue Park on Decoration Day, July 4, Labor Day and Election Day.

KLAPP BOOSTING CALIFORNIA MOTORCYCLE RESERVE

LOS ANGELES, Cal.—George A. Klapp, of the California Henderson Motorcycle Sales Corporation recently staged an interesting demonstration of machine gun practice from a motorcycle sidecar at the California National Guard Rifle Range a few miles outside of Los Angeles. The photograph shows George with his eagle eye in front of the sight. It is lucky he is not in earnest, for George's reputation, built up in going after police motorcycle business, is that of one of the livest "go-getters" in the trade.

FLYING MERKEL DOES WELL IN DUTCH TRIAL

M. Adler, Amsterdam Representative for the American Machine, States That the Merkel Shown Above Created a Fine Impression in Recent Reliability Run

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With Which Is Now Incorporated The Bicycling World

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MOST ENDURANCE RUNS ARE TOO SEVERE

IT is doubtful if any one movement along competition lines could do more for the advancement of motorcycle interests during 1916 than a policy calling for less severe endurance runs. Heretofore the average endurance run has been in danger of degenerating into a road race. A running schedule of about twenty miles an hour is customary, and the contestant who

suffers even a brief delay, through a puncture or other minor trouble, is then forced to strike a breakneck pace in order to check on time at the next control.

This system, or lack of it, imposes an unnecessary risk and is unfair both to the rider and his mount. If the endurance run is to be made worth while it must incorporate more of the features of a reliability contest and fewer of the points of a heart-breaking speed grind. A somewhat slower running schedule over bad roads and more attention to the reliability performances of the machines would have remedial effects.

Aside from the risk and hardship to contestants the endurance run as we have it today has another undesirable angle: It creates an unfavorable impression upon the general public. Mud or dust-covered riders roaring at top speed over the countryside make no friends for the motorcycle. A milder form of road competition would arouse as much interest, demonstrate the dependability and speed of the motors equally well and also make an appeal to the man who may contemplate the purchase of a power two-wheeler simply for routine service.

Motor Cycle Illustrated does not mean to suggest the transformation of the endurance run into a "baby parade," as one seasoned endurance rider put it a few days ago, but does wish to go on record as favoring less severe running schedules with a recognized system for judging the competing motorcycles on reliability points.

This journal stands ready to assist any club or dealer in working out the general plans for a reliability checking system, to the end of having this season's endurance runs more constructive and more helpful to both trade and riders than those of other years—without in any way detracting from the sporting interest in them.

CHAPPLE'S OUTFIT UNDER EDITORIAL FIRE

COMMENTING upon the article and illustration which appeared in **Motor Cycle Illustrated** recently descriptive of Arthur Chapple's sidecar or trailer attachment for machine gun service, our capable contemporary, *The Motor Cycle*, of London, gets right up in meeting with an objection.

Passing lightly over the fact that Chapple's car is designed for attachment to either side of the motorcycle, as well as for trailer use, the London Journal has this to say: "As a matter of fact, it is doubtful whether a trailer would be practical under any conditions of fighting. In France a heavy, unstable machine towing a heavy trailer would be impossible owing to the grease.

"Arthur Chapple, the designer, is 'dickering' (whatever that means), with representatives of several European war departments with regard to the adoption of his outfit, but however much 'dickering' he does, we do not think the Clyno Company need have any fears!"

We wouldn't for the world have the Clyno folks entertain any fears and if Art Chapple's fighting machine is going to cause sleepless nights abroad we will undertake to have it banned, barred, proscripted, inhibited and embargoed. We know that "Chap" feels the same way about it. He's too considerate of the rights of others even to "tickle" a carbureter without giving the little jigger fair warning of his intentions.

Webster's Unabridged, by the way, defines "dicker" in this way: "To negotiate

a dicker, to barter." And as between Webster and our friends of *The Motor Cycle*, of London, the writer finds on a personal poll that he is ninety-nine and one hundred one-hundredths per cent. for Webster. We may be X-Y-Z-boated for saying so, but we can't get away from the idea of fostering home industries.

Getting back to Art Chapple for a moment, the writer has direct knowledge of the willingness of engineers representing two European governments to buy the sidecar-trailer attachment if Chapple could guarantee that production of the car would start at once. But with every factory in the United States fifty to sixty per cent. behind on orders, Arthur couldn't guarantee anything of the kind.

BUSINESS OPENINGS FOR MANUFACTURERS AND JOBBERS

DELANO, Cal.—The Delano Hardware will erect a fireproof building as its headquarters and will occupy the same about April 1. The company will deal in automobile accessories, lubricating oils and small tools.

CENTRALIA, Wash.—The Oliver Hardware Company has been incorporated as the successor to the Oliver Hardware, with a capital of $60,000. Catalogs are requested on bicycles, lubricating oils and small tools.

MAITLAND, Mo.—The Smith Hardware Company, successor to McNaul & Lee Smith, requests catalogs on automobile accessories, small tools and lubricating oils.

DANVILLE, Ark.—Sharpe Brothers, general merchandise, have added bicycles, lubricating oils, small tools recently and will be glad to hear from manufacturers and jobbers.

MARSHFIELD, Wis.—The Marshfield Hardware & Auto Company has been incorporated with a capital of $32,000, to deal in bicycles, automobile accessories, mechanics tools, lubricating oils, etc. Catalogs are requested.

BLUFFTON, Ind.—Grover and Milton Spitler, doing business as Spitler Brothers, have sold out to the Bluffton Hardware Company. The firm will deal in bicycles and small tools.

BATTLE CREEK, Mich.—Bauer & Hamilton request catalogs on automobile accessories. They handle both wholesale and retail stock.

PARKERSBURG, W. Va.—R. L. Neal & Co., of 413 Market street, have sold out to the Wiant & Barr Hardware Company, which requests catalogs on bicycles, lubricating oils, automobile accessories and small tools.

AKRON, Iowa—The Akron Implement Company has taken over the W. W. Keech implement business. Lubricating oil catalogs and prices wanted.

VARINA, Iowa—Clampitt & Reis have taken over the business of F. Fitzgerald and are inquiring for catalogs, etc., on lubricating oils and automobile accessories.

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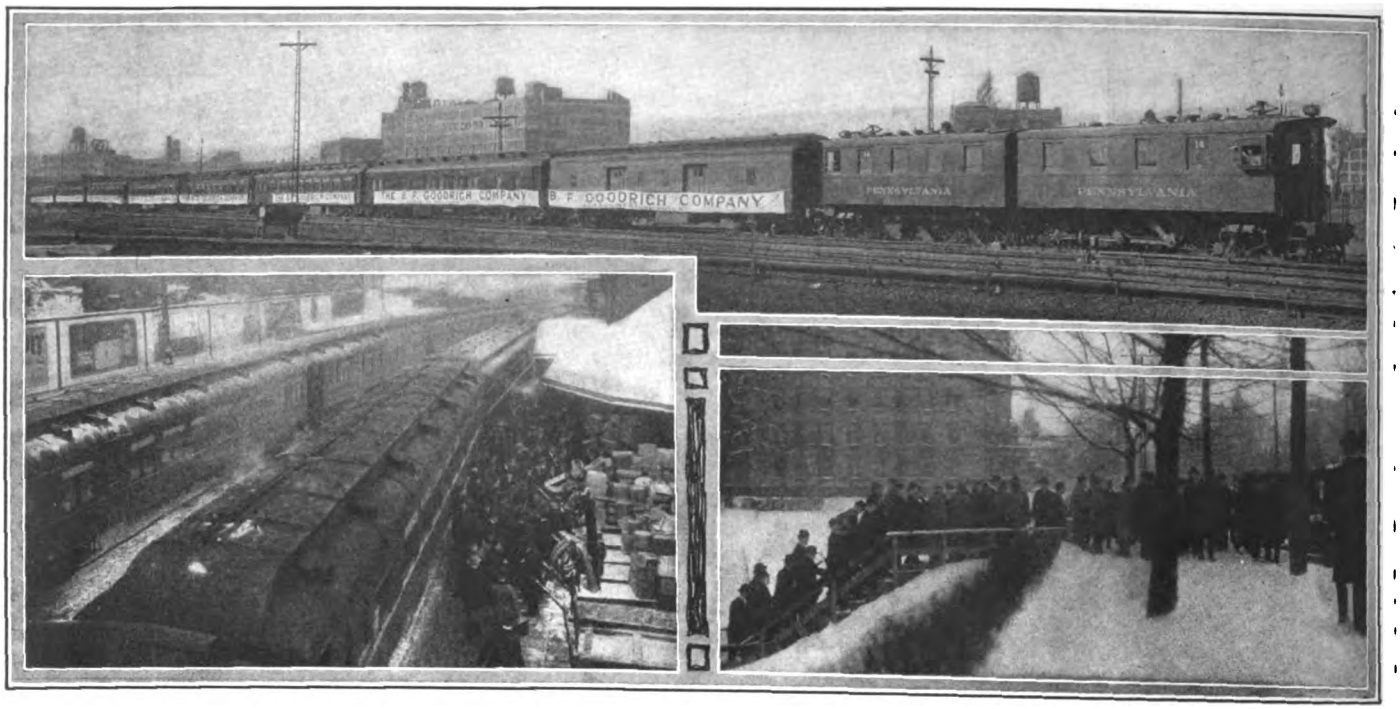
HOW THAT BIG GOODRICH CONFERENCE WAS HANDLED

Four Special Trains Were Required to Carry the 450 Salesmen to Akron and Emphasis Was Placed on the Fellowship Idea; Addresses by Factory Officials



Above, One of the Specials Entering Akron; Left, Eastern Salesmen Disembarking; Right, Entering Cars to Ride to Factory

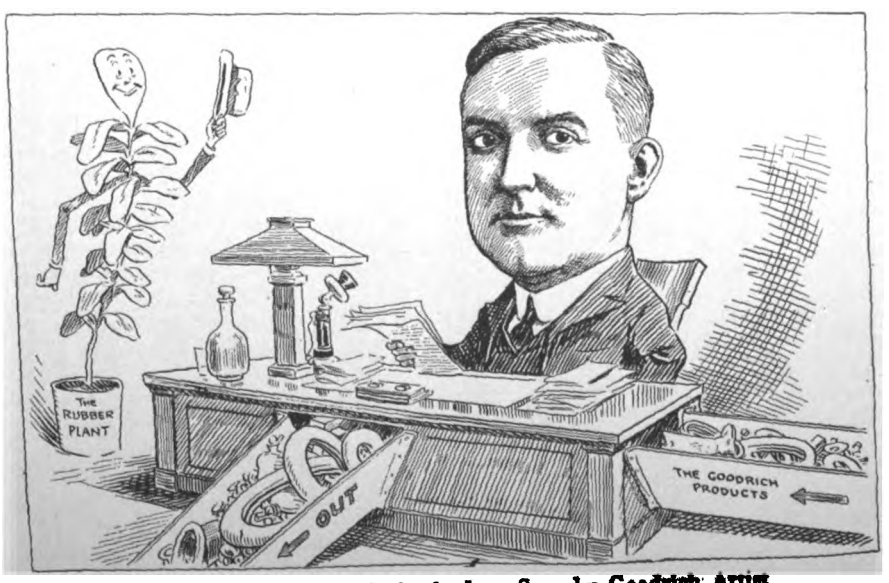
AKRON, Ohio.—In many ways the salesmen's conference of the B. F. Goodrich Co., held in this city March 2-3, and which was briefly reported in the March 9 issue of **Motor Cycle Illustrated,** was the most remarkable of the kind ever held. The event, under the direction of W. O. Rutherford, general sales manager of the corporation, was a good-fellowship "homecoming," attended by 450 Goodrich salesmen from every section of the country except the Pacific Coast.

Sales problems and policies were not discussed at this conference. Tho program centered around the one idea of bringing into closer personal relationship the many specialized units of the Goodrich sales organization. Men who sell Goodrich automobile, truck, bicycle and motorcycle tires, boots and shoes, belting, hose, mechanical goods, drug sundries, etc., rubbed elbows together as members of one great commercial family.

The salesmen were brought to Akron, and returned to their territories in four special trains. They represented the organizations of fourteen Goodrich branches, those at New York, Philadelphia, Boston, Pittsburgh, Buffalo, Detroit, Cleveland, Chicago, Minneapolis, Kansas City, St. Louis, Indianapolis, Cincinnati and Atlanta.

A trip through the great Goodrich factories afforded the salesmen an opportunity to get close first-hand information on the romance of rubber manufacture. Three new factory buildings, erected during the last six months and adding 700,000 square feet to the rapidly-expanding Goodrich plant, were also thoroughly inspected. The conference banquet was followed by an informal vaudeville entertainment in which talented department heads and visiting salesmen took leading parts.

Addresses, all of which sounded the note of continued prosperity for the B. F. Goodrich Co., because of the loyalty of the men in the field who are making a world-wide market for Goodrich-made goods, were made by W. O. Rutherford, general sales manager; E. C. Shaw, second vice-president; C. B. Raymond, secretary; E. C. Tibbitts, advertising manager; J. C. Lawrence, credit department manager. Dr. W. C. Geer, head of the development department, told the wonderful story of how crude rubber is successfully compounded to make it adapted to the hundreds of commercial uses to which it is the pre-eminent ingredient today.



Sales Manager W. O. Rutherford, as Seen by Goodrich Artist

BECK SELLS 8 SIDECARS IN ONE BUSY DAY

NEW YORK, March 10.—Irving Beck, Eastern representative for the Rogers Manufacturing Company, of Chicago, Ill., received a shipment of Rogers sidecars last week and started in his usual fashion to sell them. During the first four days of March, 16 were sold, while on March 4, Beck delivered eight sidecars before sunset. "This is a record one-day sale for sidecars," says Beck, "and I can foresee the Saturday that 25 sidecars will be sold here —Rogers, of course."

Beck has now 101 sidecars on the way from Chicago. Beginning March 20, he will have a carload shipped every ten days to New York in order to care for the increasing demand in his territory.

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MANAGER OF CONTINENTAL TIRE SALES

NINTH IN A SERIES OF BIOGRAPHICAL SKETCHES OF TRADE LEADERS

W. J. Surre Started His Climb to Trade Prominence at the Age of Fifteen and Has Made Consistent Progress Ever Since; Equally Successful as Sales Executive and Manager of Cycle Industries Convention Programs; Was Recently Honored by Election to Second Vice-Presidency of Continental Rubber Works

CYCLE trades folks who are intimately acquainted with W. J. Surre—and about ninety-nine one hundredths of them are—agree in saying that once he is convinced of the saneness and general value of a project he can generate more result-getting energy behind a movement than is ordinarily expected of two or three full-fledged boosters, and the facts in the case back them up.

As a general thing, the man who is rated high as a business vitalizer cannot be persuaded to divert any of his enthusiasm to the lighter phases of trade work, but Mr. Surre has demonstrated his ability to shift from high-class tire salesmanship to equally high-class convention managing without for an instant missing his stride. This temperamental flexibility has had a great deal to do, doubtless, with the trade conviction that "W. J." never lets go till he rings the bell—whether the bell happens to be at the ever-expanding plant of the Continental Rubber Works, in Erie, Pa., or at the annual convention of the Cycle Trades Industries in Atlantic City. And through it all Mr. Surre presents the modest mien of a man who feels that staging successes is simply a part of the day's work.

An Early Business Start

Mr. Surre was born in New York on January 3, 1871, and his ability to grasp business principles was demonstrated before he reached his sixteenth year. He was a little over fifteen when he obtained a position with the hardware house of Patterson, Gottfried & Hunter, of New York City, and for seven or eight years the youth applied himself closely to a study of the line handled—machinists' and engineers' supplies. Passing steadily through various stages of advancement, Mr. Surre reached the responsible position of buyer for the house, and it was while he held that title that he decided to broaden his field of endeavor.

In June, 1894, he joined the staff of P. & F. Corbin, of New Britain, Conn., and traveled with uniform success in behalf of the company's screw department. This line of work naturally brought him in touch with the bicycle manufacturers and jobbers, and the facility with which he was able to make friends soon proved that his new connection would have highly satisfactory results. An excellent insight into Mr. Surre's character will be gained when it is known that all of the friends he made in those days are still as keenly interested in "what Bill Surre is doing" as they were when he was getting around to see them regularly. In other words, his friends "wear well"—which is just another way of saying that Mr. Surre has mastered the art of combining tact with a sympathetic understanding of his fellow workers.

Beginning the Upward Climb

When the Corbin Screw Corporation was formed in July, 1903, Mr. Surre was called in off the road and promoted to the position of assistant secretary of the company. He was also made assistant sales manager. In this capacity he had under his direct supervision the Corbin lines which he had formerly handled to such good effect on the road, and he continued to obtain highly satisfactory results. That he was equal to all the demands made upon him is shown by the fact that in February, 1907, he was advanced to the position of secretary, and was also placed on the Board of Directors of the company.

In October, 1908, came the opportunity

W. J. SURRE

For Him a Tire Sales Coup or a Cycle Trades Convention Is All in the Day's Work

which brought Mr. Surre to the staff of the Continental Rubber Works, with which he is still connected. The Continental folks offered to place Mr. Surre in charge of their eastern business and the proposition proved sufficiently alluring to change him from the Corbin line to the Continental. Early in 1911 Mr. Surre was promoted to the position of manager of sales of the Continental tire department, with headquarters at Erie, and this title he still holds.

At the last semi-annual meeting of the directors of the Continental Rubber Works the office of second vice-president was created and Mr. Surre was chosen to fill it. This latest development is sufficient proof that the Surre energy is still meeting all expectations, and that ability to move ahead with the industry is not the least of "W. J.'s" qualifications.

Again on Convention Committee

Mr. Surre was retained as chairman of the committee in charge of general arrangements for the 1916 convention of the Cycle Industries at Atlantic City, with C. E. Morehouse as his capable co-worker. Messrs. Surre and Morehouse raised strenuous objections to serving on the committee again, but it appears to be taken for granted that no other team could put the big program through with quite the finish and thoroughness they have shown, and the convention committee shows signs of becoming a permanent one.

Mr. Surre is inclined towards conservatism when it comes to discussing trade matters and seldom has a word to say about his plans until the actual results are ready to be announced. This reticence accounts for the fact that the present biographical sketch is being written without his knowledge.

LICENSE BILL INTERESTS KENTUCKY RIDERS

LOUISVILLE, Ky.—Dealers and riders in this State are much interested in House Bill No. 355, calling for a reduction of the present motorcycle license fee from $5 to $3 a year. This bill was introduced by Representative Purnell, of Owensboro. The motorcycle fraternity has been up in the air for two years over the high license fee set by the 1914 legislature. The Purnell measure is expected to pass both the House and the Senate, and will be well received by all hands.

PASTIME M. C. ORGANIZED

BROOKLYN N. Y., Mar. 14.—The newest club in Brooklyn is the Pastime M. C., which was organized last week with a membership of sixteen. William Dodge was chosen president; Charles Wilde, secretary; J. H. Raidel, treasurer. All Brooklyn riders over eighteen years of age are invited to join. Meetings will be held on alternate Mondays at Jack's Cyclery, 1507 Bushwick avenue. The next meeting has been called for March 20.

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MEET WITH HAIR-RAISING ADVENTURES

Four Los Angeles Riders Journey Through Flood District to San Diego—Encounter a Real Redskin, Brandishing a Gun

LOS ANGELES, Cal., Feb. 25.—Spills and a variety of adventures taught a party of local motorcyclists that it is a long, hard way to San Diego when floods have washed out the bridges. "Dynamite" Ralph Starry, on an Indian, with Bob Funk as tandem passenger, and Lorren and Frank Starry, on a Harley-Davidson, were the Los Angeles riders who were hotly pursued by the jinx.

The boys took plenty of rope, which was intended for use in fording rivers on their forty-eight-hour trip. And the rope certainly did prove a life saver, and a motorcycle saver, too. Late at night they were riding over a trestle that crossed a roaring river, when they saw a train come right on top of them at a mad clip. They quickly tied the machines to the timber and let them dangle over the side of the trestle, while they clung to the ties for dear life as the train passed above them. The train was fortunately a short one.

Other adventures were a moonlight collision with a guard fence, a dash into a concrete bridge and an encounter with a real Indian, who was driving his team along the road. "Dynamite" shouted "Stop!" to the redskin, who thereupon poked his head out the wagon, brandishing a gun as large as a cannon. He threatened to shoot the whole crowd, if anyone tried to hold him up.

The Injun cooled down, however, when the boys told him of their plight, and he finally consented to give them a "lift" to his hut, where his squaw greeted the party at 11 p. m. She boiled sixteen eggs for the famished riders, baked a huge pan of biscuits and some potatoes, and then made a pot of steaming hot coffee, that, so "Dynamite" says, "sure did hit the spot." The kind-hearted Indian was a splendid host; he even robbed his own bed of its pillows to make the fellows comfortable on the hard cabin floor.

The following morning the Indian, whose name was Vejar, took the riders and their machines seven miles to Temecula. At that place, the party replenished their supply of gasoline and continued on their way. They hit their home city a tired quartette, but they appeared happy in spite of their experience.

THIS OUTFIT IS CARRYING 777 POUNDS

IN the accompanying photograph are shown Joe Metzger and family, of Flint, Mich., using an Excelsior motorcycle with Pullman sidecar. The outfit is carrying a total weight of 777 pounds. Mr. Metzger weighs 242 pounds, Mrs. Metzger 175, one youngster 160 and the two remaining children weigh in at 200 pounds together.

They report that both motorcycle and sidecar give excellent results under the unusual strain, and that all the passengers manage to travel quite comfortably in spite of the fact that five is pretty close to a record number to carry in general service.

DESCRIBING VIEWS ON THE OPPOSITE PAGE

ON the opposite page will be seen a series of pictures taken along the Columbia River Highway during a trip made by Edward Carlson, of Portland, Ore. In the upper left hand picture is the Columbia River Gorge with the mighty Columbia completely frozen over. In the right hand view is Carlson and a companion on a muddy section near the Gorge. Second row at left is a portion of the highway near Seco, Ore., while below is one of the rivers entering into the Columbia with Carlson's Indian on the bank. The snow picture shows Carlson near Multonomah, while the small one below is a view on the Base Line Road.

The winding road with its parallel ruts is typical of the old mountain roads in this section of the State. Below is Carlson's Indian with that of H. Zerung, his companion, at the lower bridge of Multonomah Falls. The last view gives an idea of the beauty of the frozen Multonomah waterfall, with its two bridges. Zerung is in the saddle on the lower bridge.

REGISTRATIONS INCREASE IN PENNSYLVANIA

HARRISBURG, Pa.—Statistics of the Pennsylvania State Highway Department show that farmers have been purchasing both motorcycles and automobiles during 1915, and that the power two-wheeler has taken the place of the saddle-horse with many a farmer's son.

During the comparatively open weather of this winter there was a great increase in the number of motorcycles registered in this city. January registrations numbered 4,300 while the 1915 total was 17,502. This is several thousand above the figures for 1914. It is believed that the machines registered this year will exceed 25,000.

RIDERS GETTING INTO FORM FOR DIXIE MEETS

ROANOKE, Va., March 14.—Riders in this vicinity who expect to take part in the Dixie M. C. racemeets which are to be held on Easter Monday, Decoration Day, July 4th and Labor Day are now out on the roads working in their racing machines. Some of the fellows are practicing on the half-mile track in this city.

All of the meets promoted last season by the club were financially successful and the club expects to pour more money into its treasury as the results of this season's events.

"THEY'RE EAGER TO READ IT"

"I want to assure you that Motor Cycle Illustrated is welcome at our shop always. We have a bunch of fellows coming around to the shop every Saturday morning waiting for your paper—they're just as eager to read it as we are."

R. M. EBERHARDT CO.
69 Bridge St., Nashville, Tenn.

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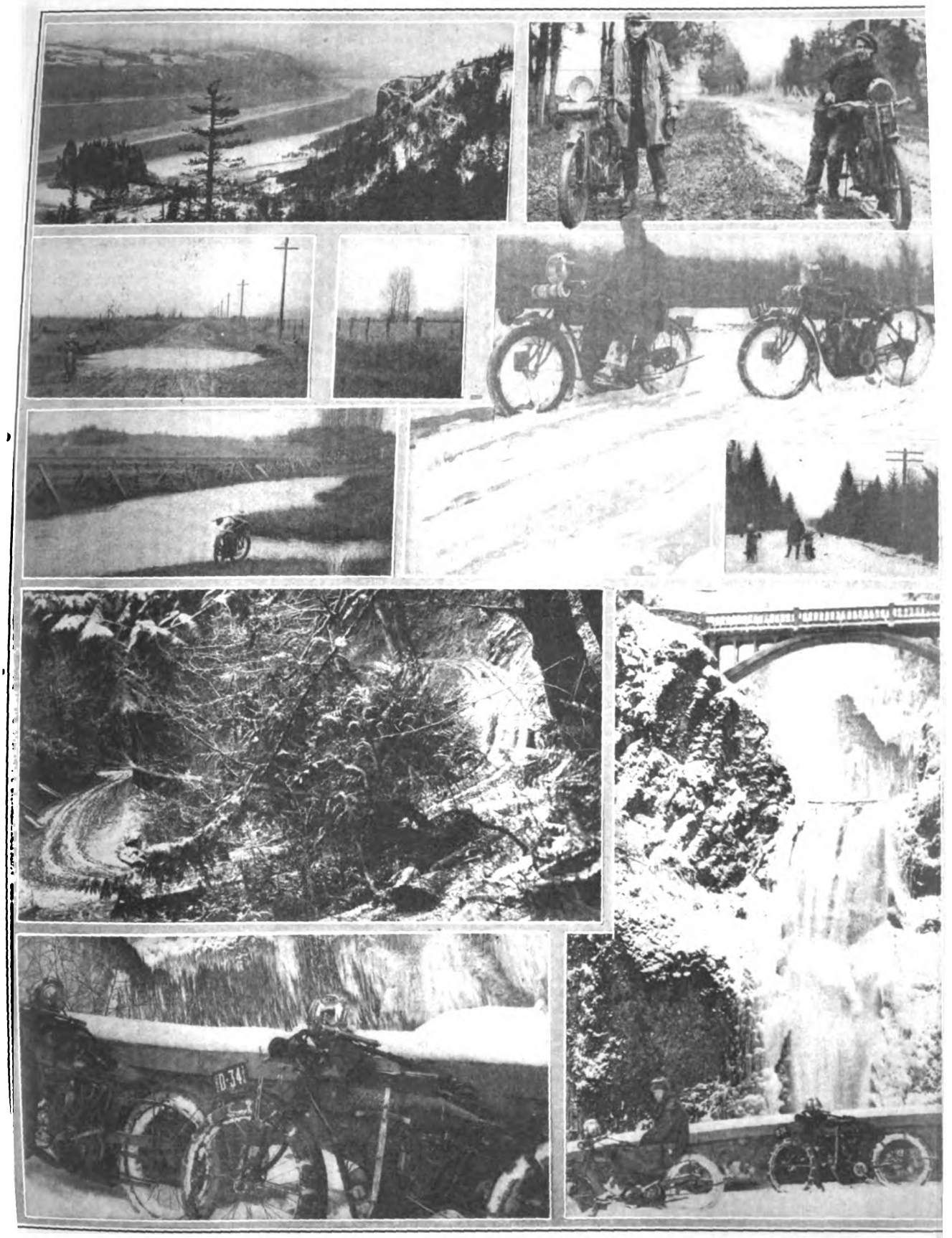
TWO HARDY OREGON ROADSTERS ENJOY SCENIC SPLENDORS



Pictures Contributed by W. J. Funke, of Portland, Ore. For Description See Opposite Page

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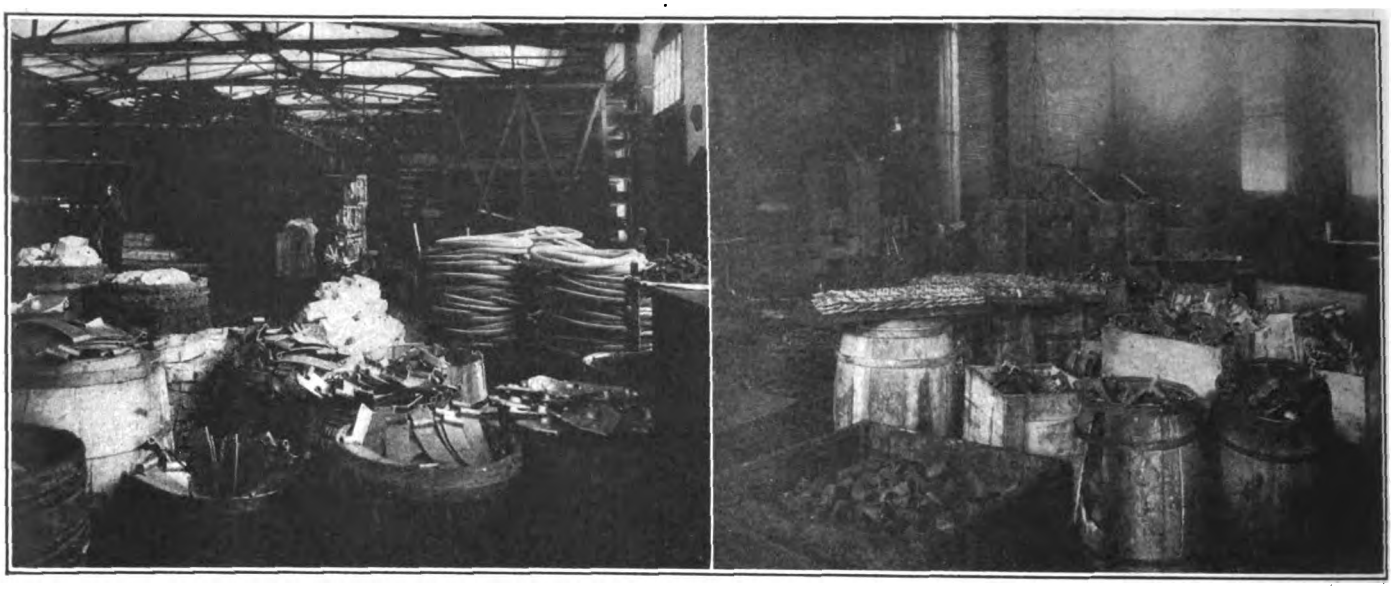
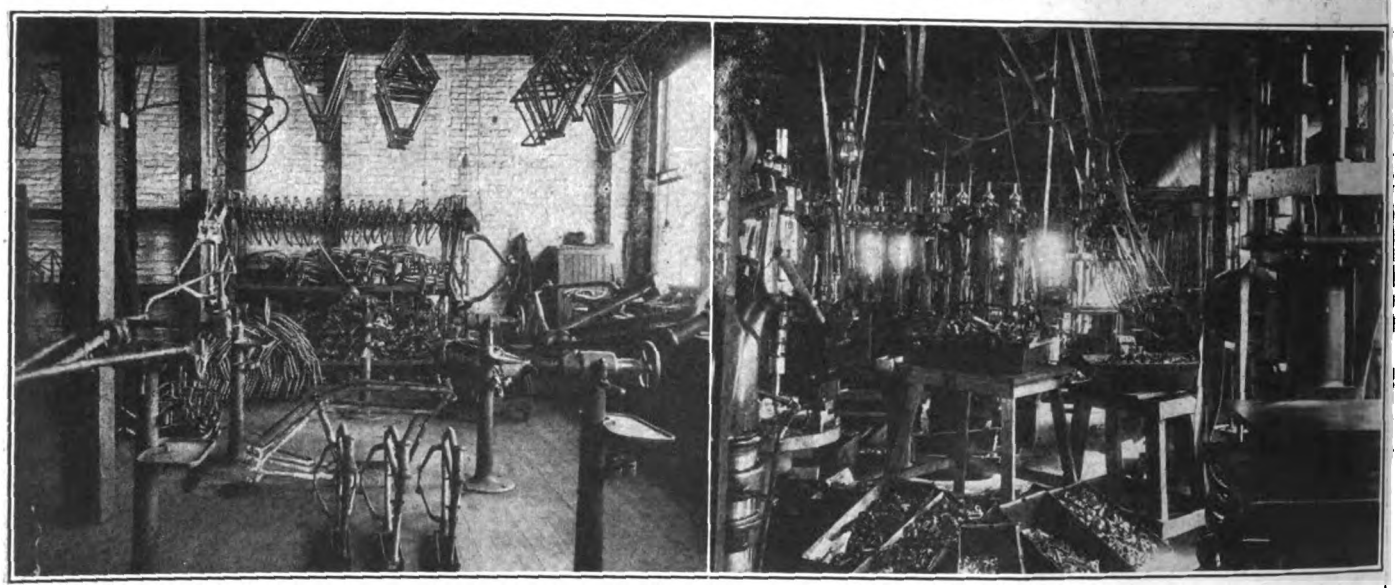
WESTFIELD MFG. CO. STRIKES RECORD PACE IN SPITE

Plant Is Operating on Day and Night Schedule and More Men Are Employed in Production
Factory Shows How the Busy Organization Is Getting R



Left, Crankcases, Gear Covers and Other Parts in Receiving Room; Right, Cam Gears and Other Components in Heat Treating Room

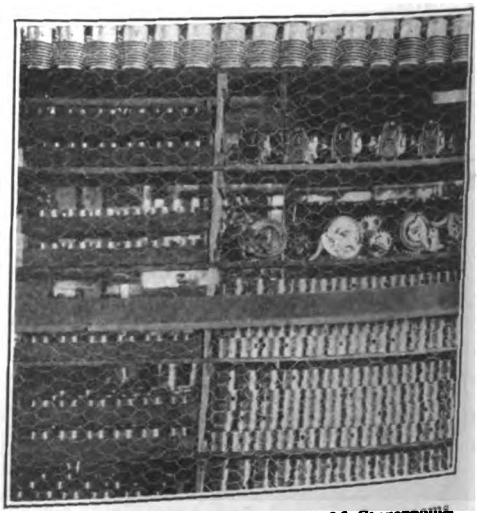


Left, Where Front Forks Are Brazed and Made Ready for Filing; Right, a Corner in the Busy Machine Room

IN these days of hum and bustle in the cycle trades, when orders for both motorcycles and bicycles are considerably ahead of present production rates, it is interesting to note that manufacturers are meeting the abnormal conditions on a much more satisfactory basis than could reasonably be expected. Makers of motorcycles and bicycles are being hampered at every turn by the scarcity of material, the excessively high prices which have gone into effect during the last few months and by the failure of the railroads to deliver material—some of which is delayed along the line for a month or six weeks. But in the face of all obstacles the manufacturing companies are making excellent progress and exerting every effort humanly possible to meet the shipping demands of their dealers.

An excellent demonstration of this businesslike policy is now being given at the plant of the Westfield Manufacturing Company, Westfield, Mass., where great numbers of motorcycles—and also some of the firm's bicycle lines—have been held up of late awaiting the arrival of material for one or two minor parts. All the work possible was done on these machines and the handling of them was so systematized that with the arrival of the necessary material, which is now coming in, they can be completed and rushed out in record time.

So great is the present demand for Pope products, that the factory is working day and night, with more men on both shifts than have ever been on the roll of the company since its entry into the cycle business. Throughout the plant there is a striking optimism, and when a staff representative of **Motor Cycle Illustrated** arrived there recently, he found all heads of departments much pleased to receive visitors and to show them around. It was the ex-



A Corner in One of the Westfield Storerooms, Showing Cylinders, Magnetos and Pistons Awaiting Assembly

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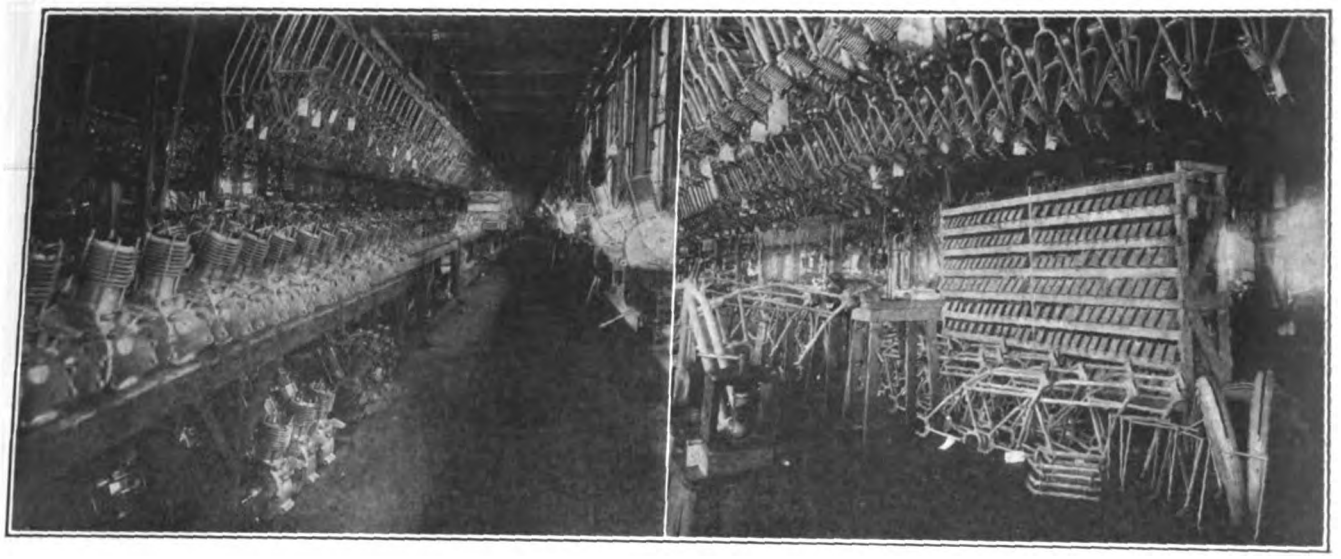
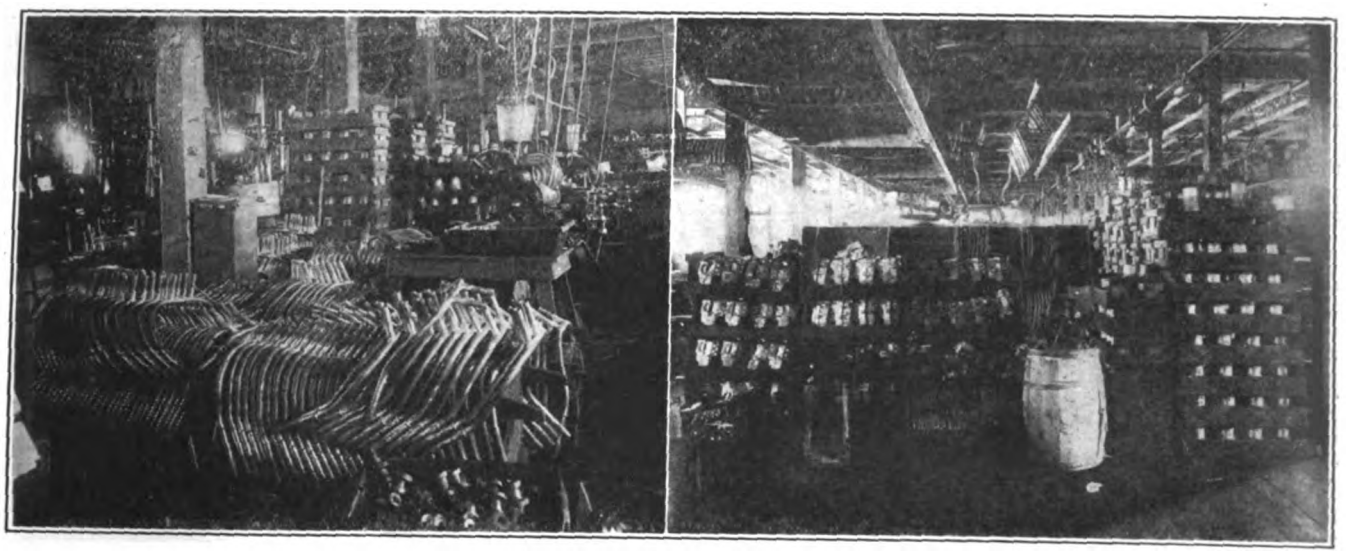
MATERIAL SHORTAGE AND OTHER ABNORMAL CONDITIONS

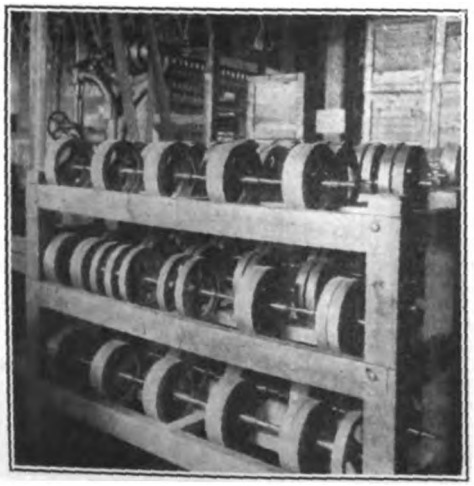
ope Motorcycle and Bicycle Lines Than Ever Before in the Company's History—Trip Through the its with Its Up-to-Date Machinery and an Efficient Personnel



At Left, Motors and Frames for Model T-16; Right, Parts for Big Pope Three-Speed Twin in Assembling Room



At Left, Handlebars, Pistons and Cylinders Ready for Finishing in Machine Room; Right, Parts in Inspection Department



Flywheels in Rack in Assembling Room Ready for Mounting as They Are Needed in Model T-16 Crankcases

pressed wish of Sales Manager L. E. Harden, in fact, that every Pope dealer in the country could be taken through the factory, so that all could see what was being done.

After signing the visitors' book, a tour of the big plant was started. The first department seen was the receiving room, where, massed in groups all over the floor, were barrels and boxes of material for the Model T-16—the three-speed twin machine for which there has been such a huge demand. The materials had just come in on the morning of the visit. Aluminum castings for crankcases, and gear-covers, front fork springs, gear shifters and muffler ends were being piled on hand trucks and hauled away. At the other end of the room were tier upon tier of bicycle and motorcycle tubing, steel bars and sheet metal.

Following the path taken by a truck loaded with cylinder castings, the party entered one of the heat treating rooms, where material is carefully heated for working. Here were new parts, three-speed boxes, cam gears, barrel cam housings, frame yokes, starter cranks and more muffler ends ready for the furnaces. This room was somewhat congested, but the new and latest type furnaces are now in operation in another location which gives ample capacity for the increased product.

The next room was the stamping room, where huge presses were forming mudguards and other parts. Next came the brazing rooms where frames and forks were assembled and brazed by the dip process. Followed the frame room, where the frames are made up and later filed and lined. Here the handlebars are formed. Together with the frames of different models, the men were working upon hundreds of front forks and handlebars for the Model T-16.

(Continued on page 29)

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SIDE-SEATERS HAVE FINE FLORIDA TRIP

Excelsiorites From Sellersville, Pa., Take 3,000 Mile Tour to Jacksonville and Return with One Puncture as Only Trouble

SELLERSVILLE, Pa.—A. C. Groff, Excelsior agent in this city recently returned from a trip to Florida, taken on his twin machine fitted with a Miller Triplex seat. Groff had as his running mate George Groth, another Sellersville enthusiast. The trip took nearly two months and over 3,000 miles of roads were covered.

Groff and his mate started on December 9, 1915, and reached Washington, D. C., at the end of the first day. Together the pair weighed 300 pounds and the machine carried an extra 100 pounds of baggage on the carrier. The route to Washington was through Philadelphia, Chester, Wilmington and Baltimore. Just before entering the District of Columbia, Groff was held up by a constable for speeding on a practically deserted road with few houses on it.

Seeing the Magistrate

"The magistrate was about 70 years old," said Groff in telling about the arrest," and looked as if he was out to boycott the barbers. He wore a suit of overalls and a jumper and held 'court' in a dirty little shack. He fined me $10, but I got it reduced to $4 by pleading poverty. We lost two hours and $4 by this arrest."

At Washington Groff put up his mount with the Haverford Cycle Co. for the night and left the Capitol the next morning for Raleigh, N. C. The pair with their sideseater had 70 miles of muddy road to traverse, with a plentiful sprinkling of creeks to ford or water holes to rush. At some points both men had to drag their feet to keep upright and moving at all. Following this mud stretch, the roads were better through North and South Carolina to Raleigh.

In this city the pair had their first stop for repairs. A nail went through the front tire but fortunately only a puncture resulted. This was the only trouble encountered in the 3,000 miles of the trip.

The weather had gotten milder as the side-seaters proceeded nearer the Gulf of Mexico, and some of their heavier clothing had to be shed. The ride through Georgia was about 400 miles but the scenery was interesting all the way. Jacksonville, Fla., was soon reached and only the lightest clothing was comfortable there. The arrival at Jacksonville was made just seven days out of Sellersville. Groff and his partner enjoyed speeding on the hard sand beach at low tide, which they said was better than a race track. They enjoyed the bathing hugely and were rather sorry to trace their route homeward. They rode on their 1915 Pennsylvania license until reaching Virginia, where they had to procure a 1916 tag.

Puncture Was Only Trouble

Outside of the puncture in Raleigh, N. C., there was no trouble during the whole trip. The Excelsior had been ridden some 5,200 miles during 1915 with two passengers on a side-seat and had not been cleaned or given any special attention before Groff started on his Florida trip. He found no difficulty in negotiating the rough and frozen roads of the North or the muddy surfaces of the South with the side-seat and 400 pounds of passengers and baggage.

TAPERED INSULATION IN ANSWER SPARK PLUG

SPECIALLY recommended for use in dirty motors is the Answer spark plug, the product of the Hill Manufacturing Company, of 105 West Thirty-eighth street, New York. Each plug is of one-piece, unbreakable construction and has an extra amount of insulation. There are no gaskets and no cement used in the Answer plug. The price is 70 cents, and any standard thread may be obtained.

The Answer spark plug has a tapered mica insulation under constant pressure from the top to the base. This insulation is 3/32-inch thick, which is more than ample for any high-tension current produced on a motor vehicle. This insulation surrounds the center electrode which is tapered and terminates in a Meteor wire "point." The shell electrode is bent at right angles to meet the center one; this is also of Meteor wire.

The exterior insulation is of mica, compressed and polished. It is unbreakable. All insulation is under constant pressure and continues past the spindle at the end of the plug, completely covering the entire inside surface of the shell. The terminal is a combination type for snap-on or other forms of connector. The use of Meteor wire for the electrodes renders the plug immune from burnt terminals, while the form of the plug prevents sooting or oil-soaking. The Answer spark plug may be had in ⅞-inch (S. A. E.), metric or ½-inch standard. It is guaranteed by the makers to give satisfaction.

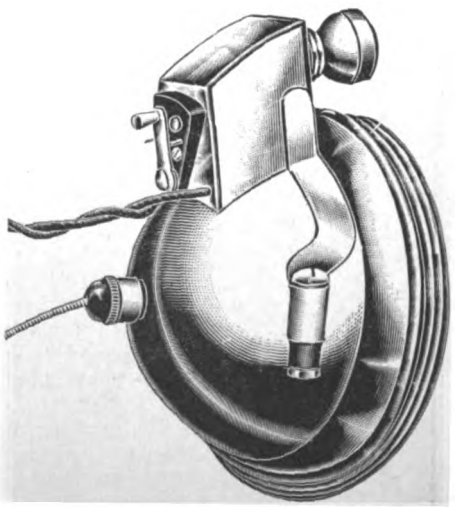
THREE FUNCTIONS IN AUXILIARY HEAD LIGHT

THOSE who ride at night, especially with the lighting restrictions now in force, will be interested in the latest product of the Electric Automatic Cigar Lighter Company, of 556 West 27th street, New York. This is the Auxiliary Head Light and Trouble Finder, an electric lamp of novel construction which is applicable to any electric or acetylene headlight on the market. It performs the functions of a pilot light, trouble finder and also can be used to read signs by the side of the road. It lists at $6.

The auxiliary head light consists of a bull-eye lens carried in a neat and stout holder. To this holder is fitted four feet of cable at one end and the other end is attached to a drum within the body of the light. This drum is fitted with a spring, which normally keeps the lamp and holder in place in an aperture at its front. When in this position, the lamp acts as a pilot light for city use or when standing still.

When it is desired to use the light for trouble hunting, the holder is withdrawn from the aperture. The cable allows of its being approached to any part of the machine so that light will fall on it. The lamp keeps burning no matter what position it is in with regard to the body. It will be seen from this that road signs can be read by approaching the lamp toward them. On releasing the lamp, it returns to its normal position under the action of the spring.

As will be seen by the illustration, the auxiliary head light is fitted above the main head light, being held in place by stout metal straps which attach to the lamp brackets. A switch is provided, permitting the light to be cut off or put on at the will of the rider. The switch will be of a different type than that shown in the illustration. Two wires lead from the body of the light to either a pair of dry cells (2 volts) or to the regular storage battery equipment (6 volts).



Auxiliary Headlight on Motorcycle Lamp

The auxiliary head light is finished in heavy nickel all over and will fit on any lamp. It weighs 6 ounces complete. For dry cell work it is fitted with a 2-volt bulb, while for storage battery it is fitted with a 6-volt bulb. The nature of the source of current should be mentioned when ordering.

This device will be invaluable for those riders who are not provided with head lights having pilot bulbs, and has the additional advantage of combining a trouble finder and road-sign reader in the one apparatus. Its price is $6 in either 2-volt or 6-volt sizes. Application should be made to the maker, at 556 West 27th street.

TO MAKE VULCANIZERS

CINCINNATI, O.—The National Rubber & Specialties Co., incorporated by local men with a capital stock of $25,000, will engage in the manufacture of vulcanizers and rubber cement for the trade. G. W. Drach, J. E. Bancroft and G. M. Allen are among those interested.

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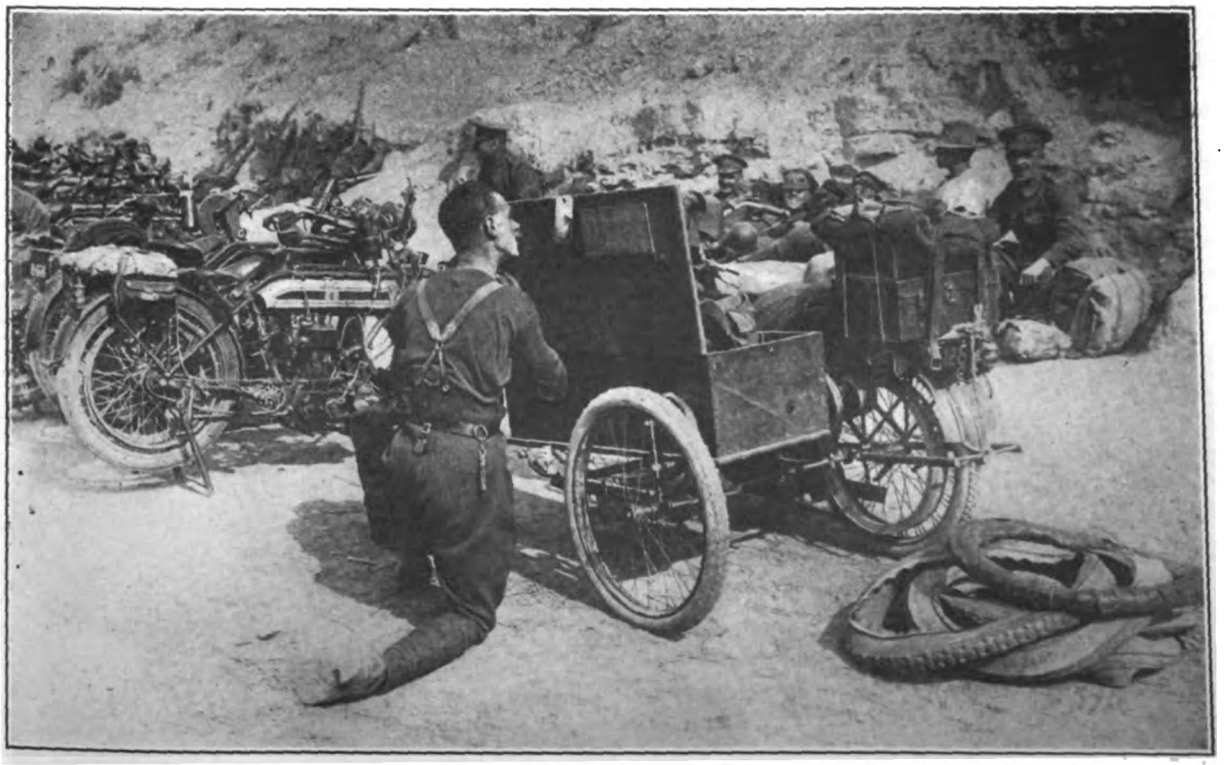
THE MEETING OF THE CHIEFS — A DISPATCH RIDER'S SHAVE

IN the above photo appear Chief George M. Hendee; Greenbow Johnston, organizer of the first motorcycle military squad in the country outside of the regular army, and Chief Yellow Bear, of the Oneida tribe. Johnston hails from Richmond, Va., and Chief Yellow Bear from Green Bay, Wis. They called on Chief Hendee at his office in Springfield, Mass., recently, and were taken through the big plant and shown just how Indian motorcycles are produced. Every Indian chief, and in fact most other visitors of note, who have visited Springfield for years past have made a point of seeing the big chief of the motorcycle wigwam.

Below is shown a motorcycle division of the English army at Saloniki. One of the riders is enjoying (?) a hurried shave with the aid of a mirror tacked against the lid of a sidevan.



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Looking Down the Stretch

March 19, Wheeling, W. Va.—Run to St. Clairsville, O., and return of Wheeling M. C.

March 27-April 1, Manchester, N. H.—Annual motor show.

April 12, Springfield, Mass.—Spring meeting of the Motorcycle Manufacturers' Association.

April 16, Fresno, Cal.—100 mile free-for-all race under direction of Fresno M. C.

April 30, Brooklyn, N. Y.—Annual spring run of Invincible M. C. to Southampton and return, 200 miles.

May 7, Jamaica, N. Y.—Endurance run of Jamaica M. C., to Patchogue and return.

May 7, Providence, R. I.—Annual run to Westerly of M. C. of Rhode Island.

May 14, Bronx, N. Y.—Second annual endurance run of the Crotona M. C. to Monticello, N. Y. and return, 250 miles.

May 21, Providence, R. I.—Annual photograph run to Roger Williams Park, M. C. of Rhode Island.

May 21, Harrisburg, Pa.—Endurance run of Keystone M. C. to Altoona, Shamokin, Pottsville, Reading and return.

May 27-28, Providence, R. I.—Week-end run of Providence M. C. to North Adams, Mass., and return.

May 28-30, Boston, Mass.—Three-day endurance run of Bay State, M. C.

May 30, Roanoke, Va.—Race meet of Dixie M. C.

May 30, Wheeling, W. Va.—Race meet of Wheeling M. C.

May 30, Philadelphia, Pa.—300-mile race on Hatboro Speedway.

May 30, Seattle, Wash.—Run of Seattle M. C. to Portland, Ore.

May 31, Newark, N. J.—400 mile run, day and night of New Jersey M. C.

June 10-11, Worcester, Mass.—Fifth annual 24-hour endurance run of Worcester M. C.

June 18, 19, Wheeling, W. Va.—336 mile endurance run to Bedford, Pa., and return, of Wheeling M. C.

June 30, Wheeling, W. Va.—Sealed time run of Wheeling M. C.

July 2-3-4, Grand Rapids, Mich.—Michigan State F. A. M. reliability trial, under auspices of Grand Rapids M. C.

July 4, Roanoke, Va.—Race meet of Roanoke M. C.

July 4, New Brunswick, N. J.—Elimination run of the New Brunswick M. C.

July 4, Savannah, Ga.—Race meet of Savannah M. C.

July 4, Wheeling, W. Va.—Race meet of Wheeling M. C.

July 16, Wheeling, W. Va.—Tri-State endurance run and open house, distance 100 miles, Wheeling M. C.

July 30-August 12, Wheeling, W. Va.—Run to Atlantic City and return, 600 miles, of Wheeling M. C.

September 3, Harrisburg, Pa.—Endurance run of the Keystone M. C.

September 4, Roanoke, Va.—Race meet of the Dixie M. C.

September 6, Wheeling, W. Va.—30 mile road race of Wheeling M. C.

October 1, Providence, R. I.—Annual Triangle run, Providence-Boston-Providence of M. C. of Rhode Island.

November 13-18, Chicago, Ill.—National cycle and accessories show.

November 30, Wheeling, W. Va.—Hill climb of the Wheeling M. C.

December 4-9, New York—National cycle and accessories show.

PLANNING SPEEDFEST TO PIKES PEAK

DENVER, Col.—Plans are now being worked out for a motorcycle race meet to be held over the Pikes Peak Auto Highway in August, and the fact that the races will finish at the summit of Pikes Peak, 14,109 feet in the air, will make the program unusually interesting.

The arrangements are in the hands of D. B. Southard, of the Rocky Mountain Motorcycle Co.; Eugene A. Sunderlin, president of the highway company; N. L. Drew, traffic manager of the highway company, and Major Charles T. Lowndes. All the men mentioned are of Colorado Springs, with the exception of Mr. Southard.

BIG PROGRESS IN OHIO ROAD BUILDING IN 1915

COLUMBUS, O.—During 1915, the State Highway Commission had under supervision the construction of 843 miles of road at a cost of $10,514,707.67, according to the annual report of State Highway Commissioner Clinton Cowen. There were 905 miles of roadway completed in 1915, at a cost of $804,753.22, or an average of $889 per mile, the report further states.

Of the 843 miles constructed under the direction of the Commission, 226 were of brick, 159 of concrete and 448 were of macadam. The work was done in spite of unfavorable weather. Much economy has been obtained through standard plans for culverts and bridges of various types and for different widths or roadway. Plans for 69 bridges with spans of from 30 to 178 feet were furnished by the Commission during the year.

GASOLINE FIRM GOES UP

LOUISVILLE, Ky.—The Purified Petroleum Products Co. has gone into involuntary bankruptcy and a receiver has been appointed. This concern surprised the motor industry a few months ago when it issued coupon books free to leading motorists, the coupons being good for 50 gallons of gasoline in one, five and ten-gallon lots. The receiver of each book was requested to pay for the book after having used it.

POLICE WILL BUY MACHINE

PITTSFIELD, Mass., Mar. 11.—An appropriation of $300 for the purchase of a motorcycle to be used in the police department was voted at a recent meeting of the city council, as the result of an appeal made by the Chief of Police.

REALISTIC DISPLAY BY WIGWAM AGENT

Decorated Indian Sidecar Which Was Sensation of Recent Civic Demonstration in Waterbury, Conn. Planned by Agent L. A. T. Peterson, Seen in Saddle

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WESTFIELD MANUFACTURING CO. STRIKES RECORD PACE

(Continued from page 25)

The machine room was next in order, with its trays of small parts, barrel cam end covers, clutch and brake levers, rear axle yokes, fork truss-end yokes which were all-important to the Model T-16. In one corner of this room were handlebars, cylinder castings and gear blanks.

In the automatic room, the party stopped at intervals to admire the monster machines turning out hubs and other parts from five bars of metal simultaneously. This room is the largest of its kind in Massachusetts and the second largest in the New England States. It was with difficulty that the members of the party were induced to move on to the next department—the inspection room—as there is a fascination about automatics which makes one want to keep on watching them indefinitely.

Waiting for the Inspectors' O. K.

In the inspection room were to be seen finished cylinder castings, three-speed boxes, cam case covers, crankcases and gear shafts awaiting the O. K. of the inspectors. Through the wire netting, as one of the store-rooms was passed, could be seen shelf upon shelf of finished 1916 cylinders, pistons and rear hubs with brakes, awaiting assembly, while magnetos in huge numbers stood ready to fit into place. Right outside were several big racks of flywheels.

In the assembling room though, were the parts that immediately suggested the Model T-16 on the road. On one side were rows of new motors, some with cylinder heads and magnetos on, some waiting final equipment. On racks above were finished T frames, easily distinguished from other models by the arrangement for the double spring rear suspension. At the other side of the room were many of these frames on jacks ready to be equipped with oil and gas tanks, and mudguards surrounded them. There were more frames awaiting fitting on the floor.

Lack of time forbade more than a glance at the stacks of tires that reached to the ceiling, at the 12-ton pile of flywheels and the many metal bins of completed parts. Work was going all at full speed in all departments; in the enamelling room, lined with frames in various stages of finish; in the plating room, the polishing room, the testing room and the experimental room.

The Model T-16 appeared to be ready, but as was explained by Mr. Fogarty, it was being held up by some few small but essential parts. Delivery on the material for these is long overdue, but either on the way from the mills or promised for shipment this month. There is no doubt that the delay in putting out the new motorcycle could have been shortened if the company had been willing to accept stock that did not fully meet the rigid specifications of the firm. This the Pope people will never do.

With all the parts along as far as they are, it seems a certainty that when the missing material is received, the Westfield Manufacturing Company will be in a position to put through and ship Model T-16 Motorcyles at the rate of thirty-five to fifty a day. In other words, the shipping date is really in sight, and no one is more anxiously awaiting its coming than the men behind the Pope.

CYGNET SALES ARE MANY AT BOSTON SHOW

Agents From All Over New England Sign Up to Handle Rear Car with Sales Manager Leadley Ogden—Exhibit Was Much Admired

BOSTON, Mass., March 12.—The doors of Mechanics Hall closed last night on the most successful automobile show ever held in this city, according to the statements of the exhibitors. This was in spite of some of the worst weather ever encountered during the regular automobile show season.

The only motorcycle exhibits were those of the Pope models in Paul Revere Hall and of the Cygnet Rear Car in the basement. The Cygnet exhibit, which was in charge of Sales Manager Leadley Ogden, with Harry E. McKay as his assistant, showed Rear Cars attached to Indian, Harley-Davidson, Henderson and Excelsior machines. The roomy, chummy bodies certainly made big hits.

Dealers Signed Up by Ogden

During the show, Mr. Ogden signed up a number of representatives for the Rear Car, among these being W. J. Walker, Boston Harley-Davidson dealer; General Motorcycle Sales Company, Boston Henderson representative; Brockton Sporting Goods Company, Indian agent in Brockton, and H. M. Beach, Harley-Davidson dealer at Waterville, Me. In addition to these contracts were made with the following: Kendall-Winch Co., Harley-Davidson dealer at Bangor, Me.; W. E. Wiswell, handling Indians at Lynn, Mass.; C. F. Jackson, Indian dealer at Manchester, N. H.; H. G. Ramsay, Indian dealer at Uxbridge, Mass.; Flanders & Goodfellow, handling Indian at Barre, Vt.; George Seavey, Haverhill, Mass.; J. F. Kilham, Indian agent at Beverly, Mass.; H. F. Hildreth, Harley-Davidson representative at West Somerville, Mass.; H. G. Adams, Cumberland Center, Me.; Keough & Cartwright, Pope dealers at Dedham, Mass.; F. B. Dawes, Pope dealer at Hudson, Mass.

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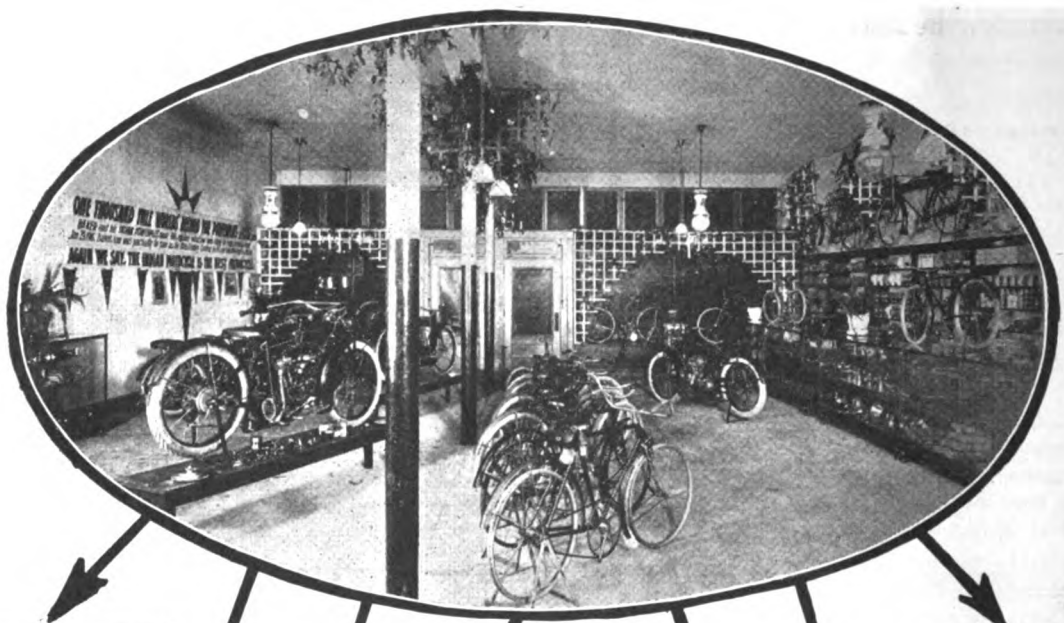
Put "Indian Day" Spirit In

Organize Your Selling For The Bigger Results It Will Bring To You



Advertising

Publicity

Plans for Reaching Prospects

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Organize Clubs — Promote Club Runs — Get the Boys Together.

Cooperation with your Competitors for General Good of Motorcycling in your Community.

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to Your Every Day Selling

Indian Day is still bringing to the surface some big merchandising lessons that every Indian dealer should consider and continually think about.

Indian Day has conclusively shown what organized sales procedure can do as against spasmodic, hit or miss selling.

Every single move of Indian Day was planned beforehand.

Every bit of material in this Indian Day Campaign was laid out months before, so that it would tie up exactly with the merchandising aim of this most successful selling event.

The motorcycle dealer must no longer regard his store as the only necessary thing for the selling of goods.

His store is merely his central operating point and the selling thought which he carries out from this working basis is what produces the business for him, and creates whatever prosperity he secures.

THINK—ORGANIZE—PLAN!

Find out what other successful merchants are doing. Talk with other merchants continually! Get their ideas! Couple them up and adapt them to your own business. This country is alive with a wealth of selling experience and knowledge.

There isn't any reason in the world why every Indian dealer can't constantly get enough selling inspiration and thought from the merchandising masters of this wonderful country to make his business a splendidly successful undertaking.

Indian dealers have a tremendous advantage this year as a basis for Bigger and Better business. The Indian dealer has the strongest and most complete line ever presented to the American public by the long recognized leaders of the motorcycling and bicycling world.

"INDIAN POWERPLUS"—proven by actual test the superior motorcycle motor of all time!

"INDIAN FEATHERWEIGHT"—the most seasoned leader of the lightweight class—not an experiment—but by its splendid performances on the road a proven leader.

"INDIAN BICYCLES"—by reason of their advanced design, backed by the recognized guarantee which the name HENDEE implies—the fastest and easiest selling bicycle in this country.

Arise to your wonderful opportunities which this—the best selling line obtainable—gives to every Indian dealer.

And remember that never in the history of the country has there been such "good times"—plenty of work, excellent wages—this is, indeed, a tremendously prosperous period, with plenty of wealth about you, GO GET YOURS!

THINK—ORGANIZE—PLAN!

Indian

Hendee Manufacturing Company

Springfield, Mass.

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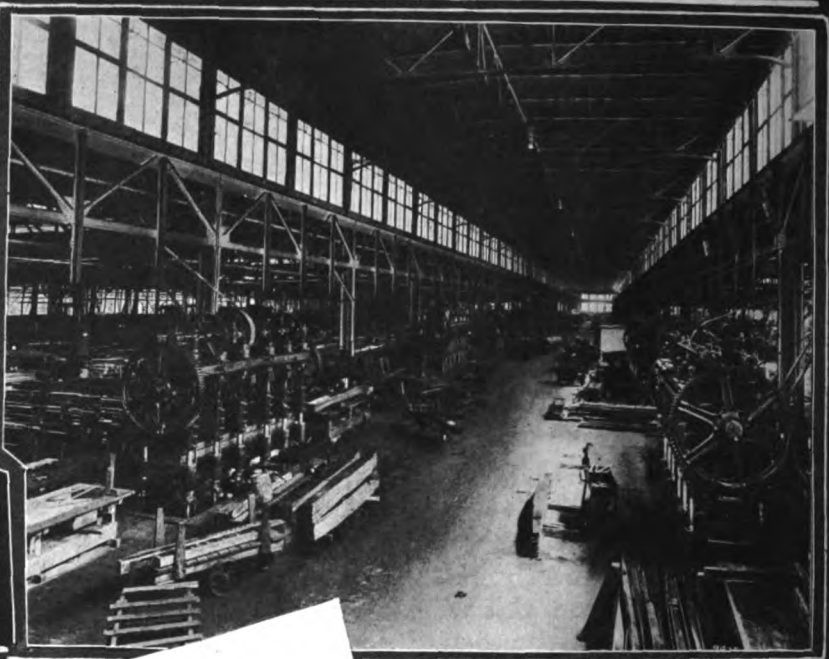

"What Others Say—"

ALL AGREEMENTS CONTINGENT UPON STRIKES, FIRE OR OTHER DELAYS BEYOND OUR CONTROL. ALL CONTRACTS ARE SUBJECT TO APPROVAL BY THE HOME OFFICE
ADDRESS ALL CORRESPONDENCE TO THE COMPANY'S MOTOR WHEEL DIVISION

MOTOR WHEEL DIVISION
W.V.C. JACKSON
GENERAL MANAGER

Milwaukee, Wis. U.S.A.
February 26, 1916.

Motorcycle Illustrated,
First National Bank Bldg.,
Chicago, Ill.

Attention of Mr. Harry Jacobs.

Gentlemen:

The best evidence of our firm belief in the value of advertising in your publication is our full page advertisement which has been continued without interruption since October 1st, 1914.

Not only do we receive many inquiries but your paper serves to keep our product before the dealers and gives us the opportunity of telling them of any live items of interest.

Yours truly,

A. O. SMITH COMPANY
Motor Wheel Division

General Manager

WVCJ.FAM.

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THE BICYCLING WORLD
FOUNDED 1877
ALL THE BICYCLE NEWS EVERY WEEK
MARCH 16, 1916

Display That Brought the Crowd Into Howard A. French & Co.'s Store in Baltimore
(See Page 35.)

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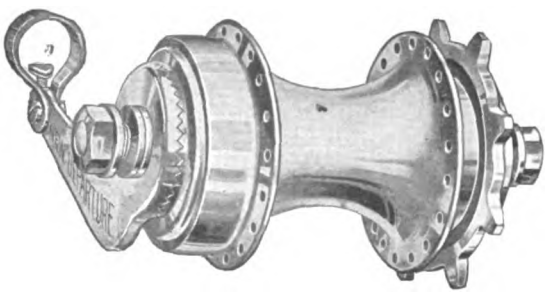
The NEW DEPARTURE COASTER BRAKE

Is a Quality Talking Point for any Bicycle



By reason of its reliability, its durability, its strength, efficiency, handsome design, and high-grade finish, it deserves the good name it has won.

This reputation helps you sell more bicycles in less time and with less selling effort.

It was the New Departure that helped bring the bike back to popular favor among the men and women, boys and girls of today.

Throughout the years, 5,000,000 New Departure Coaster Brakes have safe-guarded 5,000,000 satisfied cyclists in all parts of the world.

This record reflects the quality, the stability, the permanence of the New Departure and points with tremendous emphasis to the fact that the New Departure is the Coaster Brake that will best boost the business of the Bicycle Dealers of this day and generation.

Write us for full particulars

Our interest in the Bicycle Dealer does not end with the knowledge that he is selling New Departures. We would co-operate with you every day in the year with aids to new business, with new plans to help you in your boost for

"A Million Bicycles in 1916"

The New Departure Manufacturing Co., Bristol, Conn., U.S.A.

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THE BICYCLING WORLD

FOUNDED 1877

DEPARTMENT OF MOTORCYCLE ILLUSTRATED

"ALL THE BICYCLE NEWS EVERY WEEK"

HOW FRENCH LASSOED AN OPPORTUNITY

Baltimore Dealer Set Up an Original Window Display That Rang the Bell on Bicycle Day and Brought Home the Bacon—Interesting Letters Received From Local Business Men

HOWARD A. FRENCH is of the broad-gauged type of cycle dealer who grabs an opportunity when he sees one and makes it do a tune on his cash register. He saw a big opportunity in Bicycle Day. He realized that the bicycle in Baltimore needed some mighty strong pushing, and that an original window display, with an idea in back of it, was one of the best ways of arresting the attention of the public—one of the best ways of telling the people something that you want them to know.

He got one of his best salesmen on the job. They talked over the idea that the window ought to put across. Having settled that, the salesman—Clarence Mahrer is his name—rolled up his sleeves and got to work. He wanted to make every boy who passed the window feel that the bicycle was just the thing for him. And he was determined to convince every parent who stopped before the window that bicycling was the form of recreation which would yield the biggest returns in health and pleasure for the young folks. The result was the dandy display which you see illustrated on the cover of this supplement.

The display is very simple, the central figure being a life-sized "dummy" dressed in boy scout uniform, mounted on an Iver-Johnson bicycle, which is apparently riding along a country road that can be seen winding away in the distance. The road is cleverly simulated in the window by a path of sand with grass along the sides. The background is painted on a screen and so naturally does the painted road join the "real" road that at night or, when a few feet away, the illusion is almost perfect.

Mahrer has been wise enough not to litter the window with a lot of odds and ends. He draws attention solely to the central figure—the boy scout on the bicycle. Colored electric lights were placed on the rims of the wheels which were kept revolving constantly and thus produced a very striking effect. Mahrer is not a professional window decorator, yet he designed the entire display himself and also painted the road scene on the screen.

That window attracted a surprising amount of attention and brought forth much favorable comment. Mr. French reports that at no time in the past has he sold so many bicycles during any week in February or March as during Bicycle Week.

An interesting commendatory on the display gotten up by Mahrer are the commendatory letters which were received from men in the local trade and also from persons who are not interested in the bicycle business. A few of these letters are reproduced below and will make splendid reading for those dealers who have not yet fully realized the great value of a neat and original window display:

Direct Factory Representatives.
HOLLAND-BADEN-RAMSEY CO.
Automobile Accessories, Bicycles,
Bicycle Sundries, Motor Cycle Supplies.
Exclusively Wholesale.
25 Hanover Street,
BALTIMORE, February 29, 1916.

MR. H. A. FRENCH,
W. Baltimore Street, City.

My dear Howard—In passing your store this morning my attention was attracted to what I considered one of the best Bicycle Window Displays that I have ever seen, and I just want to take this opportunity to congratulate you upon it, and to let you know that it attracted the attention of an "old timer" in the Bicycle Game, and I feel that I am qualified to judge matters of this kind on account of having been in the Bicycle business since the good *Old High Wheel Days*, and have seen window displays from Maine to Florida, and yours should certainly be the means of making the boys take notice of the bicycle.

With very kind regards and best wishes, beg to remain, Yours very truly,

HOLLAND-BADEN-RAMSEY CO.,
WH-JFS. Wm. Holland, President.

Morning—Evening—Sunday
THE SUN.
The A. S. Abell Company, Publishers.
BALTIMORE, Md., March 1, 1916.

MR. HOWARD A. FRENCH,
304 W. Baltimore Street, Baltimore, Md.

Dear Howard—Your window display showing a boy on a bicycle is certainly very unique, realistic, and attractive. I consider the idea excellent and you should be able to do a great deal toward making Baltimore a large unit in the sale of 1,000,000 bicycles this year.

Being an old bicycle enthusiast myself, I was much gratified to see the crowds around your window each time I passed.

I have talked with a number of riders recently and they all feel very optimistic about the future of the bicycle, and it certainly seems to me that the spring of 1916 will again see the bike in its old glory. Very truly yours,

CHARLES O. REVILLE,
LP Automobile Editor.

KNICKERBOCKER CHOCOLATE CO. OF NEW YORK.
Baltimore Office, 216 W. Pratt Street,
Louis Kuethe, Manager.
BALTIMORE, Md., February 29, 1916.

MESSRS. HOWARD A. FRENCH & CO.,
304 W. Baltimore Street, City.
Attention of Mr. Howard A. French.

Dear Mr. French—As I may not see you in the near future, could not resist writing to compliment you on your unique Bicycle Display.

It is certainly artistic, original and attractive, which is best proven by the crowds of interested gazers, that I notice, every time I pass your place of business.

I trust this display will be the means of as many sales as you can possibly handle, the display certainly meriting these results.

Sincerely yours,
LK/B. LOUIS KUETHE.

STOP AND READ THESE LETTERS

They tell what Baltimoreans thought of the fine window display used by Howard A. French & Company.

DR. L. E. NEALE,
822 Park Avenue,
BALTIMORE, Md., March 1, 1916.

HOWARD A. FRENCH,
304 W. Baltimore Street.

Dear Sir—Believing that a good thing should be encouraged, I desire to compliment you on and express my appreciation of the very attractive scene displayed in your show window this week.

I regard it as one of the best I have ever seen and hope the artist who designed it may be afforded every opportunity to develop his very evident talent. Sincerely,

L. E. NEALE.

THE GOODYEAR TIRE & RUBBER CO.
General Office and Factories, Akron, Ohio.
BALTIMORE, Md., March 2, 1916.

H. A. FRENCH & CO.,
307 W. Baltimore Street, Baltimore, Md.

Subj: National Bicycle Day, Window Display.

Gentlemen—In passing your place of business today, the writer's attention was very forcibly drawn to your window display which celebrates "National Bicycle Day."

The writer has never seen anything that more forcibly depicts the spirit of bicycling, as does this display. The background and floor of the window are an absolutely natural reproduction of a very beautiful countryside, and the imitation work on the wayside gives it even more lifelike appearances.

The wheels that are set in motion by the ingenious electric device with the lighted electric lamps within the revolving wheels, could not fail to attract the attention of all passersby.

No details have been overlooked in this display, and it certainly lives up to the slogan: "One Million Bicycles for 1916." Yours very truly,

THE GOODYEAR TIRE & RUBBER COMPANY,
A. E. Hertzig, Manager.

THE BALTIMORE NEWS
February 29, 1916.

MR. HOWARD A. FRENCH,
304 W. Baltimore Street, City.

Dear Mr. French—Your window display of the figure on a bicycle is certainly striking.

You have been clever enough not to fill your window with a lot of junk that would detract from the article which you wish to display most prominently.

The lighted wheels turning, excite considerable attention in the day time, and even at night the appearance is intensified when darkness comes on.

The grass and the gravel path are as near nature in appearance as it is possible to reproduce it without actually planting seed in the ground—and I am writing to tell you this, as in my mind it is one of the cleverest and most attractive window displays we have had here for a long while.

Very truly yours,
J. THOS. LYONS,
JTL/MWB Asst. Advertising Manager.

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WHAT THE MANUFACTURERS AND DEALERS ARE DOING

Yep! Returns Were Great

Now for Some Stiff Plugging

EVERLASTERS GOING TO HAWAIIAN ISLANDS

KOKOMO, Ind., Mar. 14.—"We were very much gratified," wrote Edwin F. Merry, the Pacific Coast representative to the Kokomo Rubber Co., recently, "to receive an order this week from our Hawaiian Islands agents for 115 pairs of Kokomo tires, 105 pairs of which were the Everlasters. This surely speaks well both for the tires and our Hawaiian Islands representatives."

The Everlaster bicycle tires are about the highest-priced tires on the market, and the Kokomo Tire Co. was happy to learn that quality is appreciated in some places abroad as well as at home.

SMITH MOTORWHEEL OUTPUT TRIPLED IN FEB.

MILWAUKEE, Wis., Mar. 14.—The A. O. Smith Company announces that it has shipped during February three times as many motor wheels as during the same month last year. The makers of the "bicycle booster" expect to produce 25,000 motor wheels in 1916. Nearly 40 new dealers were added during February, while 169 agents renewed their contracts. The present list of motor wheel dealers in the United States and Canada is now close on to 1,800, and General Manager W. V. C. Jackson is bending every effort to bring this number up to 2,000, before the active buying season commences.

Among the new motor wheel dealers recently signed up are the following: Potter Company, Syracuse, N. Y.; J. W. Megee, Tulsa, Okla.; C. F. Braunlich, Wheeling, W. Va.; Wyman & Anderson, Mayfield, Ky.; Tom Bird and the Autocycle Co., St. Paul, Minn.; Frank Wheaton, Kalispell and Frank Prince, Lewiston, Mont.; H. A. Parker, South Haven, Mich.; W. J. Pettee & Co., Oklahoma City, Okla.; Excelsior Cycle & Supply Co., Dodge City, Kan.; Dixon Hardware Co., Cleburne, Tex.; W. M. Zeigler, Eunis, Tex.; A. G. Shurman, Greenville, Tex.; Fred Williams, San Angelo, Tex.

HICKEY IS PROMOTED

LOUISVILLE, Ky.—R. E. Hickey, formerly manager of the Dow Wire & Iron Works' downtown store, is now with the jobbing sales force at the firm's factory. John Casey, formerly connected with an electrical supply house, is in charge of the sales store. The Dow firm is a jobber and dealer in cycle supplies.

GOLDMAN TAKES IVER JOHNSON

NEW YORK, N. Y., Mar. 14.—M. J. Goldman, of 115 Greenwich avenue, has taken on the agency for the Iver Johnson bicycle, having already received his first shipment of twenty machines from the Fitchburg factory. Goldman also handles the Pope line of bicycles and the Pierce.

PURNELLE MOVES STORE

BOSTON, Mass., Mar. 14.—R. E. Purnelle, whose bicycle store was located for several years at 22 Broad street, has added a hardware department and moved to larger quarters at 55 Broad street.

BECKWITH OPENS SUPPLY HOUSE

BOSTON, Mass., Mar. 14.—S. J. Beckwith & Co., has just opened a large bicycle and cycle supply store at 120 Washington street. This concern has landed the Boston agency for the Pierce and Reading-Standard bicycles.

GLIESMAN SELLS 3,044 BICYCLES IN A SINGLE DAY

NEW YORK, March 13.—H. A. Gliesman, the genial and always-on-the-job traveling representative of the Miami Cycle & Manufacturing Co., has just returned from a trip through Virginia with a pocket full of orders and a renewal supply of sales optimism.

Gliesman celebrated Bicycle Day by hanging up what appears to be a bicycle sales record. In one day, after his return to New York, he took orders for 3,044 bicycles, 275 coaster brakes and three Miami Power Bicycles. All this business was obtained from three jobbers and two dealers.

The estimated retail value of the 3,044 bicycles is $97,408, and allowing for three dollars' worth of accessories to each machine—a conservative estimate—there will be an additional $9,132 worth of business. This gives a total retail value of $106,540 for the orders signed by the indefatigable Gliesman in a single day.

If that does not stand as a sales record, Gliesman would like to have someone show him figures to the contrary. That's all.

NEW CATALOGS ISSUED BY HUB CYCLE CO.

BOSTON, Mass., Mar. 14.—The Hub Cycle Co., 14 Portland street, of this city, is ready to distribute its new 250-page catalog, describing fully the lines of bicycles, bicycle tires and supplies handled by this company. Part of the catalog is devoted to motorcycle tires and accessories. Three of the Hub Cycle Co.'s leading bicycle lines—Pierce, Reading-Standard and Princeton—are well illustrated, and special brands are attractively shown. A smaller bicycle and tire catalog is also being issued to dealers.

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LATEST SPORTING NEWS GLEANED FROM ALL SOURCES

Will They All Flock Back?

Following Pacifists' Methods

ST. LOUIS CYCLING CLUB ELECTS OFFICERS

ST. LOUIS, Mo., Mar. 14.—At the March 9 meeting of the St. Louis Cycling Club, W. J. Rodgers was unanimously elected president; Fred W. Hunicke, who was treasurer for the past four years, was chosen vice-president, while L. M. Stringer was made treasurer, Waldron Martin road captain, George Henry and A. Dietrich first and second lieutenants, respectively. Reports were read by the various committees and officers, and the club discussed at length the new bulletin which is to make its first appearance before the April meeting. The captain announced that he had a surprise in store for the boys in the form of ten new stopping places to which runs will be called this season.

ANNUAL C. R. C. A. BANQUET

NEW YORK, N. Y., Mar. 14.—The annual banquet and re-union of the Century Road Club Association will be held at the Broadway Central Hotel on Saturday evening, March 25. This will be the sixteenth annual banquet. Last year ninety-five members and guests attended the affair. Reservations are now being made and a cordial invitation is extended to all cyclists to be present. Communications may be sent to Sylvain Segal, 110 Greenwich avenue, New York City, who is a member of the committee in charge of the banquet.

WESTERLY CLUB HOLDS ITS 25th ANNUAL MEETING

PROVIDENCE, R. I., Mar. 14.—The twenty-fifth annual meeting of the Cycle Club of Westerly was held last week at its club rooms, with a large number of members present. The treasurer's report showed the club to be in splendid financial condition, and from the speeches made indications are that unusual interest will be taken in cycling this year.

The following are the new officers: President, David S. Myers; vice-president, John Payne; secretary, F. Earle Babcock; treasurer, Elmer E. Babcock; captain, Charles T. McSparren; bugler, Daniel Crandall; Entertainment Committee, Frank Ahern, Everett Taylor, Daniel Crandall, John Sutcliffe and John Brophy; Board of Directors, the president, vice-president, secretary, treasurer, captain, Harry Crandall and E. E. Palmiter.

DESIMONE WINS RACE AT SECOND "SPORT NIGHT"

NEW YORK, N. Y., Mar. 14.—Anthony Desimone, the Interclub League home trainer champion, showed his superior ability as a cyclist at the second "Sport Night" of the Unione Sportiva Italiana, held on March 9, when he captured the half-mile match style home trainer race from a field of ten riders. The race was run in five heats, two semi-finals and one final, with the winners of the four fastest heats to qualify in the semi-finals. The summaries:

PRELIMINARY HEATS.

Winner.	Time.
1—A. Desimone—N. Johnson	:32⅕
2—P. Giordano—J. Mossuti	:36⅕
3—T. Bello—G. Harvey	:32⅗
4—J. Alfonso—E. Mullin	:34
5—A. Ferrero—C. Buscaglia	:36⅕

SPECIAL HEAT.

P. Giordano—A. Ferrero	:36⅗

SEMI-FINAL HEATS.

1—A. Desimone—P. Giordano	:34⅘
2—T. Bello—J. Alfonso	:33

FINAL HEAT.

Anthony Desimone—Tom Bello	:31⅘

WILL HOLD NATIONAL MOTOR WHEEL RACING DAY

MILWAUKEE, Wis., Mar. 14.—A national Smith motor wheel racing day has been decided on by the A. O. Smith Company, when motor wheel dealers throughout the country will stage races for the owners of "bicycle boosters." The exact day will be announced later. The plan now contemplated is to have each dealer conduct a race in his town and report the results to the company, which has hung up two prizes in the form of silver loving cups—one for the rider making the best time, and the other for the dealer having the largest number of entries. The age of the rider and the population of the town will be taken into consideration in awarding the prizes.

DANCE HALL STAGES RACE

DETROIT, Mich., Mar. 14.—The general publicity being given the bicycle in this city has led one of the local dancing halls to hold a Bicycle Revival Night on March 8. After the dancing a race was staged at five miles, in which eight riders participated, the bicycles being borrowed from the Addison Cycle Company, Excelsior agent. In return for this courtesy the dealer was permitted to display a banner in the hall, which bore his name and address, together with an announcement that the bicycles used were furnished by him.

OPENS NEW QUARTERS

LOUISVILLE, Ky., Mar. 14.—Clarence Fisher is now busy fitting up a new bicycle shop and store at 808 South Preston street, where he moved last week after having been at 403 East Broadway for several years.

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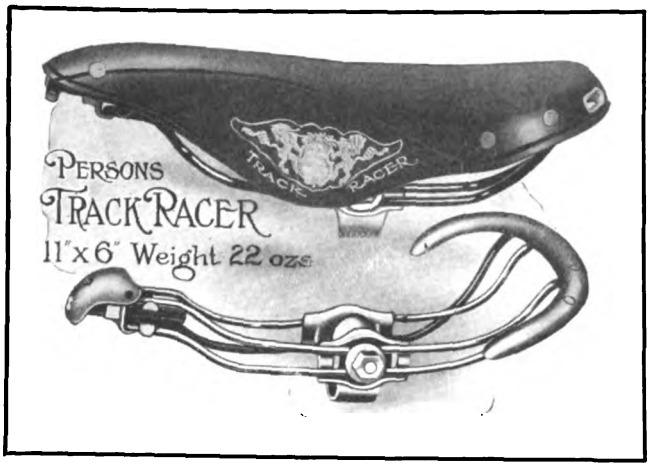
"TRACK RACER," A NEW PERSONS SADDLE

Four Springs Are Used in the Framing, Affording Lighter and Stronger Saddle—Tension Screw For Adjusting Tension of Leather

WORCESTER, Mass., Mar. 15.—Complying with the needs of the many racing men throughout the country, who are expressing their intention of getting back in the game earlier and stronger this spring than ever before, the Persons Manufacturing Company, of Worcester, has brought out a new saddle called the "Track Racer," which incorporate many up-to-date features.



This new saddle contains certain original Persons details of construction, which are the embodiment of such advice as furnished by Frank Kramer and other riders of international fame. Thus, to secure lightness four springs are used, instead of two, in the framing, so that their strength may be distributed and carried to the points where most needed. The lower springs spread abruptly at their rear and run to the widest part of the cantle, thereby making the saddle rigid and capable of always resisting side thrust.

The pommel is a light and of highly improved design, being formed of a special sheet steel, triply reinforced at the portion through which the tension screw passes for added strength, and is annealed to remove all strains therefrom and make breakage impossible. This steel pommel is attached to the leather by the use of solid copper harness rivets, nickel-plated and hand set. The Persons Manufacturing Company is the only American saddle maker to use these rivets, and claim that there is but one other saddle in the world on which they are used, this being of English make.

The tension screw, allowing adjustment of the tension of the leather, is made of 7/16-inch diameter stock, both sides of which are milled concave for lightness as well as to prevent any tendency of the front of the saddle to rock to one side or the other, or get out of line.

The four springs pass endlessly through an improved clip at the front end, and this clip also acts as retaining aperture for the tension screw, a construction combining lightness, strength and rigidity.

The clamp, as shown in the illustration, is fitted with side plates two inches long, and these add greatly to the strength of the springs and rigidity of the "Track Racer."

The tops are formed dome-shaped at the rear, and the cantle ends drop considerably lower than is indicated by the illustration, the sides of the seating surface being one and one-half inches lower than the center. The tops are made from a special leather of which the Persons company had had a quantity in tannage for many months past, the hides having been carefully selected for this particular model. The texture is soft, yet tough, and is guaranteed to neither stretch nor to lose its shape.

EVERLIT LAMP HAS ALL ITS PARTS ACCESSIBLE

EDWARD MILLER & CO., of Meriden, Conn., are producing the Everlit bicycle lamp shown in the illustration. This lamp, which burns kerosene oil, is 5¾ inches in height, and weighs 13 ounces complete. It has a hinged front door with 2½-inch convex lens. The oil font is fitted to the lamp body with a bayonet joint, ensuring easy removal for filling. The wick is flat, and is regulated by a knurled button from the exterior of the lamp. All parts are readily accessible.

Right and left colored jewels are fitted to the cylindrical body. There is a rear bracket for flat or tongue connection to the machine, a neat springing device being incorporated. The draft arrangement is such that the lamp will stay lighted in the strongest wind. The finish is full nickel. The Miller firm also produces the well-known Miller, Juno and Vestal lamps.

TOBEY REPORTS PROSPERITY IN ARIZONA

LOS ANGELES, Cal., Mar. 14.—C. Tobey, who is setting the same fast pace in his work as salesman for C. L. Smith, the local jobber, as he did when he kept his Pope among the leaders on the speedway, is making monthly trips through Arizona, with fine results. Returning from one of these trips last week, he gave a glowing report of the prosperous conditions in that State. The mines are more active than ever and wages are high—even the muckers are making $5.35 per day.

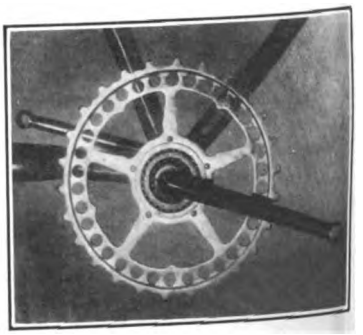
On his recent trip Tobey placed agencies for the Great Western line of bicycles, which C. L. Smith distributes in the Southwest, with Stewart & Templin, a large company, located at Phoenix, and also covering the towns of Glendale, Tempe and Mason. J. B. Buck's Cycle Shop will handle the Great Western exclusively at Tucson, while Moses Klein has signed up for this line at Douglas. The new Great Western agency at Yuma, Cal., was placed with Paul R. Hobby.

NEW CYCLING CLUB FORMED

PATERSON, N. J., Mar. 14.—The organization meeting of the Triangle Cycling Club was held in the club's quarters at the Federal Building last week. Joseph Dabaghian was chosen president; Charles Simone, vice-president; Mars De Gast, secretary, and John Cooke, treasurer.

GIRARD HANGER ELIMINATES SIDE DRAFT

IN order to overcome side draft on the crank hanger of a bicycle, A. L. Girard, of the Girard Cycle Company, of 140 North Fourteenth street, Lincoln, Neb., has patented and is now marketing a device known as the Girard Duplex Crank Hanger. This hanger has several ingenious features in its construction, and these features, says Mr. Girard, entirely eliminate the draft and its resulting unnecessary friction and interference with the free running qualities of the cycle.



There are two separate bearings on the sprocket side of the hanger. The sprocket is mounted on its own bearing independently of the crank bearings. The crank is fitted with a lug loosely engaging in one of a series of holes in the sprocket, and although each individual member has its own bearings, they combine and do the work of one bearing.

The Girard Duplex Hanger makes a strong appeal to the rider who desires an easy operating wheel. Further information can be had from Mr. Girard, care of the company at Lincoln, Neb.

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THREE STAR RIDERS DESERT THE OUTLAWS

NEWARK, N. J., Mar 14.—Reggie McNamara, Bob Spears and Frank Cavanaugh, three of the best riders who competed in the outlaw six-day grind in Chicago, have deserted the outlaw movement and applied for reinstatement in the National Cycling Association. Their application will be considered this week. With these three cyclists endeavoring to crawl back into the fold, it is generally conceded that the backbone of the F. A. C. is broken.

Joe Fogler and Jack Clark, who did not ride in Chicago, but were supposed to be in sympathy with the F. A. C., have joined hands with the local velodrome management. Alfred Goullet, the president of the Cycle Racing Men's Union, denied that he considered asking for reinstatement, and declared that he would stick to the outlaws.

Last week it was rumored that a track would be constructed for the outlaws at Belleville, but the property owners of that town object to having a velodrome in their midst.

At a meeting of the F. A. C. held here last night, Harry Pollock, the Newark fight promoter, announced that he would proceed immediately with the erection of tracks in Brooklyn and the Bronx.

Dissension is said to be splitting up the ranks of the outlaws. A number of riders are reported to be dissatisfied with the results thus far secured by the F. A. C.—or, rather, the lack of results. Tracks galore were promised, but none have actually been constructed yet.

The management of the Newark Velodrome has already secured a number of new foreign riders for its track, and will stage the opening meet as per schedule on April 2. With the cream of the outlaw riders now practically back under N. C. A. colors, the local promoters expect no trouble from the outlaws.

A PROSPEROUS BUSINESS CATERING TO SOCIETY

Bicycles for Hire at One of the Palm Beach (Fla.) Hotels

PLAN TO STAGE 100 ROAD RACES

Worcester Manufacturers Are Asking for Co-operation in Securing 100 Sets of Prizes for Events Which Will Be Held All Over Country

WORCESTER, Mass., Mar. 14.—James W. Grady and William P. Farell, of the J. W. Grady Company, and Charles A. Persons, of the Persons Mfg. Co., have launched a movement for securing one hundred sets of prizes which will be hung up for as many races, to be held in cities throughout the country where the local cyclists are organized. This project has already been taken up with the "One Million Bicycles Committee."

An effort will be made to obtain one hundred bicycles as first prizes, and to get as many manufacturers and jobbers as possible to contribute some of their products as prizes. To show their willingness to assist, the Worcester men will do their share. Mr. Grady and his partner will donate 100 pairs of bicycle tires, while Mr. Persons will offer 100 saddles. Speaking of this movement, Mr. Grady said:

"The plan is to have a road race in every city and town where local organizations will promote it. The clubs in the city where the race takes place would have only to make arrangements such as furnishing officials, policing the course and the like. The prizes will be furnished and handicapping done by the general committee in charge. The idea is to have every race a handicap race because in a handicap road race every rider has as good a chance to win as any other rider.

"There would be a prize for every rider who finishes and maybe two and three for some of them. It is our plan to insure at least 50 prizes for every race, and that is why we are seeking donations in lots of 100. It will be done on a big scale.

"We are willing to do our share. My firm will give 100 tires, the best we have in the place. Mr. Persons will give 100 of his best saddles. When the race is being arranged in the different cities, of course, the dealers and men who are benefited by an increase in the business would lend assistance. When the race is arranged for Worcester, we would further contribute to sustain the reputation of the city in a project which has nation-wide dimensions.

"There is unusual interest in bicycling this year," continued Mr. Grady, "and we will certainly have a race in Worcester and we plan to make it one of the biggest road racing events in the East."

CANADIAN "BICYCLE WEEK" BEGINS MARCH 27

TORONTO, Ont.—At an important conference of Canadian bicycle manufacturers, jobbers and members of the Bicycle and Motorcycle Dealers' Association in Toronto on Thursday evening, March 2, it was definitely decided to hold the Canadian bicycle sales campaign during the week of March 27, and special features are to be staged on a co-operative basis in Toronto, Hamilton, Ottawa and Montreal. The representatives of the trade present appeared highly enthusiastic over the sales campaign.

Among other things, the association decided to ask the newspapers to establish a bicycle section in their issues of the week, and one Toronto daily, the *Daily News*, plans to have a two-page department the Saturday preceding the special week.

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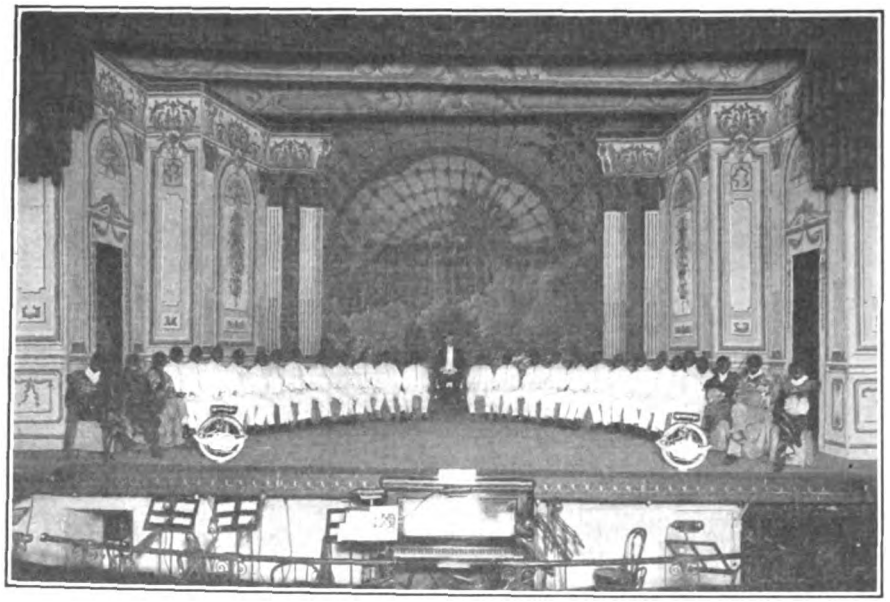
SMITH MOTOR WHEEL MINSTRELS PERFORM



Flashlight Taken During the Minstrel Show Staged by A. O. Smith Co. Employees, at the Pabst Theatre, Milwaukee, Wis., on March 6

HOW BAIRD GOT 563 NEW PROSPECTS

THE February issue of the *Tire Merchant*, the house organ of the Continental Rubber Works, Erie, Pa., makers of Vitalic Tires, contains the following interesting letter from Roy J. Baird, a bicycle dealer of Newark, N. J., in which he describes a clever stunt that secured 563 prospects' names and addresses:

"December 15 last I set up in my window a Dayton Bicycle, equipped with Vitalic Tires, inserting in the spokes red and green cards set diagonally. I then concealed an electric fan in a small box, the front of which was covered with wire cloth, placing the box in such a position that the air currents would play upon the cards and rotate the wheels. The box was decorated with accessories and made a neat appearance. The wheel ran eight hours per day for ten days, making 80 hours of actual running, and the mileage was recorded by a cyclometer with the glass painted to hide the figures. People were invited to register a guess on the number of miles the wheel would run, and suitable prizes were offered the winners.

Still Blowing the "Booby Prize"

"Five hundred and sixty-three boys and girls, men and women, registered their names and addresses and placed a guess in a box. These guesses ranged from 290 to 15,000 miles, the majority being from 350 to 430. The actual mileage was 390.2 miles, the nearest correct answer being 392. The 'Booby Prize,' a small whistle, went to a small Italian lad, and the last we heard from him he was still blowing for Baird. High school and college boys spent many evenings in front of the window trying to work out the problem mathematically, and great was the interest they created.

"The contest cost me in prizes about $11.60 and 80 cents for electricity, so you see $12.50 will cover all costs. I consider the advertising I received from this at over four times that amount. I can already trace the sale of six pairs of Vitalic Tires absolutely to this advertising, and of course many other sales were made that came from this publicity.

"I am getting up a circular letter to send to these 563 names, and intend to mail it in the early spring when people are thinking of the bicycle. I mean to use this list in every way possible and am confident the nature of my business will be firmly entrenched in the minds of the people before the summer is over. I look for a splendid harvest this season as the result of this work."

KEEN INTEREST IS SHOWN IN FRISCO'S BIKE DAY

SAN FRANCISCO, Cal., Mar. 12.—Though the celebration of Bicycle Day has been put off until March 25, because of the bad weather here, interest continues at a high pitch in the many features which will boost the bicycle forcibly in the Bay City. As the result of a temporary organization of the dealers and jobbers here more than $600 in prizes have been hung up for the sixteen bicycle races which will be held at the Park Stadium.

Prior to the racemeet a parade, in which more than 6,000 cyclists are expected to participate, will be held through the Golden Gate Park, headed by a band and police escort. Some of the leading business and professional men of San Francisco have promised to appear in the line, dressed in regular riding costume. Officials of the day will be racing men who starred in the early days of bicycling. Edwin F. Merry, the local jobber, has been working hard and with much success in persuading Frisco's leading citizens to take part in the celebration of Bicycle Day. He found that men like Judge Kerrigan, of the Appellate Court, were enthusiastic cyclists in their youth and are only too glad to climb on the boosters' stand. Splendid support is being given by the San Francisco press.

FRISCO BICYCLE NEWS

SAN FRANCISCO, Cal., March 13.—Local bicycle riders were surprised recently to see a man riding along the streets of the city on a unicycle. He was George Mitchell, who had just completed a trip of 675 miles, from San Diego to the metropolis, on his single wheel mount. He used United States tire, which gave efficient service during the five weeks required to make the journey. Mitchell carried a letter from the mayor of San Diego to the mayor of San Francisco.

Chas. Baxter, who for the past five years has been a salesman for the Bean & Son Company, Pierce bicycle distributor, has opened up a store of his own at 633 North First street, San Jose. Baxter is a member of the Garden City Wheelmen, and knows the bicycle sport and trade thoroughly.

The New Century Wheelmen held their annual ball and home trainer contest on the evening of March 2, at the Mission Turn Hall. A large crowd attended the affair. The New Century boys won the race, the victorious team being composed of W. Rhodes, L. Drury, M. Castillo and R. Welsh.

200 SOLD IN CAPITOL CITY

WASHINGTON, D. C., Mar. 14.—Although handicapped by unfavorable weather, the bicycle dealers of this city report the sale of over 200 bicycles during Bicycle Day week. It is conceded by all dealers that not more than ten per cent. of this number of bicycles would have been sold at this time of year under ordinary conditions, and all the dealers attribute this success to the special displays and co-operative advertising which were used by them at a small cost.

THIRD STORE FOR MUNGERS

WASHINGTON, D. C.—Munger Brothers, a well-known firm of bicycle dealers in this city, have opened a new store at 824 Ninth street, N. W., in the heart of motorcycle row. This makes the third of the firm's chain of stores, the first being at North Capital and H streets, opposite the Government Printing Office, and the second at South Carolina avenue and Third street. The three brothers comprising the firm have built up a splendid business by steady and persistent hard work. They handle the Pierce, Miami and Racycle bicycles.

198 DEALERS IN NEW YORK

NEW YORK, N. Y., Mar. 7.—There are now 198 dealers in the state of New York, outside of New York City and Brooklyn, handling the Smith Motor Wheel. A great deal of this increase is due to the personal sales efforts of "Billie" Cahn, who has taken to the road this year, representing A. O. Smith Company.

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MORE REASONS WHY BICYCLE DAY WAS A SUCCESS

1. Riders competing in a home trainer contest staged in the window of the Goodyear Tire & Rubber Company's San Francisco branch. 2. An old high wheeler stirred the curiosity of those who stopped before the window of C. C. Pugh's Great Western Bicycles Agency at Terre Haute, Ind. 3. This gives an idea of the crowd that was drawn to the Goodyear window in San Francisco while the home trainer contest was going on. 4. Special window decoration featured by the Firestone Tire & Rubber Company's Philadelphia Branch. 5. An original display gotten up by the Remelin Company, Cincinnati, O. 6. Another Firestone window at the Buffalo branch of the company. 7. Start of the big Bicycle Day at Birmingham, Ala., the first event of its kind held there in many years.

NEW FISK STATION

MARINETTE, Wis., March 7.—Work has been started on the remodeling of the Risdale block in this city for a Fisk service station, which is to be opened in about a month under the direction of the Milwaukee branch. It is estimated that a stock of more than $10,000 in rubber goods will be carried here.

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FRANK KRAMER'S LIFE STORY

The First Authorized Story of the Great American Bicycle Champion's Brilliant Career—By Harry Mendel

Tenth Installment

When Kramer returned from Europe in the summer of 1906, he rode in but a few races and had rather an easy time retaining the championship.

FRANK KRAMER, on his return from Europe in 1906, hied off to Salt Lake City, where he took three out of four match races from Iver Lawson. These events were equivalent to national title affairs and Kramer was acknowledged by all as the champion of the United States for 1906, making the sixth successive time that he captured the title. Racing was on the wane in Newark when Kramer arrived home from Europe on July 10, and after riding at one race meet in Newark, he packed up his grip and set forth for Salt Lake City where practically all of the stars were competing.

Lawson Had Barrels of Speed

In the Mormon City, none of the riders classed with Kramer and Lawson. Lawson had barrels of speed, while "Big Steve," who had had a highly successful season on the other side of the water, was just as good as ever. This made match races between these two cyclists a great magnet, and every time they rode the Palace track was jammed.

On Kramer's first appearance in Salt Lake City he was beaten by Lawson in a one-mile match race. There were three more races ridden after that, and on each occasion Frank flashed over the tape a winner. The one race that Lawson won was questionable. Lawson cut down on Kramer in taking the lead and the papers in Salt Lake City "roasted the tar" out of Lawson for his unfair tactics. Whereupon Iver became a very much peeved individual and would not ride against Kramer for some time. Finally after a delay of two weeks they were brought together again and Kramer won an event at two miles. Three days later Frank proved his superiority by defeating Lawson in a mile and a three-mile match race on the same night.

Wildly Cheered by Crowd

Although Kramer arrived home on July 10, he did not mount his wheel for competition until Sunday, July 22, when he showed that he still possessed all of his old time speed. His appearance on the track was the occasion for a great burst of applause from the spectators, although it was far from being a regular old Vailsburg crowd.

Kramer rode in the half-mile open which he won with ease, beating out Floyd Krebs, Alfred Ashurst and Eddie Rupprecht. He was also entered in the five-mile handicap, but after he rode a couple of laps his saddle post became loose and he had to quit. This was the only race that Kramer rode in Newark in 1906. He then made off for Salt Lake City and on Tuesday night, August 14, competed against Iver Lawson.

Lawson won the first race from Kramer by three lengths. This event drew a crowd of 4,000 spectators who paid double prices to see the speedy cyclists perform. There was a lot of jockeying for position at the start of the race, but Lawson finally forced Kramer to go out and take the lead. For six laps Kramer, ever watchful of Lawson's movements, led the way, but coming around the turn on the seventh lap, Lawson sprinted. He shot by Kramer like a flash, but in doing so interfered with the champion, cutting him down. Kramer set sail for the flying Lawson but was unable to overcome the lead and Iver finished three lengths to the good.

Was Not a Sore Loser

Kramer took his defeat without complaint. After the event was over he said: "Just say, Lawson caught me unawares and beat me fairly and I have no kick to make of any kind." When asked if he was not cut down by Lawson, Kramer replied: "Well, I am not a sore loser and do not care to discuss it."

Lawson and Kramer were carded to meet again on the following Friday, but Lawson, because he was criticized in all the papers for his unfair tactics, refused to go on against the champion. There were about 4,000 people on hand and Lawson was hissed, hooted and jeered for refusing to ride against Kramer. Hardy Downing was substituted and was easy for Kramer.

After a delay of two weeks the mutual friends of Kramer and Lawson finally succeeded in getting the riders to meet again. It was then announced that three match races would be run to decide the better rider.

The first was staged on Tuesday night, August 28. Kramer defeated Lawson in a two-mile race before 5,000 spectators. The conditions of the race stipulated that the riders be paced until the second lap from home. Lawson followed the pace maker and Kramer rode second. A lap and one-half from home the champion began his fight and for a full lap the men struggled neck and neck with Kramer riding high on the bank in an effort to get by. Lawson switched Kramer high up the board in an effort to stave him off, but Frank stood the "gaff" through superior strength, and while coming to the stretch Lawson began to tire. Turning into the home stretch, Kramer made his final jump—he shot by the Swede and led him over the tape while the spectators roared their applause.

IVER LAWSON
He again was Kramer's chief opponent for the National Title in 1906

The next Friday, Kramer made a clean sweep over Lawson in the final of their series of match races. He defeated Lawson in the first race at one mile, and the second at three miles.

Won by Division of Judges

The mile was the first race on the program and it was by far the better of the two. The finish was so close that the big crowd of spectators were about evenly divided as to who had won and Kramer got the verdict only on a division of the judges. Lawson had the lead on the pole when the pacemakers dropped out two laps from home with Kramer on the outside. Kramer and Lawson came down the stretch neck and neck, almost to a dead finish. Two of the judges favored Kramer, as did the majority of the crowd, but one said he thought Lawson had won, and about one-third of the spectators thought as he did.

Lawson Sulky Over Ruling

Although the ruling was just without a doubt, Lawson was sore and for over an hour refused to ride the next race. After considerable persuasion, he came back on the track. This time Kramer took no chances. He secured the pole and held it to the finish. When the pacemakers quit, the East Orange boy went out and Lawson fell in behind until a half lap from home. Here Lawson made a bit for the lead, but Kramer fought him off and Lawson fell behind again, trailing Kramer to the finish mark. This ended Kramer's successful campaign in Salt Lake City and the next day he started for his quiet home in East Orange.

(To be continued)

MORAN IS LIVE ONE

ASHTABULA, O.—J. C. Moran, handling the Miami and Pierce bicycles, is one of the livest cycle dealers in this city. His chief delight is to stage bicycle club runs. On Bicycle Day he ran a full page advertisement in both of the Ashtabula papers and also had 5,000 extra copies of the ad. struck off. These were handed to the workmen as they left the factory on the evening of February 29.

Moran also handles the Harley-Davidson motorcycle and the Cyclemotor in Ashtabula.

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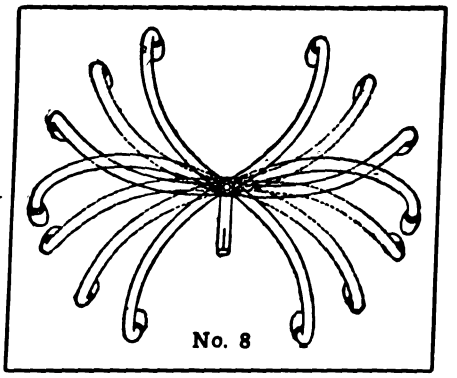
Kelly Handlebars



"Get Busy"
"A million bicycles for 1916."

This can be accomplished by using Kelly Bars.

Jobbers and Manufacturers Who Seek Standardization

should invariably equip with KELLY HANDLEBARS—the standard of the world. No high-grade bicycle is complete without KELLY ADJUSTABLE HANDLEBARS. With these handlebars, 25 different riding positions are possible. No other bar made allows anywhere near this number of different positions. KELLY HANDLEBARS ARE THE STRONGEST SELLING POINT A BICYCLE CAN HAVE.

They are the ideal bars for racing, distance work, boulevard riding, etc. Adjustable to ANY position.

KELLY HANDLEBAR DEPT.
5017 Perkins Ave. Cleveland, Ohio

TRADE <E> MARK

DIAMOND "E" SPOKES AND NIPPLES

We have been making spokes and nipples for the cycle trades for many years. Wherever and whenever spokes and nipples are needed DIAMOND "E" are always first specified. Every spoke and nipple bears the trade mark "Diamond E" and is guaranteed for exact fit, measurement, quality and finish.

THE STANDARD COMPANY, TORRINGTON, CONN.

MANUFACTURERS OF

Diamond "E" Spokes and Nipples for bicycles, motorcycles, tricycles, velocipedes, invalid chairs, sulkies, carriages, cyclecars and automobiles. Pedals for bicycles, tricycles, velocipedes and motorcycles. Toe clips for bicycle pedals. Emergency axles for pedals.

We are boosters for "A Million Bicycles in 1916"

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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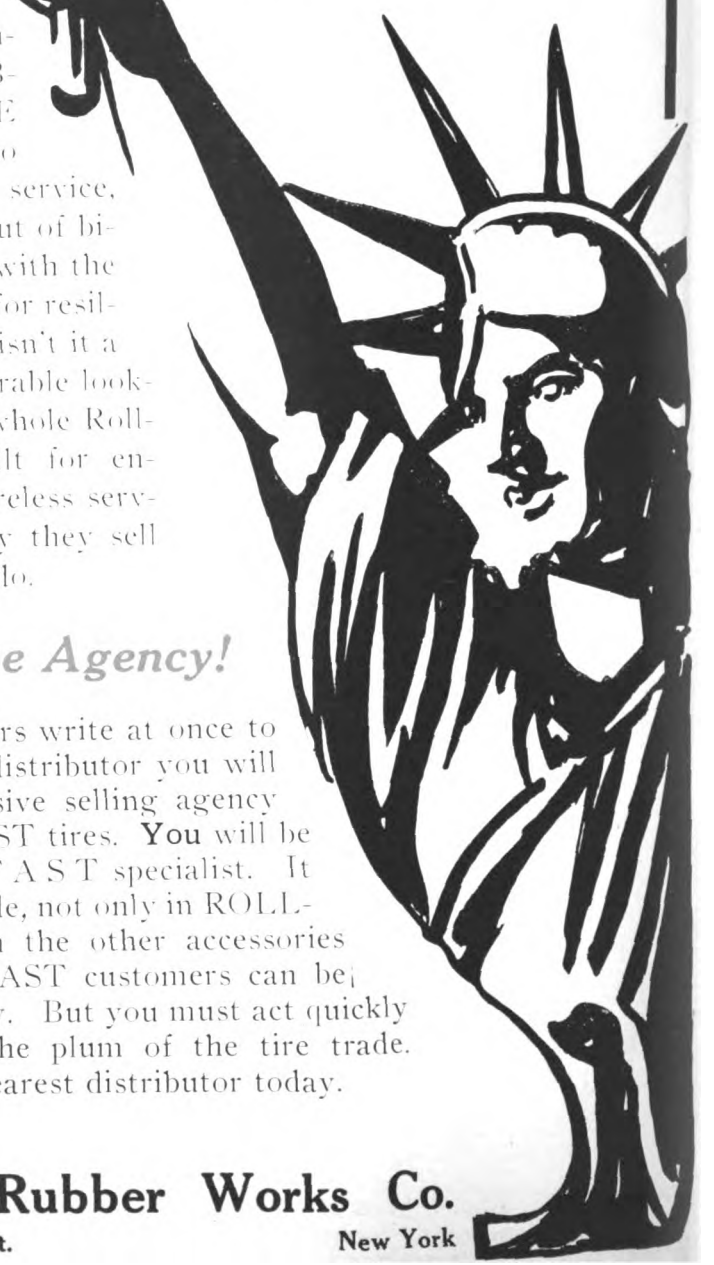
Rollfast

TRADE MARK

-made to last

Enlightening the World

The legions of bicycle riders throughout the world are now assured of ABSOLUTE FREEDOM FROM TIRE TROUBLES. Rollfast Tires come to preach the gospel of troubleless tire service, for they are made to take the "sigh" out of bicycle. Motorcycle fabric throughout, with the purest of pure para rubber, unexcelled for resiliency. Look at the tread shown here—isn't it a spectacular, durable looking tire? The whole Rollfast line is built for enduring, punctureless service—that's why they sell the way they do.



Rollfast Distributors

Atlanta, Ga., Walthour & Hood.
Baltimore, Md., Holland, Baden, Ramsey Co.
Boston, Mass., Hub Cycle Co.
Buffalo, N. Y., Vim Cycle & Hardware Co.
Chicago, Ill., Edwards & Crist Mfg. Co.
Denver, Colo., M. L. Foss.
Detroit, Mich., Detroit Cycle Supply Co.
Indianapolis, Ind., Geo. H. Westing Co.
Jacksonville, Fla., McGraw Bros.
Kansas City, Mo., Townley Metal & Hardware Co.
Los Angeles, Cal., Appeal Mfg. & Jobbing Co.
Memphis, Tenn., Johnson & Meyer Co.
Minneapolis, Minn., Hall Williams Co.
New York City, City Supply Co.
New York City, N. Y. Sporting Goods Co.
Omaha, Neb., Lee-Colt-Andreesen Hdw. Co.
Philadelphia, Pa., Geo. C. Miller & Co.
Philadelphia, Pa., Geo. W. Robb.
Pittsburgh, Pa., Sportsmen Supply Co.
Reading, Pa., Keyser Fry.
San Francisco, Cal., Appeal Mfg. & Job. Co.
Syracuse, N. Y., The Olmsted Co.
Tacoma, Wash., Washington Cycle Sup. Co.
Worcester, Mass., J. W. Grady & Co.
Youngstown, O., Stambaugh Thompson Co.

Exclusive Agency!

If you dealers write at once to your nearest distributor you will get the exclusive selling agency for ROLLFAST tires. **You** will be the ROLLFAST specialist. It means big trade, not only in ROLLFAST, but in the other accessories your ROLLFAST customers can be induced to buy. But you must act quickly if you want the plum of the tire trade. Write your nearest distributor today.

Harwaco Rubber Works Co.

Office 48 Warren St. **New York**

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FROM REPAIRMAN TO STATE DISTRIBUTOR

Describing the Steady Rise of B. A. Swenson, of Providence, R. I., From Small Cycle Business to Control of Indian Sales in Lower New England

By WILLIAM L. STRONG

FIRST IN A SERIES OF SUCCESS STORIES ABOUT DEALERS

THERE is probably no motorcycle man in the United States who has not heard of B. A. Swenson, "The Indian Motorcycle Man" of Providence, R. I. Swenson was also known as the "Terrible Swede" when he was one of the best endurance riders in the country. The name of Swenson is practically synonymous with the word motorcycle.

B. A. Swenson is an example of the self-made business man; a type which only reaches the top of the ladder of success by persistence and good, hard work. From a modest beginning, Swenson has built up a business which possibly exceeds any other of its kind in any city of like size in this country. In fourteen years of bicycle and motorcycle selling he has between 3,000 and 4,000 sales to his credit.

Start in Cycle Business

Swenson's son, Eddie, then a baby, was the cause of his entering into the business end of the motorcycle field. He had previously been an employee in various lines, but with the coming of the son, B. A. hired a place on Prairie avenue for $3 a month and repaired bicycles and soon branched out to a store renting at $25 a month. He put in a small stock of bicycles as a starter. This was in 1902-1903, and since that time Swenson has built a four-story structure and a two-story building at 522 Broad street. He occupies this now and can increase this by five stories if need be.

When asked to what he owes his success, Swenson replied that success comes with fairness to customers. "Make no misrepresentations, and don't permit your salesmen to do so," says Swenson. "Make the same statement every time you make it. Back up everything you say, and above all, if things go wrong, right them."

His Early Career

B. A. Swenson was born in Skane, Sweden. He came to this country when sixteen years of age and worked in a general store for about six months. For the two years following he cut velvet in a fabric factory. Being naturally a mechanic he entered the employ of Corp Brothers in Providence and soon was made foreman of the bicycle repair department.

Swenson stayed with this firm for seven years. He married in 1900 and soon after hired a small place on Prairie avenue for $3 a month, working in the evening repairing bicycles. With the advent of Eddie, B. A. branched out and took a store for which he paid $25 a month, stocking a number of bicycles. He sold wheels until the spring of 1903, when his first motorcycle customer appeared.

Starting In with Motorcycles

This customer wanted a motorcycle badly. He left money with Swenson to buy one, which Swenson promptly did. Three bicycle customers appeared later in one day and left money for motorcycles. After this, Swenson took the agency for the Indian, the machine he sold to his first customer. He has sold Indians ever since.

His business grew steadily, chiefly because of his fairness and his ability to do repair jobs. In 1906 he found that more room was needed, so he purchased a lot on which he put up a four-story building. Using the lower floor for motorcycles and bicycles he rented the upper floors as apartments. Six years later, Swenson had an opportunity to buy another lot at 522 Broad street. He purchased it; ground was broken in January, 1912, and in June he occupied it as a repair shop and sales-room on the first floor and as a club-room on the second floor. This is the site of his present business.

B. A. Swenson

Work His Recreation

During those early days, B. A. formed habits which have never deserted him. If he was called out at 6 a. m. to repair a machine he did it. If he was summoned at midnight to sell a bicycle he came out on the jump. Work has been, and is now, his principal recreation. His chief sport is riding his motorcycle, although he occasionally draws out the rod and line for a day or two in the Spring.

Swenson states that constant plugging, temperate habits, publicity through various motorcycle contests and the general promotion of the motorcycle interests of all fans, whether they ride his goods or not, have built up his business to where it is today and that these will make for success for any dealer. That he has stuck closely to his business is proved by a story told of him that he and Mrs. Swenson went on their honeymoon ten years after he entered business for himself. On this occasion they took an eight-weeks' trip to the Swenson home in Sweden.

The Social End

As an argument for boosting the motorcycle, Swenson holds that there is nothing greater than runs, picnics and contests, given from time to time. A bottle of pop and a Frankfurter at the end of a trip, or a cup at the finish of a contest are things

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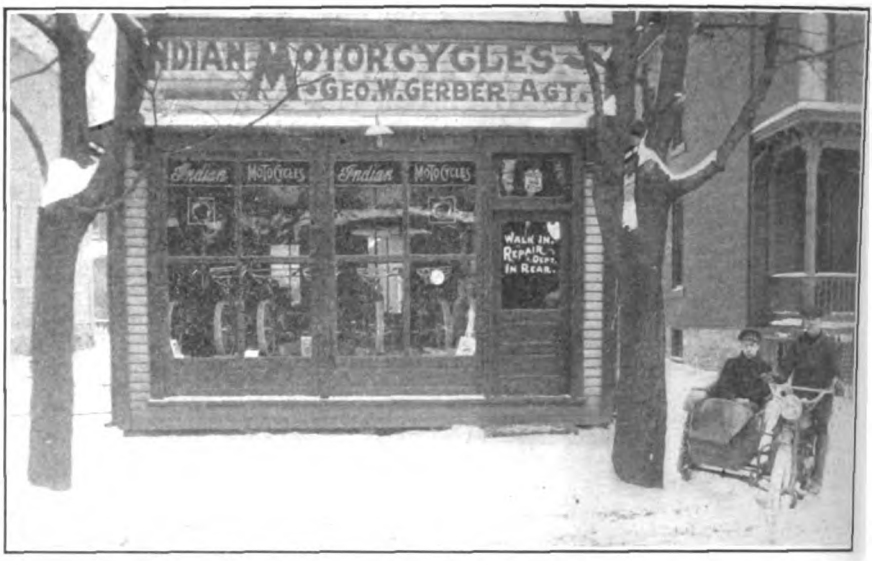
which keep up interest and bring the man who loves the motorcycle to the store. These mediums have been highly effective in Swenson's business. As a campaigner, Swenson does not boast of being in that class, but when the spirit moves with him, he allows that his ideas always work to good advantage.

The Swenson establishment has from ten to 75 Indians on hand at all times, in addition to a large number of second-hand machines. It is the practice of the store never to allow a used machine to leave the premises until it has been overhauled.

With regard to B. A. Swenson's record as a rider, he points with pride to the F. A. M. Endurance Contest in August, 1909, in which he came in ahead of many of the best riders in the country. In this run, Swenson obtained a perfect score in Class 2-B, trade riders, covering the 440 miles between Rochester, N. Y., and Cleveland, O., in 21 hours. He was nearly all in with fatigue and thirst when he rolled in to the control in front of the Cleveland *Plain Dealer* office on August 9 of that year.

In 1911, Swenson conducted the F. A. M. Eastern Tour to Buffalo, from Springfield, Mass., to the Bison City, being chosen as tourmaster by reason of his reputation as a rider. In July, 1908, he rode from New York to Chicago in 49 hours and 40 minutes. It was then prophesied of him that he would do some remarkable things on both road and path, especially over the longer distances. True to this, Swenson has done this and a lot more, if the album of press clippings he shows with pride is any criterion of a motorcyclist's successes.

HOW A JOHNSTOWN DEALER IS GROWING FAST



Headquarters of Gerber, Showing Six Machines in Window

CYCLE dealers who feel that they are laboring under a handicap because they are obliged to occupy a comparatively small store can pick up a few pointers from George W. Gerber, who sells the Indian in Johnstown, Pa. The accompanying photo shows that Gerber's store is extremely neat, and that he has managed to find room in his window for six machines.

Gerber reports that he has done as much business in the last four months as he transacted during the whole 1915 season. He sold fifteen machines in 1915, and so far this season he has disposed of four 1915 models and started to clear out an allotment of fifteen of the 1916 machines. He is confident of selling about 45 motorcycles during the current season, all of 1916 model.

An up-to-date repair shop is a feature of the Gerber establishment and a full line of parts and accessories is carried. Gerber pays particular attention to the market for second-hand machines and has found it a paying one.

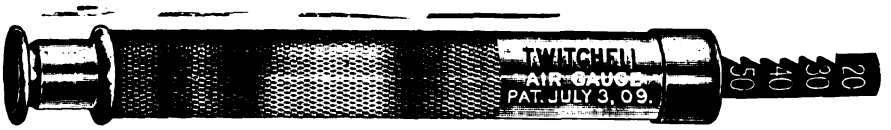
(MORE NEWS OF DEALERS ON PAGE 48)

TWITCHELL AIR GAUGE

Guessing May Cost You Your Life

BE SURE

You can't tell how many pounds pressure there is in your tires by pinching them or looking at them, and a difference of a few pounds between what they have and what they should have means the price of a new tire or a broken collar bone, or both.



Inflate your tires to the pressure prescribed by your tire maker and test the pressure in them by means of a Twitchell gauge. There is no other SAFE way of doing it.

Write for table of air pressures recommended by the tire manufacturers.

PRICE ONE DOLLAR

For Sale by Jobbers, Dealers, Garages or

THE TWITCHELL GAUGE CO., 1213 Michigan Avenue, Chicago

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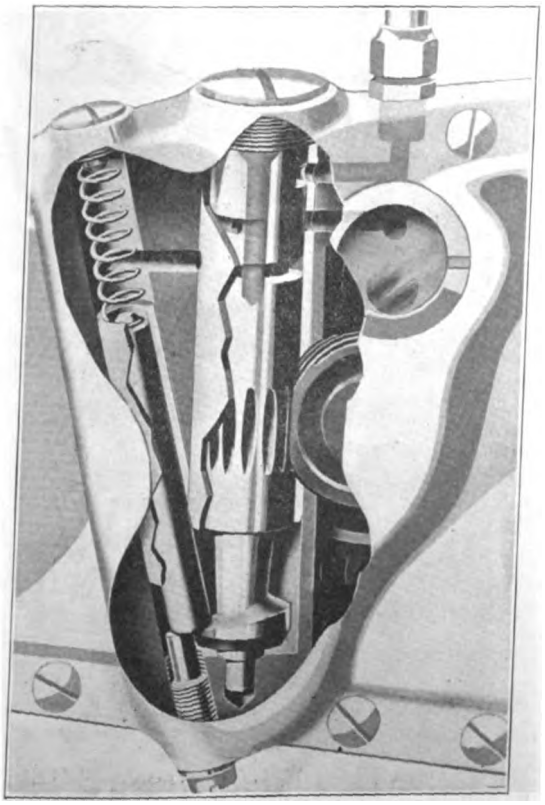
The Patented Harley-Davidson Automatic Oil Pump

THIS oil pump is a perfected device—sturdy and efficient. It is absolutely automatic. With oil in the tank, lubrication failure is an impossibility. This pump has no check valves to stick, no valve springs to break, no ball valves to float and no small parts to go wrong. It is the very *acme* of simplicity. All valve functions are controlled by a single mechanically driven rotary valve member, which also operates the pump plunger. Pump has but two moving parts.

This pump has doubled the life of the Harley-Davidson motor, for it furnishes lubrication to every internal moving part, and has eliminated, for all time, scored cylinders and seized pistons and rings.

After eighteen months of service, the verdict of thousands of Harley-Davidson owners and dealers is that this mechanism is *perfect* — and that is all that can be said of any mechanical device. We have not heard of a single case where a Harley-Davidson motor equipped with this pump has been damaged through lubrication failure.



This pump is just another example of Harley-Davidson superiority. The material and workmanship, of course, are of the very best and the design shows the simplicity so characteristic of Harley-Davidson engineering practices.

The Harley-Davidson automatic oil pump is patented—no other one is like it, and we venture to say that the remarkable satisfaction it has given has been responsible for many sales to experienced riders who appreciate reliability in a device so highly important as an oil pump.

Harley-Davidson Motor Company
Milwaukee, Wis., U. S. A.

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CORRECT COST CALCULATING ESSENTIAL TO SUCCESSFUL BUSINESS

By R. FRANKLIN MUNDORFF

COST FIGURING is one of the most essential features of any merchant's business. The merchant who does not know how to figure cost and profits will not be in business very long. The one who does not know how much he has made until he takes his monthly or yearly inventory will soon be among those who used to be in business.

If a merchant has to wait for the inventory and still has a little left, he will install a cash register, suspect his clerks and indulge in the strictest vigilance in his effort to stop the leakage. Some merchants have even proceeded in this plan so thoroughly that even the mice have to ring up the amount of damage done in a night.

The largest percentage of bankrupts in any line of business is caused by improper methods being used to figure costs and profits. There is only one real safe, quick way, and it is simple.

How It Is Figured

Suppose, for example, a dealer has billed to him a motorcycle at $100. The first thing that he must know is just what his exact cost of doing business is. He should divide his annual expenses by his total annual sales. If the machine is billed to the dealer for $100 and his cost of doing business is 22 per cent. and he desires to make a clear 20 per cent. on the transaction, what will he have to receive for the motorcycle?

Generally, the dealer goes at it this way: The machine cost me $100 and I sell it for $150, making $50 on the deal. This is wrong. Another false way of figuring is for the dealer to add the cost of doing business to the billed price of the machine—$100 plus 22 per cent., equals $122. But this, too, is incorrect. This is the proper way:

Begin in decimals. 100 per cent. is your selling price. Then, if the cost of doing business is 22 per cent. and 20 per cent. profit is to be made, add the two together, making 42 per cent. This leaves 58 per cent. Next divide the billing price ($100) by 58, which amounts to 1.724, and multiply by 100, giving $172.40. This is the selling price.

To prove this correct is but a simple operation, as will be seen below:

22 per cent. of $172.40 is	$37.928
20 per cent. of $172.40 is	$34.480
58 per cent. of $172.40 is	$99.932
100 per cent. of $172.40 is	$172.40

If the dealer will but follow this little example, supplying his own figures such as the cost of doing business, the profit he desires and feels he must make and the cost of the article, the simple rule will work out every time. The motorcycle is only taken as an example, but motorcycle men should apply this rule to every little thing that goes into their salesrooms.

With regard to a motorcycle, the factory has set the retail price. If you are not making a just profit, then the cost of doing business is too high and your efforts should be toward cutting down the overhead charges instead of blaming your clerks and salesmen.

LOS ANGELES, CAL.

PASSMORE & SAYRE, handling the Harley-Davidson in this city, think that Saturday, March 3, was the real opening of the Spring season in the Southwest. They sold six machines on that date, three being new three-speeders and the others used Gray Fellows. This practically cleaned out their store, but on March 8, their tenth carload came in to replenish the stock.

(MORE NEWS OF DEALERS ON PAGE 50.)

Miami PowerBicycle

PRICE $115.00

F. O. B. FACTORY

Over 300 Dealers all over the U. S. are making good with the Miami Power Bicycle.

We want some more "live wires."

Wire for our exclusive agency proposition.

MIAMI CYCLE & MANUFACTURING CO. Middletown, Ohio

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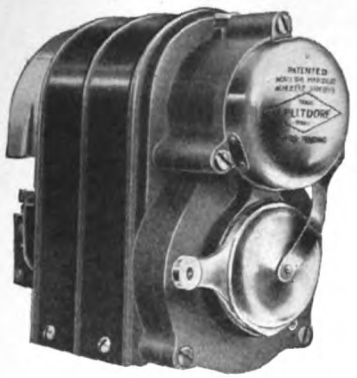
SPLITDORF MAG-DYNAMO



It Lights You Home from Work or Play

and the switch is always in front of you to turn the lights on or off when your machine is equipped with the

SPLITDORF Mag-Dynamo

Automaticaly Controlled

Another important thing to remember about the SPLITDORF MAG-DYNAMO is that it is automatically controlled—there's nothing to worry about. You stop your motor and the generator is automatically disconnected from the battery circuit.

SPLITDORF ELECTRICAL COMPANY
NEWARK, N. J.

An *Indian* side car equipped with the SPLITDORF MAG - DYNAMO. The light is always where you want it and when you want it.

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It is a Question of Supply not Demand

The demand already exists. It has existed for years, each year it becomes more pronounced. Today it is no longer a question of demand, but whether the dealer is prepared to meet it or not. If unprepared get in touch with your jobber today and stock for 1916 with the

CORBIN-BROWN SPEEDOMETER

"The Speedometer of Absolute Accuracy"

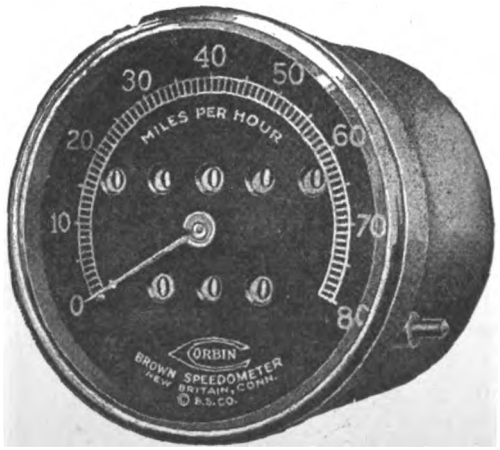
If you have followed its progress you have seen its growth.

Wherever motorcycles travel you will find the Corbin-Brown recording their mileage.

Wherever a speedometer is sold you will find the Corbin-Brown in steady demand.

Fall in line with the motorcyclists' preference by carrying the Corbin-Brown.

Your jobber will readily supply you. Write today for catalog, price list and discounts.



The Corbin Screw Corporation
THE AMERICAN HARDWARE CORPORATION, Successor
NEW BRITAIN, CONN.
BRANCHES: New York Chicago Philadelphia
Makers of Corbin Duplex Coaster Brakes for Bicycles

CARR SALES COMPANY TO DISTRIBUTE DAYTON IN INDIANA

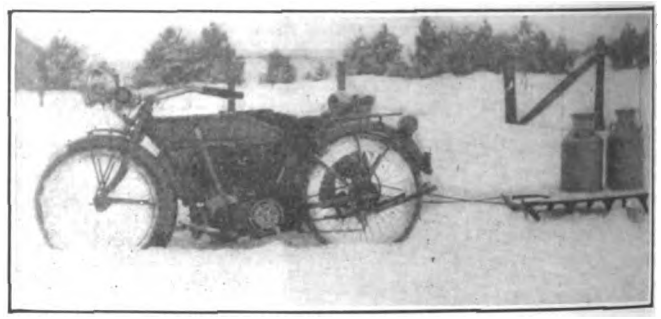
INDIANAPOLIS, IND.—Jack C. Carr, State F. A. M. Commissioner, is at the head of a newly-formed concern, the Carr Sales Company, which will distribute the Dayton motorcycle and the Dayton Motor Bicycle in Indiana. The headquarters is at 13 When Building, Indianapolis.

Carr has John Hohle, a veteran motorcyclist, as a demonstrator for the Motor Bicycle. Hohle weighs over 200 pounds and naturally attracts great attention when he rides along the streets or roads. He is mounted on the first Dayton Motor Bicycle built at the Davis Sewing Machine Company's plant in Dayton.

Carr was manager of the motorcycle department of the G. H. Westing Company in this city until February 1. He and Hohle will cover the central part of the State on Motor Bicycles and will close agencies in every county not now represented. In addition to the Dayton lines, the firm will act as representatives for manufacturers who ship directly to the dealer.

SHELBY, O.

DALE ROPP has just opened a fine motorcycle store in this city and has signed up to represent the Henderson. Most of his time these days is spent in giving demonstrations of the Detroit-made four-cylinder product, which gives every indication of being a big seller.



How Sam C. Epley, Pope Dealer in New Richmond, Wis., Uses Sidecar Outfit to Deliver Milk in an Emergency

ERIE, PA.

THE ERIE CYCLERY, representing the Henderson, is very busy with demonstrating and booking orders these days. Manager C. E. Nagorski is planning to expand his business and has applied to the Henderson Motorcycle Company, of Detroit, for an increase in territory, and increased facilities will allow of a greater volume of business to be taken care of.

Under the new arrangement, the Cyclery will distribute the Henderson in Erie County as well as several adjacent ones and Manager Nagorski reports the lining up of a number of sub-agents in different parts. Demonstrating machines have already been ordered for the sub-agents and a retail shipment is expected in Erie within a few days and another will soon follow it.

HARRISBURG, PA.

JOSEPH CHIARA, proprietor of the Harrisburg Motorcycle Exchange, at 1302 North Sixth street, is handling the Reading Standard line exclusively for 1916. He has sold four of the three-speed twin models already and has several on order, deposits have been made on the same. Chiara formerly handled the Emblem and R-S, but has decided to concentrate on the Reading Standard this season.

(MORE NEWS OF DEALERS ON PAGE 52.)

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Small Sized Automobile Casings

—not enlarged bicycle tires—are what you get when you equip your two-wheeler with

VACUUM CUP Oilproof MOTORCYCLE TIRES

You also get the highest quality of materials and construction, plus an average mileage service 'way over and above their

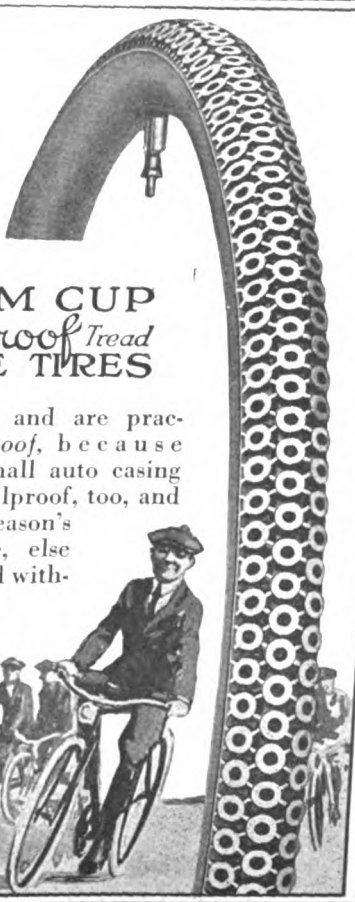
Guaranteed 5,000 Miles

At a more convenient price, yet giving more than a dollar's worth of value for every dollar you pay—

STURDY STUD Oilproof MOTORCYCLE TIRES

Oilproof and

Guaranteed 4,000 Miles



Bicycle Riders

—in stupendous numbers — are demanding the leaders of the bicycle world—

VACUUM CUP *Red* Oilproof *Tread* BICYCLE TIRES

They last longest and are practically *puncture-proof*, because they're built of small auto casing 15½ oz. fabric. Oilproof, too, and *guaranteed* for a season's satisfactory service, else repaired or replaced without charge.

The most popular sellers and satisfyers of all factory brands—

★THREE★STAR★ *LINE OF* BICYCLE TIRES

The tread you want, the quality you expect, at the price you feel justified in paying.

DEALERS.—Exclusive territorial arrangements, providing top-notch protection and profit, now being made. Write *TODAY* for 1916 Selling Plan—something unusually generous—covering your territory.

Pennsylvania Rubber Company

JEANNETTE, PA.

Direct factory branches and service agencies throughout the United States and Canada

Mention MOTOR CYCLE ILLUSTRATED—It helps you, the advertiser and us.

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"ELISCO"

Light Gauge, Cold Rolled

Steel Tubing

Unequalled for Mechanical Accuracy and Finish

The huge automatic machines used in the "Elisco" process of tube-making combine six operations in one—and insure a mechanical accuracy, and smoothness of finish that is little short of a revelation.

Each of these huge machines receives the coil of cold rolled steel, forms it, burrs, rounds, straightens, smooths, cuts it to length and delivers it ready for inspection and shipment —untouched by human hands.

Our new plant in Cleveland is equipped with twenty of these huge units, with a total yearly capacity of over twenty million feet of tubing—and additional machines are being installed. We are in position to make reasonably prompt delivery on sizes up to 2 inch outside diameter.

Elisco Steel Tubing is furnished in straight lengths or formed to suit your requirements. Let us submit samples and quote prices.

The Elyria Iron & Steel Co.

East 131st Street Cleveland, Ohio

Chicago Office, 1243 Peoples Gas Building
Atlanta, Georgia Office, Candler Building

IMMELS OPEN SELLING SEASON WITH BIG RECEPTION TO RIDERS

PITTSBURGH, Pa.—The 1916 retail selling season was formally opened on March 4 and 5 by Immel Brothers, at their headquarters for the Henderson. A big reception was held, with all the new models ready for exhibition. The center of attraction was a specially-finished 1916 Henderson, enamelled in pure white with dead green striping. It had been ordered by one of Immels' customers who has a strong liking for artistic effect.

Harry Immel, one of the partners, reports the exhibition as very successful from a business viewpoint. Several sales were closed and a number of new prospects were interested in the four-cylinder mount. He plans to make this Spring opening an annual event. Harry Immel is a rider of considerable note, being one of the few to get a perfect score in the last Grand Rapids M. C. endurance run.

Interior of G. H. Tompkins' Indian Agency at Richmond, Va., Showing Neat Arrangement of Stock

POTTSTOWN, PA.

DIENER MOTOR COMPANY, which recently signed up to represent the Henderson in this city, has been going after business in a very vigorous manner. Newspaper ads. are frequently used and no chances are overlooked to stir up interest and enthusiasm for the sport among the people of this territory. There is a large list of prospects for the company and a number of orders have already been booked.

"Special demonstrations are among the most effective sales arguments available" said one of the Diener firm recently, "as real action does the business in convincing the purchaser what the machine can do. We are working to educate the young fellows in particular to an understanding of the pleasure to be obtained from a powerful and silent machine, not only with greater physical benefits but with less expenditure than is connected with pool-room and cigar-store methods of time-killing."

ASHEVILLE, N. C.

J. F. MEANS has signed up to sell the four-cylinder Henderson in this territory for the 1916 season. Means was awarded the agency, although three other dealers had their applications in at the Henderson factory at the same time. He says that prospects in this section are the brightest that he has ever known.

(MORE NEWS OF DEALERS ON PAGE 54.)

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Posed with a Bosch-Equipt Excelsior

BOSCH

MAGNETOS ARE RECOGNIZED AS STANDARD

THOSE who desire their motorcycle engines to have utmost efficiency without the annoyance of constant attention, specify "Bosch" for their ignition equipment, knowing that complete confidence may be placed in all Bosch Products.

The well read and fully advised motorcycle agents and users, recognize the superiority and dependability of the Bosch Product, and will recommend it whenever the question of ignition is put before them.

That popularity means much to you—it means satisfaction, which is highly essential, and it means the utmost efficiency, which is just as important.

BE SATISFIED The motorcycle you buy or sell can be Bosch-Equipt—insist. SPECIFY BOSCH

BOSCH MAGNETO COMPANY

206 West 46th Street, New York

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HOW BUFFALO DEALERS' ASSOCIATION IS SOLVING USED MOUNT PROBLEM

By GEORGE W. GRUPP

BUFFALO, N. Y.—Used or second-hand machines have always been a problem to local dealers and much thought and hard words have been expended upon the disposal of these mounts. Buffalo agents have organized the Buffalo Motorcycle Dealers' Association and upon joining, each dealer pledges himself to handle used machines only on certain conditions.

This is the plan. When an old rider comes in to get a new machine and wants the dealer to take his used mount in part payment, the Association member tells him that he (the rider) must first find a buyer for the machine. If the buyer that is found has not all the money to pay for the used machine outright, the dealer will agree to accept one-half down and the balance in weekly installments. The selling price of the machine is then credited to the old rider's new machine.

Should the old rider say that he will not be able to sell the machine and that the dealer should sell it for him, the dealer will do so on a 10-per cent. commission basis only. In addition to this, the new machine will not be delivered until the old one is sold. When the old machine is disposed of, the rider is credited with 90 per cent. of the selling price toward his new purchase.

Buffalo dealers believe that this plan will be extremely beneficial to the trade and it has proven so in the short time it has been in service. They say that a private owner can always get a better price for a used machine than they can. If the private owner puts an ad. in the newspapers, the dealers maintain that prospective buyers are more inclined to call and see the machine. And the seller can offer all sorts of excuses for selling which a dealer would not dare to mention.

With every old rider a salesman, the chances of selling used motorcycles will be increased several hundred per cent. "All of this" says one prominent dealer, "will probably develop a type of motorcycle man who will deal in used machines exclusively."

DENVER, COLO.

THE BELT-FRANKLIN COMPANY, at Fifth & Gay streets, is Central Ohio distributor for the Indian. O. C. Belt is in charge. The original firm name was the Belt-Barr Motorcycle Co., but Mr. Barr recently retired from the firm and a change was made in the title to the Belt-Franklin Company.

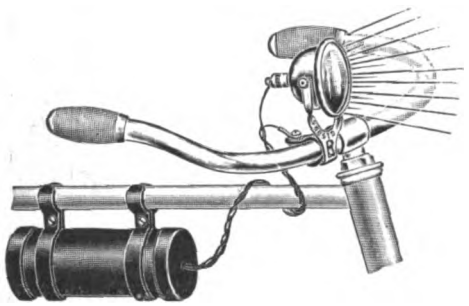
LOUISVILLE, KY.

FRANK MARSHALL, managing the Century Cycle Company, has had considerable trouble during the past few weeks getting shipments through the East, the freight embargo having tied up several shipments of Indians from Springfield, Mass. Last week he got six machines after a long delay, and has hopes of making other deliveries in a short time.

FORT COLLINS, COLO.

ROGERS & ALEXANDER are the new dealers for the four-cylinder Henderson motorcycle in this city, having closed up with D. B. Southard, Denver distributor, recently. Both partners have kept their demonstrating machine busy since the day of its arrival and have a nice long list of prospects, as well as a number of sales already made.

(MORE NEWS OF DEALERS ON PAGE 56)

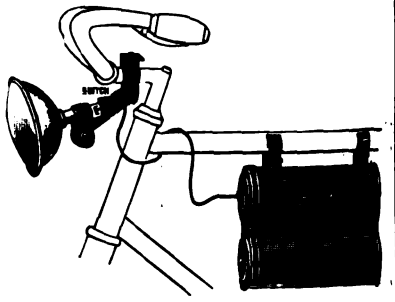


No. 1050

PRESTO-ELECTRIC BICYCLE LAMPS

$1.10 TO $1.90

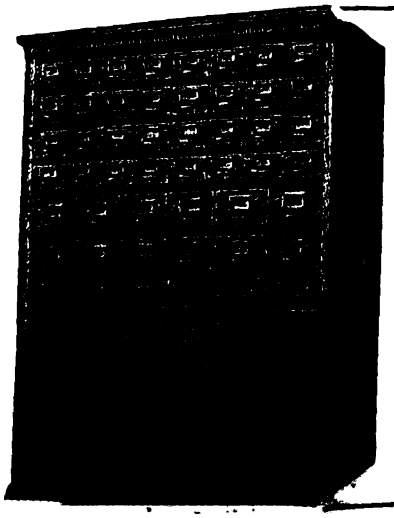
Eliminate All Danger By Using a PRESTO Electric Light On Your Bicycle



No. 1082—Equipped with 3 Volt Tungsten Bulb—4" Bull's Eye Lens

The PRESTO gives a powerful, penetrating light. Adjustable pivoted reflector, throwing light in any direction desired. Any ordinary dry cell battery operates PRESTO light. Made in eight different styles. Reflectors highly polished and nickel plated. **Retail prices from $1.10 to $1.90, without battery.** Dealers, write today for complete information.

METAL SPECIALTIES MFG., COMPANY 730-738 WEST MONROE STREET CHICAGO, ILLINOIS



SERVICE STOCK CABINETS SAVE TIME AND MONEY

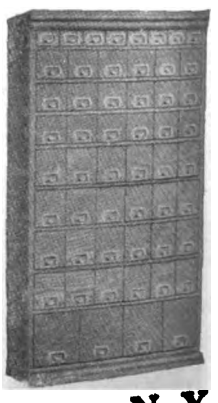
System is the keynote of business success. The dealer who carries a complete line of parts in a Stevens Service Cabinet can give better and quicker service to his customers.

DESCRIPTION

Varnished oak frames. Drawers of one piece steel.

Dust-proof—Moisture-proof—Non-warping.

No. 1901, shown on left, contains 74 drawers and is the most popular model made.
No. 1700, shown on right, contains 54 drawers and is ideal for a smaller stock of parts and accessories.



It will pay you to order through your jobber.

STEVENS & CO., 375 Broadway, N. Y.

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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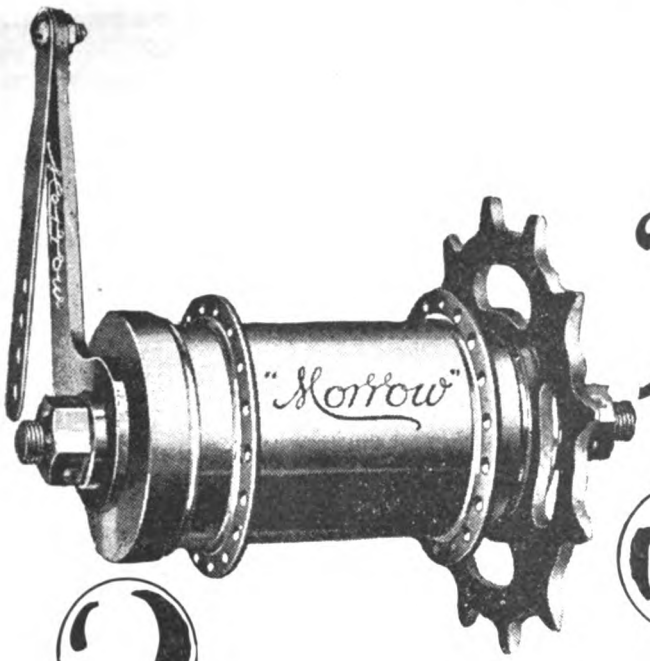

"Morrow

24 Quarter-Inch Steel Balls!

Few bicycle riders know exactly WHY they get such supremely satisfactory braking and coasting service out of the MORROW. They get it—that's all they want to know.

But you dealers, who *sell* the MORROW, should be made aware of the most vital reason for the velvety smoothness of the MORROW'S service. It's in the steel balls that are set at every friction point—***more balls than are used on any other brake made.*** These 24 diamond hard steel balls help give that abrupt, silent, satin-smooth "hold" on the steepest down-hill—a quick, effective stop from speed on the level path. They reduce friction to the vanishing point, giving the delight of free coasting. One pedal-push generally means a block of coasting on the level road. Hills become half as hard to climb—the rider "rests" all the way up.

The dealer who harnesses MORROW quality and MORROW reputation to his bicycle stock makes a clean-up in his territory.

Write for full details on how we cooperate with MORROW dealers.

ECLIPSE MACHINE CO.

ELMIRA NEW YORK

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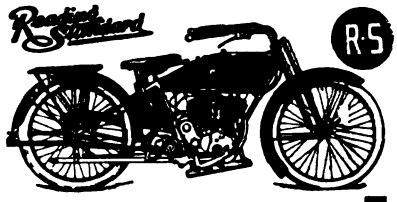
R-S WINS

favor amongst riders because of the splendid way it meets their requirements. For power, speed and beauty it is unsurpassed.

$265
12 H.P. 3 Speed

$230
6 H.P. 3 Speed

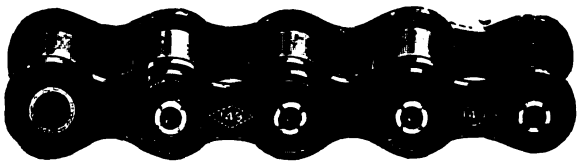


We are the originators of the side by side mechanically operated valve motor, which has been endorsed by the society of mechanical engineers as being absolutely perfect in design, construction and finish. Don't experiment—Buy an R-S.

Write for complete catalog—just out.

READING-STANDARD COMPANY
501 Water St., Reading, Pa.

"149"



Extra Strong

The No. 149 Diamond Motorcycle Chain has been on the market for only one season, yet it is in constant demand and proving very popular among dealers and riders who know of its quality, strength and durability.

Convince yourself of the wearing qualities of the No. 149—try a set on your own machine.

Diamond Chain & Mfg. Co.
Indianapolis, Indiana

WARNER COMPANY IS OFFERING REAL TIRE SERVICE TO RIDERS

LOUISVILLE, KY.—The Roy E. Warner Company, local Firestone agent, has just announced a departure in tire service to riders and automobilists. On and after March 10, the company will keep in repair all inner tubes sold for one year after date of sales and free of cost to the purchaser.

This is the first of several service features which the Warner firm is figuring on. Its definition of free road service is "tires changed anywhere at any time, day or night." Now it adds to this offer the one of keeping the tubes repaired free of cost.

The tube repair service is of the day and night order, a rider being able to obtain a tube at any hour of the twenty-four. The service station is always open, but the office hours are from 8:30 to 5:30, with closing on Sunday. In order that customers who purchase on open account may charge while the office is closed, the company has a file of credit cards to which the night men can refer. Unless listed on these cards, it is impossible to have charges made at night.

NEW YORK, N. Y.

GUS ROTHOLZ, distributing the Reading-Standard in this section, sold a R-S sidecar combination last Sunday in quick time. A machine came in on Saturday afternoon late and it was left to be uncrated the following morning. Shortly after eleven o'clock on Sunday, Rotholz's man was striking off the first boards when a man came in and asked for a Reading-Standard. He asked them to take it out of the crate and then paid the full price. After filling with gasoline and oil, he started the motor and rode off.

"The sale took about fifteen minutes, if you count getting the machine uncrated," said Rotholz. "It would have been made quicker if we had uncrated it the evening before." Rotholz has also sold an electrically-equipped Excelsior with side-car to one of the officials of Weber & Heilbroner, the big metropolitan tailoring establishment.

DENVER, COLO.

D. B. SOUTHARD, distributing the Henderson in this section, has just completed a quick run through his territory, in the course of which he closed several deals. An agent was signed up for Leadville and arrangements have been made for agencies in Ouray, Fort Morgan, Pueblo, Goldfield and Montrose.

Negotiations are also under way with live dealers in several other towns in Colorado, and Southard will close these in the next few days. Southard's men are covering his territory thoroughly and all report that the four-cylinder machines are meeting with a remarkably enthusiastic reception.

The Cleveland lightweight, handled by Southard, is also taking a firm hold in this State and big sales of the little two-stroker are looked for.

GLOVERSVILLE, N. Y.

GEORGE DENCE has signed up for the Harley-Davidson in this city and has sold 34 machines and 18 sidecars so far. However, the deep snow has prevented any deliveries being made, and there are only two machines now in action in Gloversville. These are a Silent Gray Fellow owned by a mail clerk and Dence's sidecar combination on runners.

Dence sold 28 machines and 13 sidecars during 1915, all Harley-Davidsons. This is his second season with the Milwaukee-made machines.

(MORE NEWS OF DEALERS ON PAGE 60.)

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BE SURE

Insist on ELKHART

Model WP2

ELKHART MAGNETO

This is to announce that we will be able to make deliveries as per our contracts and that we are having absolutely no trouble getting raw materials, and do not anticipate that we will have. ***We make this announcement to brand the rumor and its source as being absolutely untruthful.***

The ELKHART MAGNETO is built on the quality basis only. We have no other source of revenue than Magnetos. We do not make Coils or anything but MAGNETOS. Therefore, it is quite obvious why we should be extremely particular about putting nothing but first-class materials into our machines as well as first-class workmanship.

Rumors such as these can only injure the source from which they come when directed against a product that has the standing of the ELKHART MAGNETO, as well as the years of efficient and satisfactory service back of it.

THE ELKHART MFG. COMPANY

MONROE, MICHIGAN

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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Here's Your Eyeshield!

This is the eyeshield YOU, Mr. Rider, have been hoping someone would bring out some day. The ALLWON MICALITE is all that the practical rider requires, and sells at a cost no higher than that of goggles *not nearly as efficient as this.* In the

Allwon Micalite

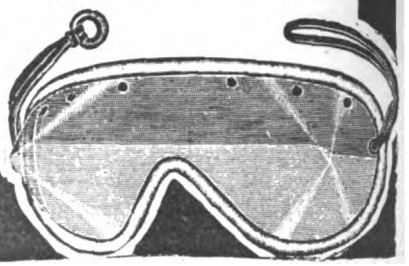
One Piece — Fireproof — Indestructible

you get lightness—strength—indestructibility —coupled with a wonderfully clear vision. Add to this the two-tone lens that protects the rider's eyes from sun's blaze or searchlight's glare and you have a truly perfect eyeshield.

ALLWON MICALITE *cannot burn.* A stray spark from your motor cannot ignite your goggles. Then, too, the one piece construction of the two-colored lenses eliminates all dust, which ordinarily lodges between the two pieces of the ordinary goggles.

The price of the ALLWON single color is 50c.—2 color, 75c. If your dealer does not handle it, send to us direct and we will supply you.

Dealers—write for full details and dealers' discounts.



DISTRIBUTORS
H.F.L.FUNKE CO. INC. 116 BROAD ST. NEW YORK

YOU SURELY NEED TOOLS—THE BEST ARE NOT TOO GOOD

"743" fits all spoke nuts on motorcycles. Allows complete turn within spokes.
Per doz. $1.20

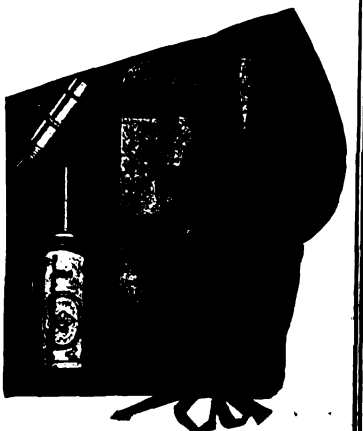
No. 715, Thin Model, per set, 50c.

Mossberg No. "74."
Closed, long mottled.....35c.
Open, long nickeled.....38c.

Quick-kit "A"
Price $1.10

Sent Prepaid on Receipt of Price.

Three tire irons to a set, one for digging, two to dig and hook onto a spoke. Per set, 25c.



The Bicycle's Own Kit...25c.

Send for Catalog 182C.

FRANK MOSSBERG CO., Attleboro, Mass., U.S.A.

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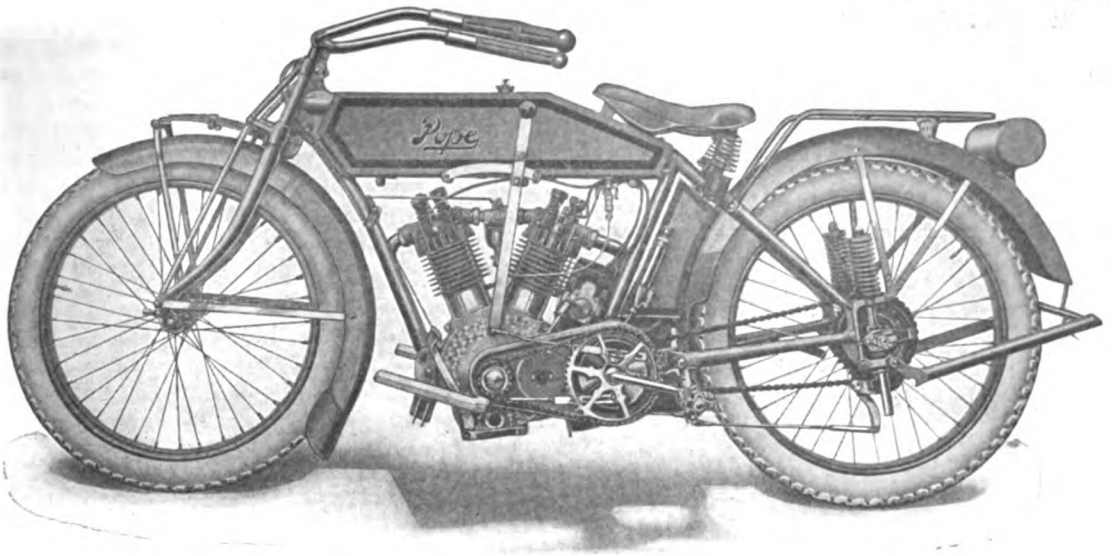

Model L-16

Price $225.00

Seven Thousand Miles—Seven Months —Seven Days a Week!

Read What Police Chief Hill Says—

CITY OF WORCESTER,
DEPARTMENT OF POLICE

Feb. 28, 1916.

Westfield Manufacturing Co.,
Westfield, Mass.

Gentlemen:

We used in this department during the year 1915, six Pope motorcycles, for patrolling the residential districts. I cannot speak too highly of the service rendered by these machines. They gave us practically no trouble during the year and in consequence there was very little expense to their upkeep. I am so well satisfied with the machines that I am giving you an order for seven Pope motorcycles of this year's model.

Trusting you will have a successful season, I am,

Very truly yours,
(Signed) Goerge H. Hill,
Chief of Police.

Not one day out of more than two hundred lost for the riders of Pope Motorcycles!

There's a record for you! It was hung up by the motorcycle police of Worcester, Mass., last year and it is typical of Pope Performance the world over.

Under all sorts of the most trying weather conditions the crack squad of Worcester found that their single-speed, twin cylinder Popes gave such perfect service and cost so little that it was decided to increase the squad by another member. Every year it is the custom to replace the police motorcycles with new ones, so when it came time to sign the new contracts Police Chief Hill ordered seven 1916 Single-Speed Twin Cylinder Popes—Model L—the same type as was used last year.

Most significant of all perhaps was the cost for mechanical repairs which averaged only $1.74 per motorcycle for over seven thousand miles of service per machine.

Think what this record of actual achievement made by the fast-moving, ever-dependable Pope Model L means to you and to your customers. Here's a motorcycle you can offer assured that your most particular customer will find it simple of operation, dependable in service and costing next to nothing to maintain.

Write today for our dealer's prices—they'll surely interest you.

The Westfield Manufacturing Company

(Successors to the Pope Mfg. Co.)

11 Lozier Ave. **Westfield, Mass.**

Largest Manufacturers of High-Grade Bicycles in the World.

Makers of Columbia, Cleveland, Tribune, Rambler, Crescent and Pope.

You get quick results from advertisers when you mention MOTOR CYCLE ILLUSTRATED.

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ISON CELEBRATES FIRST ANNIVERSARY OF SUCCESSFUL BUSINESS

BROOKLYN, N. Y.—Harry Ison, proprietor of the Patchen Motorcycle Exchange, invited all riders in this section to participate in the celebration of his first anniversary in the motorcycle business. The affair was held at Ison's headquarters at 224 Patchen avenue, on March 2, and all had a most enjoyable time.

Ison's Busy Agency at 224 Patchen Avenue, Brooklyn

Ison took this occasion to welcome the Kings County M. C. to his place as its new home. He has given the club the free use of rooms in his building for the entire season. Ison has just closed a successful year in both the motorcycle and bicycle lines, his repair business having been unusually large.

PROVIDENCE, R. I.

B. A. SWENSON, the Indian Man, has just delivered a sidecar combination to the Providence Gas Company, a Powerplus model to the Narragansett Electric Lighting Company and another to the Providence Telephone Company. He has also made deliveries to several private parties.

On Bicycle Day, Swenson closed out seven machines and talked to a number of live prospects. He is enthusiastic over the new store in New Britain, Conn., which opened on March 4. Mr. Hadfield, who is managing the establishment, made five sales on the opening day.

PATERSON, N. J.

JOHN STEELE, representing the Indian in this city, has left the right side of one of the Powerplus models open and will be unable to seal it up for some time to come. The visitors have been numerous since Indian Day and all have feasted their eyes on the partially-disassembled power plant. There is hardly an hour in the day that someone is not feeling the cams or pulling out the parts of the gearset.

The fact that everything has been reinforced in the "works" of the Indian for 1916 has made a number of sales, according to Steele. "Hereafter I will show the insides of each new model," says Steele, "as I have found no better method of sales-getting demonstration than the Powerplus with the side open."

ELMER HAVENSTRITE, Harley-Davidson dealer, recently took a few days' recreation, spending the time at fox-hunting. He took the time off to rest from a very busy season and went out to Blackwell Mills, where he visited relatives. His first day's bag was a fox, but on examination the animal turned out to be a vixen with six cubs almost ready for birth. Havenstrite would have preferred a male fox, but is going to exhibit his game at the store when he has time to spare.

(MORE NEWS OF DEALERS ON PAGE 62)

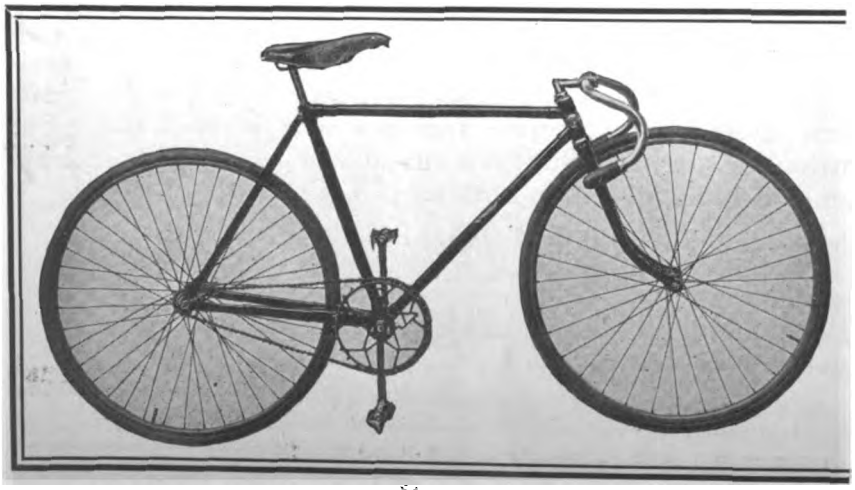
A. B. C. GENERATORS

Are Increasing, because they are Right

MODEL B Direct Lighting **$22.50** | **MODEL C** Batt. Charging **$27.50**

A. B. C. GENERATOR CO., Los Angeles, Calif.

Los Angeles City Police just repeated with an order for thirty-eight more.



B S A

Special Track Racer

The most perfect racing bicycle made.

Highest grade materials and equipment used throughout.

Its many important features are appreciated by practically all racing men, the world over.

Send for catalog.

J. W. GRADY & CO.

High Street **Worcester, Mass.**

Mention of MOTOR CYCLE ILLUSTRATED is always appreciated by advertisers.

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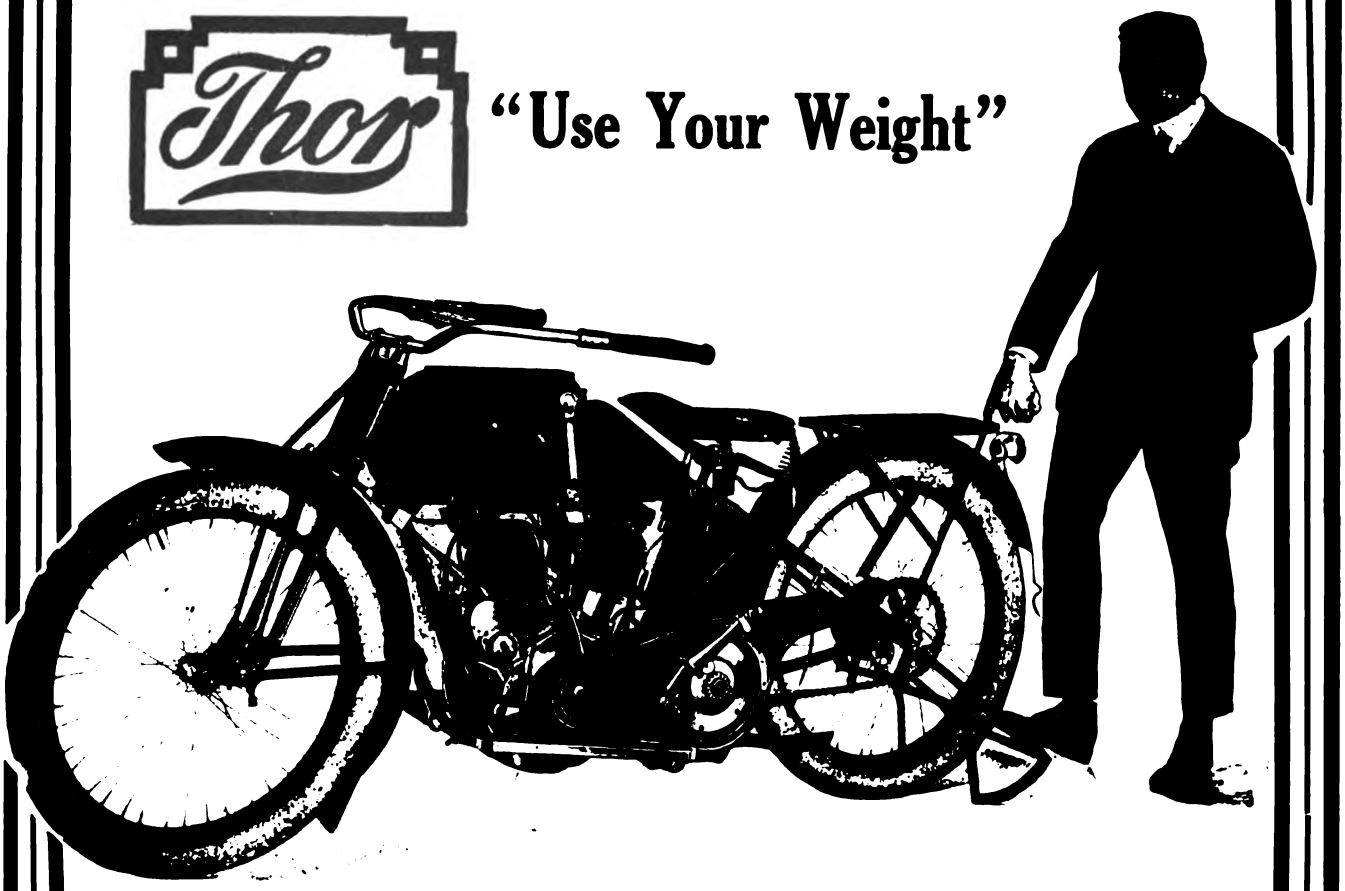
Thor

"Use Your Weight"



Here's a new stand! Drop it—press on it with the right foot and the machine rolls up on the stand. It's the rocker mechanism that does it.

No more sweating from the violent exertion, formerly necessary, to put the stand in place. Just one finger and the pressure of the rider's foot is all that is now required—on the Thor.

This rocker-stand feature is regular equipment on the Thor U—12 H.P. Model. It is an Exclusive Thor Feature! Riders will demand the Thor.

DEALERS: You can see that this is a tangible selling point. It will make a big "dent" on experienced riders. This feature, alone, will sell many Thors for you—if you hurry and get the Thor Agency. Write, today, to

Aurora Automatic Machinery Company

General Offices, Thor Bldg., 1307 Michigan Ave., Chicago Sales Offices and Works, 361 W. Superior St., Chicago

Pacific Coast Branch, 61 Fremont Street, San Francisco

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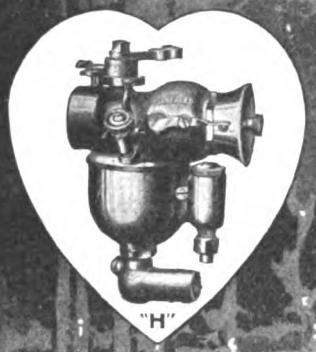
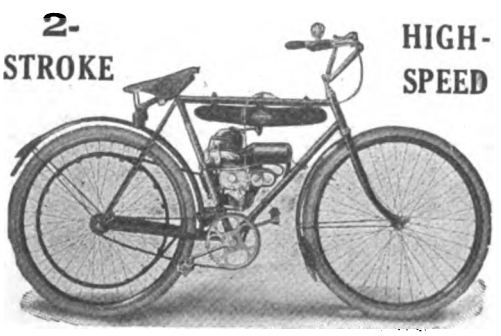
The SCHEBLER CARBURETOR
America's Standard
Supreme through Merit
THE HEART OF THE MOTORCYCLE

"H"
WE EQUIP
THOR
POPE
YALE
EAGLE
INDIAN
EMBLEM
DAYTON
SPACKE
DE LUXE
CYCLONE
EXCELSIOR
HENDERSON
IVER-JOHNSON
HARLEY-DAVIDSON
READING STANDARD
WHEELER & SCHEBLER
INDIANAPOLIS, INDIANA, U.S.A.
BRANCHES AND SERVICE STATIONS
IN ALL PRINCIPAL CITIES

Cyclemotor
WILL LUNG WITHOUT WORK
2-STROKE HIGH-SPEED

Price $55.00
Weight 21 lbs.
The Cyclemotor wins both ways. Its reasonable price brings it within easy reach of every bicycle rider and it makes good profit for the dealer because it is a cash proposition with an unlimited field for sales.
Cyclemotor dealers say it is their liveliest line.
Booklet "J-3" tells you why.
CYCLEMOTOR CORPORATION
Arlington Bldg. Rochester, N. Y.

LOS ANGELES, CAL.

HENDERSON MOTORCYCLE SALES CORPORATION, handling the Henderson four-cylinder and the Pope lightweight, is now adding a line of bicycles. Since adding the bike, the firm has been surprised at the extent of the demand for pedal machines.

The motorcycle business during the past two weeks has made the firm more enthusiastic than ever. The way business is going, this will positively be the best year for the Henderson in Southern California since the machine was put on the market.

L. E. REED, of the staff of Passmore & Sayre, Harley-Davidson agents, had a nasty experience while out with his family on a sidecar. He was run into a ditch by an automobile 20 miles outside of San Bernardino and sustained a broken ankle and disclocated knee. Reed drove home holding his damaged leg with one hand, and is now recuperating.

HARRY LYONS, a veteran Los Angeles rider, has joined the staff of the Henderson Motorcycle Sales Corporation, as demonstrator and salesman.

LAWRENCE, MASS.

J. E. FERLAND, representing the Henderson in this city, has set March 18 as the date for his formal opening. He has advertised the occasion widely and sent out invitations to all riders in and around Lawrence.

Ferland's idea is to accelerate the big Spring selling season and get riders to book their orders early. Special decorations have been made at the store for the affair, with an attractive window display to draw the attention of the passerby. The new models of four-cylinder Henderson are already on display. Ferland will be assisted by several local riders as demonstrators.

MEADE, KAN.

G. A. SPECHT will represent the Henderson in this section during 1916. He says that Kansas is going to be a stronger and better motorcycle State this year than in any previous season and expects to set a record for sales in his section.

Specht finds that the demand for sidecars is becoming steadily stronger. "The four-cylinder Henderson is meeting with special favor from sidecar buyers" says Specht, "as they appreciate the even pulling-power, particularly on Kansas roads."

INTERNATIONAL FALLS, MINN.

LLOYD SEYBOLD has just closed contracts whereby he acquires the Henderson dealership in this section for 1916. His territory includes all of Koochiching County.

International Falls is right on the Canadian boundary line, but the war has had little or no effect on the residents, in spite of a considerable trade with the Dominion. Business has been good in all lines and Seybold is looking forward to a continuation of the nice little trade which he has been doing during the last three months.

FREEPORT, N. Y.

THE FREEPORT MOTORCYCLE EXCHANGE has been opened on South Main street, opposite the post office. Expert repairmen are employed and a full line of accessories is carried. Bicycles are handled in addition to the Indian.

(MORE NEWS OF DEALERS ON PAGE 64.)

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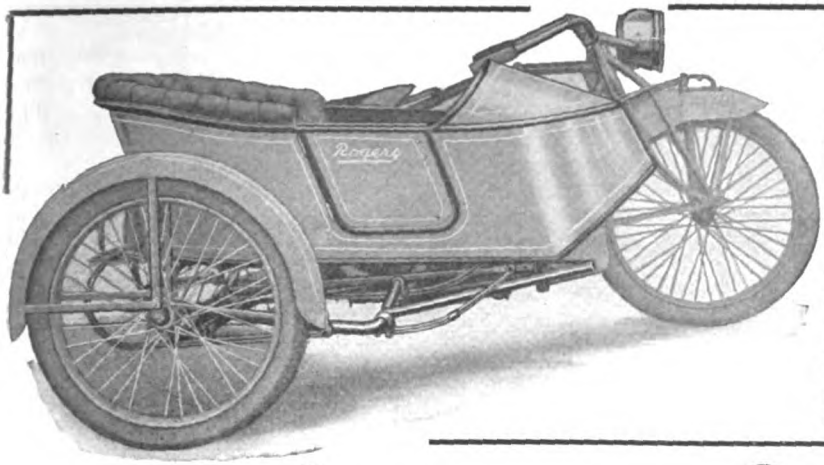

DEALERS ATTENTION!

Are You Getting Your Share of the Sidecar Business?

By more than doubling our capacity we are still making immediate shipments on ROGERS Sidecars to perfectly fit and match in color all standard motorcycles. If the demand increases, there is no question of its keeping up, we cannot say how long we will be able to meet it, therefore you had better get your orders in as soon as possible.

1916 is going to be the biggest sidecar year in the history of the motorcycle industry and sidecars are now selling motorcycles, therefore tie up with the ROGERS and you will increase your profits both ways.

The light weight of the ROGERS is a big selling feature and at the same time materially cuts your transportation charges, correspondingly increasing your profits.

Write for complete circular that tells you why.

ROGERS MFG. CO. 328 West Madison St. **Chicago, Ill.**
Irving Beck (Service Station), 1493 Fifth Ave., New York

NEW YORK SPORTING GOODS Co

FREE TO DEALERS

Write us on your letter head or enclose your business card and we will send you our new catalogs.

No. 60 Motorcycle Supplies
No. 64 Bicycle Sundries

A few agencies still open for live dealers of "Victor," Pierce and "Crawford" Bicycles. Prices and terms on application.

New York Sporting Goods Co.
15 and 17 Warren St., near Broadway New York

Quality Service

The true way to figure value is not by first cost, but by length of service and *quality* of service. "The Coventry" Chain, model 26-K costs the rider $1 a foot.

"The Coventry"

"The Motor's True Mate"

But, for this extra cost per foot, the man who buys "The Motor's True Mate" gets the strongest motorcycle chain in the world. He gets a chain with the largest diameter rivets. He gets a motorcycle chain that he KNOWS he can trust.

Are YOU getting this sort of value for your money?

Herbert F. L. Funke Co., Inc.
112 Broad Street, New York

1916 CATALOG READY

MOTORCYCLE SUPPLIES and REPAIRS

MOST COMPLETE STOCK ON EARTH

QUALITY SERVICE

Write today. Special offer to dealers.

EXPERT OVERHAULING

Best equipped repair shop in Northwest
Estimates Furnished Work Guaranteed

MOTORCYCLE ACCESSORIES CO.
ST. PAUL MINN.

WRIGHT SPARK PLUG

NONE BETTER MADE

Once Used

Used as Regular Equipment on

N.Y. Mica Mfg. Co.

Always Bought

the 1916 Model of Harley-Davidson.

Auburn, N. Y.

Price $3.25

DURABILITY

is the aim of the HANDPHONE. Only the best materials used in its construction.

Automobile Supply Co.
220 Taafe Place, Brooklyn, N. Y.

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BERNARD IS LINING UP THE WHEELING DEALERS

WHEELING, W. Va.—Harvey Bernard is lining up the local cycle dealers for a banquet with the idea of having them organize and pull together. He is also suggesting that every purchaser of a new motorcycle be presented by the dealer with a membership in the F. A. M. and another in the Wheeling M. C., provided the buyer is not already enrolled in those bodies.

The Rogers auto supply house has taken the agency for the Flying Merkel machine. Rogers is a new hand at selling motorcycles, but has been a rider for some time. "Just watch my smoke," he says.

VINE PROTESTS LACK OF DOT FOR LAKE LINDEN

ARTHUR J. VINE, who is agent for the Harley-Davidson in Lake Linden, Mich., let out a strong holler when he looked over the 1916 Manual issued by the Harley-Davidson Motor Company, of Milwaukee, Wis. On pages 40 and 41 of the Manual there appeared a map of the United States with dots representing each Harley-Davidson service station, but there was no dot for Lake Linden. Vine lost no time in shooting in the following letter to the firm about the absence of the dot:

"In your 1916 Manual on the center pages you have a map on which you state that every dot represents a Harley-Davidson service station, a place where you can expect courteous, intelligent service. I notice that you eliminated Lake Linden from the map or where it should be, and I must say that I never had any complaints from any of the tourists or riders on the service received from me or my territory."

The Harley-Davidson folks immediately wrote and squared themselves with Agent Vine, and, while sorry that the omission of Lake Linden was made, were pleased with the fact that he had read the Manual from cover to cover. The fact that Vine wrote in about the matter demonstrated his alertness and appreciation of the value of service and co-operation.

PREPARING THE MOUNT FOR ENDURANCE COMPETITION

A RECENT letter inquires how to prepare a machine for an endurance run. I hope the rider will not get his feet chilly when I give a brief description of how to do the trick. The first thing is to dismount the motor, clean off all bearing surfaces and examine them for scars or pits. Next, each bearing should be rubbed with Prussian blue and put on its shaft, and any looseness or "high-spots" taken care of. The valve should be ground in and the fit of the valves in the guide noted and corrected, even at the expense of replacement. The piston rings should be fitted—new ones, if old ones will not do, and the motor assembled once more. The carbureter should be disassembled and cleaned, the clutch examined and adjusted, the hubs re-lubricated, the brake looked to, the chains replaced if worn and the controls lubricated and seen to work properly.

Some list, isn't it? But that's not all of it. After the motor is in the frame again, the machine should be taken for a trial run and final adjustments made then. After everything is ready, leave the mount alone until the day of the run, and then start off with the realization that if it doesn't get through it's the rider's fault.

LOCKING A KLAXON AGAINST UNAUTHORIZED USE

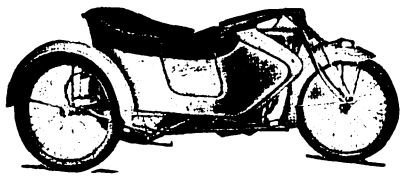
I HAVE frequently been bothered—once the horn was put out of business—by boys and other unauthorized individuals experimenting with my Klaxon. The experimenting usually consists of a hard blow down on the handle. I devised a very simple lock which has effectually prevented all meddling.

From a shoe maker I secured a piece of thick sole leather about 2¼ x 4½ inches. This I bent into a cylinder, punching a hole through the middle of each end. The leather cylinder can be locked in position around the upright arm of the horn by a small padlock through the holes, after which it is impossible for the horn to be operated.

Of course, any evil-minded person could, out of spite, cut off the leather and carry the lock away with him, but such an act is not likely to be done, especially if the machine is in a public place. However, if one wished to be doubly sure, it would be easy enough to make the locking cylinder out of sheet copper or some similar material. But so far as I can see, the leather is plenty good enough. At any rate, I have used it for over a year and am entirely satisfied.

Pullman
THE HARRY SVENSGAARD SALES CORP. DETROIT.

This Name Guarantees Satisfaction



See that it is on the sidecars you sell in 1916!

Harry Svensgaard Sales Corporation 471-473 Woodward Ave. Detroit, Michigan

The choice of the experienced rider is

PREST-O-LITE

The Only Practical Light for Motorcycles.

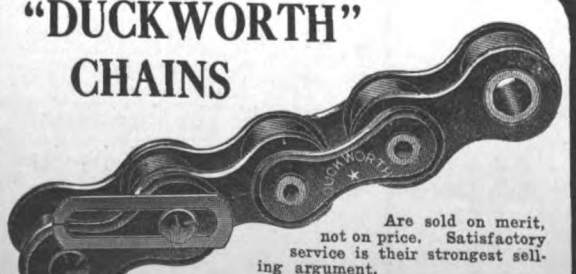
The best Road light at the lowest cost. Simple, sturdy, absolutely reliable and highly convenient. Send for literature.

The Prest-O-Lite Co., Inc. 246 SPEEDWAY INDIANAPOLIS, IND.

The World's Largest Makers of Dissolved Acetylene

Prest-O-Lite Exchange Agencies Everywhere

"DUCKWORTH" CHAINS



Are sold on merit, not on price. Satisfactory service is their strongest selling argument.

DUCKWORTH CHAIN & MFG. CO., Springfield, Mass.

Unapproached

For riding by night, there's no light equal to a 20th Century Lamp

Its clear, bright rays penetrate the darkness, making the pathway light as day. Bicyclists and motorcyclists everywhere are loud in their praise of their superiority. So will you be once you use one.

We Are Boosters for "One Million Bicycles in 1916"

20th Century Mfg. Co. 41 Warren Street New York

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FEDERAL MOTORCYCLE TIRES

"EXTRA SERVICE"

Federal Rubber Manufacturing Co. - Milwaukee

UNQUESTIONABLY BEST FOR YOUR MOTORCYCLE

HARRIS

TRADE MARK REG. U.S. PAT. OFF.

OILS AND **GREASES**

They begin with selected crude oil—paraffine base—filtered and refined by careful painstaking processes.

"A Little Goes A Long Way And Every Drop Counts"

A. W. HARRIS OIL CO.

326 S. Water St., Providence, R. I.
Branch: 143 No. Wabash Ave., Chicago, Ill.

Berling Magneto

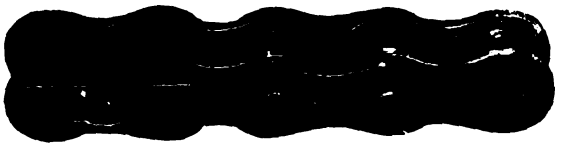
This "B" type will carry the motorcycle maker to Success because it will carry the rider to his destination.

ERICSSON MANUFACTURING CO. 1116 MILITARY RD., BUFFALO, N.Y.

R *Stands for* RENOLD

"The Chain of Proven Reliability"

Special Service Chains



8198 ⅝" Pitch ¼" Width **DON'T FORGET** 8199 ⅝" Pitch ⅜" Width

that Renold Chains are the lightest weight chains on the market for the great breaking strength obtained.

A century in business! 1816-1916!

Peter A. Frasse & Co., Inc., Canal and Sullivan Sts., New York City

FREE

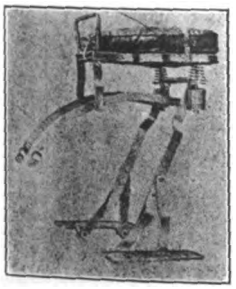
The Oldest Supply House in America

You can't be up-to-date without it.

Write today to

MOTORCYCLE EQUIPMENT CO.
Hammondsport, N.Y.
3664 S. Main
LOS ANGELES, CAL.

To The Smaller Dealers



It is an undisputed fact that practically all of the larger dealers of the United States are now using great quantities of F-N tandems, but many of the smaller dealers have been afraid to order one F-N tandem and find out how different it is from all the rest—why, you can sell one F-N with every machine you put out.

Start the Spring right—order an F-N for your demonstrator from your jobber or from us—it will fit your machine like a glove, and help you sell motorcycles.

Fentress Newton Mfg. Co. Detroit, Mich.

NATIONAL Motorcycle and Bicycle Spokes

We are selling several of the representative motorcycle and bicycle manufacturers, as well as some of the largest jobbers in the country.

For Motorcycles—.135 x .110 and .128 x .100. Made of high grade wire, either hand buffed or regular bright nickel finish. For Bicycles—.092 x .072; .080 x .060; .072 x .056. Furnished in National hand buffed or regular finish. Finest grade of wire. Rust proof!

The National Screw and Tack Co.
Cleveland Ohio

THE MOST BICYCLE FOR THE LEAST MONEY

Bicycles Exclusively

IF YOU WISH TO MAKE MONEY and SATISFIED CUSTOMERS WRITE US

Capacity 500 Bicycles Daily

GREAT WESTERN MANUFACTURING COMPANY, La Porte, Indiana

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National Dealers' Directory

NEW YORK CITY

EXPERT REPAIRING
Motorcycles a specialty. All work guaranteed. Large accommodations for storing motorcycles and sidecars at low rates.
Broadway Auto Repair & Supply Co.
248 West 106th Street C. Lurie, Prop.

DAYTON MOTORCYCLES
Parts for DAYTON and DE LUXE
Repairs and Supplies
DRISCOLL & JEANROY
209 W. 126th St. New York.
'Phone, 3852 Morningside.

OILS SUPPLIES
J. C. FOLEY
Agent for INDIAN MOTORCYCLES
Repairing Storing
2959 JEROME AVE., Corner Burnside Ave.

HARLEY-DAVIDSON
M. J. GOLDMAN
All Makes of Bicycles—Expert Repairing.
115 Greenwich Ave. Phone 3956 Chelsea.

Uptown Indian Headquarters
Parts and Accessories
Cash—Installment—Exchange
LOUIS GOLDSMITH, 92 St. Nicholas Ave.

Harley-Davidson Sales Co.
Distributing Agents for
HARLEY-DAVIDSON MOTORCYCLES
533 West 110th Street, Near Broadway, New York
15 So. Lexington Ave., White Plains, New York

Oliver's Bronx Distributing Agency for
INDIAN
All Repairs Guaranteed
993 Washington Ave., Near 164th St.
Oliver Berckheimer, Prop. V. C. Pelezzare, Mgr.

GUS. ROTHOLZ
N. Y. Distributor for Reading Standard Motorcycles. Rogers Sidecars in stock. Agent for Excelsior and Henderson
1491 Fifth Avenue Telephone, Harlem 2337

T. J. SIXSMITH
283 W. 100th Street.
Expert Repairing. New York Agent for the EXCELSIOR.
Telephone, 8861 Riverside.

AMOS SHIRLEY, 935 Eighth Ave.
INDIAN and EXCELSIOR
Columbia, Hartford and Fay Juvenile Bicycles.
Parts for the Indian, Excelsior and Pope.
Repairs and Accessories.

Exceptional Offer of Choice Seconds
28 x 3 Firestone Non-Skid.....$6.25
29 x 2¾ Firestone Non-Skid..... 5.65
These tires are fresh stock practically perfect, but slightly discolored in spots.
E. J. Willis Co., 85 Chambers St., N. Y. City

EXCELSIOR
M. WORKSMAN, Agent
Large Stock of Parts and Supplies. Used Machines Bought, Sold and Exchanged on 5% Basis.
14 VESEY STREET.

YORKVILLE MOTORCYCLE WORKS
Expert repairing on all makes. Used machines for sale. Agents for Smith Motor Wheel. Service Station. Storing.
1729 1st Ave., near 90th St. Tel. 2183 Lenox

BROOKLYN

HARLEY-DAVIDSON
Brooklyn and Long Island, 1157 Bedford Ave.; 594-596 Jamaica Ave. Exhaustive line of supplies, repairs, parts; in short, we stock everything for the motorcycle and the rider.
BOB BRAZENOR, Proprietor.

FRANK P. BAKER
BROOKLYN DISTRIBUTOR
Indian Motocycles
1038 Bedford Avenue
Phone Bedford 5297 Brooklyn, N. Y.

1916 EXCELSIOR IS HERE
All models on display.
Full line of Parts—A1 F. A. M. Repair Shop.
HOWARD C. HENDRICK
155 Howard Ave. Phone: Bush 3039

A. H. PATTERSON
Distributor of
Excelsior-Reading-Standard and Cleveland Motorcycles, Smith Motor Wheel, Crown bicycles and the best accessories.
Two Stores—1050-52 Bedford Avenue, 713 Flatbush Avenue, near Parkside, Brooklyn, N. Y.

Thor Motorcycles
Easy payments. All makes taken in trade.
Full stock of parts. Expert repairs.
B. RUDERMAN
1031 Bedford Ave. Phone Bed. 769

INDIAN
MOTORCYCLES, BICYCLES AND SUPPLIES
Expert Repairing
B. SLOTNICK, 5306 Fourth Ave., B'klyn
Near 53d St. Station Phone 4595 Sunset

WINGES BROTHERS, 1315 Bushwick Avenue, Brooklyn, N. Y., Brooklyn and Long Island distributors for the Dayton; also Indian agency. Expert repairing on all makes of motorcycles. Complete line of supplies. Prompt and satisfactory service a feature of this establishment.

LONG ISLAND

INDIAN
AND SMITH MOTOR WHEEL
All makes of Bicycles—expert repairing
FLUSHING BICYCLE EXCHANGE
36 MAIN ST. FLUSHING, N. Y.
Phone 496J Flush.

Plaza Motorcycle Exchange
EXCELSIOR DISTRIBUTORS
Parts and Supplies—Repairing by factory mechanics.
Bridge Plaza, Long Island City.
Phone Astoria 1889

D. & D. MOTOR SUPPLY CO.
INDIAN MOTOCYCLES
Phone: 2045 Astoria.
Expert Repairing—Gasoline.
Full Line of Accessories—Used Machines.
Bridge Plaza South, Long Island City, N. Y.

HARLEY-DAVIDSON
Territory—Long Island City to Port Washington on North Shore. Demonstration gladly given.
Full Stock of Supplies—Used Machines.
HORN & McCRACKEN
F. A. M. Shop College Point.

PATERSON, N. J.

W. EDW. MACDOUGALL CO.
Dist. of Harley-Davidson Motorcycles. Drop us a line if interested in second-hand machines.
102 Van Houten St., Paterson, N. J.

INDIAN
MOTOCYCLES
Rebuilt machines. A written guarantee with each machine. Write for details and price list.
JOHN STEELE, 91 Broadway, Paterson, N. J.

PROVIDENCE

Motorcycle Repairing and Winter Overhauling. Complete repairs on any make.
INDIAN A SPECIALTY. PRICES RIGHT
Work guaranteed. 1916 Indians always in stock; any make taken in trade. All makes of second-hands on sale.
B. A. Swenson, 522 Broad St., Providence, R. I.

NEW YORK

Mt. Vernon Motorcycle and Bicycle Shop
Agents for **HARLEY-DAVIDSON** Mtg. F.A.M.
Opposite Proctor's Theatre, Mt. Vernon, N. Y.
We Fix Everything

For assurance of prompt attention to your wants mention MOTOR CYCLE ILLUSTRATED.

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Special Service Department

Motorcycle Tires
Parts and Supplies
Also
BICYCLES and SUPPLIES
WHOLESALERS and JOBBERS
CITY SUPPLY CO.
56 Warren Street New York

NOTICE TO MINNEAPOLIS MOTORCYCLE RIDERS REGARDING REPAIR PARTS

We have taken over the entire stock of repair parts and machines. Prompt attention assured all orders and inquiries—prices right.

H. E. WILCOX MOTOR COMPANY
1630 Marshall St. N. E., Minneapolis, Minn.
Successors to Minneapolis Motor Co.

Rogers SIDECARS
NEW YORK SERVICE STATION
Sidecars and parts in stock for all machines. Special attention to dealers.
IRVING BECK
1491 Fifth Ave. Phone Harlem 7663

CLEAN-UP SALE
All slightly used and rebuilt machines, about 125 on hand, all makes, at unheard of price reductions. A new sheet, full of bargains ready for you. Don't wait longer, don't look any farther—we have what you want at the right price. Write today.
WESTERN SUPPLIES COMPANY
1445-52 Larimer Street Denver, Colo.
Largest Cycle and Motor House in West

Motorcycle Accessories and Supplies
Manufacturers, Agents and Jobbers, Wholesale and Retail. Get Our Catalogue Before Buying Your Supplies.
Dealers, Attention! Send For Our Catalogue and Dealers' Price List.
HARLEY-DAVIDSON SALES CO.
533 W. 110th St., Near Broadway, N. Y.

BARGAINS IN USED MOTORCYCLES
Write for our revised list of used motorcycles of all makes and models, including the Harley-Davidson, Reading-Standard, Merkel, Thor, Indian, Yale, Shickel, Pope and De Luxe. Literature furnished on request.
The Place of Satisfaction.
MUELLER CYCLE AND SUPPLY CO.
Oldest and largest dealers in the northwest.
726 National Ave. Milwaukee, Wis.

Your electrical equipment is too valuable to be jeopardized by inexperienced workmanship. Motorists demand results—not claims. Our customers are getting results. Are you?
HAESE & COMPANY ELECTRICAL SERVICE STATION
Punxsutawney - - - Pa.

Are You Looking for Bargains in Second-hand Motorcycles?
Read all the advertisements listed in the classified section of Motor Cycle Illustrated directly below.

Classified Advertisements

ONE INSERTION THREE CENTS A WORD; MINIMUM 50c.

MORE THAN ONCE TWO CENTS A WORD PER ISSUE

FOR SALE

1915 TWO-SPEED THOR demonstrator in perfect condition. A bargain at $150 cash. H. A. Denbroeder, So. Braintree, Mass.

FOR SALE—1914, 2-speed Harley, Rogers sidecar, Presto, Old Sol 8, Stewart horn. Overhauled in December. Used very little. $225. Cost $385. W. J. Schurman, Troy, So. Dak.

WRITE for list of used motorcycle bargains. Little Falls Motorcycle Co., Little Falls, N. Y.

FOR SALE.—Twin Indian in perfect running condition; any demonstration. Best offer over $100. Will ship on $25 deposit. M. T. A., care Motor Cycle Illustrated.

FOR SALE.—Regular Indian lighting outfit, including head and tail lights, battery, horn, switch and cable. Battery just factory overhauled. Condition guaranteed. Make an offer. Nelson Porter, Brownsville, Penna.

IF you want an Excelsior, then buy this one—1916 Excelsior, $225 model. Ridden 50 miles; traded for Powerplus Indian and for sale for $175. Hadfield-Swenson Co., New Britain, Conn.

A REAL BARGAIN—1915 Indian two-speed, only slightly used. Looks like new. This machine is in first-class condition and can make 65 miles per hour. Will sell for $195. Will ship anywhere on a $25 deposit. Write today if you mean business. Address Lock Box 792, Crystal Falls, Mich.

FOR SALE—One bicycle motor, 1½ horsepower, almost new; $15. Walter Beare, Ellis Grove, Ill.

INDIANS 1914, electrically equipped, used less than 3,000 miles—$140; 1915 new machines used for demonstrating, $165, insured for $200 to May 1, 1916; will ship either machine via express upon receipt of $25 to pay delivery charges, or send stamped envelope for further details. Otto W. Payne, Box 212, Baldwin, L. I.

FOR SALE OR EXCHANGE—One Remington No. 6 typewriter, never used, same as new; same keyboard as No. 4 Underwood. Would trade for motorcycle. B. A., care of MOTOR CYCLE ILLUSTRATED.

FOR SALE—1914 Harley-Davidson, two-speed, and Rogers sidecar; new tire on rear; other two nearly new; motor in A-1 shape; new chains; $25 down, balance C. O. D. S. R. Milbrandt, Alma Center, Wis.

HELP WANTED

WANTED.—Several experienced salesmen to travel for well-known motorcycle manufacturer. Only those that have had experience with the motorcycle or bicycle trade need apply. Give age, experience, references, and salary expected. Box 10, MOTORCYCLE ILLUSTRATED.

MOTORCYCLE REPAIRMAN WANTED—Expert man only. No others need apply, as they won't last. Otto Sohofer, 1246 Bedford avenue, Brooklyn, N. Y. Write or call.

TRAVELING SALESMAN to call on motor cycle repair shops, dealers and jobbers with line of motorcycle repair parts and accessories. Unlimited territory. New York men preferred. Address C. M., care of Motor Cycle Illustrated.

POSITIONS WANTED

WANTED—Position as bicycle and motorcycle repairman; guns and typewriters. No booze or tobacco. Best references. A hard, willing worker. Write or wire at once. J. D. Winstead, General Delivery, Rocky Mount, N. C.

BUSINESS OPPORTUNITIES

A MOTOR CAR DEALER wants the sole agency for Denmark in motorcycles c. 2½—3½—5 h.p., from a first class manufacturing house. Please address to "M. T. 353," care of Wolffs Box, Copenhagen K, Denmark.

MISCELLANEOUS

SPEED SECRETS. Have the fastest motorcycle in your town. Our new book will give you the REAL DOPE. A book strictly on getting efficiency and speed out of the motorcycle, for rider, dealer and repairman. One dollar. Speed Secrets, Box 1051, Denver, Colo.

WANTED.—Used sidecar. Prest-o-Lite tank, Speedometer, for Harley-Davidson. O. H. Protze, Fenwood, Wis.

WANTED—Motorcycle in first class running order, also light weight. H. P. Smith, Box 404, Groton, N. Y.

ANY MOTORCYCLE CYLINDER reground, fitted with new piston and rings, $5. All work guaranteed. Send old piston and pin with cylinder. Muncie Piston Co., Muncie, Ind.

DYKE'S MOTOR MANUAL ON MOTORCYCLES, marine and stationary engines. The most complete simplified book published, $2.00. Send for interesting descriptive circular to A. L. Dyke (Pioneer) Publisher, Box 98-M Roe Bldg., St. Louis, Mo.

HARLEY-DAVIDSON, Indian, Excelsior, Thor and Merkel cylinders reground and fitted with our lightweight pistons and rings, $4.50; with leakless piston rings, $6. Bakeman Motor & Supply Co., St. Cloud, Minn.

CYLINDERS REBORED, Motors overhauled, Frame and Fork straightening, enameling. All broken cast, aluminum and steel parts perfectly welded. Try our new leakless piston rings and light weight pistons fitted like factory work. All work absolutely guaranteed. Prices right. A. E. Bakeman Motor & Supply Co., St. Cloud, Minn.

WANTED.—Metal body sidecar in good, serviceable condition; must be cheap. Horace True, Clinton, Maine.

Mention of MOTOR CYCLE ILLUSTRATED is always appreciated by advertisers.

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REMY

Motorcycle Lighting-Ignition System

The POWER for Your LIGHT and HORN

When you have sure ignition—when you can depend absolutely upon your light and when your horn never fails to sound—in other words, when your mount is "REMY" equipped—then you are prepared to get the most out of your motorcycle, prepared to enjoy motorcycling at its best.

The automobilist has long enjoyed the advantages of REMY equipment and thousands of riders of Harley-Davidson motorcycles testify to the efficiency, simplicity and durability of the REMY Motorcycle Lighting-Ignition System.

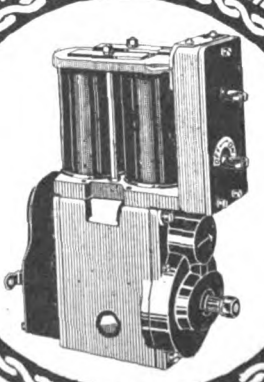
Twenty-four hours of daylight and strong, synchronized ignition always available—briefly, lighting and ignition satisfaction is the privilege of every motorcyclist whose mount is "REMY" equipped.

REMY ELECTRIC COMPANY

Factories: Anderson, Indiana. Sales & Engineering Offices: Detroit, Mich.

CONSTANT REMY SERVICE

Call on the nearest Harley-Davidson dealer for demonstration.



NO. 109

Ask him to show you the REMY System at work. That's the best way for you to find out what REMY means to motorcyclists.

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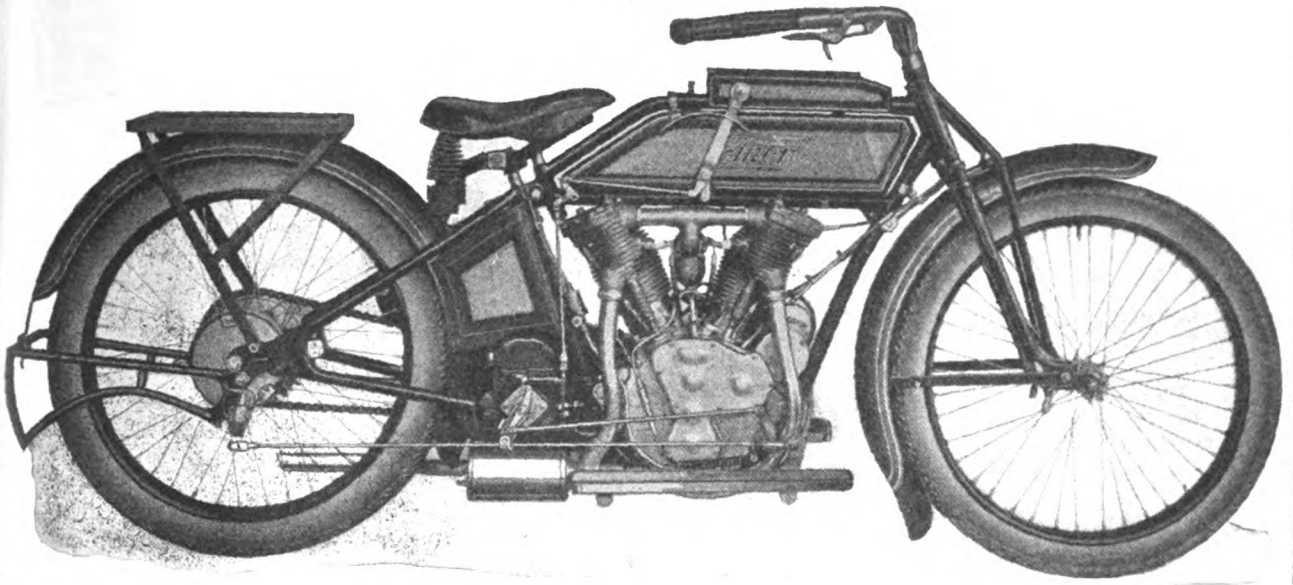
Thor

Stands on its Reputation

Model U—12 H. P.
$265

Thor



REPUTATION

Reputation is not easily acquired. It takes years of patient hammering to chisel the word "Reputation."

The Thor has done it. The Thor has made a reputation for being a peerless motorcycle by its faultless performances on track and road—in sand, on hills and mountains, in clay and mud.

That is how the Thor has won—by living up to its claims. That is why you should stock the Thor for 1916 business—because it will live up to any claims you may be called upon to make.

Aurora Automatic Machinery Co.

GENERAL OFFICES.....Thor Bldg., 1307 Michigan Ave., Chicago
SALES OFFICES AND WORKS.....361 W. Superior St., Chicago
PACIFIC COAST BRANCH.....61 Fremont Street, San Francisco

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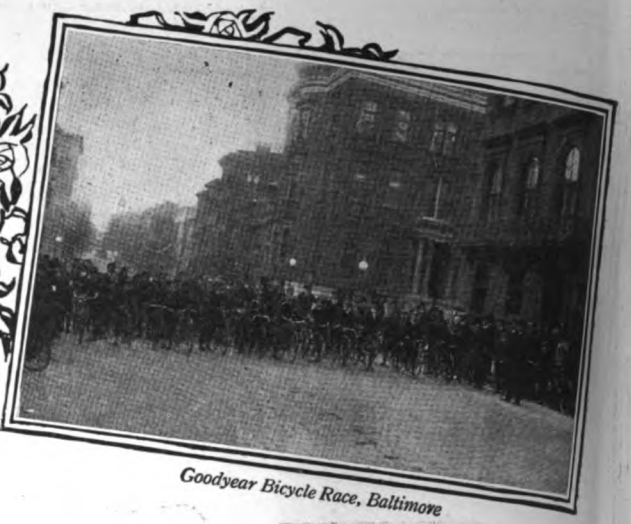
Goodyear Bicycle Race, San Antonio



Goodyear Bicycle Race, Baltimore

Goodyear Bicycle Race, Charlotte

Bicycle

Goodyear Events

The Goodyear Bicycle Races proved a winner for dealers as well as riders on National Bicycle Day, Feb. 29th. From coast to coast the southern cities demonstrated conclusively that bicycling is still a great outdoor sport. New enthusiasm was aroused and new bicycle prospects created. This is the support we are giving Blue Streak Tire dealers.

GOODYEAR
AKRON

Blue Streak Bicycle Tires

Goodyear Bicycle Race, San Diego

Goodyear Bicycle Race Winners, San Francisco

Goodyear Bicycle Race, Birmingham

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Goodyear Bicycle Race, El Paso

Goodyear Bicycle Race, Oklahoma City

Races!

Prove Big Success

Bicycle races are great boosters for new bicycle sales. If you have not put on a race in your city or town write us for complete plans. Note the illustrations. The number of boys entered and the size of the crowds gathered show the keen interest in the bicycle. What other dealers have done, you can do. Write today. The Goodyear Tire & Rubber Co., Akron, Ohio.

GOODYEAR
AKRON

Blue Streak Bicycle Tires

Goodyear Bicycle Race, Dallas

Goodyear Bicycle Race, Atlanta

Goodyear Bicycle Race, Birmingham

Goodyear Bicycle Race, Oakland

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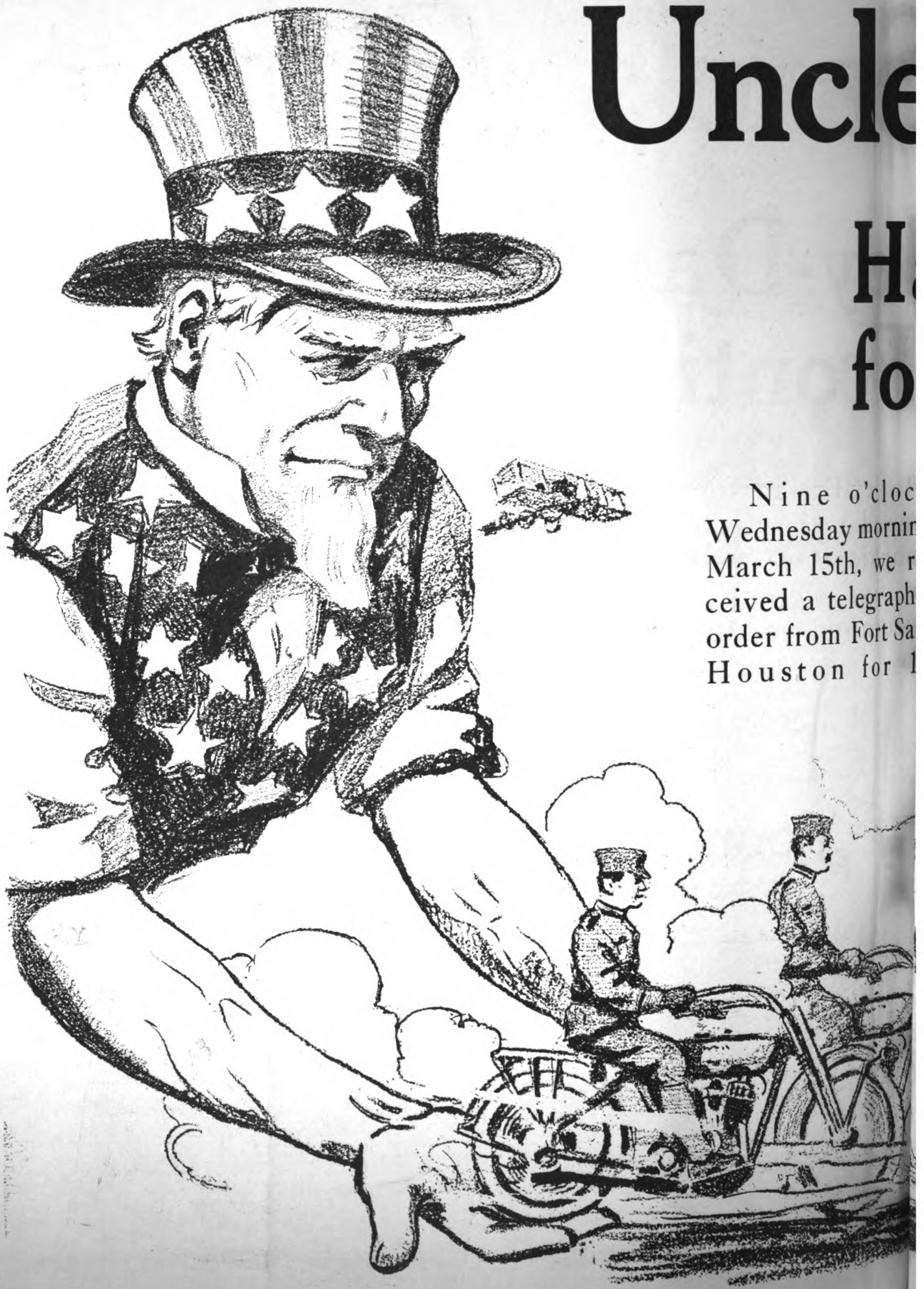
Uncle

H
fo

Nine o'cloc
Wednesday mornin
March 15th, we r
ceived a telegraph
order from Fort Sa
Houston for 1



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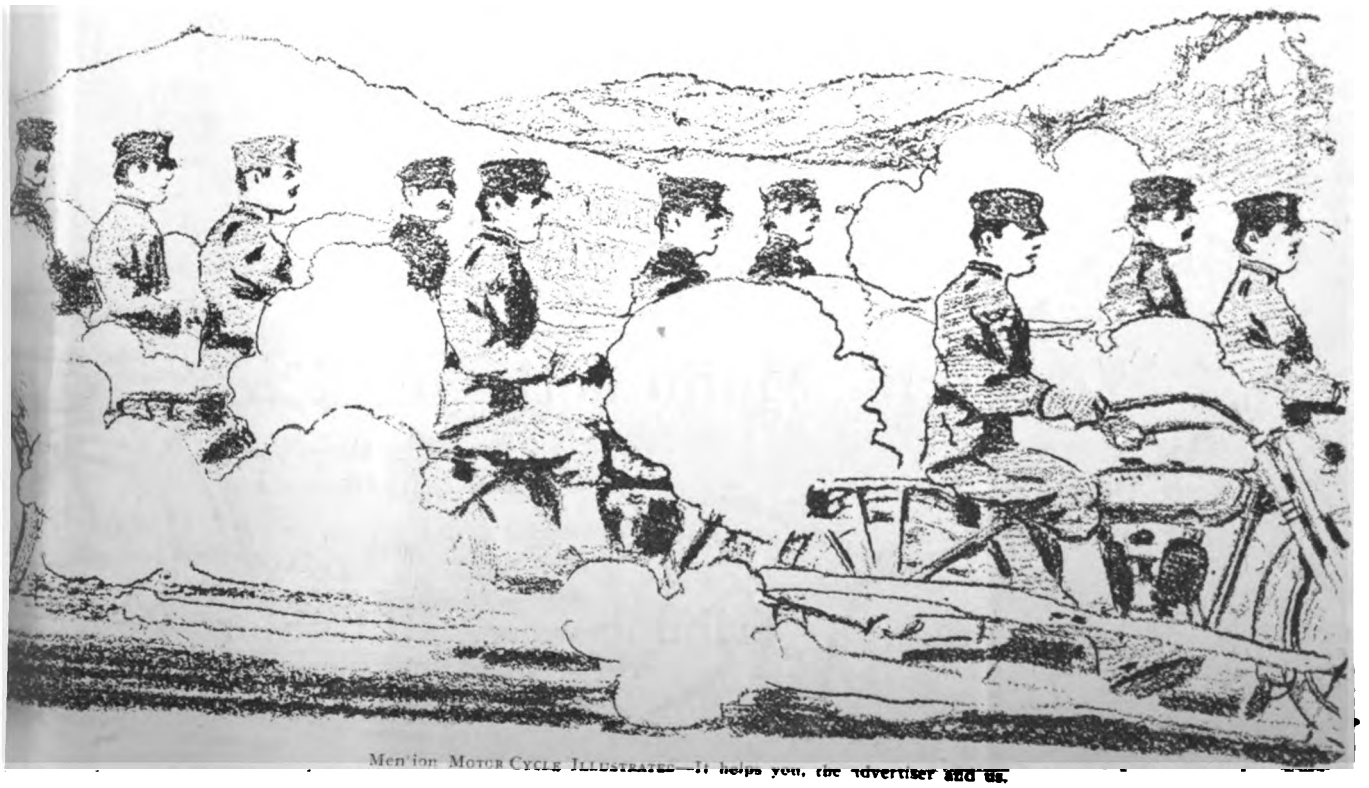
Sam's Choice

ley-Davidsons Frontier Duty

Harley-Davidson three-speed twins. All 12 machines were shipped at five o'clock on the afternoon of the same day.

Uncle Sam now has 18 Harley-Davidsons in Mexican frontier service. The 6 purchased last year are attached to the U.S. 1st Aero Squadron now in Mexico.

Harley-Davidson Motor Co.
Milwaukee, Wis., U. S. A.



Mention MOTOR CYCLE ILLUSTRATED—It helps you, the advertiser and us.

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Pope-made Bicycles

The Inside of the Track

You take the inside of the track in your race for bicycle deliveries when you hold an agency for any one of the high-grade Pope-made lines.

It is becoming more plain every month, that 1916 is to be a wonderfully prosperous year for dealers in all high-grade bicycles.

Never before have the facilities of our plant been so severely taxed in delivering to our trade such famous leaders as Columbia, Cleveland, Tribune, Rambler Crescent and Pope bicycles.

Pope dealers have the advantage of all the others, because, even though the demand for Pope-made bicycles is greater than last year by more than fifty percent, we are better equipped to keep pace with it than any other manufacturer of high-grade bicycles in the world.

That's what it means to you to have behind you the organization, the resources and the facilities of the Westfield Manufacturing Company.

No time in recent years has seen such a demand for high-grade bicycles, nor such a shortage of materials from which to make them. Unless you act—and act quickly—you are going to risk losing the big prize of profits that is almost within your grasp.

Write us for details regarding territory and dealers' prices.

Westfield Manufacturing Co.

(Successors to the Pope Mfg. Co.)

11 Lozier Ave. Westfield, Mass.

Largest Manufacturers of High-grade Bicycles in the World.

Columbia Tribune Rambler
Cleveland Crescent Pope

For assurance of prompt attention to your wants mention MOTOR CYCLE ILLUSTRATED.

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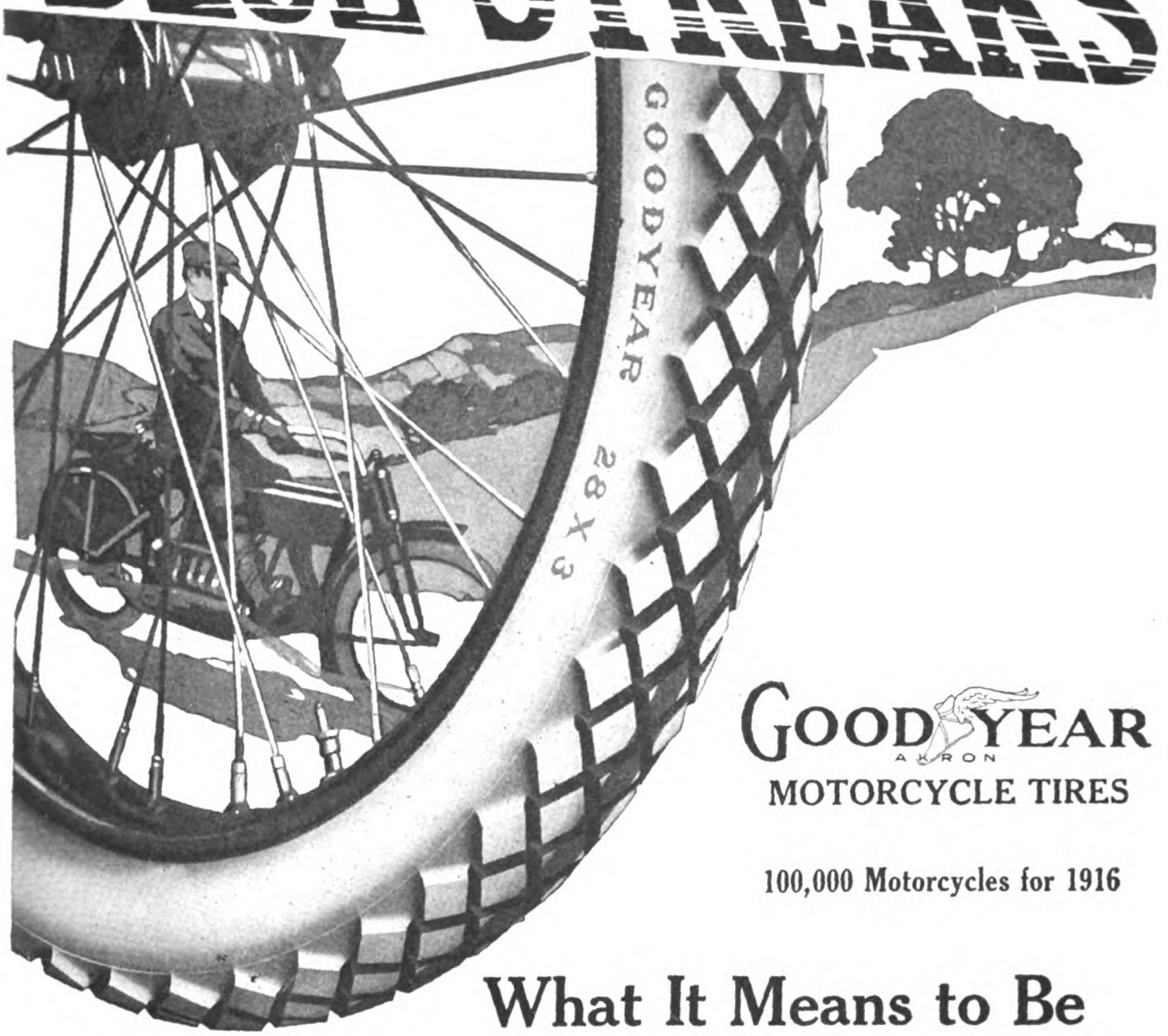
BLUE STREAKS



GOODYEAR
AKRON
MOTORCYCLE TIRES

100,000 Motorcycles for 1916

What It Means to Be a Goodyear Service Station Dealer

We told you in January that to be a Goodyear Service Station Dealer meant to have public opinion on your side.

We told you that it meant a nation-wide state of mind friendly and favorable to Goodyear.

We told you that it meant pulling with the stream instead of pulling against it.

We told you to be a Goodyear Dealer because it meant that swifter and easier selling which is the shortest and surest road to permanent profit.

Goodyear Blue Streak sales so far this year have broken last year's record for the same period many times over.

Every leading motorcycle manufacturer is using Blue Streaks as standard tire equipment. This means 3 out of 4 new motorcycles this year.

The Blue Streak tire has in fact done for dealers just what we predicted.

In view of this popularity is there any profitable reason why you should not carry Blue Streak tires? We can ship you a stock immediately.

The Goodyear Tire & Rubber Company
Akron, Ohio

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"Eighty Per Cent. Were Equipped With United States Tires"

That phrase refers to the motorcycles entered in a racing meet held recently, which fact alone tells the story of popularity.

We were informed that "every machine entered, which was equipped with United States Tires, came out of the race without having tire trouble." This and similar experiences prove beyond the possibility of a doubt that United States Motorcycle Tires are the most thoroughly dependable tires on the market.

Follow the example of Mr. E. G. Baker, and thousands of other riders, and use United States 'Chain' Tread Motorcycle Tires.

United States Tire Company

'Chain' 'Nobby' 'Studded' 'Corrugated'

MOTORCYCLE TIRES

UNITED STATES RUBBER COMPANY
US
RUBBER SYSTEM
AND ASSOCIATED COMPANIES

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WITH WHICH IS NOW INCORPORATED
The Bicycling World

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PLAN BIG MOTORCYCLE DOINGS FOR NEW YORK

Speedway Motorcycle Club, Inc., Backed by Prominent Eastern Trade Men, Will Stage Big Programs on Sheepshead Bay Speedway and Apply for State F. A. M. Convention

NEW YORK, March 21.—The biggest proposition in the motorcycle racing line that the eastern states have ever seen is the Speedway Motorcycle Club, Inc., which has just been formed in this city. This club, numbering among its incorporators the best-known men in the motorcycle trade in this part of the country, has been formed to promote racing, endurance runs and social runs, as well as other features which will extend the popularity of the pastime. The club has arranged to use the Sheepshead Bay Speedway for its racing events. It will be affiliated with the F. A. M.

In addition to its activities in the directions mentioned, the Speedway M. C. will apply for the New York State Convention of the F. A. M. and the amatur championship races for this state. If the convention is secured, the club will hold the races which accompany it on July 4 at the Sheepshead Bay track.

Following are the officers of the club: Everard Thompson, Sheephead Bay Speedway Corporation, president; Irving W. Barnard, New York Sporting Goods Co., vice-president and secretary; G. W. Richardson, Sheepshead Bay Speedway Corporation, treasurer. Among the incorporators are J. Leo Sauer, publisher of **Motor Cycle Illustrated;** D. R. Hobart, technical editor of the same publication; M. E. Toepel, of the Splitdorf Electrical Co.; Fred A. Baker, of the New York Sporting Goods Co.; Walter Goerke, A. H. Patterson, T. K. Hastings, J. U. Constant, J. W. Brewer, Bob Brazenor, S. H. Du Bon, T. J. Sixsmith, Irving Beck, Ferd Mercier, O. S. Brant and Wallace Stuart. Practically all these men have been connected with motorcycle competition since its earliest days.

The officers of the Speedway M. C., Inc., are at present at 15-17 Warren street, New York. For further information communicate with Irving W. Barnard, secretary, at that address.

SITE PURCHASED FOR NEW FLXIBLE FACTORY

Flxible Sidecar Company Acquires Eight Lots in Good Location for Erection of Modern Plant

LOUDONVILLE, Ohio, Mar. 20.—A strong indication of the progress that is being made by the Flxible Sidecar Co., of this city, is given in the announcement that on March 16 the company purchased eight lots opposite the Pennsylvania depot, on which a thoroughly modern factory will be erected. Schenck & Williams, well-known architects of Dayton, O., who superintended the construction of such plants as the Dayton Engineering Laboratories Co. and the National Cash Register Co., have been placed in charge of the erection of the new Flxible factory.

Flxible business has increased steadily of ate until the present factory is operating n a capacity schedule.

FIRESTONE SERVICE MEN IN ANNUAL CONFERENCE

AKRON, O.—In order to secure new and better ways of serving the tire-ing public, and to broaden the scope of eir present highly-efficient service sys-m, service men of the Firestone Tire & ubber Company from every corner of the nited States met in their fourth annual conference at Akron on March 16, 17 and 18.

The work of the past year was reviewed at length, and the various programs, carefully followed out, proved of the utmost benefit. The problems connected with tire usage were discussed in detail, and the profit accruing not only to the men attending, but to the tire user in general will be demonstrated during the coming motoring season by the greater efficiency which is certain to characterize Firestone service.

PREPARING TO SPEED UP THE HENDERSON OUTPUT

DETROIT, Mich.—Production Manager Charles H. Parker, of the Henderson motorcycle factory, is laying extensive plans for increasing the output in 1917. Many thousands of dollars worth of new machinery has been ordered, including automatics, grinders, lathes and special high-speed equipment. All of this will be installed as soon as it can be delivered, though the shortage of factory equipment caused by conditions incidental to the war is causing considerable delay.

Parker expects to have all the new equipment in operation in time to start on the 1917 production next fall. Some departments of the factory may be reorganized at the same time to speed up handling material, so that each piece will pass directly from one operation to the next, with the least traveling to and fro.

300 READING STANDARDS ARE BOOKED FOR ITALY

Two Carloads Have Been Shipped and More Will Go Soon; Expect To Place 1000 R-S's in England

NEW YORK, Mar. 21.—One of the busiest motorcycle plants in the country just now is that of the Reading Standard Company, Reading, Pa., where an increased staff is working at top speed to keep abreast of the domestic demand, and also fill an unusual number of export orders. The Reading Standard Company has booked orders calling for 300 of the 1916 models to be shipped to Italy, and two carloads of these machines have already left the factory. A letter received a day or two ago requested another early shipment of 100 machines, these being included in the total order of 300.

These machines are all for general distribution and will not be used in war service. As a matter of fact, the Reading Standard Co. has sold no motorcycles for war purposes, although its export business of late has increased by leaps and bounds.

A letter received yesterday from London states that about 1,000 Reading Standard motorcycles will probably be needed to meet the 1916 demands in Great Britain. Two carloads of 1916 R-S vans have already been sent to London.

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PROMISES TEN-DAY RIDING PRIVILEGE IN CANADA

Commissioner of Customs Says New Regulation Will Become Effective April 1, Admitting U. S. Motorcyclists Without Charge in All Provinces Except Ontario

OTTAWA, Ont.—An announcement of great importance to touring motorcyclists of the United States has just been made by John McDougall, Commissioner of Customs, in reference to the entry of foreign motorcycle riders into Canada. He announces that, according to present considerations, a regulation to permit the entry of motorcycles brought in by tourists under a ten-day permit will go into effect from April 1 next. This privilege was extended to foreign automobile tourists some time ago, but the widening of the clause to cover motorcycle tourists has been urged by President F. A. O. Johnston of the Canada Motorcyclists' Association with the above result.

The passing of the amendment to the regulation means that motorcycle riders of the United States will be able to cross into any province of the Dominion, with the exception of Ontario, without paying a cent for either a bond to cover duty or for a provincial riding license, providing the period of stay is limited to ten days. Ontario has not yet adopted reciprocal relations with the States with regard to inter-recognition of licenses, but the Ontario provincial authorities promise that a reciprocal arrangement will go into effect in a few weeks. With the adoption of this measure by Ontario, the whole country will be wide open to motorcycle tourists of the States without cost for visits not exceeding the stated period.

The action of the Dominion Government with regard to the free entry of tourists' motorcycles is a notable victory for the Canada Motorcyclists' Association.

CRISTMAN BILL AGAIN READY FOR GOVERNOR

Amended Measure, Providing for $2.50 Registration Fee in New York, Passes Both Houses

ALBANY, N. Y., March 21.—The Cristman Bill, providing for a $2.50 registration fee for motorcycles, has passed both Houses of the Legislature and is again awaiting the signature of Governor Whitman.

It will be recalled that the bill went through both Houses a week or ten days ago and that it was withdrawn at the eleventh hour for amendment on recommendation of the Governor's counsel. The amendment concerned the disposition of the fees received through motorcycle registrations.

The bill as it now stands provides that 50 per cent. of the fees shall go to the State Treasury, and 50 per cent. to the County in which the person paying the fee resides. All fines, penalties or forfeitures by motorcyclists under the bill are to be apportioned as follows: Fifty per cent. to the State Treasury and the balance to the County in which the violation occurred.

The portion of the fees paid into the State Treasury will be used for the maintenance and repair of the improved roads of the State; the money turned over to the various Counties will go for maintenance and repair of State and County highways within the County.

Much credit is given to J. A. Hall, of Brooklyn, former F. A. M. State Commissioner, who has worked tirelessly for the passage of a reasonable motorcycle registration bill for several years past. It is largely due to Mr. Hall's efforts that the bill has been accepted in its present satisfactory form.

PRIZES FOR PHOTOGRAPHS OF MIAMI POWER BICYCLE

THE Miami Cycle & Mfg. Co. has sent out a circular letter to all the dealers it has signed up to handle the Miami Power Bicycle, informing them that two dollars will be paid for every interesting photo of a Power Bicycle submitted to the company between March 13 and May 1. For the best—that is, the most triking and unusual —photo contributed during the period mentioned a special prize of $10 will be awarded, and a prize of $5 will be given for the picture that ranks second best.

In order to be acceptable, a photo must be 6 by 9 inches, must be sent to the company flat—not rolled—and must show a Miami Power Bicycle undergoing some unusual test. The photos will be sent out to the trade press and otherwise used in connection with publicity work.

HENDERSON BRANCH WILL BE OPENED IN PARIS

Holland Representative of the Four-Cylinder Mount Arranges to Handle Sales in France Also.

THE HAGUE, Holland.—Plans have been concluded for extending the sale of the four-cylinder Henderson motorcycle in France, with a branch office in Paris as distributing headquarters for that country. The Paris distributing office will be conducted by H. Englebert & Co., who have been so successful in the sale of the Henderson in Holland.

Sales Manager Geerkins, of Englebert & Co., called at the Henderson factory a short time ago in the course of a trip in America, and arranged the details of the new distributing plan. Englebert will open a big salesroom and distributing station in Paris, from which agencies will be placed in all parts of France. A large stock of parts will be carried on hand at all times, so that effective and prompt service can be given to dealers and riders in that country.

AN ORDER FROM ENGLAND FOR PULLMAN SIDECARS

DETROIT, Mich., Mar. 18.—That the market for American sidecars continues to grow abroad is further indicated by an order received this week by the Harry Svensgaard Sales Corp., of Detroit. The order was from Russell & Co., Ltd., of London, Eng., and called for a substantial shipment of the popular Pullman third-wheelers. The envelope containing the order was opened by the English censor, but arriving at the conclusion, no doubt, that there couldn't be the slightest objection to bringing in a batch of Pullmans he placed his formidable-looking stamp on the envelope and sent 'er through.

CLEVELAND OUTPUT IS SHOWING BIG ADVANCES

Secretary Quinlan Tells of Giant Strides in Firm's Production—75 Per Cent. to New Riders.

THAT 1916 will be a big year for the Cleveland lightweight and that a record will be set by the Cleveland Motorcycle Manufacturing Company in its first year's output, is the statement made by Secretary W. S. Quinlan during a recent interview in Los Angeles, Cal. Mr. Quinlan also said that 75 per cent. of the Clevelands have gone to new riders, according to an analysis of sales in this section.

"Advices from our factory are to the effect that our February production exceeded January by 100 per cent." Mr. Quinland stated. "This ratio will be exceeded in March, and by April 1 our output will be quadruple what it was in February. Our plans for 1916 call for a total production of between 10,000 and 15,000 machines.

"We have sent the second and third carloads of Clevelands to Los Angeles already. Each of these consists of 75 machines. Half of one carload is already sold.

"Analysis of our sales in Los Angeles show that, at the very least, 75 per cent. have gone to absolutely new riders. This convinces me firmly in the belief that the lightweight will not be a competitor of the heavyweight, as it appeals to an entirely different class of people. The lightweight interests a class of people who never before have been favorably inclined toward motorcycles, and the development of this new market will in nowise affect heavyweight sales, because a large proportion of the lightweight potential buyers could not be regarded as heavyweight possibilities."

UNFILLED STEEL ORDERS REACH NEW RECORD

NEW YORK CITY, Mar. 20.—In its last monthly statement the United States Steel Corporation reports unfilled orders on its books as of February 29 last of 8,568,966 tons. This compares with 7,922,767 tons on January 31, an increase of 646,199 tons, and with 4,345,371 tons on February 28, 1915.

The total of 8,568,966 tons on the books establishes a new high record, and exceeds by 79,248 tons the previous top-mark of 8,489,718 tons on December 31, 1906.

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H. N. KIRK IS SUCCEEDED BY C. B. O'HARE

Veteran Sales Manager to Resign from Thor Company on April 1—His Successor Is Also an Experienced Sales Director

CHICAGO, Ill.—H. N. Kirk, sales manager for the Thor, has announced that he will sever his connections with the Aurora Automatic Machinery Company, to take effect on or about April 1. He will be succeeded by Charles B. O'Hare.

Mr. Kirk is a veteran in the cycle field. Up to May 20, 1913, he was sales manager for the Excelsior Motor Manufacturing & Supply Co., having been with that firm for twenty years, as salesman and sales manager. Following his leaving the Excelsior firm, Mr. Kirk became sales manager for the Thor, and has been with them some two months short of three years.

Has Wide Circle of Friends

Mr. Kirk has been boosting Excelsior sales under the elder Robie, then under Fred Robie, and later under the creditors' committee. When the firm was bought up by Ignatz Schwinn, Kirk was the "Little Giant's" right-hand man until his severance of relations in 1913. Few men in the trade have made such a wide circle of friends among dealers as has H. N. Kirk, by reason of his square deal policy and friendly attitude toward all. He has made no positive statement as to his future plans, but it is stated that he will not discontinue his interest in the motorcycle trade.

The New Thor Sales Manager

Charles B. O'Hare was formerly sales manager for the motor car division of the Texas company in Chicago for two years, and also sales manager for the solid tire department of the United States Tire Company in the same district. Before connecting with the tire and oil business he was a newspaper man with the Buffalo, N. Y., *Courier*, Chicago *Chronicle*, and *American*.

INDIANAPOLIS LIVE ONES

Harry Dipple, Local Harley-Davidson Dealer (in Saddle) and Frank Baldridge of G. & J. Tire Company

ERWIN G. BAKER RETURNS TO GOLDEN GATE

SAN FRANCISCO, Cal., Mar. 20.—E. G. Baker, of "Warhorse" fame, returned last week on the S. S. *Matsonia*. Baker was in fine shape and said that he had enjoyed his tour immensely.

A few days prior to Baker's return, A. Freed, president of the Pacific Motorcycle Supply Company, Northern California distributor for the Indian, received a wire from "Cannon Ball," while he was still in the Hawaiian Islands, as follows: "My Powerplus Indian carried me to another heart-breaking record around Oahu Island, 90 miles over very rough, mountainous, muddy roads and high cliffs. My time was 22 hours, 4 minutes and 36 seconds, beating the previous record of 23 hours and 25 minutes."

Baker did not say what his plans were for the immediate future. He expects to visit the Hendee factory at Springfield.

CYCLE TIRE OUTPUT NEARS SEVEN MILLION MARK

Reached Total of $6,905,852 for Year 1914 According to Figures Secured by Government

NEW YORK, March 20.—According to "Commerce Reports" the production of rubber tires in the United States during the year 1914 constituted almost half of the total value of all kinds of rubber goods manufactured in the country during the year. The value of tires produced during that year was a little over $146,000,000, or about forty-nine per cent. of the total.

The aggregate was made up from reports received from 331 establishments, of which 290 manufacture automobile, motorcycle and bicycle tires, casings, and inner tubes. The production of automobile tires and casings was valued at $105,671,223; motorcycle, bicycle and aeroplane tires, $6,905,852.

The products reported for the 331 establishments for 1914 were valued at $300,251,827. At the census of 1909, 267 establishments were reported, with products valued at $197,394,638. The increase in value of products, therefore, was $102,857,189, or 52.1 per cent.

Statistics of the manufacture of tires were not obtained for 1909, but it may be safely assumed that the increase of 52.1 per cent. in the total annual output of rubber goods during the five-year period is accounted for in very large part by the enormous growth of this branch of the industry.

HOW WANDERSEE GETS HIS MIAMI MOTOR BIKES

Truck Ready to Unload at Rear of W. E. Wandersee Company's Agency, at 129 Gratiot Avenue, Detroit, Mich. Two Similar Loads Were Received Later

GIVES UP AUTOMOBILE TO DRIVE MOTORCYCLE

Crippled Enthusiast of Cleveland, Okla., Can't Operate Motor Car But Two-Wheeler Suits Him

LOS ANGELES, Cal.—J. H. Booher, of Cleveland, Okla., has bought of the Passmore & Sayre Co., Harley-Davidson retailers, the most expensive motorcycle and sidecar outfit ever sold in Southern California. Mr. Booher has been using an automobile for pleasure and to get about his ranch, employing a chauffeur. He is unable to handle an automobile himself, being crippled both in his legs and hands. He is able to work the controls of a motorcycle, however, and as he wants to drive himself is going to substitute a motorcycle and sidecar outfit for a four-wheeler.

IMPORTER WANTS MOTORCYCLES FOR HOLLAND

J. H. SITTERLEY, of 47 Broadway, New York, writes this journal that one of his clients in Holland is interested in purchasing motorcycles. He desires quotations and printed matter in duplicate, with shipping details and agency proposals, which he will transmit to his client. The client is in a position to make the necessary shipping arrangements with the authorities and, is already doing considerable business in cycles and accessories.

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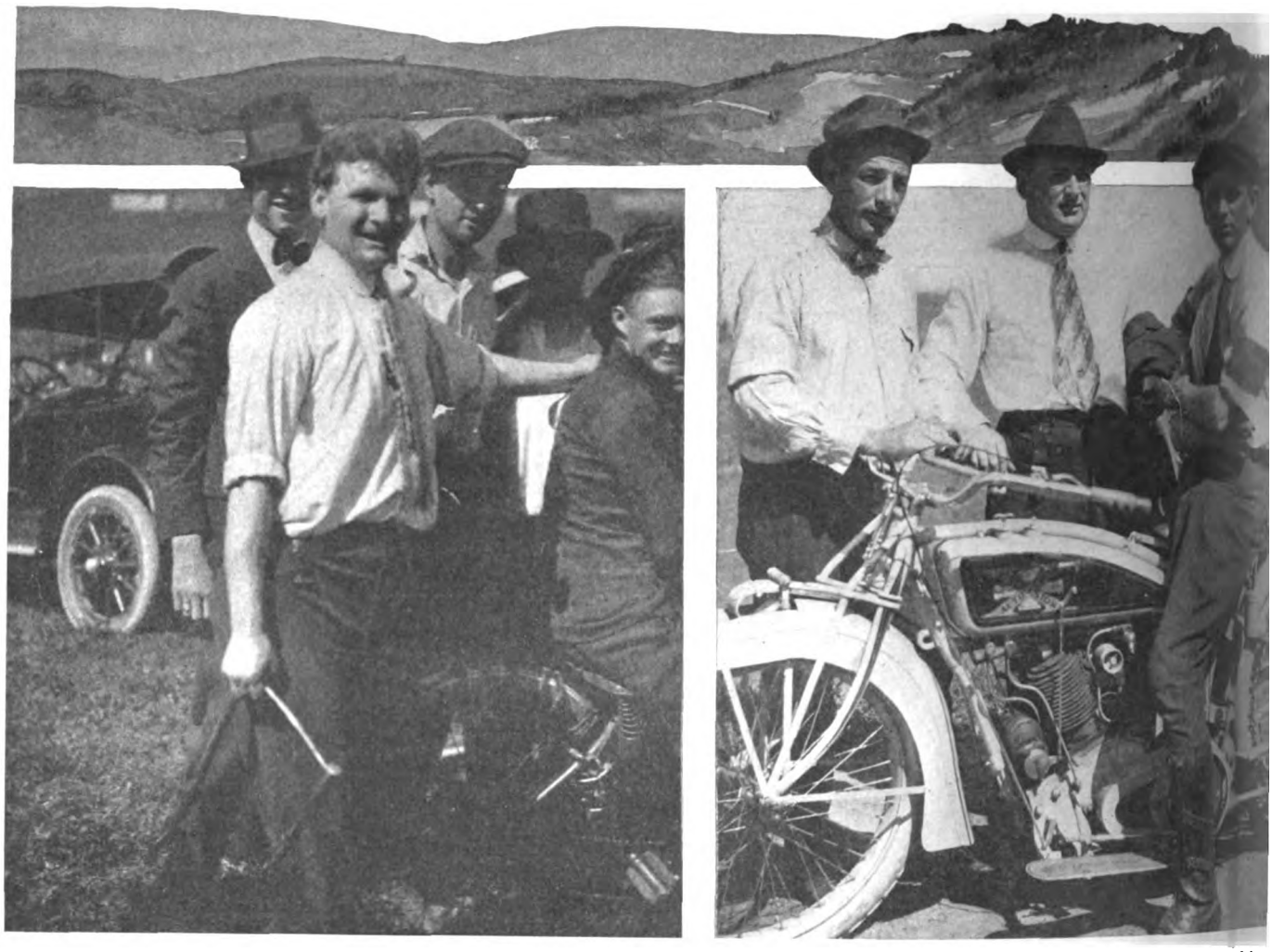
THAT SPECTACULAR HILL-CLIMB OF THE I

Further Details on the Most Remarkable Contest of the Kind Ever Staged in This Country; Just H Waterloo of Many of the Daring Riders; Full Offical Re



Left, F. E. Berry, the Genial Dealer, with Sammy Hamilton Who Won Pro. Climb on Flying Merkel; Right, Wells Bennett, Excelsior

LOS ANGELES, Cal.—While the official results of the spectacular Los Angeles M. C. hill-climb were given in the telegraphic story which appeared in the March 16 number of **Motor Cycle Illustrated**, enough interest has been aroused in the outcome to justify a partial review of the program with a few sidelights on just how the boys went through. It was some circus stuff, buh-lieve me, and all of the performers are entitled to another mention anyway.

It surely was some sky rocketing! It made a fellow's heart beat forty extra to the minute when Wells Bennett got past that terrible hump at the 280-foot mark and straightened out, completing that awful grind to the summit. And you ought to have seen little Sammy Hamilton with his light racing Merkel—well, Sammy's four-foot jump in the air certainly had the crowd gasping. When he was 'way up in the air, he shut off and hit the ground, a very much surprised man.

The **Motor Cycle Illustrated** correspondent was one of the first to reach the hill with, E. A. Trabant, the Valvoline oil man. The latter gave one look to the top of the hill and then gazed at the towering Sierre Madre range to the left, saying: "Ugh! Might as well try the side of Mount Lowe." While the riders were watching the boys placing stakes to mark off the course, one of them was heard to remark: "If anybody spills backwards, he'll fall 20 feet before he hits the ground." And he seemed to be pretty right about it.

There was a hump in the course that turned out to be the Waterloo for more than one rider. The hump was well sur-

View of Start from Summit of Hill; Sahagin, Henderson, Leaving the Tape

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GELES M. C. STILL HAS THE BOYS TALKING

as Riders Performed on the Terrifying Grade; Tricky Hummock Two-Thirds of Way Up Proved ing of Contestants; How the Machines Were Equipped

Left, Lem Sahagin, Winner in Amateur Class, with George Klapp, Both Hendersonites; Right, Lorenzo Boido and Fletcher, Indians

rounded by gopher holes, and seven men in succession who tried to cross it failed. To A. L. Rix, the Harley-Davidson agent at San Pedro, went the honor of being the first to get by the hump, but he unfortunately came to grief after climbing 280 feet, the entire length of the course being 400 feet. George Martin also got over and was doing well until he struck a hole at 330 feet and spilled.

Riders and Committee Who Participated in Los Angeles Hill Climb

Wells Bennett, Excelsior, roared up the hill like a veteran Alpine climber. At the hump he clung to his saddle like a leach, dodged the holes, and had the crowd cheering wildly when he passed the flag in the time of 27½ seconds. The next man to get over was Gilmore, Excelsior, while everyone of the remaining starters in the first trial managed to get past the 200-foot mark.

"Blick" Wolters was the first man to tackle the hill in the second trial—each of the riders being allowed four trials in all. When Wells Bennett's turn came again, a ripple of applause went through the throng of 2,000 spectators. Again he shot past the flag, this time in 20 3-5 seconds. Everybody began ot wonder if Bennett would make it straight four. Sahagin, Henderson and Fletcher, Indian, both went out at that heart-breaking hump, and then Roy Artley brought the first Gray Fellow past the flag in 27 seconds.

Lorenzo Boido carried his Indian up in 26 1-5 seconds; Ed. Tice, the Bakersfield speed demon, lowered this mark by 2 1-5 seconds, a performance which he repeated on his Harley-Davidson. "Hap" Gustafson, Harley-Davidson, made a very spectacular climb. He was riding in every

(Continued on page 39)

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FREIGHT SITUATION BOTHERS COAST TRADE

Jobbers Are Paying $1.50 More Per Hundred Pounds Than When the Panama Canal Was Open; May Have to Raise Their Prices

LOS ANGELES, Cal.—Dealers in California are paying strict attention to the transcontinental freight situation which is imposing upon jobbers added burdens of cost that must inevitably be reflected in prices to dealers, and which will supply another legitimate reason dealers should advance their prices to the general public. The public is reconciled now to the idea of an advance in prices of goods, and there is no sound reason why dealers in bicycles and motorcycles and accessories should not price their goods according to what it will cost to replace them.

Briefly, the history of the trans-continental freight situation is that before the opening of the Panama Canal jobbers having goods shipped from the Atlantic Coast via the Panama railroad saved about a dollar per hundred pounds in freight on their merchandise. When the Canal opened, rates were very slightly reduced, but railroads advanced the coast rate in conformity with the Inter-State Commerce Commission's ruling in the famous Reno freight rate case. Coast jobbers were able to save about $1.50 per 100 pounds on shipments via the canal. Now the closing of the canal and the scarcity of ships has made Isthmian shipments even by the Panama railroad, a practical impossibility, so the freight situation causes an increase in cost to the jobber of $1.50 per 100 pounds over the cost laid down when he was able to utilize the canal.

This means a complicated situation, involving the tying up of large amounts of money, slower "turn-over" and other additional expense which raise the actual cost of doing business considerably above the mere net difference in laid down costs due to the advance in freight rate. Dealers are beginning to appreciate that the war is not altogether responsible for the advance in cost of materials, excepting indirectly as it affects the freight situation. About the only thing they can do is to anticipate future advances by adopting a "buy-it-now" policy, and educating the public to the situation so that they will be prepared for further advances in rates as they are announced by the carriers.

TAMPA SPEEDSTER WINS ON EXCELSIOR

TAMPA, Fla.—One of the most popular and capable speedsters in this district is Louis Torres, shown in the accompanying photograph, who won two five-mile races on

Louis Torres

the half-mile flat track here in the recent meet. Torres mounted an Excelsior.

His time for the first five-mile dash was 6:14 and in the second race he was clocked at 6:12. There are indications that the local speed boys will be active during the coming season and Torres will be found at the tape in nearly all of the races.

BAY STATE ASSOCIATION MEANS BUSINESS

BOSTON, Mass., Mar. 20.—One of the first moves of the Bay State Motorcycle Dealers' Association, which was organized recently, as reported in **Motorcycle Illustrated**, has been to lease and furnish a fine suite of rooms in the Hotel Oxford on Huntington avenue and then turn the headquarters over to the Bay State Motorcycle Club for use as clubrooms. Plans are now afoot to raise the membership of the club to 300 or more.

The Hotel Oxford thus becomes the official F. A. M. and motorcycle headquarters in Boston, where all visiting riders will be given a warm welcome.

The Bay State Dealers' Association is looked upon as the nucleus around which will be built up a very strong body, including all the cycle dealers of Massachusetts, if not of New England.

FETTERLY OBTAINS PATENT ON FRONT WHEEL JACK

ALTOONA, Pa.—John Fetterly, of this city, has been awarded a patent on a jack for the front wheel of a motorcycle. This jack is designed to be carried in the toolbox or in a coat pocket, and is made of very light steel. It is placed under the front axle and raises the wheel by the single motion of a handle.

The jack, after use, lowers the front wheel by the release of a catch on the body of the apparatus.

U. S. RUBBER CO. WILL USE "SUPER TRADEMARK"

NEW YORK, N. Y., Mar. 20.—To clearly distinguish its products from those of other rubber companies, the United States Rubber Co. has determined to use what it terms a "supertrademark" on all of its goods. The U. S. company will make it a point of honor to market under this mark only the best product. In the words of the company, this mark will symbolize what the stamp "sterling" means in connection with silver.

The "supertrademark" consists of a three-part ribbon, the center portion being white, while the outer parts are blue. In the white section will be printed the seal of the U. S. Rubber Co.

STRATTON TO SELL INDIANS FOR NEAL, CLARK & NEAL

BUFFALO, N. Y.—Alva Stratton, well known as an Indian track-man and factory tester, has joined the staff of Neal, Clark & Neal, Indian dealers in this city.

Alva Stratton

Stratton will sell the Powerplus and Featherweight in his new position.

Alva Stratton has ridden in most of the big classics in this country during the last two years, among these being Dodge City, Sioux City, Savannah and Chicago.

COLLEGE FRAT. TOURS FROM CHAPTER TO CHAPTER

NEWARK, N. J., Mar. 18.—Wilbur M. Walden, president of the New Jersey M. C., with Clarence L. Eckhardt in sidecar, left town to-day on his Harley-Davidson outfit for a 2,000 mile—16-day trip—that will take them through Pennsylvania, Virginia, Maryland and New York.

Walden is member of a college fraternity, and each night a stop will be made at a different college that has a chapter of his fraternity. As all arrangements were made several months ago, the two tourists look forward to a big time in each town.

OFF FOR A FAMILY TOUR

Ross Landes, Salesman for C. Hanson, Indian Man in Kansas City, Mo., Taking Out "the Folks"

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Humming Along in the Face of All Obstacles

***HAMPERED** at every turn by abnormal conditions arising from the European war, by the shortage of materials and the soaring prices asked for those that are at all available, the American motorcycle manufacturer has been sorely tried of late—and has stood the test nobly.*

Even the imposing combination of Mars, the dilly-dallying and rate-boosting railroads and the grab-it-all steel magnates has succeeded only in causing delay and some annoyance in the motorcycle field. The industry is bowling busily along in spite of much interference from sources beyond its control, and the men who produce the power two-wheelers have fully earned the right to consideration among the country's most solid and dependable manufacturers.

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BIG CAMPAIGN TO INCREASE F. A. M. MEMBERSHIP

Officials Are Lining Up All the Forces of the National Organization for a Concerted Drive at the 20,000 Mark; Special Plans for Week of April 17-22

WHAT promises to be a thorough-going, whoop 'er up membership campaign, with all the trimmings, has been started by President A. B. Coffman, of the F. A. M., and his lieutenants, and the prime feature of the plans as they have been worked out so far is the big drive that will be made during the week of April 17-22. During that week all the forces of the F. A. M. will be concentrated upon boosting the membership by leaps and bounds, and it is hoped that the pace then set will be continued until the National Body reaches a size commensurate with its importance in the motorcycle field.

Schwinn's Generous Offer

Attention is again called to the fact that Ignatz Schwinn, head of the Excelsior Motor Mfg. & Supply Co., which manufactures the Excelsior motorcycle, offered at the last national convention in Sacramento, Cal., to donate $500 to the treasury of the F. A. M. as soon as its membership reached 20,000. He supplemented this offer with another to give a second $500 when the F. A. M. became incorporated. So there is a purse of $1,000 hung up as an incentive for Federation workers to get out and do their prettiest.

Mr. Schwinn simply adopted that method of proving that he is a practical booster, and he asserts that nothing will please him more than an opportunity to place his monicker on two $500 checks when the F. A. M. has lived up to the stipulated conditions. "It'll be worth that much to me to see the Federation of American Motorcyclists assume its proper place in the motorcycle affairs of the country," said Mr. Schwinn a few days ago, "and I am quite sure that once the riders have such a representative organization they will take pains to see that it continues to grow. Let the clubs and members get out and hustle to increase the membership. As soon as the required amount of work is done the rewards will be waiting for them."

Snappy Literature Coming

President Coffman is now working on a choice line of F. A. M. literature which will be sent out broadcast within a week or ten days, and already a number of the "old line" boosters throughout the country are whooping things up in their districts. P. E. Zimmerman, the picturesque and ever-ready live wire, of Lindsborg, Kan., is shooting out characteristic letters in all directions, instructing his friends to get into the harness for a big pull and a long pull. And "Zim" knows how to start things. He winds up his appeal for co-operation with this typical sentence: "Kindly acknowledge this letter something like this—'Zim, I'm GAME TO THE CORE. Count on me to THE LIMIT.'"

Help of Dealers Wanted

The F. A. M. counts on the assistance of every motorcycle dealer, in view of the fact that a strong Federation membership in a city or town means a strong and prosperous club, and a live club means business for the dealer. The membership campaign is being presented to dealers largely as a business proposition, but in addition they are being appealed to on a sentimental basis.

From present indications the dealers of the country will give an excellent account of themselves in the membership work. Many of them have already pledged their enthusiastic support for the project of obtaining 20,000 F. A. M. members.

G. B. Gibson, secretary-treasurer of the F. A. M., and John L. Donovan, chairman of the F. A. M. Competition Committee, are working like beavers these days on membership plans to supplement those of President Coffman, and both predict that the Federation enrollment will not be far from the coveted 20,000 mark when the present movement has been carried to the climax.

Suggestions From Commissioners

State F. A. M. commissioners are invited to write to Chairman Donovan, 811 Ashland Block, Chicago, Ill., stating their membership plans and offering any suggestions they may have for furthering the work. In return Chairman Donovan will pass out all the pointers at his disposal and give his fullest co-operation. General information concerning the membership campaign may also be obtained from Secretary-Treasurer G. B. Gibson, Westboro, Mass., and from President Coffman, Toledo, Ohio.

HERE'S A SUGGESTION

If you line up fifteen or more members for an F. A. M. club you will save each of these riders one dollar on his entrance fee. The initiation fee and a year's dues amount to two dollars for the individual, but by entering as a club a group of riders will be called upon to pay only one dollar per man. Fifteen riders or more gives you the privilege of entering as a club.

NOW GO TO IT!

THIS IS CHAIRMAN DONOVAN'S FIRST GUN IN THE CAMPAIGN FOR 20,000 F. A. M. MEMBERS

TO THE MOTORCYCLISTS OF THE UNITED STATES

The F. A. M. is the only association which looks after and protects your interests. Its ability to serve you depends upon the support you give it. The more members the more it can do for the motorcyclists. At the National Convention held in Sacramento, Cal., Mr. Ignatz Schwinn, of Chicago, made the following offer: When we have 20,000 members in good standing he will donate to the Treasury Five Hundred Dollars. If we then incorporate as a legal body, he will add another Five Hundred Dollars; making in all, One Thousand Dollars.

To meet these conditions it is only necessary that each member get at least one more motorcyclist to join. This should be easy to do with 200,000 motorcyclists in the United States. F. A. M. Clubs should be especially interested as they receive a part of the membership fees, and doubtless each new member would join the local Club, to its benefit.

April 17th to 22nd, inclusive, has been set aside as a special week in which to secure the new members. All memberships should be sent direct to G. B. Gibson, Lockbox 947, Westboro, Mass. Do not wait until then, however; send them along so the Secretary can readily handle the work. The membership receipts will put the F. A. M. in a good financial condition so it may increase the benefits to its members. CONCERTED ACTION WILL BRING THIS RESULT AND SECURE THE ONE THOUSAND DOLLARS.

Yours very truly,

JOHN L. DONOVAN,

Chairman.

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THAT $10 ACCOUNT MAY COST YOU $500

A Heart-to-Heart Talk with Dealers on the Wisdom of Keeping Small Bills Off Their Books; How a Long-Standing Account Often Scares a Patron Away

By RODMAN BARRY

WHEN a patron with whom you are fairly well acquainted asks you to carry over a small account on your books for him, and you grant the request, it is quite natural that you should regard the operation as a fine little diplomatic hook in that patron's future business. Perhaps you are right—we would like to believe that you always are—but the cold facts are against you. *Very often you are wrong.*

If you could be shown that by carrying over a trifling account of $8 or $10 you were framing up a situation likely to cost you the sale of Mr. Patron's next motorcycle you would begin to think pretty hard—wouldn't you? Still that is just about how the credit proposition works out, unless it is kept well in hand by a dealer who knows how to watch his step.

Where Diplomacy Is Needed

"But I can't grab a customer by the neck and take the money away from him, can I?" you remonstrate. "If I squeeze him for a small accessory or repair bill, he'll get sore and quit me cold."

Well, there is a chance that you will lose his trade, but if he doesn't pay his bills you won't suffer greatly by having him shift his patronage elsewhere. And—this is the big point—*you are going to lose his business anyway before many moons pass if you continue to carry that small account of his on your books.*

It is one of the queer twists of human nature that the average man will not continue to patronize a store after the proprietor has carried a bill against him for a long period. Mr. Patron will usually begin to change his attitude by experiencing a certain feeling of shame, and from time to time he will resolve to settle the little bill and get it off his mind. *But while he is making those good resolutions he is more than likely to remain away from the store.*

Making Excuses Is Unpleasant

If he is forced to come in for supplies or repairs he will probably appear somewhat shamefaced, and will offer an excuse for not cleaning up the old account. *But making those excuses is unpleasant to him, and finally the idea of facing you while that account is hanging over his head will become extremely distasteful.*

"I'll have to dodge Jim's place until I wipe out that rotten little bill," he soliloquizes finally. "I'm tired of going around there and feeling like a dead-beat. I don't intend to trim him, of course, but I can't loosen up that much spare coin at this minute, so I'll buy the few things I need somewhere else until I can go around, plank down the cash and look Jim in the eye. Jim's a good skate, and he's certainly given me a square shake, but gosh-darn it! I'm touchy about money matters and I don't want to show up at his place again until the slate is clean."

Now, the chances are excellent that Mr. Patron is a good fellow, and a worthy member of the motorcycle fraternity at heart—but he's human. Other men put off paying bills as long as they reasonably can, and it would be rather strange if he didn't do the same thing. So the little bill drags on; and the longer it drags the less Mr. Patron likes the idea of going around to pay it.

The Beginning of the End

Finally there may develop (it's strange, but we've watched it work out) a certain feeling of mild resentment on the part of Mr. Patron against the dealer. There's no use in going into the psychology of the thing. It's enough to know that such things have happened, and that they are likely to go on happening as long as human nature holds out.

And once that feeling of resentment comes into existence, Jim has lost a friend and a buyer; and Mr. Patron begins to look about for another place to take his trade.

Just why Mr. Patron should get "sore" when Jim has done nothing but befriend him is a problem the writer will leave for some one else to tackle—but the fact remains that in many cases he does get "sore"; so "sore" eventually that he may knock Jim's methods and Jim himself. He feels, no doubt, that Jim is "thinking things" about that little account; that Jim is misjudging him.

Some One Else Gets the Business

And finally he says: "Let him misjudge; there are other motorcycle stores I can deal with. I never meant to keep him out of the money, but if he wants to get uppish about it, why I'm through."

Jim didn't get "uppish," mind you—in fact, he's beginning to sweat a bit over the thought of losing Mr. Patron's business—but just the same that's the way Mr. Patron comes in the end to think of the matter.

And there you are. When the time arrives for Mr. Patron to buy a new motorcycle he is almost certain to buy it from some one other than Jim. It is possible that he will even be willing to change his make of machine to avoid going back to Jim. So it comes about that Jim and the factory both suffer—without the motor being at all in fault. There are seasoned dealers who can give you all the facts in such cases. They will stand investigating.

As you read this, leaning back calmly in your desk chair, you may feel that the picture has been overdrawn; that a little $8 or $10 bill could never start such a costly train of trouble. But don't fool yourself on that point.

(Continued on page 52.)

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NEW SPLITDORF BUILDING TO COST $200,000

Huge Addition to Plant in Newark Will Have Floor Area of 115,000 Square Feet and 30,000 Square Feet of Windows; Will Probably Be Occupied About July 1

NEWARK, N. J., Mar. 20.—What will, it is said, be one of the best lighted factory buildings in this part of the country is about to be erected for the Splitdorf Electrical Company, of Newark. It will be a fireproof building of reinforced concrete, to cost approximately $200,000, and will contain more than 30,000 square feet of window glass about its four sides.

The buildings comprising the present plant will not be disturbed in any way, and will continue to be fully utilized for manufacturing purposes.

The new structure is to be erected by the American Concrete-Steel Company on plans prepared by Monks & Johnson, architects, of Boston, and specialists in factory construction. It will have a frontage of 300 feet and will be 60 feet in depth. Considerable progress has already been made.

The total floor area will be 115,000 square feet, or about 2¾ acres. The welfare and convenience of the employes have been carefully considered. Adjoining the main building and centrally located is an "L" measuring 65 by 20 feet and completely equipped on each floor with washrooms, toilet facilities and locker rooms of the most modern type.

While the building will be of concrete, its exterior will be relieved of plainness by a skillful use of colored tile and embossing work. Practically the entire four sides of the building will be of glass, excepting the columns of concrete supporting the roof. There will be 180 windows on each of the long faces, these to have dimensions of 17 feet by nine feet four inches. On each of the ends there will be 18 windows of similar size.

To safeguard the contents of the building a sprinkler system is to be installed. It is understood that this is the first of several extensive improvements about to be made in the plant of the electrical company. The new structure will probably be ready for occupancy by July 1.

The Splitdorf Electrical Company has long since outgrown its old quarters and the addition is necessary to enable it to care for increasing demands. The company produces magnetos and electrical starting systems exclusively, and at the present time is furnishing electrical equipments for over 35,000 automobiles per month. During the past year the output was more than doubled and the working force has grown to 2,400 employes. In additions 400 are employed in the factory at Sumter branch and 300 in the branch stores.

MILWAUKEE M. C. ENTERTAINED THE LADIES

Pleasant Affair Was Held in the Clubrooms at Which an Excellent Menu Was Topped Off by Speeches and Lots of Sociability

MILWAUKEE, Wis., Mar. 22.—The local fraternity will be a long time forgetting the recent banquet tendered by the Milwaukee Motorcycle Club in honor of the ladies of the organization. It had been intimated that the club was not doing the right thing by the wives and sweethearts, also sisters and friends feminine. There were altogether too many stags on the program of sociable events at the clubhouse.

So the matter was brought to a climax by a rousing speech made by E. Miller, the quietest man in the club's membership, against the growing spirit of what he frankly termed roughneckism and the evil which it would accumulate if allowed to continue. "One nice, big feed for the ladies," he said, "would circumvent all the power of evil likely to be held against the club's reputation." It was with misgivings that details of the plan were taken up. "It can never be done," was the consensus of opinion.

On the night of the banquet the clubrooms were crowded. Every member had a lady and some had two. President Grier, leader of the bachelors, could not help but carry a smile of satisfaction all evening. The speeches that followed the serving of the excellent menu were short. E. J. Mueller, the club's first president, who resigned at the time he was married and became the responsible head of a family, but who has since rejoined the Milwaukee club, expressed the hope that the organization would promote many short tours this season. Lacy Crolius put in a plea for clean riding.

E. Miller, the fellow responsible for the banquet, also spoke, as did Alex Landry, tour chairman; Don Stevens, local Firestone publicity man, and Hugh Sharp, the club secretary, who asked the ladies to keep after their gentlemen friends so that affairs like the banquet would frequently be held in the clubrooms.

UTICA EXCELSIORITES ENJOYING WINTER'S SNOWS

This Elaborate Motor Bob Was Built by Three Riders in Utica, N. Y., and Carries a Load of 700 Pounds at High Speed. Photo by William J. Helmke

FOUR CLUBS CLIMB MOUNT HAMILTON DURING RUN

SAN FRANCISCO, Cal., Mar. 20.—The opening of the motorcycle sporting season was marked here on March 12 by an interclub run of 150 miles to the Lick Observatory on the summit of Mount Hamilton. Four clubs participated in this event, which was a success from start to finish, these clubs being the San Francisco, Gilroy, Bay City and San Jose.

The weather was magnificent and the clear, crystaline air afforded a view of more than one hundred miles in all directions from the top of the mountain. The roads were in ideal condition except for a few dusty spots. A large number of riders were in the long line of machines, over 75 motorcycles being counted on the summit of Mr. Hamilton at one time.

Perhaps the most notable feature was the presence of such a large number of side cars. After the San Francisco M. C. awarded souvenir ribbons to those who reached the top of Mt. Hamilton, the riders went through the conservatory. Members of the San Francisco M. C. left their city as a body and stuck together throughout the run, winding up the affair with a little informal banquet at the Mission Restaurant.

Several very interesting features were noted on the trip, one being the fine performance of an Excelsior lightweight. A rider of a Thor twin negotiated the 365 curves up the steep grade between the Smith Creek and the summit in remarkably quick time without stopping.

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WHY THE FUNKE COMPANY'S A HUMMER

TENTH IN A SERIES OF BIOGRAPHICAL SKETCHES OF TRADE LEADERS

After Gathering Laurels in Practically All Branches of Athletic Endeavor Herbert F. L. Funke Tackled Big Business and Once More Rang the Bell; Some First-Hand Pointers on How He Has Cornered Most of the Attributes of a Movie Hero and Also Found Time to Bring His company to Success

CRACK shot, expert ice-hockey player, motor and sail-boat adept, chairman of one famous yacht club, one of the governors of another, swimming "shark," automobile and motorcycle enthusiast—no, Nectarine, this isn't a description of a Laura Jean Libbey hero—it's just a partial list of the accomplishments, predilections, tastes and offices of one of the most picturesque figures in the cycle trades. Meet Mr. Herbert F. L. Funke, president of the Herbert F. L. Funke Company, importers of "The Coventry" chains, exporters of cycle and automobile accessories and eastern distributors of the Cleveland lightweight motorcycle.

He Jes' Kept on Growing

This six feet three inches of American manhood first opened his clear blue eyes and squalled his Declaration of Independence thirty-three years ago in a little cottage on Long Island—College Point, to be exact. He wasn't *quite* six foot three then. Like many other children, as soon as Herbert was born he started to grow. But—here's the difference—poor little Herbie didn't seem to know exactly when to *stop* growing. As a natural consequence of his superiority in size and strength, he quickly assumed the leadership among his friends in all sports and games. Thus, to-day, Funke is endowed with the manly accomplishments of a popular moving-picture hero, with the physique of a Jess Willard and the complexion of a debutante.

But brawn without brains is like a grape-juice cocktail; it doesn't get you anywhere, and Funke's training was by no means confined to development of his physical prowess. His parents being blessed with a fair share of the root of all evil, Herbert was sent to private school for a time until his naturally democratic proclivities rebelled at the implied snobbishness of private tutoring and he prevailed upon his folks to send him to the Flushing Institute. After graduating with honors, Funke was enrolled as a student in Columbia University, where he took a special engineering course. But two years of this was enough for him, and in 1899, at the age of 16 years, Funke scuttled the ship of Education and jumped with both feet into the sea of Business.

First Job in the Cycle Field

His first job was with Herman Boker & Co., who were at that time importers of bicycle accessories and agents for the Badger Brass Manufacturing Company. They also handled the Belvidere and IXL bicycles. As Funke humorously puts it, "I was a director in the company. What did I direct? Oh, envelopes, circulars and other mail matter." Very shortly after joining the company, Funke was relieved of his directing responsibilities and was sent on the road as a salesman. He made good and remained with Boker & Co. until 1901, when he transferred his allegiance to A. H. Funke, his uncle, who took over the auto and cycle accessories departments of Boker & Co.

Funke assisted materially in imbedding the roots of the motorcycle's fame in this country. He claims the distinction of importing the first motorcycle into the United States—a Belgian machine, the Kelecom. As he recalls it, it was a single-cylinder, belt-drive, two-cycle, battery ignition arrangement that worked somewhat erratically, due perhaps to a perfectly pardonable homesickness. In 1902, the Funke Company took the agency for the F-N carbureter, first used by the Pope Manufacturing Company.

HERBERT F. L. FUNKE
He Stands Six Feet Three Inches High and Does Everything on a Proportionately Large Scale

In 1905 the Funke Company took over the agency for "The Coventry" chains, which department was handled by Herbert Funke. In 1907 Funke personally took over the handling of "The Coventry" chains, S. Hofnung & Co., a large importing and exporting firm, acting as his financial backers. In 1912 S. Hofnung & Co. closed their New York office, and Funke made the same arrangement with the Sarco Engineering Company, importers.

In the summer of 1912 Funke threw back his huge shoulders, heaved a couple of sighs, sighed a couple of heaves, unbuckled the Sarco Company's life belt from about his financial waist, and struck out boldly for himself. He incorporated his own company, formed principally to exploit "The Coventry" chains, secured the representation in the United States for the Brown & Barlow carbureter and other important motorcycle, bicycle and automobile fitments, contracted for the exportation of a few million feet of bicycle tubing and otherwise disported himself in the sea of business like a young sea-lion. But, as stated before, Funke is a fiend at swimming, and so far has managed to keep afloat, if the following items are any indication:

Count 'em, Folks, Count 'em

One superb residence in Flushing, Long Island; one immeasurably charming wife (acquired in 1912); one husky youngster, Herbert, Jr., who arrived in due course; one Kisselkar, 1916 model; two 32-foot motor boats, one sailing vessel. Money in the bank? Sure, we saw the bank-book. How much? S'nuff. In addition, Funke has just secured the extremely lucrative post of eastern distributor for the Cleveland motorcycle and has so far exceeded even his own roseate sales expectations.

And so, before fading out the picture, we will take a "close-up" of this really big man, seated in a big chair, at an imposing desk, dictating in a big, calm voice to a large, handsome lady stenographer who smiles a big beaming smile as the curtain falls.

VALVE TUNING DESCRIBED IN MARCH "DEALER"

ELOQUENT of the coming joys of spring and summer riding is the colored scene which occupies the cover of the March issue of the *Harley-Davidson Dealer*, the instructive house organ of the Harley-Davidson Motor Company, of Milwaukee, Wis. The scene, which is in natural colors, shows two riders on a country road waiting for a companion to overtake them.

The leading article in the book is on the importance of valve tuning, with illustrations showing the proper stem clearance and other details relating to the operation. The use of the front mudguard place as an advertising feature for the dealer is mentioned. Full reports, with photographs of the various attractive Harley-Davidson exhibits at different motor shows, occupy a goodly portion of the issue, as well as news of live dealers from all parts of the country.

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WHY THE U. S. ARMY NEEDS THE MOTORCYCLE

A Summing Up of the Widely Varied Military Branches in Which the Power Two-Wheeler Will Give Inestimably Valuable Service; Interesting Data for Army Men and Motorcyclists

By D. R. HOBART

ANOTHER article in the military series being published by Motor Cycle Illustrated is given below. It is of special interest in view of the fact that it presents the first complete summing up of the motorcycle's military possibilities ever printed in an American journal. The branches of service referred to have been included in the list after due consideration of both mechanical and military requirements, and after consultations with military officials who advocate extensive use of the motorcycle in the United States Army.

This is in line with the constructive work started by **Motor Cycle Illustrated** a year ago to call attention to the military advantages of the power two-wheeler, and is the second article in a series now running which is designed to impress upon military men, and upon motorcyclists, the necessity for a reasonable system of provisional training to the end of fitting riders for service in defense of their country. The first article in this series appeared last week.

Consider the widely varied branches of service possible to the motorcycle as set forth below. Mr. Army Man and Mr. Motorcyclist, and then see if you can conceive of any other vehicle more likely to prove its general worth in military work than the power two-wheeler.

AS has been demonstrated ever since the opening of the European war, the motorcyclist is invaluable to the army in a variety of ways, and this with very little preliminary training. Practically all riders have read or heard something of despatch work, in which the rider is sent from one headquarters to another bearing messages, but the scope of the machine and rider does not consist wholly of this work. A most important point is in scouting, of which there is comparatively little said in the reports nowadays, although much of it is going on.

In scouting, the rider is sent ahead of the forces on his machine, equipped with field glasses and a note book. Dismounting and placing his machine out of sight, he takes cover and endeavors to locate the enemy by signs such as smoke (when the troops are in camp), dust (low-lying and slow rising indicating infantry, etc.), shaking of bushes (troops moving through woods), cries of birds, and the like. Carrying a pocket compass, he locates the general direction of the movement with regard to north and south; when troops are visible, he endeavors to estimate their numbers by the ground occupied. On getting the news, he mounts his machine and rides back to make his report.

The signaller is very often a motorcyclist, using a flag or hand-signals by day and electric torches by night. Elaborate systems of signals by the position of the legs or hands when the motorcyclist is lying down or crouching have been worked out, and the field for this purpose is unlimited. Outside of the necessary signal-training, any intelligent motorcyclist can learn these things in a few days of work in the field.

For Convoy Service

Convoy work, i. e., accompanying wagon trains or armored cars, is another line for the motorcyclist. The riders scout ahead for information; form an advance guard or rear guard; carry orders to and from the train; assist in defending it or bringing up troops for its aid. The pace for such work is relatively slower than that used in despatch service, where the highest speeds are often needed, but the rider is kept on the alert at all times.

The telephone and telegraph find extensive use in modern warfare, and the rider is employed in caring for wires—making connections, cutting in instruments to get information to headquarters, and protecting the lines from destruction by the opponents. He also works to interrupt communication in enemy telephone and telegraph systems.

The speed and cross-country ability of the motorcycle makes it a fine vehicle for raids. These go to the rear of the enemy, or on his flanks, in small parties, often armed with means for blowing up bridges, etc. These parties destroy signal stations,

GET YOUR CLUB IN LINE

MOTORCYCLE clubs all over the country are invited to co-operate with Motor Cycle Illustrated in the campaign for provisional training of riders along military lines. As soon as a sufficient numbers of clubs have signified their willingness to assist in the movement this journal will print an Honor Roll of the clubs and riders and later a special pennant, bearing suitable insignia, will be prepared by Motor Cycle Illustrated for distribution to the motorcycle corps of the various clubs.

Take the matter up now in your club, and write Motor Cycle Illustrated of your plans. Your letter will be published by way of assisting other clubs to work out their plans.

KEYSTONE M. C. GETS BUSY

The first club to promise its co-operation is the Keystone M. C., of Harrisburg, Pa. Secretary Walter Holtz writes as follows:

"I noticed that in the March 16 issue of Motor Cycle Illustrated you had a page devoted to training motorcyclists for defense, so I am writing to tell you that the Keystone M. C. started a corps with twenty-five volunteers on the first night that we mentioned the subject. We have written to the Secretary of War at Washington for information. Three members of the club have been named to look into the matter, and we would be glad to receive any suggestions you may have to offer."

GET YOUR CLUB IN LINE

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bridges and stores depots, ambush supply trains or artillery without escort, stampede horses and gain information. Their speed makes them difficult to capture, unless the roads are blocked or the force is surrounded. It is needless to state that work of this kind is risky, but is highly attractive, even in manoeuvres.

Transporting Troops

Troops in small numbers can be rushed to a threatened point by mounting them on tandem. This was shown on a small scale during the Van Cortlandt Park, New York, manoeuvres last fall. When automatic rifles are used, this brings added gun-power into the firing line, as the gunner with his rifle can go on tandem and other 'passengers" can carry the ammunition. Ammunition can be carried by strapping it on the carrier.

Wheeled machine guns can be moved at speed from point to point by the motorcyclist towing them, or carrying the piece dismounted with its operator. The tripod can be transported on a second machine.

The motorcyclist can assist the forces in blocking roads. As an illustration, a party of riders can impede enemy movements by tearing down fences to prevent cavalry or vehicles moving on them. They can put down barb-wire entanglements and hold them until reinforced.

These are a few of the things which the solo rider can do to serve his country in war. The sidecarist can transport one or two other troopers or can carry a machine gun and two of the crew, as well as ammunition. Fitted with a stretcher, the combination can carry wounded. Supplies of all kinds can be carried in the sidecar, in fact. Portable searchlights can be transported, with dynamos driven by the motor of the machine to furnish current.

NINE REASONS WHY UNCLE SAM'S ARMY CANNOT GET ALONG WITHOUT THE MOTORCYCLIST

1—Despatch riders are needed. The horseman has not enough speed and is too prominent a mark for such work, while the infantryman is much too slow.

2—Scouting work as well as signalling can be efficiently performed by motorcyclists, by reason of the high speed of the machines, the ease with which they can be concealed and their readiness for service at all times.

3—For convoy work, with the wide use of motor vehicles for transport, the motorcycle is the only vehicle which can keep pace with the train and at the same time keep in communication with headquarters, etc.

4—For telephone and telegraph service the lines can be kept in order by riders who can swiftly move from place to place with the necessary repair kit and apparatus.

5—As raiders, motorcyclists can be used to advantage because of their speed and ability to take cover. They can carry means for demolishing enemy structures.

6.—The motorcyclist can put two men in the firing line at any threatened point, carrying a man on tandem for the purpose, and do this at speed.

7—Machine guns can be carried in emergencies by riders, or towed in and out of action.

8—The sidecarist can transport three men to threatened points during an action and can carry ammunition, supplies or machine guns. It can be used for foraging.

9—Searchlight work, wireless telegraphy and the transportation of wounded are functions to which the sidecar is best adapted in quick operations over varying country.

HOW HENDERSONITES BOOST NATIONAL DEFENSE MOVEMENT IN CALIFORNIA

Outfit Used by George Klapp, of Henderson Motorcycle Sales Corporation, in Los Angeles, for Demonstrating the Adaptability of the Motorcycle Under Military Service Conditions—Klapp is Operating Machine Gun in Sidecar

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DELIVERED THE GOODS FOR UNCLE SAMMY

Harley-Davidson Motor Co. Received An Order For Motorcycles Last Friday Morning and Shipped Them the Same Day

MILWAUKEE, Wis., Mar. 21.—To be asked for a bid by the government at 10 o'clock Thursday morning, to submit figures, get the order, and then have the Gray Fellows at the Mexican border by 10 o'clock Saturday morning, is the remarkable record achieved by the Harley-Davidson Motor Company in shipping a consignment of the Milwaukee product to Uncle Sam's forces at El Paso and Fort Sam Houston.

"The government order was a good test case for us," says E. J. Mueller, assistant sales manager of the Harley-Davidson factory. "We received the order to ship twelve machines at 9 o'clock Friday morning and at 5 o'clock that afternoon the Wells Fargo dray was at our shipping door loading up to catch the 5:45 express for Chicago, Ill.

"Each machine had to be fully equipped with lights and tandem carrier. An extra casing and inner tube went with each. The train carrying the machines had the right of way from Chicago clear through to El Paso and San Antonio."

While it is not definitely known what purpose the Harley-Davidsons will serve in the Mexican rumpus, it is expected that they will be used in connection with motor truck divisions, the aviation corps and for dispatch riding. Under present military practice there is assigned to each motor division five motorcycles and each aeroplane has a motorcycle escort besides those used by the mechanicians in the aero squadron.

MOTORCYCLE ESCORT FOR ARMORED CARS

Plans Call for Twenty-five Motorcycles in New York National Guard Body—More Soon

NEW YORK, Mar. 20.—The first armored car battery in the United States has just been formally organized in connection with the New York State National Guard, and will have an escort of about twenty-five motorcycles for the present. It is the intention of the officials to add to the motorcycle corps from time to time until the single-trackers number about 75.

The generous allowance made for motorcycles is the direct outcome of the excellent impression created during the military maneuvers last Fall in Van Cortland Park, when scores of motorcycles were employed in various branches of service.

NEW YORK N. G. FORMS A MOTORCYCLE SQUAD

Twelve Riders Are Regularly Enlisted in State Body to Act as Despatch Bearers and Scouts

NEW YORK, March 21.—The National Guard of the State of New York has its first quota of regularly-enlisted riders, at present 12 men strong. It is proposed to raise this number of 18 in the course of a few days. The detachment is in charge of Lou Guterman, a veteran rider and guardsman, who holds the rank of second lieutenant.

By reason of there being no provision at present for the distinct formation of a motorcycle squad, the men are assigned to Company F, 71st New York infantry. They are detailed to division headquarters for work as despatch riders and scouts. Their formation has received the sanction of Major General John F. O'Ryan in command of the New York Guard.

The move in this direction was the outcome of the efforts of Captain Lorillard Spencer, now on the Governor's staff, and Major Allen L. Reagan, Inspector General for the Guard. This movement first took shape in the maneuvres at Van Cortland Park last September, where the motorcycle demonstrated its abilities as a vehicle for war service. Those desiring to join the detachment, apply to Mr. Guterman, 178 East 95th street, this city.

MANY WINNIPEG RIDERS ARE NOW IN KHAKI

WINNIPEG, Manitoba.—President R. G. Irvine and officers of the Winnipeg Motorcycle Club have decided to keep the club on the active list this year although fifty per cent. of the members are now in khaki. Several of the club's prominent track speedsters and others are now serving as despatch riders with the British and Canadian armies in France and the activity of the club in holding many race-meets has been justified on this account. The officers are already making arrangements for the annual spring meet on May 24. The club held an enthusiastic meeting and concert on March 1.

FIVE MORE INDIANS FOR MEXICAN SERVICE

Last Week's Order for Fifteen Has Been Supplemented by a Call for Another Quintet to Be Used by United States Army Riders

NEW YORK, Mar. 20.—Out of a field of five competitors among whom were four factories, the New York Sporting Goods Co., Metropolitan distributors of Indian motorcycles, was successful in securing the order for fifteen Indian motorcycles, to be used in Mexico in connection with the U. S. Army expedition against Villa.

The bids were opened at 11 a. m. last Tuesday, and not until 9:30 a. m., of that day, was the New York Sporting Goods Co. aware of the opportunity to secure this business. However, prices were figured out quickly, and the bid was in the hands of the Quartermaster's Department within the required time.

In less than a week the machines were equipped and delivered to the Adams Express Company, to be sent direct to the Quartermaster's Department, El Paso, Tex.

An order for five more of these same machines has since been awarded, and the last five will be rushed through the factory so that they will arrive at their destination only a few days after the original shipment.

The machines furnished on the above bid were Model G, three-speed, 1916 Indians, with the following equipment: F-N tandems, Old Sol headlights, Prest-O-Lite gas tanks, 20th Century tail lights, Hand-Phone mechanical horn, and Corbin-Brown rear-drive speedometers.

The frame and all nickel parts of these motorcycles are enameled olive drab. This color is extremely unobtrusive; in fact, motorcycles finished in this way, when placed against a green background, such as an open field, shrubbery, trees, or even against open plowed ground, are practically invisible at a short distance.

FOLLOWING IN FATHER'S TIRE TRACKS

Edwin and Herbert Gale, Sons of M. E. Gale, on Emblem Lightweight Twin in Angola, N. Y.

ANOTHER MERKEL GOES TO HELP GUARD CANAL

NEW YORK, Mar. 21.—The corps of motorcycles now being used for army patrol work along the canal in Panama has been increased by the purchase of another Model 675 Flying Merkel. Six Merkels of this model have been supplied to the Government of late for similar service in Panama, and the fact that another order has been put through by the Quartermaster indicates that the results obtained from the motors on the Isthmus are satisfactory.

THEY ARE FIRESTONE-EQUIPPED

AKRON, O.—The shipment of Harley-Davidson motorcycles which was rushed to the Mexican border on twenty-four hours' notice, carries Firestone Non-Skid tires and Firestone tubes throughout. The Firestone folks are rejoicing over this opportunity to prove that their tires are capable of standing up under all the unusual stresses and wear of service along the border and in Mexico with General Funston's force.

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MOTOR CYCLE ILLUSTRATED
With Which Is Now Incorporated "Bicycling World"

Subscriptions—Domestic, $2.00 a year; Canadian and Foreign, $3.00 a year. Ten cents a copy.

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MAKE YOUR DOORWAY A MAGNET, MR. DEALER

Businesslike Methods and a Friendly Smile Will Do It.

BUSINESS OPENINGS FOR MANUFACTURERS AND JOBBERS

MANSFIELD, O.—W. C. Reinohl, proprietor of Reinohl's Garage, at Mulberry and Sixth streets, is anxious to communicate with manufacturers and jobbers of bicycles, automobile accessories, small tools and lubricating oils. Catalogs are requested as a preliminary.

STURGEON BAY, Wis.—H. S. Hall will hereafter continue the business of Hall & Wilke, recently dissolved from partnership. Catalogs on bicycles, automobile accessories, small tools and lubricating oils are requested.

LA PORTE CITY, Iowa.—St. Clairs & Franklin have bought out the business of the E. G. Moon Hardware Company and will deal in automobile accessories, lubricating oils, small tools and bicycles. Catalogs are requested.

MILDFORD, MASS.—Cass Brothers have moved to 61 Main street and will carry a line of automobile accessories, bicycles, lubricating oils and small tools.

CLAREMONT, S. D.—The Home Lumber Company requests catalogs on bicycles, automobile accessories, and small tools.

WEST PALM BEACH, Fla.—The East Coast Hardware Company has just been incorporated and requests catalogs and prices on automobile accessories, bicycles and lubricating oils.

ODESSA, Mo.—The Allen & George Hardware Company has opened a store and will deal in bicycles, automobile accessories, small tools and lubricating oils. Catalogs are requested.

VERNON, Texas.—The Vernon Hardware and Implement Company has just been incorporated and will deal in bicycles, lubricating oils and small tools, on which catalogs are requested.

PRETTY PRAIRIE, Kas.—The Western Hardware and Implement Company has been incorporated to deal in small tools and lubricating oils, on which catalogs are desired.

HOWELLS, Neb.—Baumert & Bogner have purchased the store of Joseph Novak and request catalogs on the following: bicycles, lubricating oils, accessories and small tools.

PHILMONT, N. Y.—A. F. Dexheimer, handling the Excelsior in this city, is desirous of hearing from jobbers and manufacturers of motorcycle accessories. Catalogs and other information are requested as a preliminary.

VERNDALE, Minn.—The E. W. Dickinson Company has succeeded Dickinson & Ireland. Catalogs on bicycles, lubricating oils and mechanics tools are requested.

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WHAT "O'B" DID WITH A FEATHERWEIGHT

Indian Parts Man Carries Heavy Passenger on Luggage-Carrier of the Little Fellow Through a Severe Snowstorm in Newark's Suburbs

By GOSLIN

NEWARK, N. J.—James Howard O'Brien he was christened and Newark was his home town until the Hendee Manufacturing Company wanted a good man, so he now registers from Springfield, Mass., and is known from Maine to California as "O.B." His regular role is managing the Indian Parts Department, but ever so often he hits the trail for this man's town and with his advent motorcycle doings speed up a trifle.

"O'B," back in 1914, introduced to the Newark riders that now well-known trick of aeroplaning the sidecar wheel, which is on the police blacklist as being too spectacular. That same year he piloted the Indian team to victory in the New Jersey M. C. run to Baltimore. Last year he came down with his braves and again cleaned up in the N. J. M. C. contest.

Boosted the "Little Papoose"

Last week he was in town and was eager to "show" anyone who doubted the ability of the latest addition to the Indian tribe—little papoose Go-Bang-Every-Time. As a supreme test of the newcomer's stamina he rode the little cuss through a regular blizzard, and when it was at its height invited E. B. Holton, of the New Jersey Club, to ride along as passenger on the luggage-carrier. The snow at that time was four inches deep and still coming. The two men weighed in the neighborhood of 350 pounds, but the Featherweight went to it with a steady pull that took the load with ease. As the scenery in the down-town section of Newark did not look desolate enough the pair headed for Weequahic Park, on the outskirts, with the idea of snapping pictures.

On the way out the machine mounted several long grades with never a falter, except when "O'B" hit a car-track, slid about six inches and then gracefully tumbled off.

"O'B" on the Featherweight

Several photos being taken, the return journey was made. Again several skids and resultant spills followed, but nothing of the sort that a heavy twin gives the rider; in fact, neither of the men would have undertaken the trip, over five miles, on a 7-horse machine.

Without doubt the ride has been the most severe test that a two-stroke has been subjected to in this country to date and it is characteristic of "O'B" to be trying something before the other lad does. He has gone back to Springfield now, so that the normal course of the motorcycle business prevails again.

WILL HOLD FIRST BAY STATE RUN ON APRIL 19.

BOSTON, Mass., Mar. 21.—The Bay State Motorcycle Club will hold its first run of the season on April 19, with Worcester as the turning point. Moving pictures will be taken of the start, which will be made from Park Square at 10 A. M.

The new headquarters of the club at the Oxford Hotel, on Huntington Avenue, are expected to be dedicated on March 31. An entertainment and dance are planned for this occasion. About seventy-five entries have been received by the endurance run committee for the one thousand mile run which will be staged on May 28-29-30, and the list of merchandise prizes is growing every day. The recent storm has packed the roads with two feet of snow, making it impossible to survey the course.

SEASON'S PLANS DISCUSSED AT ALTOONA BANQUET

ALTOONA, Pa., Mar. 21.—Runs and races that will be staged this season were the chief topics of discussion at the banquet of the Blair County Motorcycle Club, which was attended by more than a score of riders, at the Schmitt House, last Thursday. R. J. Anslinger, president of the club, and Jos. Wolf, the local Harley-Davidson dealer, were given a rousing vote of thanks by the riders present for the huge success of the banquet.

The menu was as follows:

Grapefruit Maraschino
Pickles Celery Olives
Chicken Consomme
Young Roast Turkey, Stuffed
Cranberry Sauce
Mashed Potatoes Green Peas
Combination Salad
Neopolitan Ice Cream Fancy Assorted Cakes
Cheese Crackers
Coffee

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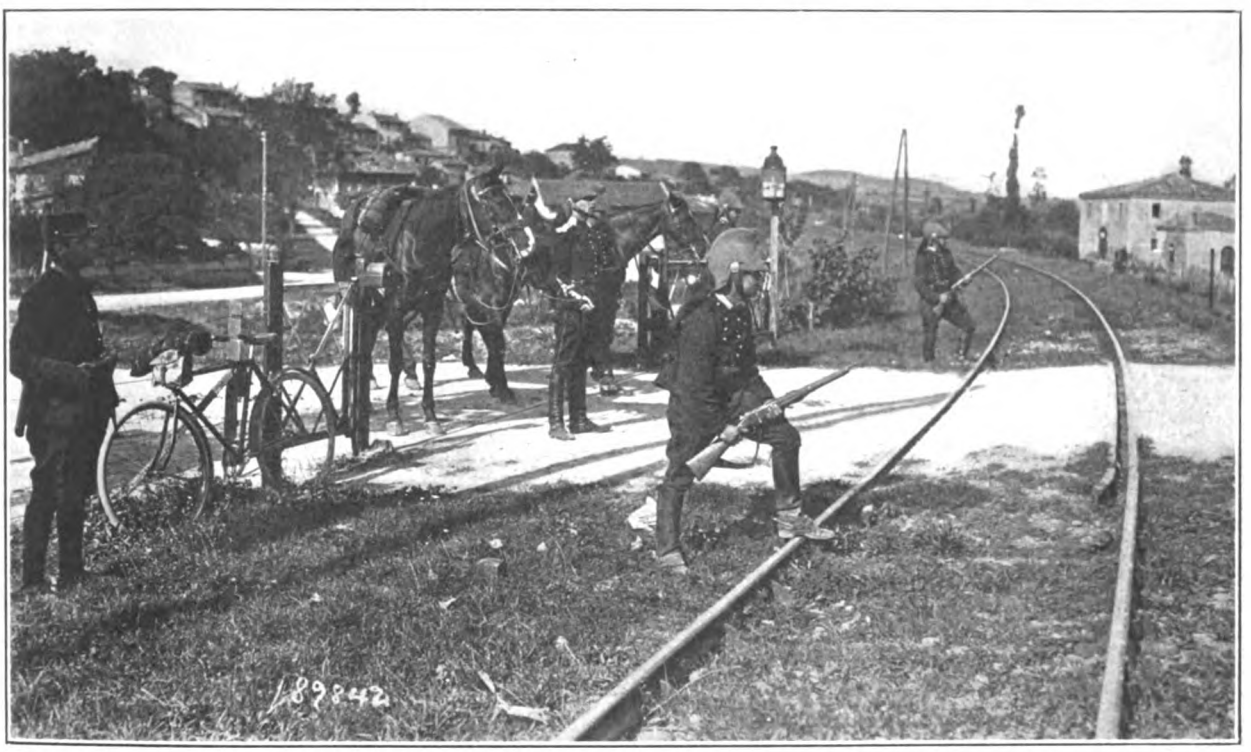
THE BICYCLING WORLD

FOUNDED 1877

DEPARTMENT OF MOTORCYCLE ILLUSTRATED

"ALL THE BICYCLE NEWS EVERY WEEK"

GUARDING FRANCE'S RAILWAY SYSTEM FROM ENEMY ATTACK



Patrol of Dragoons with Bicycle Couriers Posted at Important Crossing Outside of Pont-a-Yonne

BICYCLE MANUFACTURERS' ASS'N FORMED

Harry S. Wise, of Miami Company, Is Elected President, and E. J. Lonn Vice-President; Movement for Allied Association Progressing

NEW YORK, N. Y., March 23.—At the invitation of Keyser Fry, president of the Reading Cycle Manufacturing Co., Inc., a number of the leading bicycle manufacturers met recently and organized the Bicycle Manufacturers' Association.

Harry S. Wise, of the Miami Cycle & Manufacturing Co., was chosen president of the new organization. E. J. Lonn, of the Great Western Manufacturing Co., is vice-president, while W. G. Schack, of the Emblem Manufacturing Co., was elected treasurer, and Horace Huffman, of the Davis Sewing Machine Co., secretary.

It was stated on good authority that the Cycle Manufacturers' Association will cooperate with the Standardization Committee and lend its hearty support to the "One Million Bicycles" campaign.

Keyser Fry reported splendid progress in connection with the movement, launched at the recent cycle trades meeting in New York, looking forward to the organization of a body that would include all of the cycle and allied trades men.

TWO CYCLE RACES HELD AT SYRACUSE ARMORY

SYRACUSE, N. Y., Mar. 20.—Two thrilling bicycle races were included in the program of athletic events which were staged at the 74th Armory last Saturday night. A two-mile lap race was run in five heats and a final. It proved to be a hard fought battle between Joseph Schieder, of the Y. M. C. A., and A. Ciacinch, the former winning with 47 points, which was just one point better than Ciacinch's score. I. J. Gronkowski was third and Elmer Bundt, fourth. The one and a half mile handicap race was run off in four heats and final. W. J. Anthony finished first and A. Di Carlo, second. Robt. Shultz, the Buffalo star, spilled in one of the races on Saturday, and failed to qualify in the second.

LATE WEEKLY BICYCLE NEWS OF SAN FRANCISCO

SAN FRANCISCO, Cal., Mar. 20.—Frank Carroll, manager of the Goodyear Tire & Rubber Company's local branch, left this city last week to pay a visit to the factory at Akron. Carroll is the big power behind the bicycle race meet which will be staged here on March 26. He is one of the liveliest boosters in the game and an active member of the Olympic Club.

As the result of the membership campaign recently launched by the New Century Wheelmen, twenty-seven new riders have joined the club. Nearly all of them will be eligible to try out for the novice team race in April.

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BUFFALO BICYCLE TRADE ASS'N MEETS

John W. Henry Is Elected President, While William Emerson Heads the New Board of Directors; Manager Titus Gives Talk on Rubber

BUFFALO, N. Y., Mar. 20.—The annual election of the Buffalo Bicycle Trade Association was held here last week at one of the most enthusiastic meetings of the local cycle trade men. Prominent men in the industry delivered practical talks, and earnest discussions followed.

John W. Henry, of the Vim Cycle & Hardware Co., was chosen president to succeed Frank D. Barton, while Chas. Haberer is the new vice-president, and John J. Oliver will perform the duties of secretary-treasurer. William Emerson, of the Buffalo Metal Goods Co., maker of the Atherton Coaster brake, will head the new board of directors, which includes the following members: Wm. F. Kendt, Edw. J. Young, Albert Schwegler and Adolph May.

The main speaker of the evening was F. E. Titus, the recently appointed manager of the B. F. Goodrich Co.'s local branch. He gave a brief and interesting sketch of the development of the rubber industry. When the rousing applause for Mr. Titus' instructive talk had subsided, the chairman called upon A. W Parry, of **Motor Cycle Illustrated.** Parry presented a plan for the organization of bicycle clubs among the school boys, and suggested that such clubs be affiliated with the National Boy Scouts.

He declared that clubs, if properly conducted, would result in the sale of thousands of bicycles to school boys who are now non-riders. Parry concluded by suggesting that the dealers obtain from their boy customers names of youngsters who do not ride at present.

A lively discussion followed this talk on the club idea, which resulted in the appointment of a committee that was instructed to investigate the plan. The committee will ascertain how much co-operation can be expected from the school authorities, what arrangements can be made with the boy scouts and other necessary information.

The members then took up the matter of launching a concerted advertising campaign in the Buffalo daily papers. Tentative plans were formulated that insure plenty of publicity for the bicycle in the Bison City. The local dealers are very proud of the six-page bicycle section which appeared in the Buffalo *Times* on February 27. They have been told that it was the largest bicycle section ever printed.

KOENIGS HAVE EXCLUSIVE IVER JOHNSON RIGHTS

NEWARK, N. J.—E. G. Koenig's Sons, the leading sporting goods house in this city, has taken the exclusive agency for the Iver-Johnson line of bicycles. Frederick W. Geissler, an old-time road rider, is in charge of the bicycle department and is after the bike riders of Newark and the Oranges hot-foot.

Geissler's window display on the recent Bicycle Day aroused much interest and he has made five sales with a dozen more prospects in view. Changing a long-practiced policy of selling on a cash basis, Geissler will transact sales on time with responsible parties in the future. The revival of the Irvington-Millburn 25-mile road race this Decoration Day will create a big demand for cycles in this section of the State, say the Koenig people, and they are out to get their share of the business.

NEW R-S BICYCLE CATALOGUE

READING, Pa., Mar. 20.—The complete line of Reading-Standard bicycles is fully described and illustrated in a new, handy-size catalogue, which is now being distributed to dealers representing the Reading Cycle Mfg. Co., Inc. Copies of this catalogue will be sent to any dealer on request.

TREBLED BICYCLE BUSINESS

OTTAWA, Ont.—Hurd & Co., who have sold bicycles in Ottawa for the past twelve years, announce that they have more than trebled their bicycle business during the past five years. They attribute some of their success to their policy of keeping their windows well dressed, and enjoy a fine reputation for artistic displays.

REVERE TRACK WILL OPEN APRIL 19

Twenty-five Mile International Motor-Paced Race Will Be the Feature; Hub Track Has Been Greatly Improved During Winter

BOSTON, Mass., March 22.—The bicycle racing season here will get under way on the afternoon of April 19, when Manager Nat Butler will swing open the gates of the new Revere cycle track and present a well balanced card of amateur and professional events.

The feature will be a twenty-five-mile motor paced race between such stars as Victor Linart, of Belgium; George Wiley, of Syracuse; Clarence Carmen, of Long Island, and Leon Didier, the Flying Frenchman. Didier is now with the French army, but has cabled Butler of his success in securing a leave of absence.

Another feature of the preliminary events will be the introduction into the amateur ranks of the three Fox brothers, of Beachmont. These boys have never been in competition, but Manager Butler was so impressed by their work on the road that he persuaded them to try their hand at racing.

During the winter many improvements have been made in the track, the most noticeable of which is the new 50-cent pavilion, just opposite the grandstand. The seating capacity has been enlarged so that the track will be better able to handle the overflow crowds, such as attended last year's events.

WHEN THEIR HUSBANDS WERE CALLED TO ARMS

Berlin Women Delivering Bread with Bicycle Vans

ROBERT T. PARKER DIES

PITTSFIELD, Mass., Mar. 21.—Robert T. Parker, well known to all old-timers of the bicycle business, died of apoplexy at his home here on Friday, March 10. He was for nine years in the employ of the Hartford Rubber Works Co., at Hartford, Conn., becoming sales manager; later he was transferred to the New York branch, which he managed for two years.

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INDIANAPOLIS DEALERS FORM NEW ORGANIZATION

INDIANAPOLIS, Ind., Mar. 22.—A new association of local cycle dealers was organized here last week to take the place of the defunct body, which came into existence some years ago, but was not successful. The new body will be known as the Indianapolis Cycle Dealers' Association. Seventeen firms handling bicycles and motorcycles in this city were represented at last week's meeting.

Harry Robinson was unanimously chosen president, and he will be ably assisted by W. A. Kelso, who was elected vice-president. The secretaryship was tendered to R. J. Douglas, and Walter Roeder will act as treasurer.

The first official act of the association was to transfer all the funds still in the old organization to the treasury of the new body. It was also decided to limit the membership to retail dealers only, each firm being permitted one vote Price-cutting and the standardization of retail prices will be two of the chief objects which the association hopes to realize.

A committee composed of the officers, E. C. Ambuhl and John Merz, has been ordered to draft a constitution and by-laws. A membership committee was appointed.

THREE OUTLAWS REINSTATED BY N. C. A.

Spears and McNamara Are Each Fined $150, While Cavanagh Pays Penalty of $50; Six Races Will Decide National Title This Year.

NEWARK, N. J., Mar. 21.—Reggie McNamara, Bob Spears and Frank Cavanagh, three of the riders who competed in the outlaw six-day race at Chicago, have been reinstated by the National Cycling Association. At a special meeting of the Board of Control McNamara and Spears were fined $150 each, while Cavanagh got off with a penalty of $50. The money collected in fines will be given to the City Hospital here.

Another important step was taken by the National Cycling Association when it decided to limit the number of races for the national championship to six. In past years an unlimited number of races were held, the number being optional with the track management. There will be one race each at the following distances: quarter mile, one-third mile, half mile, one mile, two miles and five miles. The races must be held between May 30 and October 1.

While the American championship will hinge on the outcome of these six races, provision has been made for a special competitive championship for all the professional races at the local Velodrome throughout the entire season. An official record will be kept of the points scored by the riders, and the cyclist scoring the greatest number of points will receive a special prize of $500. Second prize will be $300, and third money is to be $200.

The cycling season will get under way in Newark on Sunday April 2.

DESIMONE AGAIN VICTOR OF TRAINER RACE

NEW YORK, N. Y., Mar. 21.—The weekly home trainer race of the Unione Sportiva Italiana last week was open to all members of the club, owing to the fact that there were not enough non-prize winning members on hand. The affair was run in four heats, two semi-finals and one final. All heats were at a distance of one mile and the final at two miles, with eight members competing. Anthony Desimone again captured the race, riding the fastest heat of the evening in 1:14, and the two miles in 2:35⅕.

BIG ADVERTISING CAMPAIGN FOR VITALICS

National Publications Will Be Used to Boost Vitalic Bicycle Tires; Dealers' Helps Now Ready; Big Season Ahead, Surre Believes

ERIE, Pa., March 22.—The 1916 advertising campaign of the Continental Rubber Works, in which the Vitalic tires will be effectively boosted, will start within a few days with large display advertisement in such national publications as the *Saturday Evening Post, Popular Mechanics* and the *American Boy*, in addition to the cycle trade journals.

Special Sales Boosters for Dealers

Dealers' helps in the form of attractive literature, Vitalic signs and lantern slides have also been gotten up in quantities and will be mailed free of charge to all Vitalic dealers. Of particular interest is a folder entitled, "From Boston to San Francisco on One Set of Tires," which tells the story of a bicycle trip made last year by a Y. M. C. A. man to the exposition. This folder and others, now being printed, are intended for distribution by Vitalic dealers among their customers and prospects.

No Change in Price

In a letter recently sent out to Vitalic dealers, in which the extensive advertising campaign was announced, it was stated that in spite of the increased cost of rubber and other materials entering into the manufacture of tires, no advance in the price of Vitalic tires has been made nor has the quality of the tire been changed because of the stringent market condition.

W. J. Surre, head of the Vitalic Sales Department, believes that this will be a banner year for the bicycle field in general and that all Vitalic dealers will get their share of the big business in prospect, if they get on the job now, place their orders early for the spring trade and make use of the helps which the Continental Rubber Works is prepared to give to all of its dealers.

NATIONAL SUPPLY INCORPORATES

LOUISVILLE, Ky., Mar. 20.—Articles of incorporation have been filed by the National Supply Company, 107 West Market street, listing a capital stock of $10,000 for the purpose of dealing in bicycles, supplies and sporting goods. The incorporators are Coleman B. Long, the local Merkel dealer and a prominent bicycle and repairman; Hyman Frockt and Max M. Lipski. It is understood that the concern will have to change the name slightly as it conflicts with another concern out in the state. The new company takes over the business of the old National Supply Co., of which Sol Lipski was the head. The latter, it is understood, will re-enter the bicycle business in Chicago.

TAKING CARE OF THE WOUNDED IN TURKEY

How Red Cross Nurses Put Their Bicycles to Good Use

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CRESCENTS STAGE RACES ON RUN TO CARNEY

BALTIMORE, Md., Mar. 21.—William H. McAvoy and Lester Nickles were the winners of the races which featured Sunday's run of the Crescent Bicycle Club to Carney, on the Harford road. McAvoy came in first in the regular weekly five-mile point race, and Nickles was the winner of a third-mile sprint race for Class B riders and also the third of a mile handicap race open to all club members.

Captain Langdon M. Sanborn and Walter Doersch finished second to McAvoy and Nickles, respectively. The third-mile sprint for Class A riders resulted in a dead heat between Walter V. Iglehart and Capt. Langdon M. Sanborn, Wm. McAvoy finishing second and Fred M. Sanborn third. The summaries:

Five-mile point race—First, Wm. H. McAvoy; second, Langdon M. Sanborn; third, Lester Nickles; fourth, Ernest Nitz; fifth, Walter V. Iglehart. Time, 12:12.

Third-mile sprint for Class B riders—First, Lester Nickles; second, Walter Doersch; third, Ernest Nitz; fourth, Roland Bishop.

Third-mile sprint for Class A riders—Walter V. Iglehart and Langdon M. Sanborn, tied for first; Wm. H. McAvoy, second; Fred. M. Sanborn, third.

Third-mile handicap—Open—First, Lester Nickles; second, Walter Doersch; third, Ernest Nitz; fourth, Roland Bishop; fifth, Wm. McAvoy.

C. F. WING COMPANY HAVE ANNUAL BICYCLE OPENING

BOSTON, Mass., March 20.—Each year the C. F. Wing Company holds an annual bicycle opening day, when prospects and customers are invited to the store to inspect the new bicycle models and listen to talks given by experts. This year the opening was held on the evening of March 15, when Mr. Van Doren of the Miami Cycle and Mfg. Co., and Mr. Ryan of the Westfield Mfg. Co. showed the big crowd that had gathered the merits of their particular lines, both of which are handled by the Wing company.

Especially for this occasion the Miami company made a black and white checkered bicycle, and another machine one side of which was enameled in yellow, while the other was covered with blue. The latter bicycle was placed with the yellow side before a mirror and had the crowd guessing, for they were unable to locate the yellow machine on the floor without looking very closely.

A large sign that the Wing company had painted and placed in a conspicuous part of its bicycle department made the visitors laugh heartily. It announced that Dave Ryan claimed the Columbia bicycle, made by the Westfield Co., to be the best in the market. And it further stated that Van Doren believed the Racycle, the Miami model, to be a world beater. Below this the Wing company declared its absolute neutrality and maintained that the Irish (Ryan) and the Dutch (Van Doren) would have to fight it out before the audience. Then there was a postscript at the bottom of the sign reading: "P. S. We might add that they are both very good bicycles." That hit the crowd in the right spot.

FRANK MORAN TRAINING FOR BIG FIGHT

Type of Home Trainer Used by Pittsburgher, in Preparing for the Battle Fight with Champion Jess Willard

C. R. C. OF A. WILL STAGE SPRING CENTURY

NEW YORK, N. Y., Mar. 21.—The New York division of the Century Road Club of America will hold its twenty-fifth anniversary spring century run on April 2. Two divisions will start: one from Columbus Circle, Manhattan, and the other from Prospect Park Plaza, Brooklyn. The divisions will meet at Richmond Hill, and from that point ride as one body. The route will be as follows: Columbus Circle or Prospect Park, Jamaica, Floral Park, Hicksville, Huntington, Smithtown, Huntington, Westbury, Floral Park, and back to starting points. A silver loving cup will be awarded to the club having the largest number of entries, twenty being needed to qualify. Entry blanks can be secured from Chas. Kudrle, 513 E. 79th street, or at any bicycle or sporting goods store in the metropolitan district.

BICYCLES INCREASE IN USE AS GASOLINE GOES UP

TACOMA, Wash.—Retail grocerymen are turning to the bicycle more and more in this city as the price of gasoline ascends. A number of automobiles which were in use up to two weeks ago by these traders are now on dead storage and the proud drivers are now using cycles with carrier baskets instead. The deliveries are made in short order and a steady increase in business has been noted by several firms.

GIVES OUT SOAP AND PENCILS

NEWARK, N. J., Mar. 21.—The Belmont Cycle Co., of which Harry Schnell is manager, is advertising extensively in street cars and a guessing contest is now in progress at the store. To further arouse attention and bring the crowd to his store, where Pierce bicycles and Indian motorcycles are handled, cakes of soap and pencils, bearing the Belmont Cycle Co. name and address, are being given to school children.

ALL READY FOR U. S. I. BALL

NEW YORK, N. Y., Mar. 21.—All arrangements have been completed for the sixth annual charity ball of the Unione Sportiva Italiana, which will be held on Sunday evening, March 26, at the Palm Garden, 58th street and Lexington avenue. Part of the proceeds of the dance will be turned over to the Italian Red Cross Society and the Italian hospital. Music will be furnished by S. Busoni and his full orchestra from the Ritz Carlton hotel.

A PROSPEROUS CYCLE STORE

EDMONTON, Alberta.—Owen S. Wright now has one of the finest stores on Whyte avenue, Edmonton, although he started to sell bicycles in a small way and with very little capital only four years ago. He is now located on the main business street in South Edmonton.

FEATURING FLYING MERKEL

SPOKANE, Wash.—The Falls City Cycle Co. is now featuring the Flying Merkel bicycle in this city and finds a ready market for this line.

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C. R. C. OF A. ROLLS UP 93,275 MILES

J. Zabelicky Wins Last Season's Century Competition of the Century Road Club of America, with 55 Centuries; Mileage Honors Go to Herman Hintze, Who Pedaled 12,158 Miles During the Year

JERSEY CITY, N. J., March. 21.—The National Century competition of the Century Road Club of America for last season was captured by J. Zabelicky, who rode 55 centuries, two of which were doubles. Zabelicky's performance was remarkable in view of the fact that he had never before appeared in a cycling competition of any kind. A veteran of the game, Herman H. Hintze, proved to be the victor of the National Mileage competition, having covered 12,158 miles during the course of the year.

To L. Andre Fraysee goes the honor of winning the combined mileage and century competition. He rode 15 centuries and 11,091 miles. Fraysee has also completed a very creditable racing year, having finished well among the leaders in all of the open races, though in each instance he started near scratch.

In the National Century competition F. J. Perreault, of Malden, Mass., finished second while W. T. C. Yorke was third both in the century and mileage competitions. Emile H. Gerard captured the New Jersey State century and mileage competitions. In the state century contest, A. L. Everard was second, while E. T. Taborelli accounted for third position. These two riders changed places in the state mileage competition.

The results of the mileage and century competitions of the Century Road Club of America are given in the box below.

WINNERS IN C. R. C. OF A. CONTESTS

1—H. H. Hintze; 2—L. Andre Fraysee; 3—Joseph Zabelicky; 4—E. H. Gerard; 5—A. L. Everard

RIDE TO ST. AUGUSTINE

JACKSONVILLE, Fla., Mar. 20.—A run to St. Augustine, the oldest city in the United States, and return, was enjoyed by a party of local cyclists recently, headed by Joe Hartwell. The distance between the two cities is about forty miles, and the roads were in fine condition. For beauty of scenery and picturesqueness this route is unsurpassed, and the huge oak trees on either side of the roads afford cool riding. These trips are very popular among the Jacksonville riders, and are usually taken over week-ends.

POLICE WILL CLEAR COURSE

WEST HOBOKEN, N. J., Mar. 22.—The Boulevard police have notified the officials of the New Jersey division of the Century Road Club of America that they will co-operate with the club in keeping clear the course for the twenty-five-mile handicap race on May 7. This event will be held over the Hudson County Boulevard. Fifty prizes will be offered. Entries are coming in steadily, and blanks can be secured from Emile E. Fraysee, 742 Syms street, West Hoboken.

1915 MILEAGE AND CENTURY COMPETITIONS RESULTS OF THE CENTURY ROAD CLUB OF AMERICA

CENTURY COMPETITION

	No. Centuries	Doubles
1. Jos. Zabelicky, New York City, 1st prize	55	2
2. F. J. Perreault, Malden, Mass., 2d prize	19	2
3. W. T. C. Yorke, Philadelphia, Pa.	16	..
4. L. A. Fraysee, New York City	15	..
5. E. H. Gerard, West Hoboken, N. J.	12	..
6. A. L. Everard, Ridgefield Park, N. J.	6	..
7. E. T. Taborelli, West Hoboken, N. J.	5	..
8. W. J. Lock, New York City	4	..
Keen Hart, New York City	4	..
Abe Reiff, New York City	4	..
9. Wm. Muller, New York City	3	..
Chas. Kudrle, New York City	3	..
M. P. S. Warsinger, New York City	3	..
10. Wm. M. Gold, New York City	2	..
J. H. Eisenberg, New York City	2	..
J. G. Schmidt, Ridgefield Park, N. J.	2	..
11. A. J. Hubbard, Brooklyn, N. Y.	1	..
H. B. Hall, Whitestone, L. I.	1	..
L. Zabelicky, New York City	1	..
F. H. Peterson, Bloomfield, N. J.	1	..
C. B. Walker, Brooklyn, N. Y.	1	..
E. E. Fraysee, West Hoboken, N. J.	1	..
Totals	161	4

MILEAGE COMPETITION

	No. Miles	1000 Mile Bars
1. H. H. Hintze, Newark, N. J., 1st prize	12,158	12
2. L. A. Fraysee, New York City, 2d prize	11,091	11
3. W. T. C. Yorke, Philadelphia, Pa.	8,663	8
4. J. Zabelicky, New York City	6,758	6
5. W. J. Lock, New York City	4,907	4
6. E. H. Gerard, West Hoboken, N. J.	4,899	4
7. E. T. Taborelli, West Hoboken, N. J.	4,630	4
8. F. J. Perreault, Malden, Mass.	4,085	4
9. N. O. Tarbell, Lake Geneva, Wis.	3,255	3
10. A. L. Everard, Ridgefield Park, N. J.	2,860	2
11. Chas. Kudrle, New York City	2,507	2
12. E. E. Fraysee, West Hoboken, N. J.	2,002	2
13. W. J. Schneider, New York City	1,721	1
14. Abe Reiff, New York City	1,668	1
15. J. G. Schmidt, Ridgefield Park, N. J.	1,287	1
16. C. B. Walker, Brooklyn, N. Y.	1,017	1
17. C. E. Nylander, New York City	927	..
18. J. H. Eisenberg, Brooklyn, N. Y.	585	..
19. C. G. Perreault, Malden, Mass.	569	..
20. E. Stegmann, New York City	557	..
21. Wm. Muller, New York City	453	..
22. T. W. Davis, Peoria, Ill.	213	..
23. H. B. Hall, Whitestone, L. I.	173	..
24. L. Zabelicky, New York City	100	..
Totals	77,175	66

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FRANK KRAMER'S LIFE STORY

The First Authorized Story of the Great American Bicycle Champion's Brilliant Career—By Harry Mendel

Tenth Installment

The battle for the title in 1907 was waged between Kramer, Clark and Lawson. The Swede had been ill the preceding fall, and though he was not in good shape he put up a stiff fight. Clark teamed with Kramer in most events.

WHEN the curtain was rung down on the cycling season for 1907, Frank Kramer, the East Orange thunder-bolt, had annexed the championship of America for the seventh successive time. His efforts during the entire season were confined to Salt Lake City, where all the stars appeared. Newark, the mecca of crack cyclists previous to this season, was without professional races. With Kramer away from Newark, the fans failed to come out for the game and the Newark track was closed down.

Jackie Clark Was Partner

Kramer's record in Salt Lake City was an excellent one. He finished first in fourteen races, took second twice, finished third twice, and was fourth once. Frank started in thirty-five events and was unplaced sixteen times. On many of these occasions Kramer paced Jackie Clark to win and then dropped back. Kramer finished the season with seventy-eight points. Clark was second and Iver Lawson third.

Teaming was permissible in 1907 and Kramer had Jackie Clark, the Australian rocket, for his team mate. Lawson used Floyd McFarland and Ernie Pye to pull him up front. Kramer rode strong the entire season and had little trouble taking the title. It took Lawson a long time before he got in any sort of shape to put up a hard battle.

Crimps Another Record

Kramer scored two notable victories that season. He took the hour-a-day six-day race and on July 5 broke the world's record for three-quarters of a mile. He rode from scratch in this race and covered the distance in 1 minute 21 seconds. This was four-fifths of a second better than the former record of 1 minute 21⅘ seconds, made by Iver Lawson. Kramer had a hard fight of it to qualify in his trial heat. In the final Ernie Pye pulled Kramer, getting the handicap cyclists on the last lap. Kramer then shot out and won the race by inches.

On that same afternoon Iver Lawson scored his first victory of the season over Kramer. The Swede showed good form and won the mile open. However, Iver was in a three-cornered combination when he did it. McFarland was pulling Lawson and Downing was protecting him from behind. Kramer was all alone, as Clark failed to qualify. Kramer trailed the combination until the last lap, then he attempted to go around. The other three riders swung wide, completely blocking the East Orange cyclist. Lawson shot by McFarland in the stretch and won, with Downing second, while Kramer beat out McFarland for fourth place.

Nip and Tuck Battle

The abbreviated six-day race carried with it a purse of $400 and Kramer won the race from Iver Lawson in one of the most sensational finishes ever seen at the Salt Lake City saucer. Clark finished a close third and Downing came home fourth. Kramer and Lawson were riding alongside of each other for the last hour of the race. Three laps from the finish, Lawson jumped away from the other riders, with Kramer right after him. Kramer tacked on and followed him around. Coming into the back stretch, Kramer pulled up beside Iver and a fierce struggle ensued between two of the best cyclists in America. As they rounded the last turn Kramer pulled ahead of Lawson and gained just a couple of inches and when he crossed the tape Frank was just a few inches to the good.

Kramer made his initial appearance in Salt Lake City on Tuesday, June 18, when he carried off the two-mile race. He was teaming with Clark while Lawson and McFarland were in a combination. In the quarter-mile open, Kramer got away from the mark badly and was obliged to go the limit in order to win out over Ernie Pye. Clark ran into a pocket and finished third. In the two-mile race, Kramer, Lawson and Clark were on scratch in the final, while McFarland was on the forty-yard mark. Kramer set the pace and pulled Clark up to the leaders four laps from home. Kramer then jumped and took Clark with him, copping the race by a half-wheel's length. Clark finished second, while McFarland and Lawson came in third and fourth respectively.

On June 21 the East Orange flier captured the one-mile open, which was paced.

Jackie Clark

The pace was fast and Kramer kept right behind the leader. At the fifth lap Wilcox challenged, and Kramer was compelled to go around the pace maker to hold the lead. Wilcox then faded away and Hollister took a try at the champion. Kramer easily shook him off and won out, while Floyd McFarland, who was taking a "sleigh ride," came home second.

The crowds were turning out in droves for every race meet at Salt Lake City in 1907, Kramer being the powerful magnet. When Kramer went to Salt Lake City in 1906 and defeated Iver Lawson, who was Utah's greatest rider, he won the hearts of all the Salt Lake City fans. Clark also won high in their favor.

Lawson Collapses After Race

Kramer told the writer of the first race Iver Lawson won in 1907 and of the pathetic scene that marked his victory. Lawson had a severe sickness in the fall of 1906 which greatly impaired his strength, and when on Friday, June 28, he won his initial race of the season, the struggle was too much for him and he collapsed at the finish.

He rode a game race that night and though he fell unconscious from his wheel at the tape, the spectators tendered him a great ovation. Lawson was carried to his dressing room by friends and it was necessary to summon a physician to revive him.

The race was a one-mile handicap and it was a gruelling affair. Kramer fell down the steep bank in his preliminary heat after a puncture, while Clark retired after ripping the spokes from his wheel. Lawson was on scratch in the final from where McFarland and Hopper took turns at pulling him up with the leaders. Lawson fought it out to the tape with West, a youngster who had just been turned professional. Lawson won by inches.

On July Fourth, in one of the hardest fought finishes at Salt Lake City that year, Kramer won the three-mile lap race in 6 minutes and 5 seconds. As usual Kramer and Clark teamed. On July 9 Lawson was back in shape; but he and McFarland were completely fooled by Kramer in the two-mile open staged that day. Jackie Clark won the race. Ernie Pye was taken into the Kramer-Clark combination. Kramer laid back with Lawson and McFarland, while Pye took Clark to the front, and the Australian rocket won easily. Hollister finished second, while Kramer beat out Lawson and McFarland for third money.

Lawson demonstrated that he was getting in trim again on July 12 by making Kramer go to the tape in the two "pro" events. Kramer won one, while Iver annexed the other. In both races it was a fight to the tape between this pair. In the final of the half-mile open McFarland pulled Lawson, with Kramer tacked on to Lawson's wheel. Kramer tried to pass Lawson in the stretch but failed.

There was another stiff battle in the two-mile handicap. McFarland again did the

(Continued on page 39)

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NO BOULEVARDIERS NEED APPLY ON THIS ROUTE

Motorcyclists in a Wonderfully Picturesque Spot on the Columbia River Highway

The Remarkable Photograph Shown Above in Duo-Tone Was Obtained by Edward Carlson and H. Zerung, of Portland, Ore., on a Recent Trip. They Had Plenty of Tough Climbing Through Snow, but Felt Amply Repaid by the Grandeur of the Scenery, Especially Near the Upper and Lower Bridges Over the Columbia. The Photo Shows the Motorcycles on the Lower Bridge. The Tourists Used Indian Motors.

BRITAIN CLAMPS LID ON EXPORT BUSINESS

NEW YORK, Mar. 21.—Export conditions were still further complicated a few days ago by an order of the British government forbidding steamers flying the British flag from accepting any freight excepting munitions and grain for the British government. The order affected all the steamships of the White Star line, the Cunard line and such units of the International Mercantile Marine Company as are carrying the British flag, and several motorcycle manufacturers who have booked foreign orders of late will thus be affected.

The freight situation, which had already become serious at the railroad terminals in New York, Boston, Philadelphia and Jersey City, is thus aggravated, and Western representatives of the railroads have been instructed not to accept further freight for shipment eastward.

HE CHOSE A HENDERSON

RIVERSIDE, Cal.—John Thompson was recently appointed motorcycle officer for the Riverside police department and allowed the choice of his mount. He called in right away to see George A. Klapp, of the Los Angeles office of the Henderson Motorcycle Sales Corporation, and picked out a 1916 short-coupled model with electric lights and standard police equipment.

DETROIT DEALERS WILL REDUCE ALLOWANCES

DETROIT, Mich., Mar. 20.—The Detroit Motorcycle Dealers' Association, at a special meeting held last Friday evening, discussed some important plans, which, if carried out, will keep enthusiasm and interest very much alive in the motorcycle sport. The nature of these plans will be announced later.

One of the things which received considerable discussion at the meeting was the matter of allowances. Dealers went on record as favoring much smaller allowances than are being given at present. There is a brisk demand for used motorcycles here—but at second-hand prices.

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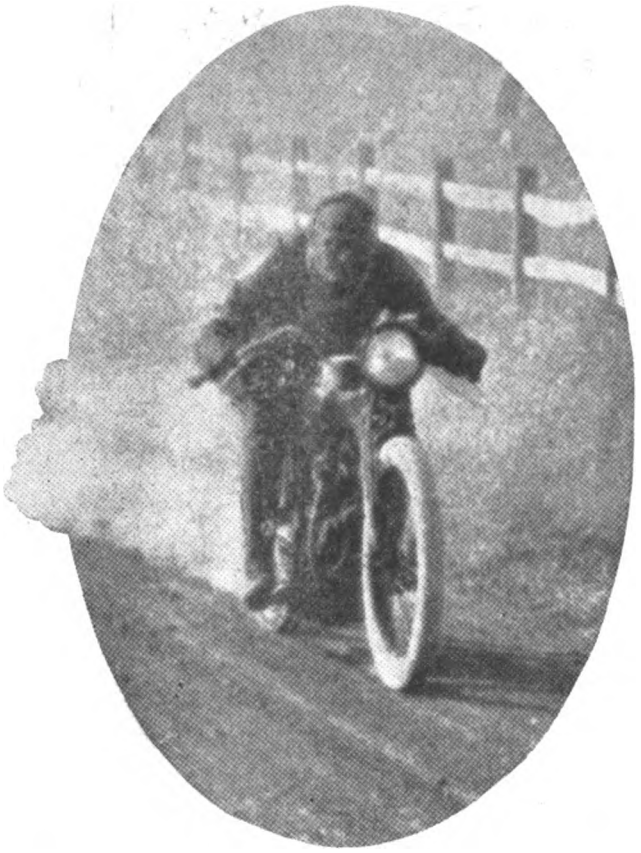
A Truly Wonderful Demonst

"Cannonball" Baker and his Powerplus machines are back in the United States after the greatest Australian conquest motorcycling has ever known.

Baker not only cleaned up a long string of Australian records, but in doing so also established THREE WORLD'S RECORDS. The following list gives the remarkable Baker-Powerplus performances in Australia:



BAKER DOING 75 MILES AN HOUR, DURING HIS 24-HOUR WORLD RECORD RUN

2 Hours, 37 Minutes (Hobart to Launceston)	123 Miles
3 Hours	163 Miles
4 Hours	215 Miles
5 Hours	266 Miles
6 Hours	316 Miles
12 Hours	576 Miles
18 Hours	876 Miles
24 Hours (World's Record)	1028 Miles 30 Yards

200 Miles	3 Hrs., 41 Mins.
300 Miles	5 Hrs., 35 Mins.
500 Miles (World's Record)	9 Hrs., 58 Mins.
1000 Miles (World's Record)	21 Hrs., 3 Mins.

Thus again is the claim substantiated that the Indian Powerplus is the fastest and stoutest stock motor ever put into a motorcycle frame.

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...n of Powerplus Consistency

No stock motor before has shown itself so consistently to be head and shoulders above its fellows in actual road trials and under riding conditions which subjected it to every possible unfavorable test.

Powerplus surprises are only beginning. With thousands of Powerplus machines going into riders' hands at the season now before us, the forthcoming reports are going to be of the most startling character as to speed, endurance cleanliness and silent operation.

ARE YOU GOING TO ENJOY ADVANCED MOTORCYCLING IN 1916?
THEN YOU'VE GOT TO HAVE A POWER-PLUS.

BAKER TAKING A DANGEROUS CURVE IN HIS 24-HOUR WORLD RECORD RUN

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About That Bicycle Number

Frank Effinger

Advertising Manager of the

A. O. Smith Co., Says

"The writer compliments you most highly upon the splendid and directly practical color page inserts contained in your Bicycle Day number for dealers to cut out and display in their windows or stores. This kind of material is the best that dealers can secure and in the writer's opinion is far more beneficial than much editorial matter suggesting and explaining the ways and means for store and window decorations and displays of selling signs and literature. The writer believes that if you put such things into your book from time to time you will not only be giving the dealer readers a great service, but it will prove to be a good circulation getter. The appearance of those pages caught the writer's eye and instantly made a big hit with him."

Every dealer should make good use of these inserts. Write us if you need more.

Motor Cycle Illustrated

13 Park Row New York

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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With the Manufacturers

REPORTS ON HENDERSON EXPORT SALES

Factory Figures Show That Four-Cylinder Mount Sells Readily in Foreign Countries—Agents Active in India, Japan and South America

DETROIT, Mich.—The demand for motorcycles from foreign countries remains consistently strong at the Henderson motorcycle factory in this city, with increased business standing out strikingly in some portions of the map. All of the European countries to which shipment can be made are buying machines eagerly, and there is keen competition for the Henderson dealership in many places.

In the cases of Italy, Denmark and Sweden, for example, several prominent firms made application for exclusive selling rights, and a number of others have written to the factory for the same purpose since 1916 contracts have been closed in those places.

In other sections far from the center of hostilities, however, interest is also keen and sale of four-cylinder Hendersons is increasing rapidly. The Henderson dealer in Java has built up an extensive business and has progressive sub-agents appointed in the principal cities of the island. This distributor has a standing order for monthly shipment of machines so as to be sure of having a stock on hand to make prompt deliveries at all times.

India is coming to the front rapidly, and the Henderson dealers at Calcutta, Bombay, Allahabad and Rangoon have enjoyed excellent sales during the last month.

A marked livening up of interest is seen in Japan, as dealers in various parts of that empire report brighter prospects than ever before. The number of direct inquiries received at the Henderson factory from Japan has increased greatly during the last couple of weeks, and several new applications for agencies have been received this week.

In South America, the Argentine Republic is alive and hustling for business, large shipments of machines being sent to the Henderson distributor in Buenos Aires every month. Most other parts of South America have been rather slow to show signs of awakening, though a few late inquiries from various parts of Brazil indicate that that country will be much more prominent on the motorcycle map before long.

GOODYEAR STICKERS BOOST 100,000 MOTORCYCLES

IN line with its policy of encouraging all movements in boosting the motorcycle trade, the Goodyear Tire and Rubber Company, of Akron, O., has had struck off a huge number of attractive blue stickers which it is furnishing to motorcycle manufacturers. These stickers have the words "100,000 Motorcycles in 1916" on a blue ground, both the lettering and the Goodyear trademark which accompanies them being in white, well embossed. The sticker has a broad white border and is very attractive.

ROGERS DEVICES INCREASE PASSENGER'S COMFORT

DEVICES which make for the greater comfort of sidecar passengers have been a specialty with the Rogers Manufacturing Company, of 326 West Madison street, Chicago, Ill., for some time, and among these may be instanced an adjustable foot rail, adaptable to any Rogers car. This footrail has two positions: one far forward enough to let the rider stretch the legs out to the full length when leaning back comfortably in the upholstery, and the other about 12 inches nearer the passenger, who then rides with the heels on the rail and the knees bent.

The forward position does away with the discomfort of the feet shaking about in the front part of the car or needing to be braced at uncomfortable angles to ensure a firm seat. The rear position gives a change to the passenger, and this ability to change gives greater ease, especially if distance work is done.

Another addition to the Rogers car is a waterproof apron furnished with a hole in the top for the head of the passenger in case of rain. Snap buttons enable the apron to be fitted closely to the neck, and with the addition of a cap, the passenger is completely protected from the weather.

Slip covers are also made by the firm. These fit over the upholstery and keep it free from dust and dirt. By their use, a sidecar at the end of a season looks as good as new and will bring a much higher price in the second-hand market. These covers are dust- and weather-proof.

New Marathon Motorcycle Tire, in 28 x 3 Inch Size, Produced by Marathon Tire & Rubber Co., Akron, O.

REMARKABLE FIGURES ON GOODYEAR DEVELOPMENT

AKRON, O.—District managers of the Goodyear Tire & Rubber Co.'s great sales organization, assembled at the Akron factory to exchange ideas and views, heard some astonishing facts in connection with the development of the tire industry of this country in general, and the Goodyear tire development in particular. At the end of the convention it was the unanimous opinion of the men gathered from all parts of the country that the company is now entering upon what is thought to be the most prosperous and most successful manufacturing and sales year in its history.

That the factory organization has been able to supply the growing demands of the sales staff is due to the extensive additions made to the plant in the last few years, and the greatly improved equipment with which the buildings have been stocked. Commencing business in 1898 with a capital stock of $45,000 and a factory of 38,000 square feet of floor space, the company now has a capital stock of $25,000,000 and a factory with a floor space of 55 acres. The 100 original Goodyear workmen have expanded into an army of 12,000 men. The original factory no longer exists, not a brick from it is left standing.

GET YOUR TIRE PRESCRIBED AT U. S. AGENCY

NEW YORK.—The United States Tire Company has completed a plan, which it started several months back, of providing its customers with a full line of "individualized" tires. The motorcyclist can now go into any U. S. Tire branch or agency and have a tire "prescribed" for his machine or form of service.

The U. S. tire line includes the well-known Nobby Tread, designed for hard, continuous use with a guarantee of long mileage; the Chain Tread tire, and the Usco Tread, for low cost with non-skid properties, in addition to the automobile series made by the company.

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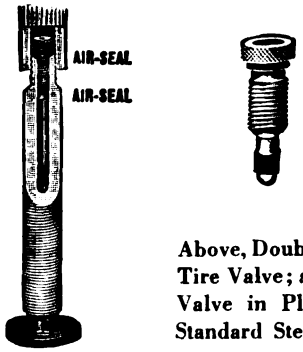
DOUBLE SEAL VALVE FITS STANDARD STEMS

EASE in pumping combined with tightness under as much as 300 pounds pressure are features of the Double Seal tire valve, the product of the Double Seal Tire Valve Company, of 1790 Broadway, New York. This valve, which is a valve inside of unit construction, operates perfectly with all standard motorcycle and automobile valve stems, and works efficiently with all overhead pump connections and tire gauges. It opens at one ounce of pressure, and is, therefore, of great advantage to those using a hand pump.

The Double Seal valve screws directly inside the regular valve stem. It has two



Above, Double Seal Tire Valve; at Left, Valve in Place in Standard Stem.

"seals" or joints, which prevent leakage of air, hence its name. The lower seal is on the shank near the base; this seal being of rubber and cylindrical in form, while the upper seal, also of rubber, is conical in form. This latter seal is close to the knurled head and renders the inside tight in the end of the stem.

The valve proper is spring-loaded and is located inside the base, with the axis or priming pin extending through the bore and easily reached for relieving air at a cup in the head. The end is, however, below the level of the knurled head, so that accidental release or holding of the valve open is prevented. It can be inserted with the fingers sufficiently tight for service purposes, if desired, and can be as readily removed. It prevents the possibility of sticking cores.

While primarily designed for use with air, the Double Seal tire valve has been proven efficient with steam and water up to the limit stated: 300 pounds to the square inch. It will be seen that there is an enormous margin of safety in this, as motorcycle tubes rarely require as much as 55 pounds air pressure. It is to be had of all first-class dealers and jobbers, or direct from the company.

CYCLE POLICE PREVENT DISORDER IN CAR STRIKE

WASHINGTON, D. C.—Little disorder, if any, was evident during the car strike here last week, due largely to the fine work of the bicycle and motorcycle patrolmen of whom there are nearly one hundred in Washington. When the news reached police headquarters that a strike had been declared, Major Pullman, chief of the department, ordered all of the cycle-mounted police to patrol the tracks of the car line which was affected. The mounted men rode along, inspecting the tracks for possible tampering or obstructions, and kept a sharp watch on the strikers. In many cities, not so fortunate in having cycle policemen, the news of a strike is the signal for thieves and crooks to gather for a big harvest, while the police are away from their regular beats and on strike duty.

FIRESTONE PUBLICATION IS INTERESTING BOOK

MANY interesting matters relating to Firestone folks, both at the factory in Akron, and throughout the country, are listed and pictured in the March issue of *The Firestone*, the house organ of the Firestone Tire and Rubber Co. In the motorcycle section, the performance of this make of tires on the sidecar outfit used by the Morleys of Jacksonville, Fla., on their transcontinental tour is demonstrated, as well as the winning of the Argentine championship race by Arnoldo Bernasconi, in Buenos Aires, last month.

WOLTER RETURNS FROM HIS HAWAIIAN TRIP

CHICAGO, Ill.—Joe Wolter arrived in this city on March 13, straight from the Hawaiian Islands, and enthusiastic over his victory in the 15-mile race in Honolulu on February 26. After paying his respects to the Excelsior folks, he left for his home in Guttenberg, Ia. He will be back in two weeks, he says, to take part in the racing season on his speed Excelsior.

Wolter said that there was $200 in the purse for the Honolulu races, but as a pro. he was only allowed to ride in the 10-mile and the 15-mile events, the others being for amateurs. In the 10-mile, Joe's compensating sprocket went bad, but he won the 15-mile, pulling down $75 for first money. A number of local riders, he said, signed a protest against riding, on the ground that the track was not safe. Wolter used Bob Perry's Excelsior during his trip.

POUGHKEEPSIE RUN TO COVER 288 MILES

POUGHKEEPSIE, N. Y., Mar. 21.—The big motorcycle endurance, which will be staged for Poughkeepsie and Dutchess county riders, will start from here on Saturday, May 27, at midnight, and wind up at eight o'clock on Sunday evening. The running time has been changed from 24 to 20 hours, and provides for an average speed of 16 miles per hour over 288 miles of the best New York State roads.

Several cups valued at close to $100 have been hung up as prizes. The checking stations and time of checking are as follows: Albany, 5 a. m.; Canajoharie, 8:45 a. m.; Oneonta, noon control, leave at 1 p. m.; Kingston, 6 p. m.; Poughkeepsie, 8 p. m. Entries can be secured from Herbert Gindele, 50 Market street, Poughkeepsie.

A FIRESTONE TRAVELER SHIFTS

C. W. Sullivan has been sent to Syracuse, N. Y., by the Firestone Tire & Rubber Company, Akron. He will be a traveling representative of the Syracuse branch.

NON-SET PISTON RINGS ARE VERY RESILIENT

STEVENS & COMPANY, of 375 Broadway, New York, are bringing out the Non-Set piston rings, for both regular and oversize cylinders. These rings are made in a different manner from the ordinary

piston rings, in that they are separately moulded and cast, instead of being cut from the pot. All sizes are carried in stock.

The Non-Set ring, by reason of its being an individual casting, is homogeneous and very resilient throughout. The three bearing faces of each ring are accurately ground to size, but the tough skin of the casting is allowed to remain on the inside of each ring, thus greatly increasing its life and efficiency. Rings can be had with angle cut or with step cut as desired.

When being machined, each Non-Set ring is ground to diameter when closed. This process insures a uniform but light contact with the cylinder walls and a perfect circle within the cylinder. For worn or oversize cylinders, these rings give excellent results, as they are made 0.002-inch larger in width and diameter to allow for proper fitting.

JACK PRINCE TO BUILD TRACK AT KANSAS CITY

KANSAS CITY, Mo.—Jack Prince, who now resides at St. Joseph, Mo., visits Kansas City very frequently. The reason for the trip and the visits with the motorcycle dealers is the fact that he will soon begin work on the motorcycle track here. He also declares that it is possible that another track will be built at Topeka, Kan., thus forming a triangle racing circuit between Kansas City, St. Joseph and Topeka.

The railroad fare between the three points is very low, the interurban car having solved his problem, and the trip can be made between any of the points within two hours' time. Thus Prince believes that this circuit should get the people coming and going. He is planning to stage the races in the form of one big season meet, running race after race between the three cities in much the same manner as a league baseball game.

A COVER WITH A PUNCH

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Newsy Tips for Exporters

JAMAICA'S CYCLE INCREASE DURING 1914

DURING the year 1914 bicycles and parts to the value of $26,084 were imported into Jamaica, British West Indies, as against an average importation of $24,805 annually during the previous four years. Motorcycles valued at $5,923 were imported into the Island of Barbados, also in the British West Indies, during 1914. Of this total, machines and parts valued at $2,930 came from Great Britain, and $2,993 from the United States. It will be noted that, insofar as motorcycles are concerned, this country has a slight lead on Great Britain. The situation is radically reversed with reference to bicycles, $5,271 worth having come from Great Britain, and only $199 worth from the United States, out of a total of $5,933 during 1914.

This condition seems to apply generally to the British Colonies; that is to say, although our motorcycle manufacturers seem able to compete on almost even terms with the British manufacturers of motorcycles, our bicycle manufacturers are usually outdistanced by their British competitors. If the motorcycle manufacturers have succeeded in overcoming prejudices in favor of British-made machines, there is no good reason why American bicycle makers should not be able to produce similar results, provided they go about the task effectively.

DANISH DEALER HAS BIG TRADE

COPENHAGEN, Denmark, Feb. 3.—Hans Lystrup, who acquired the Henderson dealership in Denmark a short time ago, views indications for business very cheerfully, as he finds sales in goodly quantities despite the uneasiness caused by the big conflict near at hand.

The 1916 four-cylinder Henderson has made an excellent impression on his customers, and the orders already booked indicate a record volume of business for the coming season.

Lystrup recently cabled an order for 35 machines to the Henderson factory at Detroit, and says all of them will be sold and paid for before they reach Denmark.

The purchasers will use these Hendersons for a great variety of purposes to which motorcycles are adaptable, as the previous source of supply from which other motorcycles were obtained is cut off by the war.

TESTS FOR MOTORCYCLISTS.

The Diario Official of December 9, 1915, contains an order issued by the chief of police of Rio de Janeiro, establishing regulations respecting the traffic of motorcycles and similar vehicles. Under this order the present regulations, which require automobile chauffeurs to pass an examination, are extended to drivers of motorcycles, cyclecars, tricars, voiturettes, and similar vehicles. Candidates were ordered to appear before December 29 and stand an examination, consisting of three parts—two oral examinations on the mechanism of motor-propelled vehicles and traffic signals and police regulations, and a practical demonstration of the operating of such vehicles under the direction of the examining board. Owners of motorcycles, who are registered and licensed as such, will be relieved of the first part of the examination.

RUSSIANS DESIRE DIRECT RELATIONS WITH U. S.

THERE is at present a widespread desire in Russia for direct trade relations with the United States, the opinion strongly prevailing that there should be an elimination of all unnecessary handling of such trade through other countries. It is obvious that the profit on commercial transactions between Russia and the United States, both import and export, until the war broke out, accrued chiefly to intermediary European countries through which the goods passed. While it is undeniable that the services rendered by such firms may have been in many ways mutually convenient and advantageous to American and Russian interests, nevertheless the extra freight charges made necessary by sending the goods to an intermediary country instead of direct to Russia, and also the middlemen's commissions or profits, created such a burdensome extra cost as to result in a serious handicap to Russian-American trade. American firms that should have had not only an extremely large but a highly profitable trade with Russia, have allowed the profits to be skimmed off their business, and the business itself to be retarded in its development simply because of being unwilling to do any business in Russia on a credit basis.

DANE WANTS AGENCIES

NEW YORK, N. Y., Jan. 28.—S. F. Krause, who is acting for a number of Danish firms in America, recently announced that he would like to get in touch with any manufacturers of motorcycles, tires, or other accessories who are not now represented in Denmark, with a view to establishing agencies there. Mr. Krause is staying in New York and can be reached by addressing him at 29 East One-Hundred and Seventy-seventh street.

SHIPMENTS TO ARGENTINA

Although the total imports of Argentina dropped from $219,000,000 in 1914, to $154,000,000 in 1915, exports from the United States to that country increased from $27,000,000 in 1914 to $36,000,000 in 1915. Our imports from Argentina just doubled, from $30,000,000 in 1914 to $60,000,000 in 1915.

A FINE OPPORTUNITY FOR AMERICAN MACHINES

WE learn from the American Consul at Punta Arenas, Chile, that the following motorcycles are already represented at that port: Douglas, Motosacoche, L. M. C., Borgo, Peugeot, Puch, Indian and one or two others.

The Consul is of the opinion that light weight machines are bound to be always more popular in that section, on account of the absence of good roads. The first motorcycles imported into the territory of Magallanes, Chile, were received in 1913, and it was generally believed at that time that such vehicles would not prove equal to the difficulties offered by the unimproved roads. This belief has since been conclusively proven to have been erroneous, and long distance runs through the country districts have been made with entire success.

Until now, machines have not been carried in stock by local merchants or agents, orders being sent for machines desired for individual purchasers. Also, up to the present, most of the machines received have been of European make, of comparatively low horse power and price. At the same time, no preference as to specifications has developed, and the Consul believes that this is an especially opportune time for the introduction of American-made machines. He is of the opinion that if any American manufacturer would place one or several machines with a reliable house in Punta Arenas for exhibition, it would result in a profitable representation.

Bicycles are popular and the trade is a steady one of substantial proportions. A ready sale can be found for a moderate priced substantial American bicycle, as the present retail price is about $60.00, the principal sources of supply being England, France and Germany.

No customs duties are collected on motorcycles and bicycles entering the territory of Magallanes, but Chilean consular certification of invoice and bill of lading should be procured and forwarded to the consignee.

The publishers of this journal have a list of the leading dealers in Punta Arenas, and will be pleased to furnish them to any manufacturer desiring the same.

DUTCH TO HOLD ALL RUBBER

THE HAUGE, Feb. 1.—A royal decree has been issued forbidding the future exportation of rubber. Its aim was to cut off exports to Germany. Great Britain, it is understood, will reciprocate by ordering no further interference with shipments of rubber to Holland.

In the past rubber cargoes have been held up until it was proved conclusively that they were not consigned to German agents in Holland.

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Our Canadian Letter

3,000 DEALERS PLAN "BUY-A-BIKE" WEEK

Arrangements Have Been Perfected for Big Sales Drive from March 27 to April 1; Manufacturers, Jobbers and Retailers Hold Busy Conference at Toronto

TORONTO, Ont.—Three thousand bicycle dealers in Canada are aware that the week of March 27-April 1 will be a special occasion in bicycle trade circles of the Dominion because that number of tradesmen, large and small, have been notified of the intention to hold a "big spring drive" during the week. At a meeting of manufacturers, jobbers, and retailers in Toronto on Thursday, March 16, final plans were laid by the generals of the industry and all is ready for the launching of the attack.

The idea to give prominence to the number of bicycles to be sold in Canada in 1916, namely 100,000, was dropped for a slogan, which, in itself, would give thought to the purchase of a wheel. The slogan for the spring campaign is "Buy-a-Bike Week." Mr. A. A. Briggs, advertising manager for the Dunlop Tire & Rubber Goods Company, Limited, who was delegated to act for the bicycle trade association, has sent a special request to every newspaper in Canada to give some editorial prominence to the bicycle during the week and to run a special page of reading matter to accompany the advertising of local dealers. Mr. Briggs has also written to every dealer in the country to ask the trade at large to get busy. In addition to these letters, every retailer has received cards and other material for a window display and a sheet containing many samples of bicycle advertisements of different size—all of which refer to the "Buy-a-Bike" campaign.

The decision to hold a "Buy-a-Bike" Week has brought the bicycle and accessory interests together in a way that could not have been accomplished in any other way. Only one manufacturing concern, the branch of an American house, is the only one which has not fallen into line, but this firm will join the crowd according to present indications. Representatives of Toronto distributors have even gone to Ottawa and Hamilton to boost the co-operative scheme in those cities and the local associations have contracted the fever. A fine feature of the arrangements is that every dealer in the Dominion, without exception, knows about the sales-boosting feature and is either preparing to add to the enthusiasm or is aware of the fact that he is one of the very few who are on the cold outside—looking in.

The bicycle trade of Canada is setting an example of co-operative spirit which is a model for many other trades.

McBRIDE ESTABLISHES NEW REPAIR SHOP

Canadian Excelsior and Henderson Distributor Takes Part of Adjoining Building to Use as Shop—Big Increase in Business Shown

TORONTO, Ont.—In order to take care of a steadily growing business, Percy A. McBride, distributor in Eastern Canada for Excelsior and Henderson motorcycles, Miami Power Bicycles, Rogers sidecars, etc., has taken possession of the basement and one floor of a building on Gould street, adjoining his retail headquarters, for a new repair department. This gives him 4,800 square feet of additional floor space. The adjusting department was formerly located in the basement of his main store, but this portion of the building has been remodeled for use as the showroom for used motorcycles.

McBride recently received a carload shipment of Rogers sidecars, the latter being in a variety of styles to fit the different makes of motorcycles. Two of the "side-wheelers" were delivery vans, orders for which had already been secured.

This dealer reports that his business so far this year is fifty per cent. greater than the early trade of 1915. Money is plentiful, declares McBride. One difficulty experienced is that many young men have hesitated in placing orders for motorcycles because of the possibility of enlistment in Canada's overseas army. Conscription, or the division of the male population into military and non-military classes, would help the general situation a great deal, according to McBride's opinion. He believes that the present voluntary system of recruiting is causing considerable uncertainty in many trades, and he would welcome a definite military reform.

HAMILTON CYCLE DEALERS HELP SALES CAMPAIGN

HAMILTON, Ont.—At an enthusiastic meeting of the Hamilton Motorcycle and Bicycle Dealers' Association, final arrangements were made for the "Buy-a-Bike" week which is to be held here starting March 27. Every dealer promised his co-operation in the matter and a stirring campaign is anticipated.

Victor Severy and wife recently drove from Hamilton to Toronto, forty-five miles, on a two-speed, electrically-equipped Henderson with Rogers sidecar when the mercury was flirting with the zero mark and the roads were banked high with snow. In fact the weather conditions were so severe that the radial services were blocked temporarily, yet Severy made a grand conquest of drifts, icy hills and a biting wind.

NEW TORONTO DISTRIBUTOR

Don Allan, Formerly of Hamilton, Who Has Large Cycle Territory in Ontario Metropolis

TOM ANDERSON TO TRAVEL

TORONTO, Ontario.—Thomas Anderson, a former secretary of the Toronto Motorcycle Club and for many years a prominent figure in local motorcycle circles, has been engaged by the John T. Wilson Company as a travelling salesman for the Cyclemotor.

OUTING CLUB ACTIVITIES

INDIANAPOLIS, Ind.—The members of the Excelsior Outing Club, of this city, held a banquet at the club rooms on the evening of March 16. A Dutch lunch was a feature of the affair. The club carried election returns at the recent primaries and spent the proceeds in the arrangement of this banquet. Several tours have been planned for the coming summer, and large attendances in each are promised. The membership of the club is not limited to riders, but will admit any person athletically inclined.

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FURTHER DETAILS ON LOS ANGELES HILL-CLIMB

(Continued from page 13)

direction and had the girls screaming and dodging. He made the summit in 47 2-5, and covered perhaps three times the total distance of the course. Next came Gilmore, who scored four straights, his best time being 23 1-5 seconds.

In the third trial, the boys seemed to have become accustomed to the gopher holes, and the first man who flashed past the flag was Gloystein. To show what a little man could do on a big machine, Sahagin, Henderson, roared up to the top of the grade in 16 4-5, winning the first prize of the amateur class.

Both Hubbard and Clapp, of the Henderson Sales Corporation, had to delay their congratulations, for the pretty girls besieged Sahagin and wouldn't let him go. Roy Artley got over for the second time, as did Boido. Gilmore romped to the top on his Excelsior in 33 1-5 seconds, being two seconds faster than Reed, Excelsior. Barney Aviret, Pope, showed his ability as a steep hill climber by turning the trick in 26 seconds.

The fourth trial was a fitting climax to the big hill climb. Nine men got past the summit flag, Sammy Hamilton, Merkel, making the best climb of the day by breezing up the incline in 13 seconds. Gloystein and Bennett both made quick trips, the time being 19 1-5 and 18 4-5 respectively. Ed. Tice looked at his watch, again said he'd do it in at least 24 seconds and proved his word. He was followed by his fellow Harley-Davidson rider, Gustafson, who made one more dash following a rather circuitous route and reaching the summit in 43 seconds. In this trial Gilmore, Excelsior, got over in 29 2-5 seconds; and the next three men wound up the event with a whirlwind finish: Reed, Excelsior, 25 seconds; Barney Aviret, Pope, 27 seconds; Roy du Granute, Merkel, 18 seconds.

FIGURES TELL REMARKABLE HILL-CLIMB STORY

Rider	Machine	1st Trial	2nd Trial	3rd Trial	4th Trial
Derkum	Indian	210 feet			
Wolters	Excelsior	255 feet	250 feet	285 feet	
Rix	Harley-Davidson	280 feet	280 feet	280 feet	233 feet
Rubsch	Indian	10 feet	160 feet	265 feet	275 feet
Hamilton	Merkel	350 feet	277 feet	310 feet	13 secs
Gloystein	Excelsior	210 feet	290 feet	24⅕ secs	19⅕ secs
Martin	Harley-Davidson	330 feet	Injured foot and retired.		
Bennett	Excelsior	27⅕ secs	24⅕ secs	320 feet	18⅘ secs
Sahagin	Henderson	285 feet	270 feet	16⅘ secs	300 feet
Fletcher	Indian	225 feet	251 feet	225 feet	265 feet
Artley	Harley-Davidson	275 feet	27 secs	25⅗ secs	
Boido	Indian	285 feet	26⅕ secs	25 secs	290 feet
Leonette	Excelsior	255 feet	240 feet	270 feet	
Tice	Harley-Davidson	260 feet	24 secs	24 secs	24 secs
Gustafson	Harley-Davidson	235 feet	47⅖ secs	275 feet	43 secs
Ludlow	Indian	290 feet	285 feet	300 feet	300 feet
Gilmore	Excelsior	35⅘ secs	23⅕ secs	33⅗ secs	29⅖ secs
Breiter	Thor	210 feet	230 feet	225 feet	
Nelson	Harley-Davidson	235 feet	260 feet	240 feet	260 feet
Reed	Excelsior	250 feet	160 feet	33⅕ secs	25 secs
Aviret	Pope	280 feet	26⅕ secs	26 secs	27 secs
Du Granute	Merkel	380 feet	283 feet	355 feet	18 secs

The figures in feet show the distance traveled up the hill by each entrant. The seconds show the time in which the full course was completed.

Some Equipment Data

The following riders had their motorcycles equipped with Firestone tires: Tice, Sahagin, Boido, Artley, Leonette, Aviret, Reed, Wolters, Gloystein, Martin, Gustafson, Ludlow, Nelson and Rix. United States tires were used by Gilmore, Bennett, Derkum, Hamilton and Breiter. Fletcher had his mount equipped with Goodrich Black Tread tires and Rubsch used Goodyears.

Bosch magneto equipment was used by Wolters, Rix, Hamilton, Gloystein, Martin, Bennett, Sahagin, Artley, Leonette Tice, Gustafson, Gilmore, Breiter, Nelson, Reed, Du Granute and Ludlow. The Indians, excepting Ludlow's, were equipped with Dixie magnetos, the following using them. Derkum, Rubsch, Fletcher, Boido. Aviret's Pope motor carried a Splitdorf magneto.

Valvoline oil was used in the trials by the following: Derkum, Fletcher, Ludlow, Hamilton, Rix, Artley, Rubsch, Boido, Sahagin, Bennett, Martin, Gustafson and Nelson.

FRANK KRAMER'S LIFE STORY

(Continued from page 30)

pacing for Lawson and Clark pulled Kramer. Two laps from home Lawson went out in front, followed closely by Kramer, with Hollister and Hopper close up. In the home stretch Kramer jumped and passed Lawson.

Kramer got a nasty fall in the half-mile open on July 23. Jackie Clark also went down and both were eliminated from the race. McFarland failed to qualify in his heat and Lawson secured Downing to pace him in the final. Downing was pulling Lawson, when two laps from home Clark with Kramer on his wheel started an irresistible sprint. Lawson tried to go through on the pole and shoved Downing up the track. Downing collided with Clark, both going down. Kramer and Hopper rode into them and fell, too. With but three riders left, Lawson won the race easily.

Although badly bruised up and suffering with a sore leg, Kramer made a runaway of the two-mile open. Clark did not ride, his injuries being too painful. It was Kramer against Lawson alone and two laps from home Kramer went around Iver and opened up a gap of four wheels' length. He held this lead to the finish.

The next race after the six-day affair for Kramer was a one-mile open on Friday, August 16. Kramer won easily and the interest was really in the fight for second and third places between Clark and Hopper, the latter winning out. Kramer competed in a few more races and then left for his home in East Orange. Floyd McFarland, Jackie Clark and Ernie Pye went to Australia to race, while Lawson lingered in Salt Lake City.

(To be continued)

ROUTE CHOSEN FOR WASHINGTON ENDURANCE RUN

WASHINGTON, D. C., Mar. 22.—The National Capital Motorcycle Club has selected the route for its annual endurance run on April 30, choosing a course through Virginia, covering a distance of 128 1/10 miles, to be completed during the space of 24 hours. The route is undoubtedly one to try the endurance of the staunchest motorcycle and the sturdiest rider.

No less than six streams will have to be forded en route, the water in some places being several feet deep. The greater part of the run will be over the famous red-clay roads of Virginia, some of them still in the same condition as when used by Pocahontas and her tribe. The run will be through very historic territory, the scene of desperate fighting during the Civil War. The route and mileage is as follows:

Miles.	Towns.
0.0	Washington, D. C.
2.5	Georgetown
9.0	Langley, Va.
10.6	McLean
11.9	Lewinsville
13.9	Tysons Cross Roads
16.2	Vienna
18.6	Oakton
20.2	Wiley
21.2	Fairfax Court House
28.1	Centerville
31.4	Bull Run P. O.
38.7	Gainesville
42.3	Buckland
45.5	New Baltimore
50.8	Warrenton
55.5	Bethol
64.0	The Plains
72.7	Middleburg
78.9	Aldie
91.0	Leesburg
105.6	Dranesville
109.3	Colvin Run
113.0	Tysons Cross Roads
117.8	West Falls Church
119.5	Falls Church
121.5	Livingston Heights
122.8	Cherrydale
128.1	Washington, D. C.

PHOENIX RUBBER FORMED

AKRON, Ohio, Mar. 20.—The Phoenix Rubber Company has been incorporated here with a capital stock of $125,000 for the manufacture of tires and rubber sundries. The incorporators are: J. E. Whigam, John R. Brown, F. Hopper, A. H. Rash and A. J. Noble.

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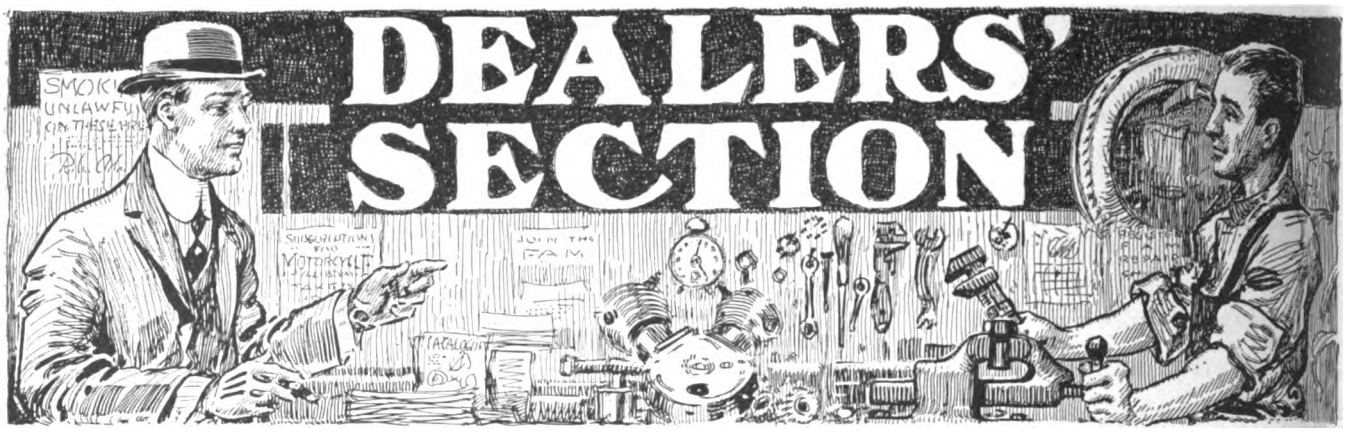


"ZIMMIE" PRACTICED WHAT HE PREACHED

August Zimmerman Advocated Modern Business Methods When a Factory Traveler and Applied Them When He Took Harley-Davidson Agency in Washington, D. C.

By HARRY B. COHEN

SECOND IN A SERIES OF SUCCESS STORIES ABOUT DEALERS

AUGUST ZIMMERMAN, representing the Harley-Davidson in Washington, D. C., is an example of the dealer who has made good by using modern merchandising methods. Several years ago "Zimmie," as he is familiarly known throughout the East, was a road man for the Hendee Manufacturing Company; then, a traveler for the Harley-Davidson Motor Company, and finally the representative of the Silent Gray Fellow in the National Capital. Throughout his career he has employed "live wire" methods of boosting the motorcycle.

As a Hendee traveller, Zimmerman did more than the average road man in keeping the dealers in his territory up to snuff. He relates one of his first experiences in trying to force a dealer in a good-sized town to get more business—and lost out in the trying. This dealer kept his store in a disreputable condition and this resulted in his selling only a small percentage of the number of machines possible in that section. "Zimmie" started right in on him, to spur him on; he pointed out various ways to interest the dealer so that the business would be as big as the territory indicated that it should be. He showed him how to keep his accounts properly, too. The dealer listened with but scant attention, stating that while those ideas might look good on paper, anyone attempting to put them into practice would very shortly have the sheriff's sign over the door.

Gets Washington Agency

"There were quite a number of this kind of dealers in my territory," said Zimmerman in recalling his experiences, "but I got most of them into good shape. Later, I went with the Harley-Davidson force." While on the road for the Milwaukee factory, Zimmerman heard of an opportunity to secure the Harley-Davidson agency for the city of Washington and in September, 1914, he signed up for the agency. He immediately began to put into practice the ideas he had preached for years to dealers all over the country. He was handicapped at first by the fact that the agency had changed hands once before but a few months back and riders had suffered from a lack of service through the former agent having been seriously injured in a street car accident. Nothing disheartened "Zimmie," but rather made him get busier.

Thorough Preparations

Before opening the agency, he procured a salesroom in the heart of the motorcycle district, at 912 Ninth street, N. W., and proceeded to remodel it. He next devised a system of accounts for the proper conduct of his business. The salesroom was provided with a new oak floor and the walls were panelled and decorated neatly but plainly. The accounting system was specially adapted to his business and so thorough was it that it has been continued ever since. His ledger arrangement for caring for deferred payments has been adopted by the Harley-Davidson folks as a standard form in its accounting system recommended to agents.

Zimmerman next secured a shop in the rear of his store. This he used as a repair department and place for storing used machines. The shop was entirely separate from the store. Nothing but new machines were allowed on the floor of the salesroom, nor have they been since. The repair jobs go into the shop through a rear entrance. A big stock of repair parts was put in and signs were posted that no lounging of any kind was allowed in the shop. This rule has always been enforced.

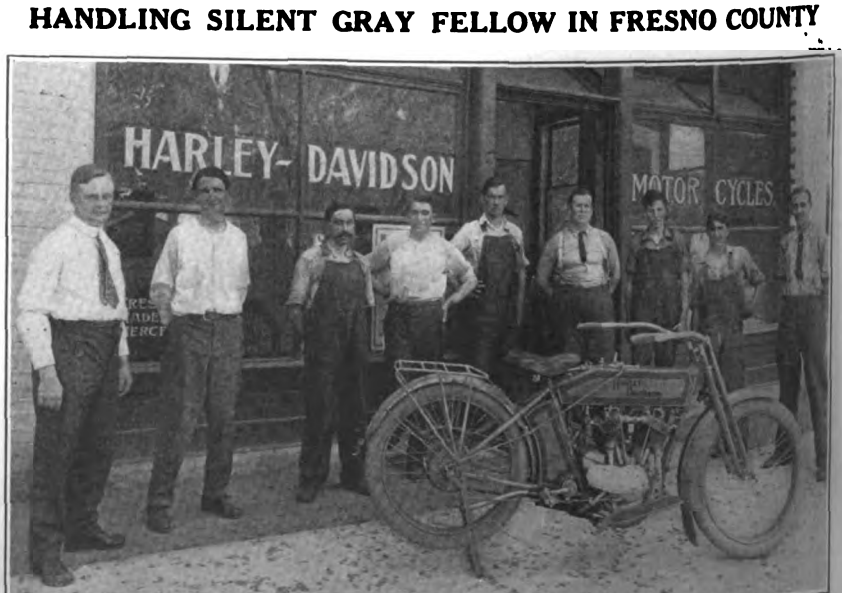
Opening the Store

On November 1, 1914, everything was ready and Zimmerman held his opening day. He passed out cigars and souvenirs, and all hands were happy. They admired his fine new place, and—bought Harley-Davidsons. Zimmerman got the names of all riders in Washington, D. C., from the local license bureau and mailed invitations to everyone on the list a few days before the opening, hence the attendance was good.

Soon after starting, Zimmerman took up the commercial end of the business. He was

(Continued on page 60)

HANDLING SILENT GRAY FELLOW IN FRESNO COUNTY



Staff of Ben Bresee, Harley-Davidson Dealer in Fresno, Cal., Lined Up in Front of the Agency. At Left Is Arthur Davidson and Next Him Is Bresee

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EXCELSIOR MOTOR MFG. & SUPPLY — ALWAYS MAKES GOOD

The Real Lightweight

Not a modification of previous models, but a strictly new machine combining the best of European design and American manufacture.

The highest development of the three port, two stroke motor, with no valves, timing gears, pumps or other complications.

Sliding Clutch Two Speed Transmission. Direct drive on high gear.

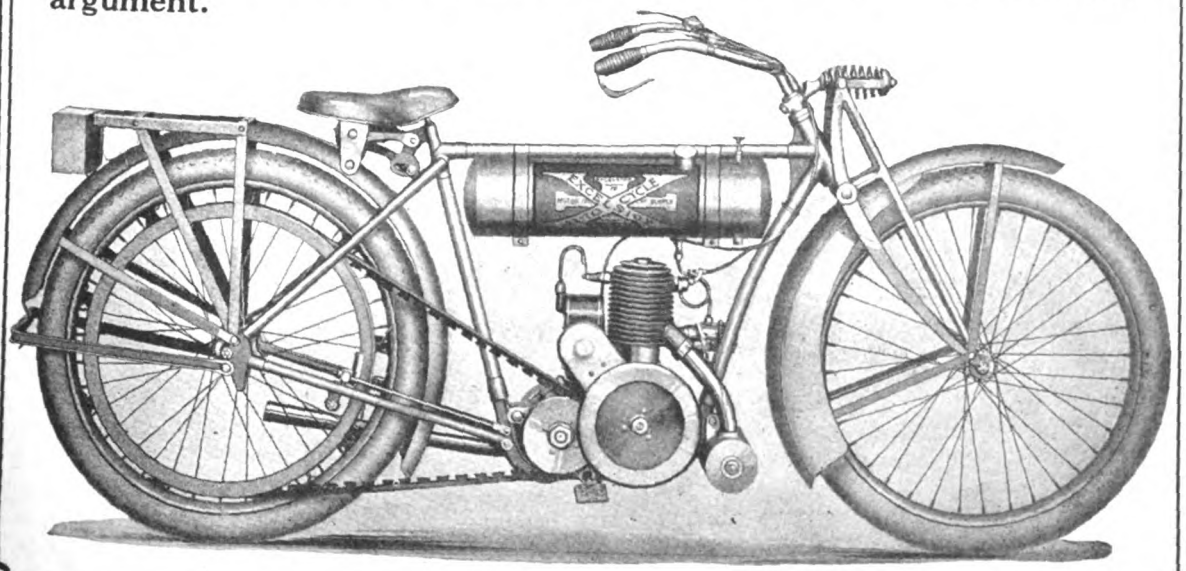
Complete Grip Control. Motor Speed controlled by lever on right handle bar; Compression Release by grip lever on right handle bar; Gear Shift by lever on left handle bar. Spark Control strictly automatic.

EVERYBODY'S MOTORCYCLE

that requires no mechanical ability and no special clothing, but will take you anywhere and back at the lowest possible cost, with the utmost degree of Comfort, Safety and Satisfaction.

A machine that is making enthusiastic motorcyclists of thousands of people who, before the advent of the EXCELSIOR LIGHTWEIGHT, would never ride or even consider the use of a motorcycle.

See the dealer and get a demonstration. It is the most convincing argument.



Excelsior Motor Mfg. & Supply Company

Office and Factory: 3703 Cortland Street, Chicago

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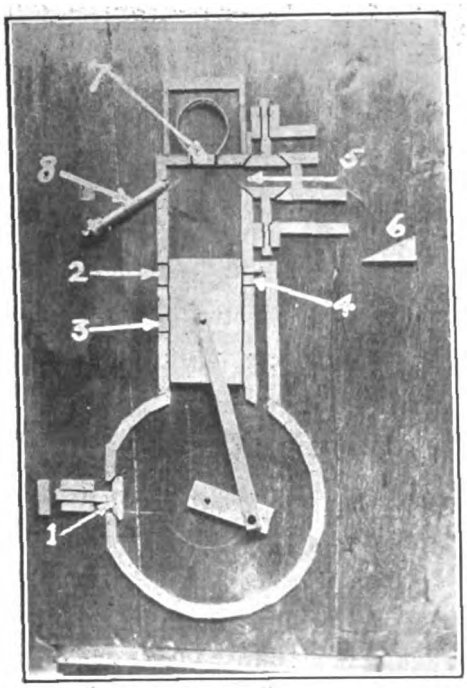
BECKWITH'S MODEL SHOWS DIFFERENT KINDS OF MOTOR

HARTFORD, CONN.—So interested were patrons of the Beckwith Motor Sales Co., Indian agent at 1283 Main street, this city, in the model shown to visitors on Indian Day, that R. A. Beckwith is keeping it on hand to show all comers. This model was made of wood and has the piston, connecting rod and flywheel movable by means of a crank on the rear of the board. It is shown in the illustration.



To show the ordinary four-stroke motor, the inlet and exhaust valves 5 are used, being opened by hand at the proper intervals. For a three-port, two-stroke motor, plugs 2, 3 and 4 are withdrawn, plug 2 representing the exhaust port and plug 4 the transfer port. Plug 3 is the admission port. For a two-port, two-stroke motor, plugs 2 and 4 are withdrawn, leaving 3 in place, the charge coming into the crankcase through valve 1. For the Diesel type of motor, the priming gun 8 represents the injection device and exhaust valve 6 the exhaust valve, while plug 7 withdrawn shows the hot ball used for ignition on many two-stroke stationary motors. Piece 6 is to fill the valve chamber 5 when demonstrating two-stroke or Diesel action.

BROOKLYN, N. Y.

CHARLES M. HART, of 173 Seventh avenue, has just taken the agency for the Miami Power Bicycle for this section. Hart is a veteran cycle dealer in Brooklyn, having been one of the earliest agents for the Pope and allied lines. His bicycle lines include the Hudson, Pope and Great Western models.

BAY CITY, MICH.

GRAVES CYCLE & SUPPLY COMPANY, local Harley-Davidson dealer, has just located in a new store at 136 Washington avenue. The show windows are of the most modern design and the show room is very ample. A line of bicycles and sundries will be carried in addition to the motorcycles and their accessories. A specialty is being made of quick service in repair parts, a large stock of which is carried.

MOUNDSVILLE, W. VA.

ARCH. STULTZ, agent for the Harley-Davidson, recently sold two electrically-equipped models in two days. "The first had a sidecar," says Arch., "and the appearance of the owner with his rig made another fellow think hard. The next day he came in and took a duplicate rig."

(MORE NEWS OF DEALERS ON PAGE 44.)

Miami
Power Bicycle

PRICE $115.00
F. O. B. FACTORY

Over 350 Dealers all over the U. S. are making good with the Miami Power Bicycle.
We want some more "live wires."
Wire for our exclusive agency proposition.

MIAMI CYCLE & MANUFACTURING CO. Middletown, Ohio

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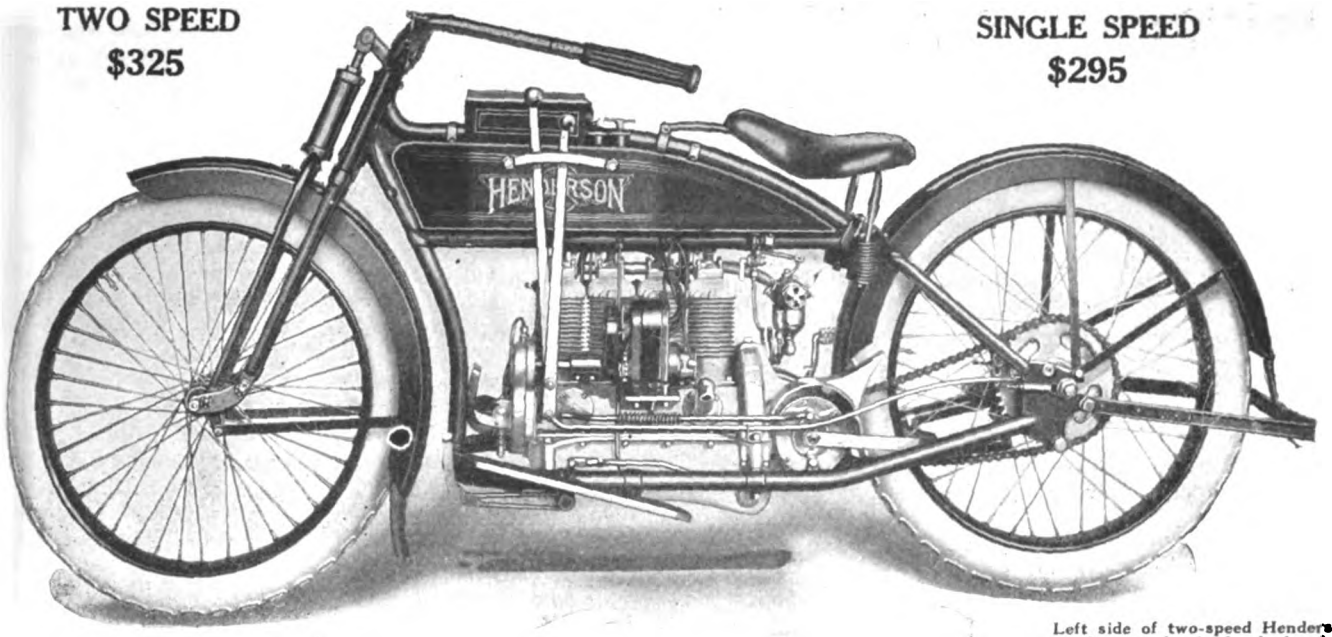
TWO SPEED
$325

SINGLE SPEED
$295



Left side of two-speed Henderson. Dual control of clutch—hand or foot. Special air shutter on carburetor for easy starting. Big automobile-type magneto, driven by shaft. Automatic mechanical oil pump, with auxiliary hand pump for high speed.

—the Master Motor

POWER that dominates by its abundance of reserve strength. Simplicity that insures faithful reliability and lifelong service. Silken smoothness and silence of operation that set a new standard of motorcycle luxury.

These facts of construction continue to make sales by Henderson dealers greater than ever before.

Henderson Motorcycle Company, 1158 Cass Avenue, Detroit, Mich.

For assurance of prompt attention to your wants mention MOTOR CYCLE ILLUSTRATED.

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BIG DAY'S SALE OF HARLEY-DAVIDSONS BY GENE COUGHLIN IN BRONX

BRONX, N. Y., March 20.—Gene Coughlin, of Gene Coughlin & Company, 922 Washington avenue, had a profitable wind-up for the week of March 13. He sold five Harley-Davidsons, of which two were fully-equipped sidecar outfits, in one afternoon. The total of these sales was $1,440.

The first sidecar outfit cost $384, the motorcycle being electrically-equipped and fitted with an F-N tandem. The Rogers sidecar had covers for the upholstery and an adjustable footrest. The second combination cost $374. The three solo mounts were all three-speed twins.

"I guess that I am not far wrong when I say that the first sidecar rig was the most expensive ever sold in the Bronx," said Coughlin. "With the five machines sold Saturday, my 1916 total to date is 30, while the company has sold 23 second-hand mounts. The accessory trade is in fine shape."

COLUMBUS, O.

BELT-FRANKLIN MOTOR COMPANY, handling the Indian in Central Ohio, is having all its shipments in car-load lots these days. "This saves considerable time," says President Belt, "and time is valuable just now, as the agents are asking for machines right and left. The demand for Indians is much better so far this season than all of last year, and 1916 will be a record-breaker."

PROVIDENCE, R. I.

GENERAL MOTORCYCLE SALES COMPANY, of which M. W. Kibbe is manager, has taken the agency for the Henderson in Providence. Its headquarters are at 314 Broad street, in a good section of the outside business district.

The company will carry a full line of the four-cylinder models in stock and will keep a reserve of 1916 models on hand to cover immediate demands. The accessory department has been finely organized. A stock of bicycles will be added later on. United States, Firestone and Goodrich tires are handled.

HARRISBURG, PA.

THE WEST END CYCLE COMPANY, of which George F. Hewitt is manager, has taken the agency for the four-cylinder Henderson for this city. Manager Hewitt is launching his spring campaign in spite of the severe weather, and has already received orders for delivery at the end of March. His list of prospects is a long one.

NEW YORK, N. Y.

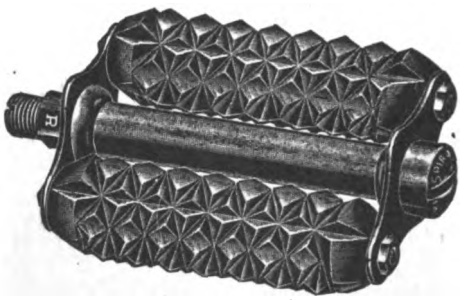
STERN BROTHERS have opened a motorcycle agency in their new two-story building at 1519 Second avenue, corner of 79th street. They will handle the Indian motorcycles and the Miami Power Bicycle. They have registered their shop with the F. A. M.

In connection with the Miami Power Bicycle, which Stern Brothers recently added, twelve machines have been sold, this number being two more than their contract. A second lot of ten has accordingly been ordered from Middletown, O.

BEAVER FALLS, PA.

ANDREW BRYAN has signed up with H. D. Immel & Brother, distributors of the Henderson in this section, for the selling rights to the four-cylinder Detroit-made mount. Bryan will cover the entire country, using one of the 1916 two-speeds for the purpose.

(MORE NEWS OF DEALERS ON PAGE 46.)



No 5 PIRATE PEDAL

Two Pedals That Are Immensely Popular

Their design and construction assure strength and comfort. Especially is this true of the No. 5 PIRATE, whose deep corrugated rubber cushions are not only soft to the feet, but absorb shocks and keep the feet from slipping.

The No. 4 STANDARD is a new addition to our large and comprehensive line of Rat Trap Pedals. It is strongly made, well designed and gives a splendid foot hold.

No. 4 STANDARD RAT TRAP PEDAL

The Standard Co. *Torrington Connecticut*

Manufacturers of

Diamond "E" Spokes and Nipples for bicycles, motorcycles, tricycles, velocipedes, invalid chairs, sulkies, carriages, cyclecars and automobiles. Pedals for bicycles, tricycles, velocipedes and motorcycles. Toe clips for bicycle pedals. Emergency axles for pedals. Screw machine products.

We are boosters for "One Million Bicycles in 1916"

For assurance of prompt attention to your wants mention MOTOR CYCLE ILLUSTRATED

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The Whole Story In A "Hub" Shell

"Morrow"

IT'S a convincing story — the reason for Morrow Superiority. The Morrow Coaster Brake's broad braking surface runs entirely across the hub shell. The

Morrow

Brake — while bringing the speeding bicycle to the most abrupt halt possible, when desired, does not loosen the spokes because there is no side-pull since the braking action is not confined to any one point. The Morrow has many advantages. We will tell you all of them.

Ask Us!

And Don't Forget —

Write us for literature on the Eclipse Locking Front Hub!

Eclipse Machine Company, Elmira, New York

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ASSORTMENTS

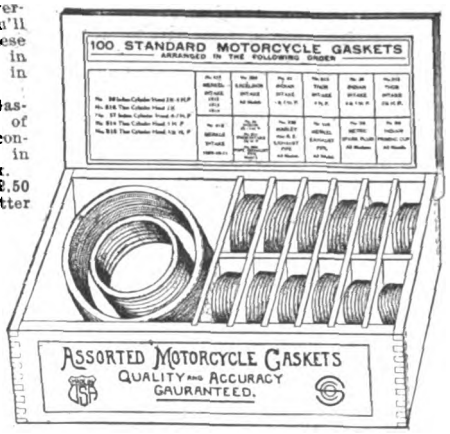
And now comes overhauling time. You'll find you will need these Stevens Assortments in putting your "boat" in trim again.

100 Motorcycle Gaskets. An assortment of all standard sizes, conveniently arranged in substantial wood box. **Price $2.50**

100 Motorcycle Cotter Pins, size ½ by 1/32 to 1 in. by 1/16 in., in substantial screw top box. **Price 10c.**

36 Motorcycle Lock Washers, size 3/16 to ½ in., as used on all motorcycles. **Price 10c.**

36 Nickeled Motorcycle Nuts, size 3/16 to ½ in.



This new assortment is a most economical investment, as it contains practically every size motorcycle nut in use. **Price 25c.**

½ Gross Leather Cup Washers, size ¾" to 1½". Suitable for oil pumps, grease guns and foot pumps of all styles. **Price 50c.**

1 Gross Nickeled Screws and Nuts, size 6-8 and 10-32, lengths ⅜" to 1½". These sizes are in constant demand for general repair work. **Price $1.50**

All assortments are made up of high-grade material.

Stevens products are always recognized as Standards of Quality. Dealers—you should have a good sized line of these assortments in stock. Your jobber carries them. Be prepared for the demand. Write for our catalog.

STEVENS & CO.
375 Broadway, N. Y.

An End to Chain Trouble

When you buy "The Coventry" Chain you are buying practical transmission insurance. You KNOW, for a positive fact, that your transmission troubles are definitely at an end.

"The Coventry" Chain

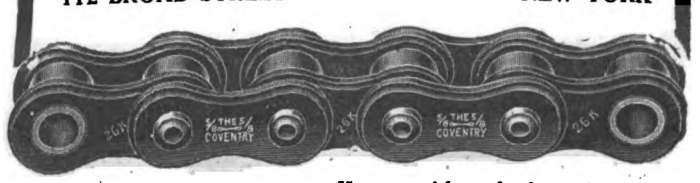
Strongest Motorcycle Chain in the World

is designed to permanently remove from the rider's mind any doubt as to the absolute readiness of his transmission to tackle the worst road conditions in the country and come through triumphant.

Heavier rivets, a special secret process of hardening and heavier side-plates makes "The Coventry" Chain by far the strongest, yet the lightest motorcycle chain in the world.

"The Motor's True Mate" is a booklet that is both interesting and instructive, in that it tells an amusing transmission story and also directs how best to take care of your transmission. It's free for the asking.

HERBERT L. FUNKE CO., Inc.
112 BROAD STREET NEW YORK



INDIANAPOLIS, IND.

H. L. DIPPLE has been pushing the Silent Gray Fellow among the business men for the last season or two and the latest sale made was to W. T. Miller, of the Miller Rubber Co., Anderson, Ind. The Miller outfit, designed to give quick service to disabled motorcycles and automobiles on country roads, is a 1916 three-speed electric model with sidevan. Inside the van is an air-tank charged to 500 pounds and there is also a small vulcanizing outfit for use on the road.

The Taylor Carpet Company, now using three Harley-Davidsons, has ordered two more from Dipple. These mounts will be used in suburban and rural service, in carrying carpets and small tools.

BRADFORD, PA.

DEMLER & ADAMS, of 18 Kennedy street, exhibited the Powerplus and Featherweight models of Indian at the Bradford automobile show in Company C Armory last week. The firm distributes the Indian product in McKean County and handles a full line of accessories and bicycles.

Window Display of Howard A. French & Co. in Baltimore, Md., During Recent Indian Day Celebration

LOS ANGELES, CAL.

GIRTON-HOFFERITES and their customers rejoiced muchly when the first shipment of 20 Excelsior lightweights arrived last week. The crates were taken off in quick time, but when the day was over, the firm was minus eleven of the lot; the owners had ridden them away. In another two weeks, there will be a second shipment along. One of the firm's recent deliveries was a big-valve three speed Excelsior to the Santa Monica police.

T. LEE, who manages the Henderson Motorcycle Sales Company, has returned from a three-weeks sidecar trip upstate. He has signed up a number of dealers for the Henderson and attracted much favorable comment by the way that the four-cylinder sidecar rig traveled the bad roads in that section.

(MORE NEWS OF DEALERS ON PAGE 48.)

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The New Departure - Built on Honor

Year after year the New Departure Coaster Brake has been the choice of a steadily increasing number of cyclists.

The New Departure Dealers of past years, almost without exception, are New Departure Dealers today and each succeeding year has increased their number.

Such a record as this is due to the fact that the New Departure Coaster Brake is built on honor and sold by us to you - by you to your customer, under a guarantee that we stand back of, in a big, broad way.

As a New Departure Dealer, that helps you

It holds your customers as nothing else can hold them.

And satisfied customers are a powerful asset in any business

Upon what they say of you, of the goods you sell, depends your future.

Then, too, we send new customers to your store

by means of live, up-to-the-minute, bicycle boosting sales helps.

We believe in the Bicycle. We believe in the Bicycle Dealer, and we believe we have the plan whereby you can make sure of your share of

"A Million Bicycles in 1916"

Everything is now ready. 'Twill surely pay to write today

THE NEW DEPARTURE MFG. CO., Bristol, Conn., U.S.A.

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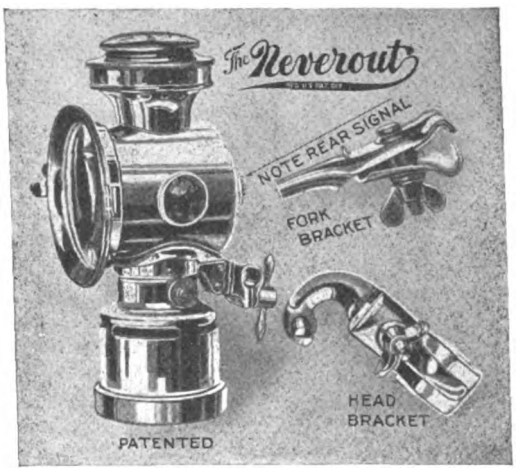
The Neverout

BICYCLE OIL LAMP



The World's Most Famous Bicycle and Motorcycle Lamps

GUARANTEED TO STAY LIT
(or money refunded)

Made of best Quality brass—Cannot rust
Riveted and Clinched
FOR SALE BY LEADING DEALERS
Write today for complete description

ROSE MANUFACTURING COMPANY
933 ARCH ST. PHILADELPHIA, U. S. A.

The dress glove for motorcyclists

The motorcyclist who wants greater safety and comfort from his gloves will choose "Grip-Tite." It has the real "sport" look, and gives a never-failing grip on the handlebars, irrespective of speed or bumpy roads. It is one of the famous

Grinnell Gloves

Best for every purpose

The soft, velvety Coltskin or "Reindeere" wears like rawhide. When soiled, soap and water or gasoline will remove all trace of dirt or grease.

Grinnell Gloves come in real Kids, Suedes, Mochas, Buckskins and popular *washable* Capes. There are over 900 styles, including the correct glove for dress, outdoor wear, motoring, and for every occasion and occupation. Complete line of women's gloves and outdoor gauntlets. Ask your dealer.

"Glove Styles" Free

Write today for copy of "Glove Styles." Mention dealer's name.

Morrison-Ricker Mfg. Co.
(Established 1856)
27 Broad Street Grinnell, Iowa

"Grip-Tite"
With the patented double corrugated palm that gives the hands a firm, non-slip grip without muscle tension. Double wear. Style No. 4827.

RECENT TRADE BULLETINS CONCERNING DEALERS IN NEWARK, N. J.

WATSON KLUCZEK, representing the Reading Standard, received five of the big brown twins this week and has but one left at the present time. He is displaying an Emblem light twin in his windows and this little boat is attracting much attention from near-riders as well as from the motorcycle fans.

CHARLES KREBS, who for years has handled the Pope line of motorcycles and bikes, is preparing to move from his present place at 51 William street to the hill section of the city. He is negotiating for a store on or near Springfield avenue.

WALTER GOERKE was awarded the contract for supplying the Orange police with new Indians last week. He will turn over to them two Powerplus three-speeders, to replace two Indians purchased in 1913 and still in good service after 17,000 miles of hard going.

HAVERFORD CYCLE COMPANY, Excelsior and Motor Wheel representative, has about completed the alterations which were started a short time ago. A mezzanine floor has been fitted for the office while the repair shop is now in a building in the rear. This building is 18 feet square and of concrete; it has fire-proof window frames and doors.

Manager Bunkin says that the interest in motorcycles, both new and used, surpasses anything he has experienced, not excepting the banner year of 1913. He will shortly increase his sales and repair force. At present, he has ten Excelsior three-speeders and three Rogers sidecars on the way, all being booked for.

CARL W. BUSH COMPANY has sold a three-speed Harley-Davidson twin to the Essex Falls police department and another to the Montclair health department. The firm reports that sales have passed the half-hundred mark and that the electrically-equipped Silent Gray Fellow is daily gaining more adherents. Sidecars are selling at the rate of one for every other machine and the market for used mounts is very brisk.

KANSAS CITY, MO.

JOHN MURRAY is now busily arranging details of his salesroom at 914 East Fifteenth street, into which he has just moved. Murray handles the Harley-Davidson in Kansas City. In his new quarters he has a better lighting system and a more modern building than the former place at Fifteenth street and Grand avenue.

PATERSON, N. J.

Edward Mutter, the veteran rider and official of the Haledon M. C., is now a partner in the W. Edward MacDougall Company, Harley-Davidson agent in this city. He is an expert repairman, in addition to his riding abilities, and can be seen these days working alongside the rest of the mechanics in a new Firestone "union suit."

OTTAWA, ONT.

H. L. BYLES has taken the agency for the Thor and also arranged to handle the Miami Power Bicycle. Byles conducts a delivery service for a number of commercial houses and is fitting up a Thor with Rogers delivery car for the purpose. He is also agent for the Rogers sidecar in Ottawa and vicinity.

(MORE NEWS OF DEALERS ON PAGE 50.)

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Prest-O-Lite For Motorcycles

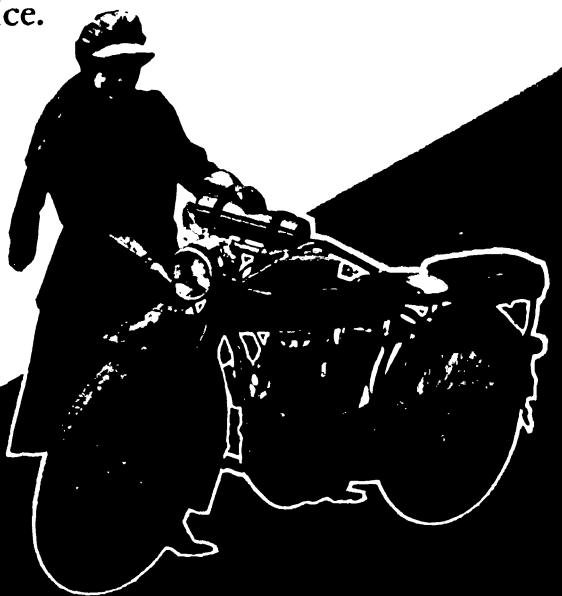
Your Safety First

YOUR safety in night riding depends on the brilliancy and steadiness of your light. Prest-O-Lite is always dependable. It throws a strong, unwavering light ahead, no matter how rough the road—regardless of bumps and jolts. Prest-O-Lite is as sturdy as your motorcycle itself—will not fail you in emergencies; is efficient and troubleproof—and never needs attention that you yourself cannot give, easily and quickly. And Prest-O-Lite costs less to buy and less to use than any other brilliant lighting system.

That is why Prest-O-Lite is the choice of experienced riders everywhere—why Prest-O-Lite is used by more riders than all other systems combined.

When you buy complete equipment get the kind that will stand up under hard use. You can get an equipment combination consisting of "Prest-O-Lite, a lamp and a good mechanical horn" from your dealer at a very attractive price.

Live dealers are "cashing in" on the opportunities for new business provided by the Prest-O-Lite proposition. If you are not already sharing these profits, write us.



The Prest-O-Lite Co., Inc.

The World's Largest Makers of Dissolved Acetylene

246 Speedway, Indianapolis, Ind.

Canadian Office and Factory, Merritton, Ontario

Prest-O-Lite Exchange Agencies Everywhere

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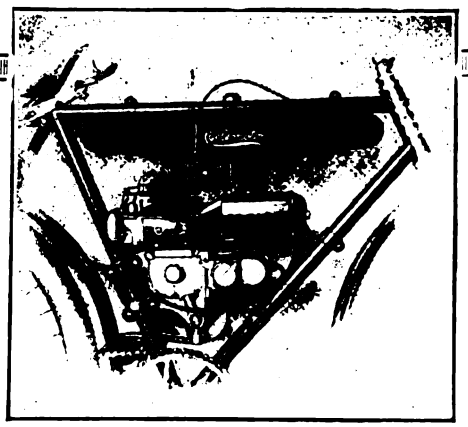

The instant response

with steady, willing power, to the slightest advance of the thumb lever is possible through the **two-stroke, high-speed** principle, an exclusive feature of the

Cyclemotor

Dealers find an equally quick response in **cash sales** every time the good qualities of the Cyclemotor are demonstrated to prospects.

CYCLEMOTOR CORPORATION

Arlington Bldg., Rochester, N. Y.

Schrader

Let us send you our motorcycle booklet giving the views of tire manufacturers on the importance of keeping motorcycle tires inflated to a prescribed air pressure.

If you have been riding on haphazard pressure you have been spending a great deal more money for tires than you need have spent.

The use of a

SCHRADER UNIVERSAL

TIRE PRESSURE GAUGE

will save you this needless expense and may save you your life in the bargain.

PRICE ONE DOLLAR

For sale by Tire Manufacturers, Jobbers, Dealers, Garages, or

A. SCHRADER'S SON, Inc.

783-791 Atlantic Ave. Brooklyn, N. Y.

POPE PRODUCTS ATTRACT AT BOSTON AUTOMOBILE EXHIBITION

BOSTON, MASS.—The Pope-Hartford Company, recently appointed Pope distributor in this city, had an attractive exhibit in Paul Revere Hall during the recent Boston automobile show. The booth showed the three-speed twin, Model T-16, as well as other twin and single cylinder models and a line of Pope bicycles. Among the latter the chief favorite to the visitors was the Columbia chainless. Good business was done at and after the show.

The Pope-Hartford Company has a nice location at 591 Boylston street, in the heart of Automobile Row, with ample space for both motorcycles and bicycles. Part of the main salesroom will be devoted to the two-wheelers, while a complete repair department will be located in the basement. The building itself sets back from the sidewalk about 20 feet, permitting the erection of two large glass cases on either side of the entrance; one of these will display the Pope motorcycle and the other the bicycle.

PITTSBURGH, PA.

THE MOTORCYCLE EXCHANGE, representing the Indian, has delivered 40 machines and 15 sidecars so far and has deposits on 100 machines. This is double the output of last year. The second carload from the Hendee factory will be in before the end of the week.

A. G. Schmidt is now sole owner, having bought out the interest of H. F. McKane, his partner. Schmidt has added Cameron Kaup to his sales force for the coming season. The present headquarters are at 5606 Penn avenue.

TOLEDO, O.

MANAGER OBERWEGNER, of the Oberwegner Motor Company, has been very active during the past three weeks closing up orders for Henderson motorcycles for the last of March delivery. He held a special exhibition in his store a few weeks ago which served to cystallize the interest which had been aroused in his territory, and the direct result was the sale of a number of four-cylinder mounts within the last few days.

Oberwegner has a number of salesmen out to get sub-agents and care for retail sales. In addition to his agency he has built up a substantial jobbing business with steady custom in Ohio, Indiana and Illinois.

READING, PA.

WILLIAM L. AND ALBERT RHODE are now conducting the business of their father, the late L. A. Rhode, at 636 Cherry street. William attends to the business end, while Albert has charge of the repairing. The Rhodes are sole agents for the Emblem in Berks County, and do an extensive business in bicycles and bicycle repairing. During 1915, repairs were made on over 5,000 bicycles.

LANCASTER, PA.

HARVEY R. WILLIAMS, handling Indian and Thor in this city, has sold two Thors and one Powerplus Indian during the past week to local riders. He has also disposed of twelve Relay bicycles in the same period of time.

NASHVILLE, TENN.

W. E. DAVIS has taken the agency for the Thor line in Nashville and vicinity and has just received his 16-V demonstrator. Davis has several good prospects and figures that 1916 will be a banner year for motorcycles in this section.

(MORE NEWS OF DEALERS ON PAGE 52.)

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Easy Sales Big Profits

'SMITH MOTOR WHEELS are *bought*, not sold," says one enthusiastic dealer.

Motor-Wheeling is gaining popularity every day. One sale brings a multitude of inquiries to your store. To see a Motor-Wheelist is to be interested in the device.

And the great national magazine advertising campaign is doing wonders in boosting sales for dealers.

Besides its rapid sales as a pleasure vehicle, the SMITH MOTOR WHEEL is making big headway as a quick and economical delivery device among merchants. Readily attached to one of the many delivery bicycles — basket or box attachment—it speeds up house-to-house deliveries and brings the merchant better satisfaction among his customers.

There is a goodly profit on every wheel sold and it does wonders in boosting the sale of new bicycles, appliances and accessories.

More than 56% of all SMITH MOTOR WHEEL sales last season carried with them the sale of new and high grade bicyles. Tires and accessories go hand in hand and the cash register works over time.

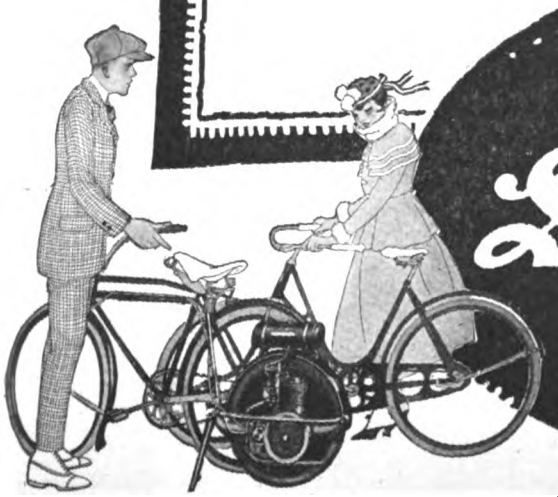
Our big national advertising campaign is working night and day for dealers.

In a limited number of territories we have not as yet appointed representatives. We have an attractive proposition for the right kind of dealers. Write for details.

MOTOR WHEEL DIVISION

A. O. SMITH COMPANY, Milwaukee, Wisconsin

World's Largest Manufacturers of Automobile Parts



Smith Motor Wheel
DETACHABLE

A *good* deed often means a *good* deal—Please mention MOTOR CYCLE ILLUSTRATED.

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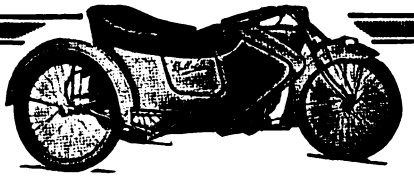

The Sidecar Beautiful

Grace and luxury in every line. Comfort in every curve. Coach-built. Extra-heavy upholstery. No strain on motorcycle because of triangular frame construction. Adjustable Axle. These are reasons why riders show a marked preference for

Pullman

THE HARRY SVENSGAARD SALES CORP. DETROIT

Sidecars

Time is flying. Already, enthusiastic motorcyclists are looking around for a sidecar to use as soon as the snow leaves the ground. Turn these Prospects into instant Customers by having Pullman Sidecars on display. Get full particulars at once! Investigation will cost you nothing.

Harry Svensgaard Sales Corporation
214 Jefferson Ave. East, Detroit, Michigan

REFLEX

The Spark Plug with the Gold Bond Guarantee

REFLEX GOLD BOND GUARANTEE

Reflex Spark Plugs are fully guaranteed against defects in material and workmanship. Any plug proving defective within one year from date of purchase will be repaired or replaced free of charge if returned with this tag to your dealer or direct to our factory. Reflex plugs are sold on thirty days trial. Your money back if not satisfactory. THE REFLEX IGNITION COMPANY., CLEVELAND, O.

Packed with every Reflex Spark Plug.
Stands squarely back of every Reflex you sell.
Tells your customers in clear-cut terms the spark plug service he is entitled to and that he will receive when he buys a Reflex. There isn't any room for doubt—Reflex Spark Plugs must make good every time or we will.

A REFLEX PLUG FOR EVERY MOTOR

You don't miss a sale when you sell Reflex Spark Plugs. There is a Reflex Built to meet the exact needs of every motor. All are guaranteed compression tight and made with Cromite porcelain, the most perfect heat-resisting insulator known.

REFLEX BUILDS TRADE AND PROFITS

More than 90 percent of all Reflex Plugs are sold by our dealers direct to car owners to replace other plugs. They are factory equipment on Henderson Motorcycles, White, Winton and other high grade cars. A Quality Spark Plug which means satisfied customers and repeat business.

DEALERS: Write for our proposition
TEST PLUG FREE

State on your letterhead make of motorcycle and we will gladly send you a Reflex **Free of Charge.** We'll tell you about the profits to be made with Reflex Display cabinet, metal hanger, electros, and other selling aids furnished free to Reflex Dealers.

The Reflex Ignition Company
1718 Payne Ave., Cleveland, Ohio

THAT LITTLE $10 ACCOUNT MAY COST YOU $500

(CONTINUED FROM PAGE 17)

It has cost many dealers hundreds of good hard dollars to learn the lesson set forth in this article. They know it's straight goods.

Now for the remedy—the brighter side of the picture. When Mr. Patron asks permission to run up a little bill, remind him—with a friendly smile—that your business compels you to sail close to the wind and that you must get your money promptly if you are to continue in business. If he persists, give him a little time. It is not necessary to sand-bag him for the account the moment it is due. But when the first of the month rolls round see that Mr. Patron gets his statement. And see that the matter is kept in his mind—always in a friendly, soft-pedal manner—until the bill is cleared up.

Don't be stiff about it. Tell Mr. Patron something about what it means to keep up an establishment like yours, and explain that you must depend upon your friends to help you continue it. Appeal to the fairness in him—you'll nearly always find he has his share—and show him how you are hampered when the money fails to come in as it should.

He'll come through. He may roughen up a bit at the time, but if you handle him properly he will continue to patronize you. What's more, he will give you his respect.

If he can't be made to respond to such treatment, you had better lose him. Be convinced of that. But your chance of losing him then is only fifty per cent. as great as if you let him drag on till he reaches the resentment stage. When he gets that far, he's gone for keeps.

No motorcycle dealer can afford to carry a large number of small bills on his books. He is obliged by force of circumstances to turn his money over. He must get returns. If his money stands out, he's blue and discouraged; and if, to top off the situation, he loses the very man he has sought to assist he has received a sad wallop indeed.

The moral is obvious: Be fair, even generous, but be businesslike. And remember that the small account you carry over on your books is just as likely to be a knockout as it is to be a boost.

WHEELING, W. VA.

T. A. HOGE & COMPANY, Thor agents in this city, have just sold the first Cygnet Rear Car in this city to Leo Pack. Pack has it hitched up to a big Thor twin and is enjoying life with it.

HERMAN FRIEDRICH, Pope representative, is awaiting the coming of a Pope three-speed twin from the factory in Westfield, Mass. "It is coming—and then going"— says Friedrich, "for there are three waiting to gobble it as soon as it arrives. The man who put in the first order gets it, of course."

EARL BRAUNLICH, Harley-Davidson and Cleveland lightweight representative, has sold three of the Silent Grays within the last week as well as a Cleveland to the son of one of the city's leading physicians. The Harley-Davidsons were all fitted with side cars.

MANCHESTER, IOWA

HAROLD ADAMS, representing the Henderson in this section, has arranged for the sale of 17 of the four-cylinder mounts so far and expects to double this before the end of the 1916 season. He says that sales will be much more rapid than at present when the first bunch of machines get on the road.

(MORE NEWS OF DEALERS ON PAGE 54.)

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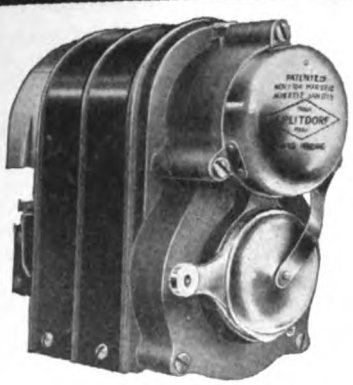
SPLITDORF MAG-DYNAMO



Tested All Winter and Found O.K.

That's the report of A. B. Varnum, of Hyannis, Mass., who rode his machine all winter to test the

Automatically Controlled

SPLITDORF MAG-DYNAMO

It's the convenience of the SPLITDORF MAG-DYNAMO—the switch always in front of you as you ride and its automatic control feature added to its endurance qualities that make it *the best ever.*

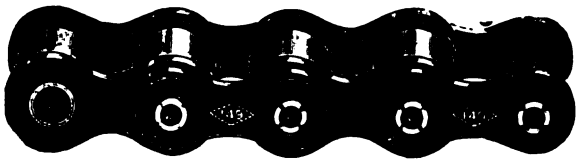
SPLITDORF ELECTRICAL COMPANY

NEWARK, N. J.

Mr. Varnum giving the winter testing to his SPLITDORF MAG - DYNAMO equipped *Indian.*

Digitized by Google

"149"



Extra Strong

The No. 149 Diamond Motorcycle Chain has been on the market for only one season, yet it is in constant demand and proving very popular among dealers and riders who know of its quality, strength and durability.

Convince yourself of the wearing qualities of the No. 149—try a set on your own machine.

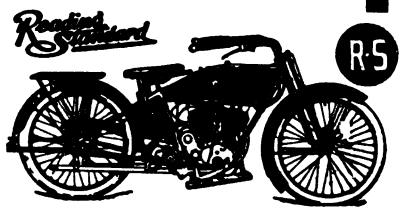
Diamond Chain & Mfg. Co.
Indianapolis, Indiana

R-S WINS

favor amongst riders because of the splendid way it meets their requirements. For power, speed and beauty it is unsurpassed.

$265
12 H.P. 3 Speed

$230
6 H.P. 3 Speed



We are the originators of the side by side mechanically operated valve motor, which has been endorsed by the society of mechanical engineers as being absolutely perfect in design, construction and finish. Don't experiment—Buy an R-S.

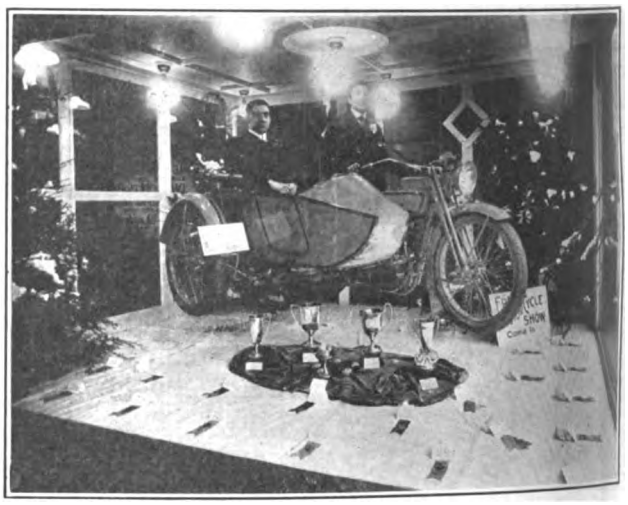
Write for complete catalog—just out.

WILLARD-MORAN BOUT TICKET DRAWS CROWDS TO SWENSON'S STORE

PROVIDENCE, R. I.—As another demonstration that B. A. Swenson, "The Indian Man," takes advantage of every little thing which will aid his business in any manner, is the use he made of his Willard-Moran bout ticket. Swenson got his ticket for the big mill and then attached it to a sign which he hung in one of his show windows. On the sign was the announcement that this ticket was for the championship bout. A crowd started to collect soon after the ticket was put up, and quite a number of people entered the store to ask for details. Incidentally, Swenson and his aides got a number of prospects from among the visitors. So great was the crowd the first day of the "exhibition" that the policeman on that beat asked B. A. to take the ticket out of the window over night.

SIDECAR SUSPENDED BY CONTROL WIRES AT HEAGY BROTHERS' STORE

HARRISBURG, PA.—As a demonstration of the sound quality which enters into the Silent Gray Fellow, Heagy Brothers, local agents, suspended a full-rigged



The Heagys in Their Harley-Davidson Sidecar

sidecar combination by three control wires in their show window. There was much doubt on the part of many of the local riders whether the wires would hold the combination, but the matter was settled for good and all when Ray Heagy mounted the machine and Harry sat in the sidecar, and the wires held them securely.

The Heagys in their wire-carried combination were one of the features of the recent show-week. The Heagys have their headquarters at 1204 North Third street.

ROCKY MOUNT, N. C.

F. Y. ARRINGTON has taken the agency for the Henderson for Rocky Mount and vicinity for 1916. Arrington has sold his first lot of ten machines already and is awaiting another shipment from the factory in Detroit.

VALENCIA, SPAIN

FRANCISCO CATALÁ, of Carniceros. 21 Pral., has taken the agency for the four-cylinder Henderson for Valencia and vicinity. Sr. Catalá has received his demonstrator and is interesting the sporting fraternity in this city in the powerful four-cylinder model.

(MORE NEWS OF DEALERS ON PAGE 56)

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GOODRICH GIANT BLACK SAFETY TREAD BICYCLE TIRES

Just look at this tire!

This is the big, husky brute that is creating such a tremendous sensation! The strongest, hardest to puncture Tire ever made—yet it rides like velvet.

Tread made of actually the same gristly *black* "Barefoot" Rubber *that goes into our big auto tires!* And the famous three-bar Goodrich tread—*more rubber at point of contact—less strain on inner tire body.*

There's no skimping on *this* Tire—no make-shift fabric and inferior rubber thrown together just to be "good enough for a bicycle tire." But a *tire worth the money*—the best effort of the World's Largest Rubber Factory.

There's more profit to you—

—in the Goodrich "Giant" than any other type. Our big national advertising—handsome pennants *free* with each tire and Boy's Guide Book full of things every boy wants to know—*is heading the buyer YOUR way.*

Connect up—write for advertising helps—here's a tire that's got wonderful quality—it's backed by a name known in every home—there's a big profit in it.

Let's pull together and make 1916 the best year we both ever had!

The B. F. Goodrich Company, Akron, Ohio
Branches and Dealers Everywhere
Makers of the Celebrated Goodrich Automobile Tires
—"Best in the Long Run"

Note husky *loose-weave* fabric—see how rubber in curing has permeated the meshes and joined with other side making solid wall of rubber—strongest construction ever evolved!

The B. F. Goodrich Company, Akron, Ohio
Please send free window display with directions. Also quote my prices on "Giant" and your other Bicycle Tires of different styles and prices.

Name_____ Address_____

ONE MILLION BICYCLES FOR 1916

Digitized by Google

The SCHEBLER CARBURETOR
America's Standard
Supreme through Merit
THE HEART OF THE MOTORCYCLE
"H"
WE EQUIP
THOR
POPE
YALE
EAGLE
INDIAN
EMBLEM
DAYTON
SPACKE
DE LUXE
CYCLONE
EXCELSIOR
HENDERSON
IVER-JOHNSON
HARLEY-DAVIDSON
READING STANDARD
WHEELER & SCHEBLER
INDIANAPOLIS, INDIANA, U.S.A.
BRANCHES AND SERVICE STATIONS
IN ALL PRINCIPAL CITIES

Preparedness

IS on the mind and tongue of every American!

Mr. Dealer, have you brought the principle of preparedness into your individual business?

ARE YOU PREPARED TO HANDLE YOUR PORTION OF THE MOTORCYCLE, BICYCLE AND ACCESSORY BUSINESS WHICH WILL SOON BE AT ITS HEIGHT?

HAVE YOU SUFFICIENT SPACE IN WHICH TO HANDLE THE LOOKED FOR BUSINESS?

Better dispose of those second hand machines. IT WILL PAY YOU TO ADVERTISE THEM IN THE CLASSIFIED COLUMNS OF MOTOR CYCLE ILLUSTRATED.

IF used once the ad will cost three cents a word—if used two or more times the cost will be two cents per word for each insertion. Address, Department C, Motor Cycle Illustrated, and

MAIL IT TODAY!

LOUISVILLE TIRE CONCERNS SET STANDARD REPAIR PRICES

LOUISVILLE, KY.—The leading tire concerns of this city have standardized all repairs and the prices for these repairs are now being advertised in the local papers. The five concerns, all of whom conduct vulcanizing plants and service stations, are: Roy E. Warner & Co. (Firestone); Federal Rubber Mfg. Co. (Federal); Falls City Vulcanizing Co.; Kentucky Tire & Rubber Co. (United States) and the Quick Service Tire Co.

Following are the standard prices: Tubes, one puncture, 50 cents; each additional puncture in same tube, 25 cents; one inch blowouts, 75 cents; two-inch, $1; three-inch, $1.25; four-inch, $1.50; splicing, $1.50; new valves, $1.50 each. Casings, three-inch tire, spot and pad, $1. Larger tires for automobiles have their own standards.

Rider in Colonial Costume Used to Advertise Harley-Davidson by Agent Carl W. Bush of Newark, N. J.

PORTLAND, ORE.

THE MOTORCYCLE SALES COMPANY, handling the Reading Standard, at 1506 Market street, will enlarge its quarters, as T. A. Mitchell, who has occupied part of the store, has taken on a line of automobile supplies and has moved downtown. The company can use the space to good advantage, as in addition to handling the R-S for Northern California, the Henderson agency for the Bay Counties and the local Thor agency are held. The firm feels that 1916 will be the biggest motorcycle year ever seen here.

THE APEX BICYCLE CO., has renewed its contract for the Thor motorcycle agency for 1916. Mr. White, head of the company, says that after seeing the new season's models, everybody around his store will talk, boost and ride Thors.

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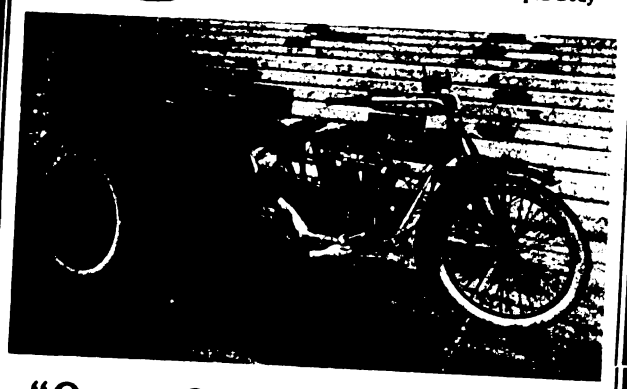
CYGNET REAR CAR

One Type for PLEASURE

Two Types for DELIVERY

Panel or Open Body

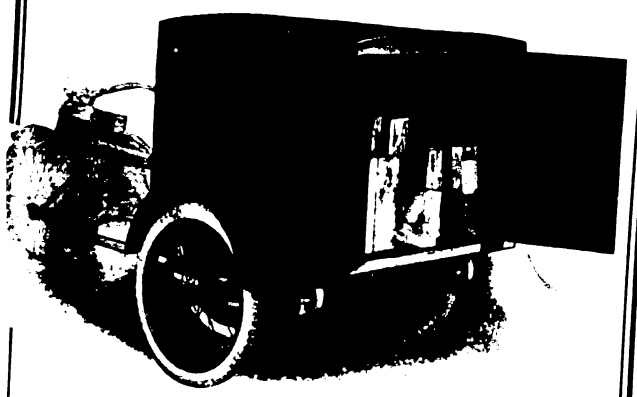


"On or Off in 30 Seconds"

It will take about that much of your time to make one more

New Motorcycle Customer

If you will keep a car for demonstration.



The relative position of two Rear Car Wheels and the two motorcycle wheels is a guarantee against skidding or tipping.

No Strain Anywhere

Rider can use the coupon by giving us dealer's name.

Dept. 4
CYGNET REAR CAR CO.
Buffalo, N.Y.

Gentlemen: Without obligation to me, send full particulars about Pleasure Car Delivery Car

Name .....

Address .....

.....

Motorcycle I Sell Ride .....

Dealer's Name .....

There's Power in This Brake

Plenty of it.

That's one of its main features. And power is the thing that counts when it comes to taking a steep down grade or threading a crowded street.

But there are other features—many of them—held by the

CORBIN

DUPLEX COASTER BRAKE

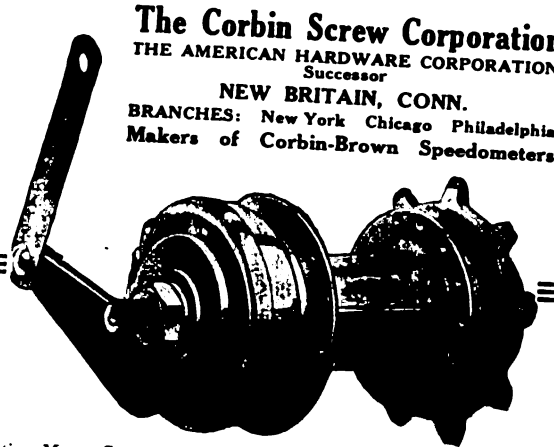
Its smooth action, immediate response to the rider's every demand, its friction-free, durable mechanism and its compact dirt and rust proof case—these are some of them.

Don't let the season go by without equipping either your old or new wheel with this famous coaster brake. Sold and equipped by all dealers. Catalog on request.

Dealers

For better bicycle business see that your stock is equipped with the Corbin Duplex. Riders everywhere know it. All manufacturers of bicycles will furnish it when specified. Get in touch with your jobber. Catalog, price lists and discounts on request.

The Corbin Screw Corporation
THE AMERICAN HARDWARE CORPORATION
Successor
NEW BRITAIN, CONN.
BRANCHES: New York Chicago Philadelphia
Makers of Corbin-Brown Speedometers



The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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Firestone

Motorcycle Tires

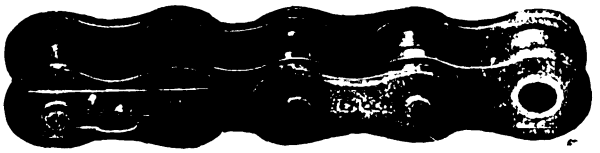
The stunning red and black, the trade-mark of Firestones, should be your equipment for Most Miles per Dollar.

More rubber than in any other motorcycle tire! Same quality and materials as in Firestone Automobile Tire.

Firestone Tire and Rubber Company
"America's Largest Exclusive Tire and Rim Makers"
Akron, O.— Branches and Dealers Everywhere

RENOLD Special-Service CHAINS

have stood the test of time as successfully as has the Company that sells them. This model has tremendous breaking strength yet is the lightest chain made.



8198 ⅝" pitch ¼" width 8199 ⅝" pitch ⅜" width

One Century in Business

PETER A. FRASSE & CO., Inc.,
419 Canal Street New York City

NOW IS THE TIME

Equip Your Motorcycle

with a 20th Century Lamp

NOW and avoid the dangers that lurk in a poorly lighted path way. They are the one light that makes riding by night as safe as by daylight.

We Are Boosters for "One Million Bicycles in 1916"

20th Century Mfg Co

41 Warren Street New York

RELIEVE

your mind of the help problem

If you need a man in the shop, sales-room, or on the road, don't delay longer. Insert an ad. in the classified section of Motor Cycle Illustrated.

FIRST MOTORCYCLE SHOW IN WHEELING TO OPEN MARCH 27

WHEELING, W. VA.—The first motorcycle, automobile and accessory show ever held in this city will open on March 27 and continue until April 2. All local dealers have reserved spaces. C. F. Braunlich will exhibit the Harley-Davidson line, the Excelsior lightweight, Cleveland lightweight and Smith Motor Wheel, while Wesley House will show the Indian line and Indian bicycles.

T. A. Hoge has planned to show the Thor, Cygnet Rear Car and Excelsior bicycle, as well as accessories. Earl Rogers will exhibit the Flying Merkel, while H. G. Friedrich will be on hand with the Pope models. The show will be an annual affair hereafter.

MOTOR SLED PROVES FINE PUBLICITY MEDIUM FOR NIEDENGARD

STEUBENVILLE, O.—G. H. Niedengard, Excelsior agent, at 162 South Third Street, has been using the motor sled shown in the photograph, not only as a means of enjoying life between demonstrations and sales, but also as an advertising medium. Driving through the snow in this city, the rig attracted a lot of attention and a number of sales of Excelsior motorcycles have resulted. The sled was hit by a trolley car and smashed up pretty well, but the Excelsior motor was not damaged and Niedengard says he can trace one sale directly to this fact. Nick, Niedengard's able helper, is at the wheel in the picture.

Niedengard's Excelsior Motor Sled

SAN FRANCISCO, CAL.

PACIFIC MOTORCYCLE SUPPLY CO., Indian distributor for Northern California, is getting a carload of machines every two weeks now, and in addition, is awaiting a full car of Featherweights from the Hendee factory. Local dealers throughout the State are anxiously awaiting this latter shipment, for there has been a big demand for the little two-strokers.

FRED H. BENTE, representing the Excelsior at 1550 Market street, is making a short visit to Los Angeles just now. Bente always combined business with pleasure and will return in a few days with a number of extra orders.

W. E. JACKSON, of W. E. & W. H. Jackson, Coast agents for the Dayton line, has taken a few days for a trip to Portland, Ore., in order to look over things in the Rose City.

(MORE NEWS OF DEALERS ON PAGE 60)

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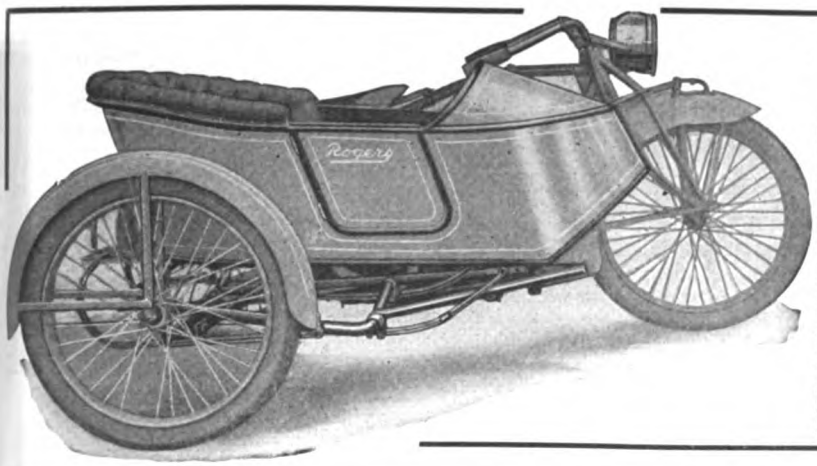


DEALERS ATTENTION!

Are You Getting Your Share of the Sidecar Business?

By more than doubling our capacity we are still making immediate shipments on ROGERS Sidecars to perfectly fit and match in color all standard motorcycles. If the demand increases, there is no question of its keeping up, we cannot say how long we will be able to meet it, therefore you had better get your orders in as soon as possible.

1916 is going to be the biggest sidecar year in the history of the motorcycle industry and sidecars are now selling motorcycles, therefore tie up with the ROGERS and you will increase your profits both ways.

The light weight of the ROGERS is a big selling feature and at the same time materially cuts your transportation charges, correspondingly increasing your profits.

Write for complete circular that tells you why.

ROGERS MFG. CO. 328 West Madison St. **Chicago, Ill.**

Irving Beck (Service Station), 1493 Fifth Ave., New York

NATIONAL Motorcycle and Bicycle Spokes

We are selling several of the representative motorcycle and bicycle manufacturers, as well as some of the largest jobbers in the country.

For Motorcycles—.135 x .110 and .120 x .100. Made of high grade wire, either hand buffed or regular bright nickel finish. For Bicycles—.092 x .072; .080 x .060; .072 x .056. Furnished in National hand buffed or regular finish. Finest grade of wire. Rust proof!

The National Screw and Tack Co.

Cleveland Ohio

The Oldest Supply House in America

FREE

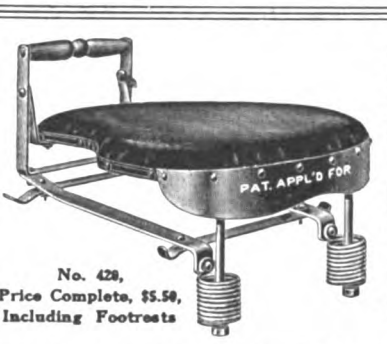
You can't be up-to-date without it.

Write today to

MOTORCYCLE EQUIPMENT CO.

Hammondsport, N.Y.

3664 S. Main LOS ANGELES, CAL.



No. 428, Price Complete, $5.50, Including Footrests

No. 420 tandem to be used on rigid carriers, the price includes one pair footrests.

Retail Price Complete **$5.50**

DEALERS — Write us for our new Proposition.

WALD MANUFACTURING CO.

Dept. F SHEBOYGAN, WIS.

A. B. C. GENERATORS

Are Increasing, because they are Right

MODEL B Direct Lighting **$22.50** | **MODEL C** Batt. Charging **$27.50**

A. B. C. GENERATOR CO., Los Angeles, Calif.

Los Angeles City Police just repeated with an order for thirty-eight more.

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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"ZIMMIE" PRACTICED WHAT HE PREACHED.

(CONTINUED FROM PAGE 40.)

assisted in this by the fact that in Washington motorcycles can be used nearly all the year round, the streets being well paved and very little snow falling during the year. He called personally on the manager or proprietor of the leading business houses and personally saw that they received a copy of Harley-Davidson literature. Next he interviewed those employees who would be called upon to use the machines and very soon showed them the advantages which would accrue by using a motorcycle in their work. Soon Zimmerman placed a number of machines with local real estate corporations and with several department stores for the use of their collectors and adjusters. These gave such good service that he had no difficulty in introducing his machines into local utility corporations such as the Potomac Electric Power Company and the Washington Gas Light Company. He has placed over 50 for commercial use in Washington so far and is in receipt of repeat orders from many concerns as their business expands.

Performances on the Road

August Zimmerman is an ardent believer in developing the sporting side of the motorcycle business. Two years ago he won the New Jersey M. C. endurance run and in 1915 finished first as a member of the Harley-Davidson team in the same club's two-day event. In two hill-climbing contests promoted last season by the National Capital M. C. of this city, he won four first places and two second places out of six events. It is his intention to participate in the coming 300-mile endurance run of the National Capital M. C. to Philadelphia and return.

SECOND-HANDS SELLING FAST AT BAUMGARTEN'S

SAN FRANCISCO, Cal., Mar. 20.—John H. Baumgardner, the Indian agent on Van Ness avenue, had quite an accumulation of "trade-ins" the first of the month, but is getting them well cleaned out, reporting a sale of used machines ten times as large as at the same time last year. New machines, also, he says have been selling for the last few weeks at the rate of 2½ to 1 last year.

NEW HENDERSON DISTRIBUTOR IN JOHANNESBURG

JOHANNESBURG, So. Africa.—An announcement of considerable importance in motorcycle circles of this part of the country is of the appointment of a new distributor for the four-cylinder Henderson motorcycle. The new man is J. B. Ritchie, of this city, who has had wide experience in distribution of motorcars throughout South Africa.

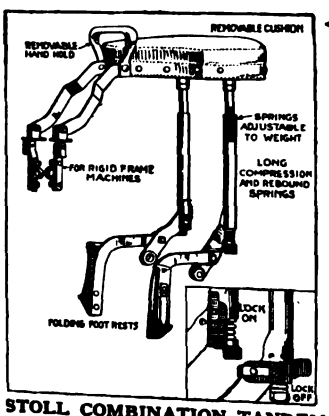
Mr. Ritchie has previously sold Studebaker automobiles in this territory, and is, of course, continuing the line in conjunction with the Henderson motorcycle. As an indication of the scale on which he conducts operations, his sales of Studebakers last year totalled over 1,000 cars. He says that there is no reason why motorcycle sales should not be in proportion.

General conditions are extremely favorable to good motorcycle business here, Mr. Ritchie reports, as the mines are all working at full capacity and the people generally have plenty of money. There are a few good roads in this section, such as the one from this city to Pretoria, but many of the roads are little developed, so that a machine must be strongly built and have plenty of power to be equal to the requirements.

SHIFTING THE VALVE GIVES MORE TIRE MILEAGE

TEN years of motorcycle riding has taught me much, particularly about tires, but it was not until recently that I felt that I was getting the full wear out of my pneumatics. It is next to impossible to keep a motorcycle wheel true and the tire wears hardest where the rim is flattest and consequently where it strikes the road with a swat instead of rolling evenly.

There is only one hole for the valve in the inside flap, and therefore the tire always goes on in the same position. If you will cut a new hole for the valve about a foot from the original one, and put the valve through this second hole, you shift the place in the tube where the greatest wear occurs. By the time you get the hole all the way around the shoe, you will find that the tire will be worn quite evenly and at least 500 more miles can be had from it.



STOLL COMBINATION TANDEM NO. 2
Price Complete $10.00

Immediate Delivery on
STOLL TANDEMS
(all models)

Be prepared to take care of your Spring trade promptly. Place your order now, while quick shipments are assured.

THE STOLL MFG. CO.
Denver Colo.
(The largest exclusive motorcycle tandem factory in existence)

Berling Magneto

This "B" type will carry the motorcycle maker to Success because it will carry the rider to his destination.

ERICSSON MANUFACTURING CO. 1116 MILITARY RD. BUFFALO, N.Y.

Mr. Dealer—
Get territory NOW!

This starter's popularity and our liberal discounts spell Dollars for YOU.

Make it up-to-the-minute!

Owners of single speed pedal-equipped Indians get the modern improvements by installing the

Indian Pioneer Starter!

It does away with *Pedals*—Makes *Starting* convenient—Affords superior *Clutch Control*—Eliminates ball-bearing under front plate—Starts motor with the *wheels on the ground*.

Riders ask your dealer, or write us, for circular which tells you HOW.

The Pioneer Mfg. Co.
West Allis, Milwaukee, Wis.

FOR BEST RESULTS
Use The Best Motorcycle Oils—
HARRIS
TRADE MARK REG. U.S. PAT. OFF.
OILS AND GREASES
"A Little Goes A Long Way And Every Drop Counts"
A. W. HARRIS OIL CO.
326 S. Water St., Providence, R. I.
Branch: 143 No. Wabash Ave., Chicago, Ill.

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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FEDERAL MOTORCYCLE TIRES

"EXTRA SERVICE"

Federal Rubber Manufacturing Co. - Milwaukee

NEW YORK SPORTING GOODS CO

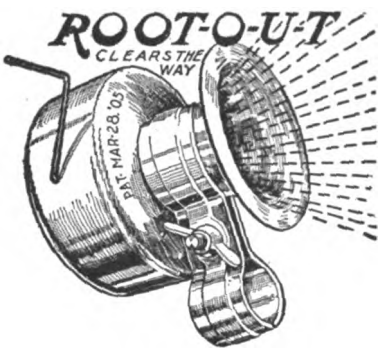
FREE TO DEALERS

Write us on your letter head or enclose your business card and we will send you our new catalogs.

No. 60 Motorcycle Supplies
No. 64 Bicycle Sundries

A few agencies still open for live dealers of "Victor," Pierce and "Crawford" Bicycles. Prices and terms on application.

New York Sporting Goods Co.
15 and 17 Warren St., near Broadway New York



Bicycle Mechanical Operated Horn

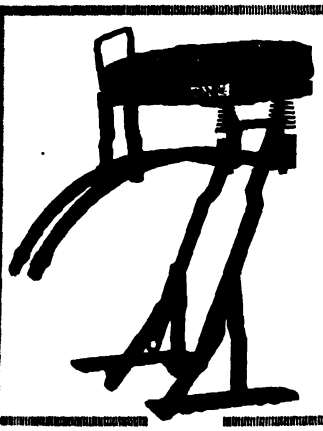
No Batteries or Wiring required

RETAILS AT

25 CENTS

ASK YOUR JOBBER OR DEALER

THE SEISS MFG. CO., 432 Dorr St., Toledo, O.



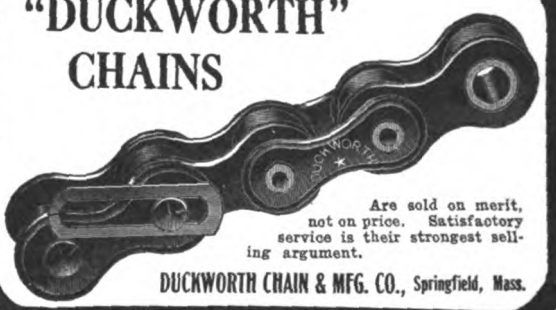
The Famous F-N

Let us be your Tandem Tailor. We make them to fit all makes of Motorcycles.

Complete with folding foot boards **$10**

Fentress-Newton Mfg. Company
Detroit, Michigan

"DUCKWORTH" CHAINS



Are sold on merit, not on price. Satisfactory service is their strongest selling argument.

DUCKWORTH CHAIN & MFG. CO., Springfield, Mass.

1916 CATALOG READY

MOTORCYCLE SUPPLIES and REPAIRS

MOST COMPLETE STOCK ON EARTH

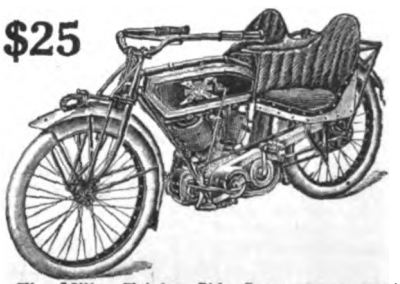
Write today. Special offer to dealers.

QUALITY **EXPERT OVERHAULING** SERVICE

Best equipped repair shop in Northwest
Estimates Furnished Work Guaranteed

MOTORCYCLE ACCESSORIES CO.
ST. PAUL MINN.

$25



Here's Comfort and Ease For You

The Miller Triplex Side Seat means comfort, ease, compsnionship, economy, satisfaction.
Fits any motorcycle and is finished to match.
Guaranteed for 3 years.
Every live dealer who does not know the Triplex should write at once for our big new proposition. It's a winner.
Illustrated Catalog on Request.

Haverford Cycle Company 583 Market St., Philadelphia, Pa.

PATENT YOUR IDEAS

Inventions bring fortunes when protected by good patents. New ideas in great demand. I will get a valuable patent for you and will help you make money from it. Ask about my free advice, or send sketches for free search of patent records.

LESTER L. SARGENT, Patent Lawyer, N.W. Cor. 9th and G Sts., Washington, D. C.

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National Dealers' Directory

NEW YORK CITY

EXPERT REPAIRING
Motorcycles a specialty. All work guaranteed. Large accommodations for storing motorcycles and sidecars at low rates.
Broadway Auto Repair & Supply Co.
248 West 106th Street C. Lurie, Prop.

DAYTON MOTORCYCLES
Parts for DAYTON and DE LUXE
Repairs and Supplies
DRISCOLL & JEANROY
209 W. 126th St. New York.
'Phone, 3352 Morningside.

OILS SUPPLIES
J. C. FOLEY
Agent for INDIAN MOTORCYCLES
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HARLEY-DAVIDSON
M. J. GOLDMAN
All Makes of Bicycles—Expert Repairing.
115 Greenwich Ave. Phone 3956 Chelsea.

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Cash—Installment—Exchange
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Harley-Davidson Sales Co.
Distributing Agents for
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Oliver's Bronx Distributing Agency for INDIAN
All Repairs Guaranteed
993 Washington Ave., Near 164th St.
Oliver Borckheimer, Prop. V. C. Pelemare, Mgr.

GUS. ROTHOLZ
N. Y. Distributor for Reading Standard Motorcycles. Rogers Sidecars in stock. Agent for Excelsior and Henderson
1491 Fifth Avenue Telephone, Harlem 2337

T. J. SIXSMITH
283 W. 100th Street.
Expert Repairing. New York Agent for the EXCELSIOR.
Telephone, 8861 Riverside.

AMOS SHIRLEY, 935 Eighth Ave.
INDIAN and EXCELSIOR
Columbia, Hartford and Fay Juvenile Bicycles. Parts for the Indian, Excelsior and Pope. Repairs and Accessories.

STERN BROS.' F. A. M. SHOP
INDIAN MOTORCYCLES
MIAMI POWER BICYCLES
Storing, Repairing and Supplies
1519 SECOND AVE., Cor. 79th St. Phone Lenox 1933

Exceptional Offer of Choice Seconds
28 x 3 Firestone Non-Skid.....$6.25
29 x 2¾ Firestone Non-Skid..... 5.65
These tires are fresh stock practically perfect, but slightly discolored in spots.
E. J. Willis Co., 85 Chambers St., N. Y. City

EXCELSIOR
M. WORKSMAN, Agent
Large Stock of Parts and Supplies. Used Machines Bought, Sold and Exchanged on 5% Basis.
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YORKVILLE MOTORCYCLE WORKS
Expert repairing on all makes. Used machines for sale. Agents for Smith Motor Wheel. Service Station. Storing.
1729 1st Ave., near 90th St. Tel. 2163 Lenox

BROOKLYN

HARLEY-DAVIDSON
Brooklyn and Long Island, 1157 Bedford Ave.; 594-596 Jamaica Ave. Exhaustive line of supplies, repairs, parts; in short, we stock everything for the motorcycle and the rider.
BOB BRAZENOR, Proprietor.

FRANK P. BAKER
BROOKLYN DISTRIBUTOR
Indian Motocycles
1038 Bedford Avenue
Phone Bedford 5297 Brooklyn, N. Y.

1916 EXCELSIOR IS HERE
All models on display.
Full line of Parts—A1 F. A. M. Repair Shop.
HOWARD C. HENDRICK
155 Howard Ave. Phone: Bush 3039

A. H. PATTERSON
Distributor of
Excelsior-Reading-Standard and Cleveland Motorcycles, Smith Motor Wheel, Crown bicycles and the best accessories.
Two Stores—1036-82 Bedford Avenue, 713 Flatbush Avenue, near Parkside, Brooklyn, N. Y.

Thor Motorcycles
Easy payments. All makes taken in trade.
Full stock of parts. Expert repairs.
B. RUDERMAN
1031 Bedford Ave. Phone Bed. 769

INDIAN
MOTORCYCLES, BICYCLES AND SUPPLIES
Expert Repairing
B. SLOTNICK, 5306 Fourth Ave., B'klyn
Near 53d St. Station Phone 4595 Sunset

WINGES BROTHERS, 1315 Bushwick Avenue, Brooklyn, N. Y., Brooklyn and Long Island distributors for the Dayton; also Indian agency. Expert repairing on all makes of motorcycles. Complete line of supplies. Prompt and satisfactory service a feature of this establishment.

LONG ISLAND

INDIAN
AND SMITH MOTOR WHEEL
All makes of Bicycles—expert repairing
FLUSHING BICYCLE EXCHANGE
30 MAIN ST. FLUSHING, N. Y.
Phone 496J Flush.

Plaza Motorcycle Exchange
EXCELSIOR DISTRIBUTORS
Parts and Supplies—Repairing by factory mechanics.
Bridge Plaza, Long Island City.
Phone Astoria 1189

D. & D. MOTOR SUPPLY CO.
INDIAN MOTOCYCLES
Phone: 2045 Astoria.
Expert Repairing—Gasoline.
Full Line of Accessories—Used Machines.
Bridge Plaza South, Long Island City, N. Y.

HARLEY-DAVIDSON
Territory—Long Island City to Port Washington on North Shore. Demonstration gladly given. Full Stock of Supplies—Used Machines.
HORN & McCRACKEN
F. A. M. Shop College Point.

PATERSON, N. J.

W. EDW. MACDOUGALL CO.
Dist. of Harley-Davidson Motorcycles. Drop us a line if interested in second-hand machines.
102 Van Houten St., Paterson, N. J.

INDIAN
MOTOCYCLES
Rebuilt machines. A written guarantee with each machine. Write for details and price list.
JOHN STEELE, 91 Broadway, Paterson, N. J.

PROVIDENCE

Motorcycle Repairing and Winter Overhauling. Complete repairs on any make.
INDIAN A SPECIALTY. PRICES RIGHT
Work guaranteed. 1916 Indians always in stock; any make taken in trade. All makes of second-hands on sale.
B. A. Swenson, 522 Broad St., Providence, R. I.

NEW YORK

Mt. Vernon Motorcycle and Bicycle Shop
Agents for HARLEY-DAVIDSON Reg. F.A.M.
Opposite Proctor's Theatre, Mt. Vernon, N. Y.
We Fix Everything

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Special Service Department

Motorcycle Tires
Parts and Supplies
Also
BICYCLES and SUPPLIES
WHOLESALERS and JOBBERS
CITY SUPPLY CO.
56 Warren Street New York

NOTICE TO MINNEAPOLIS MOTORCYCLE RIDERS REGARDING REPAIR PARTS
We have taken over the entire stock of repair parts and machines. Prompt attention assured all orders and inquiries—prices right.
H. E. WILCOX MOTOR COMPANY
1039 Marshall St. N. E., Minneapolis, Minn.
Successors to Minneapolis Motor Co.

Rogers SIDECARS
NEW YORK SERVICE STATION
Sidecars and parts in stock for all machines. Special attention to dealers.
IRVING BECK
1491 Fifth Ave. Phone Harlem 7683

CLEAN-UP SALE
All slightly used and rebuilt machines, about 125 on hand, all makes, at unheard of price reductions. A new sheet, full of bargains ready for you. Don't wait longer, don't look any farther—we have what you want at the right price. Write today.
WESTERN SUPPLIES COMPANY
1440-52 Larimer Street Denver, Colo.
Largest Cycle and Motor House in West

Motorcycle Accessories and Supplies
Manufacturers, Agents and Jobbers, Wholesale and Retail. Get Our Catalogue Before Buying Your Supplies.
Dealers, Attention! Send For Our Catalogue and Dealers' Price List.
HARLEY-DAVIDSON SALES CO.
533 W. 110th St., Near Broadway, N. Y.

BARGAINS IN USED MOTORCYCLES
Write for our revised list of used motorcycles of all makes and models, including the Harley-Davidson, Reading-Standard, Merkel, Thor, Indian, Yale, Shickel, Pope and De Luxe. Literature furnished on request.
The Place of Satisfaction.
MUELLER CYCLE AND SUPPLY CO.
Oldest and largest dealers in the northwest.
726 National Ave. Milwaukee, Wis.

Priceless qualifications, service, promptness and efficiency. Eventually all motorists will demand these. We are meeting their demands now. We can do the same for you.
HAESE & COMPANY ELECTRICAL SERVICE STATION
Punxsutawney - - - Pa.

Are You Looking for Bargains in Second-hand Motorcycles?
Read all the advertisements listed in the classified section of Motor Cycle Illustrated directly below.

Classified Advertisements

ONE INSERTION THREE CENTS A WORD; MINIMUM 50c.

MORE THAN ONCE TWO CENTS A WORD PER ISSUE

FOR SALE

1915 TWO-SPEED THOR demonstrator in perfect condition. A bargain at $150 cash. H. A. Denbroeder, So. Braintree, Mass.

EMBLEM 1915 two-speed, 67 cubic inches, ridden 400 miles, must sacrifice; $165; guaranteed like new. J. Dieterich, 224 Patchen Ave., Brooklyn, N. Y.

WRITE for list of used motorcycle bargains. Little Falls Motorcycle Co., Little Falls, N. Y.

ONE HUNDRED PAIR Presto tank bands for . D. Luggage Carrier. These are nickeled white.)c. per pair while they last. Perfection Side eat Co., 312 Catherine St., Utica, N. Y.

FOR SALE.—Regular Indian lighting outfit, inding head and tail lights, battery, horn, switch d cable. Battery just factory overhauled. Conion guaranteed. Make an offer. Nelson Porter, ownsville, Penna.

IF you want an Excelsior, then buy this one—6 Excelsior, $225 model. Ridden 50 miles; ded for Powerplus Indian and for sale for $175. dfield-Swenson Co., New Britain, Conn.

REAL BARGAIN—1915 Indian two-speed, r slightly used. Looks like new. This maie is in first-class condition and can make iles per hour. Will sell for $195. Will ship where on a $25 deposit. Write today if you n business. Address Lock Box 792, Crystal , Mich.

)R SALE—One bicycle motor, 1½ horsepower, st new; $15. Walter Beare, Ellis Grove, Ill.

DIANS 1914, electrically equipped, used less 3,000 miles—$140; 1915 new machines used for nstrating, $165, insured for $200 to May 1, will ship either machine via express upon pt of $25 to pay delivery charges, or send ped envelope for further details. Otto W. e, Box 212, Baldwin, L. I.

FOR SALE OR EXCHANGE—One Remington No. 6 typewriter, never used, same as new; same keyboard as No. 4 Underwood. Would trade for motorcycle. B. A., care of MOTOR CYCLE ILLUSTRATED.

FOR SALE—1914 Harley-Davidson, two-speed, and Rogers sidecar; new tire on rear; other two nearly new; motor in A-1 shape; new chains; $25 down, balance C. O. D. S. R. Milbrandt, Alma Center, Wis.

HELP WANTED

WANTED.—Several experienced salesmen to travel for well-known motorcycle manufacturer. Only those that have had experience with the motorcycle or bicycle trade need apply. Give age, experience, references, and salary expected. Box 10, MOTORCYCLE ILLUSTRATED.

WANTED—Demonstrator and salesman for Indian motorcycle. One who can deliver the goods. I have an exceptionally good territory and can make a very interesting proposition to the right party. Frank P. Gravatt, 2522 Atlantic Ave., Atlantic City, N. J.

TRAVELING SALESMAN to call on motorcycle repair shops, dealers and jobbers with line of motorcycle repair parts and accessories. Unlimited territory. New York men preferred. Address C. M., care of Motor Cycle Illustrated.

POSITIONS WANTED

WANTED—Position as bicycle and motorcycle repairman; guns and typewriters. No booze or tobacco. Best references. A hard, willing worker. Write or wire at once. J. D. Winstead, General Delivery, Rocky Mount, N. C.

BUSINESS OPPORTUNITIES

A MOTOR CAR DEALER wants the sole agency for Denmark in motorcycles c. 2½—3½—5 h.p., from a first class manufacturing house. Please address to "M. T. 353," care of Wolffs Box, Copenhagen K, Denmark.

MISCELLANEOUS

SPEED SECRETS. Have the fastest motorcycle in your town. Our new book will give you the REAL DOPE. A book strictly on getting efficiency and speed out of the motorcycle, for rider, dealer and repairman. One dollar. Speed Secrets, Box 1051, Denver, Colo.

IT IS NICE to know where to procure parts for your machine immediately. Parts are our specialty. "Flying Merkel," "Thor," "Indian," "Pierce," "Curtis," F. N., M. M., R. S., N. S. U. Always 25 or more used machines on hand, $25 up. The M. M. Sales Co., 1777 Broadway, New York, Room 450.

WANTED—One sidecar to fit Harley-Davidson motorcycle, must be in good condition, and color to match machine, also reasonable in price. Wind splitter preferred. L. T. Lorz, Harvey, N. Dak.

DYKE'S MOTOR MANUAL ON MOTORCYCLES, marine and stationary engines. The most complete simplified book published, $2.00. Send for interesting descriptive circular to A. L. Dyke (Pioneer) Publisher, Box 98-M Roe Bldg., St. Louis, Mo.

HARLEY-DAVIDSON, Indian, Excelsior, Thor and Merkel cylinders reground and fitted with our lightweight pistons and rings, $4.50; with leakless piston rings, $6. Bakeman Motor & Supply Co., St. Cloud, Minn.

CYLINDERS REBORED, Motors overhauled, Frame and Fork straightening, enameling. All broken cast, aluminum and steel parts perfectly welded. Try our new leakless piston rings and light weight pistons fitted like factory work. All work absolutely guaranteed. Prices right. A. E. Bakeman Motor & Supply Co., St. Cloud, Minn.

WANTED.—Metal body sidecar in good, serviceable condition; must be cheap. Horace True, Clinton, Maine.

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"The Best Buy I Ever Made"

There's no thought of a long, nerve-racked ride through the darkness—no dreaded anticipation of the night ride home, when you are safe-guarded from the dangers of the road by the

REMY

Motorcycle Lighting-Ignition System

With a strong flood of white, intense light stretching far ahead in your path you can ride in comfort—and reach home on scheduled time. Remy light never fails—Remy ignition never falters — the Remy system is trouble proof. Battery can't spill, wiring is protected. Thousands of motorcycle riders endorse the Remy System. Ask your nearest Harley-Davidson dealer for a demonstration.

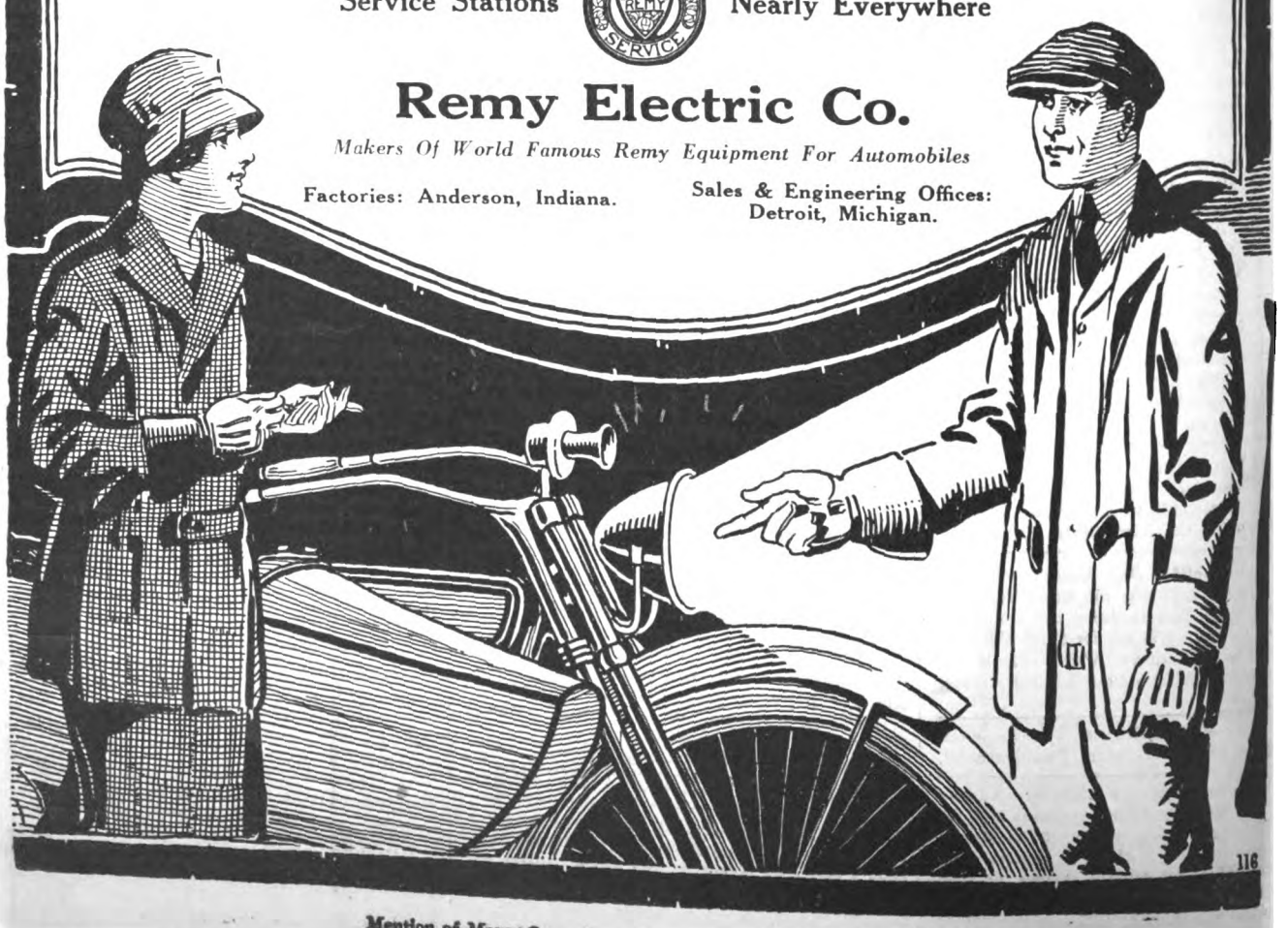
Service Stations CONSTANT REMY SERVICE **Nearly Everywhere**

Remy Electric Co.

Makers Of World Famous Remy Equipment For Automobiles

Factories: Anderson, Indiana.

Sales & Engineering Offices: Detroit, Michigan.



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Mention of MOTOR CYCLE ILLUSTRATED is always appreciated by advertisers.

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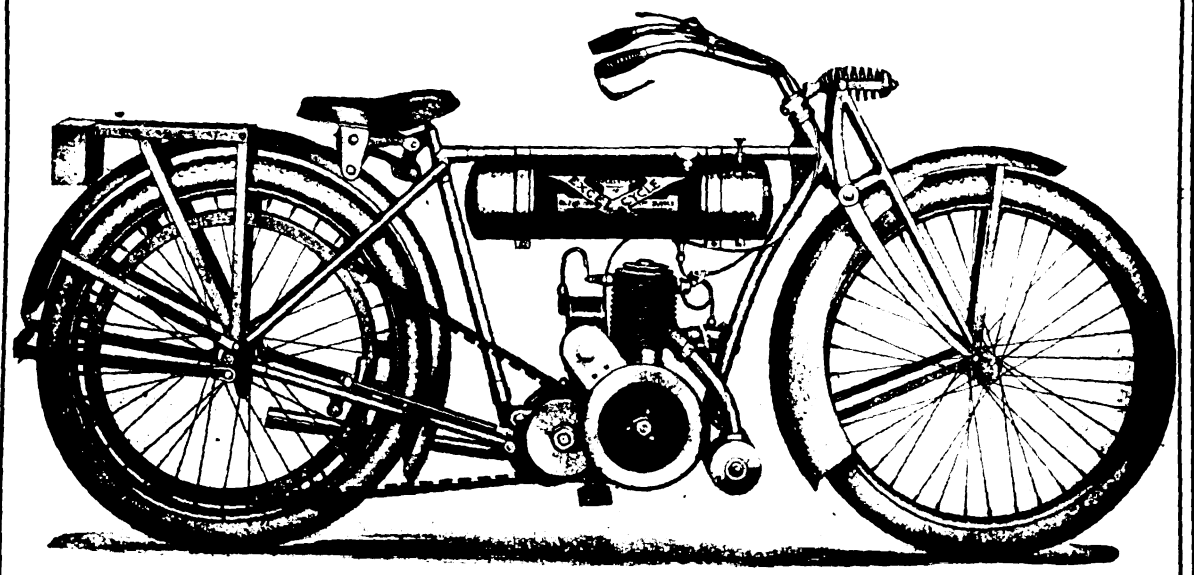
EXCELSIOR LIGHTWEIGHT

The First and Only Lightweight to Climb Mt. Hamilton



On March 12th, the San Francisco, Oakland and San Jose Motorcycle Clubs held a joint run from San Jose to the Lick observatory on the summit of Mount Hamilton.

E. D. Stevens showed his nerve and confidence by entering the run on an EXCELSIOR LIGHTWEIGHT and not only made the complete trip but was the first one to arrive at the top.

The distance from San Jose to the observatory is 26 miles, with a rise of 4,250 feet, with over 500 sharp turns, many of the hairpin variety.

Mr. Stevens' time was 1 hour and 57 minutes, only 12 minutes greater than the average time of the big three speed twins.

Motorcycling, in their story of the run, comments on the performance of the Lightweight as follows:

On the tip top point of the mountain, with engine still warm and with a happy, smiling rider standing very near by was the surprise of the day, a little 135-pound Excelsior Lightweight, and standing alongside was its 175-pound rider, the first motorcycle to arrive at the top. This rider had left San Jose at 6:58 a. m. and had arrived at the top at 8:55 a. m., 1 hour 57 minutes on the way. The average time of the heavy machines was noted as being 1 hour 45 minutes.

Some of the heavier machine riders wished to be shown that the little baby could actually climb, so the little machine went down the road, turned in the steep grade and again came to the top, engine roaring and making the very top of the mountain, using the high gear, the low being used only for starting purposes and for some of the hairpin turns.

This Lightweight is an EXCELSIOR and therefore ALWAYS MAKES GOOD

Excelsior Motor Mfg. & Supply Company

Office and Factory: 3703 Cortland Street, Chicago

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REACHING OUT FOR MORE SALES

If the name "Smith Motor Wheel" is not on the flywheel of your motor, it is not a Smith Motor.

In certain localities we have not as yet appointed representatives. We invite correspondence with established dealers.

AGGRESSIVE SMITH MOTOR WHEEL dealers are discovering new ways every day for bettering their sales' record. Our advertising in these pages from time to time will take the form of fisherman's gossip. When we find a new "bait" or a new "hook" that has proved successful, we intend to pass the good word along.

For example—one of our men in Illinois does business in a small college town. He saw no reason why the students and instructors should not be logical customers. He worked hard and secured a young man of the school to try out the Motor Wheel Way.

Result—the new bicycle device proved so attractive and fascinating that the Motor Wheel fever spread like an epidemic. His orders have been jumping ahead steadily ever since. The first wheel he introduced into the college community proved the lure. Others followed quickly and his first rider was the best asset he could have worked for in the whole town.

This is one instance of how the SMITH MOTOR WHEEL will advertise itself and bring new customers.

Remember, the SMITH MOTOR WHEEL appeals to everyone because of its simplicity, ready attachment to any bicycle—and, you know, bicycling is becoming more popular every day. Many SMITH WHEEL purchasers will also want new bicycles, tires and accessories.

The opening season of 1916 is starting off with a blaze of new sales—more than we ever expected.

Let us hear from you—perhaps we may have a suggestion that will help boost your business.

Motor Wheel Division—A. O. SMITH COMPANY, Milwaukee, Wisconsin
World's Largest Manufacturers of Automobile Parts

Smith Motor Wheel
DETACHABLE

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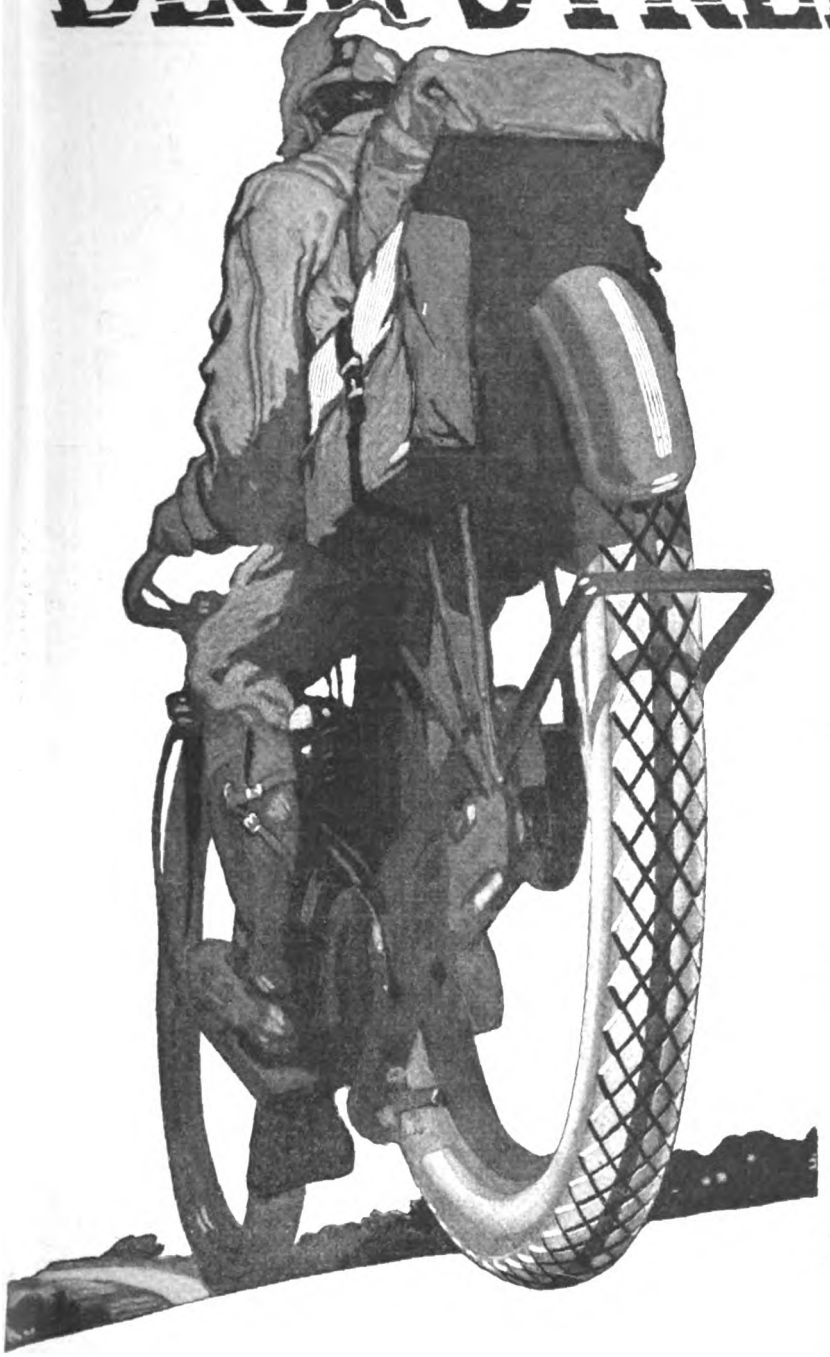
BLUE STREAKS



A Balance In Your Favor

Do you think the motorcycle manufacturer does not know which tire gives the best service and which way the wind of popular approval is blowing?

Three out of every four new motorcycles manufactured this year will carry Blue Streak tires.

This is a pretty strong preference for Blue Streaks. But these tires won their way to this extraordinary position because of their actual performance.

When you know that they are the choice of the majority of riders and every leading motorcycle manufacturer, think how much harder it is to sell any other tire.

Don't retard longer the growth of your tire sales and the satisfaction of your customers.

Write us today in order that we may send you our complete plan for cashing in to the greatest possible extent on Blue Streak popularity.

GOODYEAR
AKRON
Motorcycle Tires

The Goodyear Tire & Rubber Co.
AKRON, OHIO

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"21,450 Miles on a Front Wheel"

That is the record of one United States Motorcycle Tire. "I rode it through sand, mud, gravel, crushed stone and fields, in rain and snow, as well as clear weather."

Here is one more "proof example" of the service United States Motorcycle Tires are giving constantly, day in, day out, to thousands of users. Next time you need a tire—buy a United States 'Chain' Tread, and you too will probably get "far more than the mileage guarantee."

United States Tire Company

'Chain' 'Nobby' 'Studded' 'Corrugated'

MOTORCYCLE TIRES

UNITED STATES RUBBER COMPANY
US
RUBBER SYSTEM
AND ASSOCIATED COMPANIES

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MOTORCYCLE ILLUSTRATED

WITH WHICH IS NOW INCORPORATED

The Bicycling World

Published Every Thursday by

THE MOTORCYCLE PUBLISHING CO.

13 PARK ROW

NEW YORK

Volume Eleven | March 30, 1916 | Number Twelve

JANUARY MOTORCYCLE EXPORTS HEAVY

Figures Just Compiled Show Increase of More Than 100 Per Cent. Over Same Month in 1915; Seven-Months Period Shows Jump of More Than 350 Per Cent.; Shipments of Bicycles and Parts Reach Value of $55,581 for Premier Month of This Year

NEW YORK, Mar. 28.—Foreign trade statistics for January, just compiled by the Bureau of Foreign and Domestic Commerce, reflect, as have the figures for the past year, the healthy state of our ever increasing export trade in both motorcycles and bicycles. During January of the present year, for instance, the figures show that we exported 917 motorcycles as against 424 for the same month of 1915, which represents a percentage increase of better than 100. The valuation of the shipments during January just past was $173,409 as against $71,839, the valuation of the exports for the premier month of 1915, the percentage increase being in the neighborhood of 110. The average valuation of the machines shipped during January just past shows an increase of $20 a machine over those exported during January, 1915, the figures standing at $169 and $189 for the respective periods.

Records for Seven-Months' Period

However impressive these figures may seem, those dealing with the exports of motorcycles during the seven months ending with January, 1916, as contrasted with the exports for a like period ending with January, 1915, are even more so. Some 9,068 machines were shipped during the period terminating with the January just past, as against 1,964 for the same period a year ago, the increase reaching better than 350 per cent. The valuation of the shipments for the seven months terminating with January, 1916, was $1,795,405, as against $364,219 for the shipments of a like period a year ago.

Shipments of bicycles and parts during the month of January, 1916, also exhibit a healthy increase in value, being 100 per cent. better than during the corresponding month of 1915. The valuation of the shipments during last January is put down at $55,581, as against $21,057 for January of the year previous. During the seven months terminating with January, 1916, bicycles and parts to the value of $42,492 were shipped "across the pond," while during the same period ending with the premier month of 1915 the valuation of such shipments was only $208,656, representing an increase of better than 110 per cent.

To Insular Possessions

The figures relating to shipments of motorcycles, bicycles, and parts to our insular possessions held much of interest. During January of 1915, for instance, we shipped two-wheelers and parts to the value of $2,593 to Hawaii; during the same month of 1916 the valuation of such shipments totaled $9,035. During the seven-month period ending with January, 1915, the valuation of such shipments was $35,158, while during the period ending with the present year they aggregated $55,762. The shipments to Porto Rico, however, exhibit a marked decrease, both for the single month of January, as contrasted with the same month of 1915, and for the seven-month period. During January just past Porto Rico took two-wheelers to the value of only $998, as against $1,809 for the year previous, while during the seven-month period ending with January just past the shipments were valued at $15,560, as against $18,320 for the like period ending with January, 1915.

The statistics for the Philippine Island shipments are contradictory in character. Thus, during January, 1915, the total valuation of the shipments of two-wheelers was $2,315, while during the premier month of this year they were only $1,100, showing a decrease of 50 per cent. For the seven-month period, on the other hand, the figures show an increase of nearly 75 per cent, totaling $20,426, for shipments made during the period ending with January, 1915, as against $34,767 for the period ending with January just past.

European Production Low

If any further proof than the jump in our export figures were needed to demonstrate utter stagnation of European two-wheeler industries, the figures dealing with our imports from the European countries supply it. During January, 1915, we imported motorcycles, bicycles, and parts to the value of $7,117. During January just past the valuation had decreased to $4,722. During the seven-month period ending with January, 1915, the valuation of such imports was $63,911, but the valuation of the shipments during the like period ending January, 1916, had dwindled to $17,561. These figures tell their own story.

VAN CLEEF WILL BUILD PLANT ADDITION

CHICAGO, Ill., Mar. 28.—Van Cleef Brothers are riding right on the tiptop of the prosperity wave that is sweeping the country. Last week they announced that their books show an increase in business of 150 per cent., since the first of the present year, over the same period for 1915. Orders continue to come in at a record pace, but these are being filled promptly, for the Van Cleef brothers looked ahead, saw the big demand for their goods, and stocked not only their present plant, but also a large warehouse nearby. They are now contemplating the building of an addition.

FIGHT FIRESTONE FIRE FOR THREE HOURS

AKRON, Ohio.—A blaze which broke out in a storage room of the Firestone Tire & Rubber Co. on the night of March 20 threatened for a time to do heavy damage and brought out six fire companies. Fireproof construction and active work on the part of the fire department, aided by employes of the company, confined the fire to the building where it started. Burning rubber and chemicals made the work of the force difficult, but the blaze was subdued, at the end of three hours, with a loss of only about $5,000.

The conflagration has in no way interfered with Firestone shipments.

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TELLS OF MOTORCYCLE DISPATCH WORK IN FRANCE

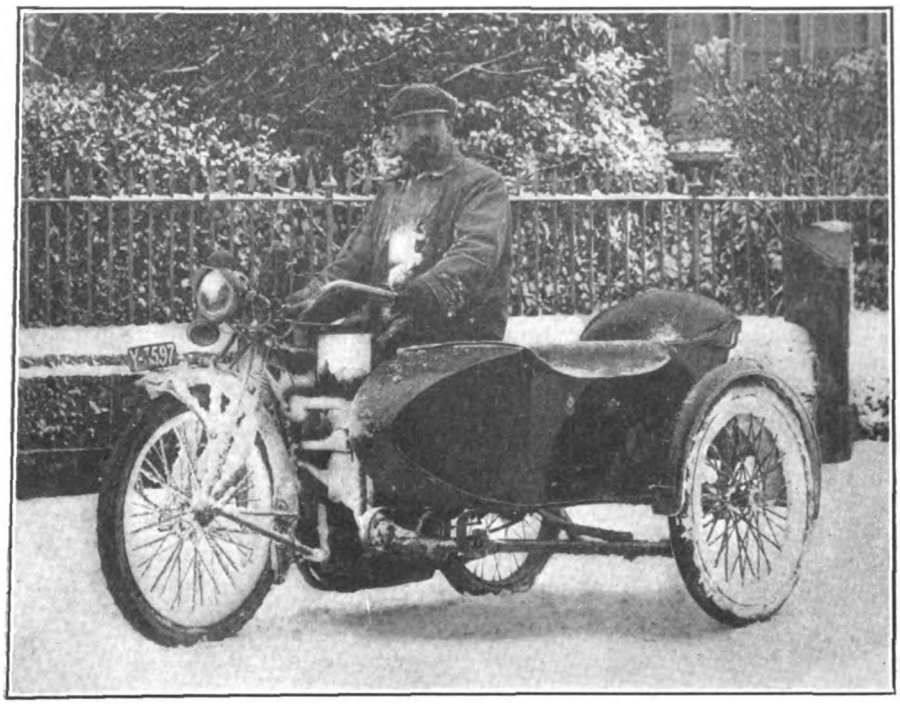
Canadian Rider Just Back from the Inferno of the Western Battlefront Says Motor Two-Wheelers Show Well in Fighting and Also in Less Spectacular Service

TORONTO, Ontario.—One of the Canadian soldiers who was recently shipped back to the Dominion after doing his bit for the country was Corporal E. R. Lewis, 836 Yonge St., Toronto. Corporal Lewis was originally a member of the Sifton Motor Machine Gun Battery which was made up of many armored automobiles. The officers and men of this battery soon became separated from their fine equipment, according to Corporal Lewis, and the armor-plated cars are probably now being used for transporting supplies of various kinds in the war zone. The machine gunners were taken from the autos and were placed on motorcycles as soon as they reached the front, and with the motorcycles and sidecars they were able to render considerable service, particularly at crises.

"There was absolutely no use for fighting cars at the front," declared Corporal Lewis, in conversation with a representative of **Motor Cycle Illustrated.** "Many soldiers who had never ridden a machine before were placed on motorcycles, however, and the two-wheelers have made good. The motorcycles have shown up well in both fighting and dispatch work, because of the ease in which they can be manipulated on roads cut up by big shells or by entrenchments which run in every direction and through everything. Motorcycles would become still more ideal for fighting if only some means could be devised to protect the rider. In the case of motorcycles which have sidecars on which machine guns are mounted, the man on the sidecar is protected by a shield, but the rider sits there without any cover. If the rider is shot, the motorcycle outfit either runs away and is wrecked or the operator of the machine gun has to jump over to the motorcycle. Some very daring attacks have been pulled off by motorcyclists. Not long ago a number of motorcyclists with Scott machines dashed right up to the firing line, in full view of the enemy, and started to blaze away at the foe."

Corporal Lewis was compelled to return home because of the manner in which he was shook up through tumbles into unseen shell holes. Riding into these craters at dead of night forms a sensational diversion to mere dodging of bullets.

UNUSUAL SIDECAR PHOTO FROM BRITAIN



Snowstorms Are Rare in England, Hence Such Pictures Are Hard to Get. The Rider Is A. C. Coles, of Bridgewater, Who Sends the Photograph

DAYTON CATALOG DESCRIBES EIGHT MODELS

ALL eight of the Dayton motorcycle models are effectively pictured and described in the 1916 catalog issued by the Davis Sewing Machine Company, of Dayton, O. The various models are colored in Dayton red, while the various gearsets and other components are in half-tone. The various details, such as the dual clutch control, dry disc clutch and double brake are briefly but thoroughly described.

PREST-O-LITE GETS DAMAGES IN REFILLING SUIT

INDIANAPOLIS, Ind.—The Prest-O-Lite Company has been awarded damages to the extent of $286.75 from the Cut Price Auto Supply Company, of Boston, Mass., for illegally filling and selling Prest-O-Lite tanks with Searchlight gas, marketed by the Searchlight Gas Company, of Chicago, Ill. Other dealers have been restrained by permanent court injunctions from filling Prest-O-Lite tanks, among them being John G. Honecker, Mutual Auto Supply Co., and the Windermere-Euclid Garage Co., all of Cleveland, O.

FISK HAS WELFARE DEPARTMENT FOR EMPLOYEES

CHICOPEE FALLS, Mass.—The Fisk Rubber Company has started a Department of Industrial Relations, under the supervision of Dr. W. H. Coon, formerly of the Massachusetts Health Department. This department will have charge of the welfare of all Fisk employees, in particular as regards safety and health. The scope will be very broad.

The company has provided free health insurance and free life insurance for its workers, also. The life insurance starts at $500 at the end of the first year of employment and rises by $100 a year until a maximum of $1,000 is reached.

U. S. RUBBER OFFICERS ARE RE-ELECTED FOR 1916

NEW YORK, March 24.—Officers of the United States Rubber Company, of this city, were re-elected yesterday at a meeting of the board of directors. The officers are: Samuel P. Colt, president; James B. Ford and Lester Leland, vice-presidents; Homer E. Sawyer, vice-president in charge of footwear department; Elisha Williams, vice-president in charge of mechanical department; Raymond B. Price, vice-president in charge of development department; James Newton Gunn, assistant to president; W. G. Parsons, treasurer; E. J. Hathorne, assistant treasurer; Samuel Norris, secretary, and John D. Carberry, assistant secretary.

On March 22, the stockholders held their annual meeting at New Brunswick, N. J., when the 17 members of the board were re-elected, and a new member, Edgar B. Davis, was elected.

SHOWING ROGERS SIDECARS FOR STANDARD MACHINES

ROGERS sidecars as adapted to various standard makes of machine are described in a series of attractive circulars just issued by the Rogers Manufacturing Company, of 337 West Madison street, Chicago, Ill. At the head of the series is a general circular, of four pages like the others, with a picturesque scene for a front cover. In this circular, the general details of Rogers products are described and illustrated.

The other circulars of the series show the Rogers sidecar with connections to fit Excelsior, Indian, Harley-Davidson and machines, each one having a view showing the Rogers attached to that particular mount on the cover. It is planned to issue circulars descriptive of the Rogers for use with other machines in the near future.

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CLEVELAND WILL HAVE MOTORCYCLE WEEK

Association Is Formed at Luncheon Given to Dealers by S. A. Falor, of the Goodyear Company—First Move in 100,000 Motorcycles Campaign

CLEVELAND, O., March 28.—S. A. Falor, of the Goodyear Tire & Rubber Company, gave a luncheon to the motorcycle dealers of this city on Friday, March 24, in the interest of Motorcycle Week, which is to be observed in this city by all of the local agents during probably the last week in April.

Among the men at the luncheon, in addition to Mr. Falor, were H. S. Quine, E. R. Stilwell, W. J. Cameron, all of the Goodyear Tire & Rubber Company; Charles F. Olin, of the New Departure Manufacturing Company; reporters from the Cleveland Plain Dealer and the Press and all but one of the Cleveland cycle dealers.

"The object of the luncheon," said Mr. Cameron to a representative of **Motor Cycle Illustrated,** "was to help the dealers of Cleveland in a co-operative organization movement to further the plans of motorcycle week, which is to be celebrated with a huge motorcycle parade and will secure such publicity for the dealers as will arouse widespread interest in the motorcycle and will bring returns to dealers in the form of dollars and cents. In a word, the luncheon was the first definite movement toward the boosting of the 100,000 motorcycles campaign. We look for many other such movements to follow closely upon the heels of this one."

Olin Stirs Up Enthusiasm

Mr. Quine spoke briefly about the wonderful prospects of the 1,000,000 bicycles campaign, and he was followed by Mr. Olin, who gave a very instructive talk on the value of co-operation. He had all the dealers present so enthusiastic that they formed an association and elected L. J. Mueller president and William Lister secretary. They also appointed committees to lay plans for motorcycle week.

PROGRAM FOR AUGUSTA RIDERS APRIL 14

AUGUSTA, Ga., March 27.—The Augusta Racing Association announces that it will hold two motorcycle races at the Fair Grounds track April 14, at 10.30 a. m.

The first event will be at five miles, for professionals, with $25 as the first prize. The second race will be at 25 miles, and the prizes will be $100, $50 and $25. This event, like the first, will be for pro. riders. Entries will be received till noon on Friday, April 7. The entry fee is $2, and the post entries will cost $4.

Communications should be addressed to the Augusta Racing Association, Box 751, Augusta, Ga.

Just before the races a motorcycle parade will be held and prizes wil be awarded for neat riders, for the fastest get-away in 30 feet for three-speed mounts, for the best decorated machine, and for the oldest machine in line.

AGENTS SIGN UP FOR MIAMI POWER BICYCLE.

MIDDLETOWN, O.—Among the recent agents who have signed up to represent the Miami Power Bicycle for 1916 in Pennsylvania are James Mayo, of Reading, and W. P. Swartz, of York. R. B. Gardner has signed up for Mansfield, O., while F. C. Scott will handle the bike in Tiffin, in the same State. In Evansville and Terre Haute, Ind., the Miami product will be represented by the Koch Outfitting Company and Reinhard Brothers respectively.

The Hall-Williams Company will sell Power Bicycles in Minneapolis, Minn., and Charles J. Farthing will do the same for Effingham, Ill. E. F. Chase has taken the agency for Coffeyville, Kan., the Remillard Brothers for Sturgeon Bay, Wis., T. B. Burke for Lexington, Ky., and Powell Brothers for Grand Island, Neb.

TRIANGLE CLUB ORGANIZES IN PATERSON

PATERSON, N. J.—Riders who for the past two seasons have met at the store of Walter Babb, local Pope agent, have organized the Triangle M. C. The headquarters will be in the Federal Building, at 365 Market street.

The following officers were elected for the 1916 season: Joseph Dabaghian, president; Charles Semin, vice - president; Horace De Grasse, secretary, and John H. Cook, treasurer. Arrangements have been made to hold club runs on the second and fourth Sundays of each month, beginning May 14.

WHEELING M. C. IS THRIVING

WHEELING, W. Va.—The Wheeling M. C. had a most successful meeting on March 21 with a record attendance. Earl Braunlich, Harley-Davidson representative, made an address on the benefits of F. A. M. membership, while President L. Bier made a detailed report on road conditions and urged the members to get out and ride.

BUSY TIMES AHEAD FOR SAVANNAH CLUB

Five Features Were Placed on the Club's Program at the Last Meeting and a Membership Boom Is Expected to Result From the Activity

SAVANNAH, Ga., March 27.—At its meeting last Tuesday night the Savannah M. C. lined up an interesting string of events for the near future.

The first outing is scheduled for next Tuesday night when the riders will meet at the clubrooms, ride to the outskirts of the city and then return to the clubrooms, where the entertainment committee will have a spread ready.

Big Field Day April 2

On Sunday, April 2, will be held the field day which was postponed from Washington's Birthday. The program will be staged at the German Club. Events of all kinds are being arranged, and one of the largest gatherings of riders this vicinity has known is expected.

Then will come the Memorial Day races for the benefit of Motorcycle Policeman McGinley. The club will run about four races. The riders have donated their services, as have the dealers here who will enter machines. Besides this, the club has bought 200 tickets. A crowd of not less than 3,000 is looked for.

The night of May 31 the club will hold its fourth annual ball.

By way of observing the last day for "near-beer" and other exhilarating drinks the club will hold a wine festival at the clubrooms. This affair is slated for April 29. Prohibition hits Georgia on the last day of April.

FORECASTING SUMMER'S JOYS TO COME

The Sturdy Dayton Twin, the Fair Passenger and the Field Flowers Form a Most Attractive Combination—All of 'Em Daisies

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INDIAN DAY FOR CANADIAN DEALERS APRIL 1

Manager Buffum of Dominion Factory Branch Has Lined Up Every Indian Dealer in Canada for Special Sales Campaign and Appropriate Window Displays

TORONTO, Ontario.—Indian motorcycle dealers of Canada will celebrate Saturday, April 1, as Indian Day, according to an announcement by Edward Buffum, manager of the Canadian branch factory of the Hendee Manufacturing Co. Arrangements have been made for a special demonstration in the store of every Indian agent in the country. Store fronts will be decorated, the various models will be attractively exhibited and souvenirs will be distributed. It will be like one vast motorcycle show all over the Dominion.

The motorcycle business in Toronto continues brisk—increasingly so. One reason advanced for the very satisfactory state of affairs is that the motorcycle trade in this city has become very concentrated and the whole local industry has reached a very high plane. There are absolutely no so-called curbstone agents dabbling in the trade, to the detriment of legitimate storekeepers, and the active dealers are able to conduct their business along stricly legitimate lines.

One trade change is noted this week in the appointment of E. M. Peer to the position of assistant sales manager of the Canada Cycle & Motor Co., Limited, in succession to F. W. Dunn, who now has charge of the purchasing department of the company.

Toronto now has several motor-bobs. One belongs to Joseph Russell, Jr., son of Joseph E. Russell, a local member of Parliament. Russell has rigged up a three-speed Excelsior twin in a fairly large sleigh and has been using the late Winter snow in the country districts to the utmost.

MIAMI FACTORY BUSY ON FLYING MERKELS

Orders For Motorcycles Larger Than for Several Seasons Past—Many Improvements Have Been Effected

MIDDLETOWN, O., March 23.—The Miami Cycle & Mfg. Co., maker of Flying Merkel motorcycles, have been pushing these models very hard since they were first announced for 1916. Orders for Flying Merkel models, in fact, have been larger so far this season than for several years past and the factory has been busy on them. The 1916 models have been meeting with an enthusiastic reception wherever shown.

The Miami factory organization has given the Flying Merkel models great care and thought and has effected a number of improvements as compared with previous models. Thus, in the spring frame, the riding position has been lowered and the plunger barrel reinforced at the bottom to prevent expansion of the metal. The main frame has been heavily reinforced in front with double-D reinforcements. The front forks are now well cleaned before assembling and the crown is carefully fitted so as to give greater resiliency and action.

Pistons Are Redesigned

Priming cups are fitted to the cylinders of the Flying Merkel models for 1916, these permitting the gasoline to be injected directly into the center of the combustion chamber. The pistons have been redesigned with the walls strengthened by means of a reinforcement permitting of more perfect grinding. The cam governing the inlet valves has been changed to give a greater lift, thus increasing the power.

The inlet valve cages have been redesigned and the method of opening the valves changed. They are now constructed with separate tappet-pins, eliminating side motion. The inlet valves are fitted with stiffer springs than those fitted in 1915, giving a quicker closure and increasing power. The flywheels are lighter in weight and are perfectly balanced, increasing the flexibility of the motor.

1916 Oiling System

The oiling system consists of the drip-feed oiler, so arranged that it can be easily understood by a novice. The oil window is in the crankcase instead of the outside gauge. The crankcase lugs have been made heavier and the metal of the case around the lugs has been reinforced. The segment on the kick-starter has been changed so as to give the motor an additional revolution per kick. The surfaces of contact in the starter are now hardened sufficiently to prevent wear.

In the planetary two-speed gear, the spring pressure on the clutch has been increased, doing away with slipping on both high and low speeds. The muffler has been changed to give greater road clearance and the cut-out has a larger opening and a new spring shutter, to relieve back pressure. The handlebars are fitted with a brace and the front mudguards have a neat drop side to give the greatest possible protection.

The tire equipment on Flying Merkel motorcycles for 1916 is 28 x 3 inch Goodyear Blue Streak, or Firestone of U. S.

PREST-O-LITE ADDITION IS NEARLY COMPLETED

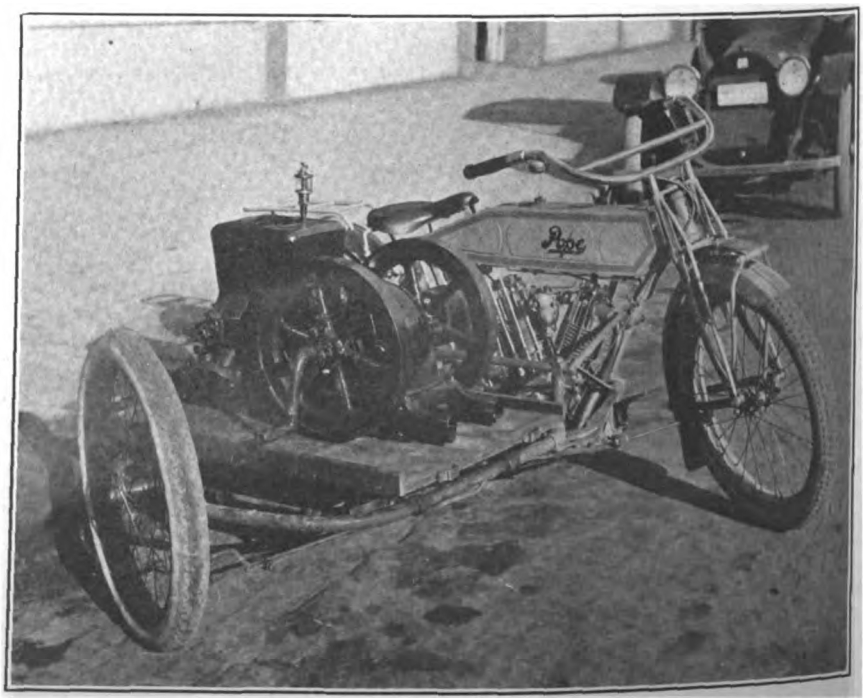
INDIANAPOLIS, Ind.—The large addition to the main plant of the Prest-O-Lite Co. is practically completed. The building is 40 x100 feet, one story in height and adds 40,000 square feet. It is of reinforced concrete, and will be used to increase the firm's production of storage battery.

The new building will enable the Prest-O-Lite firm to increase its output from 400 to 1,200 batteries a day when completed.

TO HANDLE NEW DEPARTURE BEARINGS IN N. Y.

NEW YORK, March 24.—Sales and service on New Departure ball-bearings in the metropolitan district are now handled by the New Departure Ball Bearing Co., Inc. This firm has been incorporated by George T. Gwilliam and Mark R. Gwilliam, with a capitalization of $10,000, and headquarters at 253 West 58th St. The Gwilliams were the Gwilliam Co., ball-bearing agents.

HOW POPE HELPS TO DEMONSTRATE INDUSTRIAL ENGINE



Sidecar Rig Carrying Fairbanks-Morse Plant Used by C. R. Kettle, of Los Angeles, Cal. Motor Is Hitched to Farm Machinery Without Removing From Platform

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PRIZE-WINNERS ANNOUNCED IN PHOTO CONTEST

DAYTON, Ohio, March 28.—Announcement is made by the David Sewing Machine Co. that the prize-winners in the photo contest which closed recently were as follows: First prize ($5), John C. Hill of Los Angeles, Cal.; second prize ($3), J. L. Moritz of Cleveland, Ohio; third prize ($2), Miss Marie F. Hinchy of New York city.

The object of the contest was to bring in a collection of striking photographs showing Dayton motorcycles and bicycles in action, and the company's publicity department was somewhat surprised by the great variety of uses to which the Dayton products are put, as well as pleased by the general picturesqueness of the contributions.

WILL PROHIBIT RACERS CHANGING MOUNTS

CHICAGO, Ill., March 27.—A majority vote of the F. A. M. Competition Committee has been cast in favor of the following amendment to the competition rules:

"That article 7, section 1, of the Competition rules be revised by inserting the words 'or professional' after the word 'amateur' in line five of the section, and by striking out all words of the section following the word 'program' in line seven."

This revision eliminates the possibility of a change of machines by professionals during a meet or an event, considerable dissention having resulted over this point last year.

MASON CITY RIDERS FORM MOTORCYCLE CLUB

MASON CITY, Iowa.—Riders of this city recently met at the Harley-Davidson agency of S. J. Snyder to discuss plans for a motorcycle club here. All were very enthusiastic over the proposition and a set of officers was named during the meeting. These are: Frederick Bootz, president; L. J. Berry, vice-president; S. J. Snyder, secretary and treasurer, and M. M. Ward, road captain. The club is planning to hold a number of runs in the future and Messrs. Bootz, Indian agent, and Snyder, are co-operating to make the organization a strong one.

WORK IS PROGRESSING ON CINCINNATI SPEEDWAY

CINCINNATI, Ohio.—Any lingering suspicion that the Cincinnati Speedway Co. might be one of those concerns which make a lot of noise and then do nothing may speedily be dissipated by a visit to the site of the track on the Sharon Pike. A considerable amount of work has already been done and $40,000 has been paid by the company for the necessary ground. Bids will be received within a few weeks, as plans and specifications are now virtually complete, and it is estimated that the track and stands can be made ready in ample time for use on Labor Day, on which occasion it will be opened with a speedfest of large proportions. Several crack riders have already signed entry blanks.

WHEN HIGHWAYS ARE SMOOTH AND THE SUN IS BRIGHT

Smiling Reading-Standard Devotee Enjoying Life in San Francisco Park During Recent Fine Weather. Photo Sent by Motorcycle Sales Company, Local R-S Distributors

SILVEX CO. REFUSES MAIL ORDER BUSINESS

Takes Determined Stand Against Cut-Rate Houses; Bethlehem Spark Plug Dealers and Jobbers Appreciate Co-operation

NEW YORK, N. Y., Mar. 29.—The Silvex Co., maker of the Bethlehem Five Point spark plug, is taking a determined stand in its efforts to protest its dealers and jobbers from the unfair competition of cut-rate and mail order houses. It is consistently refusing to accept any orders from concerns that make it a practice to retail under list prices.

"It is costing us something to adopt this policy," said General Manager E. H. Schwab of the Silvex Co. recently, "because we are refusing to accept orders from cut-rate and mail order houses for thousands of Bethlehem Five Point spark plugs.

"But we are cheerfully making this sacrifice, because, aside from the standpoint of fairness to our jobbers and dealers, we believe it to be good business to adopt this policy. We know that by giving the legitimate jobber and dealer full support we will in return secure their co-operation, and that the loss sustained through non-acceptance of orders from cut-rate and mail-order houses for the Bethlehem Five Point spark plug will be more than made up by the increased business that our jobbers and dealers will do."

That dealers and jobbers keenly appreciate the stand taken by the Silvex Co. is evidenced by the letters which they are sending to Mr. Schwab. One of the biggest jobbers in the country wrote: "We certainly think that you are doing the right thing when you take your present position, as the practice in vogue at present among cut-rate houses will destroy legitimate accessory business." Another jobber stated: "We certainly appreciate your stand . . . we will use our best efforts to see that your prices are maintained in our territory, and are to-day insisting that our salesman push the sale of Bethlehem plugs more than ever before."

INGALLS IN METROPOLIS

Warren M. Ingalls, of the Eclipse Machine Company, Elmira, N. Y., is in New York City visiting the trade about the new Eclipse locking hubs. He reports a big demand for these products throughout New England.

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CRISTMAN BILL BECOMES EFFECTIVE APRIL 1

Governor Whitman's Signature on Measure Providing for $2.50 State Registration Fee for Motorcyclists Closes Long Fight; Credit Due Those Who Aided in the Campaign

ALBANY, N. Y., March 23.—Shortly before noon today Governor Whitman placed his signature on the Cristman Bill, which provides for a registration fee of $2.50 for motorcyclists in New York State, and the measure which has occupied the attention of riders and trade men throughout the State for about two years became a law. The new law goes into effect April 1, but it is stated that a reasonable period will be allowed after that date for motorcyclists to conform to the regulations, in view of the fact that such a short time elapses between the signing of the bill and the date on which it becomes operative.

Information relative to the procedure for obtaining license plates, etc., is given fully elsewhere on this page.

Now that the measure has been finally approved in a form satisfactory to the great majority of motorcyclists in New York State, it is only just to give due credit to Secretary of State Francis M. Hugo, and to his deputy, A. B. Parker, for their liberal views concerning the needs of motorcyclists and their consistent efforts in behalf of reasonable motorcycle legislation. Both the Secretary of State and Mr. Parker have been ready and willing at all times to co-operate with **Motor Cycle Illustrated** and with individuals who have labored for the passage of a satisfactory bill, and it is largely due to Secretary Hugo's decision that a $2.50 registration was a fair one that the lawmakers did not stand out for a $5 fee.

Great credit is also due former State F. A. M. Commissioner J. A. Hall, of Brooklyn, who worked like a Trojan against the unreasonable motorcycle bills which cropped up from time to time in the New York legislature, and who had a great deal to do with the preparation of the measure which was finally adopted. Mr. Hall camped on the trail of the legislators as the special representative of **Motor Cycle Illustrated**, fought day and night for proper consideration of the rights of motorcyclists, and at various times interviewed all the Assemblymen and Senators of consequence in Albany. His service to the motorcyclists of the State was invaluable.

Motor Cycle Illustrated is in receipt of a letter from Secretary Hugo, and another from Deputy Parker, stating that they have felt fully justified in giving this journal their earnest co-operation in the Albany campaign, and that their relations with all those who were working for the passage of the present bill have been most pleasant.

NEW YORKERS ARE APPLYING FOR REGISTRATIONS

NEW YORK, March 27.—Following the signing of the motorcycle law by Governor Whitman, to take effect April 1, the offices of the Secretary of State have been receiving applications for licenses. The New York office, at 74th street and Broadway, will have charge of motorcycle registrations for owners living in New York, Kings, Westchester, Richmond, Nassau, Suffolk, Rockland and Putnam counties. While the law goes into effect on Saturday, April 1, a reasonable time will be given for compliance with its provisions and registration will probably not be in full swing before the middle of April.

The motorcycle plates will be of the same color as the 1916 automobile license plates, but considerably smaller.

EXCELSIOR CYCLE MOVES OFFICE TO NEW PLANT

MICHIGAN CITY, Ind.—The Excelsior Cycle Company, maker of the De Luxe line of motorcycles and bicycles, is now completely moved to this city from Chicago, Ill. The new plant was opened some time back, but the office force stayed in Chicago till March 21 to make all final arrangements. The Chicago office is now closed.

The firm started to make shipments on March 20 from this city. Business has increased greatly in the past three weeks, and repeat orders have been numerous.

DELANO WOULD ALLY MOTORCYCLISTS WITH FLYERS

NEW YORK, March 27.—Col. Mortimer Delano, Corps Commander of the First Aviation Corps, Provisional Volunteers, calls attention to the fact that if the Hay Army Bill is passed the Aviation Corps will become a part of the Federalized National Guard. This expected development is interesting because of Col. Delano's long and earnest advocacy of the power two-wheeler for military service.

It has been Col. Delano's aim to have the motorcyclists of the country allied with the First Aviation Corps, and if this were brought about the Federalization of the Aviation Corps would involve the formal recognition of the motorcyclists by the military authorities.

NEW INDIAN CLUB FORMED IN TRENTON, N. J.

TRENTON, N. J.—The patrons of John Sykes, Jr., local Indian agent, have formed a motorcycle club known as the Indian M. C. There are 25 members so far, most of whom are seasoned riders. It is intended to pull off a good race meet this summer, as well as a number of club and other runs.

President John P. Hooper

The officers are: John P. Hooper, president; E. E. Heates, secretary; John Sykes, Jr., treasurer, and B. Newlyn, road captain. The club will meet at the rooms of John Sykes, Jr., 105 North Broad street.

LAY OUT DIXIE HIGHWAY IN CINCINNATI

CINCINNATI, Ohio.—Harry L. Gordon and George W. Harris, Ohio commissioners of the Dixie Highway Association, have announced the route of the highway in Cincinnati's downtown district. The streets covered take the tourist through the heart of the city and up Gilbert avenue, through Eden Park and over the new bridge. The extent of the interest in the highway here may be gathered from the fact that officers of the Hamilton County Council of the Association confidently expect to have 5,000 members before the year is out. Motorists, dealers, business men and others interested in the success of the great North-and-South highway are expected to furnish this number, if not more, and the united work of such a body, with others along the route organized for the same purpose, can hardly fail to bring about the speedy completion of the project.

POPE PRIZE WINNERS

WESTFIELD, Mass.—The Westfield Manufacturing Company, making Pope products, announces that the February first prize of $100 in gold for the greatest increase in sales of Pope-made bicycles and motorcycles over last year has been awarded to T. B. Hallbourg.

The second prize of $50 in gold was awarded to O. J. Oberwegner, of Toledo, Ohio.

MOUNDSVILLE CLUB TO FEAST

MOUNDSVILLE, W. Va.—The run scheduled for last Sunday by Moundsville M. C. members was called off, as the weather made the roads too muddy. The club has appointed a committee to arrange for a banquet and "open house" for April 1; this is to be an inter-club affair and roast young pig will be the piece de resistance. The club is larger by several new members and is considering the applications of a number of other motorcyclists.

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WATCH THE CLOCK FOR F. A. M. MEMBERSHIP GAINS

As New Members Line Up the Gauntleted Hand Will Tell the Story on the Dial; Everybody Else Is Working for That 20,000 Record—Are You?

HOW fast the hand is to move on the F. A. M. Membership Clock shown above is a matter that is entirely up to the boosters who are now entering upon the country-wide campaign for recruits, and the motorcyclists who will be expected to show their appreciation of the national governing body by signing up. They can make 'er fairly hum around the dial, or—but there isn't going to be any "or."

The movement for a big addition to the Federation membership list is starting with a vim that promises big things, and it is expected that in a few weeks the hand will be well on its way around to the 3,000 mark. The work will then be well started, and the remainder of the trip to the 6,000 figure should be comparatively easy.

After That 20,000 Mark

When that time arrives **Motor Cycle Illustrated** will have to provide a new clock, but our artist is already getting his good right hand in training to turn out a dial numbered from 6,000 upward. The ultimate aim of the F. A. M. officials and riders is to bring the total paid-up membership to the 20,000 mark. When that point is reached the national body will receive a check for $500 from Ignatz Schwinn, of the Excelsior Motor Manufacturing & Supply Company, and when the organization is incorporated Mr. Schwinn will place his signature on another $500 check payable to the F. A. M. Twenty thousand members and the incorporation of the Federation will add $1,000 to the treasury without further parley.

Chairman John L. Donovan, of the Membership Committee, is sending out special boosting literature; Secretary Gibson is making Westboro, Mass., another center of activity; President Coffman is firing his characteristic ginger-up letters in all directions; F. A. M. commissioners in a number of States are opening up their big guns and—well, that's going some for a start, isn't it? Give them your boost, and get others to do the same.

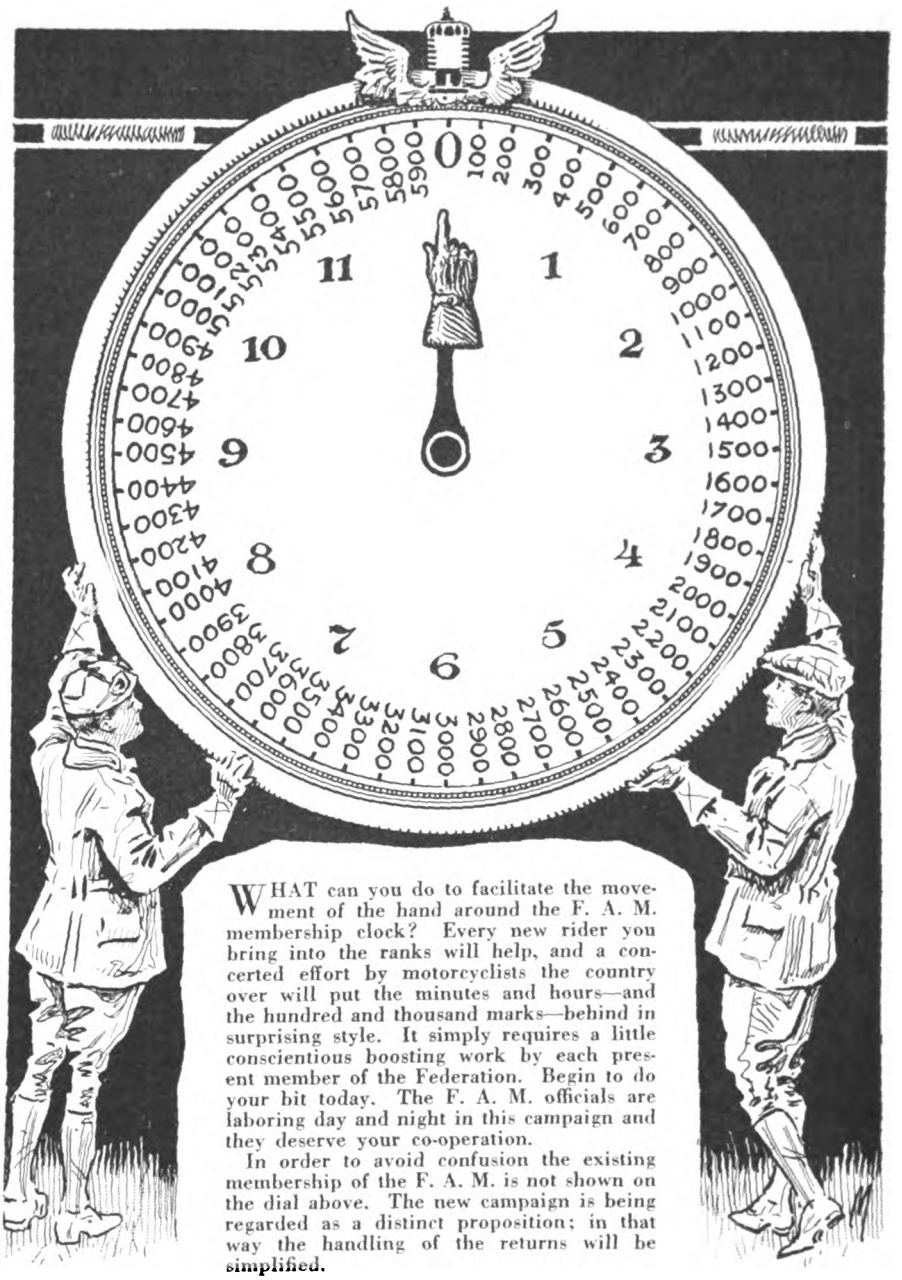
Start Something Today

Any official of the F. A. M. will be glad to hear from you, Mr. Rider, and to tell you why you should join the national body. If you can form a club of fifteen riders in your city or town you can apply for membership in a body and thus save each rider of the club one whole dollar. That's an idea worth thinking over. Get the boys together and go to it. If you can't quite arrange for the club, come in yourself now and try to put the club across a little later. But start something without delay. Go right to it.

There are enough wide-awake motorcyclists in the country to build up a 20,000 membership for the F. A. M. without even breathing hard, and the Federation officials have decided to put the boys to the test. You are expected to do your bit, and when the membership is large enough to show that the riders of the country mean business, the F. A. M. may be depended upon to meet the members halfway—and then some. If you don't wear the F. A. M. emblem you are hardly living up to your full creed as a motorcyclist. Better get that matter adjusted without further delay.

Watch the Clock!

And watch the clock! The hand will move around the dial as the returns come in to **Motor Cycle Illustrated** and every time you sign up a new member you will have the satisfaction of knowing that you have brought the pointer just that much nearer to the 20,000 mark.



WHAT can you do to facilitate the movement of the hand around the F. A. M. membership clock? Every new rider you bring into the ranks will help, and a concerted effort by motorcyclists the country over will put the minutes and hours—and the hundred and thousand marks—behind in surprising style. It simply requires a little conscientious boosting work by each present member of the Federation. Begin to do your bit today. The F. A. M. officials are laboring day and night in this campaign and they deserve your co-operation.

In order to avoid confusion the existing membership of the F. A. M. is not shown on the dial above. The new campaign is being regarded as a distinct proposition; in that way the handling of the returns will be simplified.

BRITAIN PUTS BAN ON IMPORTED MOTORCYCLES

CLASSING motorcycles for the time being as luxuries, the British Government has prohibited their importation, by an order-in-council, to take effect March 27. An exception is made for motorcycles licensed to enter by the Board of Trade.

The order includes parts of motorcycles and accessories thereto, as well as the machines themselves. To obtain entry under Board of Trade license, the goods must be shown to have been en route for the United Kingdom or paid for on March 21, 1916, or when found to be necessary for the service of the Crown.

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300-MILE MILITARY RELAY RUN FOR CANADIANS

C. M. A. Starts Movement for Motorcycle Trial Between Ottawa, the Army Headquarters, and Niagara-on-the-Lake, Which Will Be a Large Military Camp This Summer

OTTAWA, Ontario.—Officers of the Canada Motorcyclists' Association have taken the first step for the staging of a military relay run from Ottawa, the home of the Canadian army headquarters, to Niagara-on-the-Lake, which will be the largest military camp in Canada this summer.

The entire distance is approximately three hundred miles. A military dispatch will be relayed from the war department here to the officer in command of the camp and teams of two or three motorcyclists will cover each sector of the dash.

Last year a military relay from Windsor to Ottawa was staged, but on this occasion it was found that the worst roads were encountered on the final stages of the trip. Night had also fallen before the speedsters reached the final legs of the journey with the result that the riders were not only unable to make up lost time, but many minutes more were lost as well on account of the difficult conditions. This year the dash will be somewhat shorter, but it will have far more military importance. Also, by reversing the progress of the ride the best roads will be used for the final relays and very fast time should be accomplished.

Invitations are to be extended to the riders of all cities and towns along the route to participate in the event and the services of probably forty motorcyclists will be used. Among the cities along the route are Trenton, Kingston, Port Hope, Bowmanville, Oshawa, Whitby, Toronto, Hamilton, St. Catharines and Niagara. The precaution will be taken to request the authorities to give the motorcyclists the right of way through all cities and towns. The event will be held in June.

SPANISH INDIAN DISTRIBUTORS INSPECT HENDEE PLANT

Señor Julian Olave

Señor Alfonso Macaya

SPRINGFIELD, Mass.—Senors Julian Olave and Alfonso Macaya, distributing the Indian products in Spain, recently paid a visit to the factories of the Hendee Manufacturing Company in this city and in Hendeeville. The visit was part of an extensive business trip which both gentlemen are making throughout the United States. Senor Olave is general distributing agent and Senor Macaya is distributor for the Indian in Barcelona and vicinity.

The two Spanish representatives were taken through the plant by C. K. Andrews, acting head of the Foreign Department office. The visitors were keenly interested in the many manufacturing operations which were necessary to finish the Indian motorcycle. The organization in the plant was commented upon by them as most excellent. The testing department, where all parts of the machine are tested, was probably the section which interested them the most.

Motorcycling in Spain, the representatives explained, was not so popular as in America, by reason of very poor roads, high tariff duties and the huge price for gasoline. The cost of an American motorcycle to a Barcelonese would be about $450 as compared with $250 in this country. Gasoline costs from 80 cents to $1.00 a gallon, depending upon the grade.

CONGRESS ASKED TO REDUCE CANAL ZONE FEES

NEW YORK, Mar. 28.—Two bills are now pending in both houses of Congress which, if passed, will materially reduce the large license fees which Panama Canal Zone riders are obliged to pay. One of these measures is being fostered by Senator James A. O'Gorman, of New York, and the other Congressman Fred A. Britten of Illinois. Both of these bills have been referred to the Committee of Interstate and Foreign Commerce, of which Wm. C. Adamson is chairman.

At the present time Panama Canal Zone riders are paying an annual license fee of $10, together with $1 for a tag and $2 for a Panama reciprocal tag. On the other hand, the riders of Washington, D. C., which is also under the control of the federal government, pays but $2 for a license, which need not be renewed as long as the rider uses the same machine.

Realizing the ridiculously unjust conditions obtaining in the Canal Zone, the F. A. M., through Legal Actions Chairman W. M. Johnson, has called this matter to attention of the Canal Zone authorities who are now in favor of a large reduction in the fees. Chairman Johnson urges riders the country over to write to their senators and congressmen to support the bills introduced by Senator O'Gorman and Congressman Britten.

BUFFALO M. C. HOLDS A PEDRO PARTY

BUFFALO, N. Y., March 28.—Last Sunday the Buffalo M. C. held a pedro party, which was attended by one hundred and fifty riders and their lady friends. The winners and donors of prizes follow:

First ladies' prize, cut glass dish, donated by Ira Palmer, won by Miss May Darling; second prize, library table cover, donated by Mrs. Ed. Windisch, won by Mrs. Catherine Boldt; third prize, a fancy hand-painted dish, donated by Mrs. Ed. Windisch, won by Mrs. R. Rosenthal; fourth prize, a gold ruler, donated by G. Hunt, won by Miss Harriet Johnson. The first prize for men was a box of perfectos, donated by Mr. and Mrs. Fred Lein, which was won by Ira Palmer; second prize, given by A. J. Meyer, won by Tom Wells; third prize, motorcycle gloves, offered by Neal, Clark & Neal, was captured by Fred Schudt.

HALEDON CLUB IS NOW PATERSON M. C.

PATERSON, N. J.—At a meeting of the Haledon M. C. on March 21, it was decided to change the name of the organization to the Paterson Motorcycle Club. The change in name caused a considerable amount of discussion among the founders of the club who are Haledonites, but the final vote was 35 for Paterson M. C. against 30 to retain the old name.

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MOTORCYCLE ILLUSTRATED
With Which Is Now Incorporated "Bicycling World"

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A SAFE AND DEPENDABLE PRESCRIPTION

THIS is the time of year when many city toilers—and lots of toilers who don't live in cities—are teetering on the edge of physical collapse after a hard winter and wondering ruefully if life really is worth while. The finest prescription any physician could give such a man is an order to buy a motorcycle or a bicycle—and use it. Incidentally, there is a sales field for dealers among the confined class of city workers that has never properly been followed up. Now is the auspicious time to go after it.

PROMOTERS ORGANIZE TO HOLD RACES IN ELMIRA

ELMIRA, N. Y., March 28.—At a meeting of about 40 garage owners, motorcycle and bicycle dealers, held after a banquet in the Hotel Langwell, last Thursday night, plans were definitely laid for the formation of a stock company, to be capitalized at $1,000, which will promote automobile, motorcycle and bicycle races in this city on Decoration Day, Fourth of July, Labor Day and Election Day.

The movement to hold races here on a large scale started about three weeks ago, when A. B. Hickox, manager of the Fisk Tire Company's local branch, Phay B. Rutan, the Indian motorcycle dealer, and a number of other men prominent in the motor and cycle trades decided to call a meeting of those interested in promoting races. As a result of the meeting held last week, nearly half of the necessary capital stock was subscribed, and the balance, the promoters announced yesterday, has been secured since.

YONKERS M. C. ELECTS AT OPENING MEETING

YONKERS, N. Y., March 20.—The Yonkers M. C. held its first meeting last night at the headquarters, 282 Main street, and elected officers for the 1916 season. Thomas F. Lyons is president, Charles Peene, Westchester County, F. A. M. commissioner, is vice-president, and Charles Hassey, financial secretary. H. Browne is recording secretary and Thomas F. Lyons, Jr., is treasurer. There are 50 active members.

Following the meeting, plans were decided upon for the first club run, which will be held on March 31. This will be followed by weekly or fortnightly runs and a standard fixture in the form of an endurance affair.

ELECTRIC WHEELMEN HOSTS TO ALLENTOWN RIDERS

READING Pa., March 29.—The Electric Wheelmen of this city last week were hosts to a delegation from the Allentown Motorcycle Club at a luncheon and smoker. John Gring entertained with buck and wing dancing and Howard Clauser gave several humorous recitations. Allen Stein of the local club made the address of welcome and John Newhard of the Allentown delegation responded.

The committee in charge of the affair consisted of Harold Becker, chairman; Howard Clauser, Robert Reber, Walter Meyer and John Gring.

CONSOLIDATED M. C. TEAM ISSUES A CHALLENGE

INDIANAPOLIS, Ind.—The Consolidated M. C., of this city, has placed a road-racing team in the field, and issues a challenge to any team of riders in the country representing an affiliated club to a race over any course. Frank Irish, who won the annual Turkey Trot of the Indianapolis M. C. on Thanksgiving Day, is teamed with Dan Rheinhardt, who has considerable local reputation as a speedster. Replies to this offer will be received at club headquarters in this city.

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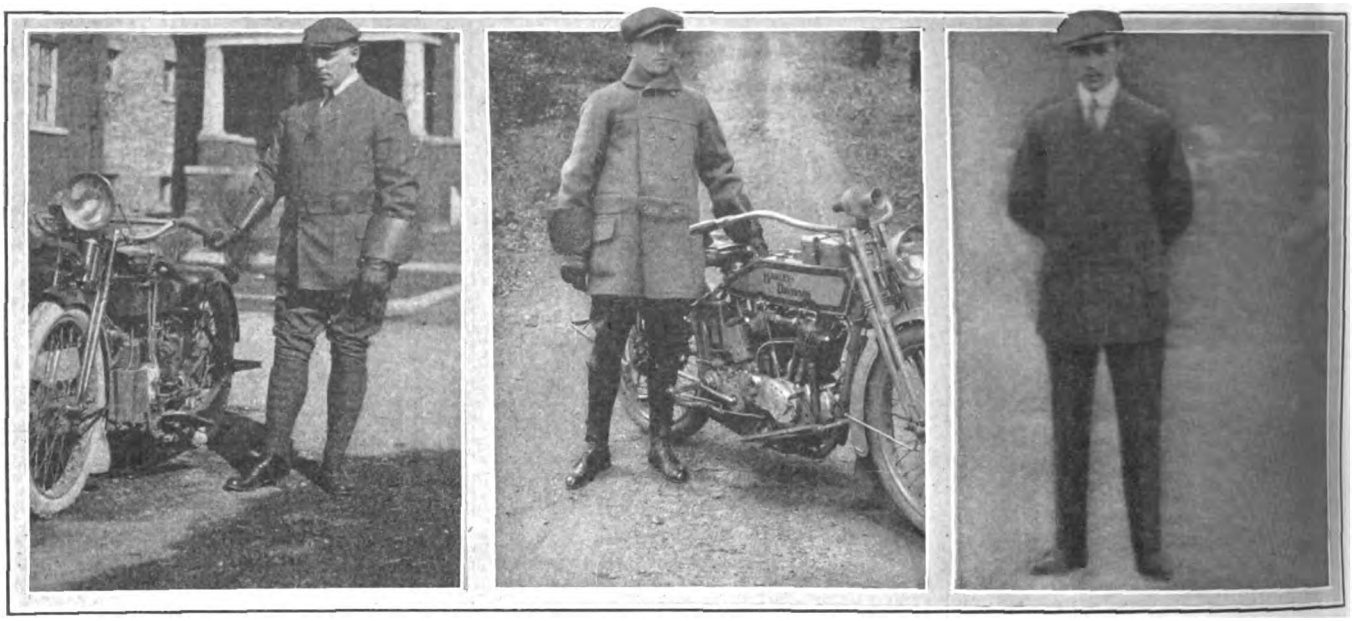
WINNERS IN RIDERS' CLOTHING CONTEST TELL HOW TO COMBINE ATTRACTIVENESS AND WEARABILITY

First Prize Goes to R. F. Rogers, of Chicago; Second to H. F. Beidleman, of Philadelphia, and Third to J. G. Edwards, of Providence — Letters Advise Liberal Outlay For Riding Apparel on Ground That Only High-Quality Garments Can Give Satisfaction — Winners Describe in Detail Three Outfits That Have Met All Exacting Requirements of Roadwork



R. F. Rogers H. F. Beidleman J. G. Edwards

AFTER careful consideration of the letters and photographs submitted in the Riders' Clothing Contest, which closed Saturday, March 25, the judges have made the following awards: First prize ($10), R. F. Rogers, of Chicago, Ill.; second prize ($5), H. F. Beidleman, of 5316 Pine street, Philadelphia, Pa.; third prize ($3), J. G. Edwards, of Providence, R. I.

The photographs of the prize-winners, shown above, leave little to be said concerning the attractiveness of the riding costumes. They are so obviously neat, simple and serviceable that they would probably gain special consideration anywhere, and they are by long odds the most desirable outfits described by contributors to the contest.

Two of the prize-winners were allowed the full 35 per cent. under the heading of appearance, and one lost five points. Some tall arguing was done by the judges before the remaining qualifications were threshed out and complete ratings decided upon.

Mr. Rogers Receives 95 Per Cent.

Mr. Rogers' standing was finally decided upon as follows: Appearance, 35 per cent.; adaptability, 20 per cent.; durability, 20 per cent.; comfort, 10 per cent.; inexpensiveness, 5 per cent.; demonstration, 5 per cent.; total, 95 per cent.

It will be noted that the winner of the first prize was credited with the full percentage under each heading, with the exception of "inexpensiveness," where he lost five points. The costume suggested in this case is admittedly somewhat costly, as compared with the average outlay for a riding outfit at present. Still it was not considered unreasonably expensive in view of the excellent combination of desirable features. It was therefore credited with 5 per cent. Under the "Demonstration" heading the 5 per cent. was allowed for proof of the costume's qualities in actual service.

Mr. Beidleman's Standing

Following is Mr. Beidleman's rating: Appearance, 35 per cent.; adaptability, 12 per cent.; durability, 20 per cent.; comfort, 10 per cent.; inexpensiveness, 8 per cent.; demonstration, 5 per cent.; total, 90 per cent.

Mr. Beidleman received his first setback under the heading of adaptability. As his outfit is obviously intended for Fall and Winter riding, his score was cut 8 per cent. The judges defined the "most adaptable" costume as one that would give the highest percentage of service over the longest period throughout the year.

The costume described by Mr. Rogers is not intended for use in extremely cold weather, any more than the Beidleman suit is designed for warm weather service, but the judges decided that the Rogers outfit could be used to advantage over a much longer period of each year than the suit suggested by Mr. Beidleman. That accounts for the difference in the scores under the heading of adaptability.

Mr. Beidleman also had his score cut 2 per cent. under the heading of inexpensiveness.

Edwards Has Score of 87 Per Cent.

The judges credited Mr. Edwards as follows: Appearance, 30 per cent.; adaptability, 12 per cent.; durability, 20 per cent.; comfort, 10 per cent.; inexpensiveness, 10 per cent.; demonstration, 5 per cent.; total, 87 per cent.

The rating of Mr. Edwards under the heading of appearance raised a knotty

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question, but it was finally decided that the points should be based upon the rider's appearance *when ready to ride.* It will be noted that the photograph shows Mr. Edwards without leggings, the latter having been discarded, of course, when he left his machine. In other words, the costume as shown is for service off the motorcycle. The addition of leggings, gloves and goggles would be necessary to complete the outfit for road use. Naturally, Mr. Edwards uses a complete outfit when riding, but as his photograph did not show it the judges were compelled to deduct five per cent. from his appearance rating and eight per cent. from the adaptability of the costume.

MAKE-UP OF MY IDEAL RIDING COSTUME

Its Only Drawback Is the Comparatively High Cost

By R. F. ROGERS

THE experience of the United States Army, as well as of all sportsmen, is that satisfactory clothes for outdoor wear must be woolen. Some of the advantages of woolen goods over cotton are that they do not soil easily, you do not take cold when wet and always look presentable. The lightweight material, such as is used for the officers' uniforms, and similar to the American Woolen Company's "olive auto," is just as cool as cotton in the summer, is shower-proof and will stand a tremendous amount of abuse without soiling.

Of course, this would make an expensive suit for riding only. But you must have street clothes, so why not have a riding suit made so it can be used both as a riding and street suit? In this way there will actually be a saving over the cost of a street suit and another khaki suit that can be used for riding only.

The coat would be made up as a Norfolk, with what is known as a "combination collar." The latter, when open, forms a conventional appearing business collar, and when closed makes a collar of the military type, excluding dust and rain. The Norfolk style should be insisted upon, on account of the comfort in very hot weather of opening up the coat, but still keeping it from flying by the use of the belt.

The trousers should be knickerbockers, with about six buttons on the side, below the knee, in place of the lacing of the usual riding trousers; this saves time and bother.

All the pockets should have flaps and re-enforced seat for the pants is desirable. The cost of this two-piece suit should not exceed $18, and a cap of the same material can be gotten with the suit for $1; extra trousers will cost $5; making a total of $24.

The extra trousers should be conventional long trousers that can be carried along on the luggage-carrier, or in the sidecar, so that at the end of the day's journey one may appear in absolute conventional costume.

Tan high shoes are preferable on account of not showing the dust, and the English type Fox puttees will be found by all means the most satisfactory. Part of the natural oil is left in the wool, so that they are practically waterproof and very much more comfortable than the leather; price, $3. If a low shoe is worn on account of the greater coolness, canvas leggings, such as formerly used by the privates in the army, costing about 90 cents, are the most comfortable.

The Grinnell type of ventilated gloves, with about a dozen holes on the back of the hand and fingers, are the most comfortable, and strange as it may seem, are the warmest glove that can be worn in the winter time. They cost $1.75.

For a low-priced goggle, probably the all-rubber type is the most satisfactory, but for genuine comfort nothing will touch the Hardy auto-glass, with gold rims; the slight tinge of amber lessens the glare of the sun and the ventilation is such that there is almost no sweating. They are an absolute protection from dust and dirt. They do not cause eye-strain. The price is $5.

THIS OUTFIT GIVES LONG SERVICE

It Was Adopted After Low-Priced Suits Had Proved Disappointing

By H. F. BEIDLEMAN

HAVING been a rider of motorcycles for seven years I have gradually acquired this costume, which, while not low in price, is about as close to perfection as anything that can now be bought.

Let us take each article or garment in turn. The shirt and riding breeches are of the standard type adopted by the United States Army, and can be bought from any dealer in army goods for $7 or less, according to the quality.

The shoes must be strong and durable, and in my opinion it is better to have them black. They will cost $3. The puttees are of solid leather and will add $3 to the bill, while the Patrick mackinaw (grey) will cost $12. A Patrick cap to match will mean another item of $1.50, while gloves, strong and well lined, will necessitate an expenditure of $2.50.

The mackinaw, of course, would be worn only in season, and a lighter cap would be substituted in summer. On the luggage-carrier I strap a regular U. S. Army haversack, in which I carry an oiled poncho and hat for rainy weather. This haversack also contains my spare tubes, a piece of strong rope, etc.

This costume I have worn several years and it is just as serviceable as when I bought it. The pants and shirt have been washed a number of times, and look as good as new each time. I bought several cheap suits during my first couple of years of riding, but they did not last very long. In fact, one of these suits I ruined in one ride of 100 miles through mud and had to throw it away.

My riding partner has adopted the same costume throughout and we feel that we have the best purchasable.

SELECTIONS BASED ON LONG EXPERIENCE

Satisfactory Combinations for Both Winter and Summer Riding

By J. G. EDWARDS

I GENERALLY have two suits for riding, both made up with the Norfolk coat. Norfolk coats are made up in several styles, and I favor two of them, one with yoke, pleated front and back from yoke down and a belt; the other has the yoke also but is made with plain front, pleated back and belt across the back only. Both styles are very neat and having the two enables a rider to change now and then.

The trousers I use are long, with turn-up bottoms. I use puttees, a sensible style of glove and wear a linen collar and regulation scarf on all my trips. The suits are made of homespun, or some similar material that will not show the dust quickly.

When I go on a long trip I wear a long duster that buttons around the legs while riding, and when I am off the motor the duster simply becomes one of the conventional automobile types. When I want to stop and leave the motor I remove the duster, gloves and leggings and after ridding my cap and shoes of dust I am prepared to make a very good general appearance.

Some care should be used in selecting headgear. Personally, I do not favor the loud and gaudy cap. I wear as plain and becoming a cap as I can get. I have found that a cap of good make and material is the best in the end.

For summer shoes I select a tan Oxford.

For summer wear I usually select a homespun suit of fairly light color, with patch pockets and little or no lining. This will not show the dust readily and will prove quite cool. For winter I use a suit of brown cloth, and considerably heavier, of course. In cold weather riding I add hip-length leggings and a good mackinaw. I pay just as much attention to my appearance in winter as in summer.

Such suits as I describe can be bought for $18 and up. I do not recommend the purchase of any suit costing less than $15, for they give no satisfaction and soon show their class. This is my riding slogan: "Keep clean, always appear neat and be ready with a good smile for all."

Other letters and photos submitted in the Riders' Clothing Contest will appear in the April 6 issue

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MANAGER OF U. S. RUBBER CYCLE TIRE SALES

ELEVENTH IN A SERIES OF BIOGRAPHICAL SKETCHES OF TRADE LEADERS

It Was in 1893 That Martin C. Stokes Began His Business Career, With the Hartford Rubber Co., and Quickly Mastering the Principle of Resiliency He Bounced From Promotion to Promotion Until He Reached His Present Conspicuous Post; Busy? Why, the Traditional Busy Bee by Comparison With Him Seems as Indolent as a Subway Contractor

"YOU want a story of my career?" asked "Marty" Stokes, manager of the Bicycle and Motorcycle Tire Department of the United States Rubber Company. "Well, I'd like to oblige you, but"—here he gestured suggestively at two desk trays piled high with correspondence—"this tray is full of incoming mail, this one is loaded with outgoing matter. I've just got back from Baltimore and I haven't had a chance to look at my mail. If I spent twenty-four hours a day at this desk I couldn't begin to catch up with my work. And I've got a man outside who's been waiting for the past couple of weeks for me to go to Detroit with him. So you'll excuse me, won't you?"—and he grinned that winning grin that accounts somewhat for his country-wide popularity. "Besides, I haven't a darn thing to say about myself."

Sure He Was Born!

"Well, tell it, Marty," we urged. "It won't take more than a couple of minutes and I'll stop bothering you."

"All right, shoot," he said resignedly.

"Born?"

"Yep," said he laconically.

"No, no, *when* were you born?"

"Oh—well, say, leave that out. I don't believe the boys give a hang about that sort of thing. Let's skip all that boyhood genius stuff—about how I tore apart my rubber teething ring to see how it was made, and dissected a rubber doll to find out whether grade A stock was used. Let's jump to the time I began my business life with the Hartford Rubber Company in 1893. The Hartford people saw that I had fighting blood in me so they set me to licking stamps." We smiled audibly.

Was an Expert Stamp-Licker

"No, seriously, I think I was the best stamp-licker they had in the place. I got the thing down to a system so that I could look out of the window and watch the trains go by while my fingers automatically attached stamps to the mail. I quit this absent-minded stunt when I found one day that I had put perfectly good two-cent stamps on some letters that had just come in and then had mailed them again!

"Then came the glad day when I was relieved of my office-boy duties and promoted to the post of time-keeper. That was the happiest period of my life! Imagine it—keeping tab on other people's work! At that time there weren't many people in the office. Just a bookkeeper, a stenographer and myself. I filled this post with honors for a while, and then they wished the job of Shipping Clerk on me."

"Then," and "Marty's" level, matter-of-fact tones became warmer as he leaned forward, "came the pneumatic tire. I am proud to say that my real interest in the rubber business dated from that time on. The wonder of pneumatic tires grew upon me. I lived and dreamed tires, tires, nothing but tires. With the growth of my interest grew my knowledge of rubber. I read, I investigated, I made myself a durned nuisance about the factory, sticking my nose into machinery, asking about a thousand questions a day. But I learned. And they made me buyer."

A reminiscent smile played on Stokes' keen face as he seemed to live over again the sweet satisfaction of merited promotion.

MARTIN C. STOKES

A Modest Man Who Has Climbed Up the Ladder of Tire Sales Fame by Hard Work

Forgotten for the moment were the clamoring duties of the present. Marty, with that marvelous concentration of mind that focussed itself on one thing at a time—and one thing only—was telling his story. He told it simply, yet one could visualize what it meant in grim, dogged work, in nights of patient research after facts, in hours of overtime spent in zealous probing after the knowledge that was to fit him for his important post. And with the triumphal march of the tire itself, the story of Martin C. Stokes kept pace.

In 1898 he became Manager of the Bicycle and Carriage Tire Department. As such, he had charge of branches extending from coast to coast. With such a powerful organization behind him, Stokes began to do big things. Wherever bicycle and carriage tires were sold, the name "Hartford" meant "Stokes." The business grew by leaps and bounds, for the tremendous driving power of Stokes was behind each man in the organization.

Such a Modest Cuss!

Mind you, Stokes didn't say these things. He didn't even intimate them. He told his story in a dry, common-sense way, but it was easy to see the workings of cause and effect in his history. He's such a modest cuss, is "Marty." When he takes a quick trip to Chicago, or Florida, or Milwaukee, or Hoboken, or some other distant place and noses out a competitor to an order for ten thousand pair of tires he comes back and says: "Gee, I was lucky!"

In 1911, the Hartford Rubber Company was consolidated with the United States Tire Company. Stokes came to New York and stepped into his present position—the big Mahatma, the High Priest, the Grand Sachem, the Imperial Oofty-Goof of the Motorcycle and Bicycle Tire Department. He's as busy as a one-armed paper hanger with the itch. He is like unto the gleesome flea, one minute he's here, the next minute he's there. One day he can be seen dictating his mail into a dictaphone in his big offices in the U. S. Tire Building in New York; the next day some jobber out in Mishawaka or Oskaloosa is having his hand pumped by this self-same M. C. Stokes.

How does he do it? Ask us something easy, f'rinstince, the number of notes Caruso sings in Pagliacci or the estimated fuel consumption of a Ford automobile on a trip to Mars—but don't ask us how Marty finds the time, despite his incessant work, to play billiards—to go motoring—to play golf and tennis—to bowl—all of which things he does well—and in addition play the part of a well-broken-to-harness husband with a proper liking for a big chair, a smoking jacket, a pipe and all the other things that go to make up domestic felicity.

Marty, how do you do it?

LIGHTWEIGHT "X" POPULAR

LOS ANGELES, Cal., March 17.—Wells Bennett, salesman of the Girton-Hoffer Co., Excelsior distributors, made a round trip to Riverside on an Excelsior lightweight a few days ago. During the trip he made a lightweight sale at Pomona which he credited to the agent there, and found on arrival at Riverside that the local agent, the Riverside Cyclery, had just sold one of the lightweight "X" machines.

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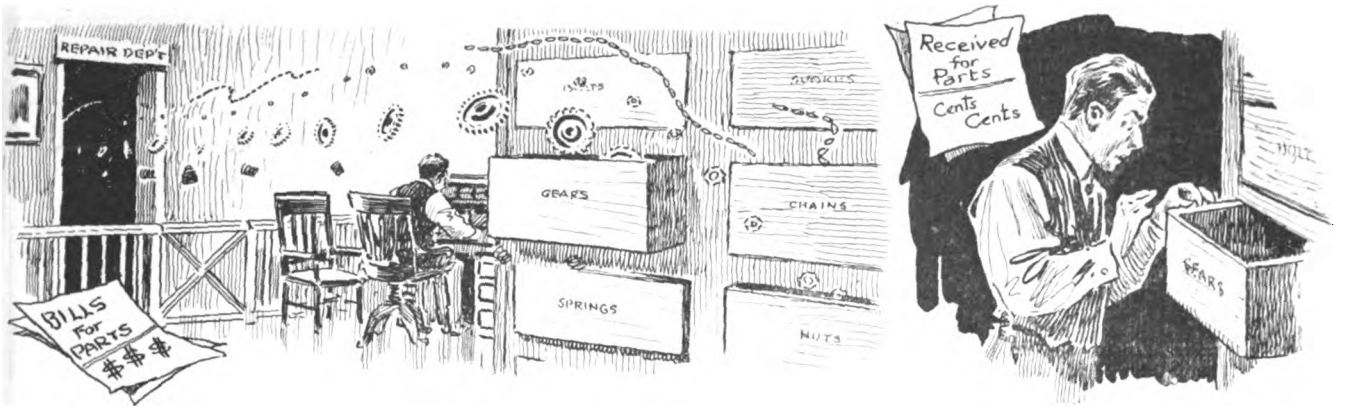
ARE YOU GIVING YOUR ESTABLISHMENT AWAY?

Perhaps You Are Unless You Have an Ironclad Checking System Between Parts Department and Repair Shop; What Happened to One Dealer Who Overlooked the Danger Signals

By RODMAN BARRY



"When the Time Came to Check Up There Was a $1,100 Deficit in the Parts Department"

WE have among our friends a capable, fairly keen-witted shake-'em-up-Charley type of hustler who formerly retailed motorcycles on his own hook, swinging quite a large business, and who now pulls down his weekly pay envelope from some one else, retaining only a very minor interest in the company he used to own. We had a hunch that his story would make interesting reading, so after due deliberation we tucked a railroad pasteboard in the band of our sombrero, had our passport stethoscoped by a specialist in international complications and went out to his town. We found him in—and also out. How much? Well, that's coming.

Machine Sales Were O. K.

"What's the answer?" we inquired, when the cigars were working and the weather, the war and other staple conversational sundries had gone into the discard. "We had you gaited as a money-maker in the motorcycle game, but the wires seem to have been crossed somewhere. Couldn't you sell machines?"

"Surely could," came the prompt reply, *"and what's more the market for motorcycles is as good today as it ever was.* The boys ought to hand them out this year about as fast as the factories can put them across; but——"

Friend Hustler went into "high" on his cigar and added several miniature clouds to the smokebank before he continued.

"But," he resumed finally, "there has never been a piece of mechanism produced that didn't occasionally need repairs and replacements, and *I couldn't make money as fast in the salesroom as my mechanics threw it away in the repair shop.* There's your answer. Go to it."

"Then your repair shop lost money?"

"A little over $1,100 in a year. That's losing some, isn't it?"

"Bad bills?"

A Checking System That Failed to Check

"A few—*but most of the* $1,100 *was given away in parts, supplies and time by my mechanics.* I had a checking system between the parts department and the repair shop, but no one paid any attention to it. I seldom did myself, to be frank about it. We kept a lot of items in our heads—or thought we did—*and they were never charged for.*

"A repairman would need something in a hurry; he would rush in, grab the article, hop out to the repair shop again, place it on the waiting motorcycle, roll the machine over in a corner pending the owner's arrival—*and then forget about the matter.* When the patron came to settle his account it would in many cases be just about *half what it should have been.* But that wasn't his funeral, of course; he paid what we asked and went his way.

"My repairmen were honest enough," continued the dealer, "but I just could not make them understand the value of parts, supplies, etc. Parts were common things to them; they handled them month in and month out and *failed to look upon them as just so much hard cash.* They were lax—and I was lax—and between us we simply *gave my establishment away.* Finally I sold out for what you might call a song; couldn't stand the pressure any longer. I learned my lesson, but the tuition came high."

"But you don't mean to say that material to the amount of $1,100 actually went out of your place without showing on the books," we remonstrated.

An Easy Way to Lose Money

"I mean just that," was the rejoinder. "Don't ask me how; I can't give all the details, naturally, but I know that I paid good money for the material—I carried between $3,000 and $4,000 in parts alone, and when the time came to check up there was a $1,100 deficit in the parts department. That's all.

"And I'm ready to wager that half the motorcycle dealers in the country are giving away real money in their repair shops. It's the easiest thing in the world to do, and one of the hardest things I know of to stop.

"There must be a sure-fire remedy for that sort of thing," we suggested.

"There is," was the reply, "and that remedy lies in making it absolutely impossible for a repairman to get any part, or any supplies, without leaving a definite record of them. If it could be made possible the man in charge of the repair shop ought to be obliged to fork over the actual money for every piece of material he takes out for use in his department. That would entail the use of a cash register in the repair shop, of course, but believe me I

(Continued on page 64)

Next Week

PINOCHLE AS AN AID TO CYCLE SALESMANSHIP

Another Heart-to-Heart Talk With Dealers

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On the Pacific Coast

FEW WILL FINISH LOS ANGELES RUN

Partial Survey of Route Shows That Mountain and Desert Riding Will Be the Most Gruelling Ever Experienced by Local Motorcyclists—Course Covers 1,015 Miles

LOS ANGELES, Cal., Mar. 27.—According to motorcycle wiseacres here, if the plans now contemplated for the Los Angeles Motorcycle Club endurance run are put through, the prizes will all have to be awarded to the men who ride the farthest. It is practically certain, they believe, that no rider will finish. And they base their opinion on a trip made by a party of "scouts" last Sunday.

This party consisted of Wells Bennett, Jimmy Leonette, Ed Peterson, "Hap" Gustafson and "Blick" Wolters, who surveyed a part of the route, which will include a new course from Victorville to Palmdale. This party went to San Bernardino, through the Cajon Pass to Victorville, thence to Palmdale and down to Boquet Canyon to Saugus and back to Los Angeles.

They found that the country between Victorville and Palmdale was all desert, with a few settlements scattered about. The road, after the rains, was fair, but there was a ridge of hard drifted sand trailing out from every bush, about once in every twenty feet. The washes were full of boulders and there was plenty of depths in the desert. In spite of these conditions they averaged 30 miles, but two of the men had trouble due to speeding in running off the mountain grades at the turns. By the time the run is staged the sand will be all loose.

The course considered for the endurance run is a three-day route of about 1,015 miles, covering the worst desert and mountain roads in southern California. The gruelling journey for the first day is from Santa Barbara to San Luis Obispo, and over the triple coast range to Bakersfield through the San Marcos Pass, totaling 365 miles. Thirty miles of the worst mountain roads in the state are on this route, and as the schedule is 25 miles an hour—and 15 would be good traveling over these sandy grades—if a man has the slightest machine or tire trouble he will not be able to travel fast enough on the moderate grades to make up for the time lost in the mountains.

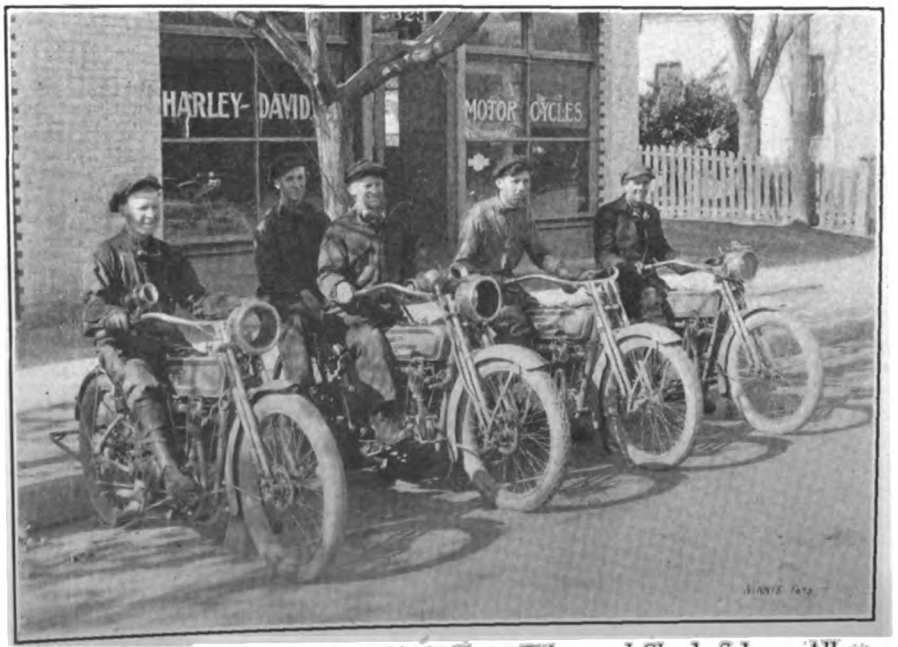
The second day's route is from Bakersfield to Mojave, thence across that terrible 75 miles to Barstow and then to Victorville, back across the desert to Palmdale down through Saugus to Los Angeles, making 330 miles. The third and last day—if anyone is left—he will have to ride twice over last year's stiff desert course from Los Angeles to Saugus, Mojave, Barstow, Victorville, San Bernardino and back over the same route, covering 320 miles. The schedule will be so close that a man will have to count on having his machine in perfect condition throughout the entire route to finish.

MERRY ENJOYS MOTOR TRIP OVER VALLEY ROUTE

LOS ANGELES, Cal.—Edwin F. Merry, distributor for the Excelsior in San Francisco, has just returned a few days ago from a motor car trip with David Troxel, head of the Troxel Mfg. Co., Elyria, O., over the Valley route from Los Angeles. Mr. Troxel, who has been wintering in Los Angalese, had Merry and R. W. Sayre, of the Appeal Mfg. & Jobbing Co., as passengers. All had an excellent trip, with fine roads all the way. They say that the trip could have been made in one day.

Tennant Lee, manager of the Henderson Motorcyle Sales Co., has just come in on his motorcycle via the Coast route, and tells a different story. He spent five days en route, calling on the dealers. He says that the road from Salinas is not so bad, but betwen there and Santa Barbara it had been completely washed out in many places and he passed a number of autos which had been abandoned.

PERFECT SCORE WINNERS IN FRESNO COUNTY RUN



Left to Right, Floyd Holcomb, John Chick, Harry Wilson and Claude Salmon, All on Harley-Davidsons. Chick Was Only Tandem Entrant. Item at Right

SIX PERFECT SCORES IN FRESNO ENDURANCE RUN

FRESNO, Cal., March 27.—Four Harley-Davidson riders and two Indian boosters made perfect scores of 1,000 points in the 200-mile endurance run given by the Fresno County Motorcycle Club on March 12. The two Indian machines finishing with perfect scores were a 1916 and one 1912 model. The Harley-Davidson riders coming through with no points against them were Floyd Holcomb, John Chick (who carried on tandem with him George Bramblett), Harry Wilson and Claude Salmon. There were 18 entrants who rode a course over rough country roads from Fresno to Sanger, Reedley, Sultana, Visalia thence return to Fresno via Goshen Junction and Kingsburg, and then a second lap over the same course, ending at Fresno. The schedule was 25 miles an hour.

AFTER RIDGE ROUT RECORD

LOS ANGELES, Cal., Mar. 27.—Plans are being made by Don Johns for a speed dash to establish a record over the new Ridge Route from Bakersfield to Los Angeles, Bakersfield to San Diego, and Los Angeles to San Diego. He will ride a Powerplus Indian.

CLEVELANDS MOVE FAST

LOS ANGELES, Cal., March 26.—The Cleveland lightweight is "catching on" rapidly in Los Angeles. The first carload of the little machines went in seventeen days; the second carload was received by the distributor on Wednesday night, March 14, and were all accounted for by Saturday noon.

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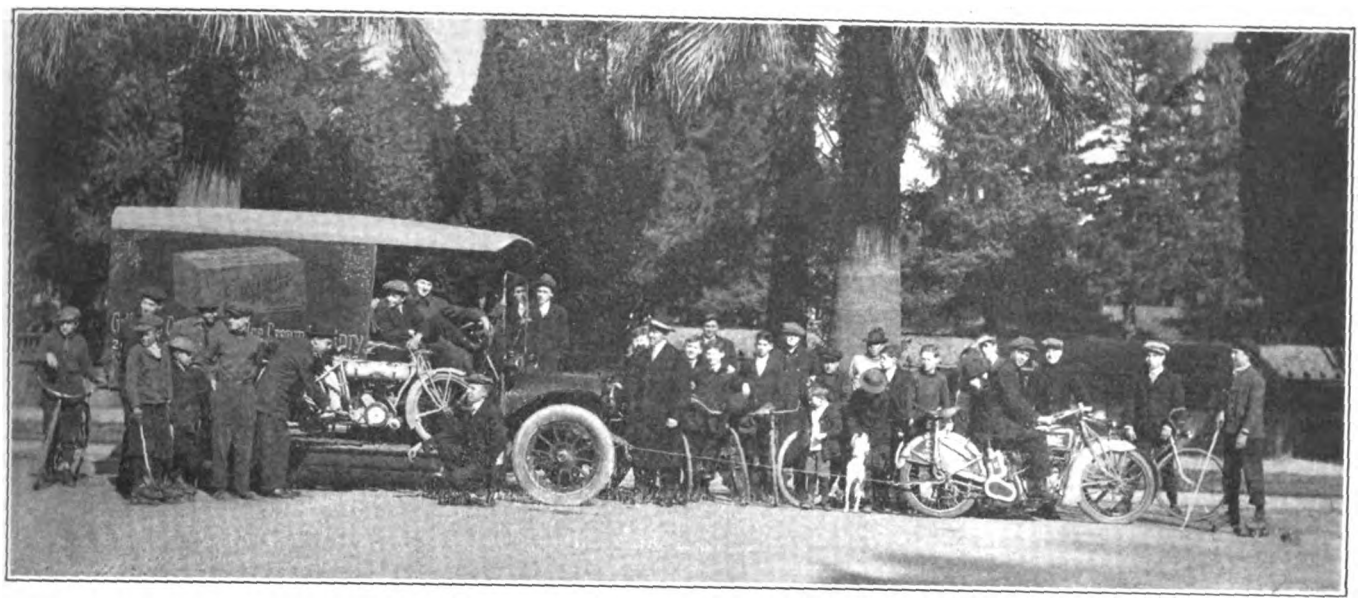
DISPLAYING EXCELSIOR'S PULLING ABILITIES TO INTERESTED CALIFORNIANS



Heavy Truck Being Towed by 16-3 Twin Through Streets of Sacramento, One of Many Demonstrations by Agents Putzman & Bowman

FRISCO CLUB DECIDES ON APRIL SCHEDULE

SAN FRANCISCO, Cal.—The San Francisco M. C. has completed its schedule for April. The run to Woodside, planned for March 26, was postponed to April 2, and on the evening of the 6th there will be held a Hard Times party. On April 16, there will be a run to Pleasanton and Sunol via Castro Valley, returning by Niles canyon, and on April 30 a run will be made through the Santa Clara Valley to Los Gatos.

MOTORCYCLES OUST HORSES IN SAN DIEGO.

SAN DIEGO, Cal.—All mounted patrolmen on the San Diego force will exchange their horses for motorcycles on April 1. This will give the city 13 motorcycle policemen. The decision to re-mount the police was based on a careful investigation in which the city authorities found that the motorcycles were faster, cheaper and more efficient than the horses, as well as performing service for many more hours a day.

The police department has been paying $20 a month for board for each of its seven horses. The steeds will probably be sold at public auction and the money used for motorcycles. To improve the service to residence districts, three new stations, at which motorcycle officers will be maintained, have been established in fire halls. These sub-stations will be connected to police headquarters by private telephones.

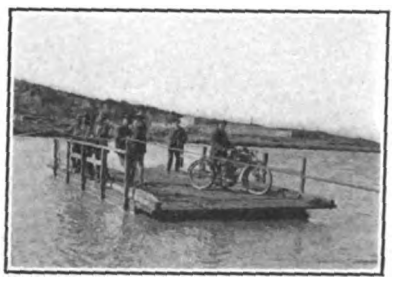
THOR DEALERS RECEIVE FINE SERVICE ON COAST

SAN FRANCISCO, Cal., Mar. 20.—Thor dealers on the Pacific Coast are now receiving prompt service in parts and maine deliveries since the active operation the factory branch on Fremont street, der the management of Z, Barton.

Last week Barton made a trip through Sacramento Valley, where he found the lers all looking forward to an active motorcycle season. A new agency has been placed by Barton at the Pullman Tire Shop, Pullman, Wash.

FLETCHER FINDS BUSINESS BRISK IN OIL COUNTRY

LOS ANGELES, Cal., March 27.—J. A. Fletcher, the Los Angeles Indian scout, has returned from the oil country in the San Joaquim Valley, reporting good business in that section. C. A. Watson of Maricopa sold three machines last week, and B. R. Gilmore's branch at Taft delivered two machines. J. A. Burges of Bakersfield also delivered two new Powerplus Indians. The 300 derricks which were blown down in the oil



Fletcher Crossing River at Del Mar

fields by the winter storms are now all replaced and the wells operating. The destruction of property created a lot of work for the men, and this is being reflected in the increased sales of motorcycles. Fletcher made the trip north from Los Angeles to Bakersfield over the new Ridge route in 3 hours 45 minutes. The fastest trains on the Southern Pacific cover the distance between the two cities in just 6 hours 1 minute.

TAKE ON BICYCLES

WILLOWS, Cal.—The Superior Vulcanizing Works has decided to take on a line of bicycles and motorcycle and bicycle accessories for 1916. The firm does general tire vulcanizing and repairs.

NOTES OF THE CYCLE TRADE IN SAN FRANCISCO

SAN FRANCISCO, Cal.—Manager Fraser, of the Appeal Manufacturing & Jobbing Co. branch, has returned from a trip through northern California. He found all the dealers very optimistic and business already opening up in fine shape.

FRANK AMERAL, the well-known dealer of Salinas, is in this city, resting up after an attack of appendicitis and visiting his friends in the meantime.

FRED H. BENTE, local Excelsior dealer, will shortly return to this city from a three months' trip through southern California.

Z. BARTON, of the local Thor branch, has left for a week's trip to San Diego, intending to stop at a number of towns en route. The contracts will begin to come in right away.

J. ANGWIN, of the Motorcycle Sales Company, representing the Reading Standard, is making a tour of the northern Sacramento Valley, signing up dealers to handle the big brown twin.

MAGGINI & PERKINS, retailing the Harley-Davidson, disposed of 14 new models last week. "They went by threes," said Perkins, "with five on the last day."

NEW ASCOT TRACK SPEEDY

LOS ANGELES, Cal., March 27.—Southern California motorcyclists are anxious to hold a meet on the new Ascot track. Paul J. C. Derkum has lived up to his reputation in constructing turns and paving that will assist to record-breaking speed. This was shown at the opening meet by Barney Oldfield, Bob Burman and other leading automobile drivers. Oldfield, in his front-drive Christie, lowered the flying start time for the mile to 45 seconds, and the 50-mile race was won by Eddie O'Donnell in 43.05.

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INDIANS READY FOR SERVICE IN MEXICO

Fifteen Powerplus Twins Recently Ordered by U. S. Quartermaster's Department and Now Across the Border. F. N. Tandems Are Fitted on All

MOTORCYCLE SERVICE PLEASES MILITARY MEN

EL PASO, Tex., March 28.—Reports on the service given by the motorcycles used so far in the Mexican campaign have been uniformly satisfactory. Although the line of communications over the border has been cut up by motor trucks and left in an almost unrideable condition, the motorcycle couriers have been able to make regular and fairly speedy trips between General Funston and the field forces. This has been of the greatest value, especially in view of the fact that the aeroplane branch of the service has so far been able to do very little.

Army men are openly amazed at the durability of the motorcycles and speak in highly complimentary terms of the service they are rendering. Incidentally, it would be hard to find any field of operations in the world more likely to discourage a motorist than Mexico. The weather is bad and the roads are worse—but the motorcycles continue to come and go.

SIX MORE HARLEY-DAVIDSONS SENT TO THE BORDER

MILWAUKEE, Wis., March 27.—The Harley-Davidson Motor Co. this morning received a wire from the United States War Department giving instructions for the shipment of six more Harley-Davidsons at once for army service in connection with the Mexican expedition. Late today the six motors were sent off by express, four of them going to Fort Sam Houston and two to El Paso.

This makes a total of twenty-four Harley-Davidson motors which will be used in Mexico and along the border by United States Army men. Twelve were rushed to the border a week ago, and six were already in use when the Villistas pulled off their little fuss at Columbus that started the boys over the line.

PEORIA RIDERS TO ORGANIZE SCOUT COMPANY

PEORIA, Ill., Mar. 27.—Another body of motorcyclists will soon offer its services to the country for military purposes. Peoria riders are planning to organize a motorcycle scout company to operate in connection with the Illinois National Guard.

It is the object of the organizers to secure fifty riders, after which officers will be chosen, drills established, and official recognition asked of Adjutant-General Dickson of the State Militia. It is believed that the militia will gladly avail itself of the motorcyclists' service, for each rider would furnish his own machine. One of the chief organizers is Fred Waldron, a former motorcycle policeman, who has seen active service in the Philippines.

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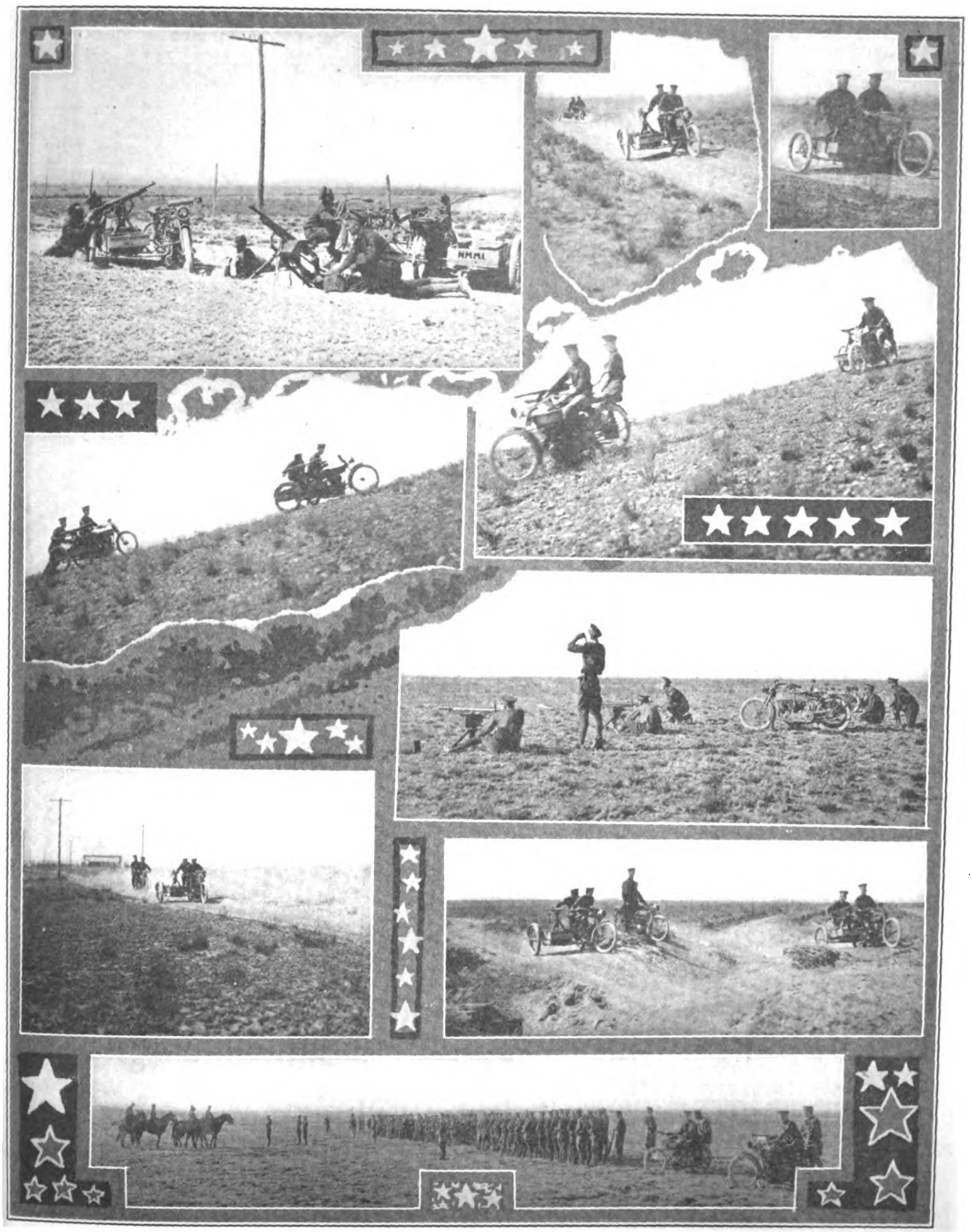
PUTTING MACHINE GUN OUTFITS THROUGH THEIR PACES



Cadets From New Mexico Military Institute with Harley-Davidson Outfits on Recent Trip Conducted Under Military Service Conditions. The Rigs Have Been in Use for Over a Year and Have Stood Up Under Gruelling Usage on All Occasions

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LOS ANGELES RIDERS FORM MILITARY CORPS

Two Wideawake Trade Men Start the Movement and Motorcyclists Organize as Auxiliary to California National Guard; May Ultimately See Service in Mexico

Lineup of California Guardsmen on Their Harley-Davidsons at Parade Ground Adjoining Armory in Los Angeles

LOS ANGELES, Cal.—Prompt action was taken by Manager E. E. Welborn of the Appeal Manufacturing & Jobbing Co., California Harley-Davidson distributors, and A. T. Smith, Los Angeles Firestone tire branch manager, with a view to organizing motorcyclists as an auxiliary to the California National Guard, along the lines suggested in **Motor Cycle Illustrated.**

On Sunday, March 18, a large squad of Harley-Davidson riders with their machines reported to Captain Jesse McComas at the Armory of the California National Guard in Los Angeles. They were supplied with uniforms, photographed on their machines, and given information as to the possible duties of a motorcycle reserve of the Guard. On Thursday, March 23, a large squad of Harley-Davidson riders reported at the Armory to consider definitely the matter of enlistment as a motorcycle reserve squad of the California National Guard, which in the event of continued military action in Mexico will be called out.

EXCELSIOR PROVES ABILITY IN OPORTO RUN

Portugese Enthusiast Demonstrates Its Endurance Qualities With Three Up in Trip to Lisbon and Return Over Marshy Roads

OPORTO, Portugal.—Senhor Silverio Nobre, one of this city's best-known sportsmen and an ardent Excelsior enthusiast, recently made a run from Oporto to Lisbon and return to demonstrate the power and endurance of his mount. He had a sidecar fitted, as well as a tandem attachment and carried as passengers the brothers Geraldo and Nuno de Carvalho.

"The run from Oporto to Lisbon was made nicely," said Senhor Nobre, "but there were numerous places where the traveling was like going through marshes. In many of these the mud was up to the crankcase, but the motor kept on doing its work and we got through. A broken chain link was the only trouble encountered by us.

"By way of demonstrating the power of the Excelsior, the return was made through Coimbra and the steep hills surrounding the city were surmounted with great ease, even with three aboard. Our ascents were witnessed by several sportsmen of Coimbra, who were astonished at the speed made with such a load.

"I cannot see," continued Senhor Nobre, "why anyone would choose a light car of any kind in place of a motorcycle with its superior speed and climbing abilities, comfortable riding and high class finish. There is no comparison between a car and my Excelsior as regards economy of running."

Jose Marinho, Excelsior representative, at 373 Costa Cabral, is awaiting a large shipment of 1916 models.

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Of a Personal Flavor

Stewart Slosson, special Firestone motor cycle and bicycle tire representative on the Pacific Coast, is now on his way toward Arizona, after having covered Washington, Oregon and upper California. Slosson says that the lightweight is a big hit everywhere any models have been delivered. He uses his Harley-Davidson combination for all his travelling.

B. H. Bayless, formerly in charge of the advertising department of Berdan & Co., of Toledo, O., has joined the advertising forces of the Champion Spark Plug Company, of Toledo, O., where he will assist Advertising Manager H. L. Corey. The doubled output of Champion products for 1916 makes closer relations with the trade necessary, and in this connection Mr. Bayless will chiefly render his services.

Arthur O. Lemon, traveller for the Henderson Motorcycle Company, of Detroit, Mich., is completing a hasty loop around a number of Eastern cities, calling on Henderson dealers and noting progress. Lemon expresses himself greatly pleased at the results of his trip so far and states that the majority of Henderson dealers have their hands full demonstrating and taking orders.

A few of the many recent visitors to the plant of the Westfield Manufacturing Company at Westfield, Mass., are William Roberts and William C. Dawe, of New Bedford, Mass.; Walter G. Wood, of Springfield, Mass.; Bob Lawson, the touring cyclist from New York City; F. H. Lucas, of Boston; R. MacDonald, the man who sold the Popes to the Worcester police department; Ernest S. Broadbent, of Attleboro, Mass.; A. E. Bregent, Pope distributor in Montreal; W. H. Howe, of Bridgeport, Conn., and Nat. C. Cohen, of the Goodby-Rankin Co., of Providence, R. I.

Lou Guterman, traveler for the Reading-Standard, has just completed a trip throughout New York state and has closed up every part of that territory. He recently returned from covering his Florida territory, in which he reports excellent results. Mr. Guterman will travel Connecticut beginning next week.

W. E. Newton, of the Fentress-Newton Mfg. Co., is again a resident of Tacoma, Wash., being now the head of the Newton-Enger Company. Although actively engaged in the motor car business, Mr. Newton states that he will never lose his loyalty for the bicycle and that nothing is of more interest to him than bicycle racing.

L. H. McDonald, former Wisconsin representative of the Harley-Davidson Motor Company, has resigned his position to become affiliated with the sales force of the Cleveland Motorcycle Sales Company, of Indianapolis, Ind. He will travel Illinois and Wisconsin in the interest of the Cleveland lightweight, making his headquarters at Chicago.

McDonald has developed a host of friends since his connection with the motorcycle industry. He has been a familiar figure at all the tours of the Milwaukee M. C., and these, together with his extensive travels in Wisconsin and upper Michigan have given him an unsurpassed acquaintance with the sport in this section. He has been riding motorcycles since 1906.

In 1913, McDonald joined the sales staff of Gordon Bent, Harley-Davidson dealer at Green Bay, Wis., and was very successful that season. He paid a visit to the Harley-Davidson factory late that year for an inspection trip and signed up to travel Wisconsin for the factory. He made good in this position as he did when with Bent.

"Firestone," otherwise A. T., Smith has just returned from a tour through Arizona, where he covered all the large cities and towns. He reports things in fine shape.

F. H. Adams, treasurer of the Goodyear Tire and Rubber Company, of Akron, O., has gone to Los Angeles with his family for the remainder of the winter.

Going Out to Get the Business for Jobber C. L. Smith of Los Angeles, Cal. Left to Right, Harry Smith, C. W. Lewis and Charles Tobey

VACUUM BAR TIRES HAVE LOW INFLATION PRESSURE

LOW inflation pressure, combined with long wearing qualities and a combination of non-skid features in the tread are the Sterling Vacuum Bar motorcycle tires, the product of the Rutherford Rubber Company, of Rutherford, N. J. These tires are made in two sizes, 28x2½ and 28x3 inches, and all carry a 5,000-mile guarantee.

The tread of the Sterling Vacuum Bar tire is a series of chevrons or V projections crossed by two parallel and circumferential ribs. The construction combines the non-skid features of the bar and V with the vacuum principle, which is a great advantage on wet asphalt, Warrenite and country dirt roads. The unusual height of the bars and ribs as well as the thickness of the tread greatly reduces the chances of puncture, fabric bruising and cutting.

The carcase is made with four plies of 17¼-ounce high-grade tire fabric. For the three-inch tire, the firm recommends an inflation pressure of 40 pounds. The 28x2½-inch tire is designed to fit the standard BB rim, while the three-inch tire is built to fit the CC rim. The list prices are. 28x2½, $9.07; 28x3, $9.90. A special combination offer of the tire with the firm's armored blue tube is made.

The Sterling firm also makes extra heavy red motorcycle tubes in all stock sizes and an armored blue tube, as well as tire sundries and an extra tread known as the "Snap On" for use in retreading. Communication should be had with the firm at Rutherford or its many branches in various parts of the country.

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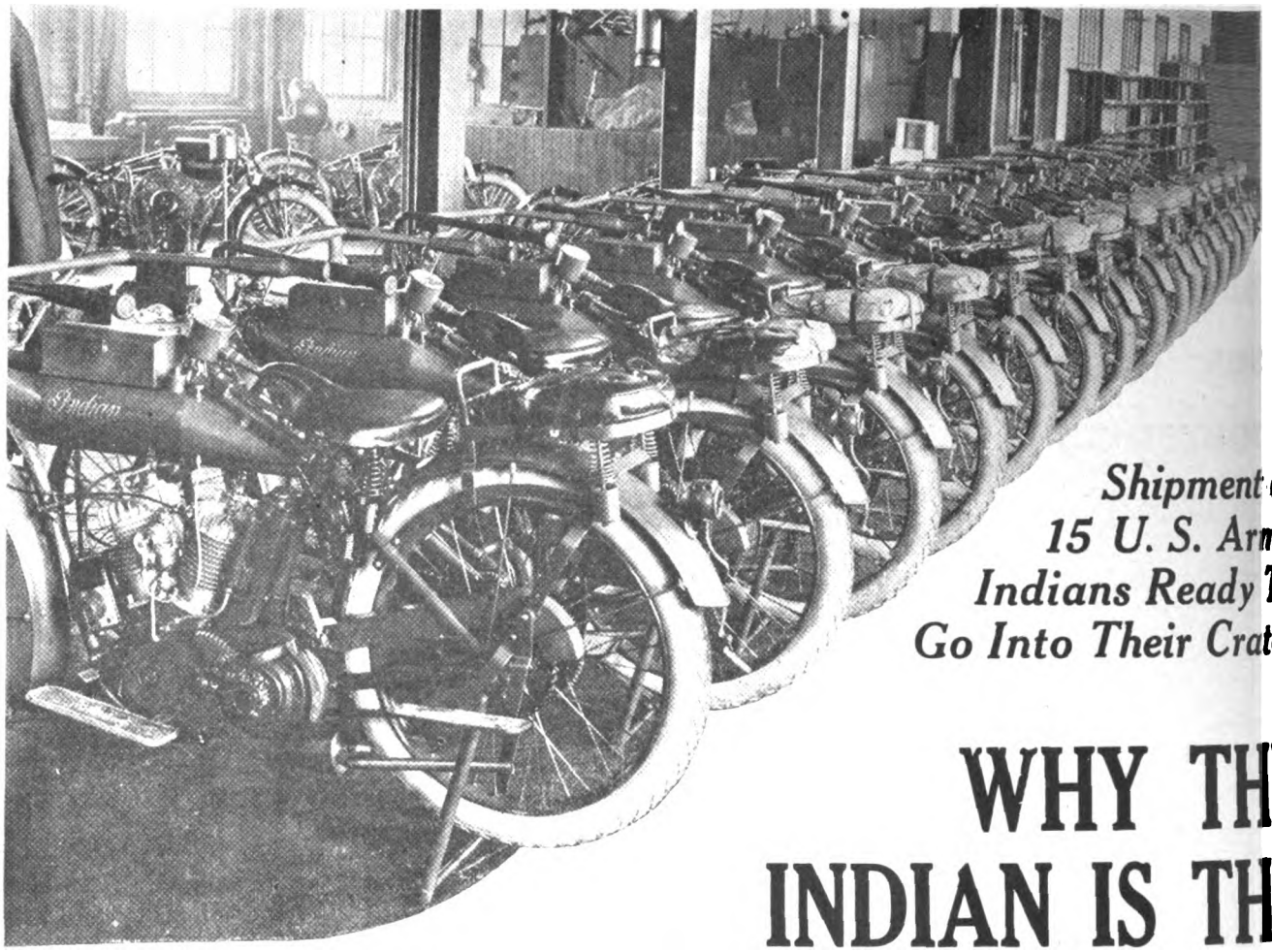

Shipment of 15 U. S. Army Indians Ready To Go Into Their Crates

WHY THE INDIAN IS THE FRONT RANK MILITARY MACHINE

THE U. S. Army has just purchased—through the N. Y. Sporting Goods Company—20 Indians for use in the Mexican Campaign. Fifteen of these machines were ordered March 15th, and although special equipment and special khaki finish were required, these machines were shipped 4 days after receipt of order.

Five extra machines were ordered later and these, too, were shipped four days from date of order.

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Thus did Indian prompt delivery become a factor in the military operations of our own army.

Practically every big nation in the world is using Indians for military purposes—a tremendous tribute to Indian efficiency, speed and endurance. In many of the news dispatches and pictures of the titantic European struggle now being waged the Indian is constantly appearing.

Fighting today is largely a matter of highly efficient mechanical ways and means. It is noteworthy that the motorcycle has become an absolute war necessity—and foremost of all the

Hendee Manufacturing Company

Springfield, Mass.

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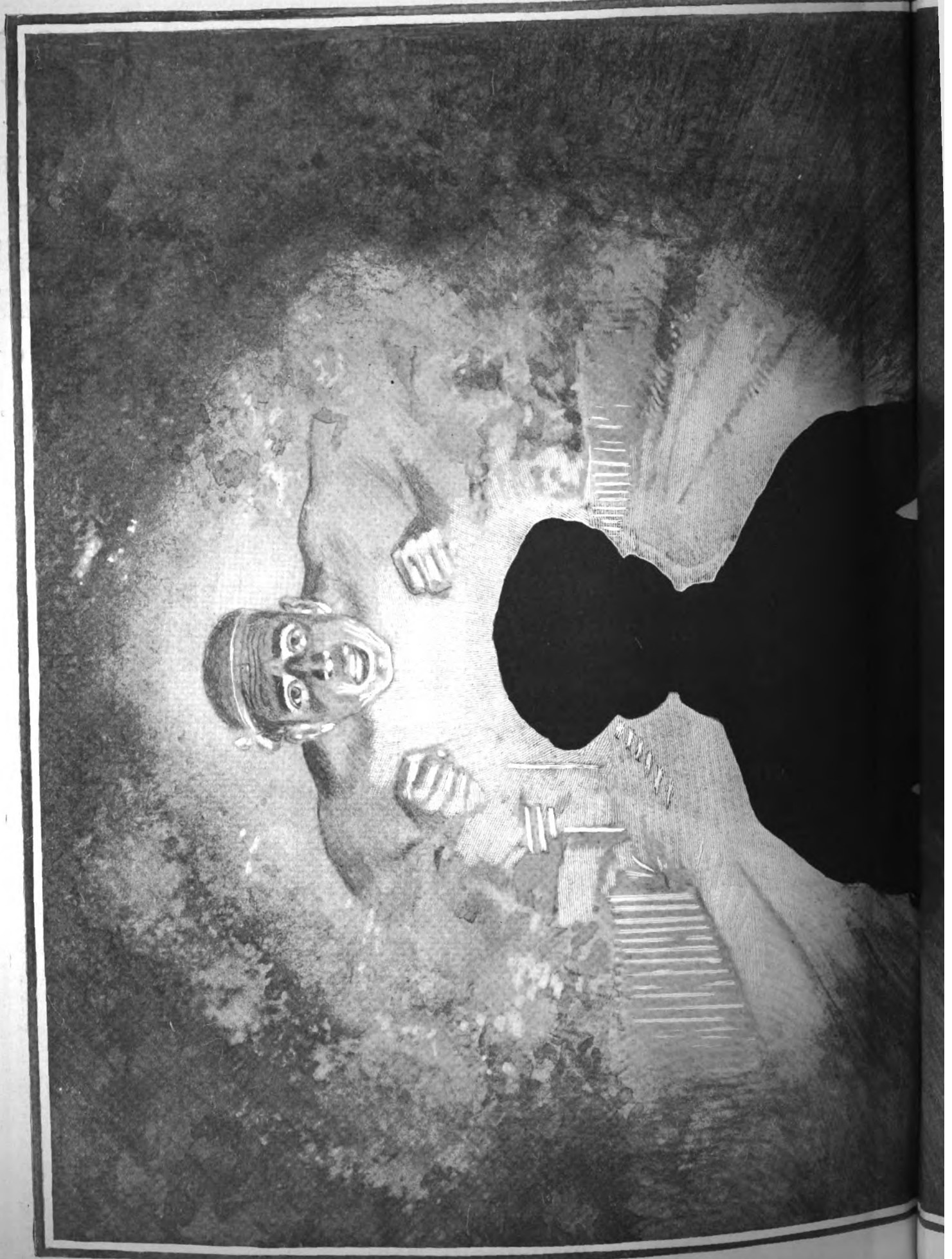

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Our Canadian Letter

WINNIPEGGERS WILL START SEASON WITH A JUMP

Extensive Plans are Laid for Club Activity at Annual Talk-Fest and Banquet; Will Hold Racemeet to Raise Funds for Dependents of the Boys in Khaki

WINNIPEG, Manitoba.—The Winnipeg Motorcycle Club renewed its lease of life when the annual talk-fest and feeding session of the club were successfully and safely conducted at the Grange Hotel, Winnipeg, on March 23. Forty dyed-in-the-wool clubsters were on deck and the way they sallied into the arrangements for the coming year made everyone feel that a large year of activity is in front.

The event sprang into immediate prominence through the presence of two big sportsmen of Manitoba, Mr. Thomas Boyd, president of the Amateur Athletic Union of Manitoba, and Mr. A. R. Morrison, who has a distinct standing in several sports. The members were so pleased that they decided to make Mr. Boyd the honorary president of the club for another year, while the names of Mr. Morrison and A. C. Emmett, the latter a busy automobile booster, were coupled in the honorary vice-presidency class. The patrons, by the way, include Mayor Waugh and the various dealers of Winnipeg.

The gathering not only drank to the health of fellow-members in the firing line, but preparations were started for the holding of a patriotic racemeet at Exhibition Track on May 24, so that some money can be raised for the dependents of Winnipeg soldiers. R. G. Irvine, president of the Winnipeg club, is already scouting the horizon of the Middle West for professional racing stars for the spring speed clashes.

The following officers were elected: President, R. G. Irvine; vice-president, F. W. Marples, Jr.; secretary, William Barr; treasurer, Bud Meyers. Captain and lieutenants will be picked out when the season for endurance and pleasure runs is reached.

The members delved into the question of finances and it was wisely decided to reduce the annual membership fee from $3 to $1. At this rate, the club expects to obtain a long membership list before the leaves fall again.

WANT A LOWER AGE LIMIT FOR RIDERS

Ontario Trade and Club Leaders Believe It Should be Changed From 18 to 16 Years; Early Revision Is Expected

TORONTO, Ontario.—Following up its successful efforts in connection with the extension of the ten-day free privilege to motorcycle tourists entering Canada, the Canada Motorcyclists' Association has taken up with the Ontario Government the question of reducing the age limit for riders of lightweight motorcycles or motor-propelled bicycles. The Government has already given a favorable reply to the request of the C. M. A. that the age restriction for this class of riders be reduced from eighteen to sixteen years. The association is, however, continuing its efforts by bringing the matter to the attention of five members of the Legislature.

The Toronto Bicycle and Motorcycle Dealers' Association has also made a move in the same direction, the request of the trade being similar to that of the riders' organization. The distributors are anxious for the reduction because many sales are prevented on account of the present high age limit. It is pointed out that many business firms would purchase lightweights for commercial purposes, such as message and delivery work, if the boys they now employ could make use of the machines.

The Toronto dealers have also sent a recommendation to city council for a change in fees for licenses to sell second hand bicycles. The junk dealers now pay $1 per year for the privilege while storekeepers pay $15. According to the request of the association, the dealers would pay $5 while the peddlars would contribute $15. The association also wants the peddlars to report the make and number of every bicycle or bicycle part which they handle, as it is believed that considerable of the stolen wheels pass through the junk shops.

TO ORGANIZE A CLUB

ST. CATHARINES, Ontario.—John Marshall, 22 Facer street, St. Catharines, has in mind the organization of a motorcycle club in this city and he is conferring with the officers of the Canada Motorcyclists' Association on the subject. It will be the first motorcycle club for this center, although there have been several score riders here for many years.

THIRD CORPS FOR SALONIKA

TORONTO, Ontario.—According to a semi-official report received in Toronto from England, the 3d Divisional Cyclist Corps, made up of 200 officers and men, has been sent to Salonika, Greece, for service. This corps was recruited mainly in Toronto and is under the command of Captain Schwartz (formerly of the Corps of Guides. The corps was in England for only one month, training at Salisbury Plain camping grounds.

A GIFT ON ENLISTING

TORONTO, Ontario.—Alfred Neville, an employe in the Canadian branch factory of the Hendee Manufacturing Company, was presented with a wrist watch by his fellow employes on the occasion of his resignation from the company to enlist with the 180th Battalion, Canadian Expeditionary Force. Neville already is a veteran of wars in India and South Africa, having gone out with the First Canadian Contingent in 1899 to Cape Town.

CYCLEMOTOR MEN BUSY

BEAMSVILLE, Ontario.—J. Amiss, an enthusiastic bicycle retailer of Beamsville, has been appointed distributor of Cyclemotors in Western Ontario. He will shortly cover the whole of his territory for the John T. Wilson Company, Limited, the Canadian makers of the bicycle powerplant.

Tom Anderson, a former well-known motorcycle official of Toronto, is now on the road in Eastern Ontario for the placing of Cyclemotor agencies for the year.

HILLS NO DRAWBACK

QUEBEC, P. Q.—The city of Quebec, with its ancient fortifications and quaint buildings, is noted for its many steep hills. In fact some of the local thoroughfares are not paved streets at all but wide stairways. Yet there are motorcycle dealers here, one of whom, Rod. Douville, expects to do a nice business again this year. He has again contracted to handle the Excelsior and has already placed three machines in this city.

NEW VANCOUVER MANAGER

VANCOUVER, B. C.—The new manager of the Vancouver branch of the Canada Cycle & Motor Company, Limited, is Mr. J. G. Pape who, for many years, was an Ontario traveler for the company. He knows thoroughly the many products which are distributed by the C. C. M. company.

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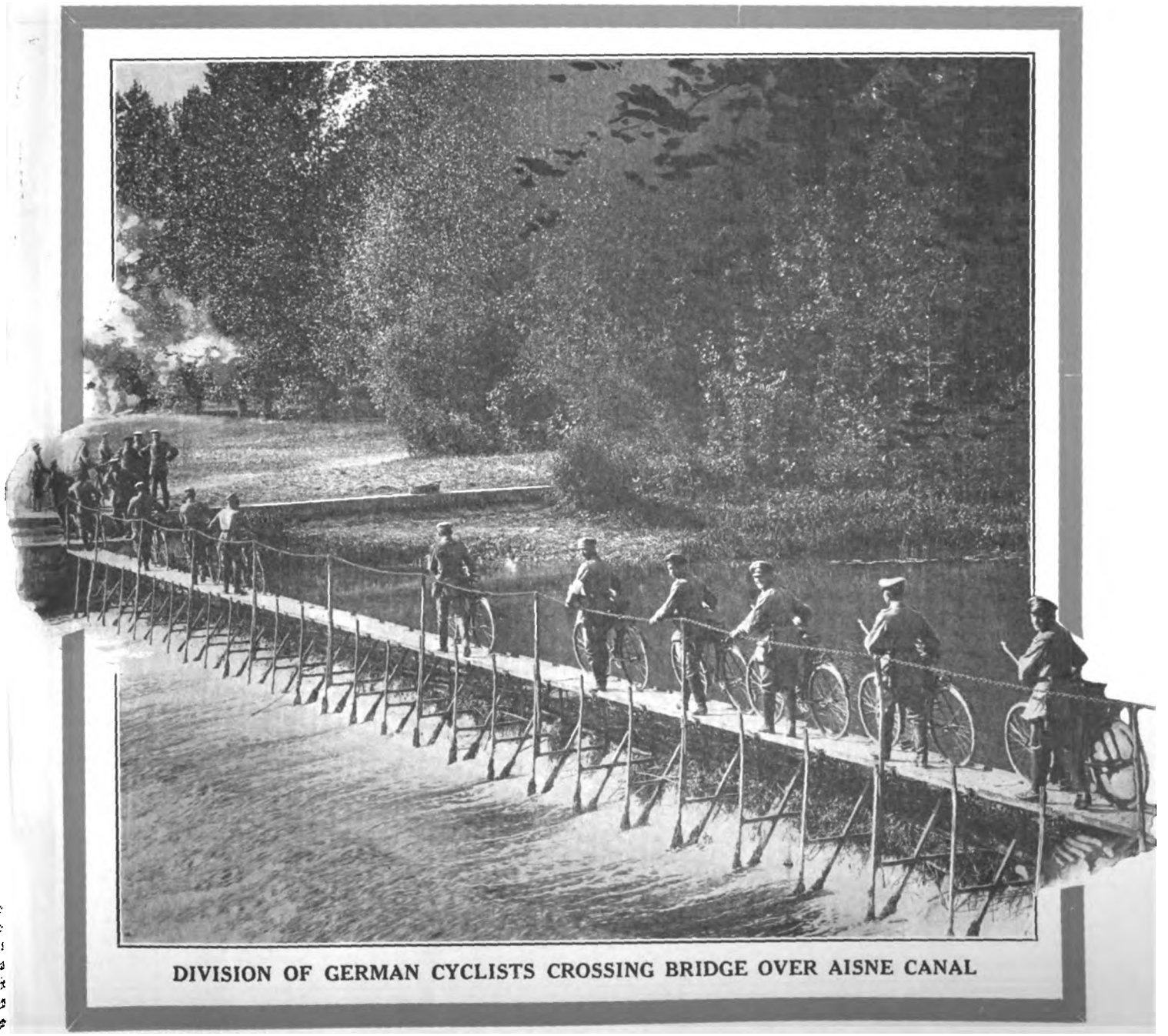
SUPPLEMENT TO MOTOR CYCLE ILLUSTRATED

THE BICYCLING WORLD

FOUNDED 1877

ALL THE BICYCLE NEWS EVERY WEEK

MARCH 30, 1916



DIVISION OF GERMAN CYCLISTS CROSSING BRIDGE OVER AISNE CANAL

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An enthusiastic customer is your best advertisement

THIS is a fundamental principle of business, well known to thoughtful dealers in every line of trade and recognized by the Associated Advertising Clubs of the World.

Good goods promote satisfaction and satisfied customers are a powerful asset, but when good goods are so good as to combine satisfaction with enthusiasm in the buyer, then and only then, is knowledge of the sale advertised throughout the length and breadth of your territory.

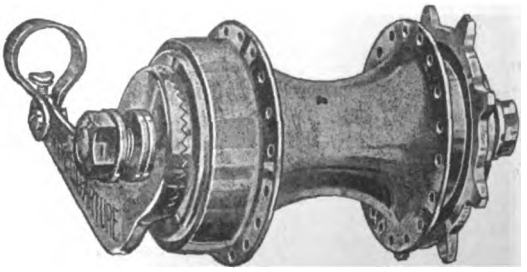
The bicycle dealer who specifies and sells

The New Departure Coaster Brake

has back of him an army of five million enthusiastic customers who have bought, used, and rely on New Departures and who advertise them in a way that keeps your business constantly before prospective purchasers.

Then, too, we work with every New Departure dealer with sales helps that in themselves insure and increase the already created demand for "The Brake that Brought the Bike Back."

May we co-operate with YOU in the boost for



"A Million Bicycles in 1916"

THE NEW DEPARTURE MFG. CO., Bristol, Conn., U.S.A.

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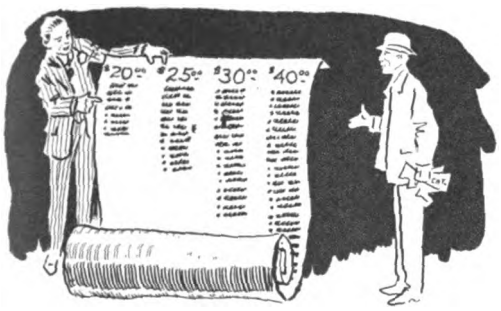
THE BICYCLING WORLD
FOUNDED 1877
DEPARTMENT OF MOTORCYCLE ILLUSTRATED
"ALL THE BICYCLE NEWS EVERY WEEK"

PUTTING YOURSELF INTO A CUSTOMER'S SHOES

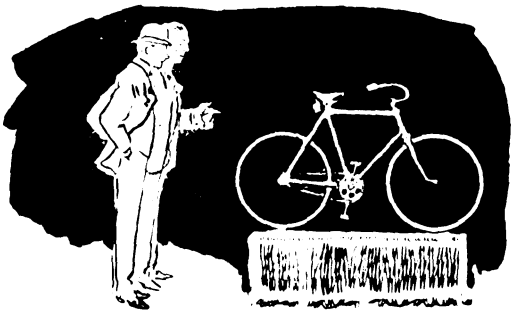
Best Results Can Be Obtained by Leading a Customer to Buy and Making Him "Sell Himself"; the Importance of Bringing Out All the Strong Points of Your Line

By JOS. W. BREEN
Advertising Manager, Haverford Cycle Company



Show a Man What He's Getting

Mr. Breen is the "high-priced" type of salesman. He has the knack of selling bicycles reduced to a science. In this story he tells some of his "secrets" of good salesmanship.


Imagine Yourself in the Buyer's Position

IN the bicycle business particularly, as in all business generally, the easiest way to get to a customer's pocket book is to get into his shoes. In other words, the secret of selling bicycles is leading the customer to buy rather than trying to sell him.

Getting right down to hard facts, there is really not a vast difference between the $35 bicycle John Jacques across the street sells and the one you are selling at the same figure. A difference in color combination, in equipment or finish, perhaps, distinguish your wheel from that of your competitor's. In general, the construction is the same. What then, are your selling points? What is going to make your bicycle sell better in comparison to the one across the way?

Individuality Essential in Bicycles

Individuality is just as essential in a bicycle as in an automobile, and much harder to find. Because of this comparative lack of individuality in bicycles, it is absolutely necessary that the salient points of your bicycle be brought most completely to the attention of the prospect.

Your competitor's machine has the same drop forgings, the same crank hanger as yours. It is just likely, however, that he has taken for granted that the man in the market was not interested in such details and failed to bring out any specific points. It is, of course, probable that he has. At any rate, all depends on how these little details are brought to the prospect's attention.

It will not suffice merely to mention that your bicycle has drop forgings, seamless steel tubing, one-piece hanger and the like. This may simply be a jumble of words to the man in the market. You must show him the advantage of such construction—make him feel that every part of that bicycle is built, as it were, to suit his particular needs, if you would have him put his money into your cash drawer. Do not waste words proclaiming your bicycle the finest or most reliable in the city. Rather, by bringing out the good points of your wheel, convey to him the idea of fineness, reliability, individuality, and he will sell himself.

Encourage Customer to Use His Judgment

Honest description of the relative merits of the different models on your floor goes a mighty long way in closing a sale. Let your customer know what he actually gets for $20, $25, $30 and $40. He will then have before him a standard by which to judge. Bring out forcibly the features of the machine you think best suited to him, encourage him to use his own judgment, and nine times out of ten he will take your judgment and your bicycle.

In a word, be specific in explaining the good points of your bicycle. Tear the wheel down, as it were, and then build it up with your own personal enthusiasm into a harmonious whole—a thing possessed not only of beauty and reliability, but also of individuality.

ALL THE BIG NEWS—FIRST

Within a few weeks everyone of the large bicycle tracks throughout the country will be in full swing again. We know that all of our readers want the results of the races—and want them first—every week. We have secured exclusive correspondents in all the cycling centers who will be on the job the entire season. As in the past the Bicycling World will have the best bicycle news service.

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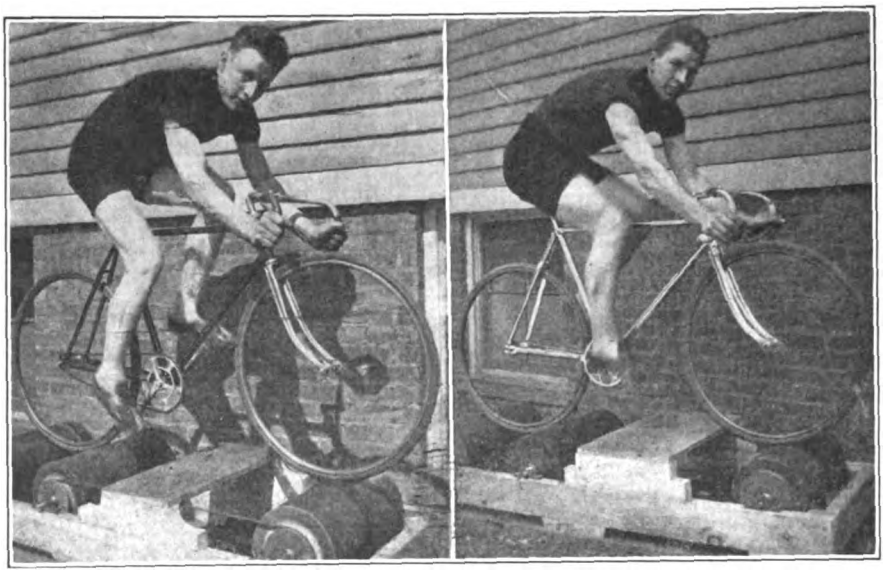
RODE IN OUTLAW HOME TRAINER RACES



William Weimer (at Right) and John Staehle (at Left), who Met in One-Mile Home Trainer Race of the Bay View Wheelmen, a Club Hostile to the N. C. A.

MORE PRIZES RECEIVED FOR U. S. I. RACE

Entries Coming in at Faster Rate Than Expected; Ten Additional Prizes Added to List; Big Clubs Will Enter Teams

NEW YORK, N. Y., Mar. 28.—With entries coming in at a faster rate than expected, the officials of the Unione Sportiva Italiana believe that one of the largest field of riders ever seen in a New York event will line up for their ten-mile bicycle road race on the morning of Sunday, April 9.

The attractive list of prizes, as well as the fact that this race will open the amateur outdoor season in the East, are largely accountable for the unprecendented interest which is being manifested in the U. S. I. classic. Four Pierce and one Iver Johnson racer are in the big prize list, which includes 20 pairs of tires, three silver loving cups, five medals and 35 other prizes of substantial value. Ten additional prizes have been received since the printing of the official entry blanks.

As was announced in a recent issue, the race will be held over the famous Jericho Turnpike course, starting from the Oriental Hotel at Floral Park, L. I. The contestants will be started promptly at 10 o'clock in the morning.

The clubs that will try for the various trophies are: Acme Wheelmen, New England Wheelmen, C. R. A. Association, Superior Wheelmen, C. R. C. of America, all of New York City; Glunz Wheelmen and Empire City Wheelmen, of Brooklyn, N. Y.; Hudson County Wheelmen, of Bayonne, N. J.; Bay View Wheelmen, of Newark, N. J.; Queen City Wheelmen, of Plainfield, N. J.; Big Mac Cycle Club, of Inwood, L. I., and Baldwin Cycle Club, of Baldwin, L. I.

Some of the best simon-pures in the East will appear in the race. Among these are: Fred Woisin, Inter-Club League champion for 1913; Ed. Jensen, 1914 Inter-Club League champion; Tom Bello, ten and twenty-five-mile American competition record holder; Eugene Aickelin, runner-up in the 1915 Inter-Club League championship races; Anthony Desimone, 1915 Inter-Club League home trainer champion; Nelson Johnson, ten-mile unpaced record holder.

Entries close at 6 p. m. April 3, with George Harvey, secretary, 23 East 115th street, New York City. After that date all entries will be subject to a charge of 25 per cent. extra, as per N. C. A. ruling, and no entries will be accepted after 9 a. m. on the morning of the race.

RIDERS IN FIRST WORK-OUT AT NEWARK VELODROME

NEWARK, N. J., Mar. 27.—About two score bicycle riders had their first work-out of the season at the Newark Velodrome, last Sunday, preparing for the racing season which opens here on April 2. Frank Kramer, the national champion, was one of the first riders on the track and, after having a good workout, he retired to his quarters for a stiff rub down. Besides Kramer on the track there were Reggie McNamara, Bob Spears, Oscar Egg, Fred Weber, Victor Linart, Eddie Root, Bobby Walthour, Frank Cavanagh, Gordon Walker.

At the right is shown the design which will be used on the medals to be awarded to all those finishing the Spring Century of the C. R. C. A.'s New York Division, April 23.

OUTLAWS IN EXHIBITIONS AND RACES AT NEWARK

NEWARK, N. J., March 27.—Amateur and professional cycle riders affiliated with the Federation of American Cyclists gave exhibitions and rode races on home trainers at the club house of the Bay View Wheelmen here in Newark last Friday night. Alfred Goullet, the blond Australian, was the big attraction of the night. Goullet rode a half-mile exhibition in 31⅕ seconds.

Harry Kaiser, the Bronx boy, beat Tommy Grimm, the local rider, in a one-mile match race in 1 minute and 10 seconds. John P. Cobert, Charles Osteritter and Arthur Staehle presented a clever comedy act on the rollers.

Eddie Kane, the president of the Amateur Cyclists of America, defeated John Dreher in a one-mile match race in 1 minute 24⅘ seconds. Al Krushel, of Buffalo, lost to Robert Henderson, of the Bay View Wheelmen. Joe Seltson defeated Jack Bell and Cobert defeated Nick Horvath. Louis Macciverna beat William Keller and John Staehle won from William Weimer.

ANNUAL TEN-MILE C. R. C. A. RACE, MAY 21

NEW YORK, N. Y., March 28.—The annual ten-mile handicap road race of the Century Road Club Association, to be held at Floral Park, May 21, is securing a list of prizes that promises to bring out the biggest field of riders that ever lined up for an "Association" race. The prizes will include bicycles, sets of wheels, tires, medals, loving cups and a long "string" of valuable merchandise.

The committee, composed of A. R. Jacobson, chairman; Isadore Taub, Adolph Wiener and Sylvain Segal, is bending every effort to make the event a big success. Detailed information concerning the proposed race can be secured from Mr. Jacobson, whose address is 149 West 98th street, New York.

WOISIN WINS ACME RACE

NEW YORK, N. Y., March 28.—In the time of 6:14 Fred Woisin of the Acme Wheelmen captured the club's two-mile race, staged over the Pelham Parkway course on Sunday morning. Second position went to Paul Reinsky, while the third honors were accounted for by Henry Neibhur. Among those who started in the race were Harry Kaiser, Paul Reineke, Henry Neibhur, N. Fesselmeyer, E. O. Spillane, F. Fesselmeyer, E. H. Spillane, John Herson, Fred Miller, R. Kurtzdorfer and S. Lindquist.

BELLO WINS CORK RACE

NEW YORK, N. Y., March 28.—The weekly cork race of the Unione Sportiva Italiana, held over the Shore Road in Brooklyn, which covers a distance of 18 miles, last Sunday, was won by Thomas Bello. The course was very heavy in places, but in spite of this fact there were 16 starters. A dead heat resulted between George Harvey and Charles Rabbino for second place, with Elmer Mullin following a few yards behind.

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PIERCE FACTORY NOW WORKING TO FULL CAPACITY

BUFFALO, N. Y., March 28.—The Pierce Cycle Company reports that it is now more than 2,000 bicycles behind in its shipments, in spite of the fact that every department of the factory is being worked to capacity day and night, and that additional help is being put on nearly every day. It is difficult for the Pierce Company to secure freight cars, and as a result of this condition they were obliged recently to send a carload of machines to New York by express.

Fred L. Brown, general sales manager, is now away on a two weeks' trip to Boston, New York, Baltimore, Washington, Louisville, Cincinnati and Indianapolis. Yesterday he advised the home office that "Al" Ray of Louisville, Ky., had been appointed State agent for the Pierce bicycle. He also stated that business all along the line was exceptionally good.

ROOSEVELT OPENS CYCLE JOBBING HOUSE

CHICAGO, Ill., Mar. 28.—George M. Roosevelt, formerly a traveler for the Excelsior General Supply Co., has started the Roosevelt Cycle Supply Co. here and will cater to the bicycle and motorcycle trade as a jobber and distributor. George M. is both president and general manager of the new company, while J. E. Roosevelt is secretary-treasurer, and Otto Baer, chairman of the board of directors. The address of the firm is 2337 Wisconsin avenue, Chicago.

U. S. I. HOLDS DANCE

NEW YORK, N. Y., March 28.—The Sixth Grand Annual Charity Ball of the Unione Sportiva Italiana was held on Sunday evening, March 26, at the Palm Garden. The famous Busoni, with his two well-known orchestras from the Ritz-Carlton and Hotel Knickerbocker, rendered the music. The committee in charge of the dance consisted of John Toletti, M. Bozzone and George Bieregel.

WHERE BICYCLES ARE A STRONG SIDELINE

Interior of C. A. Maedel's Hardware Store in Denver, Col. Note Bicycle Racks Made by Ingenious Arrangement of Ordinary Pipes

NEW SAUCER FOR NARRAGANSETT PARK

Revere Association Is Trying to Secure Big Speedway for New Oval in Providence; Will Hold Night Races Twice a Week

PROVIDENCE, R. I., Mar. 28.—Announcement was made here last week that the Revere Cycle Track Association, of Boston, Mass., is trying to secure the Narragansett Park Speedway, which was built last year at a cost of $100,000, for staging bicycle races at night.

The Revere association plans to build a new oval track within the big track should suitable arrangements be affected with the speedway management. It is intended to start the work of building the oval as early as possible, so that the opening racemeet may be held on May 30, Memorial Day. After that, races will be held every Tuesday and Friday evening of the outdoor season.

Riders from the C. R. A. circuit will appear on the proposed Providence track, and motor-paced races will be the feature performances. Many of the local boys, also, will be seen at the new velodrome. Quite a number of Providence riders have won their spurs at the Revere track in Boston, including Vincent Madonna, Alvin Loftus, Lormier Winslow, Tony Lancellotto, Ed. J. Goyette and Egisto Cini.

Madonna is the young Italian rider who took up paced racing for the first time last season, and he forged to the front rank of pace-followers in a short time. Before the summer was over he was pitted against such crank cyclists as Linart, Wiley, Carman, Walthour, Lawrence and Moran. He will appear regularly here, should the new track be built.

A. O. SMITH COMPANY AFTER PRICE-CUTTERS

Motor Wheel Manufacturers Exerting Every Effort to Prevent Sales at Reduced Figures and Protect Dealers All Over the Country

ADDITIONAL impetus has been given the rapidly-spreading campaign against price-cutting in the cycle fields and allied industries by the firm stand of the A. O. Smith Company, of Milwaukee, which has just announced formally that every effort is being exerted to prevent Smith Motor Wheels from coming into the hands of dealers or others who will be likely to offer them for sale below the list price.

A notable instance of price cutting with regard to Smith Motor Wheels was that of a New York department store. This concern advertised the Motor Wheels for $56.50, in accordance with its custom of quoting all goods under established figures. The price created considerable uneasiness among metropolitan dealers, but the A. O. Smith Company acted rapidly and the department store has been unable to get more motor wheels, even by the roundabout course by which it obtained the ones advertised.

How Motor Wheels Were Bought

"This store never purchased any motor wheels from the A. O. Smith Company or its representatives," said General Manager W. V. C. Jackson, of the Motor Wheel division, with regard to the affair. "The situation came to my attention immediately after the advertisement appeared and I at once traced down the two motor wheels secured and found that they had been purchased for the department store in a roundabout and deceitful manner from a dealer at considerable distance from the store. The Federal laws at present offer us no protection in this respect, but we are quite sure that this store or any other of its kind will have great difficulty in securing any number of Smith Motor Wheels anywhere hereafter.

"We have taken every possible measure to protect our dealers in this respect in all parts of the country and we are pleased to say that our 1,800 dealers have shown the proper co-operative spirit and good business sense in following the rules. The house mentioned, we discovered, did not intend to sell any motor wheels, but had them and advertised them as a bait to get people into the store, the common bargain motive. We have the lines against price-cutters pretty well drawn, but if such unfair competition should come to our dealers' attention we would certainly like to hear about it."

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Club Secretaries: Are the Events of Your Club Listed Here?

April 2.—New York. Spring century of the Century Road Club of America, New York Division. Rain date, April 9.

April 9. — New York. Ten-mile open road race, Union Sportive Italiana. Rain date, April 16.

April 14.—Boston, 25-mile international motor-paced race at Revere Beach oval.

April 23.—New York. Spring century of the Century Road Club Association. Rain date, April 30.

April 30. — Bicycle run, Chicago to Wheeling, Chicago Club.

May 7.—West Hoboken, N. J. Hudson boulevard 25-mile bicycle road race, Century Road Club of America, New Jersey Division.

May 7.—Newark, N. J. Twenty-five-mile open road race, Century Road Club of America, New Jersey Division. Rain date, May 14.

May 14.—Bicycle run, Chicago to Elgin, Chicago Club.

May 21.—New York. Ten-mile open road race, Century Road Club Association. Rain date, May 29.

May 28.—Bicycle run, Chicago to Blue Island and return, Chicago Club.

May 30. — Bicycle road race, Chicago club.

June 11.—Bicycle run, Chicago to Crown Point, Chicago Club.

May 30.—Newark, N. J. Irvington-Millburn road cycle race, 25 miles.

May 30.—Washington, D. C. Twenty-five-mile road race, auspices of the dealers.

June 4. — New York. Fifty-mile open road race, Century Road Club of America, New York Division. Rain date, June 11.

June 18. — New York. Ten-mile open road race, Acme Wheelmen of New York. Rain date, June 25.

June 25.—Bicycle century run over Chicago-Waukegan course, Chicago Club.

July 2. — Bicycle run, Chicago to Des Plaines, Chicago Club.

July 4.—Bicycle road race, Chicago Club.

July 4.—Wichita, Kas. Bicycle race promoted by dealers.

July 16.—Bicycle run, Chicago to Lake Zurich, Chicago Club.

July 30.—Bicycle run, Chicago to Miller Station, Chicago Club.

August 6.—New York. Pleasure run, carnival of sports and races, Century Road Club Association. Rain date, August 13.

August 12.—Bicycle run, Chicago to Waukegan, Chicago Club.

August 19.—Bicycle road race, Chicago Club.

August 20.—Bayonne, N. J. Pleasure run and races, Hudson County Wheelmen of New Jersey. Rain date, August 27.

August 27. — Bicycle run, Chicago to Aurora, Chicago Club.

September 3. — New York. Ten-mile open road race, New England Wheelmen of New York. Rain date, September 10.

September 4.—Bicycle road race, Chicago Club.

September 10. — Circuit of the Lakes, Chicago Club.

September 17. — New York. Fifty-mile Italian road championship, Union Sportiva Italiana. Rain date, September 24.

September 24.—Bicycle run, Milwaukee to Chicago, Chicago Club.

October 1, 8.—New York. Interclub Amateur Road Racing League annual championships. Rain dates, October 15 and 22.

October 8. — Bicycle run, Chicago to Hammond, Chicago Club.

October 22.—Bicycle run, circuit of Chicago outer belt, Chicago Club.

October 29.—New York. One hundred and fifty-kilometers (84 miles), Italian road championship, Union Sportiva Italiana. Rain date, November 5.

November 23. — Newark, N. J. Two-hour team race, Bay View Wheelman of Newark. Rain date, December 25.

MONTREAL BICYCLE CLUB REACHES 39TH YEAR

MONTREAL, Quebec.—The thirty-ninth annual meeting of the Montreal Bicycle Club was held at the headquarters of the Montreal Amateur Athletic Association on Thursday night, March 16, when many old veterans of the bike game gathered to renew affiliations for another year. One item of business was the passing of a vote of condolence to the relatives of the late A. T. Lane, a past president of the club and a real pioneer of cycling in America, who died a few weeks ago. Officers for the ensuing year were elected as follows: President, Art Harries; First Vice-President, Alderman Louis Rubenstein; Second Vice-President, F. Wathley; Honorary Secretary, James Macdonald; Treasurer, R. E. Melville; Captain, E. A. Venning; Bugler, T. G. Potter; Standard Bearer, J. J. Louson; Committee, Gordon C. Bowie, C. D. Bentley and W. E. Findlay.

These men have been staunch devotees of the bicycle sport for many years and the majority are now very prominent in various spheres of commercial and public life. Alderman Rubenstein, who has been the acting-mayor of Montreal, has been the president of the Canadian Wheelmen's Association for more than twenty years.

CLEVELAND DEALERS ORGANIZE TO HOLD RACES

CLEVELAND, O., Mar. 28.—Local bicycle dealers recently formed an association for the purpose of securing more publicity for the two-wheeler by staging events during the riding season which are calculated to arouse the public interest. On April 9 the dealers will ride through the main streets of the city on 1916 machines, and a decorated bicycle parade will be run off on the evening of May 10, for which liberal prizes will be offered. A big bicycle racemeet is promised for May 30, while a night lantern parade will be held on June 14. Another racemeet will bring out the local riders on the Fourth of July, and a dealers' outing, to which all Cleveland cycling enthusiasts will be invited, is on the program for July 30. The last two events of the season are to be a "Surprise Day," Aug. 16, and a final racement on Sept. 4.

DEMONSTRATING POWER OF MOTOR WHEEL

Outfit Used by Dealer at Jubilee in La Porte, Ind. The Great Western Bicycle Shown Has Covered 6,723 Miles and Is Still Giving Good Service

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FOUR BUSY CYCLE STORES IN BIRMINGHAM, ALA.

BICYCLES INCLUDED IN SPRINGFIELD ORDINANCE

SPRINGFIELD, Ohio.—Springfield's new traffic ordinance, which is before the council for enactment, provides with great detail for every phase of motor operation, and takes in bicycles as well. Among other provisions is one to the effect that no person on a motorcycle or bicycle shall allow any person to ride in front of him, but the not uncommon prohibition of tandem motorcycle riding is not found. Every motor vehicle shall be provided with a good brake and with mufflers, and lights must be not more than three feet above the surface of the street. Operation of a motor vehicle by a person under 16 years of age is forbidden, but as a reference to "said automobile" follows this immediately, it is understood that it does not cover motorcycles, so as to shut off boy riders. It is believed that the ordinance will pass, as little or no complaint has been received.

CROWD BLOCKED THE TRAFFIC

LYNN, Mass., March 28.—The Lynn Sporting Goods Company is holding a home trainer contest in its large display window and has secured two local riders to pedal for one hour each day. The contest will last one week, after which time the sealed dial, which is marking the distance the riders are covering, will be opened. Everybody is permitted to register a guess of the mileage, and to the four persons making the best estimates valuable prizes will be awarded. This contest is creating so much interest here that the police had to be called out to prevent the crowd from blocking the traffic.

GOODBY-RANKIN CO. IS KEPT STEPPING LIVELY

PROVIDENCE, R. I.—Nat C. Cohen, sales manager, and Frank McCarty, manager of the motorcycle and bicycle department of the Goodby-Rankin Co., of this city, agree enthusiastically in the statement that 1916 will be a banner year for cycles. Mr. Cohen has recently returned from a trip to a number of the factories making the various products sold by the Goodby-Rankin company, his object being to obtain more speedy deliveries in order to meet the Spring demand. He reports that his trip was successful.

As indicating the splendid demand for bicycles, Mr. Cohen states that they have sold as many bicycles already as they did in the entire year of 1915. He gives due credit to the fine constructive and sales producing work of the "Million Bicycles Committee."

Mr. McCarty added to Mr. Cohen's remarks by stating that the company has received substantial mail orders from localities far outside their territory. "Our business for November increased 97 per cent. and for December 125½ per cent.," said Mr. McCarty, "and our only trouble had been to obtain the goods fast enough to meet the orders."

BERRY AND O'KEEFE MOVE

LOUISVILLE, Ky., March 29.—A. C. Berry and Jerry O'Keefe, who have been running a bicycle store as A. C. Berry & Co., at 415 South First street, have moved their business to 308 South Third street and taken on the Thor agency. This concern has changed its name to the O. K. Cycle Company. A full line of bicycles, including the "Princetons," is being handled, and the 1916 three-speed Thor is now on display.

MOTOR WHEEL NEWS

JACKSONVILLE, Fla., March 28.—Melms-Weisenfeld Company has taken on the distributing agency of the Smith Motor Wheel for Florida. Melms-Weisenfeld Company has two large retail stores in Jacksonville.

LITTLE FALLS, N. Y., Mar. 28.—Little Falls Motorcycle Co., which recently renewed contract to handle "The Bicycle Booster" for the present year, has sold 16 of the Motor Wheels within the last four days despite the fact that two feet of snow is on the ground.

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FRANK KRAMER'S LIFE STORY

The First Authorized Story of the Great American Bicycle Champion's Brilliant Career—By Harry Mendel

Twelfth Installment

In 1908 Kramer's chief contenders for the title were Bardgett, Fogler and Clark. He not only defeated this strong trio, but also lowered two more world's records.

ALL the excitement during the cycling season of 1908 came in the last two months and when the smoke of the battle had cleared Frank L. Kramer had once more won the cycling championship of America. This was the eighth consecutive time that the East Orange tornado had annexed the premier bike honors of the land. Walter Bardgett was the runner up to Kramer and Joe Fogler, the Brooklynite, finished third.

Kramer shattered two world's records in 1908 and riding with Joe Fogler set up a new mark in a tandem race. The first record was lowered on Sunday, August 23, when Kramer, riding with Fogler, finished a two-mile tandem race in 3 minutes 46⅖ seconds. This was eleven seconds better than the previous world's figures. The following Sunday, "Big Steve" clipped one-fifth of a second off the half mile record. He traveled over the boards in 54 1/5 seconds, bettering the former record made at Salt Lake City by Jackie Clark by one-fifth of a second.

Against Field of 25 Riders

In next to the last meet of the season, Kramer eclipsed all of his previous performances of the season when he beat thirty riders in the twenty-five-mile open and knocked 26 3/5 seconds off the world's record made by himself seven years previous at Madison Square Garden. Kramer's time was 57 minutes 26 3/5 seconds. The old mark was 57 minutes 52 4/5 seconds. Joe Fogler finished second to Kramer in this event.

Bicycle racing, which was dormant in Newark in 1906 and 1907, sprung into popularity again in 1908, and during the last two months of the season drew banner crowds. Jackie Clark and Floyd McFarland rode in Salt Lake City the greater part of 1908 while Iver Lawson was out of the game for some time, due to injuries received at the Newark track and at Salt Lake City.

Early in September Johnny Chapman came on from Salt Lake City with Jackie Clark, Henri Mayer and Iver Lawson. Chapman was made manager of the Newark Velodrome, which position he holds today. The first meet Chapman put on drew the record crowd of the season. Jackie Clark beat Champion Kramer in the one mile handicap. Clark's victories after this, however, were few and far between. On the Saturday night previous at Madison Square Garden Kramer disposed of Clark, Mayer and Fogler.

When Clark beat Kramer by three-quarters of a length on his first appearance in Newark naturally the fans were greatly surprised and gave the little Australian a tremendous reception for his victory. Kramer trailed Clark the entire distance and could not beat Jackie down the home stretch.

On the following Wednesday there was a different story to tell; the old master came back and led Clark to the finish in the one mile open. Kramer also won the three mile handicap and in this event Clark did not figure. Kramer led Clark to the tape by a half length in the mile race.

On Saturday night, September 12, Clark proved easy "pickins" for Kramer in a match race at Madison Square Garden. Kramer defeated the "rocket" in two straight heats, the first at a half-mile and the second at one mile.

Dispels All Doubt

Kramer rode one of the finest races of his career on Sunday afternoon, September 13, and whatever doubt existed as to the superiority of Kramer over any of the other riders, whether from home or foreign climes, was completely dispelled. Kramer won the one mile national championship race in one of the most sensational finishes and with one of the greatest bursts of speed that was ever seen in Newark.

The rider most signally defeated in this race was Jackie Clark, the little Australian. Kramer up to this time had defeated Clark in an open race and a match race and here once again he demonstrated his superiority.

WALTER BARDGETT
He Captured Second Place in the 1908 Championship Series

Clark made his bid in the mile championship race a lap and one-half from home and went to the front. Kramer knew that it was up to him to stick close and he surely did. Finally when the bell clanged, Kramer started a fight on the first turn and, with the old-time Kramer jump, which has made him so famous in the cycling game on two continents, he shot out past the others. Before the last turn was reached Kramer was in the lead and he won the race in a brilliant finish. His burst of speed shown on the back stretch has often been said to be one of the greatest bits of racing of his career.

Kramer got a tremendous hand and a big floral horse shoe for his victory. The presentation of the horseshoe of flowers was made by Miss May Warshaw, of Vailsburg, a little girl of three years, attired in white and pink. Kramer disregarded the large crowd present and leaned over and kissed the little miss on the cheek. Some say that this was the first time Kramer ever kissed a pretty miss. Kramer just blushes and smiles when now asked if this is so.

Gets Five More Points

But getting away from kisses. Norman Anderson with a burst of speed nipped Clark at the finish mark and Walter Bardgett finished fourth. It was a wonderful finish all around.

On the following Sunday Kramer clinched the national championship when he crossed the tape a winner, amid thunderous applause, in the five-mile titular race and added five more points to his count in the championship. Clark, due to injuries received the Saturday previous at Madison Square Garden, was unable to start. Joe Fogler finished second, Walter Bardgett was third and Norman Anderson fourth.

On the night that Clark was injured, McFarland and Downing won the two-hour-a-day six-day race which finished up in the Garden. Kramer and John Bedell finished second while Lawson and Clark were third.

On Tuesday night, September 22, Kramer scored an easy win over Henri Mayer, the German champion, in a special match race at Madison Square Garden. The German rider had every opportunity to win but he was clearly outgeneraled in both heats. The first at a half-mile and the second at one mile.

The next Sunday, Kramer defeated Clark in a match race at Vailsburg practically as easy as he had defeated the German rider in New York. Kramer rode from the rear both times and just rode around Clark to victory.

The first of the national championship races of the season was run at Madison Square Garden, on Monday, June 29. It was a half mile affair. He was grouped with Fogler, Bardgett and Rupprecht in the final and won handily.

On Wednesday, July 8, Kramer won the five-mile lap race by inches. He

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C. R. C. A. MEMBERS GATHER AT ANNUAL BANQUET

At the Banquet of the Century Road Club Association Held in New York on March 25

NEW YORK, N. Y., March 28.—The sixteenth annual banquet of the Century Road Club Association was held last Saturday evening, March 25, at the Broadway Central Hotel, in this city. Seventy-five members and their friends formed a genial company that enjoyed the entire program.

The master of ceremonies was Mr. Paul Thomas, president of the association, who after distributing the souvenirs to the ladies and passing around the "smokes," called upon the prominent cycling men present for brief talks. Among those who addressed the diners were Harry A. Gleisman, eastern representative of the Miami Cycle & Manufacturing Co.; Emile E. Fraysee, president of the Century Road Club of America; D. J. McIntyre, president of the Inter-Club League; Sylvain Segal, national secretary of the C. R. C. A.

National prizes—cups, medals and certificates of merit—were then given out, after which the floor was cleared for dancing. The following received prizes:

National Century and Mileage Competition: F. M. Sanborn, gold medal; W. M. Winquist, silver medal; Sylvain Segal, bronze medal.

New York Division Century and Mileage Competition: F. M. Sanborn, gold medal.

National Membership Contest: Isidore Taub, bronze statue.

W. F. Thompson, 500-Mile Record Trophy: F. M. Sanborn; time, 51 hours.

Mitchell First Century Trophy: Won by E. Kuno.

New Year's Race Cup: Edwin Jensen.

Miscellaneous New York Division Contests: Membership Competition—Isidore Taub, gold medal; Louis Zemo, silver medal; Sylvain Segal, bronze medal. Weekly Point Races—Edwin Jensen, gold medal; Raymond Caldwell, silver medal; George Harvey, bronze medal. Annual Championship Races—Edwin Jensen, gold medal; Nelson Johnson, silver medal; John Marquart, bronze medal.

---

id Fogler choked off Bardgett at the pe. The next day Kramer and Fogler ere summoned before the National ycling Association and told to cut out e teaming.

John Bedell beat out Kramer by inches in a twenty-five-mile open race at Vailsburg on the first Sunday in August. Only inches separated the first three riders over the tape. Joe Fogler crossed the tape first but was disqualified for taking the pole from the inside. Walter Bardgett got third place and Eddie Root was fourth.

The curtain was rung down on the season of 1908 on Sunday, November 1. Jackie Clark and Floyd McFarland lowered the colors of Frank Kramer and Joe Fogler in two straight heats of a one-mile team match race.

(To be continued)

BIKE DAY AGAIN POSTPONED

SAN FRANCISCO, Cal., March 28.—The Bay City's Bicycle Day has again been postponed, because of inclement weather. In spite of these postponements, however, interest in the events which will be staged continues to grow greater every day. It is not known definitely now just when Bicycle Day will be observed, but the dates will probably be April 2 or 9.

"BLUE STREAK DAY"

AKRON, O., March 28.—Enthused by the huge success of Bicycle Day, the Goodyear Tire & Rubber Company has set aside May 3, as "Blue Streak Day," when some novel events will be staged by Goodyear branches throughout the country to boost the bicycle and "Blue Streak" tires. The nature of these plans has not been announced yet; but, as one of the Goodyear men said, it's going to be "something very unusual."

SALES FREQUENT IN COLUMBUS

COLUMBUS, O.—Bicycle dealers in this city all are speaking of a marked revival in bicycling in and around Columbus. Sales are more frequent and many of the wage-earners are resorting to bicycles as a means of getting to and from work.

LETTER BOOSTS BICYCLE AS DELIVERY VEHICLE

NASHVILLE, Tenn.—R. M. Eberhardt, president of the R. M. Eberhardt Co., bicycle dealers at 69 Bridge avenue, this city, is sending out a snappy letter to all merchants in this city and surrounding towns regarding the superiority of the bicycle as a delivery vehicle. The letter follows:

"Mr. Merchant:—Are your delivering expenses costing you too much—are you trying to cut them down—or do you ever think about that? If so this letter ought to appeal to you. Just sit down for a minute, and figure what it cost to send a twenty-five or fifty cent order a half mile or perhaps a mile, if you are using an auto or horse and wagon, don't you think you could deliver it cheaper by using a bicycle? We know you could—that is the reason we are sending you this letter.

"Some people have the idea that the bicycle is a toy and is only made for boys and girls to have a good time with, but they are mistaken, for a bicycle can be made as useful as an auto or horse and wagon and cost less to keep it up. We don't ask you to take our word for it; just call up some of your friends who are using bicycles for delivery purposes, and ask them what they think of them for delivering.

"If this letter interests you at all, call Main 1884, and let us come out and explain, or if you are using a bicycle we would appreciate a trial on your repair work.

"Hoping you will give this letter a few minutes' thought, we beg to remain."

COMMERCIAL BIKES HIS SPECIALTY

HENDERSON, Ky., March 27.—James Noble, manager of the new Indian store opened here by Henry F. Pardon, the Owensboro dealer, is featuring Arrow, Indian and Rollfast bicycles, and is specializing on bicycles for merchant's delivery.

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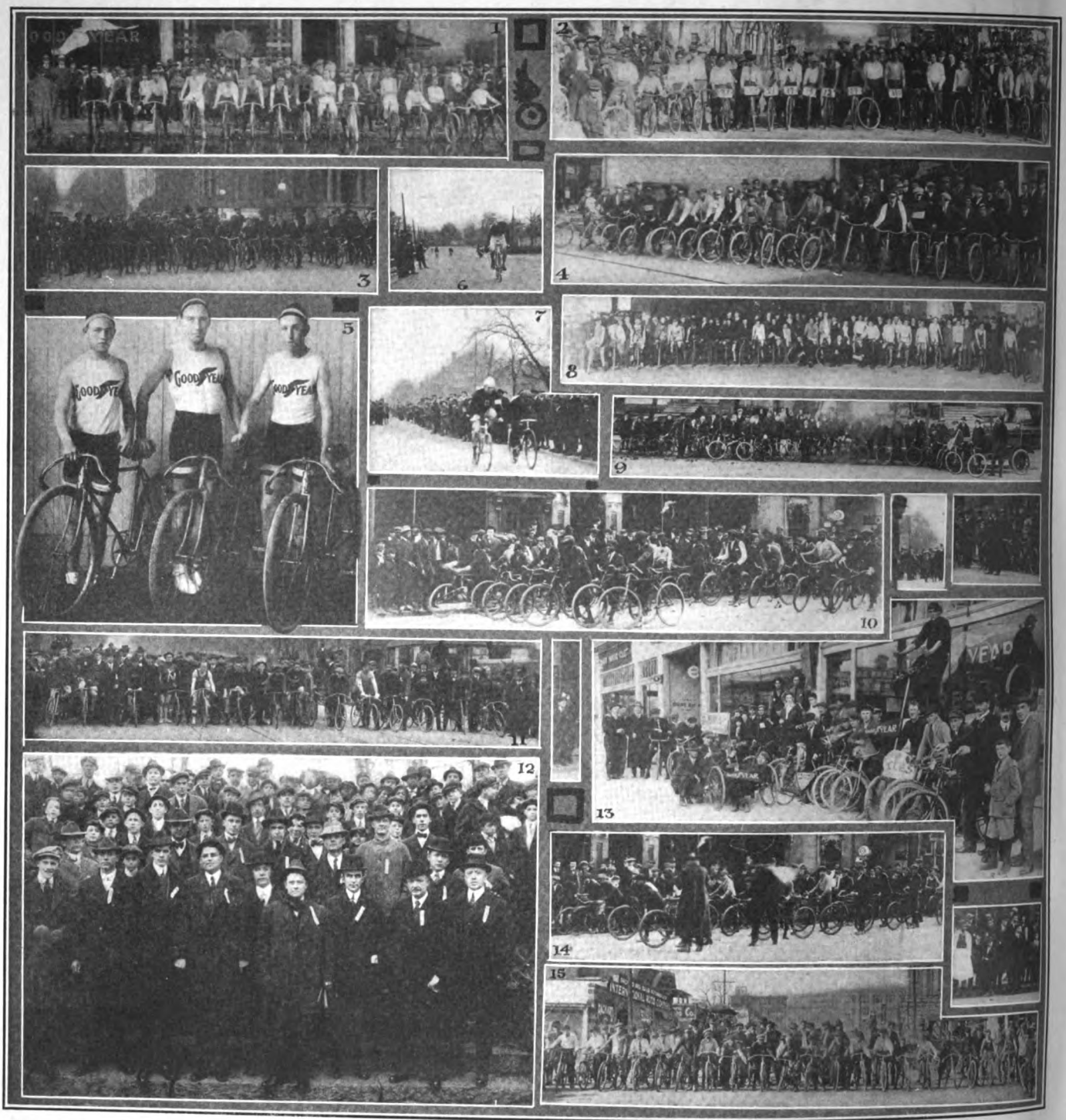
BICYCLE RACES STAGED BY GOODYEAR COMPANY



EVIDENCES of the widespread interest aroused by Bicycle Day are still being received, and perhaps one of the most impressive proofs of the constructive work accomplished in the southern and western states are the photos shown in the above layout. These pictures illustrate the races which were staged by various local branches of the Goodyear Tire & Rubber Company on Bicycle Day.

It was originally intended to hold sixteen races, but unfavorable weather conditions cut this number down to eleven. Local dealers were invited to co-operate in making these events a success, and in some instances city officials also gave their support Three prizes were hung up by the Goodyear company for each of the eleven races.

In addition to staging races, the Goodyear company set up special bicycle window displays in all of its 65 branches, and appropriate posters were mailed broadcast to dealers.

The Photos Described

Descriptions of the photos shown above follow: 1—Jacksonville race; 2—San Antonio race; 3—Baltimore race; 4—Dallas race; 5—San Francisco home trainer riders; 6-7—Finishes in Birmingham race; 8—San Diego race; 9—Oklahoma City race; 10—Charlotte race for colored boys; 11—Birmingham race; 12—Birmingham officials; 13—Oakland race; 14—Charlotte race; 15—El Paso race.

Needless to say, the races have started many local booms.

HARVEY WINS FINAL U. S. I. HOME TRAINER RACE

NEW YORK, N. Y., Mar. 28.—The final weekly home trainer race of the Unione Sportiva Italiana was held at its clubhouse last Thursday evening. The affair was run off in match style, two preliminary heats and a final, each being at a distance of one mile. George Harvey was the winner, covering the mile in the excellent time of 1:21⅕. Summaries:

HEATS.

Winner.	Time.
1. C. Zoccola—C. Buscaglia	1:24⅗
2. G. Harvey—J. Mossati	1:29⅗

FINAL HEATS.

George Harvey—C. Zoccola	1:21⅕

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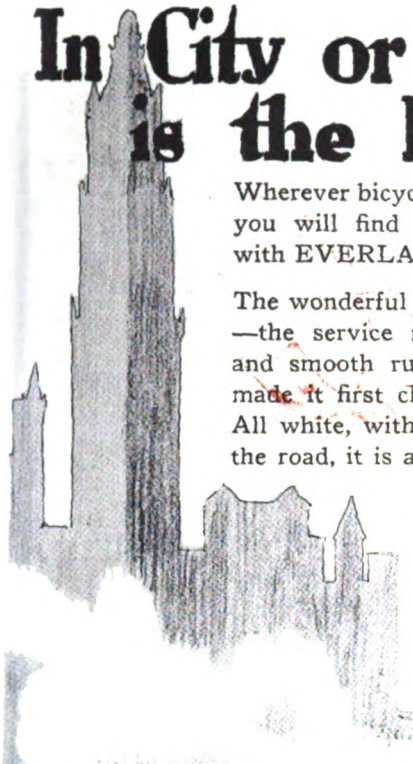
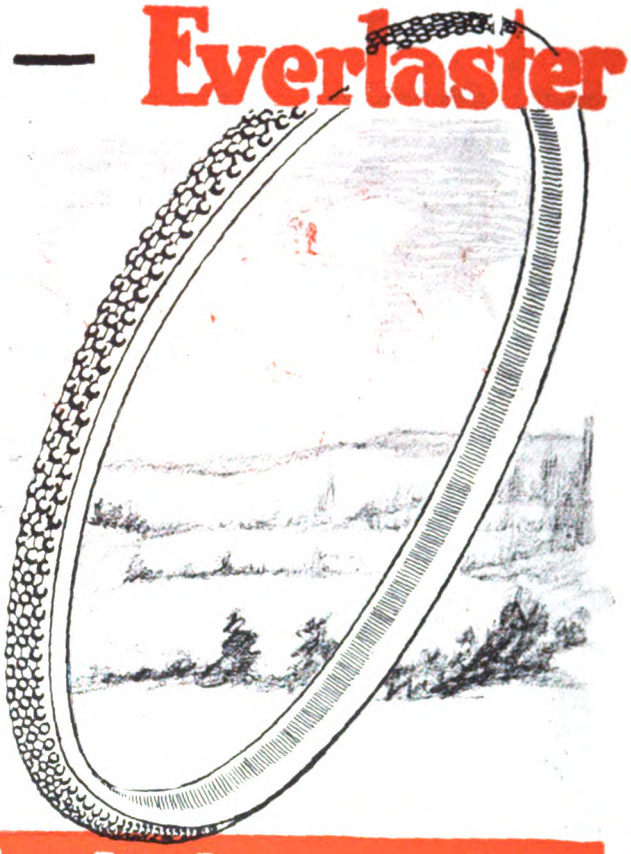
In City or Country — Everlaster is the Favorite.



Wherever bicycle tires are ridden, there you will find the majority equipped with EVERLASTERS.

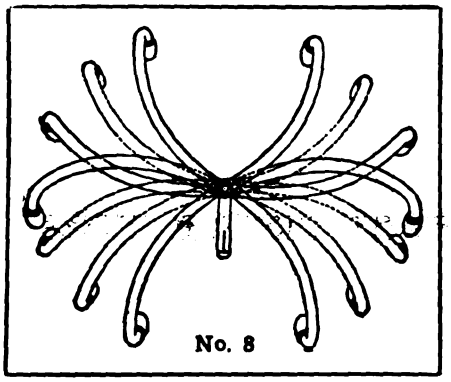
The wonderful value found in this tire —the service rendered, its resiliency and smooth running properties, have made it first choice of Bicycle riders. All white, with husky studs that grip the road, it is at once a handsome and an efficient bicycle tire.

Dealers — get a sectional sample and full details.



Kokomo Rubber Co; Kokomo, Ind.

Kelly Handlebars



No. 8

"Get Busy"
"A million bicycles for 1916."

This can be accomplished by using Kelly Bars.

Jobbers and Manufacturers Who Seek Standardization

should invariably equip with KELLY HANDLEBARS—the standard of the world. No high-grade bicycle is complete without KELLY ADJUSTABLE HANDLEBARS. With these handlebars, 25 different riding positions are possible. No other bar made allows anywhere near this number of different positions. KELLY HANDLEBARS ARE THE STRONGEST SELLING POINT A BICYCLE CAN HAVE.

They are the ideal bars for racing, distance work, boulevard riding, etc. Adjustable to ANY position.

KELLY HANDLEBAR DEPT.
5017 Perkins Ave. Cleveland, Ohio

For assurance of prompt attention to your wants mention MOTOR CYCLE ILLUSTRATED.

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Two More Popular Treads of the

Rollfast

TRADE MARK

Line

The ROLLFAST line is a remarkably complete one. When you become the exclusive ROLLFAST dealer in your town you have a line to be proud of.

ROLLFAST is the best known line of tires in the country. It is becoming a standard of comparison. When some article is particularly good and sells well, the dealer calls it a "ROLLFAST."

The two tires shown here are strictly new and very handsome and efficient treads. The tire on the left is made of red rubber throughout, with **real automobile tire fabric.** It is handsome, skidless and remarkably resilient and enduring.

The tread on the right has wonderful riding properties, combining resiliency with just the proper amount of suction grip to hold the road, and without retarding the wheel-turn, as is common with deeply cut suction treads.

REMEMBER THE ROLLFAST AGENCY BRINGS WITH IT THE EXCLUSIVE SELLING PRIVILEGE FOR YOUR SECTION. ACT TODAY. WRITE TO YOUR NEAREST DISTRIBUTOR.

ROLLFAST DISTRIBUTORS

Atlanta, Ga., Walthour & Hood.
Baltimore, Md., Holland, Baden, Ramsey Co.
Boston, Mass., Hub Cycle Co.
Buffalo, N. Y., Vim Cycle & Hardware Co.
Chicago, Ill., Edwards & Crist Mfg. Co.
Denver, Colo., M. L. Foss.
Detroit, Mich., Detroit Cycle Supply Co.
Indianapolis, Ind., Geo. H. Westing Co.
Jacksonville, Fla., McGraw Bros.
Kansas City, Mo., Townley Metal & Hardware Co.
Los Angeles, Cal., Appeal Mfg. & Jobbing Co.
Memphis, Tenn., Johnson & Meyer Co.
Minneapolis, Minn., Hall Williams Co.
New York City, City Supply Co.
New York City, N. Y. Sporting Goods Co.
Omaha, Neb., Lee-Colt-Andreesen Hdw. Co.
Philadelphia, Pa., Geo. C. Miller & Co.
Philadelphia, Pa., Geo. W. Robb.
Pittsburgh, Pa., Sportsmen Supply Co.
Reading, Pa., Keyser Fry.
San Francisco, Cal., Appeal Mfg. & Job. Co.
Syracuse, N. Y., The Olmsted Co.
Tacoma, Wash., Washington Cycle Sup. Co.
Worcester, Mass., J. W. Grady & Co.
Youngstown, O., Stambaugh Thompson Co.

Harwaco Rubber Works Co.

Office, 48 Warren Street

New York

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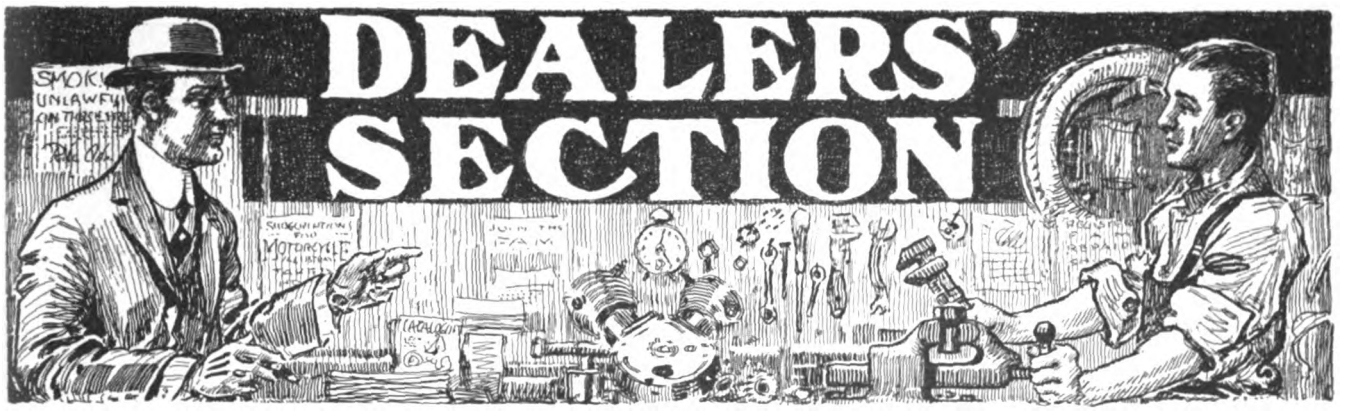


BEING ON THE JOB BOOMED HIS BUSINESS

From His Start as Cycle Agent in High-Wheeler Days, Charles Hanson, of Kansas City, Has Closely Applied Himself to Bettering His Trade and Developed a Big Indian Following

By R. FRANKLIN MUNDORFF

THIRD IN A SERIES OF SUCCESS STORIES ABOUT DEALERS

IF WE can consider success in the motorcycle business to be building it up and faithfully devoting the entire time to serving satisfied customers; to investing a good part of the profits in bettering the service and keeping on doing these things, year in and year out, then Charles Hanson, the Indian agent in Kansas City, Mo., has achieved success, for these things he has done. He is a believer in the square deal for everybody and in the raising of standards of shop and salesroom.

Charles Hanson is one of Kansas City's pioneer machinists as well as a veteran cyclist. He came to that city early in its history and worked as a mechanic, then took to the bicycle business. In this line, he worked as a mechanic for a now defunct cycle shop, but saved his money religiously and soon opened his own bicycle salesroom and repair shop at 1406 Grand avenue.

In High-Wheeler Days

At that time the "ordinary" or high-wheeler was still in use to a certain extent, and progress in the bicycle business was only in its infancy. Hanson had the agency for the Tribune, National, Viking, Racycle and Pierce wheels in 1894. By close application to business, he made a quick success of it. The first few years were hard sledding and while Hanson was busy in the shop, Mrs. Hanson took care of the salesroom.

When the bicycle boom struck Kansas City, it found Hanson and his two competitors prepared to handle the rush of business. Within a period of eight months there were 51 bicycle shops in the city. Bicycles were sold from barbershops, poolrooms, saloons, drugstores, grocery shops and clothing stores. The result was that the flood of wheels was terrific; everybody in Kansas City rode a bicycle. Then came the crash.

The Veterans Survive

At the end of that memorable year, the three original bicycle shops alone survived the shock. "There was very little business the next few years to follow," said Hanson, reflectively, "but we managed to stick through it doing only a small amount of repairing."

When his son, Albert, was but twenty-seven months old, Hanson set about to construct a bicycle for him and to teach him how to ride it. Albert is now in charge of the parts department of his father's Indian agency and is an enthusiastic motorcycle devotee. He was formerly employed as manager of the parts department of the Kansas City branch of the Hendee Mfg. Co., joining the force at his father's store when the Wigwam abolished its branch there.

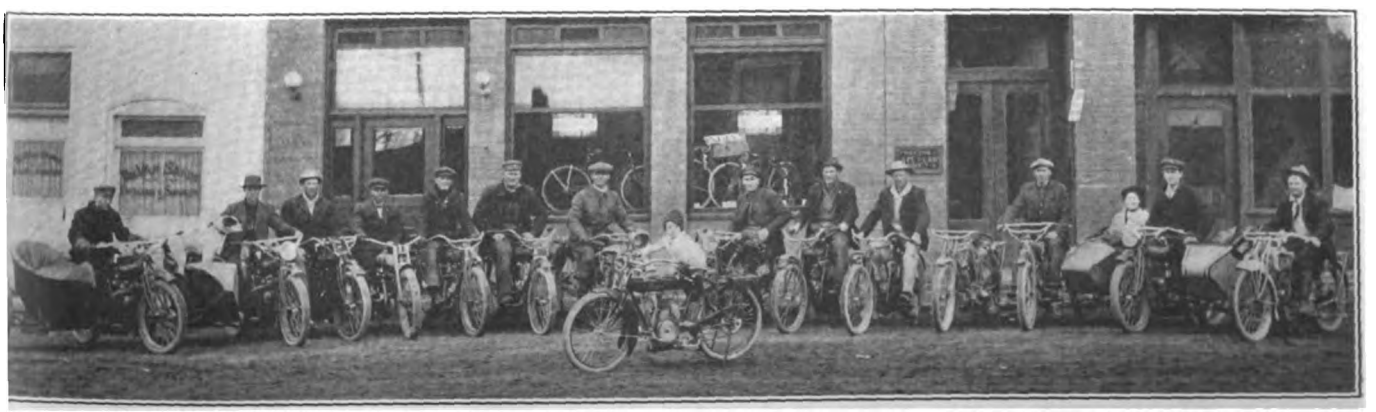
Boosting Amateur Racing

A bicycle track was built where old Electric Park now stands and Hanson devoted a great deal of his attention to the amateur races that were run there on Sundays and holidays. "The track created an interest in the racing models of bicycles and business in this line became very good for a while," said Hanson. In 1900, Hanson annexed the agency for Columbia motorcycles to his bicycle business. Next year, however, he dropped the Columbia and took the Indian, which he has continued to hold ever since.

Hanson brought one of the first Indians produced to Kansas City, the number on the machine being 251. The business and interest in motorcycles continued to increase rapidly, and in 1907 he was forced to drop the bicycle business because of lack of floor space for the increasing motorcycle business.

(Continued on Page 44)

WHERE INDIAN AND EXCELSIOR MODELS ARE EFFECTIVELY HANDLED IN ALAMOSA, CAL.



Establishment of George W. Spriestersbach, with Group of Patrons Ready for a Week-End Run

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The Second Carload in a Month!

Here is Motorcycle History

For assurance of prompt attention to your wants mention MOTOR CYCLE ILLUSTRATED.

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[illegible] exactly 17 days to sell his first carload of Cleveland Light Motorcycles *at retail*. He telegraphed his order for another carload of 75 machines, and they were shipped *immediately*. THEY ARE ALREADY SOLD! All in less than a month! A third carload is in transit.

Can anyone connected with the motorcycle industry recall in his entire experience, a circumstance as epoch-making, a sales-record as gripping, as that of the CLEVELAND?

What is the answer? It means that the CLEVELAND LIGHT MOTORCYCLE *is what the public wants*—that its lightness, its grace, its mechanical perfection, its wonderful silence and ease of handling, have placed it in a dominating sales-position. It is THE Light Motorcycle—and the public knows it.

Are YOU Ready to take orders for the Cleveland? Note we do not say "sell"—for the Cleveland sells itself—you do nothing but take the orders. Write for our dealers proposition.

Cleveland Motorcycle Mfg. Co., 7209 Platt Ave., Cleveland, Ohio

Cleveland

2 Stroke 2 $140.

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BEING ON THE JOB BOOMED HANSON'S BUSINESS

(Continued from Page 41)

In 1913, Hanson was forced to move to larger quarters at 1421 Grand avenue to get enough room to handle his motorcycle trade. He took on bicycles once more in 1915, signing up for the Indian line when it appeared.

These are Hanson's means of ensuring success: Turning a portion of the profits back to better the business and service; taking every advantage of opportunities to advertise and to advertise extensively; promoting weekly trips in good weather; giving an annual chicken dinner with a good run into the country to the customers; making friends of each and every customer and giving him a square deal, and keeping the standards of shop and service ever advancing. "To these I might add not to look for big profits," says Hanson, "and these will multiply with the number of customers. Lastly, to read the trade journals, thus keeping in touch with the industry and its movements."

Five Men on Staff

Hanson's business is such that he has five men constantly employed. Ross Landes is in charge of the sales of motorcycles; Grant Kinnel is in control of demonstrations and teaching novices to ride; Albert Hanson has charge of the parts department and Frank Archer has charge of repairs. The Hanson store is large and well appointed. The rear of the building is given over to the repair shop, while the front is occupied by the salesroom. In one corner of the salesroom are the parts cabinet and showcases for accessories as well as Hanson's office. Directly opposite is the space given over to used machines. In the basement are stored crated machines and goods held in reserve.

ERWIN G. BAKER STIRRED HAWAIIAN ISLANDERS

BAKER'S ride around the island of Oahu on his homeward bound trip from Australia aroused great enthusiasm among the Hawaiian Islanders. The distance around, following the shore line, is 89.6 miles, and Baker's time was two hours, four minutes and 36 seconds. This is 23 minutes and 24 seconds faster than the previous record held by Frank Taveras, a well-known local rider.

There had been heavy rains a day or two before his ride and the roads were cut up into chuck-holes and with many boulders standing out for the rider to dodge. When Baker could let out he averaged 78 miles an hour with his Powerplus.

The ride was arranged by E. O. Hall & Son, the Hawaiian Island Indian distributors, and they had several leading citizens and Captain Baker of the police to act as judges. The start and finish were in front of the Advertiser newspaper office. The island people, knowing the local conditions, think that this ride of Baker's makes him one of the greatest motorcyclists in the world.

DETROIT DEALERS PLAN RACE MEETS.

DETROIT, Mich.—The Detroit Motorcycle Dealers' Association has made definite plans to promote a series of five race meets for the 1916 season, the dates for which are as follows: May 14, June 25, August 13, September 17, October 8. Arrangements have been made so that several official State Championship events will be run, both professional and amateur. All events will be under F. A. M. sanction.

The track used will be the Detroit oval, on which fine time has been made in the past, and therefore it is believed that some fast company will participate in the meets. The first race, on May 14, will have 5, 10, 15 and 100-mile events and a purse of $400 will be awarded to the winners.

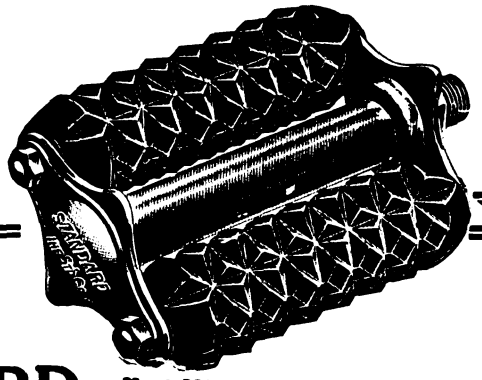
The officers of the association are: J. B. Trossel, secretary, and Joseph Adcock, treasurer. The chairman is appointed at each meeting.

LUCKY SATURDAY FOR KLAPP

LOS ANGELES, Cal., Mar. 14.—Five important sales before noon on Saturday, Mar. 5, gave George A. Klapp, of the California Henderson Motorcycle Sales Corporation, plenty of reinforcement for his usual state of optimism. One of the sales was a Pope lightweight, which was bought by a man who intends to use it for business purposes. The four Hendersons were sold to the following prominent concerns: L. A. Gas & Electric Corporation, Standard Oil Company the Fairchild, Gilmore and Wilton Company, contractors, and the Los Angeles Times. These concerns buy the machines and sell them to their employees on the instalment plan provided the motorcycles are used on company business.

NEW HARLEY-DAVIDSON AGENTS

MARYSVILLE, Cal., Mar. 20.—Mayo and Easterbook have formed a partnership and opened an exclusive motorcycle store, having taken on the local agency for the Harley-Davidson. Motorcycles have formerly been handled in this city only as a side line, but as the new firm is composed of live wires who fitted out an attractive store it is expected that they will meet with considerable success.



No. 3 MOTORCYCLE PEDAL

No. 3 STANDARD MOTORCYCLE PEDALS

Our products comprise:

Diamond "E" trade mark brand Spokes and Nipples for Bicycles, Motorcycles, Tricycles, Velocipedes, Invalid Chairs, Sulkies, Carriages, Cyclecars and Automobiles. Pedals for Bicycles, Tricycles, Velocipedes and Motorcycles. Toe Clips for Bicycle Pedals. Emergency Axles for Pedals. Screw Machine Products.

When you buy a motorcycle, make sure that it is equipped with STANDARD PEDALS.

Most manufacturers have reasoned out that "STANDARD" EQUIPMENT means increased value on the machine.

STANDARD PEDALS are big, roomy, soft and minimize the shocks. Deeply corrugated to insure positive foot grip. Insist upon STANDARD EQUIPMENT.

The Standard Company

TORRINGTON, CONN.

We are boosters for "One Million Bicycles in 1916"

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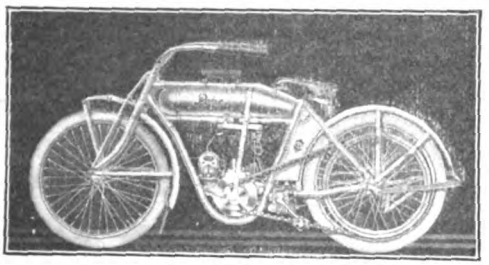
Prospects That Pass Your Door

When the factories, the stores, the public utility companies—in fact, all the places in your town where men are employed—let out at night, a stream of prospective customers flows past your door.

Hundreds of employes take their long trip homeward on foot, in cars, and in trains, when they could be riding motorcycles.

With high-priced, heavy machines in mind, you may not have thought of them as motorcycle prospects—but they are, nearly every one of them—and you'll find it easy to convince them that they need a



Pope

Lightweight

They've read about, and heard about this dependable, ever-popular motorcycle that goes so far at such little cost—that is so simple to operate and keep in perfect shape—that has power enough to climb any ordinary hill—and has all the speed most people desire (from 5 to 45 miles an hour).

It's up to you to see that this stream of prospective customers comes through your door instead of past it—to bring home to them the fact that in its saving of health, carfares and time the Pope Lightweight quickly repays its first low cost of $150.00.

Do this by displaying—and pushing—a stock of Pope Lightweights. There's good profit in it for you. The field for the sale of lightweights is almost unlimited, and the demand for this most popular lightweight in America is greater this year than ever.

Before you are an hour older, write for our catalog and dealers' prices—you'll find them interesting.

Model H-16 Price $150.00

4 H. P.
Schebler Carburetor
High Tension Magneto
Spartan V-Belt
Eclipse Clutch
U. S. Motorcycle Tires
Gasoline capacity—150 to 175 miles of travel.
Oil capacity — 200 miles of travel.

Westfield Manufacturing Company

Successors to the Pope Manufacturing Co.

No. 11 Lozier Ave. Westfield, Mass.

Largest manufacturers of High-Grade Bicycles in the World.

Makers of Columbia, Crescent, Cleveland, Tribune, Rambler and Pope Bicycles.

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TRENTON, N. J.

R. S. WOODS, manager of the Motorcycle Exchange, has signed up to represent the Henderson in this city for 1916. Woods expects his initial shipment to arrive in a few days and already has his demonstrator on the road.

"I believe the increased price will hardly have any influence on my business," says Woods, "as riders want this kind of machine and are willing to pay what we ask. They realize that the cost of labor and materials has gone up considerably and that a higher price is necessary to maintain the Henderson quality. Business is going to be fine in Trenton this season and I have a bunch of riders on my books for March delivery already."

FAIRBURY, ILL.

JOHN L. PURDUM, handling the Indian in this city, states that there is one motorcycle for every six inhabitants in the city. "There are 400 machines in service here today," says Purdum, "and a good part of them are Indians. The number, which is surely a huge proportion with regard to the population of the place, has been made possible by the active co-operation of Fairbury dealers."

COLUMBUS, O.

WOODLAND AVENUE CYCLE CO., of which Arthur Machanic is proprietor, has moved from 2707 Woodland avenue to 2939 Woodland avenue. By the move, the firm gets a corner store with larger floor area and more window space. The distribution rights for the Reading Standard and Pope motorcycles for Cuyahoga County are held.

Business has improved to such an extent following the move that several new men have already been put to work. The firm handles bicycles and supplies also.

WASHINGTON, D. C.

HOWARD A. FRENCH & COMPANY, Indian agents at Washington, D. C., report that the Indian featherweight motorcycle sold by them to Browning & Middletown, wholesale grocers of Washington, D. C., for the use of one of their salesmen, has proven so successful that the firm will shortly equip its entire force of 15 salesmen with these machines. The salesman who made the test reported that with the aid of the machine he was able to cover two and one-half times the territory formerly covered at a cost of only 10 per cent. of his former transportation expenses.

DETROIT, MICH.

HARRY SVENSGAARD, of the Harry Svensgaard Sales Corporation, has found it necessary to employ a salesman speaking a number of foreign languages, so great has been the call for Cyclemotors among this city's foreign-born population. In all, 200 Cyclemotors have been sold up to March 20, and another shipment is looked for this week. Sales of bicycles have broken all previous records, partly on account of the Cyclemotor.

W. E. WANDERSEE CO., local handlers of the Harley-Davidson, has done over 300 per cent. more business to date than during the corresponding period in 1915. Manager Roscoe Brown is awaiting the second carload shipment from Milwaukee this week, and states that a goodly part of the load will not be more than two days out of the crate before being taken by the owners.

(MORE NEWS OF DEALERS ON PAGE 48)

The EDISON Motorcycle Special Alkaline (Non-Acid) Storage Battery for Lighting and Ignition

CITY OF NEW YORK
POLICE DEPARTMENT

Office of the Fourth Deputy Commissioner

January 18, 1916.

Edison Storage Battery Co.,
Attention of Mr. H. G. Thompson,
Vice Prest. & Gen. Sales Manager,
Orange, New Jersey.

Gentlemen:

In reply to your communication of the 8th instant, inquiring as to our experience with the Edison Battery in use on the motorcycles of this department, I desire to say that the original installation of forty-five sets of Edison Storage Batteries have been in continual operation on the Indian motorcycles of this department for the past six months.

The use of these batteries has proven very satisfactory, as they have required a minimum of care and attention. The six months of actual service I believe has demonstrated that they are both satisfactory and economical for use in connection with the lighting system on motorcycles.

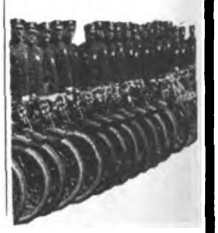
Very truly yours,

E. P. Daniel

M/E

Fourth Deputy Commissioner.

Put Edison Electric Light on Your Motorcycle



Dealers, Write

EDISON STORAGE BATTERY COMPANY

242 Lakeside Avenue, Orange, N. J.

Mention of MOTOR CYCLE ILLUSTRATED is always appreciated by advertisers.

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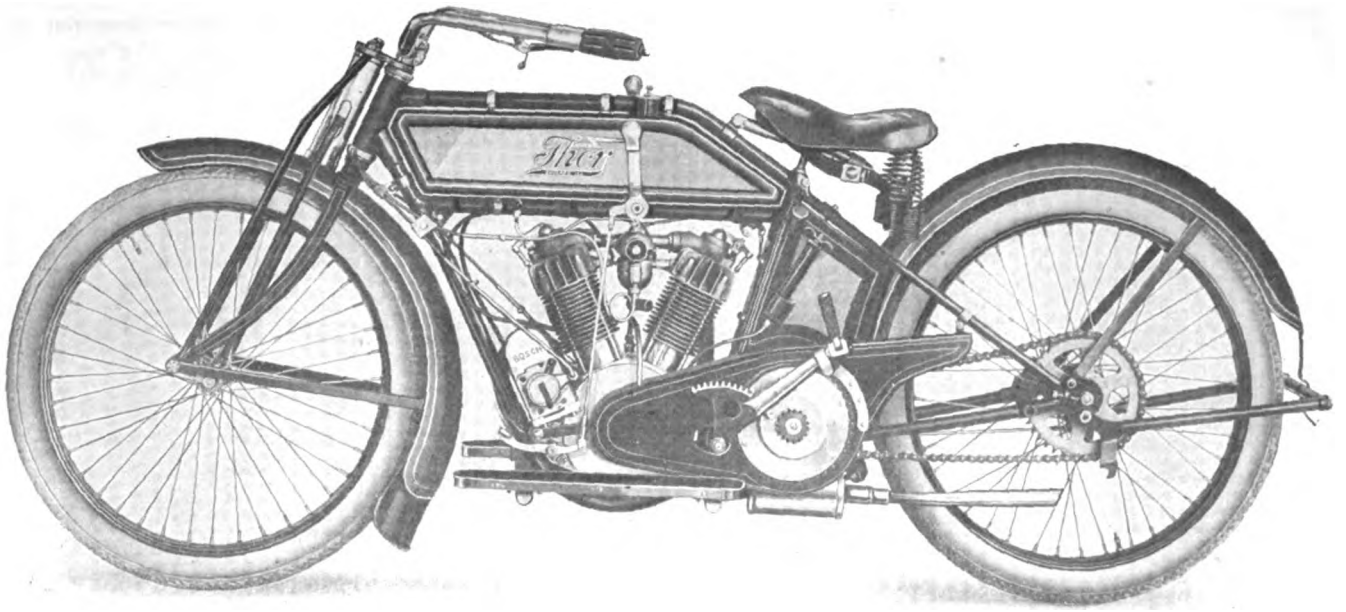

V—6 h. p. . . Twin . . $235

Thor

This Light-Twin has a superfluity of power and speed. Best of all, the distribution of weight—the balance—is as nearly perfect as possible.

There are two Thor Models

V— 6 h. p. . . Twin . . . $235
U—12 h. p. . . Twin . . . $265

Write for details about them

Aurora Automatic Machinery Co.

GENERAL OFFICES.....Thor Bldg., 1307 Michigan Ave., Chicago
SALES OFFICES AND WORKS.....361 W. Superior St., Chicago
PACIFIC COAST BRANCH.....61 Fremont Street, San Francisco

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City Supply Co.
56 Warren Street New York

The Most Progressive Jobbing House in East

Sole Distributors of

Hudson Bicycles

in Greater New York, Long Island, Westchester and Rockland Counties and State of New Jersey.

We still have open a number of good localities—ask for catalogue and terms.

Our other lines of Bicycles

Black Diamond Roadster
Vitallic Heavy Service
Blue Streak Racer

Full and Complete Line of Tires, Lamps, Saddles and Sundries. We will send our new 1916 Catalogue free to any bona fide dealer in U. S.

Our Watchwords: *RIGHT PRICES, BEST QUALITY, PROMPT SERVICE, and SQUARE DEALING*

HARD PLUGGING BROUGHT GOTLIEB ON TOP

Strict Attention to Business and a Square Deal to All Built Up Big Bicycle Jobbing Trade for Head of City Supply Co., of New York

WHAT the results of a tenacity of purpose, strict attention to business and the following of intelligent merchandising methods will be is demonstrated by the career of David Gotlieb, proprietor of the City Supply Co., of 56 Warren street, New York, one of the largest bicycle jobbing houses in the trade. Mr. Gotlieb commenced business in 1902, renting his present store to sell cigars, but in the course of a season or two took on talking machines and finally bicycles. Shortly after taking the pedal cycles, his progressive business methods increased his trade to such an extent that he threw out the cigars and phonographs and became a bicycle man exclusively.

Things grew so that in 1908 he decided to become a jobber and started in. Things went hard for him at first, for retailers and manufacturers thought that there were jobbers enough in these parts and withheld their trade. But Gotlieb went right ahead and fought for five years, building up the business steadily. Since 1914 he has held a major position in the cycle trade, and in 1915 transacted business to the extent of over $250,000. Part of this was for 4,000 bicycles.

The City Supply Co. has four road men out to-day and employs eight clerks, three bookkeepers and two stenographers to care for the wants of the numerous dealers who are now its sole customers, as well as for filling and shipping orders. For 1916 the floor space has been increased by a loft, which has already effected an improvement in the service.

Recognizing the value of having absolute control of a reasonable territory for a standard make of bicycle, Gotlieb has taken the Hudson line, the product of the Miami Cycle & Mfg. Co., of Middletown, O., for 1916. With his characteristic push, he has already established no less than 75 agencies in his territory, which includes Greater New York, Long Island, Westchester and Rockland counties and the whole State of New Jersey. These agencies are as follows:

David Gotlieb

C. Filipo, Rye; N. Iaccino, New Rochelle; International Cycle Works, Mt. Vernon; Westchester Motorcycle Exchange, White Plains; Horn & McCracken, College Point; Jos. Mayer, Sayville; H. C. Tooker, Southampton; C. H. Thomas, Easthampton; T. C. Kiefer, New Hyde Park; A. H. Lank, Hicksville; T. Nielsen, Roslyn; Ned Morris, Jamaica; C. B. Satterlee, Patchogue; N. Rose, Flushing; E. W. Eddy, Glen Cove; C. Nielsen, Oyster Bay; Freeport Sporting Goods Co., Freeport; M. Friedman, Bayshore; F. O. Ward, Rockville Center; H. B. Smith, Babylon; B. G. Sammis, Huntington; A. N. Basile, Sag Harbor. N. Y.

In New York City, Stern Bros., H. Hugger, J. Smith, W. Marcowitz, G. H. Bielefeld, E. Bielefeld, S. Serinedes and M. J. Goldman have signed up. In Brooklyn, the Hudson is represented by Charles M. Hart, M. Liffschutz, George Uniss, J. Treibus, S. Slotnick, Ashley Sporting Goods Co., S. G. Ross, Kingston Hardware Co., M. Friedman, B. Robbins, S. Litman and P. Mishel. Max Adler handles the Hudson in Stapleton, S. I.

In New Jersey the agents signed up include S. Kessler, Bergenfield; S. Marks, Brick Church; Central Cycle Co., Bound Brook, and J. W. Terhune, Hackensack.

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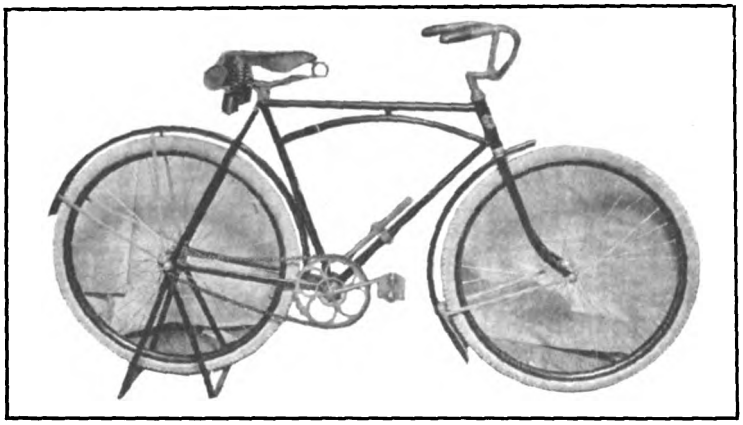
THE HUDSON LINE

20 YEARS OLD *BETTER EVERY YEAR*

Born in 1896



Now at It's Best

THE POLICE—"Extra Special" MODEL

(Used by Police Dept. of New York City)

The complete line consists of 12 models—send for 1916 catalogue. Sold only through bona fide dealers; duly appointed agents holding our exclusive and protected territorial contracts, whom we greatly assist with liberal supply of catalogues and other literature, lantern slides, electros, pennant and national advertising.

There are still some good localities open—WRITE US

THE MIAMI CYCLE & MFG. CO. Middletown, Ohio

GLIESMAN SIGNS UP MANY AGENTS ON FIRST TRIP

HARRY A. GLIESMAN, traveler for the Miami Cycle & Mfg. Co., of Middletown, O., has just returned from his first season's trip over his territory with full order books. He has covered New Jersey, Delaware, Maryland, Virginia, Long Island, Greater New York and Rockland and Westchester counties, New York, in the interests of the Hudson line of bicycles, a leader in the Miami products, and has made a total sales of 1,792 Hudsons. "This beats the 1915 figures in my district by exactly 1,685 machines," says Gliesman, "and is some big jump."

Gliesman stated with regard to this territory that it had been neglected by the former distributors for some years and he went out to "recover it" for 1916. He found that dealers are more and more appreciating the value of standard bicycles and exclusive representation for the same in their districts. He had no difficulty in signing them up, especially when he pointed out the advantages of being assisted in their sales efforts by catalogs and other advertising material by the manufacturer.

New York Sales

While in Greater New York Gliesman sold a number of Hudsons to the Police Department and some to the Street Cleaning Department. He had two teams in the ast six-day race in Madison Square Garlen mounted on Hudsons, and this paved he way for placing a distributing agency or the line for New York, Long Island and New Jersey with the City Supply Co. of 56 Warren street. The initial order from this firm was 1,500 Hudsons and it has since been increased to 1,800.

Gliesman has signed up the following agents in Maryland: Baltimore Cycle Co., Baltimore; A. H. Wilson, Annapolis; H. E. Lambert, Hagerstown; H. W. Shenk, Cumberland; C. W. Bunting, Pocomoke; G. H. Hayman, Princess Anne, and A. C. Blades, Crisfield. In Virginia the following have taken Hudson representation: Hamilton-Cook Co., Waynesboro; Auto Tire Co., Charlottesville; W. H. Langham, Buena Vista; E. T. Munger, Roanoke; D. W. Branch, Petersburg; Brothers Pruden Co., Suffolk; W. N. White, Portsmouth; A. Goodrich, Norfolk; W. T. Cochrane, Hampton; Lenz Cycle Co., Newport News; J. Bickerstaff & Sons, Richmond; Interstate Hardware Co., Bristol; Adkins Hardware Co., Lynchburg, and the Onancock Supply Co., Onancock.

F. D. Hazelton has signed up in Washington, D. C., and R. H. Stout in Wilmington, Del. In Atlantic City, N. J., Frank P. Cravatt has taken the Hudson agency.

Besides Hudsons, Gliesman sells Racycles, Flying Merkel and Miami bicycles, Miami power bicycles, Flying Merkel motorcycles and the Musselman coaster brake, all made by the Miami firm. He states that the factory is working day and night with full force, but owing to difficulties in getting material it has approximately orders for 20,000 bicycles still to make before it can announce "even with the board."

LIGHTWEIGHT POPULAR IN NORTHERN CALIFORNIA

SAN FRANCISCO.—Edwin F. Merry, the San Francisco jobber who handles the Excelsior, was a pioneer in advocating the lightweight and is now reaping the reward of his foresight. He stated to the representative of **Motor Cycle Illustrated** that business already has fulfilled his prophesy. He sold the first carload of Excelsior lightweights almost immediately and the second carload is moving fast. A big advantage to the dealer is that these machines go into the hands of people who not only did not ride a motorcycle before, but were antagonistic to the high-powered machine. They take to the lightweight because it is quiet, economical and easy to handle. This feature enlarges the scope of the dealer's business and brings new blood in as buyers, giving the jobber and dealer a greatly broadened market.

Merry says the Excelsior big-valve is being taken hold of in great shape in the northern half of the state. Dealers are even paying special freight rates to get machines at the earliest possible date.

BRIGNOLI FORMS A CLUB

HOBOKEN, N. J.—Peter Brignoli, representing the Pope in this city, has just organized the Hoboken Motor and Cycle Club. This club is confined to riders of Pope motorcycles and Pope-made bicycles. The clubrooms are over Brignoli's store and are fitted with a pool table and other means of amusement.

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The Two-Wheeler's Friend

A reputation for quality is hard to get and hard to keep. The fact that each link of "The Coventry" Chain bears its name is a definite guarantee that that link is prepared to sustain the hard-won reputation borne by

"The Coventry" Chain

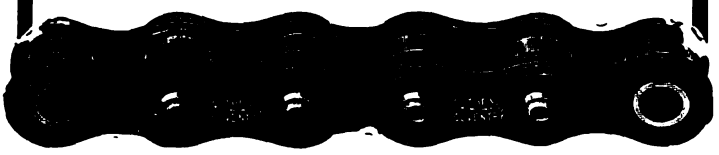
FOR BICYCLES AND MOTORCYCLES

for strength, endurance, silence, accuracy of pitch, perfection of fit on sprockets and lightness.

The stock of the motorcycle and bicycle dealer who would fill his customers' demands for maximum chain service, is incomplete without a full line of "The Coventry" Chains.

Write for our absorbing and valuable booklet, "The Motor's True Mate."

Herbert F. L. Funke Co., Inc.
112 Broad St. NEW YORK

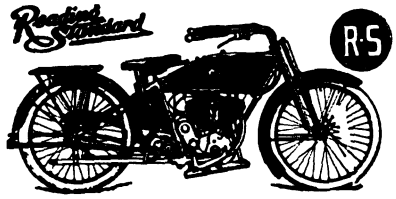


R-S

Means Real Service

As a hill climber it has no equal—it is almost impossible to stall this machine. Watch the R-S Rider and see how easy he rides up steep grades—grades that are known to stall almost every other mount.

The Mechanical perfection—exceptionally high grade material and improved design make the R-S the best and most desirable of all Motorcycles. Among experts, it is recognized as a peer without an equal—It is without a doubt the World's Master Motorcycle.

$265  $230

Write for complete catalog—just out.

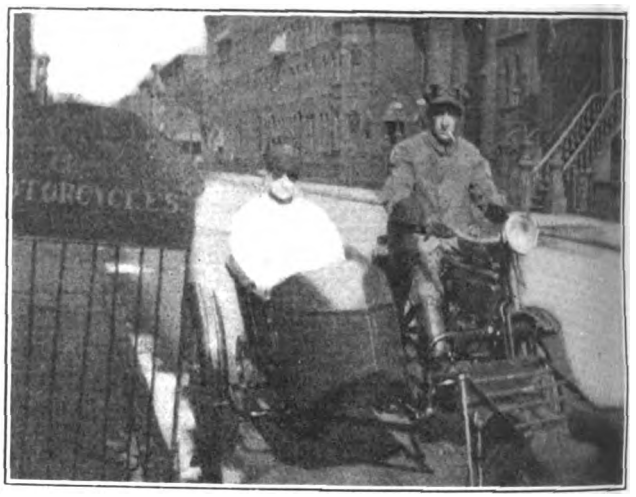
READING-STANDARD COMPANY
501 Water St., Reading, Pa.

BRONX, N. Y.

JOSEPH JANOSCHEK, of 1013 Washington avenue, Schickel representative in this borough, is out at every opportunity demonstrating the abilities of the little lightweight. Janoschek's rides are looked for by the Bronx public as well as the riding fraternity, for he is complete master of the two-stroker and can perform surprising hill-climbs with it. Janoschek is a firm believer in service and is an expert mechanic, overseeing all work which comes into his shop.

JERSEY CITY, N. J.

ANDREW LARDINO, the veteran Reading-Standard dealer, has always been an advocate of long distance touring and encourages his patrons to ride in this fashion. The result is that members of Lardino's crowd are to be met with on every occasion as far as Albany, N. Y.



Mr. and Mrs. Charles Hummel with Reading-Standard Outfit at Finish of Atlantic City Run

and Washington, D. C., during the riding season. Mr. and Mrs. Charles Hummel, seen with their R-S sidecar combination, are two of his enthusiasts who recently took a trip to Atlantic City and return in spite of bad roads and cold weather. Hummel is a well-known Jersey City rider and business man.

TRENTON, N. J.

R. S. WOOD, who handles the Harley-Davidson in this city, has added the four-cylinder Henderson for the 1916 season. Wood states there will be a big demand for both the husky twin gray machine and the four-cylinder blue mount this season.

HOWARD CYCLE COMPANY, local representative for the Pope, has taken on the Reading Standard. The different models of the brown machine were shown to good effect at the local auto exhibition recently.

JOHN SYKES, JR., local Indian agent, has taken on the Miami Power Bicycle and has already sold two during the last week. He expects to clear off his first consignment in a short time.

MAYSVILLE, KY.

SIMON CLARKSON, Dr. Boone Phillips and Frank Huacke are making arrangements to open a motorcycle shop here. They have leased a large building on Second street. What make of machine they will handle has not been announced yet.

(MORE NEWS OF DEALERS ON PAGE 52)

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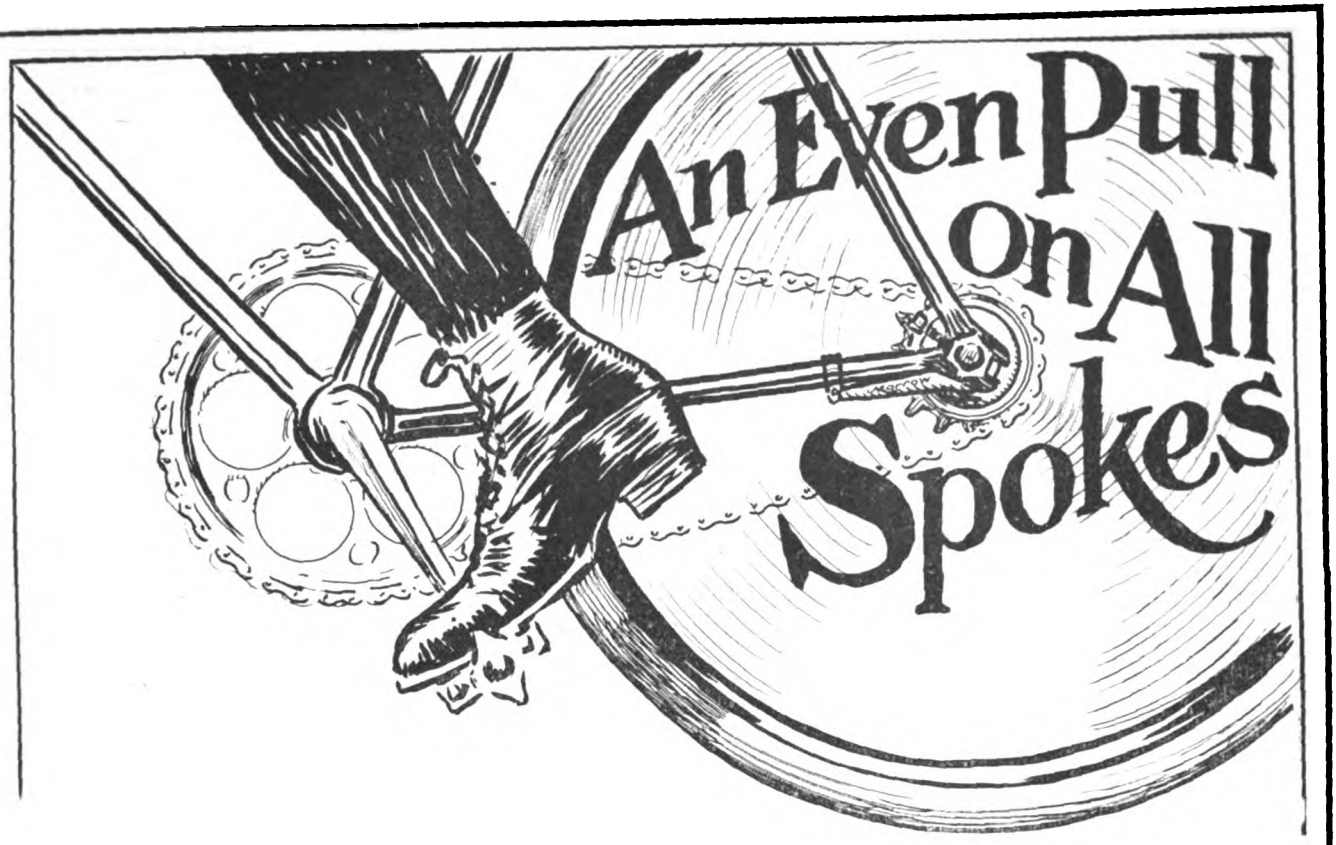


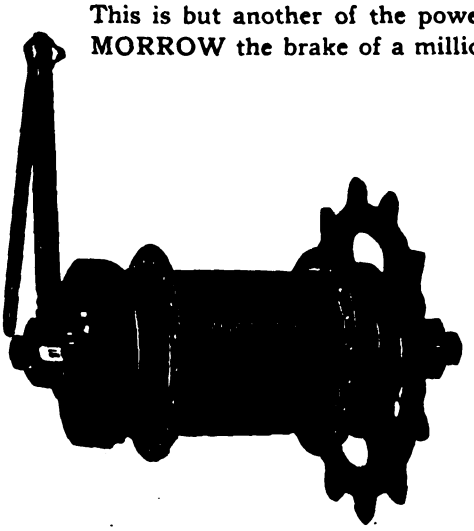
Here's another striking feature of the MORROW Coaster Brake. It has the largest and most efficient braking surface of any brake made.

The interior expanding sleeve of spring steel, with a bronze outer lining, being equally expanded from both ends *along the entire centre of the hub shell* insures an *even pull* on all spokes when pressure is applied. There is no side-pull on MORROW equipped bicycles—this means a total absence of loose spokes.

Morrow Coaster Brake

"The Brake That Cancels Danger"

This is but another of the powerful MORROW features that have resulted in making the MORROW the brake of a million riders.



Thus, with the MORROW for coasting and riding ease and safety, and the "Thief Cheater" on the front hub, the bicycle so equipped becomes a "sale-on-sight" proposition.

Dealers, write for our co-operative literature.

Eclipse Machine Co.
Elmira, N. Y.

"The Thief Cheater"

is another ECLIPSE innovation. It is a locking front hub that effectually locks the bicycle wheels and forms the most efficient guard against theft or unauthorized use. The only way to [illegible] wheel with an [illegible] Hub is to [illegible]

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Compression is Power

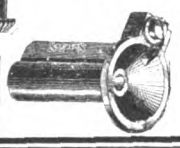
NON Set PISTON RINGS

Insure permanently perfect compression

They are made of individual castings of tough springy metal, combining resiliency with remarkable endurance. *Accurately ground to fit the cylinder.* Furnished in all standard motorcycle sizes.

STEVENS VALVE RE-SEATER AND RE-FACER

The ideal tools for reseating valve and retaining original angle of seat. SAVE TIME AND EFFORT. Reseater only, $1.50. Re-Facer, 75c. Complete set, $2.00.



For your convenience, we recommend that you purchase these goods through your local distributor.

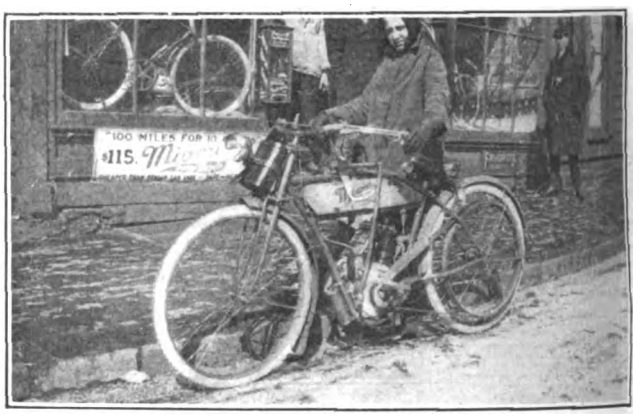
Stevens & Co., 375 Bway, N. Y.

HEAGY BROTHERS OPEN AN AGENCY IN CARLISLE, PA.

CARLISLE, PA., March 22—Heagy Brothers, representing Harley-Davidson in Harrisburg and this city, celebrated the opening of their new agency here yesterday, in the Y. M. C. A. building at 25 West High street. The store was opened at 1 p. m. and closed shortly before midnight and was packed the entire time.

As a souvenir of the occasion a carnation was presented to each visitor to the store. The attendants, led by the Heagys, demonstrated the entire Harley-Davidson line, as well as the other sporting goods handled by the firm. During the evening, orchestral music was provided, and the Keystone M. C. of Harrisburg, came over and paraded the streets. Many of the local riders joined the march, which was conducted in an excellent manner.

Previous to the opening, the Heagys took full page announcements in the leading Cumberland and Dauphin County journals, and sent out letters to all local riders, notifying them of the affair.



Miss Jennie Forrie, 12-Year-Old Sister of Agent F. J. Forrie, of Port Jervis, N. Y., with Miami Power Bike

Merchants Bicycle Delivery Van

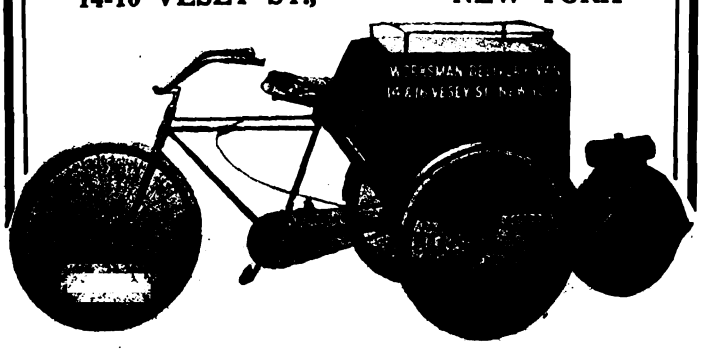
The simplest, most practical and cheapest method of Light delivery

You can sell this up-to-the-minute delivery van to every merchant in your town. It is the best ad for their business, is staunchly constructed, light and makes a fine appearance, with or without motor wheel. Attachable in 3 different positions.

Write for full data.

M. WORKSMAN

14-16 VESEY ST., NEW YORK



WYANDOTTE, MICH.

THE WYANDOTTE CYCLE CO. has signed up to represent the Henderson in this city. The contract was closed with E. C. Kicherer, who has charge of Henderson distribution in Detroit and vicinity. The Wyandotte firm is planning an active campaign for the Spring and expect to push the sales for Henderson to a very high figure this season.

READING, PA.

GEORGE L. DENGLER, handling the Thor at 710 North Ninth street, tests all 1916 models by riding them to the top of Mount Penn along the steep boulevard. Before the spring thaw sets in, Dengler expects to ride to the top of Point Lookout at Wernersville, a more elevated peak and one up which the road is harder than on Mount Penn.

LOUISVILLE, KY.

MOTORCYCLE DEALERS in this city are awaiting the issuance of a new rule by the City Building Inspector concerning the storing of gasoline in garages and repair shops. It is understood that the new regulation will prohibit storage of gasoline in any shop of frame construction, while additional safeguards will be required on buildings of more substantial character. There are about 100 shops in the city, only a few of which are not in brick buildings.

(MORE NEWS OF DEALERS ON PAGE 54)

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Mr. Dealer, You Can Say "NO!"

IF the salesman offers you the agency for a motorcycle that has not the name Bosch on its ignition system, you will protect yourself only by decisively and immediately saying "NO."

"A magneto" and "the Bosch Magneto" are very different as means of producing that very vital requirement, Ignition. Bosch Products are all marked with the name Bosch. If you are offered a motorcycle with an unnamed magneto claimed to be made by Bosch, the claim is an untruth; if a magneto "as good as Bosch" is offered you, a wrongful trade on the Bosch Reputation is being attempted. ¶ The ignition of the motorcycle is vital to your success as well as to the motorcycle's—don't chance it when it comes to ignition, for there are plenty of good motorcycles that use Bosch Magnetos—they are sure winners.

Be Satisfied **Specify Bosch**

Correspondence Invited

Bosch Magneto Co., 206 W. 46th St., N.Y.

Chicago—Detroit 300 Service Stations San Francisco—Toronto

¶ The fastest times in Los Angeles Hill Climbs by Bosch-Equipt Motorcycles Only.

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BRASECKER SOLD MIAMI TRAVELLER'S MACHINE; THEN TOOK AGENCY

PITTSBURH, Pa.—F. R. Brasecker, managing the Indian Equipment Co., has signed up to represent the Miami Power Bicycle for Pittsburgh and vicinity, but the preliminaries to the closing of the contract were decidedly novel. District Sales Manager Ralph Webster and Motor Sales Manager E. F. Gilbert, in company with C. F. Pineau, Miami factory demonstrator, called on Brasecker with a sample machine, after showing off its paces to several dealers in Alleghany. The trio left the sample machine in Brasecker's place while they went to lunch.

While they were away Brasecker took the Power Bicycle out of the store to try it out, but did not get far with it. A man from McKees Rocks stopped him and wanted a ride, which was given him. He then told Brasecker to come over to McKees Rocks with him for the money. Brasecker went along, got the $115, and then returned to meet Pineau at the store and explain matters to him.

In the meantime, Webster and Gilbert went out to East Liberty to see some more dealers and waited for Pineau and the machine. Pretty soon Pineau and Brasecker came along on a big sidecar outfit and explained matters, which ended with Brasecker signing up and ordering six Power Bicycles for immediate delivery. Webster, Gilbert and Pineau never made the demonstrations to the East Liberty dealers, but got a fine distributor in Brasecker instead.

PORTLAND, ORE.

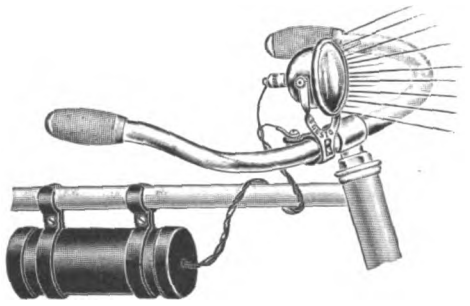
J. W. LONGCOR, otherwise "Jap," has celebrated his ninth year as head of the motorcycle and bicycle department of Ballou & Wright, Indian distributors in the Northwest. Longcor is generally called upon to act as judge or starter when any endurance run or race meet is held in or around Portland. He first entered the bicycle field with Watt Ship, of Salem, Ore., and learned the repair business while with Ship. He came to this city to go with Ballou & Wright.

J. E. Ferland, Live Wire Henderson Dealer in Lawrence, Mass.

UNION HILL, N. J.

BOLLER BROTHERS, local agents for the Indian, are very busy demonstrating the little two-stroke Featherweight as well as the Powerplus twins. Following a recent parade along the Hudson County Boulevard in which the Bollers had the new models out, three sales of Powerplus twins were made and two for the Featherweight. The 1916 season, according to the Bollers, is going to be a pippin.

(MORE NEWS OF DEALERS ON PAGE 56)



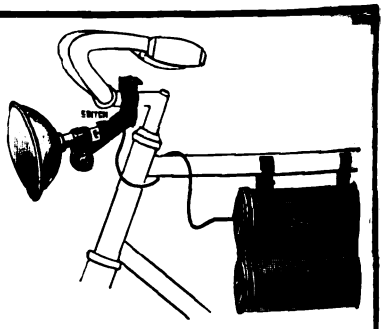
No. 1050

PRESTO-ELECTRIC BICYCLE LAMPS

$1.10 TO $1.90

Eliminate All Danger By Using a PRESTO Electric Light On Your Bicycle

The PRESTO gives a powerful, penetrating light. Adjustable pivoted reflector, throwing light in any direction desired. Any ordinary dry cell battery operates PRESTO light. Made in eight different styles. Reflectors highly polished and nickel plated. **Retail prices from $1.10 to $1.90, without battery.** Dealers, write today for complete information.



No. 1062—Equipped with 3 Volt Tungsten Bulb—4" Bull's Eye Lens

METAL SPECIALTIES MFG., COMPANY 730-738 WEST MONROE STREET CHICAGO, ILLINOIS

A. B. C. GENERATORS

Are Increasing, because they are Right

MODEL B Direct Lighting **$22.50** | **MODEL C** Batt. Charging **$27.50**

A. B. C. GENERATOR CO., Los Angeles, Calif.

Los Angeles City Police just repeated with an order for thirty-eight more.

Mention of MOTOR CYCLE ILLUSTRATED is always appreciated by advertisers.

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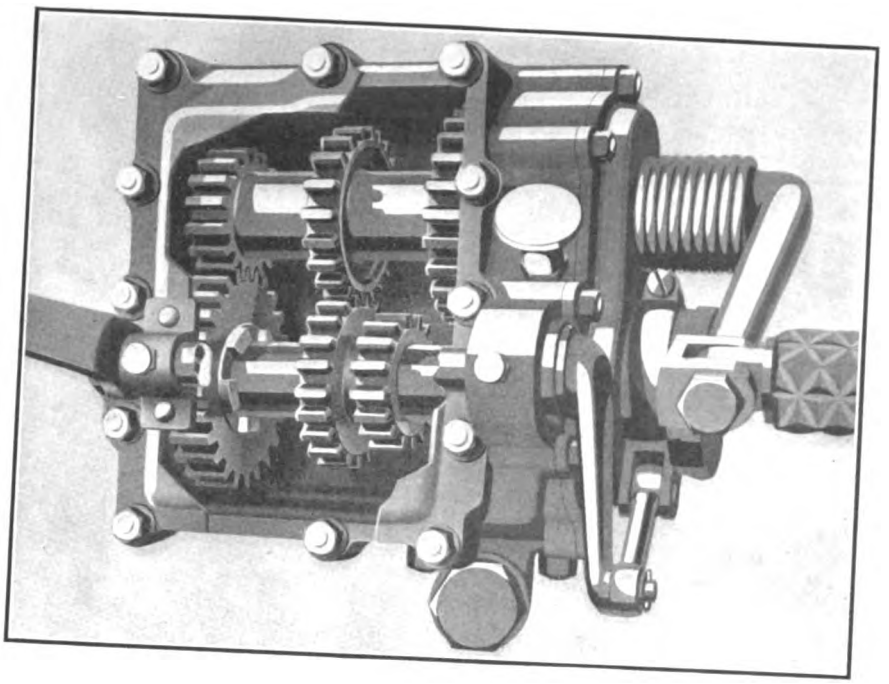

This Transmission was Designed for *Service*

The Harley-Davidson three-speed sliding gear transmission is built to stand up indefinitely.

The gears are of chrome nickel steel, heat treated by special processes. The main shaft is mounted on big generous ball-bearings—the jack shaft on special high duty roller bearings.

This transmission is absolutely silent in operation.

It is fool proof and trouble proof. It has no small parts to break or wear out. It has nothing to continually tighten up—no adjustments are necessary. Lubrication is the only attention required.

A patented interlocking device makes it impossible to shift gears until the clutch is released, affording no chance of stripping gears.

The Harley-Davidson transmission was designed for hard road service and many thousands of riders in all parts of the world have proved that it renders the kind of service it was built for.

Harley-Davidson Motor Co.
Milwaukee, Wis., U. S. A.

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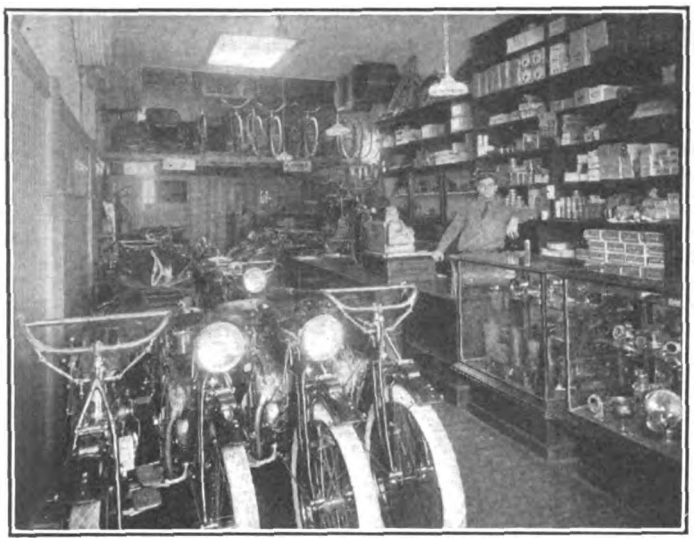
PAWTUCKET CHIEFTAIN CONDUCTS LIVE WIRE ESTABLISHMENT

PAWTUCKET, R. I.—The Motorcycle Supply Co., Inc., of 73 East avenue, this city, is now entering on its fourth year of successful business. Manager Edward A. Lutz has organized things so that the establishment



Interior of Motorcycle Supply Company's Store. Proprietor Lutz Is Standing Behind the Counter

is a model of cleanliness and order. The sales room is located in the front of the building, with the workshop at the rear, access to the latter being along a large driveway to a rear yard of ample capacity to take eight machines with sidecars comfortably. A large stock of Indian parts is always on hand.

The store was opened by Lutz and B. A. Swenson in July, 1912, in order to give better service to the Indian users in Pawtucket and Blackstone Valley, and it has not taken long for the place to get on a paying basis. Lutz is a well-known road rider with a number of victories to his credit, one of these being a perfect score and gold medal in the 1915 Worcester M. C. 24-hour contest. He has competed in sidecar contests on the Taunton and Readville tracks. He now has a team of four road-pluggers who will enter any contest to be held during the season in New England. B. A. Swenson, the "Indian Man," of Providence, is a partner in the company with Lutz.

LANSDALE, PA.

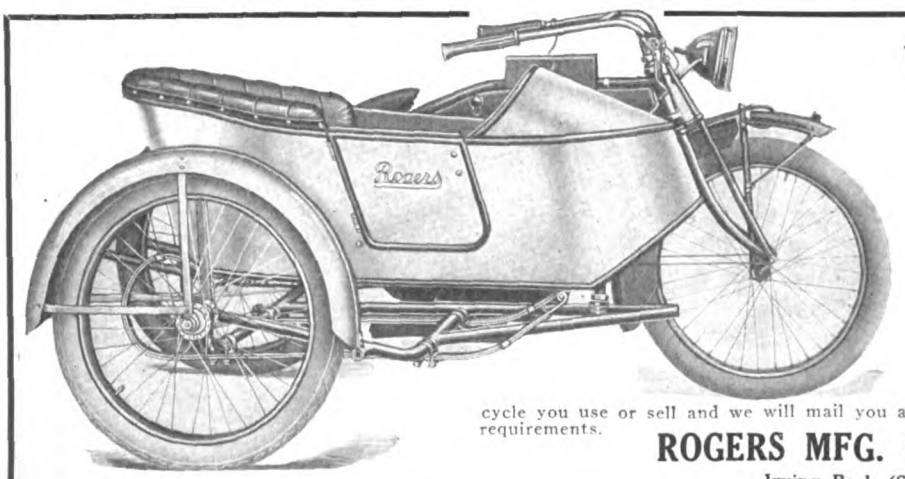
LEROY VOORHEES has taken the local representation for the Henderson in this city. He has received his demonstrator and has got busy in spite of deep snow and icy roads. His list of prospects is a long one, and when the warm weather comes, Voorhees expects to land a bunch of orders.

MAYFIELD, KY.

WYMAN & ANDERSON have taken the agency for the Smith Motor Wheel. They have started a strong advertising campaign in the local press and are going after prospects with a vim. The firm consists of Payne Wyman and Elmer Anderson.

MOLINE, ILL.

OSCAR SAELENS will handle the Henderson in this city as well as in Rock Island and East Moline. He has his demonstrator out and is busy showing the points of the four-cylinder model to prospects.



When You Buy A Rogers

You have a sidecar that fits perfectly the motorcycle you buy it for, and with only the addition of a few inexpensive fittings **will fit equally well any standard motorcycle in the market.**

As a ROGERS SIDECAR is practically everlasting and will outwear any motorcycle ever built it means that you do not have to buy a new car whenever you get a new motorcycle. This feature is of even greater interest to the dealer, as it means that he may carry a stock of ROGERS SIDECARS to match his line of motorcycles and at the same time be able to make immediate delivery to the owner of a motorcycle of other make.

This is but one of the many points of ROGERS superiority. Write stating the make of motorcycle you use or sell and we will mail you a circular fully describing a ROGERS to meet your requirements.

ROGERS MFG. CO., 328 W. Madison St., Chicago

Irving Beck (Service Station), 1493 Fifth Ave., New York

The Greatest Horn Value of the Year

SEISS $3.75 SEISS

A powerful, commanding warning signal—the surprise in Mechanical Horns. Operated by touch of hand—turning either to right or left—for short low or sharp blast—or for long continuous sound same as a motor driven Horn to demand attention and right of way.

The Only Hand Operated Horn With the Motor Driven Sound

A Horn to be used—a Horn to be proud of and **guaranteed for 10 years.** Finished in Black Enamel with Nickel Bell. Universal Bracket for attaching to frame or handle bar tube. Write today for printed matter.

The Seiss Mfg. Co. 432 Dorr Street Toledo, Ohio

Mention MOTOR CYCLE ILLUSTRATED—It helps you, the advertiser and us.

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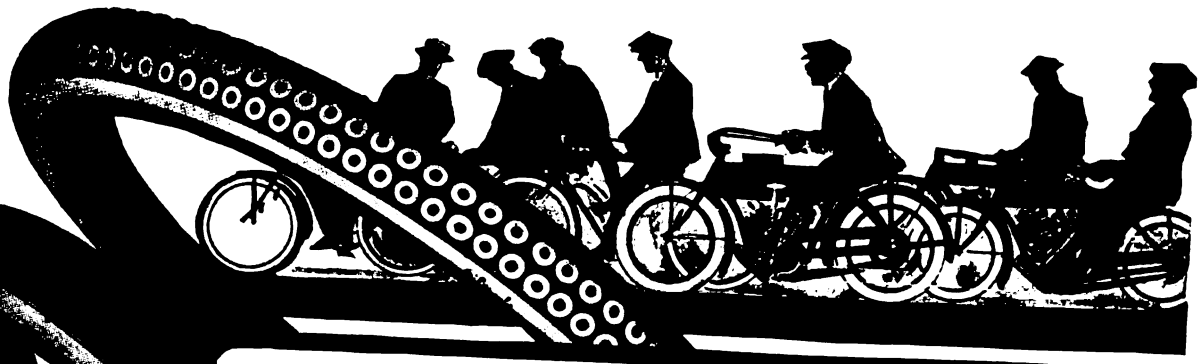

Master of the Road

—no matter how slippery, how oily—when your single-tracker is shod with

VACUUM CUP Oilproof MOTORCYCLE TIRES

Motorcycle tires in size, automobile tires in construction. Bought by thousands of motorcycle fans who demand most miles and skid-safety. Scoring an average of double the distance for which they are *guaranteed*—

5,000 Miles

For enthusiasts who want Pennsylvania quality for a little less money—

STURDY STUD Oilproof MOTORCYCLE TIRES

Sold direct to dealers. The saving goes into quality and workmanship. A better buy than ordinary tires because better built. Oilproof. *Guaranteed for*

4,000 Miles

For Bicyclists

who equip their wheels with the best money can buy—

VACUUM CUP Red Oilproof Tread BICYCLE TIRES

Best built bicycle tires on earth. *Puncture-proof* because of the stout 15½ oz. fabric in their makeup. *Guaranteed* for one full season's supreme service, or repaired or replaced free.

The favorite Factory Brands

—a tread for every taste, a price for every purse, wonderful values for everybody—

★THREE★STAR★ LINE OF BICYCLE TIRES

DEALERS.—TODAY is still time to write us for particulars covering our exclusive territorial arrangements for 1916. We have a big proposition providing utmost protection and profit.

Pennsylvania Rubber Company, Jeannette, Pa.

Direct factory branches and service agencies throughout the United States and Canada

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The Popular Dealer

is always the man who is handling a line which appeals to the **big majority.**

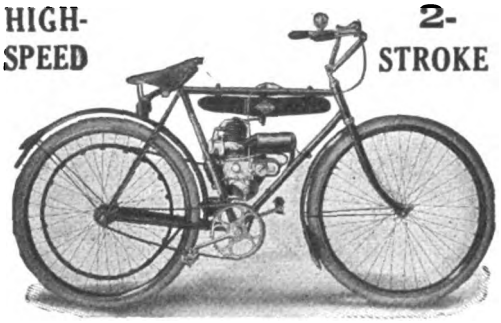
He is the **Cyclemotor** dealer and he piles up easy profits on the sale of many other accessories which this big class of riders usually purchase. **You can tell him by the crowd around his store.**

If there is no Cyclemotor representative in your section it will pay you to get our agency and watch your business grow.

CYCLEMOTOR CORPORATION

Arlington Bldg. **Rochester, N. Y.**

HIGH-SPEED 2-STROKE



STRENGTH—SERVICE

These two qualities you have a right to demand in a motorcycle chain.

You will get them in the

DIAMOND NO. 149

Built for strength — with nickel steel rivets and alloy steel rollers that DO NOT BREAK, you can travel mile after mile without chain troubles.

Specify DIAMOND No. 149 with recessed rivets.

Free Short Sample on Request.

Look for This
TRADE ◇ MARK
On Every Link

Diamond Chain & Mfg. Co.

Indianapolis, Indiana

NEW YORK, N. Y.

GUS ROTHOLZ, distributing the Reading Standard in Greater New York and Westchester County, has been busy demonstrating the R-S for sidecar work this last week, in spite of snow and inclement weather. Repair work is keeping Gus' shop busy until late at night, and he has been obliged to utilize all available space in the store at 1493 Fifth avenue, to store machines awaiting overhaul for the Spring season.

"While our main line is motorcycles of course," says Rotholz, "we occasionally get orders for bicycles, generally with Motor Wheels attached. The last outfit of this kind had a Pierce cycle with special equipment for motorwheeling, and was sold to a traveler who covers this city in the interests of an installment house."

MORGANTOWN, W. VA.

THOMAS D. WILLIAMS has signed up with the Henderson Motorcycle Co., of Detroit, Mich., to cover Monongahela County for the Henderson. He has been actively at work with his demonstrator already, around this city, and will be out along the roads of his territory as soon as the weather clears up a bit more.

Attractive Garage of C. W. Eggers, at Garden City, Kan. The Indian Is Handled for Garden City and Vicinity

KANSAS CITY, MO.

E. AMES, Emblem agent in this city, has moved his store and salesroom from East Eighteenth street to Fifteenth street and Prospect avenue. The Ames agency at Brooklyn avenue and Fifteenth street was destroyed by fire several months ago and he then opened temporarily on Eighteenth street.

This location was a very poor one, but did until the move to the modern place now occupied was made. Ames believes that emblem bicycles will be one of the big features of 1916 business at his new store.

NATCHEZ, MISS.

CASSIUS L. TILLMAN, JR., who operates a sporting goods establishment at 109 North Pearl street, has arranged with the Davis Sewing Machine Co., of Dayton, O., to represent the Dayton Motor Bicycle for Adams County.

CALHOUN, GA.

CHARLES W. HUNT has signed up to represent the Dayton Motor Bicycle for this city. The contract was closed by the Alexander-Seewald Co., of Atlanta, distributors for this make.

(MORE NEWS OF DEALERS ON PAGE 60)

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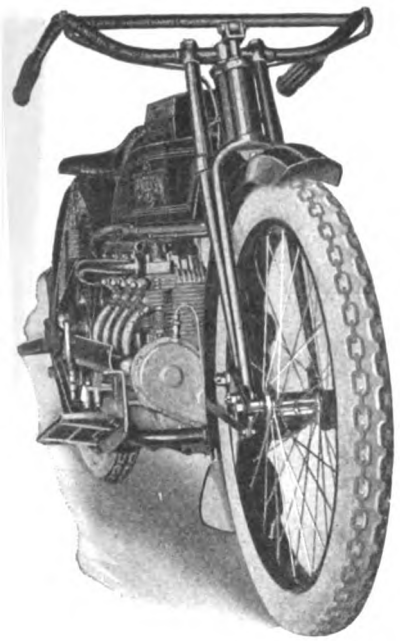
It "Handles Right"

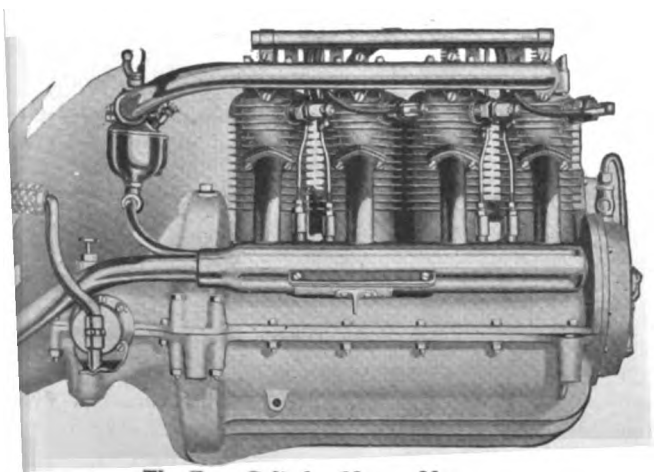


SINGLE SPEED
$295

TWO SPEED
$325

THE obedient response and ease of handling the four-cylinder Henderson is a vital element in the remarkable success of this machine in overcoming the difficulties of bad roads and unfavorable conditions. It is one of those qualities that are hard to attain, and depends on many factors, but can scarcely be over-valued. Partly by the extremely low center of gravity made possible by the four-cylinder type of motor, partly by the careful distribution of weight between the wheels, partly by scientific frame design and the angle of forks and rocker arms with relation to other members—all combine to produce the perfection that makes the Henderson hug the road so beautifully and steer so steadily at high speeds or on rough and treacherous roads.

Henderson Motorcycle Co.
1158 Cass Ave., Detroit, Mich.



The Four-Cylinder Master Motor

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Notice Yale Riders!!!

Although we have discontinued the manufacture of Yale Motorcycles, we are in position to do all repair work as well as furnish complete line of repair parts for all models of

YALE MOTORCYCLES

The Consolidated Manufacturing Co.
1730 Fernwood Avenue, Toledo, Ohio

TACOMA, WASH.

THE FULLER MOTORCYCLE & SUPPLY CO., distributing the Henderson, has adopted the following slogan: "This is the best day I ever saw," and it is the desire of Manager Fuller to have this slogan adopted by all the other dealers and motorcycle salesmen. "Keeping this in mind" says Fuller, "will mean increasing sales, not only right away but in the future, as a dealer who feels this will make more friends—and these mean future sales."

GENERAL CYCLE & SUPPLY CO., representing the Excelsior, has had the place cleaned for the Spring season, and many riders think that it looks like a new establishment. The firm maintains day and night service in the repair shop and turns out work in record time. Ray Pentecost, the head motor mechanic, is on the job for long hours each day, looking after the repairs and testing out rebuilt machines.

F. M. BAILEY has recently added the Miami Power bicycle to his line, which consisted of the Smith Motor Wheel and the Pierce bicycles. "People around here used to look at the little side-by-side valve motor in the Miami and then figure that it would only go on the level, but a little climbing in the hills has made them change their ideas some."

RAY DAY, representing the Wigwam products, acted as host to thirty Indian braves who came across on their mounts from Seattle on Sunday. Day is boosting runs of this kind and expects that there will be one each week during the Spring and Summer.

NEW YORK, N. Y.

FELIX LEWIN, manager of the Henderson Motorcycle Co. branch at 227 West 106th street, reports the sale of 53 of the 1916 models of four-cylinder mount to date. "Most of these were two-speed machines and a good proportion of the purchasers got sidecars with them," says Lewin. "We had no anxiety whatsoever about sales when the change in prices was announced, for our prospects have in no case argued over the increase. The sidecar that practically all buy is the Rogers, standard for the Henderson."

Lewin and Charley Drude, his head mechanical man, have been kept pretty busy demonstrating to prospective purchasers, in spite of the occasional cold and snowy weather. Drude will enter the big endurance runs in this section for 1916, in company with Bert Coryell, of Newark, N. J., and Les. Cobban, Jr., of Bronx, N. Y.

KANSAS CITY, MO.

NEWBY BROTHERS, agents for the Thor, Flying Merkel and Henderson motorcycles, have announced that they will move to the southwest corner of Twenty-fourth street and Grand avenue after April 1. They are now located on Nineteenth street and Grand avenue. The business so far has been most excellent in all lines, and in particular with the four-cylinder mounts.

PHILADELPHIA, PA.

I. E. WEISEN, formerly a salesman with the Haverford Cycle Company, Excelsior and Motor Wheel distributors, has opened a motorcycle and bicycle store at 2206 North Broad street under the name of the North Philadelphia Auto & Cycle Supply Company. He will handle the Excelsior.

(MORE NEWS OF DEALERS ON PAGE 62.)

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Realizing the need of the War Department for tandems combining in their construction the necessary qualifications of lightness, strength, comfort and low saddle position, the Hendee Manufacturing Company have equipped the twenty motorcycles recently ordered for war duty in Mexico, with F-N Tandems.

INDIAN DEALERS and others—THINK THIS OVER!

**Fentress-
Newton Mfg. Co.
Detroit - Mich.**

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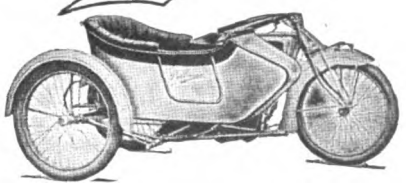
Pullman
THE HARRY SVENSGAARD SALES CORP. DETROIT.

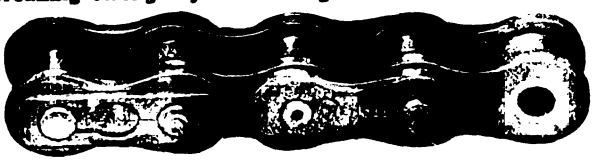


Have You Sent in Your Order?

Harry Svensgaard Sales Corporation
214 Jefferson Ave. East
DETROIT, MICH.

RENOLD Special-Service CHAINS

have stood the test of time as successfully as has the Company that sells them. This model has tremendous breaking strength yet is the lightest chain made.



8198 ⅝" pitch ¼" width 8199 ⅝" pitch ⅜" width

One Century in Business

PETER A. FRASSE & CO., Inc.,
419 Canal Street New York City

Make riding by night as safe as by daylight by lighting the way

with a 20th Century *Lamp—*

the best lamp known for motorcyclists and bicyclists and a favorite of thousands at home and abroad.

We Are Boosters for "One Million Bicycles in 1916"

20th Century Mfg. Co.

41 Warren Street New York

Dealers and Repairmen Need This Tool!

The "CYCLONE" Adjustable Valve Re-seating and Re-facing Tools are indispensable to every repair shop. They are the only adjustable tools of the kind on the market. Only a half-minute to adjust to any size valve and valve seat of a motorcycle. A few turns of the tool give a perfect seat, any angle desired.

Set of two tools, comprising Seating Tool and Facing Tool.....$10

Guaranteed to cut any set of Motorcycle Valves to perfect accuracy.

A card will bring descriptive literature.

American Valve Tool Co.
589 Hudson St. New York

HOW ROBERTSON CONVERTED SKEPTICAL DEALER TO FEATHERWEIGHT

SPRINGFIELD, Mass.—E. A. Robertson, otherwise "Robbie," who travels Pennsylvania and Virginia for the Hendee Mfg. Co., and who has been a lightweight exponent even before the Indian produced a machine of that type, recently converted a skeptical dealer to the two-stroke light machine. The tale points a moral to dealers who are apt to discount the sales possibilities of the little fellows.

George Maslen, who conducts the Philadelphia tepee, was the skeptic. Maslen could not see the lightweight with a telescope when it was first announced. He was certain that riders of heavyweight machines could never be induced to shift to the little "one-lunger." He was likewise certain that it was going to be an awful, if not impossible, task to create a new class of riders by means of the smaller machine to induce folks who would not consider the big twin to adopt the Featherweight.

On his first proposition, says Robertson, his experience with the lightweight has proved him nearly right—the heavyweight riders who have gotten used to the feel of the high-power motor cannot be considered good live prospects for the little two-stroker. But on the second count he is all wrong.

Following Robertson's suggestion, Maslen began to dig out new prospects. First he tackled the department stores which sell goods on the installment plan and employed a great many collectors. He found that it was comparatively easy to convince them that the Featherweight was just the thing in the shape of a vehicle for getting around town.

Maslen went after salesmen and men employed in similar lines next. He was also successful in this direction. As matters stand now, according to "Robbie," Maslen cannot get enough machines from the factory to care for the demand which he has created for them.

ASSOCIATED PRESS OFFICIAL GETS HIS FIFTH HENDERSON

NEW YORK, March 24.—James A. Mills, secretary to the general superintendent of the Associated Press, has just ordered his fifth Henderson from Manager Felix Lewin, of the local Henderson branch. Mills has bought a Henderson each season since the four-cylinder machine came from the factory in 1912. His latest will be an electrically-equipped two-speed.

The Mills sale is another feather in Lewin's cap for the 1916 season. The genial New York manager sold a two-speed electrically-equipped model to Alfred P. Lane, international champion pistol and revolver shot and Olympic Games victor, a short time ago, in the face of keen competition, and has other well-known men on his list of purchasers.

HARTFORD, WIS.

PETER STEICHEN has taken the agency for the Henderson for this city for 1916. Steichen came to Hartford a short time ago, and seeing a bunch of good motorcycle business in view, he signed up with the Henderson folks and opened a nice shop. He has received his demonstrator, a two-speed model with electrical equipment and Rogers' sidecar.

ILION, N. Y.

EMERY A. SMITH, of 391 Otsego street, has signed up for the Dayton Motor Bicycle and has received his demonstrator. He is using the front-wheel drive machine to good effect and has sold machines several customers and obtained a good list of prospects.

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THE BEST DRIVE SPARTAN FOR LIGHTWEIGHTS

Fogarty Says

MR. J. P. FOGARTY, Secretary and General Manager of the Westfield Manufacturing Company, where America's Pioneer Lightweight Motorcycle is made, in signing another contract for Spartan Belts said:

"In looking up matters in connection with this contract, I have discovered that this is the sixth consecutive year we have given you a contract for Spartan Belts for our Pope Model H Lightweight Motorcycle. It is needless to add that Spartan Belts are satisfactory."

Six years for one kind of belt—belt drive proving satisfactory for six consecutive years, surely that is conclusive proof. Belt drive must be the proper drive for Lightweights, or else the Pope makers, with their extensive experience, would have changed. Their policy no doubt has been—no complaints, entire satisfaction, full efficiency and complete reliability, requires no alteration in the drive medium.

The Lightweight is the coming popular motor vehicle—most people who are to ride will ride a Lightweight, a belt drive Lightweight, because that type is simple, smooth running and least expensive. The best Lightweights use belt transmission, belt drive by the long lived, all sufficient

SPARTAN BELT

THE CLEAN, SMOOTH, NOISELESS TRANSMISSION

Made only by
THE GRATON & KNIGHT MFG. CO.
Worcester, Mass.

For assurance of prompt attention to your wants mention MOTOR CYCLE ILLUSTRATED.

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NEW YORK SPORTING GOODS CO.

FREE TO DEALERS

Write us on your letter head or enclose your business card and we will send you our new catalogs.

No. 60 Motorcycle Supplies
No. 64 Bicycle Sundries

A few agencies still open for live dealers of "Victor," Pierce and "Crawford" Bicycles. Prices and terms on application.

New York Sporting Goods Co.
15 and 17 Warren St., near Broadway New York

NATIONAL Motorcycle and Bicycle Spokes

We are selling several of the representative motorcycle and bicycle manufacturers, as well as some of the largest jobbers in the country.

For Motorcycles—.135 x .110 and .120 x .100. Made of high grade wire, either hand buffed or regular bright nickel finish. For Bicycles—.092 x .072; .080 x .060; .072 x .056. Furnished in National hand buffed or regular finish. Finest grade of wire. Rust proof!

The National Screw and Tack Co.
Cleveland Ohio

"DUCKWORTH" CHAINS

Are sold on merit, not on price. Satisfactory service is their strongest selling argument.

DUCKWORTH CHAIN & MFG. CO., Springfield, Mass.

The Oldest Supply House in America

FREE

You can't be up-to-date without it.

Write today to

MOTORCYCLE EQUIPMENT CO.
Hammondsport, N.Y.
3664 S. Main
LOS ANGELES, CAL.

ARE YOU GIVING YOUR ESTABLISHMENT AWAY, MR. DEALER?

(Continued from page 17)

could have bought quite a flock of cash registers with the money my repair shop lost on me.

"There is no business in which the 'little things' foot up faster than in the motorcycle game. Even the gasoline and oil used in the repair shop run into a lot of money, and they are seldom charged for. Still the dealer can't afford to give them away; as a matter of hard fact he can't afford to give anything away. He has to pay—and pay promptly—for everything he gets, and if he doesn't get his money back he can't last."

"But every motorcycle dealer of standing must have a checking system between his parts department and his repair shop," we insisted, "he couldn't last a year without it."

The Costly Leakages

"And nine out of ten of the so-called systems are allowing material to leak through every day of the year," was the emphatic reply. "Dealers are not strict enough. Most of them are happy as long as the sales look good. They don't realize that a lot of the cash that comes in the front door soon goes out the back door in uncharged for parts and supplies. It takes a crash to awaken them.

"I'm not going to outline a system for any other dealer to follow," continued Friend Dealer, "because every man ought to be the best judge of what his shop needs. All I'm going to say just now is that any dealer who is complaining about profits ought to look into his repair shop conditions—and do it instanter.

"He should not place all the blame on the repair men, either; he's largely to blame himself. It's his shop, and he can make his employees do thus and so—or get new employees. That's all. But it takes constant watchfulness and a lot of determination. It requires hard-pan business principles, in other words. If the policies of the hardware store or the butcher shop were applied consistently to the motorcycle game every dealer would be buying real estate with his cash surplus."

NEW BRITAIN, CONN.

F. C. MONIER & BROTHER, representing the Harley-Davidson in this city, set March 17 and 18 as souvenir nights at their new store. In addition to entertaining a number of bicycle patrons, the brothers had their hands full in welcoming motorcycle men, prospective and otherwise, who came to look over the new models.

F. C. Monier says that the firm's sales to date have been double those of the total for last season, and that the reason for taking a new store was that the space was lacking at the former quarters.

COLUMBUS, O.

O. C. BELT, of the Belt-Franklin Co., Central Ohio distributor for the Indian, reports a much better trade since the spring weather has arrived. The sales have been increasing and the list of prospects has lengthened. "Industrial conditions show a wonderful improvement in every way" says Belt, "and the 1916 season will undoubtedly far eclipse that of 1915."

SALEM, IOWA

CHARLES H. MARTIN has taken the agency for the Dayton Motor Bicycle for Henry County, with headquarters in this city. Martin is the leading sporting goods dealer in this section.

MOTOR CYCLE ILLUSTRATED is always appreciated by advertisers.

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FEDERAL MOTORCYCLE TIRES

"EXTRA SERVICE"

Federal Rubber Manufacturing Co. - Milwaukee

The choice of the experienced rider is

PREST-O-LITE

The Only Practical Light for Motorcycles.

The best Road light at the lowest cost. Simple, sturdy, absolutely reliable and highly convenient. Send for literature.

The Prest-O-Lite Co., Inc. 246 SPEEDWAY INDIANAPOLIS, IND.

The World's Largest Makers of Dissolved Acetylene

Prest-O-Lite Exchange Agencies Everywhere

Berling Magneto

This "B" type will carry the motorcycle maker to Success because it will carry the rider to his destination.

ERICSSON MANUFACTURING Co. 1116 MILITARY RD., BUFFALO, N.Y.

1916 CATALOG READY

MOTORCYCLE SUPPLIES and REPAIRS

MOST COMPLETE STOCK ON EARTH

QUALITY SERVICE

Write today. Special offer to dealers.

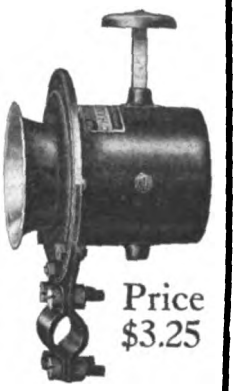
EXPERT OVERHAULING

Best equipped repair shop in Northwest

Estimates Furnished Work Guaranteed

MOTORCYCLE ACCESSORIES CO.

ST. PAUL MINN.



Price $3.25

For a loud warning, durability and appearance, the

HANDPHONE

is unequalled.

Automobile Supply Mfg. Co., Inc.

220 Taaffe Place, Brooklyn, N. Y.

FOR BEST RESULTS

Use The Best Motorcycle Oils—

HARRIS

TRADE MARK REG. U.S. PAT. OFF.

OILS AND GREASES

"A Little Goes A Long Way And Every Drop Counts"

A. W. HARRIS OIL CO.

326 S. Water St., Providence, R. I.

Branch: 143 No. Wabash Ave., Chicago, Ill.

WRIGHT SPARK PLUG

NONE BETTER MADE

Once Used

Used as Regular Equipment on

N.Y. Mica Mfg. Co.

Always Bought

the 1916 Model of Harley-Davidson.

Auburn, N. Y.

PATENT YOUR IDEAS

Inventions bring fortunes when protected by good patents. New ideas in great demand. I will get a valuable patent for you and will help you make money from it. Ask about my free advice, or send sketches for free search of patent records.

LESTER L. SARGENT, Patent Lawyer, N.W. Cor. 9th and G Sts., Washington, D. C.

For assurance of prompt attention to your wants mention MOTOR CYCLE ILLUSTRATED.

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National Dealers' Directory

NEW YORK CITY

EXPERT REPAIRING
Motorcycles a specialty. All work guaranteed. Large accommodations for storing motorcycles and sidecars at low rates.
Broadway Auto Repair & Supply Co.
248 West 106th Street C. Lurie, Prop.

DAYTON MOTORCYCLES
Parts for DAYTON and DE LUXE
Repairs and Supplies
DRISCOLL & JEANROY
209 W. 126th St. New York.
'Phone, 8352 Morningside.

OILS SUPPLIES
J. C. FOLEY
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N. Y. Distributor for Reading Standard Motorcycles. Rogers Sidecars in stock. Agent for Excelsior and Henderson
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Expert Repairing. New York Agent for the EXCELSIOR.
Telephone, 8861 Riverside.

AMOS SHIRLEY, 935 Eighth Ave.
INDIAN and EXCELSIOR
Columbia, Hartford and Fay Juvenile Bicycles.
Parts for the Indian, Excelsior and Pope.
Repairs and Accessories.

STERN BROS.' F. A. M. SHOP
INDIAN MOTORCYCLES
MIAMI POWER BICYCLES
Storing, Repairing and Supplies
1519 SECOND AVE., Cor. 79th St. Phone Lenox 1933

Exceptional Offer of Choice Seconds
28 x 3 Firestone Non-Skid.....$6.25
29 x 2¾ Firestone Non-Skid..... 5.65
These tires are fresh stock practically perfect, but slightly discolored in spots.
E. J. Willis Co., 85 Chambers St., N. Y. City

EXCELSIOR
M. WORKSMAN, Agent
Large Stock of Parts and Supplies. Used Machines Bought, Sold and Exchanged on 5% Basis.
14 VESEY STREET.

YORKVILLE
MOTORCYCLE WORKS
Expert repairing on all makes. Used machines for sale. Agents for Smith Motor Wheel. Service Station. Storing.
1729 1st Ave., near 90th St. Tel. 2163 Lenox

BROOKLYN

HARLEY-DAVIDSON
Brooklyn and Long Island, 1157 Bedford Ave.; 594-596 Jamaica Ave. Exhaustive line of supplies, repairs, parts; in short, we stock evetything for the motorcycle and the rider.
BOB BRAZENOR, Proprietor.

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BROOKLYN DISTRIBUTOR
Indian Motocycles
1038 Bedford Avenue
Phone Bedford 5297 Brooklyn, N. Y.

1916 EXCELSIOR IS HERE
All models on display.
Full line of Parts—A1 F. A. M. Repair Shop.
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Distributor of
Excelsior-Reading-Standard and Cleveland Motorcycles, Smith Motor Wheel, Crown bicycles and the best accessories.
Two Stores—1060-62 Bedford Avenue, 713 Flatbush Avenue, near Parkside, Brooklyn, N. Y.

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MOTORCYCLES, BICYCLES AND SUPPLIES
Expert Repairing
B. SLOTNICK, 5306 Fourth Ave., B'klyn
Near 53d St. Station Phone 4595 Sunset

WINGES BROTHERS, 1315 Bushwick Avenue, Brooklyn, N. Y., Brooklyn and Long Island distributors for the Dayton; also Indian agency. Expert repairing on all makes of motorcycles. Complete line of supplies. Prompt and satisfactory service a feature of this establishment.

LONG ISLAND

INDIAN
AND SMITH MOTOR WHEEL
All makes of Bicycles—expert repairing
FLUSHING BICYCLE EXCHANGE
30 MAIN ST. FLUSHING, N. Y.
Phone 496J Flush.

Plaza Motorcycle Exchange
EXCELSIOR DISTRIBUTORS
Parts and Supplies—Repairing by factory mechanics.
Bridge Plaza, Long Island City.
Phone Astoria 1880

D. & D. MOTOR SUPPLY CO.
INDIAN MOTOCYCLES
Phone: 2045 Astoria.
Expert Repairing—Gasoline.
Full Line of Accessories—Used Machines.
Bridge Plaza South, Long Island City, N. Y.

HARLEY-DAVIDSON
Territory—Long Island City to Port Washington on North Shore. Demonstration gladly given.
Full Stock of Supplies—Used Machines.
HORN & McCRACKEN
F. A. M. Shop College Point.

PATERSON, N. J.

W. EDW. MACDOUGALL CO.
Dist. of Harley-Davidson Motorcycles. Drop us a line if interested in second-hand machines.
102 Van Houten St., Paterson, N. J.

INDIAN
MOTOCYCLES
Rebuilt machines. A written guarantee with each machine. Write for details and price list.
JOHN STEELE, 91 Broadway, Paterson, N. J.

PROVIDENCE

Motorcycle Repairing and Winter Overhauling. Complete repairs on any make.
INDIAN A SPECIALTY. PRICES RIGHT
Work guaranteed. 1916 Indians always in stock; any make taken in trade. All makes of second-hands on sale.
B. A. Swenson, 522 Broad St., Providence, R. I.

NEW YORK

Mt. Vernon Motorcycle and Bicycle Shop
Agents for **HARLEY-DAVIDSON** Mtg. F.A.M.
Opposite Proctor's Theatre, Mt. Vernon, N. Y.
We Fix Everything

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Special Service Department

Motorcycle Tires
Parts and Supplies
Also
BICYCLES and SUPPLIES
WHOLESALERS and JOBBERS
CITY SUPPLY CO.
56 Warren Street New York

NOTICE TO MINNEAPOLIS MOTORCYCLE RIDERS REGARDING REPAIR PARTS
We have taken over the entire stock of repair parts and machines. Prompt attention assured all orders and inquiries—prices right.
H. E. WILCOX MOTOR COMPANY
1039 Marshall St. N. E., Minneapolis, Minn.
Successors to Minneapolis Motor Co.

Rogers SIDECARS
NEW YORK SERVICE STATION
Sidecars and parts in stock for all machines. Special attention to dealers.
IRVING BECK
1491 Fifth Ave. Phone Harlem 7663

CLEAN-UP SALE
All slightly used and rebuilt machines, about 125 on hand, all makes, at enheard of price reductions. A new sheet, full of bargains ready for you. Don't wait longer, don't look any farther—we have what you want at the right price. Write today.
WESTERN SUPPLIES COMPANY
1448-52 Larimer Street Denver, Colo.
Largest Cycle and Motor House in West

Motorcycle Accessories and Supplies
Manufacturers, Agents and Jobbers, Wholesale and Retail. Get Our Catalogue Before Buying Your Supplies.
Dealers, Attention! Send For Our Catalogue and Dealers' Price List.
HARLEY-DAVIDSON SALES CO.
533 W. 110th St., Near Broadway, N. Y.

BARGAINS IN USED MOTORCYCLES
Write for our revised list of used motorcycles of all makes and models, including the Harley-Davidson, Reading-Standard, Merkel, Thor, Indian, Yale, Shickel, Pope and De Luxe. Literature furnished on request.
The Place of Satisfaction.
MUELLER CYCLE AND SUPPLY CO.
Oldest and largest dealers in the northwest.
726 National Ave. Milwaukee, Wis.

Priceless qualifications, service, promptness and efficiency. Eventually all motorists will demand these. We are meeting their demands now. We can do the same for you.
HAESE & COMPANY ELECTRICAL SERVICE STATION
Punxsutawney - - - Pa.

THOR MOTORCYCLES
Complete stock of parts, over-night service. When in need of Thor parts try us. Large stock of used machines, all makes, at bargain prices.
B. RUDERMAN,
1031 Bedford Ave. Brooklyn, N. Y.

Classified Advertisements

ONE INSERTION THREE CENTS A WORD; MINIMUM 50c. — MORE THAN ONCE TWO CENTS A WORD PER ISSUE

FOR SALE

NEW FLYING MERKEL, twin-cylinder 1915 motorcycle, $187.50. Address Box 207, Wheeling, W. Va.

EMBLEM 1915 two-speed, 67 cubic inches, ridden 400 miles, must sacrifice; $165; guaranteed like new. J. Dieterich, 224 Patchen Ave., Brooklyn, N. Y.

WRITE for list of used motorcycle bargains. Little Falls Motorcycle Co., Little Falls, N. Y.

ONE HUNDRED PAIR Presto tank bands for I. D. Luggage Carrier. These are nickeled white. 10c. per pair while they last. Perfection Side Seat Co., 312 Catherine St., Utica, N. Y.

FOR SALE.—Regular Indian lighting outfit, including head and tail lights, battery, horn, switch and cable. Battery just factory overhauled. Condition guaranteed. Make an offer. Nelson Porter, Brownsville, Penna.

IF you want an Excelsior, then buy this one—1916 Excelsior, $225 model. Ridden 50 miles; traded for Powerplus Indian and for sale for $175. Schadfield-Swenson Co., New Britain, Conn.

A REAL EXCELSIOR SPEEDSTER Bargain. 1916 S. C. Model, has been used in only three short races, taking three firsts. Enamel like new. Racing equipt at factory. Is exceptionally fast. Will sell for $175; $25 down, balance C. O. D., subject to examination. Lon Goodwin, Great Bend, Kan.

FOR SALE—One bicycle motor, 1½ horsepower, cost new; $15. Walter Beare, Ellis Grove, Ill.

INDIANS 1914, electrically equipped, used less than 3,000 miles—$140; 1915 new machines used for demonstrating, $165, insured for $200 to May 1, 1916; will ship either machine via express upon receipt of $25 to pay delivery charges, or send stamped envelope for further details. Otto W. Kline, Box 212, Baldwin, L. I.

FOR SALE OR EXCHANGE—One Remington No. 6 typewriter, never used, same as new; same keyboard as No. 4 Underwood. Would trade for motorcycle. B. A., care of MOTOR CYCLE ILLUSTRATED.

FOR SALE—1914 Harley-Davidson, two-speed, and Rogers sidecar; new tire on rear; other two nearly new; motor in A-1 shape; new chains; $25 down, balance C. O. D. S. R. Milbrandt, Alma Center, Wis.

HELP WANTED

WANTED.—Several experienced salesmen to travel for well-known motorcycle manufacturer. Only those that have had experience with the motorcycle or bicycle trade need apply. Give age, experience, references, and salary expected. Box 10, MOTORCYCLE ILLUSTRATED.

WANTED—Demonstrator and salesman for Indian motorcycle. One who can deliver the goods. I have an exceptionally good territory and can make a very interesting proposition to the right party. Frank P. Gravatt, 2522 Atlantic Ave., Atlantic City, N. J.

TRAVELING SALESMAN to call on motorcycle repair shops, dealers and jobbers with line of motorcycle repair parts and accessories. Unlimited territory. New York men preferred. Address C. M., care of Motor Cycle Illustrated.

POSITIONS WANTED

WANTED—Position as bicycle and motorcycle repairman; guns and typewriters. No booze or tobacco. Best references. A hard, willing worker. Write or wire at once. J. D. Winstead, General Delivery, Rocky Mount, N. C.

BUSINESS OPPORTUNITIES

BICYCLE AND REPAIR SHOP; also second-hand furniture store in connection. Doing $7,000 business yearly. College town, in prosperous farming section. City population, 5,000. No motorcycle shop in city. Good location for same. Poor health reason for selling. A. J. Hockett, 719 Fourth avenue, Grinnell, Iowa.

MISCELLANEOUS

WANTED—Double home trainer, with dial. Give full description and price. Frank P. Gravatt, Atlantic City, N. J.

SPEED SECRETS. Have the fastest motorcycle in your town. Our new book will give you the REAL DOPE. A book strictly on getting efficiency and speed out of the motorcycle, for rider, dealer and repairman. One dollar. Speed Secrets, Box 1051, Denver, Colo.

IT IS NICE to know where to procure parts for your machine immediately. Parts are our specialty. "Flying Merkel," "Thor," "Indian," "Pierce," "Curtis," F. N., M. M., R. S., N. S. U. Always 25 or more used machines on hand, $25 up. The M. M. Sales Co., 1777 Broadway, New York, Room 450.

WANTED—One sidecar to fit Harley-Davidson motorcycle, must be in good condition, and color to match machine, also reasonable in price. Wind splitter preferred. L. T. Lorz, Harvey, N. Dak.

DYKE'S MOTOR MANUAL ON MOTORCYCLES, marine and stationary engines. The most complete simplified book published, $2.00. Send for interesting descriptive circular to A. L. Dyke (Pioneer) Publisher, Box 98-M Roe Bldg., St. Louis, Mo.

HARLEY-DAVIDSON, Indian, Excelsior, Thor and Merkel cylinders reground and fitted with our lightweight pistons and rings, $4.50; with leakless piston rings, $6. Bakeman Motor & Supply Co., St. Cloud, Minn.

CYLINDERS REBORED, Motors overhauled, Frame and Fork straightening, enameling. All broken cast, aluminum and steel parts perfectly welded. Try our new leakless piston rings and light weight pistons fitted like factory work. All work absolutely guaranteed. Prices right. A. E. Bakeman Motor & Supply Co., St. Cloud, Minn.

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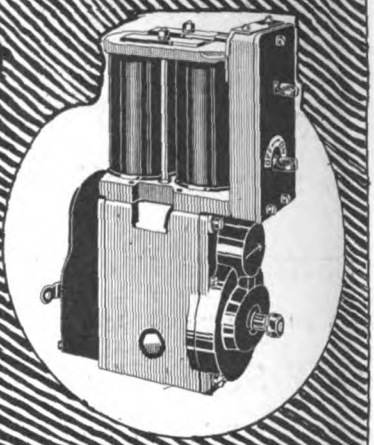
REMY

Motorcycle Lighting—Ignition System



The average motorcyclist thinks, talks and acts quickly—the result of riding a powerful, speedy machine. He believes in efficiency—wants the best. He has a wholesome respect for properly made electrical equipment.

That's why thousands of Harley-Davidson riders enthuse over the REMY Motorcycle Lighting-Ignition System. It's so efficient—safe—trouble-proof.

Electric light—brilliant, unfailing, always available. Strong, synchronized ignition; **sure** ignition at the touch of a finger. Less bulk to the motorcycle; protected and vibration-proof wiring; spill-less battery —That's what the REMY System means to the motorcyclist—first class lighting and ignition service.

See the REMY System at work on the Harley-Davidson Motorcycle—at the dealers or on the road.

Remy Electric Company

CONSTANT REMY SERVICE

Service Stations Nearly Everywhere

Factories: Anderson, Indiana
Sales & Engineering Offices:
Detroit, Michigan.

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BLUE STREAKS

Chosen By the U. S. Government for Service In Mexico

Forty-four motorcycles, each equipped with Blue Streak Tires, are serving with the U. S. Army in Mexico.

For what better evidence of Blue Streak endurance and dependability could you ask?

Here more than mere tire service is imperative. Sun, sand, alkali and quick despatch are conditions to be met without flinching.

The supreme attainment of every American manufacturer is recognition of his product by the U. S. Government in the form of actual purchase and utilization. Such endorsement is of itself a mark of merit.

So the U. S. Army has selected Goodyear Blue Streaks for service in Mexico. No higher compliment could be paid a tire.

Quality, durability and dependability, as expressed by the U. S. Government's choice of Blue Streaks for active service, all mean something to you in increased tire sales and customer-satisfaction. Write today for attractive dealer proposition which points the way to a bigger than ever tire business for you.

The Goodyear Tire & Rubber Co.
Akron, Ohio

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BLUE STREAK

Dealers—We Put You First!

The Goodyear Blue Streak Selling Plan is the strongest, the broadest and most comprehensive sales idea ever offered you by a tire manufacturer. It represents the results of years of practical experience and the expenditure of thousands of dollars.

The enthusiastic reports from Blue Streak dealers and the tremendous growth of Blue Streak business prove that we are offering you a Bicycle Tire Policy and a Bicycle Selling Plan that will prove a money maker for you.

We know that our success depends upon the success of Goodyear dealers. Goodyear business can grow only as Goodyear dealers grow.

That is why everything we offer you—our Square Deal Policy and our Selling Helps—is for one purpose—to help you SELL MORE bicycles and bicycle tires. All of the powerful advertisements, the Letter Service, the Posters and Cards, the Window Display, the Bike Caps and our Tire Guarantee, are to help you make REAL SALES.

If you have not seen the Goodyear Bicycle Tire Policy and the Goodyear Selling Helps write us at once. We will let you be the judge of their selling value.

GOODYEAR AKRON
BICYCLE TIRES

The Goodyear Tire & Rubber Company, Akron, Ohio

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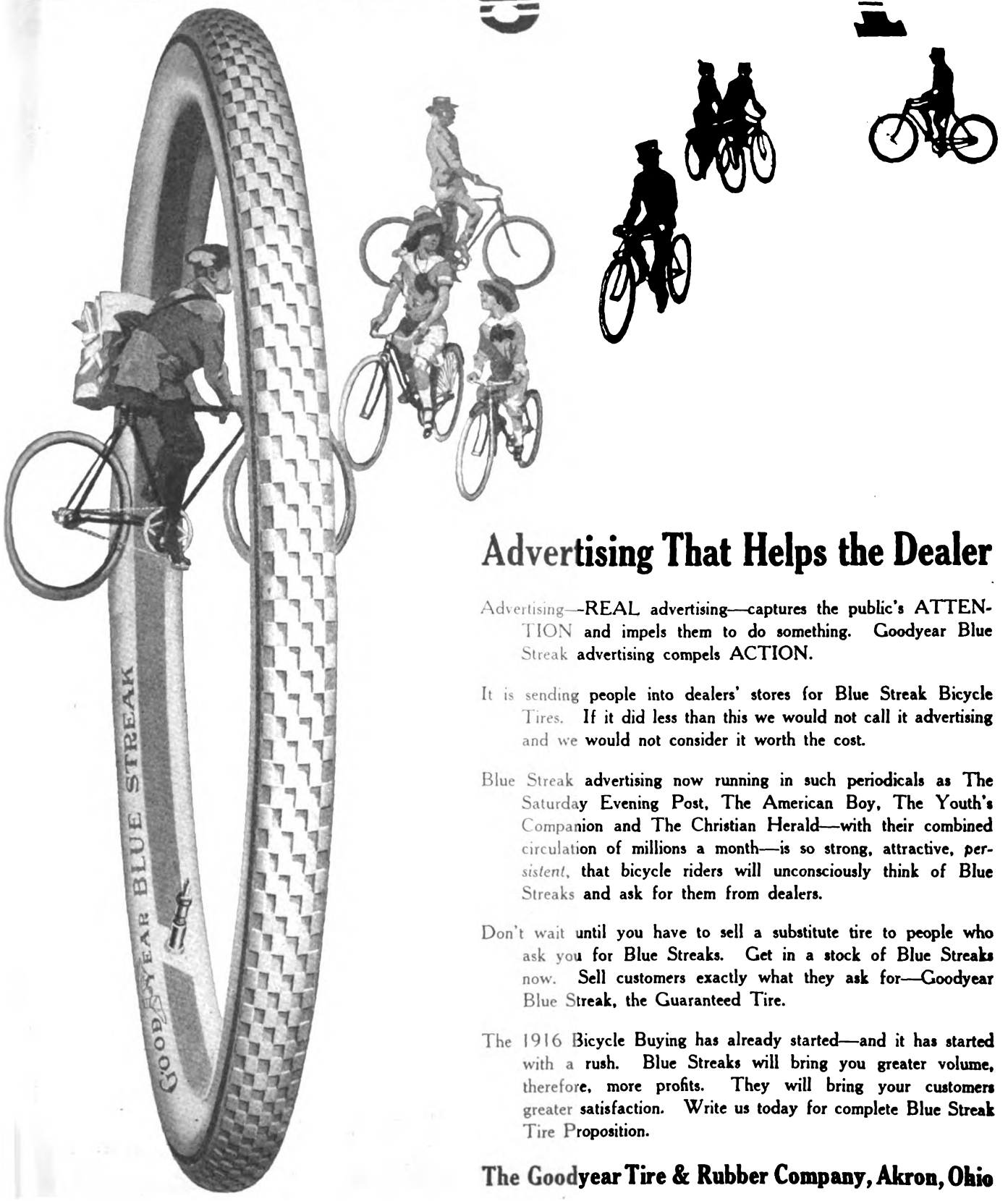
Selling Helps



Advertising That Helps the Dealer

Advertising—REAL advertising—captures the public's ATTENTION and impels them to do something. Goodyear Blue Streak advertising compels ACTION.

It is sending people into dealers' stores for Blue Streak Bicycle Tires. If it did less than this we would not call it advertising and we would not consider it worth the cost.

Blue Streak advertising now running in such periodicals as The Saturday Evening Post, The American Boy, The Youth's Companion and The Christian Herald—with their combined circulation of millions a month—is so strong, attractive, *persistent*, that bicycle riders will unconsciously think of Blue Streaks and ask for them from dealers.

Don't wait until you have to sell a substitute tire to people who ask you for Blue Streaks. Get in a stock of Blue Streaks now. Sell customers exactly what they ask for—Goodyear Blue Streak, the Guaranteed Tire.

The 1916 Bicycle Buying has already started—and it has started with a rush. Blue Streaks will bring you greater volume, therefore, more profits. They will bring your customers greater satisfaction. Write us today for complete Blue Streak Tire Proposition.

The Goodyear Tire & Rubber Company, Akron, Ohio

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Milwaukee, Wisconsin, to Newark, New Jersey Without a Puncture

Over 1,200 miles, over all sorts of roads, and not a puncture.

"One day it poured and we didn't have to use chains, though the mud was deep."

This remarkable performance was made with United States 'Chain' Tread Motorcycle Tires.

It only goes to prove still more conclusively the remarkable tires, the efficient anti-skid quality, the thoroughly satisfactory service, that you, too, will be able to get from United States 'Chain' Tread Motorcycle Tires.

United States Tire Company

'Chain' 'Nobby' 'Studded' 'Corrugated'
MOTORCYCLE TIRES

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MOTOR CYCLE ILLUSTRATED

WITH WHICH IS NOW INCORPORATED

The Bicycling World

Published Every Thursday by

THE MOTORCYCLE PUBLISHING CO.

13 PARK ROW

NEW YORK

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HOW TO REGISTER YOUR MOUNT IN NEW YORK STATE

Full Information Concerning the Necessary Procedure of Motorcyclists Under the New State Law; Every Rider Must Have Registration Card But Plates Are Not Yet Ready

IN order to answer fully the numerous inquirers who have applied to **Motor Cycle Illustrated** during the last few days for information concerning the new State registration law, this journal has obtained from the New York office of the Secretary of State one of the application blanks which motorcyclists will be required to fill out. The address of the Secretary of State's office in New York City, by the way, is 227 West Seventy-fourth street, and the telephone connection is Columbus—7348.

Motorcyclists who write to Albany for application blanks should address Secretary of State's Office, Automobile Bureau, Albany, N. Y.

Questions to Answer

It is necessary to answer the following questions on the application blank: What s the name of the manufacturer of the nachine? What is the factory number ffixed by maker to engine? What is the ype of machine (state whether with side, ear or front attachment, and number of heels)? In what year was machine ade? Will machine be used solely for ommercial purposes? Has this machine en registered in New York State since pril 1, 1916? Is machine provided with equate brakes, suitable and adequate bell, rn or other device for signaling, and mps in number and kind to conform to rticle 11-A of the Highway Law? What the age of the applicant? Is the maine owned by individual, co-partnership, ociation or corporation? If corporation, what State incorporated?

If the motorcycle is owned by a partnership or a corporation it is necessary to give the names of the partners, or the principal officers of the corporation, blanks being provided for such names and addresses.

Term of Registration

The fee of $2.50, which must accompany the application, covers registration from April 1, 1916, to January 31, 1917. Registrations applied for on and after August 1 will cost $1.25. Applicants are instructed o remit by money order or certified check. The application must be signed twice by the rider, the last signature being before a Notary Public or Commissioner of Deeds.

The rider must sign his full name—initials won't do. There are thirteen questions to be answered on the application blank, and if any question is ignored the blank will be returned.

One of the questions frequently addressed to **Motor Cycle Illustrated** during the past few days concerns the date on which the officials license plates will be ready for distribution. The plates are now being made, but the Secretary of State's office cannot tell definitely when they will be available.

New York State's registration law for motorcyclists became operative April 1. You will avoid trouble by applying at once for registration. The accompanying article tells you just how to go about it.

Pending their arrival, the rider will simply show his registration card if stopped by a policeman or other officer.

It is not advisable to delay filing the application for registration merely on the grounds that the license plates are not ready. The law is now in effect, and every motorcyclist is expected to be able to show his registration card on request. The plates will be sent out to registered riders as fast as they arrive.

That the new registration law covers sidecars and Motor Wheels under the general motorcycle heading, has been understood thoroughly, but when a question was raised by an applicant as to the standing of the Cygnet Rear Car, those in charge of the Secretary of State's office in New York City were unable to give a definite decision. The question appears to be fully answered, however, in Section 301 of the law, which reads as follows:

Defining the Motorcycle

"The term motorcycle, as used in this article, except where otherwise expressly provided, shall include all motorcycles. A motorcycle is a vehicle with two wheels, one following the other, propelled by other than muscular power, or such vehicle with a car attached to the side, front or rear *and operated on one or more additional wheels.*"

Motor Cycle Illustrated has communicated with Secretary of State Hugo at Albany regarding the full interpretation of the section above quoted.

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STOLL COMPANY ISSUES A BOOSTER STAMP

DENVER, Colo.—The Stoll Mfg. Co., makers of the well-known line of Stoll tandems, is getting out a neat poster stamp in colors for distribution to dealers and interested riders. The stamp has an outline cut of a motorcyclist with tandem-fitted machine and bears the words: Boost With Us for 100,000 Motorcycles and 20,000 Stoll Tandems for 1916.

Those who desire these stamps should communicate with the Stoll Mfg. Co., at its headquarters, 3232 Walnut street, Denver, Colo.

HENDERSONS SELLING FAST IN CALIFORNIA

LOS ANGELES, Cal.—Mr. T. Lee, of the California Henderson Motorcycle Sales Corporation, has just placed several agencies for the Henderson machine in important cities in northern California, announcement of which will be made in a few days.

Loudenclos & Henry, the General Motorcycle Sales Company San Francisco agents, have just taken ten machines from the State distributors, and are having a very active season. In Southern California A. H. Small, Santa Ana Henderson agent, has just sold a new machine to the extra speed cop that Orange county added to its force a few days ago. This makes the tenth machine for Small this season.

FOREIGN INQUIRIES FOR THE LEONARD BRACKETS

BURLINGTON, Vt.—The G. A. Leonard Mfg. Co., maker of the Leonard Prest-O lamp bracket, has been having a wide sale for its product all over the country, and in addition, has been receiving a large number of inquiries and orders from all parts of the world. Recent inquiries have been received from the Hawaiian Islands, Spain and India, as well as a request for a quotation on a large order from a British firm.

The inability to readily obtain material in sufficient quantities to meet the strong demand and the big volume of orders in hand has necessitated making deliveries at a much slower rate than would be the case otherwise. The company takes this opportunity to explain to the trade for a seemingly neglectful attention to their orders and wishes the acceptance of the foregoing explanation as a reason for the delay in receiving their goods.

1916 HAND-PHONE IS MORE DURABLE AND SIMPLE

IMPORTANT changes which make for durability have been incorporated in the 1916 Hand-Phone, the product of the Automobile Supply Mfg. Company, of 220 Taafe Place, Brooklyn, N. Y. The flywheel is now cut in one piece, while the shaft and plunger are of bar steel. The horn casing is stamped from one piece of steel, while the bell is of brass, to insure correct resonance.

The notches and teeth in the working parts are carefully cut into the plunger and shaft so as to insure long wear. The bell and casing are securely fastened together. The construction of the Hand-Phone is very simple and the maker states that it has the least number of parts of any mechanically-operated warning signal made.

Two styles of bracket are furnished, one for attachment to the frame of the motorcycle and the other for fitting to the handlebar or cross-brace. The price is $3.25 with either bracket.

ROBERTSON TO JOIN SPLITDORF FORCES

NEWARK, N. J., April 3.—E. A. Robertson, the veteran Yale and Indian traveler and endurance run rider, has given up his position with the Hendee Mfg. Co. and will join the engineering staff of the

E. A. Robertson

Splitdorf Electrical Company, of this city on April 10. He will pass some months in the laboratory of the company and then act as sales engineer for the Splitdorf interests.

Robertson is an electrical engineer by profession, so that his move is right in line with his early training. He entered the motorcycle business as a traveller for the Consolidated Mfg. Co., several years ago, and on the break-up of the Yale staff in 1914, he went with the Hendee Mfg. Co., covering Pennsylvania, Virginia and Maryland, in that firm's interests. He participated in most of the big endurance runs since 1912, being one of the winning Indian team in the 1915 New Jersey M. C. run, as well as one of the Yale sidecar team winners in the previous season's run of the same club. His departure from the Hendee forces is regretted by all of the Indian fraternity throughout his territory as well as by the Wigwamites.

RACING BODY INCORPORATES

ELMIRA, N. Y.—The Elmira Automobile, Motorcycle and Bicycle Racing Association has been incorporated here with a capital of $1,000, to conduct racing exhibitions. The incorporators are George C. Miller, Arthur B. Hickox and Earl J. Sterling, all of this city.

OMAHA MOTORCYCLISTS IN MILITARY CORPS

OMAHA, Neb., has just joined the movement to obtain greater recognition for the motorcycle in army service, and a hustling corps of motorcycle recruits has been organized. It is the intention to have these riders drill at stated periods, and to supply them with suitable uniforms.

The Nebraska riders, in common with volunteers in similar corps in other states, are furnishing their own mounts. They are planning motorcycle manoeuvres along military lines for the near future, and special scouting and mapping programs are being arranged. The motorcyclists will spread out to cover all the roads, bridges, camping sites, water supplies and points of forage for cavalry animals, and will thus obtain a great deal of information of genuine military value.

MOTORCYCLE MACHINE GUN UNIT IN ENGLEWOOD

ENGLEWOOD, N. J.—A motorcycle machine gun unit has been formed by members of the recently-organized branch of the National Rifle Association in this place, and plans are now being completed for equipping and training the riders.

Subscriptions are now being received to assist the riders in obtaining the necessary equipment, and there are strong indications that the machine gun squad will be ready for the field before the summer is far under way.

MONTCLAIR RIDERS WANT A MILITARY CORPS TOO

MONTCLAIR, N. J.—Motorcyclists of this city have the preparedness fever and arrangements are well started for the formation of a military corps. Plans for military squads of riders to work in conjunction with the National Guard, or on a purely provisional basis, is in the air in half a dozen cities and towns in this vicinity, and Montclair riders are determined that they will be well to the front.

Caldwell residents are talking of a summer camp for military training purposes, and it is possible that all the motorcyclists of this district will unite in manoeuvres if the Caldwell camp becomes a reality.

INVINCIBLE RUN TO BE A SANCTIONED EVENT

BROOKLYN, N. Y.—The officers of the Invincible M. C. announce that the Spring run, slated for April 30, will be a sanctioned F. A. M. affair. The club at first thought that as the event was a pleasure run, it was not necessary to have a sanction, but on writing Competition Chairman John L. Donovan, and getting his answer that it would be best to have it sanctioned, the sanction has been obtained.

The fact that the run might be unsanctioned led other organizations to stand aloof from it, but with the obtaining of the required permission, several of these have entered men. The Crotona M. C., of the Bronx, has entered 25 men in the affair.

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NEW YORK CONVENTION AT SHEEPSHEAD BAY

Date for Empire State F.A.M. Gathering Is Set for July 4 at Noted Track —Amateur Championships to Be Held

NEW YORK, April 3.—New York F. A. M. Commissioner George F. Ellis announces that the State convention will be held in 1916 on July 4, at the Sheepshead Bay Speedway, Sheepshead Bay, N. Y. The convention program will include a number of amateur State championship races, as well as several professional events, following the custom in previous affairs of this nature. The championship races will be open to riders from New York State only.

The meet will be held under the auspices of the recently formed Speedway M. C., Inc. The track, which was opened for the first time last season, is a two-mile speedway, with excellent surface and banked to give the highest speeds with any motor vehicle. This will be the first motorcycle meet of any importance on the Speedway, as previous races were all for automobiles. At these meets the four-wheelers attained very high speeds, an average for one race being 101.5 miles per hour. Accordingly, the July 4 meet will furnish plenty of thrills in the way of speed, and it is rumored that more than one existing record will be shattered on that date.

As regards the race meet, promises from some of the country's best speedsters in the pro. class have been received, and the crack amateurs of the State will all attend. Other details of the convention program have not yet been made public by Commissioner Ellis.

SPEEDWAY M. C. TO HOLD FIRST MEETING ON APRIL 9

NEW YORK, Apr. 3.—The first meeting of the newly-organized Speedway M. C., Inc., will be held at Sheepshead Bay Speedway, on Sunday, April 9, at 2 p. m., when plans for the New York State F. A. M. Convention and amateur championships will be topics of discussion. Members of the club are notified to attend in order that important matters shall be understood by all.

The Speedway M. C. has now 60 members and is affiliated with the F. A. M. as club No. 580. It will hold a racemeet at the Speedway on July 4, with nine events. For these races, cups to the value of $140, medals valued at $159, and cash amounting to $775 will be offered. The track will probably be open for practise after April 9 for any club member. For further information write to Irving Barnard, secretary, at 15 Warren street, New York.

The Speedway M. C. was incorporated on March 21 in New York City, with prominent men in the trade and sport as the incorporators. It started with 38 charter members, but the charter has not as yet been closed. Those desiring membership should apply to Secretary Barnard, at the address given above.

IPP WIGWAM IS SCENE OF MUCH ACTIVITY

TORONTO, Ont.—"Buy-a-Bike Week" in Toronto closed on Saturday night, April 1, with a reception at the local wigwam, H. M. Kipp & Co., Ltd., 447 Yonge street. "Open house" was held all day, the real "at home" was celebrated in the evening, when probably more than 1,000 motor-wire enthusiasts visited the new headquarters of the company. H. M. Kipp was present and H. W. Kipp, traveling representative of the Hendee Manufacturing Company, Ltd., Toronto, assisted. Bert Webb, H. Lemon and Cliff Olmsted also served. There was orchestra music and refreshments for the many visitors, while the entire store was tastefully decorated with festoons and streamers of bunting.

The windows of a cycle establishment probably have never been so tastefully decorated as the Kipp store front for this Spring display. On one side was built up a fancy wigwam with bonfire, grass, sand and painted scenery. In this window was only one Indian bicycle. The other window was decorated in the national colors, and the principal object was an electrically-equipped three-speed power-plus Indian of 1916 design. Small cards and ribbons were used to point out various important mechanical details.

HENDERSON WINS NEW ZEALAND BEACH RACE

CHRISTCHURCH, New Zealand.—The second series of beach races held by the Pioneer Motor Club, of this city, was conducted at New Brighton a short time ago. There were two events on the card, a 20-mile handicap race for sidecars and a race for single-cylinder solo machines. A. Woodman, riding from scratch with a Henderson outfit, covered the 20 miles in 24:45, overhauling the distance men and finishing with a big lead. The solo race was won by G. Moffatt on a Triumph.

Woodman's time was considered very fine, particularly as regards the nature of the course. He carried a heavy passenger and used a stock machine and sidecar.

FEATHERWEIGHT CARRIES HIM

Bob Jawkins, Former Pugilist, of Richmond, Va., with Indian Pet Mount. He Weighs 330 Pounds and Is Over Six Feet

THIS PHYSICIAN PRESCRIBED MOTORCYCLE RIDING

ONE of the best pieces of publicity material turned out of late by Secretary Ed. Hallock from the headquarters of the M. M. A. in New York is a copy of a bona fide doctor's prescription ordering a run-down city worker to use a motorcycle. The prescription was written by Dr. Frank W. Abel, 300 East 83rd street, New York, and Secretary Hallock has sent news of it broadcast to the newspapers. Many papers devoted liberal space to it.

Dr. Abel explained his action by saying that the motorcycle guarantees plenty of fresh air for the user, coupled with a helpful change of scene, and that the exercise obtained is just right to tone up both mind and body. He also places emphasis upon the exhilaration that comes with spinning through pleasant country, and asserts that the combination of benefits derived is in most cases ideal for the man whose recreation opportunities would otherwise be very limited.

YONKERS M. C. HOLDS FIRST SPRING RUN

YONKERS, N. Y.—The Yonkers M. C. held its first Spring run to Peekskill, N. Y., on Sunday, April 2. About 20 members participated in the affair. The departure was made from the club house at 9 a. m. and Peekskill was reached at noon. After a lunch, the return was made and all entrants arrived home at 3:30 p. m.

The club will shortly name a team to participate in endurance runs, as well as a track team. Challenges will be issued to other club teams in New York and New Jersey in the near future.

TRANS-CANADIAN HIGHWAY MAY BE BUILT

MONTREAL, Quebec. — One of the beneficial results of the war will probably be the construction of a national military highway from coast to coast in Canada, according to the discussion aroused among highway officials regarding a trans-continental roadway across Canada at the third annual International Good Roads Congress held in Montreal during the second week in March. The information was given out that the Federal Government will consider a proposition to build the road, using only returned soldiers for its making. At present Western Canada is entirely isolated from the East, excepting the lines of railway communication.

BRASS CITY CLUB FORMED

WATERBURY, Conn., Mar. 28.—The Brass City Motorcycle Club was formed here on St. Patrick's Day, when twenty-four riders met in Lang's Cyclery, and, after hearing a short address by Jess Campbell, F. A. M. director, became members of the national body. C. J. Boileau was elected president and Fred S. Smith secretary. A committee was appointed to draft by-laws and a constitution. A fine entertainment was enjoyed by the local cyclists, which closed with a one-act comedy sketch.

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PLAN GREATER MOTORCYCLE PROGRESS

Meeting of Trade Men at Cleveland Gives New Impetus to Co-Operative Campaign; Will Report at M. M. A. Meeting in Springfield April 12

CLEVELAND, O., Mar. 29.—At the invitation of S. A. Falor, of the Goodyear Tire & Rubber Co., a number of motorcycle and parts manufacturers met at the Statler Hotel, in this city, today and a movement was started for boosting the motorcycle along systematic lines.

The Lineup of Live-Wires

Among the live-wires who helped to make the session a busy one were the following: J. C. Ferguson, of the Eclipse Machine Co.; E. W. Jackson, of the Hendee Mfg. Co.; W. L. Quinlan, of the Cleveland Motorcycle Co.; S. Lacy Crolius, of the Harley-Davidson Motor Co.; S. C. Hurley, of the Diamond Chain & Mfg. Co.; Brownie Carslake, of the Cygnet Rear Car Co.; H. S. Quine, of the Goodyear Tire & Rubber Co.; S. A. Falor, also Goodyear.

One of the features of the meeting was a luncheon at which the Goodyear company played host. Before and after the luncheon the motorcycle situation was discussed from all its various angles, and it was agreed that, while certain individual companies had shown true progressiveness, there had been no spirit of co-operation influencing the industry in general. It was the opinion of those at the meeting that a better pull-together policy for motorcycle manufacturers and more co-operative work among the dealers would work wonders.

H. S. Quine, chairman of the "Million Bicycles Committee," which has been getting big results for the cycle manufacturers and jobbers, made an interesting report on what his committee had been able to accomplish and referred briefly to some of the things that will be brought up before the Bicycle Committee for 1917 and 1918 work when the cycle men hold their annual convention this summer in Atlantic City.

To Report to M. M. A.

A resolution was adopted appointing Mr. Quine to make a full report of the meeting to the Motorcycle Manufacturers' Association at its meeting in Springfield, Mass., April 12, and to urge upon the M. M. A. the inauguration of a co-operative campaign for the advancement of the motorcycle.

EBONY TREAD TIRE IS LATEST PENNSYLVANIA PRODUCT

IN addition to its well-known Vacuum Cup line of tires, the Pennsylvania Rubber Co., of Jeanette, Pa., has brought out the "Ebony Tread" tire. This tire, as its name implies, has a black tread and in construction is up to the high standard inaugurated and maintained by the company in all its tires.

The Ebony tread tire is moderate in price and is distinctive in appearance. It is sturdy and lasting and is a fitting team-mate for the Vacuum Cup tread tire. The same fabrics that secured the success of the Vacuum Cup tire form the foundation of the Ebony Tread.

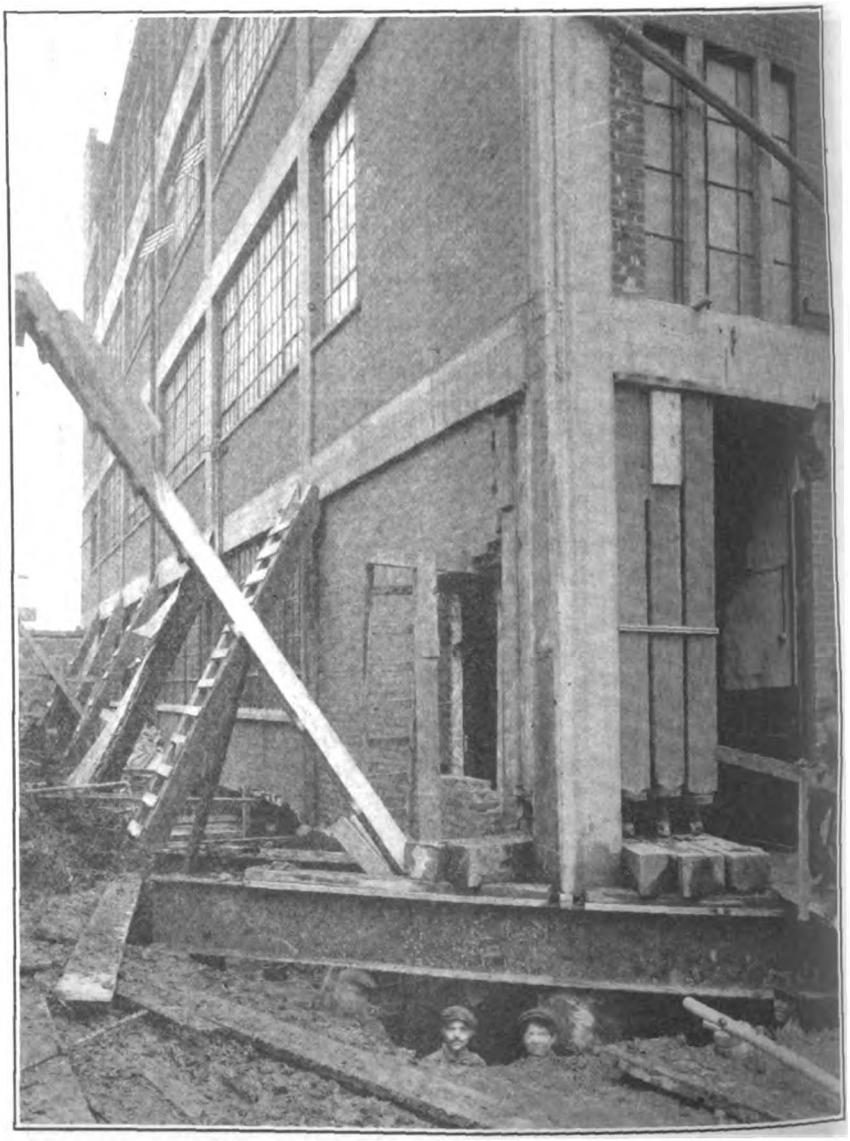
CASH BUYING IS POPULAR IN LOS ANGELES

LOS ANGELES, Cal.—A hatful of jingling gold is getting to be a common sight on Motorcycle Row these days. As the correspondent of **Motor Cycle Illustrated** makes his rounds, he is always dropping in on some salesman ambling leisurely across to the register with a heavyweight payment in bright yellow money, as paper is not popular in the Golden State. On Thursday of last week this sight was noted in rapid succession at the Miami Power Bicycle store of T. E. Berry, across the street at Passmore & Sayre's Harley-Davidson shop, and further down at the Henderson store where two cash sales that day of machines fully equipped brought in an aggregate of close to $700 in gold.

BIG GAS COMPANY BUYS POPE LIGHTWEIGHTS

LOS ANGELES, Cal.—Eight of the sixteen Pope lightweights which comprised the first lot taken by the Henderson Motorcycle Sales Company from Jobber C. L. Smith to retail in Los Angeles, were disposed of in short order. They went to the Los Angeles Gas & Electric Company, which is placing them in service work. The company has made a careful investigation and has purchased Henderson motorcycles for one class of work.

CHAMPION PRODUCTION IS NOT AFFECTED



ALTHOUGH the contractors engaged in constructing the big six-story addition to the plant of the Champion Spark Plug Co. were forced to provide braces for the side of the old plant, while the foundation was being prepared, the production of over 50,000 complete Champion spark plugs did not diminish in the least.

The illustration shows the extreme care taken by the company in order to maintain its present production schedule.

When the addition is completed the Champion Spark Plug Co. will have over 125,000 square feet of working space, and ample facilities for the daily production of 100,000 spark plugs.

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On the Pacific Coast

FRESH BULLETINS OF THE SAN FRANCISCO TRADE

SAN FRANCISCO, Mar. 28.—As an indication of how widely the new Pacific Coast branch of the Thor factory is coming to be known, Mr. Barton, manager for this territory, has received letters inquiring for agencies from dealers as far east as Massachusetts, addressed to the San Francisco office. These, of course, are promptly referred to the Chicago headquarters. Owing to the activity around San Francisco, Mr. Barton was unable to get away on his contemplated trip south last week.

The local store of the Appeal Manufacturing Company expects a carload of new machines before the end of the week, and the shipment is eagerly awaited by Harley-Davidson dealers in this section of the country.

Paul Johnson of Oakdale, Cal., has just closed a deal for the Harley-Davidson agency. This will give the H.-D. a pretty complete distribution in that part of the San Joaquin valley, especially as Mr. Johnson is planning to establish a branch in Sonora.

Mr. Angwin, of the Motorcycle Sales Company, is back from a trip through Northern California, where he stirred up considerable interest among the various dealers. He and his partner, Mr. Loudenclos, made a jaunt up to Sacramento Sunday.

Mr. Hinckley, a special representative from the Hendee Manufacturing Company, is calling on the Indian dealers in San Francisco this week.

Cygnet Appears on Coast

The Pacific Motorcycle Supply Company, distributors of the Indian, have just received the first machine with a Cygnet Rear Car that has appeared in this vicinity.

W. E. Jackson, Western representative of the Davis Sewing Machine Company, returned a few days ago from a trip through Oregon and Washington, and announces that the Washington Cycle & Supply Company of Seattle has closed its new contract for the agencies for the Dayton motorcycle, Motor Bicycle, and bicycles. At Portland, Ore., the Dayton Cycle Company has renewed its contract for the motorcycle, and also taken up the Motor Bicycles. At Red Bluff, Cal., Joe Souza has renewed his motorcycle contract, and will handle the Motor Bicycle also.

W. E. & W. H. Jackson expect their first shipment of Dayton motor bicycles in about two weeks.

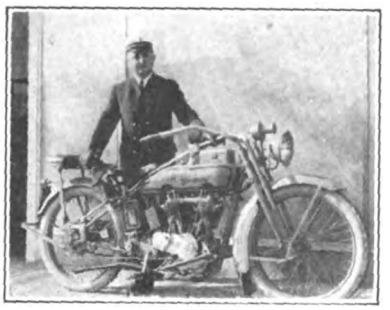
Oliver Baxter, sales manager for the Bean Son Company, agents for the Pierce bicycle, says that there has already been more call for racing bicycles than for many years, not only here but in all parts of the state.

G. W. Crane, a bicycle dealer of Livermore, Cal., was in town last week.

H. L. Pfeiffer has sold out his bicycle store in Alameda to J. B. Tompkins.

Arnold & Middlemiss have bought out the motorcycle and supply store of G. M. Julier at Sacramento.

A NAVAL ENTHUSIAST



Chief Yeoman P. H. Chapman, U. S. S. Hopkins, at San Diego, with His Harley-Davidson

NEW ROUTES ARE OPENED IN CENTRAL CALIFORNIA

SACRAMENTO, Cal.—The new Yolo Causeway, a long concrete trestle connecting this city with the west side of the Sacramento Valley, will be open on and after March 26. The Causeway, which took 18 months to build, and cost $396,000, makes the first all-year direct highway connection between Sacramento and San Francisco, as the former route lay over bottom lands which were overflowed much of the year. The opening of the new route will greatly stimulate motorcycle travel out of this city.

The new boulevard to the summit of Mt. Diablo was announced as formally open on the same date, but rainy weather did not bring out any motorcyclists to try it. Mt. Diablo is the highest in this part of the state, giving even a better view over the country than Mt. Hamilton, and the place will undoubtedly become a popular resort for riders.

'FRISCO CLUB RIDES TO SAN JOSE PARK

SAN FRANCISCO, Cal., April 2.—Last Sunday's social run of the San Francisco M. C. was made to Alum Rock Park, San Jose, the riders starting at 8.30 in the morning and traveling down the Alameda county side. The distance covered was 120 miles and the run was made in quick time owing to the excellent condition of the roads.

Stops were made on the way down at Hayward and Niles, and also at San Jose for lunch. On the return trip the riders hopped out of their saddles at a 30-acre poppy field near San Jose, where everybody loaded up with California poppies.

NEW CLEVELAND ARRIVES IN SAN FRANCISCO

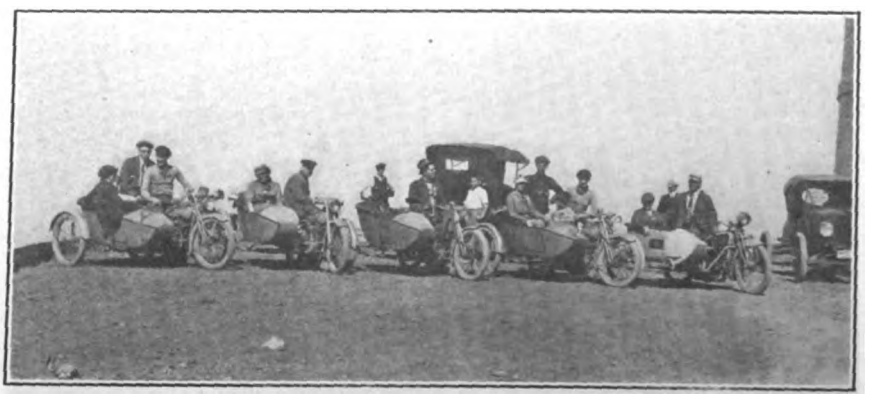
SAN FRANCISCO.—"Hop and Hap," otherwise Hopkins & Alzina, whose opening on Van Ness avenue was announced recently, are now getting down to business, having just received their first shipment of the new Cleveland lightweights which they will distribute in San Francisco and vicinity. They took a pair of the machines to the Beach Sunday, and drew crowds wherever they stopped. They are also handling the Pope bicycle, and believe they have come back into the game at just the right time.

FRESNO CLUB WILL ACT AS HOST ON APRIL 23

FRESNO.—Motorcyclists of the San Joaquin valley will celebrate April 23 as Motorcycle Day, under the direction of the Fresno M. C. The club will act as host to the Valley riders and will put on an interesting program of sports.

The riders will gather at Herndon, on the San Joaquin River. Among the clubs represented will be those from Visalia, Bakersfield, Madera, Stockton, Modesto, Merced and Reedley.

SILENT GRAYS AT SUMMIT OF MOUNT HAMILTON



Five Harley-Davidsons with Crews Atop of California's Mighty Peak at End of Recent Joint Run of San Jose, Bay City, Gilroy and Frisco Clubs

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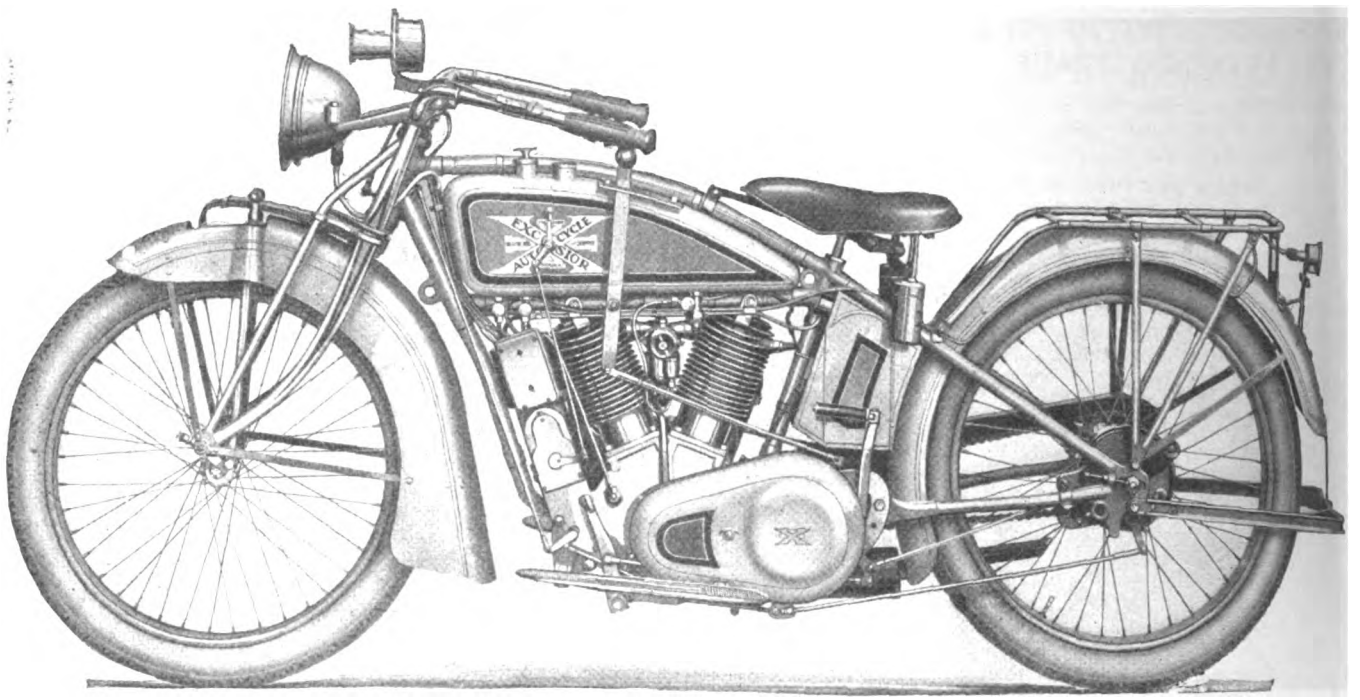
ULTRA POWER MOTOR IN SERIES 17 EXCELSIORS

Powerplant in New Products of Excelsior Motor Manufacturing & Supply Co. Has Larger Valves and Increased Power Output—Automatic Compression Control, New Change Gear Arrangement and Encased Primary Drive Are Other Features



Left Side of Excelsior Model 17-3E Showing New Gear Change Lever and Housing for Primary Drive Chain

"WE have always maintained," says the Excelsior Motor Manufacturing & Supply Company, of 3700 Cortland street, Chicago, Ill., in its announcement of the new series of Excelsior models, "that the time to bring out new models was whenever structural improvements had been developed to mechanical perfection and practical efficiency, regardless of the calendar."

Having by rigid tests proven the efficiency of a number of new ideas, the manufacturers of the Excelsior have embodied them in Series 17, a new line which is now offered for public consideration. The improvements referred to in the announcement were not put on last fall, because, as the announcement states: "Such procedure would have necessitated leaving the experimental work to the buyer." In brief, the improvements which characterize Series 17 Excelsiors are the Ultra Power motor with its increased size of valves, reinforced crankcase, automatic compression control, new muffler, and silenced action of the valves; a new change gear control, dry plate clutch, more powerful brakes, enclosed primary drive, enlarged rocker arms on the front fork, and combined hand and foot operated clutch. The service brake is also operated by the clutch pedal and a large breather pipe from the crankcase sends oil to the primary drive chain.

Four Models in Series

The Series 17 consists of four models. These are 17-3, a three-speed twin with high-tension magneto ignition; 17-3E, a three-speed twin with MIDCO ignition and lighting system; 17-S.C., a speed twin for track or road service, and the Excelsior lightweight. The three twin models are engined with the new Ultra Power motor, which has 25 per cent. more power than that on previous models. This motor has a bore of 3-21/64 inches and a stroke of 3½ inches, giving a piston displacement of less than 61 cubic inches. The Excelsior lightweight has a three-port, two-stroke motor of 2¼ horsepower.

CHANGES ON NEW EXCELSIOR MODELS

MOTOR—Larger inlet and exhaust valves; inlet valves silenced by springs in tappet housings. Reinforced crankcase to care for increased power. Large breather pipe delivering surplus oil on primary drive chain. New compression release automatically operated in connection with foot-starter. New extra heavy pressed steel muffler with direct cut-out.

On Model 17-3E, a new attachment warns the rider when the motor stops, a buzzer sounding until the ignition switch is opened, thus preventing running-down of the battery.

CLUTCH—Dry plate type, operated by hand and foot.

GEARSET—New shift-lever on left side of frame; positive gear lock automatically and directly operated by the clutch arm.

BRAKES—New Type; service brake, centrally-pivoted double-acting band, operated by left foot lever in combination with clutch; emergency brake, expanding ring, applied by right foot lever.

PRIMARY DRIVE CHAIN—Enclosed in steel housing along with clutch and clutch mechanism and proof against dirt and water.

FRONT FORK—Enlarged rocker arms, nickel steel forgings of extra large size.

The Ultra Power motor, used on Series 17 models, is fitted with larger inlet and exhaust valves than on previous Excelsior motors. These valves insure a full charge of gas being taken into the cylinder and a perfect evacuation of the burnt gases on exhaust. As in the 15 and 16 models, the exhaust valves are operated by direct thrust and the inlet valves by means of a rocker working in a substantial pivot on each dome. The rockers for the overhead inlet valves are large in diameter and have a ball and socket joint at the head of the tappet rod. They are thoroughly lubricated by means of oil cups at the pivot bearing. Adjustment is made at the upper end of each rod, the most accessible point on the motor.

Inlet Valves Silenced

In the Ultra Power motor the inlet valves are silenced by springs fitted in the tappet housings. The entire exhaust valve mechanism is covered and thoroughly protected from dirt and water. Telescoping sleeves surround the stem and its spring for this purpose, but their construction is such that instant access can be had for any adjustment.

The cylinders are of the finest grade of grey iron, perfectly designed to give the required strength without unnecessary weight. The main shafts and connecting rods are of special steel composition, carefully developed for Excelsior use. The rods and shafts are first machined to slightly oversize, then heat treated to glass hardness. They are finished on precision grinders to perfect size and smoothness. Following Excelsior construction in previous models, the shafts are made of more

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than ample size and diameter for the work, in order to give a high factor of safety under all conditions of service.

Crankcase and Breather

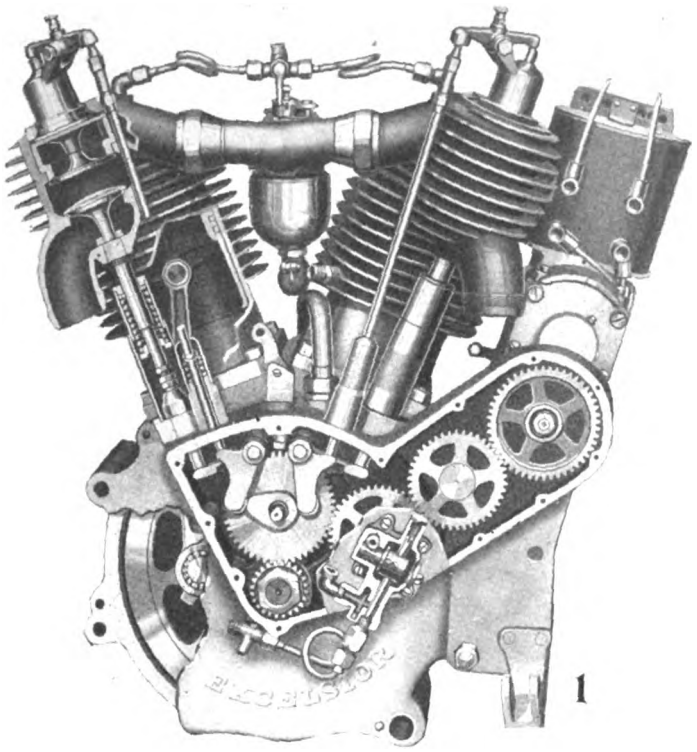
The crankcase has been reinforced to take care of the increased power of the Ultra Power motor. There is a large breather pipe fitted, which delivers surplus oil on the primary drive chain. The carbureter is a Schebler especially designed for use with this motor. It is fitted with a choking device for easy starting and an adjustable auxiliary air valve. The throttle has been given an increased opening, permitting of a wider range of speed, and a friction device automatically holds it at any desired position. Ignition on the 17-3 model is by high-tension magneto, while the 17-3E has the MIDCO generator as the source of ignition and lighting current.

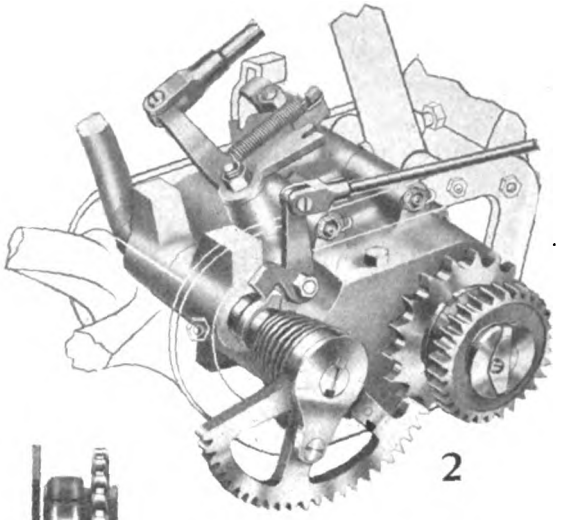
Lubrication is by means of a gear-driven, positive-acting oil pump, located on the right side of the motor. This pump delivers a volume of oil in direct relation to the speed of the motor. Oil leads go to the right main bearing and to the front cylinder. An independent hand pump is provided for emergencies. The muffler is of new pattern, with extra heavy steel shell and drawn steel ends. A long tail pipe is provided. The interior of the muffler is so constructed that the exhaust is silenced without back pressure. The cut-out is direct.

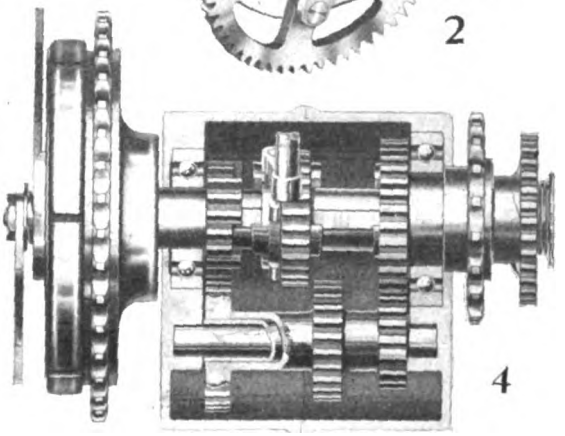
Automatic Compression Release

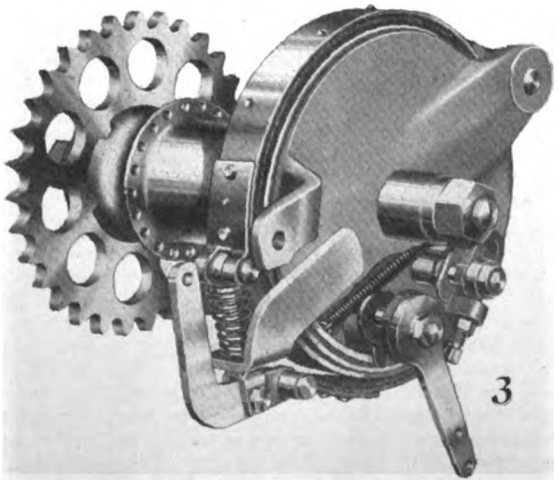
While on former models the compression release was hand-operated, on the Series 17 the operation is automatic. It is connected up to the foot-starter in such a manner that at the downward thrust of the starter lever the exhaust valves are lifted at the proper instant and closed at the proper instant. The rider is thus relieved of all responsibility in this connection, and

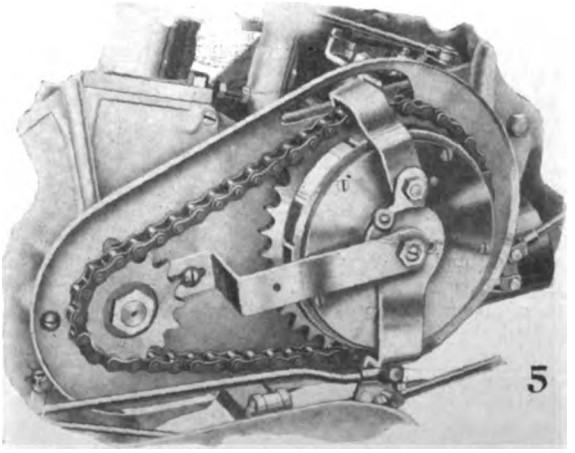
POWERPLANT, GEARSET AND BRAKES ON SERIES 17











Cross Section of Ultra Power Motor, with MIDCO Generator, as Fitted to 17-3E Model; 2, Phantom View of Gearset, with New Clutch Interlock and Compression Relief Device; 3, Brake System on Rear Hub, Showing Double Brakes; 4, Excelsior Three-Speed Gearset; 5, Primary Drive with Housing Removed Showing How Clutch Is Enclosed

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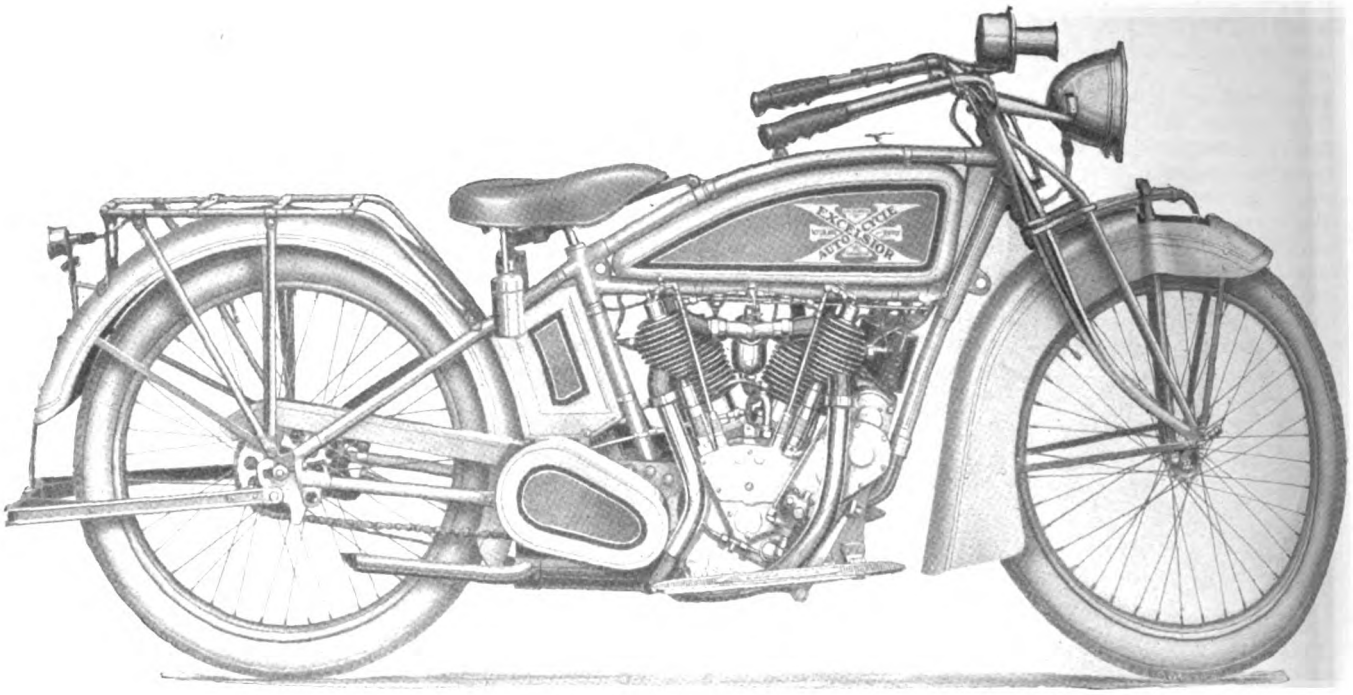

Right Side of Excelsior Model 17-3E Twin, with MIDCO Generator and Full Electrical Equipment

a start is insured regardless of other conditions, it being only necessary that a supply of gas be formed at the carbureter ready to be drawn into the motor. This arrangement is unique in motorcycle construction and its value cannot be overestimated.

The starter is of the segment and pinion type, as in the 15 and 16 models. A single downward thrust on the starter lever rotates the motor four complete revolutions, and, as mentioned before, lifts and lowers the exhaust valves at the proper instants. The starter lever is so located as to be readily accessible either with or without a sidecar and can be readily operated with the rider astride or at the side of the machine. All danger from backfires is eliminated.

New Dry Plate Clutch

The clutch is of the dry-plate type, mounted on the extension hub of the main shaft of the gearset. This eliminates springing of the shaft under extreme loads. The clutch mechanism is housed in an oil-tight case and runs on large annular ball-bearings. On the clutch body is carried the sprocket for the primary chain drive. Control is by means of the left hand grip and a foot-lever at the left side. The grip is used principally to temporarily or partially release the clutch, while the foot-lever is employed for stopping or for gear-shifting. The clutch is thus under control by either hand or foot.

The primary drive, together with the clutch and clutch operating mechanism on Models 17-3 and 17-3E, is entirely encased. By this construction the chain is completely protected from dirt and water and runs lubricated, the oil coming from the breather pipe. The case is of drawn steel, handsome in appearance and readily removable. It is also noiseless.

Both Models 17-3 and 17-3E are fitted with the Excelsior three-speed gearset. This change-gear has been subjected to two seasons of hard service and has always made good. It is of the progressive type, giving direct drive on high. There are two sets of dog-clutches and a pinion on the slider. One set of dog-clutches is for the high speed and the other for the low. The pinion is meshed with a gear on the lay-shaft to give the intermediate speed. All shafts in she gearset are carried on extra heavy annular ball-bearings.

The primary drive is taken at the left side and the final drive at the right side, following previous Excelsior practice in transmission. The final drive front sprocket is fitted on its shaft next to the gearbox, while the ratchet device and starter pinion are on an extension of this shaft to the right.

Improved Gear-Change

The change of gears on Models 17-3 and 17-3E is effected by a vertically-moving lever at the left side of the frame, in place of the short lever and quadrant on the 16 models at the right. There is a single connection rod from the change-lever to the gear-shift mechanism, avoiding all joints, rockers and other complications. The arm or gear-shift lever is made in one piece with a notched sector, the notches corresponding to the different gear positions. A lock which fits into the notches is operated directly from the clutch lever, thus preventing shift of the gears with the clutch engaged. This lock is held in place by a spring and is only withdrawn by the disengagement of the clutch.

Brakes on Series 17 Excelsiors have been improved and strengthened in everay possible manner. The service brake is of the expanding ring type, acting on a drum at the left-side of the hub. It is operated by the left foot-lever. This lever, as mentioned above, also operates the clutch, but the action is progressive: a pressure on this foot-level first withdraws the clutch, then operates the gear lock and finally sets the brake. The external contracting brake, operating on the same drum, is of the hinger center type such as is used in high-power automobiles. It cannot bind or lock. A foot-lever on the right side operates this brake. Both brakes are independent and can be applied separately or together as desired.

Enlarged Fork Rockers

The Excelsior front fork in the 17-3 and 17-3E is of the cradle type, as in previous models. The rocker arms are enlarged and forged of nickel steel. The crown and fork ends are extra-heavy nickel steel drop-forgings. There are five leaves in the spring section, all of vanadium steel. The rocker arms are lubricated by means of large compression grease cups. Head bearings have heavy tool-steel cups and cones of the inside type, with 5/16-inch high duty steel balls. The cups are set deep in the frame head forging, making a dust-tight bearing.

The handlebar is the familiar Excelsior three-point connection type with horizontal brace bar. The frame is the same as that used in the 16 models, with nickel steel drop-forgings throughout. It has strong sidecar lugs fitted in the 17-3 and 17-3E models. The frame incorporates the double support for the gearset and the rear of crankcase which characterizes Excelsior construction.

Other Constructional Details

The Excelsior Kumfort Kushion spring seat post is, of course, fitted to the new models, and an air-cushion saddle is used in connection with it. The footboards are of the firm's characteristic type, being long and comfortably located. The covering is rubber, for comfort and cleanliness. Wide Non-Splash fenders are fitted, with heavy bracings to prevent loosening and rattling. The rear fender is supported independently of the tubular luggage-carrier, thus allowing the latter to be removed if desired without interfering with the fender. The luggage carrier has been proved in hard service and is designed with especial reference to its possible use as a tandem seat. The stand is of the armless type, made extra strong and rigid, as well as wide enough at the bottom to give safe support of the machine.

The tank on Series 17 models has great

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strength, as well as pleasing lines. The corners are nicely rounded and reinforced to prevent denting from falls. All fittings are solid brass, with anti-leak needle valves. In place of the priming gun heretofore used, there is an instantaneous-acting priming device by which gasoline is delivered direct from the tank to the inlet valves on both cylinders. In the oil compartment of the tank is the auxiliary hand pump, feeding directly to the crankcase. Both gasoline and oil filler caps are fitted with deflectors to prevent splash and leakage through or around the caps. The capacity of the tank is 2¼ gallons of gasoline and one gallon of lubricating oil.

Wheels and Tires

Wheels are 28 inches in diameter, fitted with Firestone, Fisk, Goodyear, Goodrich or United States non-skid tires. The wheelbase is 59 inches. Finish is Excelsior grey, with red panels having maroon borders, and blue and gold striping. All exposed metal, except crankcase, is heavily nickeled and hand-buffed. Model 17-3 is listed at $265, f.o.b. Chicago, Ill.

Model 17-3E

The electrically equipped model, 17-3E, has the MIDCO system in lieu of the high-tension magneto. The equipment consists of the generator, electric head and tail lights and electric horn. The generator, transformer and circuit-breaker are combined in one piece of apparatus, entirely automatic in operation and requiring no attention on the part of the rider, except occasional oiling. The ignition and lighting switches are both controlled by a positive lock, so that either or both may be secured against use, as desired. A unique detail of this device is a buzzer which is blown automatically in case the rider neglects to turn off the ignition current on stopping the machine. This prevents wastage of current, and, when the key is removed, affords a safeguard against theft.

The headlight is extraordinarily powerful and is fitted with main and pilot bulbs. A plug switch controls both bulbs. The tail light fully illuminates the license plate. There is a junction block for inserting a plug for an inspection or sidecar light. All wiring is encased in metal conduits and is thus protected from oil, accidents and the weather. The MIDCO generator develops an intensely hot spark at low speed, insuring easy starting and slow running without jerking.

The Model 17-3E has the same power unit, frame and other details as the 17-3. Its price is $295, f.o.b. Chicago, Ill.

Short Coupled Model

The Model 17-S.C., or Short Coupled Excelsior, is a machine whose motor conforms in general lines to that of the Ultra Power Stroke motor. In addition to the large valves and manifold, all gas passages are finished perfectly smooth throughout to facilitate the entrance and escape of gases before and after combustion. The carburetor is a special Schebler for speed work on this model. The lubrication system is the same as that on the 17-3 models, but the hand oil pump is on the outside of the tank instead of being contained in it. The frame conforms in general lines with the standard Model 17-3, but the rear is shortened and the wheelbase is 56 inches.

The front fork is rigid, heavily trussed and fitted with drop bars. The tank is the regular 17 model. Double brakes are fitted, one being operated by the pedals and the other by a foot-lever at the left side of the frame. Folding footboards are part of the equipment. Color is standard Excelsior grey with red panels and striping. This machine can be had with spring fork, raised bars, 3-inch tires and regular road equipment, the same as in Model 17-3, but minus a luggage carrier, at the same figure. The price of the Model 17-S.C. is $265, f.o.b. Chicago, Ill.

The motor used in Model 17-S.C. can be fitted to either the 17-3 or the 17-3E at $25 additional to the regular prices of those models.

Excelsior Lightweight

The Excelsior lightweight two-stroke motor in Series 17 is practically the same as that of the 16 model. The power plant is a single cylinder motor of the three-port type, with a bore 2/17-64 inches and a stroke of 2¾ inches, the piston displacement being 13.8 cubic inches. This model has a straight line frame, with the motor and two-speed gear carried on a nickel steel support at the base. The front fork on this model is of the rocking type, each side being a one-piece drop-forging. The pivot is at the crown, and shock and recoil are taken up by a special spiral spring.

Controls on this model are of the handle-bar type. The throttle and air slides in the carbureter are operated by levers and Bowden wire on the right bar, while a separate inverted latch operates the compression release. On the left bar is a lever for effecting the speed changes. The brake is of the shoe type, acting on the back of the rear wheel belt rim. Final drive is by V belt, on the right side. It will be noted that the flywheel on this motor is outside.

The gear ratio is 5-7/16 on high and 8-11/16 on low speed. The tank has a gasoline capacity of 1¾ gallons and of oil ½ a gallon. A measure for transferring the oil to the gasoline compartment, at the rate of 4 measures to the gallon is fitted, for the motor uses injection oiling. The wheelbase is 51 inches. Wheels are 26 inches in diameter with 2¼-inch Firestone tires. Weight is 135 pounds. Price is $135, f.o.b. Chicago, Ill.

CARRYING DRIVER AND DELIVERYMAN

Cygnet Rear Car Equipped Machine with Side-by-Side Seat, Enabling Two Men to Be Carried to Facilitate Delivery Work

PROVED POWERPLUS ABILITY IN CHEYENNE CONTEST

CHEYENNE, Wyo.—J. W. Henderson, the Denver representative for the Indian, recently demonstrated the power and speed ability of the Powerplus in a sidecar race in this city. When Henderson visited N. D. Folkrod, the local Wigwam representative, he was challenged by a competitor to a speed contest with sidecars and the crowd repaired to the mile track to see the race.

In a five-mile preliminary, Henderson lapped his challenger, while in a second event Henderson's lead was so great that his opponent withdrew. The Powerplus made 57 miles per hour in this one event.

Agent Folkrod recently had a hurry-up call to go to a motorcar with inner tubes 13 miles out of the city, and rode the distance on a rigid frame Powerplus in 12 minutes flat. It took him 40 minutes to make the 26 miles there and back, put in the inner tube, pump up and carry a passenger back to Cheyenne.

HOBOKEN CLUB ELECTS

HOBOKEN, N. J., April 3.—The Hoboken Cycle Club held its annual election of officers and chose E. Martin president. Plans were made for an extensive program this season and a membership campaign was launched.

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"HERE THEY COME; TWO OF 'EM"

Radio Detachment of Royal British Engineers in Flanders Watching Biplanes Soaring Overhead. The Despatch-Rider Serving the Station Is Standing Behind His Douglas Twin Mount, and a Second Douglas Powerplant Is Fitted in the Wagon to Drive the Dynamo. Photo from Wolseley Tool & Motor Co., Birmingham, England, One of Whose Radio Trucks Is Here Shown

ALBUQUERQUE M. C. HOLDS ECONOMY TRIAL

Flying Merkel Rider Travels 29½ Miles on a Quart of Gasoline; Bi-Weekly Sociability Runs Are Popular; 1347-Mile Endurance Contest Coming in the Near Future

ALBUQUERQUE, N. M.—All the energy of the Albuquerque M. C. is not being consumed in arranging for the record-making endurance run of 1,347 miles which was announced recently, and by-weekly sociability trips by the club riders have become regular events. Bi-weekly social programs, held in the evening, are also successful.

Recently the club staged an economy trial with the following competitors: Harry Wolking, president of the club; A. Dove, secretary; Tom Butterfield, vice-president; John Seth, press agent; Carl Nein, road captain; Joe Mari and Carl Simondson. The Flying Merkel, ridden by Aaron Dove, won the contest, traveling 29½ miles on a quart of gas. Joe Mari, 1915 Indian, was second with a run of 22.1 miles to the quart. Ralph Hill was the official gas-keeper and John Strumquist acted as score-keeper.

On Sunday, March 26, the club members made a trip to Belen, 36 miles south of Albuquerque. One of the points of interest visited was Isleta, the village occupied by the Pueblo Indians, and a show place in this section.

FLYING MERKELS WIN IN ARGENTINE RACE

MIDDLETOWN, O.—Word has been received by the Miami Cycle & Manufacturing Company, maker of Flying Merkel motorcycles, from Candido Bugallo, the Buenos Aires agent for that make, that first and second places in the Fourth Argentine Criterium were won on Flying Merkel twins. The winner was Arnoldo Bernasconi, who covered the 450 kilometres (279.5 miles) in 7:49, while Francisco Massolani was second in 7:57. The route was from Buenos Aires to Rosario, and the event was one of the leading annual classics of the Argentine.

HANDLING POWER BICYCLE IN NEW YORK

NEW YORK, Mar. 24.—Harry A. Gliesman, traveler for the Miami Cycle & Mfg. Co., of Middletown, O., has signed up the following agencies in the metropolis for the Miami Power Bicycle; Miami-Merkel Cycles Co., 1777 Broadway; Park Row Cycle Co., 34 Vesey street and Park Row; Terminal Sporting Goods Co., 42 Cortland street; M. J. Goldman, 115 Greenwich avenue; Nassau Bicycle Exchange, John and Nassau streets.

$400,000 FOR GOOD ROADS

UNIONTOWN, Pa.—The March grand jury has approved of the petition of the Fayette County commissioners calling for a bond issue of $400,000. The money will be used for county road improvements, it being the plan of the commissioners to build 18 miles of improved highways.

ANOTHER MILLION FOR ROADS

OTTAWA, Ont.—It is announced that, despite the war, the Province of Ontario will spend another million dollars this year for the improvement and construction of roads.

RACING MEN TRAIL JOY RIDERS

MILWAUKEE, Wis., April 5.—Sheriff Melms of Milwaukee County will inaugurate a new scheme this season with the addition of several local motorcycle racers to his staff of deputies. The board has purchased four more Harley-Davidsons for the sheriff, which will give him 10 motorcycles in his squad of joy dispellers.

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MOTOR CYCLE ILLUSTRATED
With Which Is Now Incorporated "Bicycling World"

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OPENING THE RACING SEASON IN MEXICO

The Event Now in Progress Is an Australian Pursuit Race, and There Are Strong Indications that the Villista Team Will Be Lapped and Put Out of the Running in the Reasonably Near Future. "Cannon-Ball" Carranza Also Has a Team In.

BUSINESS OPENINGS FOR MANUFACTURERS AND JOBBERS

KINGSTON, N. Y.—C. E. Cressler, of 128 West Pierpont street, is anxious to get into touch with makers of bicycles and sundries, and would like catalogs and price lists. Cressler has the agency for the Schickel and Smith Motor Wheel at present, but intends to conduct a big cycle business in Kingston.

SELKIRK, Manitoba.—W. S. Young, who has just started in business in this city, requests catalogs on bicycles, lubricating oils and small tools.

READLYN, Sask.—Walter Eaglestone, implement dealer, is in the market for automobile accessories, bicycle, small tools and lubricating oils. Catalogs and price lists on these lines are requested.

MANCHESTER, Iowa.—W. B. Miller & Son have bought out the S. S. Arnold hardware store and will stock bicycles, mechanics' tools and lubricating oils. Prices and catalogs are requested from manufacturers and jobbers.

EDNA, Kan.—The Edna Implement Company has recently been organized with a capital of $10,000. Catalogs are requested on lubricating oils, small tools and sundries.

HINGHAM, Mont.—The Kimpel-Jenson Implement & Hardware Co., with branches at Gilford, Kremlin and Rudyard, is conducting a wholesale and retail business in bicycles, automobile accessories, small tools and lubricating oils. The headquarters are at Hingham, to which all communications on these lines should be sent.

ROCHESTER, N. Y.—The Henry Lester Hardware Co. has been incorporated with a capital stock of $35,000. It deals in lubricating oils, tools, varnishes and enamels. The company was founded in 1858.

TOLNA, N. D.—J. J. Schindele has bought out the hardware stock of George Halverson and wishes prices and catalogs on bicycles, automobile accessories, lubricating oils, small tools and enamels.

FAIRVIEW, Wyo.—Barrus & Son have opened a hardware and implement store. They request catalogs on lubricating oils, enamels, and mechanics' tools.

WILLIAMSFIELD, O.—T. N. Hart has opened a hardware store in this city and requests catalogs on automobile accessories, bicycles, small tools and lubricating oils.

MITCHELL, S. D.—The Peterson Hardware Company requests catalogs on bicycles, automobile goods, mechanics' and shop tools, lubricating oils. The capital stock is $25,000.

CYRIL, Okla.—Stephens & Blanton request catalogs on bicycles and accessories, small tools and lubricating oils.

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"AT YOUR SERVICE!"

THIS is the tuning-up period, the get-ready season, the time for motorcyclists the country over to prepare their mounts for the road and to acquaint themselves with their motors so that they will be able to make any ordinary adjustments or repairs. In keeping with its long-recognized policy of giving practical service to both riders and the trade, Motor Cycle Illustrated herewith places its Technical Department at the call of riders.

There are no strings on this offer. When you find that you need assistance on a mechanical matter simply address a letter to the Technical Editor of Motor Cycle Illustrated and the inquiry will be answered promptly, and as fully as possible, in these columns. That's all there is to it.

We are in business to co-operate with you, and the oftener you take advantage of our invitation to profit by our Technical Department the more you will make us feel that we understand each other, that we are all Brothers of the Road working cheerfully together in a common cause; that we are giving you the kind of a magazine and the kind of magazine service that will make us still firmer friends. That's all the reward we'll ask.

Be sure to state your case fully, so that our Technical Editor will have all the information necessary to aid him in getting at the bottom of your trouble; and always give your full name and address. Your name need not be printed, if you give us instructions to withhold it.

From now on throughout the riding season Motor Cycle Illustrated will devote generous space to its Questions and Answers Department. Inquiries will be answered promptly under that heading, but if an immediate reply is desired by mail the necessary postage should be enclosed.

PRIZES FOR F. A. M. MEMBERSHIP WORKERS

The Federation Is Now Rewarding Its Boosters and Still More Attractive Awards Are Practically Assured for the Near Future

SECRETARY G. B. GIBSON, of the F. A. M., calls attention to the fact that the Federation is giving one dollar's worth of F. A. M. novelties to each worker who recommends five new members, and states that official collectors receive a five-dollar check every time they turn in the names of ten new $2 members.

These prizes, however, might be called merely introductory, as plans are now being worked out which will probably lead to the announcement of much more valuable awards for those who show exceptional returns in the membership campaign which is now being started. All the resources of the F. A. M. and the motorcycle industry are being drawn upon for material with which to spur on the membership campaigners, and while it is impossible to make a definite statement at this time concerning more prizes it is practically certain that they will be forthcoming.

From now on Secretary Gibson will send out regular weekly reports on the membership returns, and these will be shown from week to week on the **Motor Cycle Illustrated** clock. This clock appeared for the first time in the March 30 issue, and when it again appears the hand will have started on its way around the dial—checking off 100 new members every time it passes a minute mark.

F. A. M. members all over the country are called upon to get a membership movement started in their various districts, and to communicate with Chairman John L. Donovan, of the special membership committee, 819 Ashland Block, Chicago, concerning the progress that is being made and plans for future boosting. Chairman Donovan has some interesting F. A. M. literature that he will be glad to send out upon application.

NEW LAUNCESTON-HOBART RECORD IS SET

MILWAUKEE, Wis.—The Harley-Davidson Motor Company has recently received advices from Bennett & Wood, Ltd., Sydney, N. S. W. agent for the Silent Gray, stating that Dod Bayles, an Australian amateur, had broken E. G. Baker's Launceston-Hobart record. Bayles' time is given as 2:34:50, as against Baker's 2:37:00.

The newspaper account of the affair, taken from the Sydney *Examiner*, of February 22, states that Bayles, on his Harley-Davidson, left Launceston at 5:01 a.m., under official observation, and rode the 123 miles to Hobart, arriving at 7:35:50. The account says that Bayles rode the one machine throughout. He is at present the holder of the Tasmanian five and ten-mile championships.

DIAMOND PAMPHLET GIVES VALUABLE CHAIN DATA

CHAINS for motorcycle service bearing the Diamond trademark are the subject of an instructive booklet, known as Pamphlet M, recently issued by the Diamond Chain & Mfg. Co., of Indianapolis, Ind. This booklet has for its opening chapter valuable data on the care of chains, followed by a chapter on chain trouble and how to avoid it. The question of sprocket interference is dealt with and the results of its presence shown, while the proper thickness of sprocket teeth has a short chapter devoted to it.

The wide scope of Diamond chains is demonstrated by a good-sized section of the pamphlet in which are given the chains most suitable for all makes of motorcycles from 1908 to the present day. In each case, the size and number of the Diamond chain is given, together with its length, and this section alone is invaluable to the rider and dealer. Diamond chains have achieved a widespread popularity since their first introduction on the market, and in addition to being well known all over the United States, have been increasing in use in other countries, both for motorcycles and bicycles.

FRISCO-LOS ANGELES TOUR A FAVORITE NOW

LOS ANGELES, Cal.—Good roads have now so thoroughly linked up the two big cities of California, San Francisco and Los Angeles, that the 500-mile tour offers all the pleasures of a holiday jaunt. **Motor Cycle Illustrated's** correspondent glanced out toward the front of Passmore & Sayre's store and saw two very neatly dressed and comfortable looking young people with a spick and span 1916 Harley-Davidson machine and sidecar. "Those people are just in from San Francisco," said Salesman A. F. Van Order, and this was confirmed by the riders themselves, Mr. and Mrs. Vic. Dibene, of San Francisco.

They had come down in two days and a half with a one-day lay-over at Fresno, traveling via Oakland, Modesto, Fresno, Bakersfield and the Ridge Route into Los Angeles.

"No trouble at all and lots of fun," said Mrs. Dibene. They rather enjoyed the creeks which they rode even when the bottom was muddy and water came up to the spark plugs. Their best thriller was crossing the pontoon bridge over Castaic Creek, which gave them a combination of dip and side-sway that was a lot of fun.

VISIT SCENE OF AUGUSTA FIRE

SAVANNAH, Ga.—Over sixty riders from this city visited Augusta on March 25 to see the ruins of the fire which visited that city several days before. The visitors were glad to find that the motorcycle establishments in Augusta had not been touched by the conflagration, and were entertained by the Augusta dealers, as were riders from other cities in Georgia, Florida and South Carolina. The fire consumed 25 city blocks and made nearly 3,000 people homeless.

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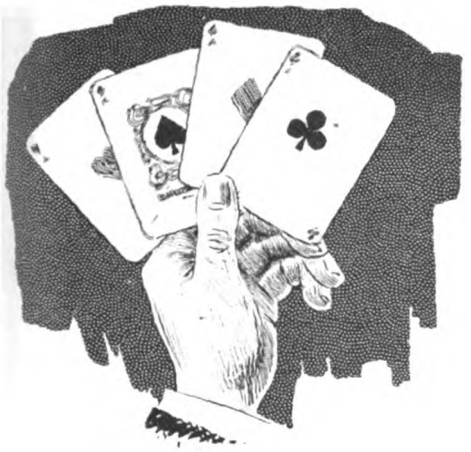
PINOCHLE AS AN AID (?) TO CYCLE SALESMANSHIP

After Reading the Article Below You Will See How the Combination Works Out and Understand Why It Is Highly Important That You Keep Out of the Pinochle Class

By RODMAN BARRY



The hand at the left is worth 100 points in a pinochle meld—that's all—while the value of the cards at the right is inestimable. The dealer referred to in this article played for the cards at the left. Are you making the most of the trumps at the right?

HOW can a motorcycle and bicycle agent be expected to pay proper attention to his business and at the same time meld a hundred aces with *fair regularity* in a pinochle game which is going on behind a partition in his store? The answer is—it can't be done. *Either the business or the pinochle is due to suffer,* and the writer has personal knowledge of one agency, not a thousand miles from the Metropolitan District, where the pinochle is doing quite well, thank you, while the business is drifting—to put it mildly.

We made a few heartfelt remarks concerning the incompatibility of business and pinochle recently when we interrupted a game by dropping in to discuss trade matters.

The Dealer's Startling Retort

"What about it?" was the somewhat heated retort. "*There ain't a leaf stirring in a business way now,* so why shouldn't I play some pinochle if I want to?"

"Did the idea ever strike you that you might get out and start something stirring?" we inquired.

"Pish-tush!" said Friend Dealer, with a knowing smile. "*When the business comes, it comes.* You can't make it. Yesterday it snowed. There may be a blizzard tomorrow. What's the use of getting excited? When the season opens I'll get my share of business. *Just now I would be almost as well off if I closed the shop and took a rest.*"

That was the best remark he made. He actually would have been as well off with the shop closed. *He could have played pinochle with just as much enthusiasm somewhere else.* But—at that precise moment his shop needed attention from a dozen different angles.

Room for Improvements

A second-hand motorcycle was fairly well out in the salesroom, in offensive contrast to a new model. The used motor should have been just as far back in the salesroom as it could be placed—*or better still, in another room.* The new model was dusty and a coat was thrown across the tank.

Several 1915 models were still dustier. Half a dozen cycles, also dusty and with the nickel parts dull, were in a somewhat confused mass in a corner. The showcase was dusty and the accessories in it were in a bewildering jumble. *They had never been used, but at a glance they looked like second-hand articles.* On top of the case were the morning's newspapers. Behind the case, leaning against the wall, was a battered bicycle frame.

Several posters hung askew, having pulled through one or more of the tacks intended to hold them—and a package of brand new literature from the factory rested on the back of the window platform, *still unopened.* The floor had its full quota of oil spots, and the wainscotting around the salesroom needed a coat of paint. The partition at the back of the salesroom had furnished a resting place for dozens of oily hands, and had finally assumed some of the aspects of a Black Hand bulletin board. It needed paint.

Only One Man Working

We didn't get into the repair shop—and we didn't need to. It was fairly easy to conjure up a mental picture of it. One man was working there, dejectedly, in a dim light. *For all practical purposes he might just as well have joined the pinochle game.*

There was only one account book in evidence, a small one, and from the appearance of its exterior it was a fair guess that the best lightning calculator standing in shoe-leather couldn't have made head or tail or its contents. Nine tenths of the bookkeeping of that establishment was under the proprietor's hat—which means that he is almost certain to be losing money even when he is doing business. It isn't humanly possible to keep such an establishment on an even keel with such a palpable lack of system.

No Punch in the Window Display

There were accessories—dusty and unattractively arranged—in the show window, with a bicycle, equally dusty, standing among them. If the window had been washed since the cold weather set in, it gave no evidence of the operation. *A passerby would have needed keen eyes to see what was in that window at a glance.* Therefore the window display was worthless. Even a casual glance in a window ought to show the passerby something of interest—something to make him hesitate long enough so that the full details of the display can impress themselves upon him. It's the first glance that counts.

(Continued on page 52)

Next Week

GIVING THE TIMID PROSPECT AN EVEN BREAK

Another Dealer's Article With a Punch

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FRIENDS IN LEGION MOURN E. M. ESTABROOK

Former Chairman of F. A. M. Membership Committee And One of the Most Sincere Workers the National Body Ever Had Dies at His Home in Bangor, Maine

By J. ALVAN HALL

Friend after friend departs;
Who hath not lost a friend?
There is no union here of hearts,
That finds not here an end:
Were this frail world our final rest,
Living or dying, none were blest.

Beyond the flight of time,
Beyond this vale of death,
There surely is some blessed clime
Where life is not a breath,
Nor life's affections, transient fire,
Whose sparks fly upward and expire.

EDWARD MERTON ESTABROOK, respected citizen of Bangor, Me.; one of the ablest and most hard working officials the F. A. M. ever had or ever will have; a staunch friend in every sense and meaning of the word, and a man of wise counsel and kindly adviser, passed to his final resting place on Wednesday evening, March 22, at his home, 76 Lincoln street, Bangor.

Expecting a reply to a letter of mine, instead I received the notice of his death, and with it a shock from which I will not soon recover and a realization of a great loss, for E. M. Estabrook had been for years one of my greatest friends, whose wise counsel and kindly advice I constantly sought and whose kindly letters of good cheer were always watched for as an inspiration to further and better effort on my part, particularly in my work in connection with motorcycling. He was a man who seemed to understand his brother men to an extent of which few are capable; once his friendship was won, he was always a friend.

Started as Railroad Man

Edward Merton Estabrook was born in Great Works in 1858, was brought up and educated there. He was employed as a young man on the European & North American Railroad as a baggage-master. He later went with the Maine Central Railroad in the same capacity, remaining with them until about twenty-five years ago, when he opened a bicycle and sporting goods store in Bangor.

Mr. Estabrook was an enthusiastic wheelman and one of the first motorcycle riders in this part of the country. He was one of the early members of the F. A. M., and about 1910 was made chairman of the Membership Committee, later becoming a Director. In the meantime his business had been combined with that of the S. L. Crosby Company, and Mr. Estabrook was made manager of the bicycle and sporting goods department.

From the time of his initial activity in the F. A. M., Mr. Estabrook became one of the hardest workers and most active, enthusiastic and conscientious boosters the organization had. In the five years previous to the time that Mr. Estabrook was made chairman of the Membership Committee the F. A. M. had secured about 2,000 members, and in the succeeding two and one-half years, after his acceptance of the office, it was due chiefly to his efforts that 11,500 new members were secured.

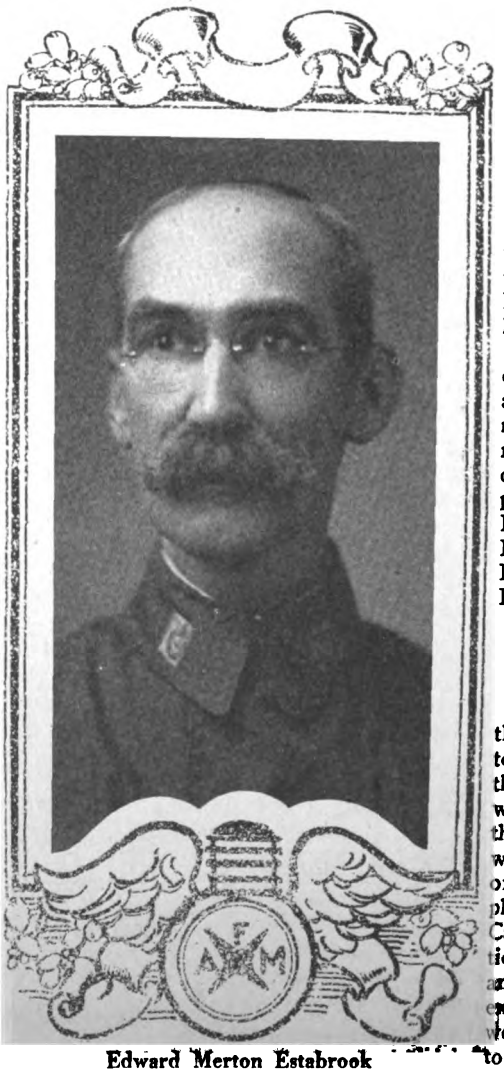
His work for the organization was untiring, night and day, and his only object was to boost the organization and the sport. These were his only aims, without a thought of self-boosting or self-advertising. Through Mr. Estabrook's efforts over 100,000 folders and booklets were sent out year after year regarding the F. A. M. in motorcycle tool-boxes and through other means.

Aided Organization Work

Mr. Estabrook believed particularly in state and local organization and worked hard to aid the formation of state bodies and local clubs. He had the constant and active support of every one of the manufacturers, and through this support was able to offer attractive monthly membership prizes. He secured the most active interest of Mr. E. A. Hawthorne, of the Hawthorne Manufacturing Co., and others, who donated thousands of dollars' worth of merchandise for membership prizes.

His response to letters of inquiry, etc., was always prompt and courteous, and as soon as an inquiry was received it was forwarded to State Commissioners for follow-up purposes. He was constantly aiding and co-operating with state and local commissioners to the fullest extent and helping them to find other able boosters. He often worked far into the night, but in spite of this, was never too busy to send a word of cheer or congratulation on any work of others that he thought deserved commendation. In this way he won the friendship and hearty support of active workers in all parts of the country. Always slow to criticise but quick with a boost, his criticisms when they did come were highly valued, because of his supreme kindliness and sincerity.

Year after year Mr. Estabrook was urged to accept the presidency of the F. A. M., but constantly refused, preferring to continue the work of chairman of the Membership Committee, which he greatly enjoyed. There is not the shadow of a doubt that he was the hardest working man—working only for the organization and the sport—that the F. A. M. has ever had.



Edward Merton Estabrook

Overwork Brought a Breakdown

In 1913, due to overwork, Mr. Estabrook suffered a breakdown, and he never recovered his full strength thereafter. His physicians advised him that he would have to give up some of his work or suffer the consequences. Instead of giving up the F. A. M. work, as most of us would have done under the circumstances, his interest was so deep and sincere in the organization that he resigned his position with the S. L. Crosby Co., and thereafter gave all of his working hours to the F. A. M.

Mr. Estabrook was not reappointed chairman of the Membership Committee, and about a year ago accepted a position as manager of the Chandler Company's phonograph department, which had been taken over by them from the Crosby Co. This position he held until the time of his death. Mr. Estabrook is survived by his widow, Mrs. Carrie Estabrook; a daughter, Mrs. Fred Collins, and a sister, Mrs. J. W. Brown.

PROTEST ON SIDECAR LIGHTING

TORONTO, Ont.—Secretary Shaw, of the Toronto Motorcycle Club, has written to the provincial authorities in behalf of the club to protest against the present law which compels the placing of a light on the outside edge of a sidecar regardless of whether a sidecar is on the right or left of the motorcycle. Many sidecars are placed on the left of the motorcycle in Canada, in which case the present regulation is practical, but it is of no benefit to anyone on the road to have a light on the extreme right of a sidecar outfit, which would be the case when sidecars are fitted to the right hand side.

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LETTERS FROM ANOTHER TRIO OF NEAT MOTORCYCLISTS

They Were Given Honorable Mention in the Riders' Clothing Contest Which Closed March 25; The Prize-Winners Were Announced in the March 30 Issue

PROPER APPAREL FOR THE LADY RIDER

A Complete Outfit Which Is Neat and Practical for the Fair Devotee

By REBECCA PRATT

ALTHOUGH there is no mention in the clothing contest that lady riders are excluded from competing or not, I presume that they are permitted to give their views and so shall describe a costume which is one of the neatest and

Mrs. Rebecca Pratt

best adapted to the purpose which I have yet seen.

The costume consists of a coat, skirt, cap, leggings, gloves and goggles. The coat and skirt are made of olive drab flannel, the same which is used in making shirt and light weight coats for the army. It is one of the most durable kind of goods to obtain. It wears like iron and does not readily show dust or mud on account of its color. Washing will restore it to its original condition, no matter how dirty it is, and the color is fast. I waterproofed mine by a simple preparation which does not interfere with cleaning or pressing it when needed.

The goods can be purchased at most any U. S. Army goods store. It is 56 inches wide and 4½ yards will be needed to make the outfit described below. The cost will be about $1.25 a yard. I made my own suit, with the exception of the coat on which I had a tailor's assistance. The total cost was $10, which is the price of a skirt in many stores.

The coat is cut Norfolk style, with military collar, patch pockets at the breast and at the bottom on either side. Tops are fitted at the waist for a belt of the cloth, this fastening by a covered button. The lining is mercerized sateen of a color to match the goods. Buttons are made and covered with the olive drab flannel.

The skirt is a combination divided and walking one. It is made rather wide and for about two-thirds of the length both front and back it is left open. Snap-fasteners are used to close the skirt, each fastener being hidden under a covered button. When ready to ride solo or tandem, the buttons are unsapped to the proper distance and the wearer has one of the neatest divided skirts on the road. On arriving at my destination, I snap the fasteners and have a neat walking skirt immediately. At the waist, belt loops are attached through which a two-inch belt made of the cloth passes and fastens with two buttons. The skirt has one patch pocket on the right front and an ordinary "pistol pocket" on the right hip.

The cap is of the same material as the suit with a rather large visor to shade the face and loops around the front to keep a veil in place should the wearer use one. Leggings are also of olive drab flannel, cut in three pieces to fit closely and lined with medium-weight brown duck to stiffen them. They fasten with tan shoe buttons, like a high shoe and are 14 inches in length. An instep strap keeps each in place.

I favor pyralin goggles, combination amber and green. These are easy on the eyes, the green sector being very handy when approaching the glaring headlights of automobiles. In case of a spill, there is no glass to break and endanger the eyes.

The gloves are tan gauntlets or driving gloves which can be purchased in any department store at a nominal price. My own pair cost 85 cents and after one season's use are little the worse for wear. As to cost, utility and appearance, I think that this outfit would be hard to equal.

FOR WINTER, FALL AND SPRING RIDING

Describing a Neat and Inexpensive Outfit Adaptable to All Three Seasons

By DONALD BALL

IN MY opinion a proper costume for riding in late fall, winter or early spring should include all clothing to be worn by the motorcyclist and not the outer garments only. I think that the pastime is hurt more by inexperienced riders not realizing the need of proper winter clothing than in any other way. The costume which I am about to describe is not only comfortable but is also neat in appearance and easily kept so, at least as far as the outer garments are concerned.

As one thinks of underclothing first, my recommendation is a good, heavy fleece-lined union suit, long enough to have the legs come at least to the rider's ankles. Underclothing of this kind is warm, does not chafe or irritate, and as underclothing has to be worn and bought whether a man rides or not, it adds practically nothing to the bill and much to comfort. After underclothing comes the shirt or jersey, and my experience has taught me that a woolen shirt is best, as it costs only a trifle more than a cotton shirt and less than the jersey.

Woolen shirts are much warmer than cotton and equally as warm as jerseys, besides having a much better appearance. A shirt of this type is in good taste anywhere in the business world. A good pair of woolen pants that are lined make a warm, well-appearing and inexpensive article for this part of the costume. The wearing qualities are of the best and they are the warmest of anything obtainable in that line, besides looking well.

Next come the socks; these should be of wool, to keep the feet warm. An ordinary pair of shoes are all right, provided they are not too tight, as they will then interfere with the circulation. A good pair of Arctics are indispensable, as they keep the feet warm. They are inexpensive ($2.50 a pair) and look well. For leg covering, I prefer puttees, not

Donald Ball

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Albert Lender, of Bellevue, Pa., Who Also Received Honorable Mention

only for looks but for protection. These cost about $3 a pair.

For a coat to go with the pants, any suit coat is all right. On the coldest days a good sweater-coat with roll collar should be worn between the shirt and the suit coat. One is not needed on the warmer days, but it cannot be done without when the temperature is low. A good wool mackinaw is an ideal overcoat, giving as it does a neat look combined with warmth and the full use of the legs. The cost is about $6. The mackinaw also wears better than most coats costing twice as much.

Any good cap with earflaps and small visor is fine. It keeps the head warm and looks well, besides being inexpensive. Either a pair of fleece-lined mittens or a pair of handlebar gauntlets in connection with ordinary leather gloves will be right for the hands. I have a pair of the latter on my machine and find that I can ride on the coldest days with kid gloves on for any distance and still keep my hands as warm as when using lined mittens. The gauntlets are inexpensive and last as long as the machine. They are certainly worth the price.

THOROUGH POSTING FOR NEW JERSEY RUN

Plans Call for 1,200 Markers to Show Turns and Others for Running Directions—Special Provision for Lightweights

NEWARK, N. J., April 3.—Plans for the New Jersey M. C. 400-mile day-and-night endurance contest are rapidly nearing completion and entry blanks will be ready for distribution by April 15. No map of the course will be issued except to contestants and then only on the night that the run starts.

The course will be posted with 1,200 orange triangles, similar to those used in the Dayton-New York F. A. M. run last October. These markers are plain and will be used in three positions to denote running directions: to the left, to right and straight ahead. They will be posted in such a manner as to be seen long before the contestant is abreast of the pole bearing one and all turns will be marked on both sides.

Only two secret check stations will be established on the course. These will be used to break up any possible tie-scores and will affect the cup and accessory awards only.

Gold medals will be awarded to all contestants making all known checks on scheduled time, silver medals for those who lose less than 25 points and bronze medals to riders with scores of 950 points. The contest will start at 8 p. m. on May 29th, with a return to Newark for breakfast and the day lap will keep the riders out until after 6 p. m. of the 30th.

The schedule will vary between 20-25 miles per hour for the solo riders, 17-21 for side-cars, and 15 for the lightweights. In addition to the slow schedule for the lightweights their riders will not be required to ride more than 300 miles cutting the main course several times to save distances.

The cups to be won are: Dealers Trophy, for factory teams; Herrington Cup for dealers or their employees; and several other trophies which are to be decided upon before the run. They will be put up for the best side-car performance by an amateur, the best solo performance in each class, and the best lightweight score. The Indian factory team has already two legs on the Dealers Trophy out of the three necessary to gain possession of it, while the Herrington Cup has already been won once by a Harley-Davidson dealers' team consisting of August Zimmerman, of Washington, D.C.; Elmer Havenstrite, of Paterson, N. J., and W. A. Ford, of White Plains, N. Y.

FIRESTONE IN GRAND RAPIDS

GRAND RAPIDS, Mich.—The Firestone Tire Company has established a factory branch here which will be in charge of L. R. Jackson and V. R. Shattuck. A stock of 500 tires will be carried.

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THE BICYCLING WORLD

FOUNDED 1877

DEPARTMENT OF MOTORCYCLE ILLUSTRATED

"ALL THE BICYCLE NEWS EVERY WEEK"

"MILLION BICYCLES" COMMITTEE WILL STAGE RACES

Will Hold Series of Races Beginning With Decoration Day All Over the Country—Committee Will Appoint District Racing Commissioners and Furnish Prizes for Every Race

By CHAS. F. OLIN

Secretary, "One Million Bicycles" Committee, Bristol, Conn.

BRISTOL, Conn., April 4.—A series of road races that will be staged throughout the United States, beginning with Decoration Day, is the newest item on the program of the busy "Million Bicycles" committee. A list of prizes will be offered by the committee for each race, the number of prizes depending upon the entries and the size of the city in which the race is staged.

Dealers Must Get Together

The idea is that the dealers in the several cities shall get together on this plan and jointly organize a race that will be more than an ordinary road race—will be a big affair, attracting a large entry list. The committee will assist the dealers planning such a race in every way possible.

Racing commissioners are now being appointed for all sections of the country. These commissioners will be thoroughly informed regarding the detail of racing arrangements that are necessary to the success of the event. They will also act as handicappers, thereby relieving any dealer from possible criticism among the riders in his home city. So far as is possible, men who are entirely disconnected with the trade are being sought for commissionerships, and the committee has already succeeded in finding ex-bicycle racers in several instances.

There is absolutely no question that a well-advertised bicycle road race, under proper management, is a mighty big booster for the bicycle. On Bicycle Day about a hundred of such races occurred in sections of the country where the weather permitted, and in each case the crowds attracted to the race included many who afterwards bought cycles, because of the interest stimulated in this sporting event. Therefore, the "Million Bicycles" committee is exerting every effort to bring about races everywhere on Decoration Day.

Squeezing Dollars Out of Races

That such events pay handsomely for all the work put into them has been repeatedly proved. Especially has this been true where dealers have made window displays and used newspaper space in advertising cycles the day of the race and immediately showing it.

It is the purpose of the committee to bring about, through the dealers, bicycle road races in every city of five thousand population or more in the entire country. This is a big undertaking, but, after the remarkable success of Bicycle Day, the committee is certain that the dealers are ready to take up the racing proposition with the same vim and enthusiasm.

The "Million Bicycles" committee asks that each dealer make it his business to talk with other dealers in his town and secure a conference of all dealers at which the races can be considered. Do not wait for the other fellow—he is waiting for you, and the time will be spent in waiting for each other rather than in getting busy on a matter that will mean better business for everybody concerned.

Committee Will Co-operate

At this conference a dealers' organization should be effected by selecting a president or chairman, secretary and treasurer. When this has been done, the secretary should notify the writer, secretary of the "Million Bicycles" committee, Bristol, Conn., and this information will be immediately passed on to the racing committees and district commissioner, who will furnish full information and extend co-operation. This co-operation will consist in providing a list of prizes, furnishing entry blanks and number cards for the riders.

From the fact that these entry blanks must be specially printed, it will be necessary for the dealers at the time of their organization to select a date for the race—if it is to be run on any other date than Decoration Day—and also to select a course.

In connection with the selection of the course, the committee recommends that the course should lie as near the center of the town as possible and part of it should go through a well-populated section which is easily accessible from the center. The distance covered by this course should also be stated. A ten-mile race is recommended, because anything over that distance would be too severe a strain on novice riders and because the races are being held with the idea of attracting a lot of new riders, as we believe the bicycle-boosting value of the race lies largely in the interest aroused in young riders who have never been in a race before.

Where the race is not run on Decoration Day, any Saturday afternoon will be a good time to hold it, for a great many of the shops are then closed and there are, therefore, more people on the street. This, however, is a matter that should be left entirely to the judgment of the dealers' committee. After laying out the course, a permit should be secured from the proper city official. This is very important and should be looked after before any publicity is given to the race. If the course is through a part of the city where there is considerable traffic, arrangements should be made for police protection in order to avoid accident.

There is no good reason why every city in the country should not get the benefit that will come from putting on a big road race. The "Million Bicycles" Committee is giving more complete assistance than has ever been offered by the trade in connection with such events—in fact, they have planned the whole thing out for the dealer and furnish him a commissioner to help carry out those plans. It is hoped, therefore, that response will be received from all over the country. The writer urges, however, that action be taken at once by the dealers, as dealer organizations perfected at the last minute will not allow the committee to give its full co-operative service.

"A NIGHT IN OLD HEIDELBERG"

TONAWANDA, N. Y., April 3.—Last Saturday night the Eldredge Bicycle Club celebrated "A Night in Old Heidelberg." As the name suggests, the affair was carried out in real German fashion. Speeches were made in German by several of the members and the Squirrel and Owl quartettes rendered German folk-songs. The supper too, recalled fond memories of Old Heidelberg, for frankfurters, sauerkraut, Zeppelin dessert and 42-centimeter perfectos had a prominent place on the menu.

RACEMEET AT STOCKTON

STOCKTON, Cal., Apr. 2.—Frank Klotz, president of the Stockton Bicycle Club, plans to hold a big bicycle racemeet in the second week of May. The events will be a six-man team race, three handicap races for high school boys at one, three and five miles, and a scratch race at one mile. Entries have already been received from riders in Fresno, Merced, Sacramento, San Jose, Oakland, and San Francisco.

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SALT LAKE RIDER GOING TO NEWARK VELODROME

SALT LAKE CITY, Utah, Apr. 3.—Artie Farnow, the holder of the 1915 bicycle championship of Utah, has announced that he will ride in the ranks of the simon pures at the Newark Velodrome this season. He will arrive at the Newark track in time for the Irvington-Millburn road race. Farnow has made a remarkable showing in his state, and those who followed his riding career here expect him to make a strong bid for the national championship.

Artie Farnow

ENTRY BLANKS ARE OUT FOR C. R. C. A. CENTURY

NEW YORK, N. Y., Apr. 4.—Entry blanks are now out for the spring century run of the Century Road Club Association, which will be held over the usual Long Island course on Sunday, April 23. The course was recently surveyed and found in good riding condition.

There will be a fast division in charge of Edwin Jensen and a pleasure division under the direction of Louis Zeno. Riders in the latter division must start from Columbus Circle or Bedford Rest at 7 a. m., while the fast division gets under way from the Circle an hour and a half later. Entry blanks giving full information can be secured from Sylvain Segal at 126 West 116th street, New York.

MADONNA RIDES IN CORK RACE AND IS DEFEATED

NEW YORK, N. Y., Apr. 3.—The second weekly cork race of the Unione Sportiva Italiana was held last Sunday over the Shore Road, Brooklyn, and covered a distance of 18 miles. Twenty-eight riders faced the starter, among whom was Vincent Madonna, the Providence motor-paced rider.

The race was a scratch affair and developed into a two-sided fight between Bello and Madonna. So fast was the pace that half of the field was shaken off before the five-mile mark was reached. In the final drive Bello won by about fifty yards. Chas. Rabbino was third; J. Alfonso, fourth; C. Fontana, fifth; and C. Zoccola, sixth.

C. A. C. C. RELAY ON APRIL 23

SAN FRANCISCO, Cal., Apr. 2.—The annual thirty-mile relay novice race of the California Associated Cycling Clubs will take place at the Golden Gate Park Stadium on April 23. The race was originally slated for April 9, but has been posted because the Bicycle Day meet will be held on that day at the stadium. Entries for this event have been assured from the New Century Wheelmen, Acme Wheelmen, Garden City Wheelmen and the Stockton Bicycle Club.

WILL UNITE CLUBS IN WEST MICHIGAN

Big Cycling Body Formed in Grand Rapids Which Will Have Branches in All Parts of Western Michigan; Fifty Charter Members

GRAND RAPIDS, Mich., Apr. 4.—For the purpose of uniting the cyclists of this section into a body that will boost bicycling on a larger scale than has been witnessed for many years, the Western Michigan Cycle Club was formed in this city last week with fifty charter members. Grand Rapids will be the headquarters of the club, which, as its name indicates, will have local divisions in towns that are situated in the western portion of the state. An active campaign will be conducted to form as many of these local cycling divisions as possible.

A. B. Gillette, a rider of considerable prominence, has been elected president of the club, and he will be supported by the following officers: R. O. Denison, treasurer; C. M. Shook, secretary; Clare Beyers, road captain; Robert Kulms, lieutenant.

Immediately after the formation of the club last week, the officials of the Y. M. C. A. here offered to co-operate with the cyclists in every way possible in order to further the interests of the sport in Grand Rapids. At certain hours each day, the gymnasium will be open to the club members, as well as the shower baths and pool.

It is quite likely that the Western Michigan Cycle Club will avail themselves of the offer made by the Y. M. C. A. men to use their building as a meeting place.

As soon as the news of the formation of the club had spread to the towns near Grand Rapids, letters from cycling clubs were received here asking for further information regarding the movement to unite all the riders in Western Michigan into one strong body.

Communications were received from Petoskey, Grand Haven, Muskegon, Manistee and Travers City. All of the clubs in these cities were of the opinion that much could be accomplished by the formation of a large cycling association, such as the staging of big meets this summer in some centrally located city, the exchange of touring information, etc.

The new organization is in reality a revival of the old Western Michigan Cycle Club, which was very active about twenty years ago. At the time it flourished the old association was one of the most powerful athletic institutions in this part of the state. Many events of national importance were held under its auspices.

WRIGHT LEADS IN CRESCENT MILEAGE CONTEST

Baltimore Riders Have Traveled 9,109 Miles and 22 Centuries Since First of Year—Three Open Handicap Races Are Being Planned

BALTIMORE, Md., Apr. 3.—Wm. T. Wright is still in the lead in the century mileage contest of the Crescent Bicycle Club up to the end of February, Walter V. Iglehart remaining in second place, and Fred M. Sanborn, third. John G. Stricker is fourth; Ernest Nitz, fifth; Welby Sherman, sixth; Lester Nickles, seventh; Langdon M. Sanborn, eighth; Walter Doersch, ninth, and Roland Bishop, tenth. The total for the month is 3,768 miles, including 6 centuries, making a total from the first of the year of 9,109 miles and 22 centuries.

The most ambitious program of the club's history is being planned for the coming season. Three open handicap road races will be held: one each on Decoration Day, the second the Fourth of July, and the third, Labor Day.

The annual open half century or fifty-mile pleasure run will be held on May 7, and every finisher will be awarded a handsome sterling silver medal. Fully half of the route will be over the smooth streets of the city, and the entire run will be a very easy one. A very slow pace will be set so that even the most inexperienced riders can take part in the run with pleasure and ease. Entry blanks may be had from any local dealer, or from Fred M. Sanborn, 1933 Harlem avenue, Baltimore.

TO HANDLE ROLLFAST TIRES IN MACON

MACON, Ga.—Carl D. Stier has opened a bicycle store in this city, at 157 Cotton avenue, and has taken the distribution agency for Rollfast tires, the product of the D. P. Harris Hardware Co., of New York. Stier has been identified with the bicycle industry in Atlanta and Birmingham for the last ten years, and handles goods both wholesale and retail. He has already received quite a number of inquiries for Rollfast agencies.

CITY IS USING ROLLFASTS

JACKSONVILLE, Fla.—The City of Jacksonville has adopted the non-skid chain cup Rollfast tire, for all the cycles used in its city departments. Bicycles are used by the water, gas, electric, police and fire departments at present, and their employment is spreading rapidly.

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"BUY-A-BIKE" WEEK BRINGS HOME THE BACON

Big Sales Demonstration in Canada Last Week an Unbounded Success — Newspapers Gave Splendid Support Throughout the Dominion—Dealers Were on the Job

TORONTO, Ont.—Bicycle Week and Spring came hand in hand for Canadian bicycle dealers. The big sales demonstration was staged during the entire week of March 27, and during the same period balmy breezes chased Jack Frost toward the North Pole. What with encouraging Spring weather, decorated store fronts, smiling wheel salesmen, pages and pages of bicycle matter in the daily papers, and natural tendencies, the official "Buy-a-Bike" campaign of the Canadian trade proved an unbounded success.

There were more boosts for the bicycle during the "Spring drive" than were secured by the trade during the whole 1915 season. Everybody was reading or talking "bicycle."

Honor Roll of Papers

The movement was by no means local. The majority of daily papers in every large city in the country contributed to the general success of the sales demonstration by running column after column of editorial praise for the cycle and the cyclist. The following papers deserve special mention: Montreal *Daily Star,* Montreal *La Presse* (French), Toronto *Daily News,* Toronto *Daily Star,* Toronto *World,* Hamilton *Spectator,* Hamilton *Herald* and Hamilton *Times,* Brantford *Expositor* and the papers of Sault Ste. Marie. These papers ran at least one whole page of bicycle "stuff," while the Toronto *Daily News* published more than two full pages of bike articles, banked by advertisements.

Refer to Palm Beach

The Canadian newspapers made special mention of the bicycle's popularity among the smart set at Palm Beach, Fla., while they all told, in many ways, of the health-giving advantages of the wheel. Facts were published about the various bicycle sport and trade associations, while frequent references were made to the "boom days" of the nineties. It was pointed out, however, that the bicycle was now considered only in a practical light, so that there was little danger of the bike experiencing only another temporary "craze." The general opinion was that the bicycle had come back to stay this time.

An amusing incident was a reference to John D. Rockefeller as a cyclist. One paper pointed out that the oil magnate was riding a bicycle probably because he could not stand the high cost of gasolene. The Toronto *Daily News* declared, editorially, that "Mr. Rockefeller appreciates the value of the bicycle as a health-giver and as a pleasure—and he doubtless finds the wheel useful. His example could be profitably followed by others less fortunate in the matter of money."

Several publications referred to the organization of the Canadian Wheelmen's Association at London, Ont., in 1882, while stories were printed about the introduction of the bicycle into Canada by A. T. Lane, of Montreal, in 1876. It is a singular feature that the present year is the fortieth anniversary of the wheel in the Dominion. Comment was made on the campaign of the manufacturers in the United States to sell 1,000,000 bicycles in 1916, and the aim of the Canadian trade is to sell 100,000.

Interested in Clubs

Dealers' stores looked bright and shiny, and the bicycle occupied prominent places in many windows during the week. The fine weather also coaxed many cyclists to the roads as well. Inquiries regarding the formation of bicycle clubs were also received by some retail tradesmen.

The consensus of opinion is that the bicycle dealers of Canada have "put over" a striking sales feature and it is more than probable that the Spring demonstration will become an annual feature in most cities. The "Buy-a-Bike" campaign just held was undoubtedly the greatest individual boost that the bicycle ever enjoyed in Johnny Canuck's country.

NEW SCORING SYSTEM FOR U. S. I. RACE ON SUNDAY

NEW YORK, April 3.—Harry Kaiser, the professional six-day rider, has accepted the invitation of the Unione Sportiva Italiana to fire the gun that will start one of the classiest fields of riders in its 10-mile handicap road race next Sunday, April 9, from the Oriental Hotel in Floral Park, L. I.

The committee in charge of the race has spared no expense nor effort to make this monster race a creditable opening event of the big racing season confidently expected in the East. Up to late on Tuesday night, April 4, 136 entries were received at the clubhouse of the Unione Sportiva Italiana.

At the Five-Mile Turn

The promoting club has incorporated a number of new ideas in the 10-mile race at Floral Park, chief among which is the method of scoring at the five-mile turn. Heretofore the matter of scoring the riders at the turn has been a very difficult one, for several times during the race a big crowd of riders would make the turn together, so that the scorers could not check their numbers with any degree of accuracy.

For the race next Sunday a numbered tag has been provided for each rider, which he must hand to an official stationed at the five-mile turn. Any rider failing to give in his tag at the midway point will, the U. S. I. promoters have announced, forfeit any prize to which he might otherwise have been entitled. To assist the contestants in having their tags ready at the proper time, another official will be at a point one-quarter of a mile from the turn, waving a green flag.

HARRY KAISER QUITS ACME RACE AFTER ONE LAP

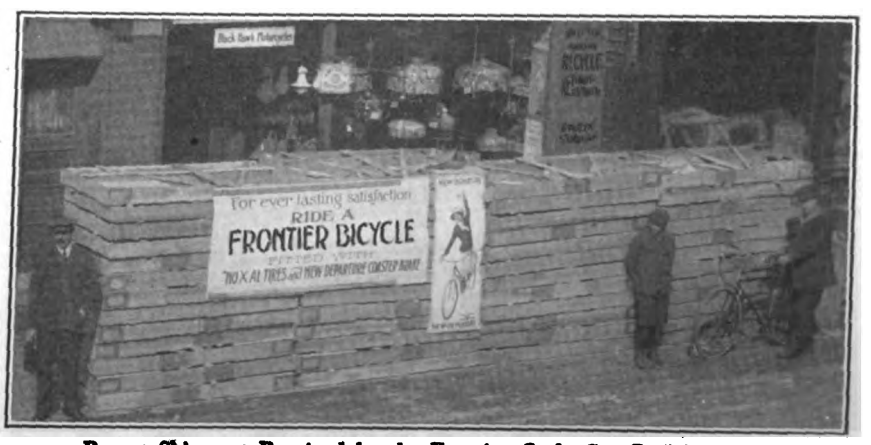
NEW YORK, Apr. 3.—The first of the Acme Wheelmen's weekly cork races was held last Sunday over the Eastern Boulevard course in the Bronx, the distance being 4½ miles. The scratch men gave liberal handicaps, but in spite of this Fred Woisin, who rode from scratch, overhauled the field and won handily in the time of 12:26.

The other two scratch men, Harry Kaiser and George Cameron, both six-day riders, rode only one lap and stopped because of the heavy roads. Twenty-five riders started in the race. The order of the finish was as follows: F. Woisin, first; E. H. Spillane, second; G. Grundy, third; H. Neibhur, fourth; Frank Mesner, fifth. The Acme Wheelmen have entered twenty men in the U. S. I. Race which will be held next Sunday.

HOLD TWO-DAY RUN

SAN FRANCISCO, Cal., Apr. 2.—The New Century Wheelmen held their annual two-day club run to San Jose on March 25-26. The cyclists left their club house at 8:30 a. m., with thirteen riders in the crowd. The trip of 53 miles each way was made without accident. Arriving in San Jose, the New Century boys were the guests of the Garden City Wheelmen.

HERE'S A REAL SIGN OF PROSPERITY



Recent Shipment Received by the Frontier Cycle Co., Buffalo, N. Y.

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CLUB SECRETARIES

Write to the Bicycle Editor if your club's events are not listed below

April 9.—New York. Ten-mile open road race, Unione Sportiva Italiana. Rain date, April 16.

April 14.—Boston, 25-mile international motor-paced race at Revere Beach oval.

April 23.—New York. Spring century of the Century Road Club Association. Rain date, April 30.

April 30.—Bicycle run, Chicago to Wheeling, Chicago Club.

May 7.—West Hoboken, N. J. Hudson boulevard 25-mile bicycle road race, Century Road Club of America, New Jersey Division.

May 7.—Newark, N. J. Twenty-five-mile open road race, Century Road Club of America, New Jersey Division. Rain date, May 14.

May 14.—Bicycle run, Chicago to Elgin, Chicago Club.

May 21.—New York. Ten-mile open road race, Century Road Club Association. Rain date, May 29.

May 28.—Bicycle run, Chicago to Blue Island and return, Chicago Club.

May 30.—Bicycle road race, Chicago Club.

June 11.—Bicycle run, Chicago to Crown Point, Chicago Club.

May 30.—Newark, N. J. Irvington-Millburn road cycle race, 25 miles.

May 30.—Washington, D. C. Twenty-five-mile road race, auspices of the dealers.

June 4.—New York. Fifty-mile open road race, Century Road Club of America, New York Division. Rain date, June 11.

June 18.—New York. Ten-mile open road race, Acme Wheelmen of New York. Rain date, June 25.

June 25.—Bicycle century run over Chicago-Waukegan course, Chicago Club.

July 2.—Bicycle run, Chicago to Des Plaines, Chicago Club.

July 4.—Bicycle road race, Chicago Club.

July 4.—Wichita, Kas.—Bicycle race promoted by dealers.

July 16.—Bicycle run, Chicago to Lake Zurich, Chicago Club.

July 30.—Bicycle run, Chicago to Miller Station, Chicago Club.

August 6.—New York. Pleasure run, carnival of sports and races, Century Road Club Association. Rain date, August 13.

August 12.—Bicycle run, Chicago to Waukegan, Chicago Club.

August 19.—Bicycle road race, Chicago Club.

August 20.—Bayonne, N. J. Pleasure run and races, Hudson County Wheelmen of New Jersey. Rain date, August 27.

August 27.—Bicycle run, Chicago to Aurora, Chicago Club.

September 3.—New York. Ten-mile open road race, New England Wheelmen of New York. Rain date, September 10.

September 4.—Bicycle road race, Chicago Club.

September 10.—Circuit of the Lakes, Chicago Club.

September 17.—New York. Fifty-mile Italian road championship, Unione Sportiva Italiana. Rain date, September 24.

September 24.—Bicycle run, Milwaukee to Chicago, Chicago Club.

October 1, 8.—New York Interclub Amateur Road Racing League annual championships. Rain dates, October 15 and 22.

October 8.—Bicycle run, Chicago to Hammond, Chicago Club.

October 22.—Bicycle run, circuit of Chicago outer belt, Chicago Club.

October 29.—New York. One hundred and fifty kilometers (84 miles), Italian road championship, Unione Sportiva Italiana. Rain date, November 5.

November 23.—Newark, N. J. Two-hour team race, Bay View Wheelmen of Newark. Rain date, December 25.

MOTOR WHEEL NEWS

MILWAUKEE, Wis., April 4.—Japan is developing quite a number of Smith Motor Wheel enthusiasts. One of the motor wheel dealers in Kyoto wrote a very interesting letter to the A. O. Smith Company recently in which he spoke of the great satisfaction which the bicycle booster is giving and the fine prospects for selling many of the attachments this year. The Smith company reports a brisk trade with agents in the Orient, and believes that the field in the Far East is larger than commonly supposed.

Johnson & Meyer Company, of Memphis, Tenn., motor wheel distributors, have secured the states of Arkansas, Georgia and Florida, in addition to their original territory of Tennessee, Alabama, Mississippi and Louisiana.

New Motor Wheel Dealers

Among the new motor wheel dealers signed up last week are George Frank, Bay City, Mich.; W. G. Goldsmith, Peru, Ill.; the J. N. Page Co., Naugatuck, Conn.; W. H. Hayworth, Maquoketa, Iowa; Richardson & Marsh, Durango, Colorado; O'Neill Hardware Co., Lake Forest, Ill.; Canton Motor & Cycle Supply Co., Canton, N. Y.; B. H. Sanborn & Co., Middlecourt, Ohio; Lane Bros., Corsicana, Texas; Winburn & Moore, Denison, Texas; Hale Hardware Co., McCleansboro, Ill.; Jess Hefferman, Big Springs, Texas; A. B. Cooley, Joliet, Ill.; A. G. Thurman, Greenville, Texas; Robert B. Thomas, Kelawna, B. C.; E. F. Park & Co., Bryan, Texas.

C. R. C. OF A. HOLDS ITS ANNUAL SPRING CENTURY

NEW YORK, N. Y., Apr. 4.—The twenty-fifth annual spring century of the Century Road Club of America's New York Division was held last Sunday over an entirely new course on Long Island.

The cyclists started from Columbus Circle at 8:45 in the morning and pedaled over the Queenboro Bridge out to Richmond Hill where the Brooklyn contingent, who had started from Prospect Park Plaza, was met. Continuing as one body, the riders went through Floral Park, Hicksville, Huntington, Smithtown, the dinner stop; Huntington, Westbury, Floral Park.

LEAVING THE DIN OF THE CITY BEHIND

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WINDOW DISPLAY SUGGESTED BY DAVIS SEWING MACHINE COMPANY

WHO BROUGHT THE FIRST BIKE TO AMERICA?

Death of A. T. Lane, of Canada, Recalls the Spirited Controversy Between Boston and Montreal Riders as to the Holder of That Honor.

EDITOR Bicycling World Dept.:—The small item in your recent issue noting the death of A. T. Lane, of Montreal, and stating that he was credited with having brought the first bicycle from England to America in 1872, recalls the friendly but spirited controversy which existed for several years between the veteran cyclists of Montreal and Boston as to which was entitled to the honor of priority. Old files of the *Bicycling World*, sometime along the middle nineties, would bring out the claims and facts on both sides; but as I now remember it, the controversy was started by a correspondent giving the Boston contingent some credit which the Canadians felt belonged to them. Lane himself took the matter up and made a strong case, with of course some replies from Boston.

The net result seemed to be a draw, for while Mr. Lane undoubtedly proved that he was the first bicycler on the American Continent, the honor of having the first club, or at least the one with the largest continuous existence, was safely lodged at the "Hub"—the famous Boston Bi. Club. Good old "Papa" Weston would never give up on that point. Incidentally, the passing of Lane makes still smaller that notable company of real pioneers, which included "Happy Days" Pitman, Frank W. Weston, Col. Albert A. Pope, "Ned" Hodges, "Joe" Dean, and a few others whose names are becoming harder to recall.

Lane was an occasional visitor to the New York bicycle shows about twenty years ago; and was typical of the Canadian wheelmen of that era, quiet but energetic, a gentleman of the old school, one likely to make friends perhaps deliberately, and then keep them for very long. One of his contemporaries was Dr. P. E. Doolittle, of Toronto, at whose home Frank G. Lenz and the writer spent a mighty pleasant evening when Lenz made a side-trip to Toronto on his attempt to make a cycle trip around the world. Lane was once president of the Canadian Wheelmen's Association; and I think Dr. Doolittle was also, in later years.

Notable Tours Were Made

There was great activity in Canadian bicycle circles during those days, and some notable tours, such as from Montreal to Detroit, Quebec and the Saguenay District, Goderich-on-Lake Huron, and even to the Maritime Provinces. Quite a number of young Canadians became racing men, several of them competing with honors on the tracks of the United States, while our speed-merchants of that day made occasional excursions into their territory. One can easily imagine that the sons of some of those veteran Canadian cyclists are today serving on the battlefields of Europe, or have already gone to the soldiers' last bivouac.

The club spirit was very strong, especially in Montreal, Toronto and London; and I recall that on one occasion the Montreal organization published souvenir booklet of the Island of Mount Royal, its environs, and the several picturesque trips to be made thereon and therefrom, which was a very creditable production. It is a fairly safe guess that Mr. Lane had something to do with this. In a large sense, he was to the veteran Montreal cyclists what "Papa" Weston was to those of Boston.

May they both rest in peace!

ROBERT BRUCE.

SCHIEDER IS BUFFALO'S BEST AMATEUR RIDER

BUFFALO, N. Y., Apr. 3.—Two bicycle races—a five-mile lap event and a one-mile consolation—were staged at the Seventy-fourth Regiment A. A. games here on Sunday night, and Joe Schieder, of the C. Y. M. C. A., was presented with a loving cup as the highest point scorer of the indoor season.

The five-mile race was run off in five preliminary heats at one mile and one final, which developed into a three-cornered battle for Joe Schieder, Robert Schultz and Billy Anthony. Schieder again proved his superiority over the local amateurs by copping first place, while Schultz and Anthony were tied for second position. The one-mile consolation was captured by J. M. Tanner, with Charles Kohlmeyer second and Eddie Levy third.

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FRANK KRAMER'S LIFE STORY

The First Authorized Story of the Great American Bicycle Champion's Brilliant Career—By Harry Mendel

Thirteenth Installment

Kramer came near losing the National Championship in 1909, when the puncture jinx trailed him in three titular events. He beat Clark by only six points.

FRANK KRAMER had the hardest battle of his career in 1909 before he finally won the cycling championship of America from Jackie Clark, the Australian rocket. It was an uphill fight all the way, and the peerless East Orange rider, finishing the season in a blaze of glory with three straight victories in the last three championship races of the season, carried off the title for the ninth consecutive time.

Kramer finished with a lead of six points over Clark, the champion having 42 points against 36 points for the speedy Australian rider. Joe Fogler was third with 19 points and Eddie Root finished in fourth place with 10 credits.

It was a wild season for Kramer from beginning to end. Besides having all kinds of hard luck and gaining the title of the "Puncture King," Kramer had practically the entire field of stars working against him in an attempt to take his championship laurels.

There was real excitement on the day for the last championship race, with Kramer but one point ahead of his Australian rival. The championship race was robbed of a great deal of its interest when Jackie Clark, along with 8 or 10 other stars, failed to start.

Officials Stop Conspiracy

It had been planned to run the last title affair of the season at five miles, but when the referee at the track and Charles B. Bloemecke, the vice-president of the National Cycling Association, found out that Jackie Clark, along with Joe Fogler, Eddie Root, John Bedell, Paddy O'Sullivan Hehir, Ernie Pye and Iver Lawson and a few lesser lights, intended teaming so that Clark could win, the officials wisely cut the distance down to one mile, which would crimp the conspirators.

There was a great "holler" when the change in the distance of the race was ordered, and the late Floyd McFarland, who at that time was the manager of Clark, shouted the loudest. The other riders joined McFarland in protest, but it did them not a bit of good. This clique of "pros" had signed up practically every rider on the track, with the exception of Floyd Krebs, for their combination, and they already had visions of the championship crown perched on Clark's head.

When the riders were called to the starting mark Clark, Fogler, Root, John Bedell, Hehir and Pye did not appear. Iver Lawson had a binding contract and after riding one lap he quit. With all of the stars out Kramer won easily; but if all the stars of Europe and America had been in the race and every rider on his own, the chances are that Kramer would have won just as handily. He beat Charley Stein, Floyd Krebs and Teddy Billington to the tape and again annexed the championship.

There were 10,000 people at the track expecting to see Kramer and Clark come together in the last championship race of the season. Naturally they were somewhat peeved at Clark's non-appearance, but the majority of the fans were quick to give Kramer a rousing reception after he had won the race and the title. If ever Kramer deserved the championship he did in 1909, and the officials made a very wise move, although it displeased some of the fans.

The Advantage Clark Had

Out of the first six championship races run in 1909 Kramer was forced to quit on three occasions because of punctures, so it can be readily seen what an advantage Clark had.

Kramer scored his first big victory of the season on Wednesday night, June 16, when he defeated Jackie Clark in a match race which had been postponed a number of times on account of rain. Interest was at a high pitch when Kramer and Clark finally did come together, and the reception he received after winning was certainly impressive.

In the first heat of the match race Kramer won from in front and on the second occasion he rode from the rear. Not content with this as a night's work, the peer of all cyclists won the five-mile open affair.

On the following Wednesday Kramer was battling with Clark on the back stretch in a two-mile handicap race, when Clark punctured, but managed to get home second. Kramer came back and won the half-mile open, with Willie Fenn crossing the finish mark in second place.

After Kramer had failed to finish in the first two championship races, being put out of the running with punctures, he finally put over a win on Clark and rubbed it in by sitting up as he crossed the finish mark. Kramer, riding from third place on the back stretch, overtook Fogler and then drew up on Clark. Half way down the home stretch Kramer was in the lead and finished an easy winner. It was his first victory in a championship race and he was given a tremendous ovation.

Tied with Clark for Title

On Wednesday night, August 11, Kramer scored a clean-cut victory over Clark and twenty-five other "pros" in a five-mile championship race. Kramer finished a good length and one-half ahead of Clark. On the following Sunday Kramer beat Clark in the one-third-mile titular race and tied the little Australian for the national championship. At this date each rider had 16 points. Kramer won and Clark was shut out in the semi-final by Root and De Mara.

The little gloom person who answered to the name of "puncture" trailed Kramer the next Sunday. On the ninth lap of a two-mile race the East Orange cyclist had to retire with a puncture, while Clark continued to pile up points by winning. In this race he beat out Norman Anderson, Joe Fogler and Kramer, who qualified for fourth position.

On Sunday, August 29, Kramer showed to the fore in the race for the national championship for the first time during the season. Kramer gained a one-point advantage on Clark by winning the half-mile titular race, while Jackie was shut out in the semi-final heat. In the final Kramer easily outsprinted Anderson, Fogler and Root and won by three-quarters of a length.

Kramer did not keep the lead long, however, as on the next Wednesday Clark flashed to the front one point to the good by beating the old master from behind in the one-mile championship race. John Bedell and Fred Hill followed Clark and Kramer home. Kramer fought Clark down the home stretch,but the Australian beat him out.

Another Sunday came along and once more Clark finished in front; on this occasion he defeated De Mara, Kramer and Krebs in a quarter-mile sprint. Clark won by half the length of his front wheel over De Mara, who was about this same distance ahead of Kramer. Kramer protested and claimed Clark and De Mara were teaming, but the referee would not take any action. Kramer heard Clark say to DeMara, "Go on Walter; it's all right; I'm on."

Victory in Three-Cornered Match

Kramer scored a notable victory on Sunday, September 12, by beating Lawson and Clark in a three-cornered match race. In the first heat Kramer romped home first, followed by Clark and Lawson. The second heat saw Lawson over the line first, with Kramer second and Clark third. Lawson was disqualified for taking the pole from the inside and first place was given to Kramer. There was a tremendous crowd on hand for this race.

Kramer's chances of winning the title were materially bettered on Sunday, September 19, when he won the one-mile championship race and Clark only finished third. Fogler breezed in second, with Iver Lawson fourth. The next Sunday Kramer was again the winner and he forged ahead of Clark one point by winning the one-mile titular race. Kramer's riding was about as clever a display of cycling as was ever seen in Newark.

Kramer's victory was as much due to his clever headwork as to his speedy limbs. He did not wait until the final heat to show his class, but started out in the very first one. In the final he had Lawson, Clark and Krebs to contend with. On the back stretch Kramer was third, but he gradually worked his way by Lawson and Clark, winning out. After these two victories came the final championship race of the season, which Kramer won easily.

(To be continued.)

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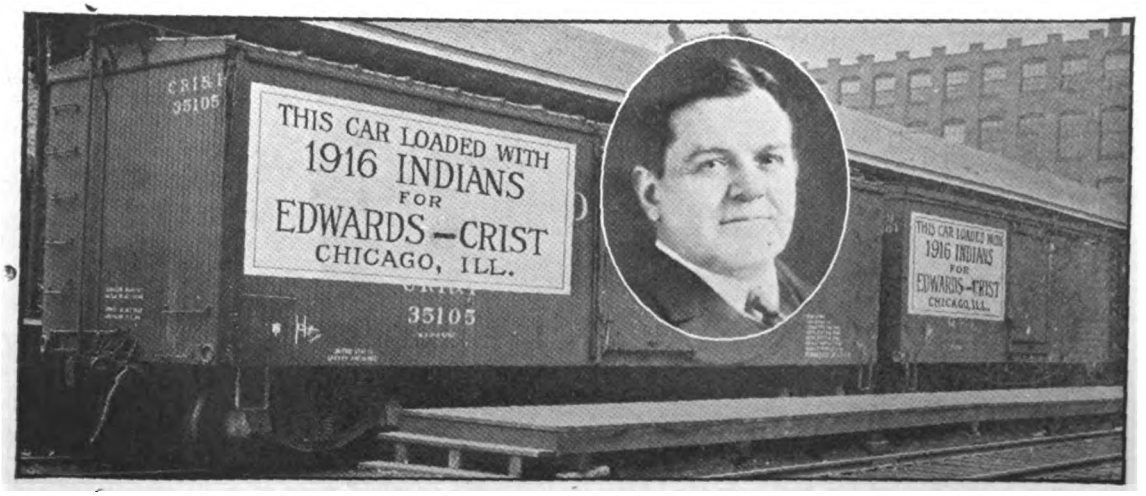
IS THE MOTORCYCLE BUSINESS GOOD? COUNT THE INDIAN CARLOADS!

HOW the Indians are going out! The whole country wants them—and wants them quickly! What's more they-'re getting them.

(Continued on next page)



esse Edwards, President, Edwards-Crist Mfg. Co.—2 Carloads

Mention MOTOR CYCLE ILLUSTRATED—It helps you, the advertiser and us.

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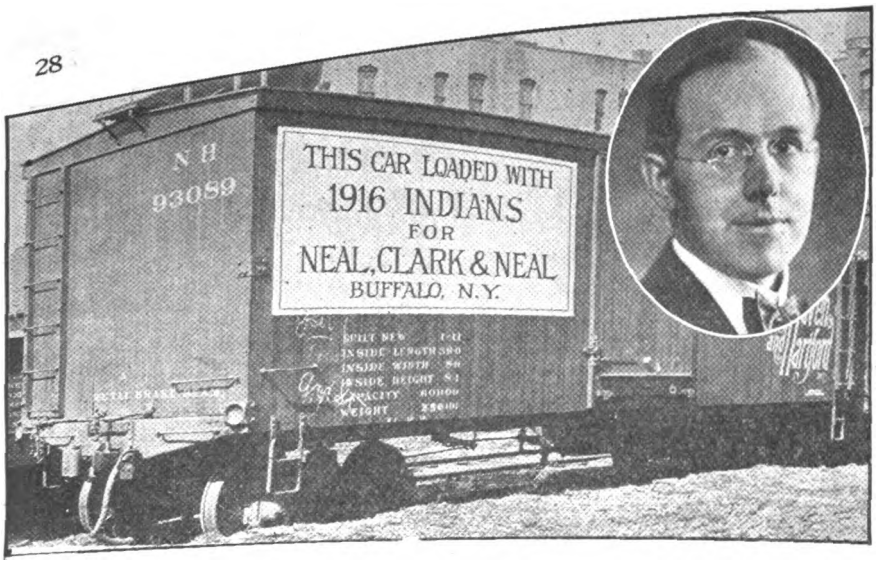

O. L. Neal, President, Neal, Clark & Neal Co.—1 Carload

M. Brotherson, Manager, Hafer Auto Co.—1 Carload

A. Freed, President, Pacific Motor Supply Co.—2 Carloads

During the past week thirteen full carloads of 1916 Indian machines went out to eleven different points. This in addition to hundreds of different shipments in lesser quantities during the same period.

San Francisco had *two* carloads.

Chicago had *two* carloads.

All other points had one carload each.

In the case of New Brunswick, N. J., and Joplin, Mo., these shipments of Indians were the *first carloads of motor-*

(Continued on next page)

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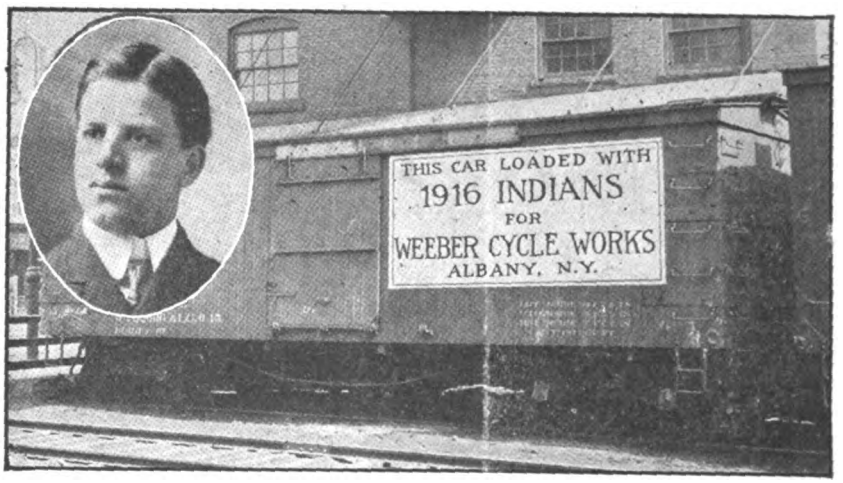
cycles that had ever gone into these two cities. This shows how the motorcycle is taking hold in the moderate sized cities and of the good selling opportunities that exist in such communities.

It is, furthermore, now a certainty that from now on until the end of the season Indian carload shipments will continue all over the United States with the same frequency that characterized the week past.

They're buying motorcycles—they're buying Indians—the 1916 banner year for the industry is on!

(*Continued on next page*)

Geo. S. Maslen—1 Carload



E. O. Weeber—1 Carload

H. Clark Saunders, Proprietor, Saunders' Garage—1 Carload

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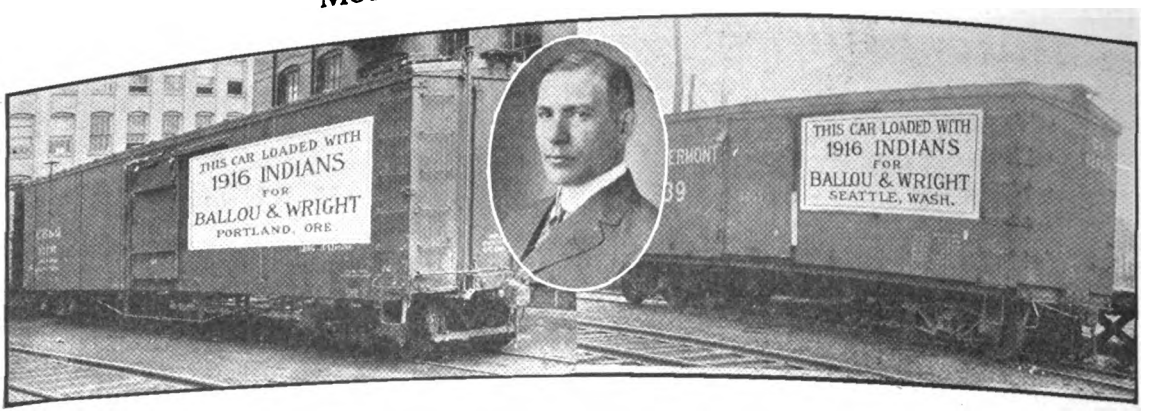
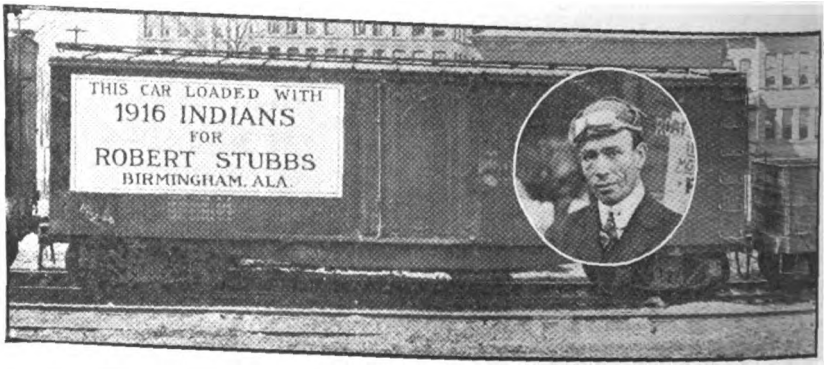
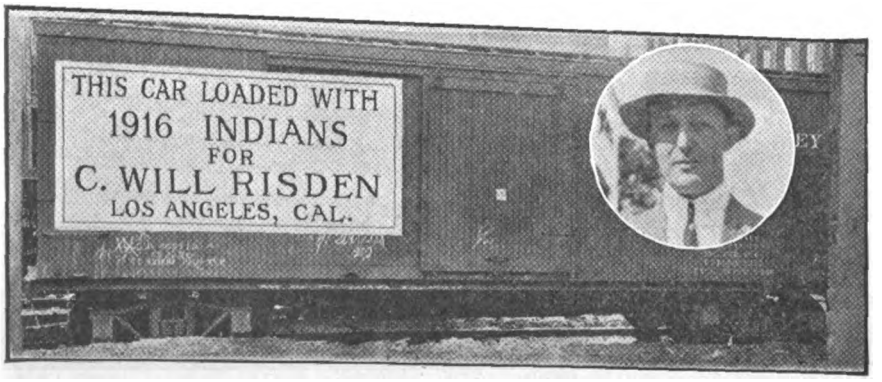


C. F. Wright, of Ballou & Wright—2 Carloads

FINE WEATHER, PROSPERITY, ADEQUATE SHIPMENTS—TIE UP GOOD MERCHANDISING TO THESE NOW AND YOU HAVE THE MEANS TO MAKE 1916 A MEMORABLE YEAR IN MOTORCYCLE SELLING.

Robert Stubbs —1 Carload





C. Will Risden —1 Carload

HENDEE MANUFACTURING COMPANY

Largest Motorcycle Manufacturers in the World

SPRINGFIELD, MASS.

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With the Manufacturers

NATIONAL COIL BUSY ON LARGE ORDERS

Makers of Midget Magneto Adding New Machinery to Meet Big Demand—Employees Given Increase in Wages

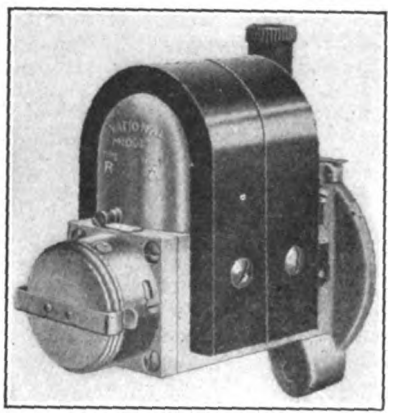
LANSING, Mich.—The National Coil Company, maker of the Type R National high-tension magneto, is very busy these days on the production of this and other types of ignition apparatus for all kinds of motor vehicles. Contracts aggregating a large number of machines and necessitating an increase in facilities to meet the demand are now being filled and new machinery is being installed as fast as it can be secured. The working force has been increased to correspond.

Work on magnetos requires the employment of only the most skilled mechanics, and such only are on the firm's books. The shops of the firm are modern in every particular. Every convenience has been provided for the employees, and the policy of the company is such that the interests of the men are always taken into consideration.

The production of the Midget or Type R magneto is confined to the National Coil shops, under the supervision of C. E. Pearson, the electrical engineer and general manager.

A voluntary wage increase has been recently given the men, in addition to the prospects for steady work, and has stimulated an interest that insures an increased production. The company started in Lansing some fifteen years ago. There are now 150 men on the payroll.

The Type R or Midget magneto was designed to meet the demand for an efficient lightweight magneto. It tips the beam at 3 pounds 10 ounces. It is the smallest electrically efficient high-tension magneto on the market and is eminently adaptable to ignition on small, high-speed motors, such as are fitted to motor wheels, lightweight motorcycles and motor attachments for bicycles. It has a fast and accurate interrupter and specially wound armature. The frame is cast of aluminum in one piece, the pole pieces being assembled into the frame. End housings assist in making this magneto waterproof, dustproof and oilproof without the aid of gaskets. The magnets are of high-grade imported magnet steel, made to the firm's own specifications.



Midget Type R Magneto

O-U-LITE DIMMER FITS ANY HEADLIGHT

IN order to supply the demand for an efficient and substantial dimming device which will comply with the various motor vehicle laws, the O-U-LITE Company, of Racine, Wis., has brought out a dimmer which can be attached to any lamp used on motorcycles. This device, known as the O-U-LITE dimmer, enables the rider to change his illumination from that of a regular glare to a soft, mellow and effective road guide by a simple movement of the hand. It is as effective in fog as in clear weather. It meets the strictest of ordinances in all parts of the country.

The O-U-LITE dimmer never leaves the rider in the dark, as it eliminates the strong beam of light only. Its use allows the rider to distinguish objects at a distance of more than 150 feet ahead, while an object is noticed at 300 to 400 feet ahead. One of these dimmers can be put on in from two to three hours' time and will in no way interfere with the wiring of an electric lamp or the feed of acetylene in a gas lamp. The dimmer will last the life of the lamp. The prices are: $1.25 for gas lamps and $2 for electric lamps. When ordering dimmers for gas lamps, the diameter of the reflector should be stated. The dimmers for electric lights will fit any standard electric bulb.

DEARDORFF IN NEW YORK

ERIE, Pa.—C. W. Deardorff, who has been traveling in the interest of the Continental Rubber Works, of this city, has been transferred to the New York brnach for service under B. W. Snowman, Eastern manager.

TIRE PLANT FOR NIAGARA FALLS

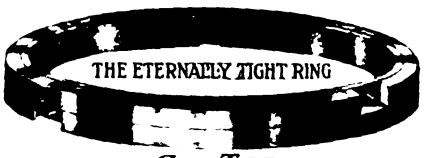
NIAGARA FALLS, Ont.—The Perfection Tire and Motor Co. of Fort Madison, Ia., and Wabash, Ind., are contemplating the erection of a $300,000 plant in this city where they will manufacture automobile and bicycle tires.

STA-TITE RING PREVENTS LEAKS PAST PISTON

GAS-TIGHTNESS, both when the cylinder is new and after it is worn, is attained in the Sta-Tite piston ring, by means of a three-unit construction consisting of a bull-ring and two outer rings. This ring, which is produced by the Piston Ring Company, of Muskegon, Mich., has been used to good effect on motors for automobile, motorboat and industrial service, and in all cases has proven its reliability in preventing leakage of the explosive charge toward the crankcase, or of oil toward the combustion chamber. It can be had in any size suitable for motorcycle cylinders.

The ring with its three units is so designed as to prevent the slots in each ring or unit coming into line. The bull-ring is made the proper width to fit the ring groove in the piston. On two points on its outside surface are pegs which give the positions of the outer rings. The latter are each made one-half the width of the bull-ring and of the proper diameter to fit closely over it. In putting on a Sta-Tite ring, after the bull-ring is placed in the groove, one outer ring is slipped over it and the opening in this ring is made to correspond with the peg on the bull-ring. The other outer ring is then put in place in the same way and its opening adjusted to the other peg. Thus the slots of the three rings can never come into line and permit leakage.

Each ring in the Sta-Tite construction is individually cast from a special formula of tough gray iron. Each process in its making is conducted by experts in such work. A number of the machines used in the manufacture have been specially made for this purpose. Each ring is submitted to a final inspection before being permitted to leave the plant.



In addition to the Sta-Tite rings, the firm also manufactures "Quality" snap rings. These are constructed with the same care as the Sta-Tites and are widely used where snap rings are found more desirable.

SPLITDORF IN OAKLAND

OAKLAND, Cal.—The Splitdorf Electrical Company, of Newark, N. J., has opened a branch and service station at 3040 Broadway, this city. The station has been opened in order to give better care to the rapidly-increasing Splitdorf trade in this section of the country.

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Our Canadian Letter

RETURNED SOLDIERS ENTERING CYCLE TRADE

Disabled Canadian Warriors Take Agencies and Travelers' Positions—Dealers Have Openings for Shopmen From the Army

TORONTO, Ont.—Another interesting phase of the European war, from the Canadian standpoint, has developed in the return of disabled soldiers to civil employments. A fairly large number of crippled warriors have returned to Canada since last November, but only now are they being discharged from military service. Many of the discharged fighters are avoiding the vocations which would necessitate their confinement indoors because they have become accustomed to a life in the open. In line with this idea is the desire of some to make use of the bicycle or motorcycle for business and pleasure.

One day recently a veteran of the present war, Sergeant Armitage, of Lindsay, Ontario, who left Canada with the first overseas contingent in October, 1914, paid a visit to Toronto for the purpose of investigating several business propositions. He had become a dispatch rider at the front and suffered the loss of a leg in an important battle last spring. Among other things he essayed to negotiate a motorcycle once more and found that he could handle one quite easily, especially a lightweight, in spite of his crippled condition. He therefore decided to sign up with Percy A. McBride for an agency of the Miami Power Bicycle for his home town and vicinity. He intends to ride and sell the lightweight throughout his territory and has already made a start in his civil business.

Preparing for Outdoor Job

Private Gardner, of Port Credit, Ontario, another returned soldier who is still confined in the military convalescent hospital, Toronto, has a similar plan in mind and has already purchased an Excelsior bicycle to use to help him to regain his strength. He, also, is preparing to secure an open-air job. Other similar bicycle and motorcycle sales are in the making in Toronto.

Local dealers are quite enthusiastic concerning the prospects in this direction—mainly because it will partly offset the certain loss of trade caused through the departure of many young men from the country for the fighting arena of the war. They figure that the returning soldiers will become good prospects and that sales of motorcycles or bicycles to war veterans will assume a fairly large proportion. A start in this direction has already been made, as is seen in the transactions reported above.

Want Mechanics and Shop Men

Local motorcycle distributors are also looking to the returning men for assistance in another way. A great many motorcycle mechanics and repairers have gone to war and repair shop employees are much in demand. Machinists and others returning from the front will find little difficulty in securing places with any of the Toronto motorcycle tradesmen. Walter Andrews, the Harley-Davidson distributor, has, for instance, lost three or four mechanics since the start of the war through their enlistment, while the repair shop staff of Percy A. McBride has been short-handed for a long time.

While experienced repairers have been scarce in Toronto, the Canadian officials at the international border have prevented the entry of machinists from the United States, it is declared.

LONDON CLUB COMMENCES 1916 SEASON WELL

LONDON, Ontario.—The officers of the London Motorcycle Club, the oldest existing motorcycle organization in Canada, for 1916 are as follows: president, L. Gatecliff; vice-president, Walter England; secretary-treasurer, W. C. Keen. The prize of a motorcycle casing to the member who secured the greatest number of new members during the past year was won by W. C. Keen, who was secretary-treasurer during 1915. He brought in twenty-five new members. T. J. Maher's $5 prize for the lady attending the most runs during the season was won by Mrs. H. Lewis.

The membership fee for 1916 will be $3 for city members, and $2 for those riders living beyond a five-mile radius of London. Ten motorcyclists of Strathroy, Ontario, have joined the London club instead of maintaining a club of their own.

Several prominent members of the club have just gone overseas with Canadian war units. These are W. G. Tite, a former officer of the club, and Bert Johnson, both of whom have joined the Mechanical Transport Division of the Royal Army Service Corps, and Jack Middleton who has enlisted with the Divisional Cyclist Corps.

The London Club recently held a successful smoker and euchre party for which President Gatecliff and E. M. Bissett were responsible.

YOUTHFUL TRACK STAR WILL BE A DISPATCH RIDER

TORONTO, Ont.—Harry MacKay, the youthful track star and son of G. L. MacKay, chairman of the C. W. A. Racing Board, has enlisted as a dispatch rider for overseas service with the Canadian army.

There is now no more than a handful of experienced track riders left in Toronto, practically all having joined the colors. A great opportunity is now presenting itself for newcomers in the bike game. With the demolishment of the local board track and the closing of the Scarboro Beach athletic field, however, there is hardly a track in Toronto where cycle events can be staged.

PRIZES AWARDED FOR NEAT WINDOW DISPLAYS

HAMILTON, Ont.—To create friendly rivalry between the local bicycle dealers for "Buy-a-Bike Week," which started March 27, the Hamilton Bicycle and Motorcycle Dealers' Association hung up six prizes for the best dressed windows and the most orderly stores on the first day of the sales demonstration. Fifteen, or practically every local dealer, took part in the contests and the awards were made as follows:

Dressed windows—1, Longfield Bros., 473 King street E., 90 points; 2, Webb & Underhill, 17 John street N., 85 points; 3, G. W. Tyner, 598 Barton street E., 75 points.

Neat stores—1, Dixon Company, 156 King street E., 90 points; 2, Harris & Funger, York street, 80 points; 3, G. W. Tyner, 598 Barton street E., 75 points.

SPECIAL CYCLE EVENTS TO TRAIN SOLDIER RIDERS

OTTAWA, Ont.—According to arrangements made by the military authorities for the training of soldiers during the coming Summer, it is proposed to hold military bicycle races at various times and places, as well as other sporting events. The officers of the Canadian Wheelmen's Association will co-operate with the military officers in the holding of the wheel contests, which will probably include cross-country and obstacle races, as well as road and track sprints.

MANITOBA VEHICLE ACT IS CONSERVATIVE

WINNIPEG, Man.—Amendments to the Manitoba Vehicle Act, just passed, provide for a very sane schedule of speed limits and also take away from municipalities, towns and villages the power to impose a tax of any kind on either motorcycle or riders other than that imposed by the act itself. The speed limits are as follows: Fifteen miles per hour in any city, town, or village; twenty miles per hour in the vicinity of Winnipeg, while in the open country the sky is the limit, no restriction being placed on speed.

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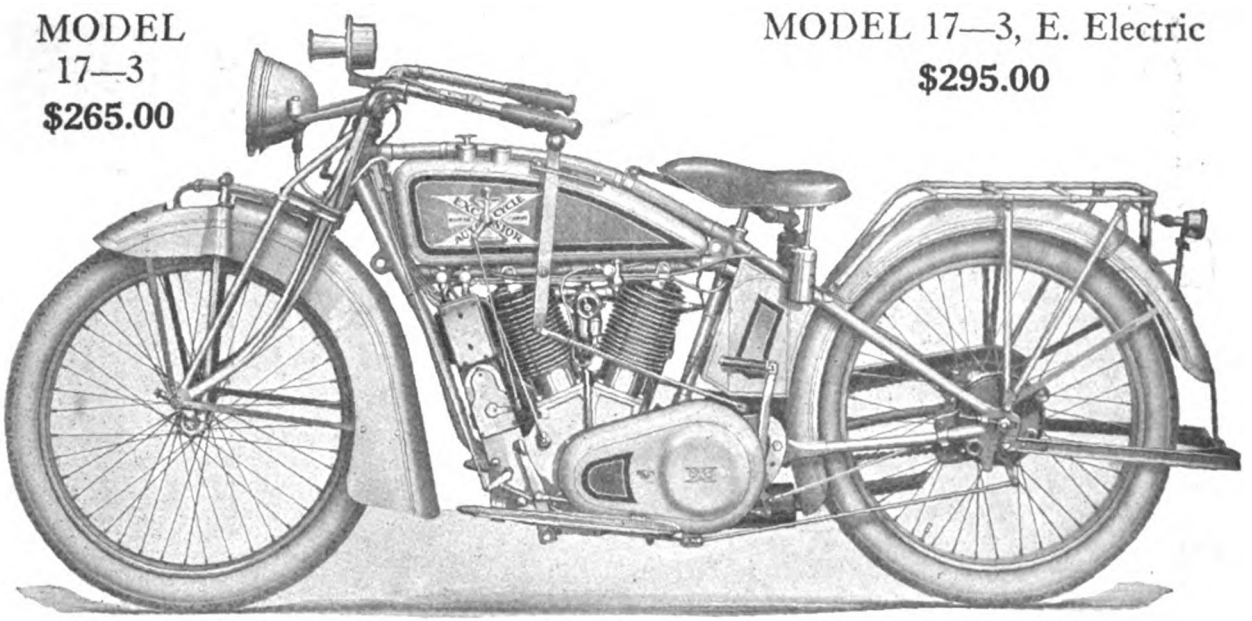
EXCELSIOR AUTO-CYCLES

SERIES 17

A FULL YEAR IN THE LEAD

MODEL 17—3
$265.00

MODEL 17—3, E. Electric
$295.00



Some Details of Excelsior Quality

ULTRA POWER MOTOR WITH OVERSIZE VALVES, ENTIRELY ENCLOSED;
FOOT OPERATED STARTER WITH AUTOMATIC COMPRESSION CONTROL;
POSITIVE, GEAR DRIVEN MECHANICAL OIL PUMP;
HEAVILY CONSTRUCTED SILENT MUFFLER;
LARGE, POWERFUL, DRY PLATE CLUTCH; EXTRA HEAVY ROLLER CHAINS;
MOTOR DRIVE CHAIN AND CLUTCH MECHANISM ENTIRELY ENCLOSED;
THREE SPEED, NICKEL STEEL TRANSMISSION;
POSITIVE AUTOMATIC GEAR LOCK;
AUTOMOBILE TYPE ANNULAR BALL BEARINGS; NON-GRAN BRONZE BUSHINGS;
POWERFUL, DOUBLE BRAKES; OVERSIZE, KNOCK OUT AXLE, HUBS;
EXTRA HEAVY BALL BEARINGS WITH TOOL STEEL CUPS AND CONES;
EXTRA STRONG, OUTSIDE JOINT, LOW SADDLE POSITION, FRAME;
12 GAUGE SEAMLESS STEEL TUBING;
NICKEL STEEL DROP FORGINGS THROUGHOUT;
PERMANENT SIDE CAR LUGS; EXTRA WIDE NON-SPLASH FENDERS;
CRADLE SPRING FORK WITH FIVE LEAF NICKEL STEEL SPRINGS;
BEAUTIFUL ROUND CORNERED TANK WITH ANTI-LEAK NEEDLE VALVE FITTINGS
LONG, DOUBLE HINGED FOOT-BOARDS; HEAVY UNBREAKABLE, ARMLESS STAND.

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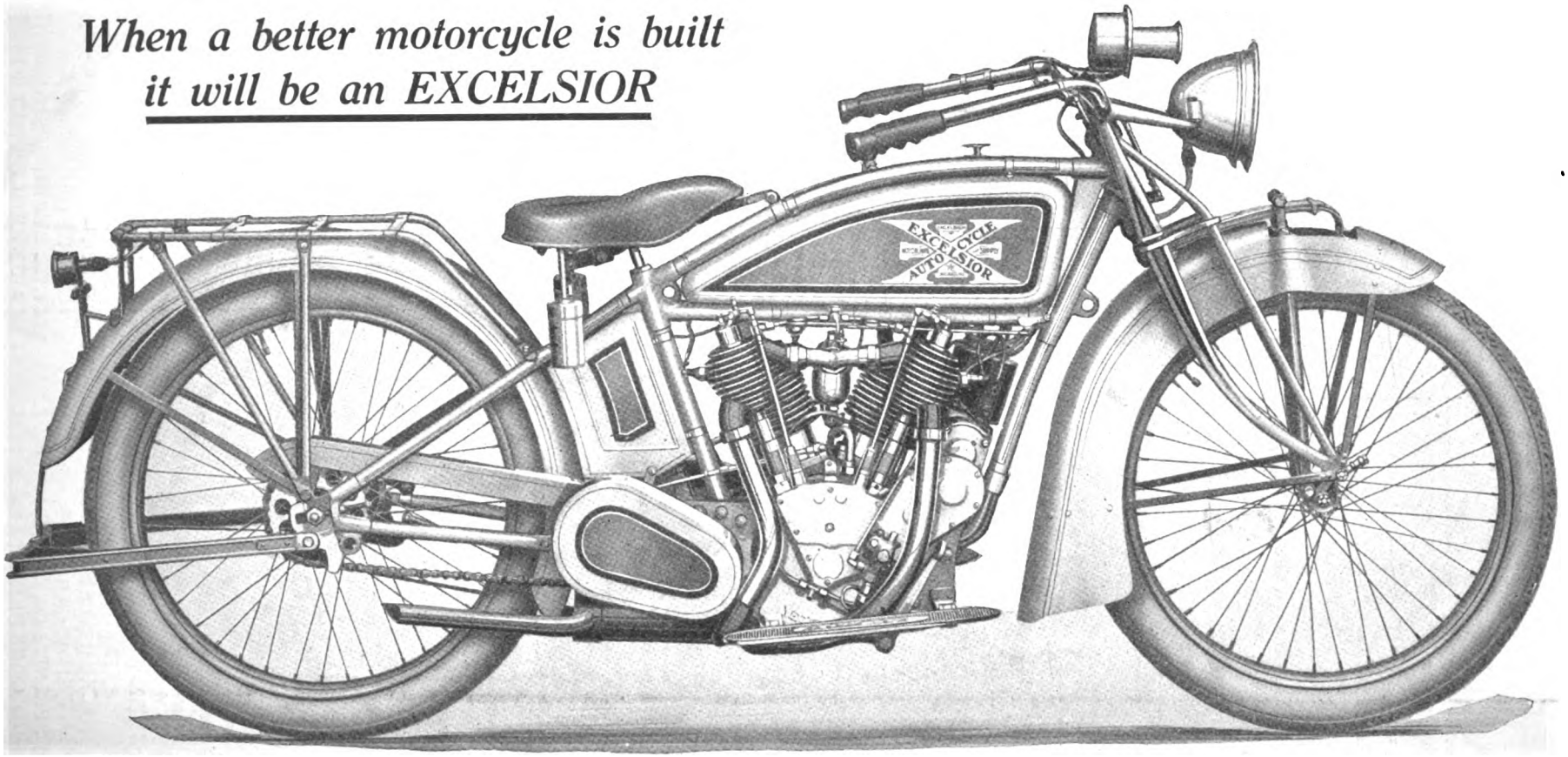
Model 17-3. Ultra Power, Three Speed

When a better motorcycle is built it will be an EXCELSIOR



SPECIFICATIONS

MOTOR—Twin cylinder; bore, 3 21/64 inches; stroke, 3½ inches. While these motors are within the 61-cubic inches displacement, they develop from 15 to 20 horse power by dynamometer test and as proven by our world's record: a mile in 36 seconds, the first and only motor to make 100 miles per hour.

LUBRICATION—Double force system; mechanically-operated, gear-driven, positive plunger pump, which insures perfect lubrication in direct proportion to speed of motor; oil leads to front cylinder and right main bearing; independent hand pump for emergency purposes.

IGNITION—High-tension magneto; armored type; gear driven. Model 17-3 E, Midco combination lighting and ignition system.

MOTOR STARTER—Foot type segment and pinion gear on countershaft; folding foot lever; starts with rear wheel on the ground, with automatic compression control.

CARBURETOR—Improved EXCELSIOR Schebler Model "H," with auxiliary air valve and choking device for easy starting.

[illegible] silent and efficient; pressed steel construction; direct [illegible]

[illegible] an integral part of the frame head, seat post cluster and rear fork end forgings. Height, saddle to ground, 27 inches; saddle to foot-board, 27 inches.

FRONT FORKS—Cradle type, with 5-leaf nickel steel spring; extra heavy nickel steel drop-forged fork ends; quick detachable rubber bumpers; improved style rocker arms.

TANK—Extra heavy gauge leaded drawn steel, will not rust or corrode; capacity, 2¼ gallons gas; 1 gallon oil; solid brass anti-leak needle valve fittings.

TOOL BOX—Dust and waterproof; convenient and strong; ample space for tools and an extra tube; each machine equipped with tools and special wrenches required for ordinary road repairs and a book of instructions.

TRANSMISSION—Automatic type three speed, in aluminum housing at the rear of crank case; nickel steel gears, 9 pitch, ⅝-inch wide; main shaft on large annular ball bearings; secondary shaft on Non-Grun bronze bushing. Gears automatically locked when clutch is engaged; shifted by hand lever at left side of tank.

CLUTCH—Extra large sized ball bearing dry plate type, located [illegible] main gear shaft. Double control by either left foot pedal [illegible]

HANDLEBARS—Original double braced, with three-point nickel steel drop-forged socket attachment; fitted with long cushion rubber grips.

SEAT POST—Kumfort Kushion spring; full shock absorbing.

FRONT HUB—Extra heavy, knockout axle type, with 2½-inch flanges, ⅝-inch balls, ⅝-inch axle.

REAR HUB—Extra wide between flanges; 7/16-inch incaged ball bearings; 9/16-inch knockout axle.

BRAKES—Two, independently operated, one internal expanding within steel brake drum, operated by the left foot pedal; the other a contracting band brake on the outer circumference of same drum, operated by foot pedal at right side.

WHEELS—28-inch, with extra heavy "C C" 4-series punched rims, best quality spokes; 40 front and rear.

TIRES—3-inch Firestone, Fisk, Goodyear, United States or Goodrich non-skid.

STAND—Extra heavy armless folding type; locks to rear guard when not in use.

SADDLE—Mesinger "Air Cushion."

FOLDING FOOT RESTS [illegible]

[illegible] opment made them advisable.

[illegible] tion comprising a simple [illegible]

A good deed often means a good deal—Please mention MOTOR CYCLE ILLUSTRATED.

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...ways been our policy to put out new models, not in accordance with the calendar but as evolution and development made them advisable.

We are therefore offering Series 17 far in advance of what will be generally termed 1917 models.

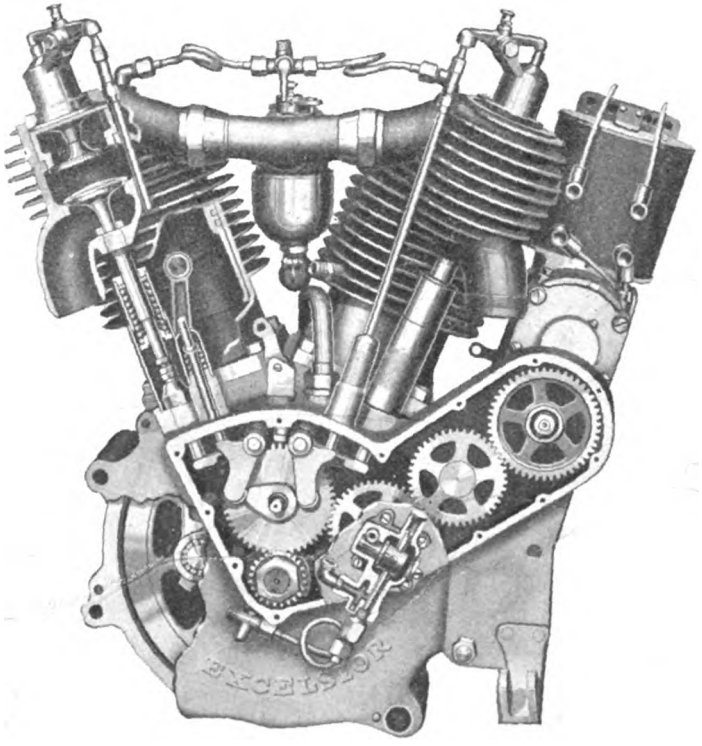
The machines that make up this series are not entirely new and untried designs but are simply the result of careful scientific development of the 1916 machines. In fact we could have offered these machines at the time the 16's were presented but withheld them from the market until the new devices had all been thoroughly tried and developed to the utmost degree of perfection.

The constantly increasing use of sidecars, trailers and other auxiliary equipment for both pleasure and commercial uses, has caused a corresponding demand for constantly increasing power and Model 17-3 has been perfected primarily to meet this requirement.

To insure this great power, we have perfected the EXCELSIOR Ultra Power motor, the most powerful motorcycle engine ever built.

In this, as throughout the machine, there is no deviation from established principles or design, the developments being in the way of increased valve dimensions, and a general enlargement of parts subjected to the greatest strains. The keynote of design is simplicity, with a corresponding freedom from loss of efficiency through excessive wear or complication of small parts.

The design is generally that of previous models of the Big X twin, which has been proven so unquestionably correct that we have never been called upon to utterly abandon the work of previous years and bring out a distinctly different type of motor.



The valve mechanism is the simplest possible construction comprising a single cam gear with intake exhaust valve cams on opposite sides of the gear. Movement is transmitted to the valve tappets through single drop forged rocker arms thus reducing to the minimum all chances for lost motion or back lash through wearing of the various parts.

LUBRICATION is by direct acting gear driven oil pump with an auxiliary hand pump for emergencies.

IGNITION is by high tension magneto, armored type, gear driven.

CARBURETOR. Excelsior Schebler, a carburetor that has been developed for and in connection with EXCELSIOR AUTOCYCLES, and is now unquestionably the best motorcycle carburetor in the world.

MUFFLER is a new pattern with extra heavy steel shell, drawn steel ends, long tail pipe and direct cutout.

MOTOR STARTER. The foot operated motor starter is practically the same as on the 15 and 16 models but with the very important addition of an Automatic Compression control that relieves the rider of all attention to the matter of compression control in starting, and insures the automatic and perfectly correct timing of this important function. There is no juggling of a valve lift, simply press down the starter lever and the exhaust valves are opened and allowed to close at the mechanically correct instant, thus removing 90% of the troubles found in other starters.

Power transmission is through the EXCELSIOR Automobile Type Three Speed Gear in which every working part is either a nickel steep drop forging or turned from

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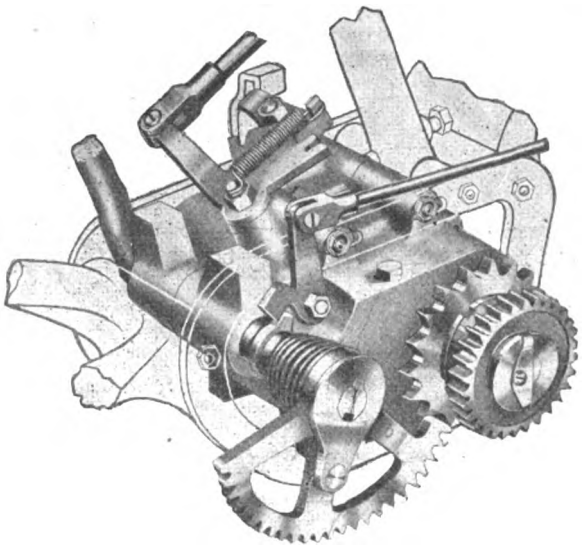
EXCELSIOR SERIES 17

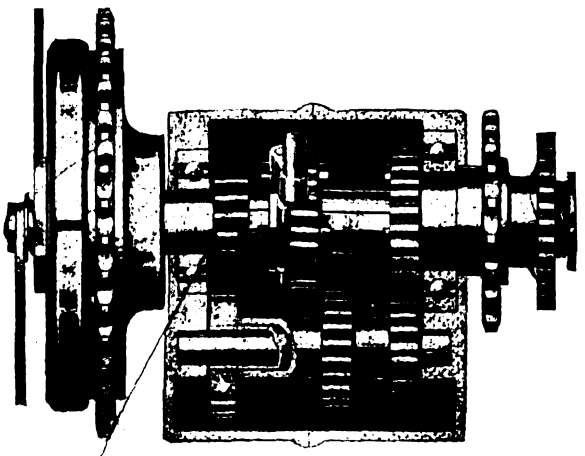


FOOT STARTER AND GEAR LOCK

solid tool steel then oil tempered and ground to perfect accuracy.

GEAR SHIFT CONTROL is by means of a lever on the left side of the frame and acting directly on the shifting mechanism of the gear through a single connecting rod which insures positive and accurate adjustment of the gears.

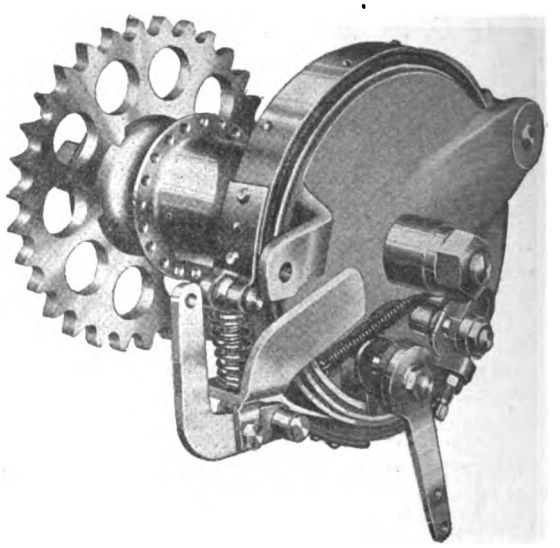
AUTOMATIC GEAR LOCK. The gear lock to prevent the shifting or engagement of the gears while the motor clutch is engaged is a direct acting lock automatically operated by the clutch arm. Movement of this arm to release the clutch automatically releases the gear shift without the use of wires or any intervening complication.



TRANSMISSION GEAR

The model 17 brakes are the most powerful ever designed for motorcycle use.

The service brake is a centrally pivoted band brake of the automobile type operated by the left foot lever in connection with the clutch. The forward movement of this pedal releases the clutch then applies the brake, thus relieving the motor of all strains due to the sudden application of the brake.



NEW BRAKE SYSTEM

The emergency brake is an expanding ring brake operated by a foot lever at the right side of the machine. Both levers are conveniently located in connection with the foot boards and either brake is capable of instantly locking the wheel. Both are provided with external adjustments.

These are only a few of the big points of the new model 17-3.

Our new illustrated catalog gives full details of the entire Series 17 line. Get one from an EXCELSIOR dealer or write for it. A postal card with your address is sufficient.

Excelsior Motor Manufacturing & Supply Co.
3703 Cortland Street

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Along Technical Lines

BARGAIN VS. FIRST-CLASS SPARK PLUGS

Cheap Articles Are Generally Unsuitable for Motorcyclists' Use and Should Be Avoided—Good Plugs Are Numerous But Must Be Properly Fitted to Motor to Be Thoroughly Effective.

By COURIER

WITH the automobile show season still under way, the annual crop of "bargain" spark plugs is once more put on the market, and many motorcyclists will fall for the very low prices and the unqualified assurances of the salesmen that the cheap affairs are as good as anything that was ever constructed. The favorite "spiel" of these salesmen is that the plugs are made in such huge quantities that the figure of two-bits or something of that sort enables a first-class plug to be produced, etc. And the man who feels that he is getting a bargain seizes the bait—with speed. That's about the only kind of speed he ever will develop after starting to use these plugs.

It costs the plug makers—the real, first-class ones who advertise their goods and stand back of them—over 25 cents to turn a good plug out ready for the market. It costs the factory something to sell this same plug, which something includes advertising and salesmen's salaries, and when this is added on and special rates are quoted to jobbers and dealers, the original 25 cents has swelled considerably. It's more like 75 cents in lots of cases.

There are lots of first-class spark plugs on the market, so that it is not a case of long and arduous searching. The manufacturers have solved the plug problem for their motors to a high degree, and what they recommend can be used to advantage. However, the purchaser of a secondhand machine does not always get the original kind of plugs that the maker puts into the apertures, and if he wants the best performance he should select a make that fits properly, not only as regards its steadiness in the threads of the aperture, but also as to where the spark passes in the cylinder.

The Bargain Spark Plug

Most bargain plugs are made for automobile use, and particularly for those automobiles which are turned out buckwheat-cake fashion. Now these automobiles have motors with deep valve-caps or have their plugs in the cylinder head, which means that the points will sit almost into the center of the motorcycle cylinder or valve chamber. This position is bad dope for the plug, since the points will pretty soon burn off, leaving the owner stuck unless he has a spare one at hand. Incidentally, most purchasers of the cheap plug don't have an extra one along, and they have to limp to the nearest garage on one cylinder or push the mount by hand, depending on the number of cylinders. In this and in several other ways, the cheap plug spells trouble for the user with a capital T.

Getting a good plug boils down to this: The choice of any standard brand will be a guarantee of satisfaction if the plug fits the motor. This question of fit is the most important quality in a plug, outside of the electrodes, of course.

There are lots of first-class plugs on the market at present, but none of them are really cheap in the sense of low-priced. Now, in referring to low prices, I mean something less than 75 cents retail; for while the manufacturing cost of a good plug is very reasonable, it costs something to put it on the market, so keen is competition. The use of a cheap plug brings its own reward in the form of trouble with a capital T.

This is sort of a digression, I am afraid, but there are lots to say about the faithful little juice-shooter which rests snugly in its aperture in each cylinder and gives rise to the kick that does the rest of the business. The choice of any standard brand will be a guarantee of satisfaction if the plug fits the motor. This question of fit is the most important quality in a plug, outside of the electrodes, of course.

The length of the reach of the plug into the valve-chamber or combustion chamber is what counts. It spells the difference between good running and crawling along and also whether the plug needs cleaning often or not. The spark should occur with the points practically flush with the inside surface of the chamber, otherwise the reach is incorrect. If the points go too far inside, they will get burnt off in due season, while if they don't go in far enough, the motor will skip an explosion every now and then.

WHEN TIRE TAPE COMES IN HANDY

Various Ways By Which This Article in the Motorcyclist's Kit Can Be Put to Use With Excellent Results.

By DUDLEY ESSEX

THERE are few things that a motorcyclist can carry in his kit which have more value in an emergency than a roll of black electrician's tape. This tape is probably better known as tire tape, but the name, electrician's tape, is the proper one. There are some tire tapes sold which are intended for bicycle work, but these prove rather poor for the motorcyclist's use; hence the distinction.

In fitting a lamp bracket or speedometer bracket, or in clamping a horn in place, there are often times when a few turns of tape will make a snug fit and will also keep the plating and enamel safe from disfiguring scratches. After a spill—and we all get them—when something has been broken, tape can be used to bind the damaged parts in place. It will serve to keep down the rattle as well when mudguard braces let go from crystallization. If the knuckles get skinned in trying to start a tight nut, tape will play the part of first aid if there is paper or cloth between the flesh and the tape, it having a tendency to draw.

By taping the springs on sidecars and the machine itself, endurance riders have found the danger of them breaking is considerably lessened, and in some cases completely done away with. If graphite is inserted between the leaves before the tape is wound onto the springs the action is easier and noiseless and when the job is shellaced there is little need of more attention the rest of the season.

In the summer time when the flowers are in bloom the sidecar passenger or the tandemette wants a bouquet to take home, then tape will come in handy to bind the bunch together. Sometimes in carrying bundles on the bars or carrier the string or straps break; then the trusty roll of tape comes in handy again.

Last year the writer was up against it when a sidecar shoe blew out at a vulcanized spot. It was far from any town, of course, and investigation showed a badly-shattered tube and a mass of mangled rubber and fabric for the best part of a foot on the shoe. This was the procedure that enabled the outfit to reach home, more than 30 miles away:

The old tube was removed and a piece of it cut and fitted over the new tube as a protection at the weak spot; it was next put in the shoe and the clincher caught on the rim. Over this, while deflated, a slit section of the damaged tube was taped, then another strip of rubber over that in the same manner. Air was then pumped in and the journey resumed. The job held for the rest of that week, when a new tire was put on. There was an object lesson of the value of tape in the tool-box.

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Newsy Tips for Exporters

HOLLAND REPRESENTATION

Frank W. Mahin, American Consul at Amsterdam, Holland, informs us that large dealers in his territory say that there is an excellent market for American motorcycles and that several makes are already in use and giving satisfactory service. He adds that most of the bicycles used in the Netherlands come from England, whose manufacturers have thus far controlled the market. He explains that "the chief difficulty in the way of American bicycles is the long distance from the United States. This makes freight rates higher than from England, and also makes it impossible to fill orders quickly. The latter difficulty can be obviated by keeping stocks on hand in Holland, but this involves an investment which no American manufacturer seems willing to make."

In connection with the above, it is interesting to note that a large number of our inquiries for American-made bicycles, parts and accessories are now coming from Holland, importers and others declaring that it is practically impossible to get deliveries from England under present conditions. There is, therefore, no better time than the present for American manufacturers to overcome the advantages which English motorcycle and bicycle makers have hitherto enjoyed in the Netherlands.

THE SITUATION IN SPAIN

"Practically the only condition," writes Mr. Paul H. Foster, American Consul at Jerez de la Frontera, Spain, "that affects unfavorably the sale of American-made bicycles and motorcycles in this district is the lack of direct representation of American manufacturers in the territory. The American machines have, such as have found their way to this district, attracted favorable and even enthusiastic attention, so any prejudice that may exist is in their favor. But no representative of an American manufacturer in this line has ever visited Jerez with the object of establishing an agency, nor, subsequently, made occasional visits to maintain the interest in the product. Until this is done the business of this field will remain where it is—in the hands of the foreign firms that do."

NORWEGIAN FIRM WANTS DATA

We are in receipt of a letter from Guttormsen & Co., importers and exporters, of Cristiania, Norway, P. O. Box 284.

This concern is desirous of securing representation for American-made cycles, parts and accessories, in the Scandinavian countries, Norway, Sweden and Denmark. They advise that they have traveling agents and are in a position to push the goods they handle. They desire to receive catalogs, lowest export prices and information as to commission that would be paid in the event of a representation being established.

OPPORTUNITY IN HONDURAS

E. M. Lawton, American Consul at Tegucigalpa, Honduras, advises this journal that "there is a steadily growing demand for bicycles, motorcycles and automobiles in this section. The purchasing power of the district is small, but sufficient to develop a small market in these lines. I am of the opinion that bicycles, more especially, might be made a permanent business if properly handled. At present there are comparatively few in use, possibly not more than six or eight."

DANISH DEMAND FOR CYCLES

We are informed by American Consul-General E. D. Winslow, at Copenhagen, Denmark, that the opportunities for the sale of American-made cycles, parts and accessories in Denmark are good and the conditions favorable. He informs us of his belief that there are more bicycles used in Denmark, in proportion to its population, than in any other country.

SWEDEN A PROMISING FIELD

"The use of motorcycles," writes the American Consul at Goteborg, Sweden, "is increasing and there is a good demand for American machines. It appears certain that when trade resumes its normal course, the importation of American machines will increase materially."

The import duty on finished bicycles into Sweden is $5.36 each and on motorcycles $16.08 each.

IN GUERILLA-RIDDEN MEXICO

American Consul Frederick Simpsich advises that there are no dealers in motorcycles or bicycles in the district of Nogales, State of Sonora, Mexico. This district embraces practically the northern half of the State of Sonora. There are no dealers in sporting goods to whom cycle catalogs could be sent to advantage. The roads in this vicinity are in no condition for travel by motorcycles. A few bicycles are used, but these are usually purchased from retailers in the American towns, such as Bisbee, Douglas, Tucson and Phoenix.

INQUIRY FOR AMERICAN BICYCLES

We have an inquiry from Dirk Van der Mark, Keizer Sgracht, 653, Amsterdam, Holland, for a list of the names and addresses of several American bicycle manufacturers. Mr. Van der Mark wishes to take up the agency for a high grade American bicycle, and American manufacturers who have no representation at Amsterdam, Holland, will do well to send him their catalogs and other information.

CUBAN BANKING IMPROVED

A noteworthy step in the development of Cuban banking facilities was the opening, a short time ago, of the West Indian branch of the National City Bank of New York in Havana, Cuba, with quarters in the old Bank of Havana. A feature of importance to American firms in the Latin-American export trade is the Commercial Agency Department in connection with the National City Bank. This will be in charge of Mr. Claude V. Allnutt.

WATCH THE FOREIGN POSTAGE

There is nothing that provokes the foreign business man so much as to receive letters and catalogs upon which he has to pay additional postage, particularly when the communication has not been invited. American consuls quote cases of foreign firms who have requested them not to send in their names in response to any inquiries for this very reason.

ANOTHER REPORT FROM MEXICO

Homer C. Coen, American Vice-Consul at Durango, Mexico, informs us that under existing conditions, on account of the revolution, he would not recommend any efforts to extend American trade in and about Durango, Mexico. He states, however, "that in normal times this is a very good field for American-made cycles, parts and accessories, and practically all that are used are bought in the United States."

DUTCH EAST INDIES RUBBER

Detailed reports published in Amsterdam showing the production of several Dutch Rubber Companies for the past three years, discloses the fact that, due to changed conditions since the war, there has been a big rubber boom in the Dutch East Indies, the amount of business done having practically doubled in 1915 as compared with 1914. It is predicted by an expert in rubber affairs that in a few years the Dutch Indies will provide a third of the world's supply of plantation rubber.

PATERSON TEAM WINS AGAIN

PATERSON, N. J.—The basketball team of the Paterson M. C. (lately the Haledon M. C.) has added another victory to its record. The team went to Pearl River, N. Y., and played the team of the Unique Club, winning with a score of 16 to 14. Both halves were hotly contested.

This winning was the rubber of the series, both teams having won a game each previously. Manager Thomas Scott, of the Paterson team, is now going to take charge of the club's baseball nine, and would like to hear from some of the New Jersey motorcycle clubs who are ready to play baseball this season.

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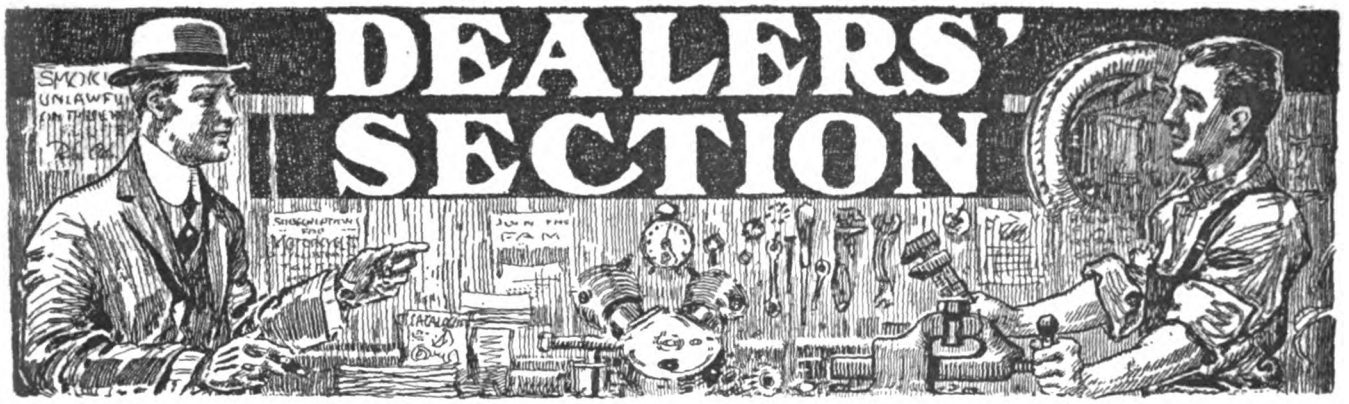


STEELE'S CONFIDENCE BROUGHT RETURNS

Although Handicapped by Lack of Funds, John Steele, of Paterson, N. J., Kept Right at It and Now Intends to Grow Even Bigger Than Ever—His Early Career a Difficult One

By DUDLEY ESSEX

FOURTH IN A SERIES OF SUCCESS STORIES ABOUT DEALERS

FOR a wideawake man, the business of selling motorcycles holds forth just as many opportunities and rewards as any other line of merchandising, and no better example of this is needed than a sketch of the career of John Steele, who sells the Indian in Paterson, N. J. Steele opened his Paterson store in 1911 with a stock valued at $700 and a borrowed capital of $750, and today, less than five years later, can show an inventory of $11,500, all his own and clear.

Naturally, with his modest capital, John Steele opened on a small side-street in 1911. He paid $22.50 a month rental. Today he is paying three times that amount with the idea of moving into larger quarters to handle his increasing business. These quarters will be at one of the main street corners of Paterson, and the rent will be double that paid at present. That means prosperity with a big P.

Started in 1903

Steele started in with the Indian in 1903, being the agent at Midland Park, a small town about five miles from Paterson. He purchased his first machine and took the agency simultaneously, as was the custom in the pioneer days of the motorcycle in this country. It has been a matter of pride with Steele that he chose the Indian instead of the Mitchell and Holley motorcycles, for he surely picked a live one; the other two have vanished years ago from the market.

For the next five years Steele rode his Indian when he could, hair-cutting and shaving furnishing the main means of support for the Steele family in the meantime, for the motorcycle was new. Although lots of people asked questions, no one bought machines, and it was not until 1907 that Steele justified his title of agent, by selling eight of the pinion-drive Indian singles, which led the line at that date.

The sale of these eight seemed to break the ice, according to Steele, for from that time on his sales increased yearly. In 1908 he put out 12, and in the season following disposed of 25. His score for the 1909 season was 28 Indians.

Hampered by lack of capital but confident that the day of the motorcycle was dawning, Steele moved to Paterson in 1911. To his bitter disappointment, the Indian territory was not given him, it being included in with the Newark agent's. Consequently, he took on the Excelsior and sold 18 of that make in the Silk City and the same number of Indians from his store in Midland Park.

Bigger Indian Territory

This had its effect, and in 1912 he got the Indian representation for Bergen and Passaic Counties and moved to 91 Broadway, his present quarters. He gave up barbering and devoted his time to motorcycles exclusively. As a result, he sold 65 Indians and three Excelsiors that season.

In 1913, Orrin, his eldest son, found that Latin and botany were not to his liking and after a three months' course in the Indian factory learning motorcycle mechanics, he joined his father in the sale of motorcycles. That year the sales bounded up to 87 machines, and in 1914 the century mark was passed. The Steeles have never gone below that mark since.

John Steele

John Steele attributes his success to his mingling with his riders on every possible occasion, to his giving service and to the fact that he stands back of every guarantee which he makes, be it for new or second-hand motorcycle, part or accessory. He uses a system of deferred payments that he feels confident is the best way of selling on the credit plan, and the fact that the method resulted in the return of but two machines, without loss, last season, convinces him that he is correct in his faith.

All sales must have one-half of the total amount involved paid on delivery of the motorcycle, and the balance, plus five per cent. of the whole sum must be paid in eight monthly installments in the form of notes. Steele holds a binding lease on every machine until it is paid for, but allows part of the five per cent. if the transaction is completed in less time. He investigates every prospect's earning capacity, and if the weekly wage is below $15 discourages the man from buying a machine. He knows that the drain on his resources will soon make the rider feel that the motorcycle is an expensive luxury and cause him to sell out.

Indians Only in Trade

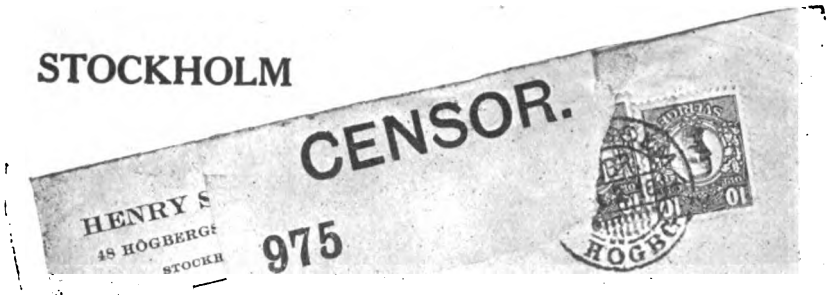
In the matter of trade-ins, Steele is very conservative. He allows just what the motorcycle is worth; then, adding the cost of material and labor to bring the machine up to marketable condition, he sells it with a three-months' guarantee, the same as the new Indian. He will only take Indians in trade, as he feels that these make the best second-hand propositions; that his men understand the Indian the best for tuning-up, and that the buyer of a used machine is a future prospect for a new model.

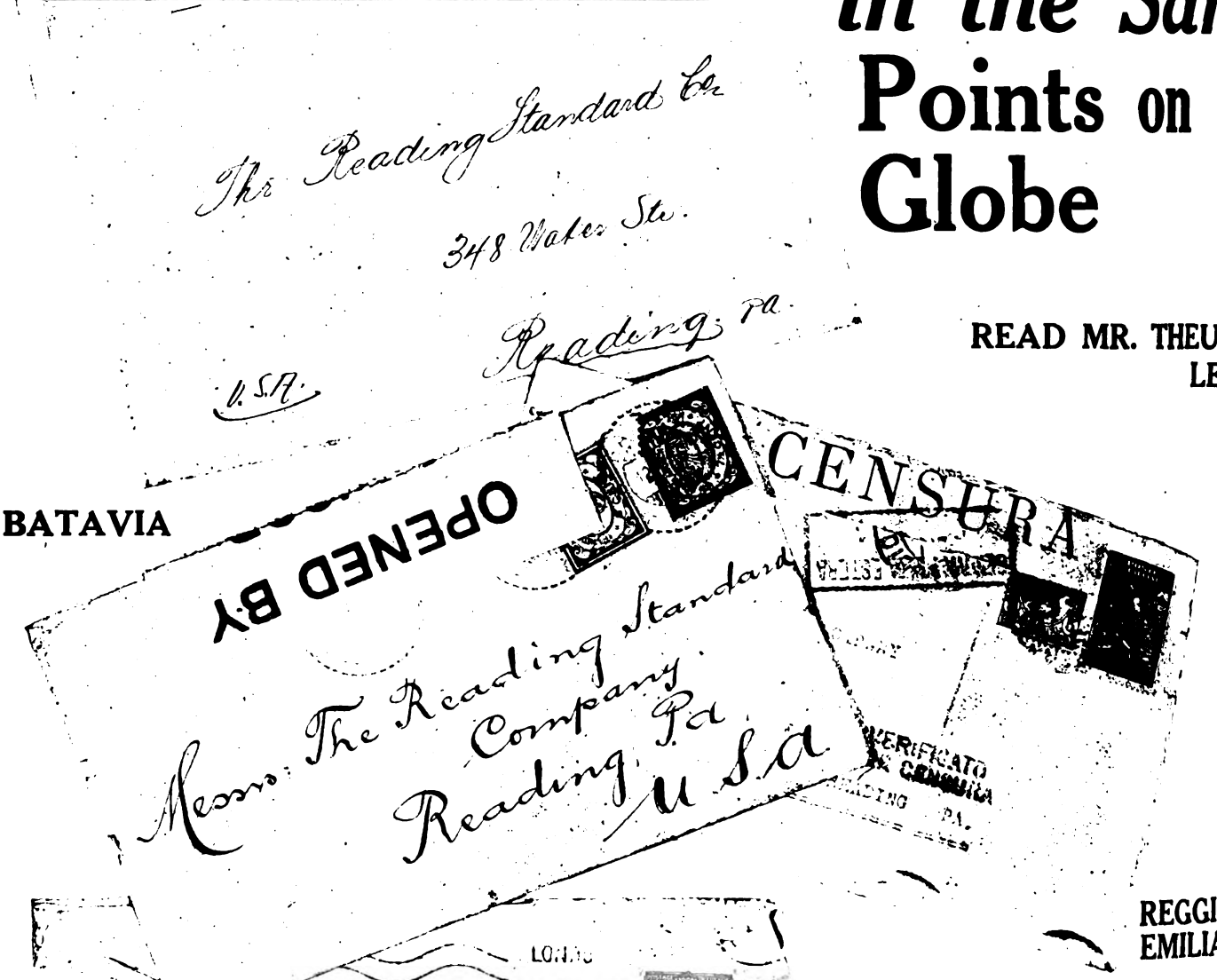
John Steele is a firm believer in the club spirit. He was one of the organizers of the North Jersey M. C. and its successor, the Haledon M. C. He also believes in endurance contests as a means of proving the reliability of the motorcycle he sells, and as a result the team of Steele and Son took home cups from the Invincible, New Jersey M. C., Yonkers and Hackensack M. C. runs during 1915.

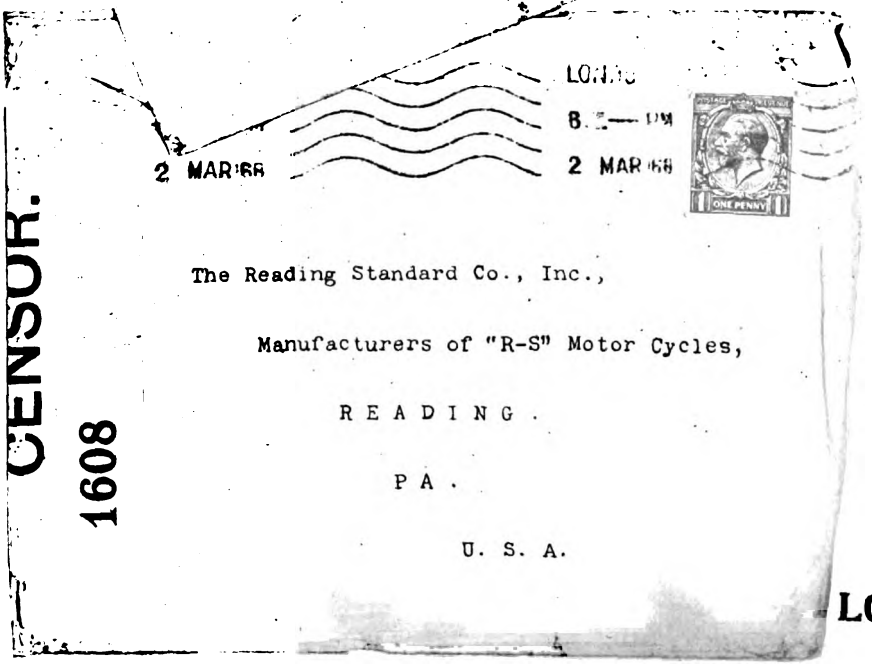
Digitized by Google

The Export and Bicyclin in the Sam Points on th Globe

READ MR. THEURE LETT







What's the Answer?

RESULTS!

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nber of Motor Cycle Illustrated World Brought Four Inquiries *Mail* From Widely Separated

READING STANDARD COMPANY, INC.

MANUFACTURERS OF

RS MOTOR CYCLES

NOTICE: ADDRESS ALL COMMUNICATIONS ETC. TO THE READING STANDARD COMPANY AND NOT TO INDIVIDUALS

Dictated by ET/HAM

READING, PA., U.S.A. 3/17/16.

Motorcycle Illustrated,
15 Park Row,
New York City, N.Y.

Attention J. Leo Sauer, Pres.

Gentlemen:-

We have been noting from time to time the wonderful developments and the rapid strides of your publication. Your paper appeals to the manufacturer, to the jobber, to the dealer, and to the rider, as there are sections of interest to all. Furthermore, it seems that each one of these different classes can gain very materially by reading your publication.

The purpose of this letter, however, is to tell you how well pleased we are in regard to the number of inquiries received from our advertisements and other publicity matter appearing in your paper, and we are especially well satisfied with the results obtained from your Export Number. We are being flooded with requests for agencies from every part of the country and we, therefore, want to congratulate you on this issue. We have traced a large number of requests for agency to your paper, some of which come from the most remote sections of the world, and it really surprises us to note how thoroughly you distributed this edition.

The motorcycle today has very strong competition to meet. There are a great many small cars on the market selling at a remarkably low price and it requires strong argument to combat this competition. We realize that only through the trade papers can we speak to the public at large, and the more interesting the paper is, the more influence it will have. We, therefore, wish to repeat that we are pleased to note how you are advancing with the times and that you are editing your paper so that it will be read by all.

Wishing you continued success, we remain,

Yours very truly,
READING STANDARD COMPANY.

E. Penny
General Manager.

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Where Away?

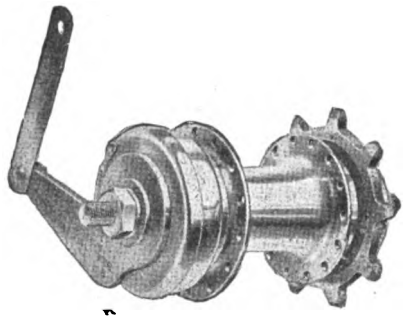
Over the hills and down through the valley and on to the road through the woods—anywhere and everywhere, wherever the highway runs.

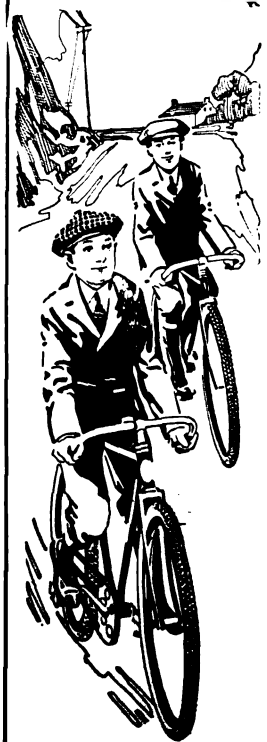
Follow the gypsy trail this summer. There's health and sport in every mile. All you need is a bicycle and the famous

CORBIN

DUPLEX COASTER BRAKE

This is an unbeatable combination.





Whether on city streets or country roads the Corbin Duplex is your most dependable ally. Quick to answer, smooth of operation, powerful and durable in service.

When purchasing a bicycle specify the Corbin Duplex. Equip it to your old wheel. At all dealers.

"Corbin Control Means Safety Assured"

The Corbin Screw Corporation

THE AMERICAN HARDWARE CORPORATION, Successor

NEW BRITAIN, CONN.

BRANCHES: New York Chicago Philadelphia

Makers of Corbin-Brown Speedometers

ELKS PARK MOUNTAINS ARE NEGOTIATED BY AGENT FORRIE

PORT JERVIS, N. Y.—Frank Forrie, Flying Merkel agent in this city, has made the first successful ascent of the twin mountains of Elks Park on one of the 1916 twins of that make. Forrie rode up the steep grades without assistance, except at the sharp turns which cannot be made without help. His ascent helped to boost Elks Park, as there were several hundred people present to witness the climb.

The steepest stretch as well as the roughest was near the flagpole at the summit. Forrie intends to give another exhibition to the public soon. He has issued a challenge to all motorcyclists to climb the mountains in better time than he made on the Flying Merkel.

PLATTSBURGH DEALERS USE SIDECAR ON SUCCESSFUL SKIING TRIP

PLATTSBURGH, N. Y.—Banker & Martin, who represent the Silent Gray Fellow in this city, are ardent ski-

Banker and Martin with Harley-Davidson Rig Off for Skiing Trip

runners in addition to being expert riders and repairmen for the motorcycle. During the recent snows, the partners rigged up a Harley-Davidson sidecar with a runner in place of the sidewheel, the runner being of Martin's own design. The sidecar carries one of the partners and the skis, while the other drives the rig. Banker & Martin have their advertising on both the nose and rear panel of the sidecar, and consider this as one of their most effective means of advertising.

PATERSON, N. J.

JOHN STEELE, Indian man in this city, has just sent in his 68th order for a Powerplus twin to the Hendee factory. This is Steele's high water mark since he first entered the motorcycle business, and is 20 more than the highest sales last year. Indian bicycles are selling far ahead of the other makes which he is handling at the present time.

PIERRE, S. D.

P. S. GILBERTSON has taken the agency for the Henderson for this city and surrounding territory. He has received his demonstrator and is hot on the trail of prospects.

(MORE NEWS OF DEALERS ON PAGE 44)

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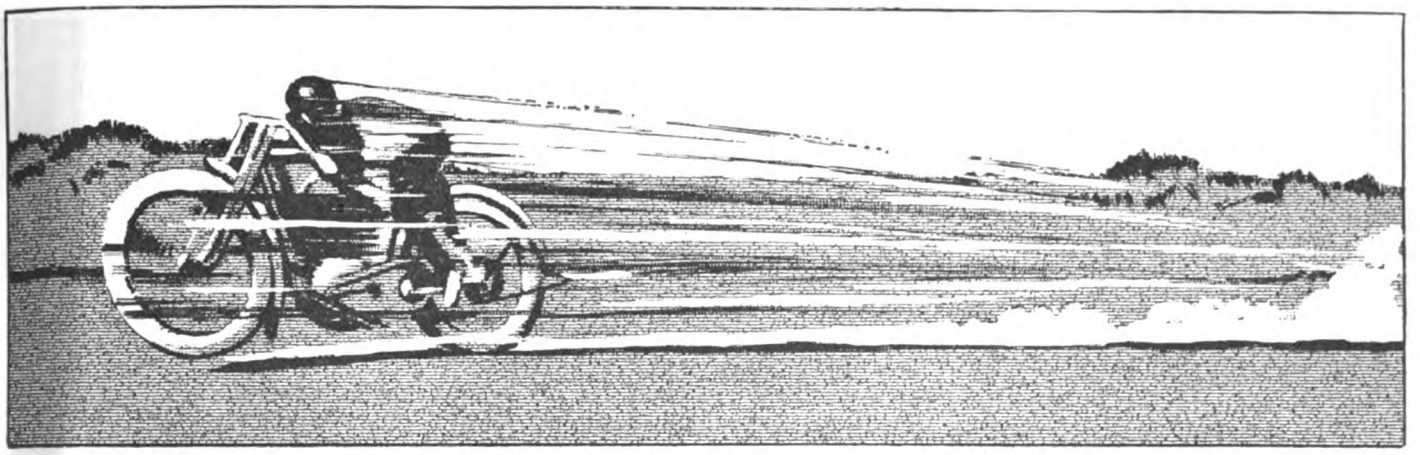

—about Australia

A Harley-Davidson motorcycle has broken the Launceston-Hobart record recently established by another make.

The Harley-Davidson covered the 123 miles in 2 hours, 34 minutes, 50 seconds—a truly remarkable performance considering the tortuous course.

Harley-Davidson Motor Co.
Milwaukee, Wis., U. S. A.

For assurance of prompt attention to your wants mention MOTOR CYCLE ILLUSTRATED.

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DEALERS HAVE ATTRACTIVE DISPLAYS AT WHEELING AUTO SHOW

WHEELING, W. VA.—Motorcycles held conspicuous places at the local auto show in this city. C. F. Braunlich & Co., exhibited the Harley-Davidson, Cleveland lightweight and Dayton Motor Bicycle. The booth was in charge of C. F. Braunlich, with I. W. Schroeder, of the Harley-Davidson sales forces, as aide.

Wesley T. House, the wigwam representative, showed the Indian Powerplus model, the Featherweight and the Indian line of bicycles. House was in charge, with Tom Garden as his assistant. Harvey Bernard, Indian traveler, was also on hand to assist.

The T. A. Hoge Hardware Co., showed the Excelsior and Thor models. The stand was in charge of Robert Campbell and Walter Bowman. Earl Rogers showed the Flying Merkel motorcycles and the Miami Power Bicycle, as well as motorcycle and automobile accessories. Rogers himself was in charge.

The exhibits all attracted much attention and the dealers state that considerable business will be the outcome of the exhibition. Some sales have already been traced to the show.

TACOMA, WASH.

HARRY GOBLE is now proprietor of the Excelsior headquarters in this city. The firm name is the General Cycle & Supply Company. Ray Pentecost, who formerly had charge of this agency, has resigned.

Delbert Oakes, one of the best motorcycle mechanics in the Northwest, has charge of the repair shop. A number of the new Excelsiors has been disposed of and business is brisk with used machines.

MANAGER GLASGOW, of the local Harley-Davidson agency, reports that sales are coming right along, these fine Spring days. Deposits on the contents of the next carload of Silent Grays are already in, and Glasgow with his customers is awaiting its arrival eagerly.

RAY DAY, Wigwam man in this city, is outdoors from morning till night with the Powerplus twin, giving demonstrations. Day gives all his time to this work, and the balance of his staff are busy in the repair shop.

LAKE PLACID, N. Y.

CLARENCE H. LYDAMORE has taken the agency for the Henderson for this city and vicinity and is now awaiting his demonstrator. He has compiled a big list of prospective buyers and will go after them as soon as the machine arrives. Lydamore signed up with Robert C. Hayes, distributor for the Henderson in this section.

MILFORD, N. H.

GEORGE MOORE has taken the agency for the Dayton Motor Bicycle for this city. The contract was signed by J. W. Grady & Company, of Worcester, Mass., holding distributing rights in this section.

ATOKA, OKLA.

HUGH GILL has taken the agency for the Indian for Atoka for 1916. Gill is putting up a nice store, in which he will stock a goodly supply of parts and sundries, as well as bicycle products.

ALBANY, N. Y.

G. FELTMAN, the well-known cycle dealer in this city, has taken the agency for the Dayton Motor Bicycle for Albany.

(MORE NEWS OF DEALERS ON PAGE 46)

PRICE $115.00

F. O. B. FACTORY

Over 350 Dealers all over the U. S. are making good with the Miami Power Bicycle.

We want some more "live wires."

Wire for our exclusive agency proposition.

MIAMI CYCLE & MANUFACTURING CO. **Middletown, Ohio**

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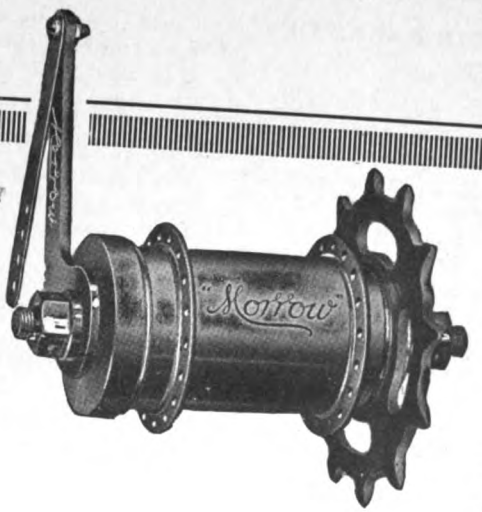
Morrow



Coaster Brake

Harness MORROW salespower to your stock dealers. There's prestige in the MORROW name. Even a new prospect, a man who never before has ridden a bicycle, recognizes in the name MORROW a guarantee of Coaster Brake Quality, Service and Safety.

You need never skip the Coaster Brake feature in your bicycles, when your machines are equipped with MORROW. It's the strongest selling feature of your wheels.

When you tell the rider of the remarkable ease of operation assured by the 24 quarter inch balls—when you convince him that the expansion of the hub shell OVER THE ENTIRE SURFACE of the brake assures a marvelously smooth and quick stop, without the slightest danger of loose spokes—your prospect is SOLD—every time.

Write and find out how we cooperate with MORROW dealers.

"The Thief Cheater"

No more fear of theft or unauthorized use now that the ECLIPSE LOCKING FRONT HUB can be attached to every bicycle. The ECLIPSE Locking Front Hub is thief-proof and foolproof. It is the safest, surest and simplest locking device known. When the front hub is locked, the wheels cannot be turned, and the only way the wheel can be stolen is to carry it away.

Eclipse Locking Front Hub

The ECLIPSE Locking Front Hub is revolutionizing the locking device market. It is putting the old fashioned lock and chain, with its attendant dangers of broken spokes and rims, into the discard. Insist that the bicycles you buy are fitted with the ECLIPSE. It makes another powerful selling point on your line.

Write to-day for full literature.

Eclipse Machine Co.

Elmira New York

For assurance of prompt attention to your wants mention MOTOR CYCLE ILLUSTRATED.

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VICTOR PELEZZARE TO JOIN RANKS OF MARRIED MEN

BRONX, N. Y.—Victor Pelezzare, manager of Oliver's Indian Agency at 993 Washington avenue, this city, and Miss Jeanette Knippelberg, will be married at the Pelezzare home on Sunday, April 9. Vic, as he is known to riders in the metropolitan district, is one of the most popular riders and mechanical men in the North Side section, and has a number of endurance run winnings to his credit. He is receiving congratulations from the trade on his forthcoming marriage.

Harley-Davidson Sidevan Outfit Used by Miller Tire Service, Supplied by Harry Dipple, Indianapolis Agent

WASHINGTON, D. C.

AUGUST ZIMMERMAN, Washington representative of the Harley-Davidson, reports the sale of two more Harley-Davidsons of the three speed model and a Harley-Davidson van to the Potomac Electric Power Company. The van is to be used for delivering electric meters to consumers and replaces a similar outfit which was used with great success for the past year by this company.

F. L. LEISHEAR, Indian agent, sold his entire stock of 1916 three-speed powerplus motors, ten in all in three days and booked orders for as many more during the rest of the week for immediate delivery. H. A. French & Co., local branch, were able to secure a number of machines from their Baltimore house, enabling them to keep up with the demand.

MORE HENDERSONS GO TO EQUIP DETROIT POLICE DEPARTMENT

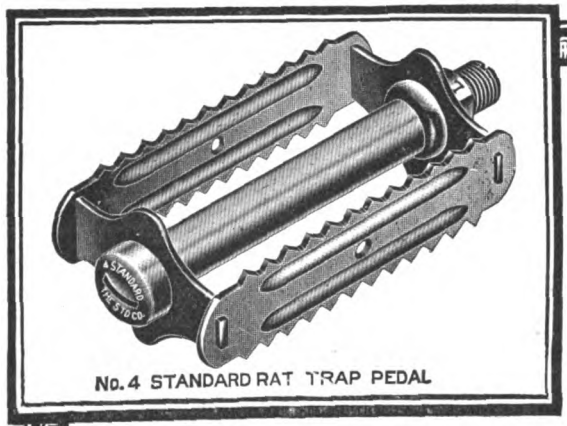
DETROIT, Mich.—The police department of this city has just placed another order for Henderson four-cylinder motorcycles. The order calls for 13 machines to be used to mount one section of the motorcycle squad.

This is the fourth successive year that Hendersons have been selected by the police in Detroit. Motorcycle officers have been on duty at all times, in spite of extraordinary weather conditions, especially during the recent winter. They have demonstrated the value of the motorcycle in answering emergency calls, as well as in regulating traffic.

FRANKLIN, MASS.

HARRY J. GEB, handling motorcycles and bicycles in this city, has taken the local agency for the Dayton motorcycles and Motor Bicycle. He signed up with J. W. Grady & Co., holding the distributing rights for this section.

(MORE NEWS OF DEALERS ON PAGE 48)



No. 4 STANDARD RAT TRAP PEDAL

THESE STRONG SUBSTANTIAL MOTORCYCLE TYPE PEDALS

have that sturdy look that comes only from correct design and first class construction.

THE NO. 4 STANDARD is a new type of rat trap pedal added to our line this year, making it the most comprehensive line of rat trap pedals offered to the trade.

THE NO. 5 PIRATE has such big, soft, easy rubber cushions! It minimizes the jars and bumps. Try a pair and find out for yourself.

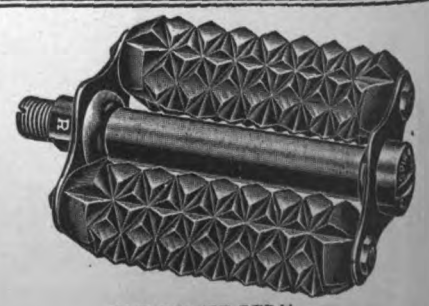
Our cycle parts and accessories appeal to the mechanical expert. They have been standard from the beginning, and mark the utmost in the industry.

Our products comprise: Diamond "E" trade mark brand, Spokes and Nipples for Bicycles, Motorcycles, Tricycles, Velocipedes, Invalid Chairs, Sulkies, Carriages, Cyclecars and Automobiles. Pedals for Bicycles, Tricycles, Velocipedes and Motorcycles. Toe Clips for Bicycle Pedals. Emergency Axles for Pedals.

THE STANDARD COMPANY, TORRINGTON, CONN.

We are boosters for "One Million Bicycles in 1916"

200 X



No 5 PIRATE PEDAL

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Making Good

OUT on the road in hard practical use, the 1916 Henderson is proving its worth. Every day adds to the weight of evidence that demonstrates the leadership of four-cylinder power.

From every corner of the world come reports of Henderson achievements showing that the strongest claims that have been made for this new type of motorcycle are truly moderate in comparison with what it really does.

Performance proves. The four-cylinder Henderson *is* wonderfully cool running. It *is* fast and powerful and strong. It *is* silent and smooth and luxurious.

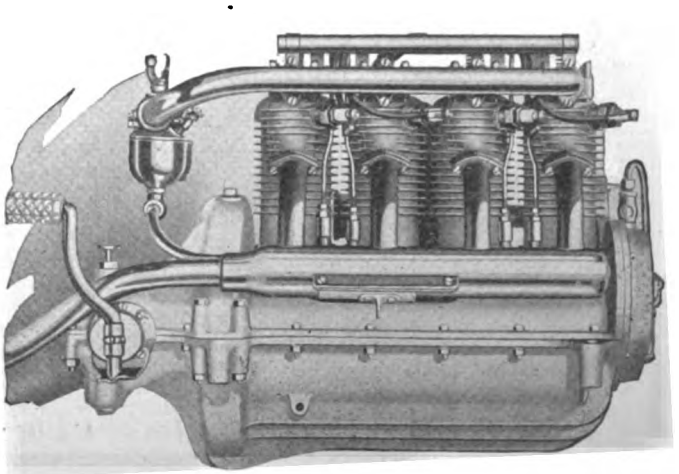
The immense increase of Henderson sales is a logical consequence.

"This 1916 Henderson has traveled approximately 4000 miles in the past eight weeks, and is the coolest running motor I have ever ridden. It has gone through the most severe tests to which I have ever seen a motorcycle put, but shows no ill effects whatever from the abuse, aside from wear on the tires."—H. F. Shelley, Larkin, Fla.

Starting from scratch, the four-cylinder Henderson with sidecar won the 20-mile handicap of the Pioneer Motor Club at New Brighton, N. Z., Feb. 12, covering the 20 miles in 24:45.

Henderson motorcycles purchased for police on the Pike's Peak Auto Highway, Colorado. The pulling power and hill-climbing ability given by the four-cylinder motor are the reasons for the selection.

In a match race on the beach, over a straightaway course of three miles at Miami, Fla., March 13, the four-cylinder Henderson won by a wide margin with an average speed of 74 miles per hour.



Henderson Motorcycle Co., Detroit

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MORRIS HAS HENDERSON SALES RIGHTS IN KOREAN TERRITORY

SEOUL, KOREA.—J. H. Morris has recently closed contract for exclusive sales rights for the Henderson for the entire country. His initial order has been cabled to the factory in Detroit and the shipment is expected to reach this city soon.

Morris states that the field for motorcycles at the present time is rather limited, as the majority of those who buy machines are either connected with one of the missions or with a mining company in the interior. Few Japanese or Koreans can afford to purchase them just now, though this situation may change later.

One of the Hendersons ordered by Morris has been sold to Charles M. Dewitt, of the Chicksan Mining Company. His work makes it necessary to get over considerable expanse of country and with the primitive methods of transportation in general use here the motorcycle becomes an almost invaluable advantage.

STAUNTON, VA.

THE STAUNTON FURNITURE COMPANY, which has heretofore had a bicycle department only, has taken the representation for the Dayton Motor Bicycle for the 1916 season. The contract was signed with J. W. Grady & Co., of Worcester, Mass., Easter representative for the Davis Sewing Machine Company's product.

BIRMINGHAM, ALA.

ALABAMA AUTO SUPPLY CO., of this city, has applied to the Henderson factory for a larger contract, with exclusive selling rights in a greater expanse of territory. The business has been so brisk that Manager Earl Morrison is about to open a branch store at Montgomery.

"This branch will just about double our present volume of business" says Morrison. "When we get the increased territory, we shall put on more salesmen and make things hum for the four-cylinder models in these parts."

ORGANIZERS OF BINGHAMTON CYCLE SHOW

Live Wire Agents in Binghamton, N. Y., Who Formed Dealers' Association and Held Own Exhibition Recently. Back Row, Left to Right, G. S. Carver, Joseph H. Ellett, E. E. Ayres, B. E. Jewell. Front Row, W. W. Rogers, Frank S. Bump, F. T. Abbott, Norval S. Douglas, J. H. Wolfe.

CORTLAND, N. Y.

E. C. MEAD has signed up with the Vim Cycle Hardware Co., distributors in this section, to handle the Dayton Motor Bicycle for Cortland and vicinity.

(MORE NEWS OF DEALERS ON PAGE 50)

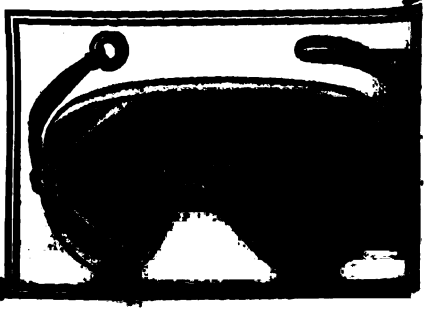
AVOID THIS!

Did you ever stop to consider the danger you run in wearing a goggle made of inflammable material? A spark from your cigar or pipe and—pfft! Don't take such chances! Here's a goggle that combines perfect eye protection, clear vision, and ABSOLUTE FREEDOM FROM DANGER OF COMBUSTION.

The material entering into the make-up of the ALLWON goggle is an entirely new invention. A crystal-clear substance that cannot burn! Further than this, the two-tone lens of the

Allwon Micalite

One Piece — Fireproof — Indestructible



is made in ONE PIECE. No dust can enter these goggles, as it does the ordinary eye-shields that are made in two pieces. The flexible rubber band around the head can be renewed whenever it shows signs of wear. The cool rubber lining of these goggles gives a grateful soothing touch to the face. A slight lowering of the head and the most blinding searchlight, the most dazzling sun-rays cannot hurt the eyes.

ALLWON goggles are made in one and two colors.

One color ..... 50c. Two colors ..... 75c.

Send for descriptive card. If your dealer does not carry the ALLWON, send us his name and the price and we will send you one direct.

HERBERT F. L. FUNKE CO., INC., 112 Broad St., N. Y.

You get quick results from advertisers when you mention MOTOR CYCLE ILLUSTRATED.

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Sell a customer a good thing and he comes to you again

Thus it is with the

NEW DEPARTURE COASTER BRAKE

The Brake That Brought the Bike Back

DEALERS who sell New Departure equipped wheels find their customers coming again and again—because New Departure Quality bespeaks the quality of your entire stock in trade.

Then, too, these satisfied customers are enthusiastic, they advertise what they buy and the dealer from whom they buy it.

The dealers longest in business best realize the force of this. They know that the *Guaranteed* New Departure is their best talking point for 1916 as it has been, throughout the years that are past.

Our Sales Helps will bring new customers to your store. Write us about them.

THE NEW DEPARTURE MANUFACTURING COMPANY
Bristol, Conn., U. S. A.

Here's for a Million Bicycles in 1916

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START YOUR SPRING CLEANING NOW AND MAKE A THOROUGH JOB OF IT

By PRACTICUS

WITH the spring season fast approaching, it is up to the dealer to clean house thoroughly, and to get right at it now, before the rush comes. Not only is a clean and orderly place more likely to attract and hold trade than one which is not well kept, but also there will be more room obtained after the cleaning, due to throwing out of scraps and dead stuff which has accumulated during the winter months. If you have never tried out a thorough spring cleaning, do it right off and you will be surprised at the heap of stuff that has been collected. And if you are thrifty, you will call in the junkman and get something for the old iron and brass.

Get After the Fixtures

But the cleaning should not stop at the store itself. The fixtures will show up more attractively if repainted or polished up anew. Most paint shows dull during the winter, with the lack of fresh air and the lots of dry heat that comes from the stove or furnace, and generally a rub over with some first-class finish will bring out the color and the gloss. I have been using a polishing material which is sold under the name of Johnson's Prepared Wax, which will give a neat and lasting finish to all kinds of cabinet work and which it will pay any dealer to use. As showcases, parts cabinets, lockers and tables all come under the head of cabinet-work, the wax can be used to good effect on all. It only requires a little rubbing and the woodwork gets a nice gloss on it.

But being neat in the establishment itself is not everything. The whole appearance is what counts in the long run. To see a lot of dingy machines in a nice, clean place is like looking at a faded and stained photograph in an ebony frame. The dingy mounts will take away a big lot of the good effect of the clean store. Get at the mounts; remove all stains and dirt. Clean off the enameled parts and polish them with a good preparation, such as the Johnson's wax mentioned above. Shine up the nickel-plating, replace all broken grips, and paint the tires with one of the tire-whitings. A clean and bright second-hand machine brings more than one which has not been attended to, and, in addition, will attract the attention of the customer and also of the man who may be a customer later on. With the second-hand machines cleaned and the store in spick-and-span shape, you will have an establishment which will draw trade by its neatness.

Make Riders Clean Up

But don't stop there. Get after your riders. Tell them that they should start the season right by having their machines bright and clean. Impress on them the fact that if they keep their mounts in first-rate shape, the resale value will be far greater when the time to trade in comes. You might organize a neatness contest, offering an accessory prize to the patron who keeps his machine looking the best for a certain length of time. The interest shown by the riders will surprise you, and the community at large will get a much better impression of motorcyclists, if riders and machines are neat when on the road.

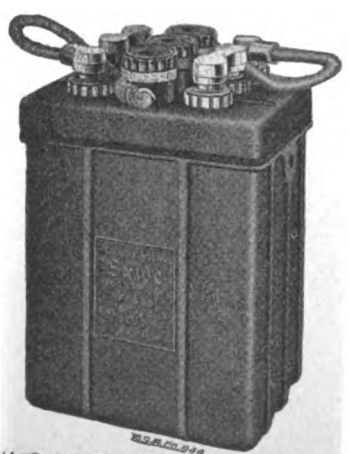
LOUISVILLE, KY.

J. H. S. ETEEN has signed up to represent the Henderson for Louisville and vicinity. Eteen has established headquarters for his business at 918 South Fifth avenue, under the name of "The Cycle Shop." Eteen is now awaiting his initial order from the Detroit factory.

(MORE NEWS OF DEALERS ON PAGE 52)

THIS MUCH IS CERTAIN

Electric Lamps and an "Exide" Battery furnish the most efficient and reliable light for motor cycle use



"Exide" Battery, Type 3-ZA-5 with cable type terminals

You no doubt realize the numerous advantages of electric light for motor cycle use.

The reliability of an electric lighting system is of course dependent upon the storage battery which furnishes the current.

The "Exide" Battery, type Z, especially designed for this service, is a quality-product, manufactured and backed by the oldest and largest battery maker in the country.

The battery is contained in a one piece, three compartment vulcanite case, having heavy walls and substantially re-enforced.

It is fitted with a one piece cover, having a flange which fits around all sides of each compartment.

The "Exide" Battery is equipped with a flood proof filling plug which overcomes slopping and spilling, and also limits the amount of water that can be poured into a cell to the exact amount needed to replace that lost by evaporation. The result is a clean, dry, and attractive battery.

Motor cycle dealers and users should write us at once and secure the name of the "Exide" Distributor nearest them.

THE ELECTRIC STORAGE BATTERY CO.

New York St. Louis Boston Cleveland Chicago Atlanta Rochester Detroit PHILADELPHIA, PA. 1888-1916 Washington Pittsburgh Denver Los Angeles San Francisco Seattle Toronto

Mention of MOTOR CYCLE ILLUSTRATED is always appreciated by advertisers.

Digitized by Google

Prest-O-Lite for Motorcycles

A Brilliant Lighting System That Costs Little and Never "Wears Out"

You must have bright, dependable light if you do night riding. Light that you can depend upon will add greatly to your comfort, pleasure and satisfaction. Your safety demands a light that won't fail you in emergencies.

You can get Prest-O-Lite on any machine you buy—insist upon it.

Prest-O-Lite is practical, simple, efficient and trouble-proof. It will stand as much abuse as your motorcycle. On any road, Prest-O-Lite will furnish an abundant supply of reliable, brilliant light. You can absolutely rely on it. Road vibration, shocks and jolts can't put Prest-O-Lite out of business. Prest-O-Lite never fails you in an emergency.

Owing to its simplicity and freedom from trouble, Prest-O-Lite is at once the most convenient and economical system for motorcycle lighting.

Get an Equipment Combination Including Prest-O-Lite

Your dealer can make you a very attractive offer on a complete equipment combination made up of "Prest-O-Lite, a lamp and a good mechanical horn." This is the right equipment for strenuous service. Costs little to buy and little to use. If your dealer can't supply you, write us.

Dealers: Prest-O-Lite sales mean a permanent, profitable business. If you're not "cashing in" on the Prest-O-Lite proposition, send for interesting details.

The Prest-O-Lite Co., Inc.

The World's Largest Makers of Dissolved Acetylene

246 Speedway, Indianapolis, Ind.

Canadian Office & Factory
Merritton, Ontario

Prest-O-Lite Exchange Agencies Everywhere

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PINOCHLE AS AN AID (?) TO CYCLE SALESMANSHIP

(CONTINUED FROM PAGE 17)

The store was poorly lighted. Gas lamps were used, and, the day being somewhat dark, the lights were going—several of them working with only shreds of the illuminating mantles left. Gas was being wasted every minute those lamps were burned.

And still the pinochle game went on.

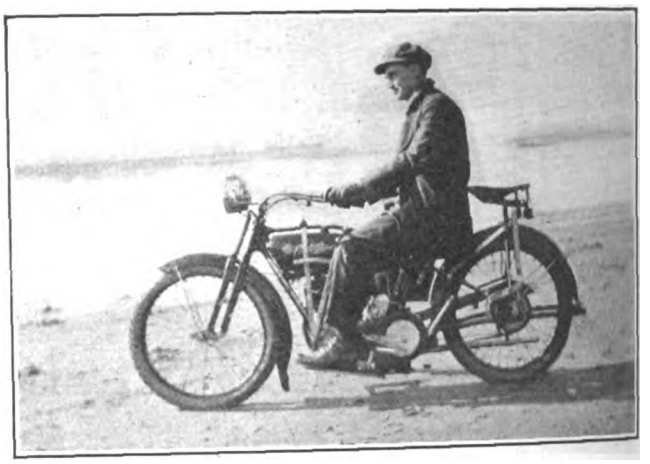
It was early in March. The new models of both motorcycles and bicycles were arriving; prospective buyers were ready to interest themselves in catalogs and letters; the trade press was tooting assiduously about the near approach of spring and the riding season; the factories were working night and day on machines and special literature for dealers; men, women and boys were beginning to think seriously of spring and summer recreation; police departments were ready to fill up gaps in their equipment with new motorcycles and bicycles; merchants were in a mood to consider means of improving their light delivery service during the summer months; hundreds of prospective buyers were trying to decide whether to invest in a motorcycle and sidecar or in a light motor car; National Guard officials on all sides were seriously considering the motorcycle as an adjunct to the army. There were business possibilities everywhere. The big get-ready season for the dealer was at its zenith.

But the pinochle game pursued the even tenor of its way.

If you were to step into the agency referred to, Mr. Motorcycle Dealer, wouldn't you see a dozen ways to improve it and to get ready for the season's business? No doubt. Well, just as a Safety First proposition it might be well to give your own place a careful going over to make sure that there is no danger of your getting into the pinochle class. *The time will be well spent.*

WAUSAU, WIS.

THE WISCONSIN AUTO SUPPLY COMPANY, of this city, has taken on the Dayton Motor Bicycle for Wausau and vicinity. Manager J. H. Farrell states that this is the firm's first venture into the two-wheeler class and winner. The firm will add an attractive stock of accessories suitable for this mount later on.

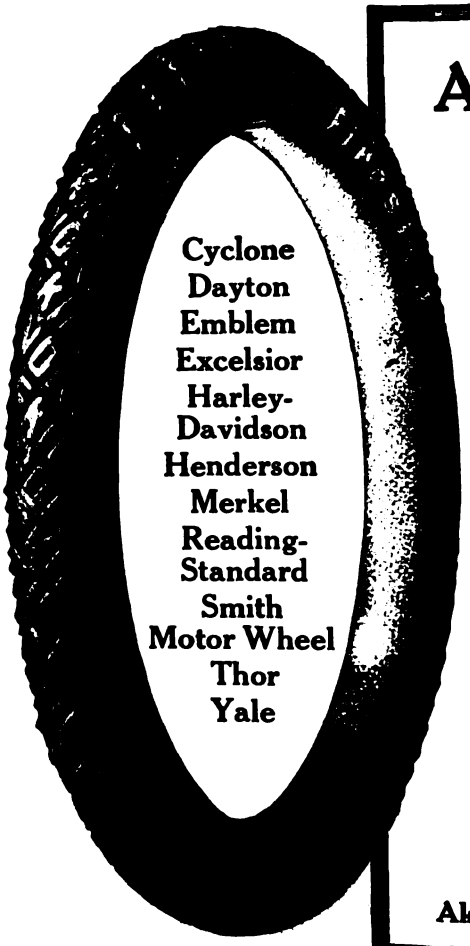


E. J. Angwin, Distributing Reading Standard in San Francisco, Cal., Enjoying Beach Ride Near Golden Gate

IRONWOOD, MICH.

ADOLPH MUELLER has contracted to handle the Dayton Motor Bicycle, made by the Davis Sewing Machine Co., of Dayton, O., for this city during 1916. Mueller is a veteran dealer in both the motorcycle and bicycle lines and is popular with local riders.

(MORE NEWS OF DEALERS ON PAGE 54)



America's Leading Motorcycle Builders Equip with

Firestone Tires

—and at No Extra Cost to You

MANUFACTURERS are glad to have you specify Firestones because they know it means one more feature of pure satisfaction with their machines.

The manufacturer knows that Firestone builds for the big, heavy, speedy machine of today. He knows of the extra rubber, the extra fabric and the extra workmanship put into Firestone Tires. He knows that Firestone resiliency and Firestone Traction gets maximum efficiency from his machine. He knows the handsome color combination, Red Side Wall and Black Tread, will add to your pride in your machine. He knows that Firestone toughness gives his customers

Most Miles per Dollar

Write for Catalog Giving the Reasons

Firestone Tire and Rubber Company

"America's Largest Exclusive Tire and Rim Makers"

Akron, Ohio **Branches and Dealers Everywhere**

A *good* deed often means a *good* deal—Please mention MOTOR CYCLE ILLUSTRATED.

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1916 WILL SET A RECORD for Thor SALES

Count the "Year"-Stones on The Road to Thor Success

THOR Reputation on the Endurance Run of Time and Experience has run up a perfect score.

All the destructive forces encountered on the longest road of experience in all the world have been met squarely and defeated fairly by the Thor—The Quality Motorcycle.

The Thor Gets Away First! Write us and let us send you some Thor data that will make you think!

"Smiling Eddie" says: "Thor's the father of 'em all, fellows!"

TWO MODELS: U—12 h. p. . $265 V—6 h. p. . $235

AURORA AUTOMATIC MACHINERY CO.

GENERAL OFFICES, Thor Bldg., 1307 Michigan Ave., Chicago SALES OFFICES AND WORKS, 361 W. Superior St., Chicago
PACIFIC COAST BRANCH, 61 Fremont Street, San Francisco

A good deed often means a *good* deal—Please mention MOTOR CYCLE ILLUSTRATED.

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For the Sidecar

The Streamline Windshield
Protects your passenger and adds greatly to the appearance of the entire outfit.
Made of transparent celluloid, supported on adjustable metal frame.

Streamline Windshield
Complete, with hardwood finished filler board..... $4.00

Safety Shock Absorbers
Prevent side sway and skidding. Hold the car to the ground at any speed, with or without a passenger.
Attached to Any Car in a Minute
Price $1.00 per pair

The BRT Luggage Carrier
A real side car necessity. This strong and rugged attachment will safely carry the weight of an extra passenger.
Supplied for Indian, Harley & Rogers cars
Price $2.50 Complete

All jobbers carry the Stevens line of up-to-date accessories

Stevens & Co
375 Broadway, N.Y. City

The Judge of *Real* Chain Value

will instantly see in "The Coventry" Chain certain refinements, certain features that are contained in no other chain made. And that rider will give these SPECIAL features in

"The Coventry" Chain
"THE MOTOR'S TRUE MATE"

the consideration they justly deserve. For instance, there is the special heat treatment of the Sheffield steel that gives that marvelous durability to "The Coventry." Add to this the doubly strong roller, with shoulders at the end of the enlarged rivets to permit of easy repairing, and you have some of the main reasons for "The Coventry's" deserved popularity.

Write for our booklet, "The Motor's True Mate"

Herbert F. L. Funke Co., Inc.
112 Broad St. NEW YORK

LIVE NOTES OF THE CYCLE TRADE IN NEW JERSEY'S METROPOLIS

NEWARK, N. J.—Walter Goerke, Wigwam representative, has again been awarded the contract for supplying the Essex County Park police with motorcycles. This is the fourth consecutive season for which Goerke has obtained this contract. The machines will be seven in number, all fitted with Splitdorf Mag-Generators and painted police blue. Three will be multi-geared and the others single-geared. Delivery will be on May 1. Goerke has also disposed of a sidecar outfit with Power-plus motor to the Sterling Tire Company branch.

CARL W. BUSH COMPANY has just received a carload of Silent Grays and Harley-Davidson sidecars. There were 34 machines and 26 sidecars in the lot, and most of them are already spoken for. The store was thronged with expectant owners who were pacified by Manager "Link" Holland as the crates were broken open, and not until midnight was the place cleaned up.

WILLIAM R. SPEAR, representing the Thor, has two light six-horse twins arrive and go into the hands of eager customers before he had a chance to show off one to the boys. Several more on the road stand the same chance of lingering in the store, if the warm weather stays with us. Spear sold a sidecar each week for the last five weeks and has reason to believe that he will better this for the rest of the season. Two used machines on the floor bear witness to the report that the demand for second-hands is brisk.

HAVERFORD CYCLE CO., branch has sold a Cygnet Rear Car attached to a three-speed Excelsior. The owner started with a solo mount, then increases to his household called for a side-car, and now he needs more carrying capacity; hence the Rear Car. Excelsiorites are looking forward to the Series 17 models.

DAYTON SALES COMPANY, Dayton and Emblem agent, is now showing off the paces of a newly-arrived Dayton Motor Bicycle from its home on William street. The new front-drive and the Emblem light twin have attracted a steady stream of customers, especially since the winter weather has departed.

MANAGER CORYELL, of the F. C. Cornish Estate, Henderson agent, is selling the four-cylinder mounts regularly, in spite of the $30 increase in price. Coryell and the demonstrator are almost inseparable these days, and there are only three occasions when Bert leaves it: to sign up a customer, to eat and to sleep.

KINGSTON, N. Y.

H. TERPENING, of 29 Broadway, this city, is well pleased with the results of his exhibit at the local auto show last week. He handles the Harley-Davidson and the Miami Power Bicycle for this section and made a number of sales of both as a direct result of his stand with the big four-wheelers. Terpening was assisted at his booth by C. A. Van Doren, of the Miami Cycle & Mfg. Co., Power Bicycle maker, at Middletown, O.

WILMINGTON, DEL.

C. B. SCHNEPFE, proprietor of the Delaware Cycle Co., has sold 13 Harley-Davidsons since the beginning of March, and has so far done three times as much business as in 1915. The baker's dozen are all three-speed models and have sidecars attached.

(MORE NEWS OF DEALERS ON PAGE 56)

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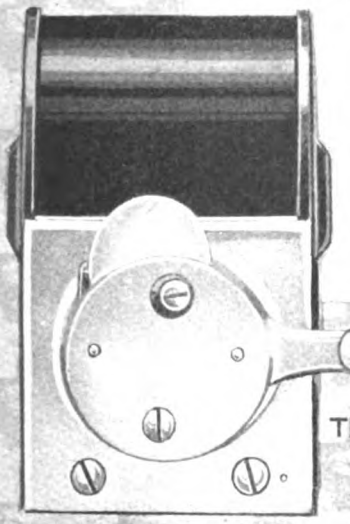
ANOTHER DIXIE MAGNETO ACCOMPLISHMENT

POSTAL TELEGRAPH - COMMERCIAL CABLES
CLARENCE H. MACKAY, PRESIDENT.
RECEIVED AT | CABLEGRAM | DELIVERY NO.
The Postal Telegraph-Cable Company (Incorporated) transmits and delivers this cablegram subject to the terms and conditions printed on the back of this blank.

Honolulu March 5th.

Dixie equipped Powerplus Indian around Island Oahu 89 miles in 2 hours, 4 minutes, 36 seconds, beating previous record 23 minutes and 25 seconds. Crossed famous Pali at 1200 feet elevation, average grade 9% over road cut out of cliffs. Tremendous rainfall, roads very rough and muddy. Some record for Dixie.



THE CABLEGRAM

THE MAGNETO E.G. BAKER

A DIXIE Magneto smiles at hills — sheds water like a duck and just frolics through the hardest kind of going.

Baker's performances prove it.

SPLITDORF ELECTRICAL COMPANY

ATLANTA..10-12 E. Harris St.
BOSTON.....1112 Boylston St.
CHICAGO.....64-72 E. 14th St.
CINCINNATI.....811 Race St.
DALLAS.....402 S. Ervay St.
DETROIT..972 Woodward Ave.
KANSAS CITY.1827 Grand Ave.
LOS ANGELES 1215 S. Hope St.
MINNEAPOLIS...34 S. 8th St.
NEWARK....278-80 Halsey St.
NEW YORK...3-5-7 W. 61st St.
OAKLAND.....3040 Broadway
PHILADELPHIA 210-12 N. 13th St.
PITTSBURGH 5943 Ellsworth Ave.
SAN FRANCISCO...1028 Geary St.
SEATTLE.....1628 Broadway
LONDON PARIS TORONTO.....469 Yonge St. MILAN MELBOURNE

Factories: NEWARK, NEW JERSEY

(ALL SPLITDORF features are fully covered by patent or patents pending)

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SAVANNAH DEALERS OUT TO BOOM LIGHTWEIGHT MOTORCYCLES

SAVANNAH, Ga.—Dealers in this city are convinced at last that there is a field for the lightweight in and around Savannah. R. R. Oakman, handling the Indian, has sold his first Featherweight, while C. B. Morgan, who recently took on the Pope, has sold a number of Model H machines. J. L. Hetzel, Excelsior man, has got his first order for the X lightweight.

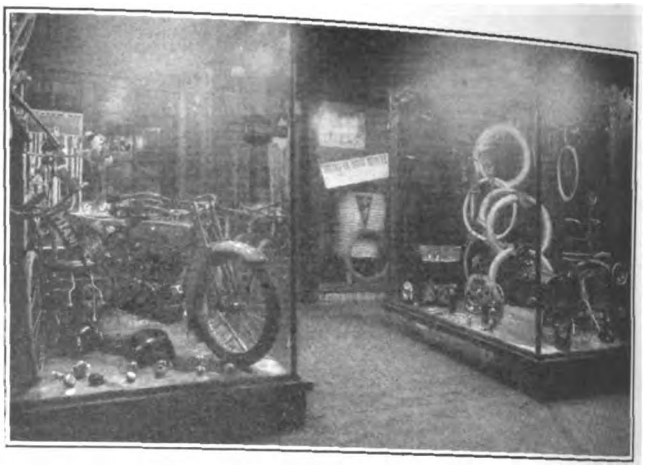
In the field of the big fellows, the Balfour Hardware Company has sold the county police two three-speed Harley-Davidsons with sidecars, as well as the first side-van combination to the Parcel Delivery Co. The Balfour firm recently sold a Model 16-J Silent Gray Fellow in Mexico, a transaction which holds the record for long distance around these parts.

Hetzel, in addition to disposing of an Excelsior lightweight, has ordered a big-valve motor and hopes to have it ready for the road races which will soon take place.

George J. Cleary, Thor agent, is putting in some good work. He sold his first light twin 6 during last week and also several of the 12 horsepower two-cylinder mounts. George W. Thomas, handling Indian bicycles, reports that this line is his best seller. He looks for a record-breaking season this year.

NEW YORK, N. Y.

PROPRIETOR ROSENTHAL, of the Park Row Bicycle Co., Ann street and Park Row, had his troubles one day last week when the first Miami Power Bicycle arrived. He put the lightweight in the window, where it attracted such attention that those interested could hardly get near the window, so great was the crowd. He tried to demonstrate the machine to a prospect, but it was no go, and he had to make an appointment with the man for later in the day. However, the man left a deposit, which compensated Rosenthal for the difficulties of showing off the bike's paces.



Attractive Front of New Headquarters of Graves Cycle & Supply Co., Harley-Davidson Dealer in Bay City, Mich.

SANTA ANA, CAL.

DRAPER'S CYCLERY is the only motorcycle shop in town, and consequently has the agency for a number of makes. He handles the Excelsior, Harley-Davidson and Indian as well as the Smith Motor Wheel. Draper reused mounts of different makes, as well as a Motor Wheel. He says that the Excelsior lightweight will be a big seller in his territory this season, from present indications.

(MORE NEWS OF DEALERS ON PAGE 58)

Rogers

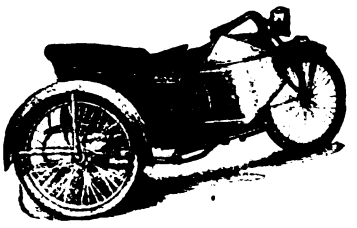
SUPERIORITY—The Visible Kind

The superiority of the ROGERS Sidecar is due to structural details that are easily understood.

The enormous strength of the All Steel Welded Frame is easily proven by practical service or simple tests. It does not require a mechanic or an engineer to understand that autogenously welded steel that becomes practically one piece is stronger than any combination of metals held together solely by the adhesion between soft and hard metals.

ROGERS design that enables any ROGERS Sidecar to be perfectly fitted to any standard motorcycle and then with the use of only a few inexpensive parts equally adapted to any other machine is a feature that appeals alike to dealer and buyer.

Let us send you our new circular that is brim full of valuable information. Write us stating the make of motorcycle you sell or use and we will send you a circular describing a ROGERS Sidecar to meet your requirements.



ROGERS MFG. CO., 328 W. Madison St., Chicago

Irving Beck (Service Station), 1493 Fifth Ave., New York

A. B. C. GENERATORS

Are Increasing, because they are Right

MODEL B Direct Lighting **$22.50** | MODEL C Batt. Charging **$27.50**

A. B. C. GENERATOR CO., Los Angeles, Calif.

Los Angeles City Police just repeated with an order for thirty-eight more.

You get quick results from advertisers when you mention MOTOR CYCLE ILLUSTRATED.

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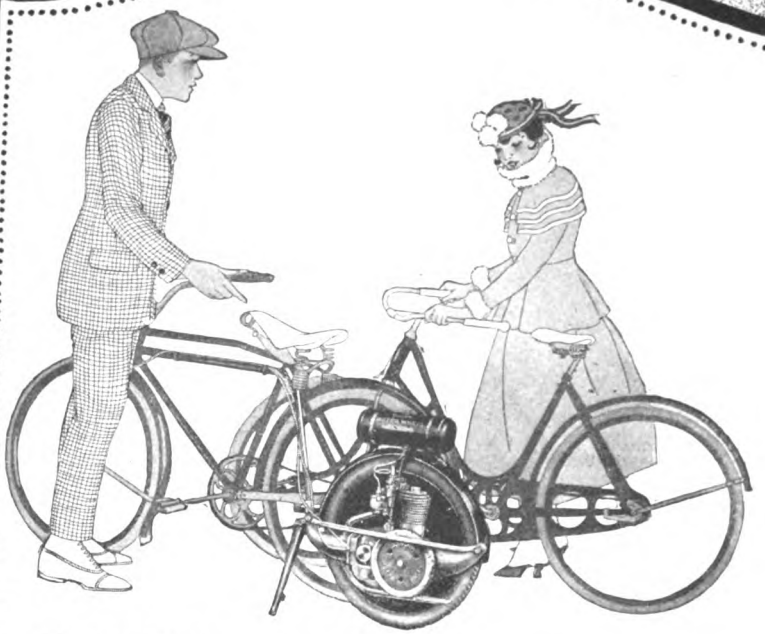
If the name "Smith Motor Wheel" is not on the fly-wheel of your motor, it is not a Smith Motor.



WITHOUT A COMPETITOR

IT is *without Competition.*

It is the *greatest self-advertiser* known.

These are two arguments for the Smith Motor Wheel which our most successful dealers recognize as the *big factors* that make for Motor-Wheeling success among merchants.

Anyone will admit that a device of which this may be truthfully said is an ideal merchandising article.

A. O. Smith Company patents stand as complete protection for the Smith Motor Wheel. There is no device on the market which approaches the Smith Motor Wheel. It is positively without competition.

Add to this feature of absolute exclusiveness, the factor of novelty—the ability of every Smith Motor Wheel to attract friendly attention wherever a Motor-Wheelist is seen and you have the whole explanation of why the line is proving such a sensational success wherever a merchant has it in stock.

Remember, that every purchaser is a daily advertiser for you wherever he goes. The Smith Motor Wheel attracts and fascinates wherever it is seen.

And remember, too, that the device is so simple—attaches in five minutes to *any* bicycle—that it requires very little demonstration to make a sale.

Motor-Wheeling headquarters in his community means even more than this to a live dealer. It means a much larger sale of new bicycles, tires and accessories. The Smith Motor Wheel is a business booster in every way you consider it.

Smith Motor Wheel
DETACHABLE

MOTOR WHEEL DIVISION
A. O. SMITH COMPANY
Milwaukee, Wisconsin
World's Largest Manufacturers of Automobile Parts

In certain localities we have not as yet appointed representatives. We invite correspondence with established dealers.

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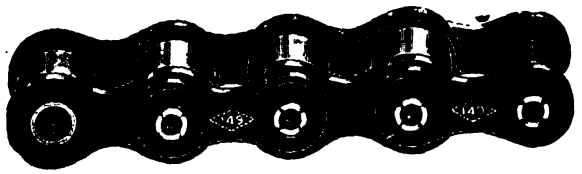
"149"



Accurate—Strong—Durable

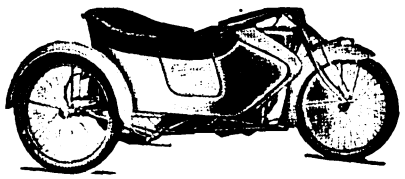
The No. 149 is built to withstand hard service, and operated under anything like normal conditions will give the best of satisfaction.

Every part is accurate, the wearing parts are heat treated carefully and scientifically, the rollers DO NOT BREAK.

Use No. 149 on your motorcycle and get the satisfactory service thousands of other riders are enjoying.

Look for This
TRADE ◇ MARK
On Every Link

Diamond Chain & Mfg. Co.
Indianapolis, Indiana



Pullman
THE HARRY SVENSGAARD SALES CORP DETROIT

All winter we've been telling you that Pullman Sidecars would be big favorites in 1916. The first "returns" show that this claim is coming true beyond our most sanguine expectations! Pullman dealers are sending in wonderful reports from all over the country.

It's the coach-built body—the extension axle—the flexible axle support—the unbreakable frame and the three-point connection that makes the Pullman THE sidecar.

It's not too late to stock 'em.
We'll ship your order promptly!

HARRY SVENSGAARD SALES CORP.
214 Jefferson Ave. East DETROIT, MICHIGAN

CHICAGO, ILL.

R. C. CRIST COMPANY, Excelsior representative, has closed a contract with the Quick Tire Service Co., of this city, for four Excelsior machines and Rogers sidecar chassis, for immediate delivery. The service company will build their own boxes on the Rogers chassis.

The Quick Service Tire Co. was organized to have an exclusive motorcycle delivery service on tires for all motor vehicles and will cover the city as well as the outlying districts with the outfits.

JERSEY CITY, N. J.

MORTON D. LANZ, Harley-Davidson dealer for Hudson County, has sold 26 of the Silent Grays and 14 sidecars up to March 31. He has had such a demand for used machines that he has only three left. Sixty per cent of his new machine sales are for the Remy-equipped model, and the demand for the electrically-fitted three-speed is growing steadily.

Group of Patrons at Ray Day's Indian Agency in Tacoma, Wash., Ready for Week-End Run

BALTIMORE, MD.

HENRY KEIDEL & COMPANY, handling Emblem and Iver Johnson motorcycles at 405-7 West German street, recently suffered a loss by fire on the sixth floor of the building occupied by the firm. The conflagration for a time threatened to put an end to the firm's operations for some time to come, but was finally got under control with a loss of $75,000.

There was about $100,000 worth of stock in the Keidel building and about fifty people are employed, but there was no loss of life and no interference with the shipment of goods from the company.

BRONX, N. Y.

R. E. ELLIOTT, of 504 Tremont avenue, has taken the agency for the Miami Power Bicycle for this section of the borough. He is anxiously awaiting his first shipment from the Middletown factory, and this shipment has been sent by express in order to save time. Elliott's first machine will have electric lights and a luggage carrier.

Elliott has sold a number of Motor Wheels this season and states that the Bronxites will take as readily to the lightweight machine as to the bicycle booster.

(MORE INTERESTING MATTER ON PAGE 60)

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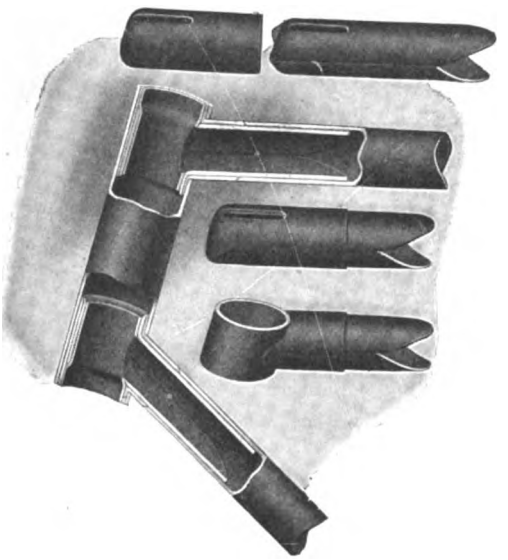
As Solid as a Single Piece

The frame of a Pope-made bicycle is as firm and solid as though made from a single piece of steel.

We use only Shelby seamless drawn steel tubing. This is accurately cut and formed into the necessary parts by the most up-to-date machinery.

To unite these parts, we use a patented method that is the result of years of experiment.

To understand this method, consider the frame head construction shown in the illustration. It shows the steel thimbles that are inserted into the head tube and then by special machinery, "spun" or spread out so that they immovably grasp the head tube from the inside.



The main frame tubes are placed in position over the projecting thimbles and the joints dipped into a molten brazing metal, which binds the various pieces together so solidly that they can only be separated by cutting.

The frame is then polished and aligned—forming a perfect foundation upon which the rest of the bicycle is built. This same care and science used throughout every detail of construction produces a bicycle that will give a lifetime of perfect service.

If you haven't any Pope-made bicycles on your floor, write for particulars regarding territory and dealers' prices—now.

Westfield Manufacturing Co.

(Successors to the Pope Mfg. Co.)

11 Lozier Avenue **Westfield, Mass.**

Largest Manufacturers of High-Grade Bicycles in the World.

Columbia, Crescent, Tribune, Rambler, Cleveland and Pope Bicycles

Makers of the famous Pope Motorcycles. Six Models. Price, $150.—$275.

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WHERE WIRE PROVES ITS WORTH TO RIDERS

By GOSLIN

WIRE had always been a friend in need to the rider. I got my introduction to it the first summer that I ever rode. A friend lost a bolt holding his front mudguard to the forks and made us scout around for a substitute. We spied a new wire fence, so cut out a five-foot length and wired the loose guard up until we could reach a town big enough to support a hardware store.

A spool of soft, galvanized wire costs about ten cents and weighs but little. Its bulk is not great, so it should be in the kit of every rider's machine. It was a spool of such wire that helped me make a wayside repair a few weeks ago when the front mudguard braces let go through crystallization. Wire bound the loose ends together and a tape wrapping deadened the rattle.

Lashing the Poncho

Again, in a violent thunderstorm last summer, when we had to seek shelter and leave the outfit in the rain with a poncho over it, wire came in handy to lash down the corners and keep the cover from sailing off with the gale.

The rider may be careless with cotter pins and bung them all up taking them out when making a repair. Right there the spool of wire comes in handy making substitute pins for the damaged or mislaid ones. The makeshift pins do their duty just as efficiently as the real ones. This I know from personal experience.

A piece of stronger wire can be carried under the sidecar seat and take up very little room. It can earn its fare many times over in case of need. Say you lose a bolt from the brake rod. A loop of this wire will make as good a temporary repair as possible; one that will enable you to use the brake, which is very essential in traffic or on grades.

I ran across a lad one day with a second-hand—probably I ought to say, fifth-hand—crock whose motor was wired to the frame, the bolts having been lost somehow in the transaction. This I can't recommend in place of the usual bolts, but it shows just what could be done with wire in the event of something unforeseen coming up. Next time you see a length of bale wire lying around loose, coil it up and tuck it under the seat of the sidecar. You may never need it, but you may also run across some unfortunate who could use it, so wouldn't it make you feel good to help him out? Aside from that, a coil of wire weighs less than that luggage carrier you cart around with you all the time.

KEEPING THE DIRT FROM GAS LAMP BURNERS

OWNERS of machines having gas tail lights have no doubt been troubled with tips clogging up with mud these soft, thawing days. A simple way to overcome the needless purchase of a new tip each time is to have a small bag made of rubberized cloth with draw string attached and slip this over the tail light when not in use.

This bag can be purchased at an up-to-date motorcycle agency at nominal cost or can be made from a piece of discarded raincoat at no cost whatsoever, if the wife or best girl is at all handy with a needle. A larger bag of similar material can be used to advantage in keeping the nickel-plate on the headlight bright, for when the lamp is not in use is just the time that the tarnish comes.

RISK RUN IN QUOTING C.I.F. PRICES FOR EXPORT

IN connection with the quotation of c.i.f. prices for export, the Bureau of Foreign and Domestic Commerce calls attention to the risk of undertaking to quote such figures. There is much uncertainty with respect to overseas shipping at present, and ocean freight rates are changing frequently, hence the risk of giving c.i.f. prices.

To make such a quotation at present without a protective qualification against a further advance in the ocean freight rate would, in the opinion of a prominent manufacturing and export firm which has written the bureau on this matter, be not altogether safe. It is suggested that under existing conditions the better and safer way would be for the manufacturer or shipper to make quotation for delivery f.o.b. steamer New York or whatever the port of shipment may be, and advise his foreign customer regarding the freight rate obtainable at that time.

(MORE NEWS OF DEALERS ON PAGE 62)

ATTENTION

Buyers of Motorcycle Suits for both Men and Women.

Our Celebrated

"Kant Leak"

WATERPROOF SUITS

are well known for their durability, good workmanship and good fitting qualities.

Made in Norfolk Jackets with reinforced Riding Pants or Long Pants, plain or cuff bottom; also in Ladies' Norfolk Jackets. Plain and divided skirts.

We also make the above garments in Khaki, Roseberry and Fustian.

We wish to call your attention to our excellent line of Golf Bags and Huntsmen's Clothing.

Give us a trial order. Catalogue free to dealers who write us on their letter heads or enclose business card.

Richard F. Hill Mfg. Co.
217-219 High St.
Newark, N. J.

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REG. U.S. PAT. OFF.

BICYCLE OIL LAMP

The World's Most Famous Bicycle and Motorcycle Lamps

GUARANTEED TO STAY LIT
(or money refunded)

Made of best Quality brass—Cannot rust
Riveted and Clinched

FOR SALE BY LEADING DEALERS

Write today for complete description

ROSE MANUFACTURING COMPANY
933 ARCH ST. PHILADELPHIA, U. S. A.

Mention MOTOR CYCLE ILLUSTRATED—It helps you, the advertiser and us.

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Notice Yale Riders!!!

Although we have discontinued the manufacture of Yale Motorcycles, we are in position to do all repair work as well as furnish complete line of repair parts for all models of

YALE MOTORCYCLES

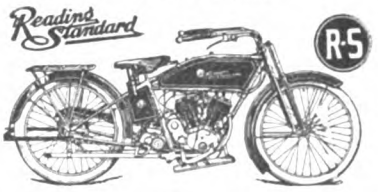
The Consolidated Manufacturing Co.
1730 Fernwood Avenue, Toledo, Ohio

R-S

Means Real Service

As a hill climber it has no equal—it is almost impossible to stall this machine. Watch the R-S Rider and see how easy he rides up steep grades—grades that are known to stall almost every other mount.

The Mechanical perfection—exceptionally high grade material and improved design make the R-S the best and most desirable of all Motorcycles. Among experts, it is recognized as a peer without an equal—It is without a doubt the World's Master Motorcycle.

$265 

$230

Write for complete catalog—just out.

READING-STANDARD COMPANY
501 Water St., Reading, Pa.

The SCHEBLER CARBURETOR

America's Standard Supreme through Merit

THE HEART OF THE MOTORCYCLE

WE EQUIP
THOR
POPE
YALE
EAGLE
INDIAN
EMBLEM
DAYTON
SPACKE
DE LUXE
CYCLONE
EXCELSIOR
HENDERSON
IVER-JOHNSON
HARLEY-DAVIDSON
READING STANDARD

WHEELER & SCHEBLER
INDIANAPOLIS, INDIANA, U.S.A.
BRANCHES AND SERVICE STATIONS IN ALL PRINCIPAL CITIES

A new field of profit

is instantly opened up to you when you line up with the

Cyclemotor

"WHEELING WITHOUT WORK"

It appeals to the multitude of workmen who are not familiar with complicated gas engines, and provides them with a safe, sturdy, pleasant means of travel.

Our terms are attractive and it will pay good dealers to investigate.

2-STROKE HIGH-SPEED

CYCLEMOTOR CORPORATION
Arlington Bldg. Rochester, N. Y.

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Champion

"TOLEDO MADE FOR THE WHOLE WORLD'S TRADE"

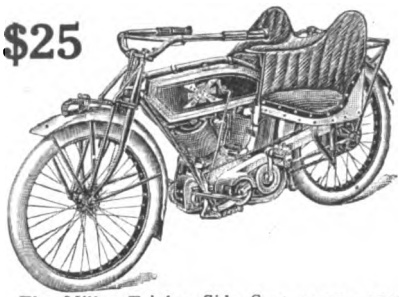
Motorcycle Mica

75c Can't Break

Special Oil Resisting Construction

Champion Spark Plug Co. 2308 UPTON AVE. TOLEDO, OHIO

$25



Here's Comfort and Ease For You

The Miller Triplex Side Seat means comfort, ease, companionship, economy, satisfaction.
Fits any motorcycle and is finished to match.
Guaranteed for 3 years.
Every live dealer who does not know the Triplex should write at once for our big new proposition. It's a winner.
Illustrated Catalog on Request.

Haverford Cycle Company 503 Market St., Philadelphia, Pa.

"DUCKWORTH" CHAINS

Are sold on merit, not on price. Satisfactory service is their strongest selling argument.

DUCKWORTH CHAIN & MFG. CO., Springfield, Mass.

Statement of the Ownership and Management of MOTOR CYCLE ILLUSTRATED, published weekly, at New York, for April 1st, 1916.
Publisher—Motor Cycle Publishing Company, 13 Park Row, New York; Editor—J. H. Donehue, Jersey City, N. J.; Managing Editor and Business Manager, J. Leo Sauer, 400 Riverside Drive, New York.
Publisher and Owner—Motor Cycle Publishing Company, 13 Park Row, New York. Stockholders owning one per cent. or more of the capital stock are: J. Leo Sauer, 400 Riverside Drive, New York; H. N. Condict, 309 Main Street, East Orange, N. J.; W. D. Callender, 4943 Sheridan Avenue, Chicago, Ill.
No bondholders, mortgagees or other security holders.
Signed, sworn and subscribed to by J. Leo Sauer, Business Manager, the 24th day of March, 1916.
Grace D. Van der Veer, Notary Public, New York County No. 75.
Commission expires 1917.

WANDERSEE GETS DETROIT POLICE ORDER FOR 14 HARLEY-DAVIDSONS

DETROIT, MICH.—The W. E. Wandersee Company, local representative for the Harley-Davidson, has closed a deal with the Detroit police department for 14 of the Silent Gray Fellows.

The Detroit police used Harley-Davidsons last season and were more than satisfied with the service obtained from them. The machines are on the job for twenty-four hours a day, three shifts of police riding them for eight hours each.

The Wandersee company has also obtained an order from the Michigan State Telephone Company for ten twins. The next carload of Harley-Davidsons is due in this city on April 15.

Thriving Agency of James G. Burroughs, in Bridgeport, Conn. With Recent Shipment of Harley-Davidsons

FIRST LOT OF BABY X MOUNTS CONVINCED PUTZMAN & BOWMAN

SACRAMENTO, Cal.—Putzman & Bowman, Excelsior dealers in this city, are now lightweight enthusiasts. They recently received five of the Baby Excelsiors and sold two immediately, the other three going in two days. A second order followed in the same manner, and now the partners are jubilant over the little two-strokers.

The firm was at first sceptical concerning the new little Excelsior and were not very willing to take even one. However, they finally got a shipment of five and then the selling began. At present, the lightweight has no stronger booster on the Pacific Coast than the Sacramento representatives.

R. K. Bowman, in speaking of the sale of the first lot, said that the Lucas Tamale House, the largest in Sacramento, had bagged the first machine out of the crate and started right in to use it for delivery work.

(MORE NEWS OF DEALERS ON PAGE 64)

A Word to the Dealer

Every day you let pass without showing an

F-N Tandem

on your new model Motorcycle means a serious loss to you. You not only make a big profit on the Tandem, but it helps sell the motorcycle.

With folding foot rests or footboards $10

FENTRESS-NEWTON MFG. CO.
Detroit Michigan

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PAN-AMERICAN MOTOR COMPANY

Is Now the Sole Owner and Manufacturer of the Famous

MICHAELSON MODEL "C" BIG TWIN MOTOR CYCLE

This machine has given 100% satisfaction to its riders for good workmanship and durability. WRITE NOW for our 1916 catalog and agency proposition. We solicit agents throughout the Western Hemisphere who have the "stamina" and "punch" to sell a World's Favorite.

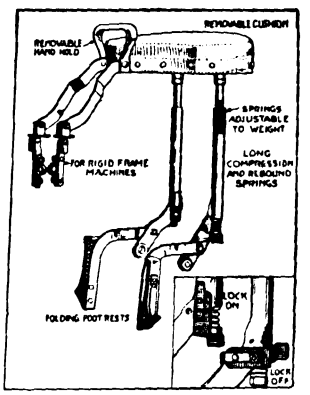
Address

PAN-AMERICAN MOTOR COMPANY
810 Security Building Minneapolis, Minn.

Its the Quality That Sells—
STOLL TANDEMS

are not built as cheap as possible, but they are built as good as it is possible to make them. The **Comfort feature** is great. There is more real enthusiasm about Stoll Tandems, because comfort means pleasure for the passenger and service means satisfaction to the buyer. Ask any rider his honest opinion of Stoll Tandems—then insist upon your dealer equipping you with one.

Practically all the leading dealers and jobbers carry them in stock.



STOLL COMBINATION TANDEM NO. 2
Price Complete $10.00

Poster Stamps mailed free to interested dealers and riders.

The Stoll Manufacturing Co.
Denver Colo.
Largest motorcycle tandem factory in existence.

DON'T DELAY

Equip your motorcycle with a 20th Century Lamp—

today. They give more light and a better light with less trouble. A favorite of bicyclists and motorcyclists at home and abroad for 17 years.

We Are Boosters for "One Million Bicycles in 1916"

20th Century Mfg. Co. 41 Warren Street New York

The Proof of the Oil

Is in the using, and users of

HARRIS
TRADE MARK REG. U.S. PAT. OFF.
OILS AND GREASES

are *always* satisfied. Try them for your motorcycle.

"A Little Goes A Long Way And Every Drop Counts."

A. W. HARRIS OIL CO.
326 S. Water St., Providence, R. I.
Branch: 143 No. Wabash Ave., Chicago, Ill.

Best by Test

Every Spark "Starts Something"
No Soot, Oil, Gas or Water can Hurt It
The Only Genuine Case Hardened Plug
One Dollar at your Dealer's or Direct
Next Time Make It a Benton

L. F. BENTON CO., Vergennes, Vt.

8198 ⅝" Pitch ¼" Width — **Special Service Chain** — 8199 ⅝" Pitch ⅜" Width

H·R

RENOLD Chains will put pleasure into riding and profit into business. Here shown is a very light chain with enormous breaking strength.

A Century in Business

PETER A. FRASSE & COMPANY, Inc.
419 Canal Street New York City

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REPLIES TO READERS SEEKING INFORMATION

Write Maginni & Perkins

HAVING seen the illustration of a baby automobile using a Harley-Davidson motor for power, I would like to know the address of the firm which made them, and also where I could get the materials for making one. If there is any Eastern firm who would make up one for me, I would be glad to communicate with them.

Washington, D. C. *R. FREEMAN.*

The machines you refer to were made by Maginni & Perkins, of San Francisco, Cal., for Art. Smith, an aviator. As far as we know, this firm is the only one who has made such vehicles and the plans are either held by them or by aviator Smith. Maginni & Perkins are local Harley-Davidson agents. We are unable to give you the address of a firm in the East who would do the work.

Send It to Factory

I HAVE a twin motorcycle which is of 1914 model and wish to fix it so as to get more speed, as I intend to use it in road racing this season. I had it overhauled last Fall, but it doesn't seem to have the speed that it had the previous summer and spring. It will run at speed for a short distance and then limp for several miles, picking up again after a while and doing the same thing over again. Is there any way of fixing the carbureter to overcome this?

Philadelphia, Pa. *JOHN BROWNE.*

One season's use of a motorcycle for speed work is quite a strain on all parts of it, and it probably needs to have the cylinders rebored and larger pistons put in. The valve gearing will probably need an overhauling, as the cams and rockers have become worn and the timing has changed. We cannot recommend your doing anything to the carbureter, as any change in the jet will probably make matters worse. Send the machine to the factory for overhaul and tuning up, or dispose of it and get a new one.

Long Distance Records

TO settle a dispute I would like to have you give me the world's long distance sidecar and solo motorcycle records, and what machines they were made on.

New York, N. Y. *ARTHUR RYAN.*

There are no world's records on motorcycles. The governing body, the F. A. M., does not recognize such records as official, although they may be made under perfectly legitimate conditions. Our books show that an English rider, Harry Long, on a Singer covered 20,000 miles in 20 weeks in 1912, riding solo, and 40,000 miles in 40 weeks with a Singer sidecar rig. Both were made with single cylinder motors and were made round the coast of Great Britain. These are the two longest distance records existing, we believe.

SALES EXCEED SUPPLIES AT APPEAL STORE

SAN FRANCISCO, Cal., Mar. 31.—Mr. Fraser, manager for the Pacific Coast of the Appeal Manufacturing Company, says business has opened up tremendously during the fine weather of the last few weeks, and orders are coming in faster than machines. He got in a car of Harley-Davidson's March 10, and they went out almost immediately. He says there are five times as many sidecars sold as last year, while tandems are going more slowly. Mr. Fraser has just left to visit the trade through northern California.

COOPER RUBBER INCREASES

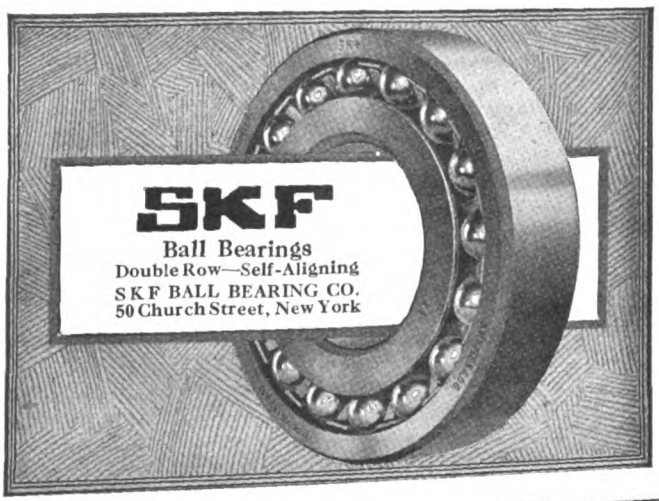
CINCINNATI, Ohio.—The I. J. Cooper Rubber Co., one of the most conspicuously successful tire concerns in this territory, has filed amended articles of incorporation increasing its capitalization from $100,000 to $225,000. The increase was decided upon for the purpose of enabling the company to take care of its rapidly expanding business, handling its big stock to better advantage and in other ways taking care of its interests and those of its customers.

BUYS HENDERSON TIRE RIGHTS

CINCINNATI, Ohio.—The Ideal Tire Co., one of the newest of the tire-dealers here, has purchased the tire business of Edward Henderson, at Eighth and Race streets, and secured quarters at 803 Race street to house its business.

EXCELSIOR IN ST. CATHARINES

ST. CATHARINES, Ont.—Roberts & Bardsley, St. Catharines, have taken the local agency for the Excelsior for 1916 and have already received their demonstrator.



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MOTORCYCLE
SUPPLIES and REPAIRS
MOST COMPLETE STOCK ON EARTH
Write today. Special offer to dealers.
QUALITY EXPERT OVERHAULING SERVICE
Best equipped repair shop in Northwest
Estimates Furnished Work Guaranteed
MOTORCYCLE ACCESSORIES CO.
ST. PAUL MINN.

No. 428,
Price Complete, $5.50,
Including Footrests

No. 420 tandem to be used on rigid carriers, the price includes one pair footrests.

Retail Price Complete $5.50

DEALERS — Write us for our new Proposition.

WALD MANUFACTURING CO.
Dept. F SHEBOYGAN, WIS.

CLEAR-O-U-T Mechanical Operated Horn

No Batteries or Wiring required
RETAILS AT
75 CENTS
ASK YOUR JOBBER OR DEALER
THE SEISS MFG. CO.
432 Dorr Street TOLEDO, O.

Mention MOTOR CYCLE ILLUSTRATED—It helps you, the advertiser and us.

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FEDERAL MOTORCYCLE TIRES

"EXTRA SERVICE"

Federal Rubber Manufacturing Co. - Milwaukee

The Oldest Supply House in America

FREE

You can't be up-to-date without it.

Write today to

MOTORCYCLE EQUIPMENT CO.
Hammondsport, N.Y.
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LOS ANGELES, CAL.

Berling Magneto

This "B" type will carry the motorcycle maker to Success because it will carry the rider to his destination.

ERICSSON MANUFACTURING CO. 1116 MILITARY RD., BUFFALO, N.Y.

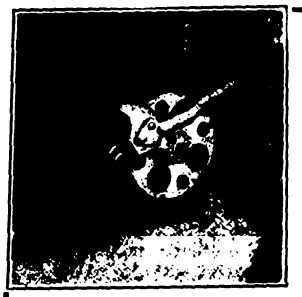
Firestone

Motorcycle Tires

The stunning red and black, the trade-mark of Firestones, should be your equipment for Most Miles per Dollar.

More rubber than in any other motorcycle tire! Same quality and materials as in Firestone Automobile Tire.

Firestone Tire and Rubber Company
"America's Largest Exclusive Tire and Rim Makers"
Akron, O.—Branches and Dealers Everywhere



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This Starter eliminates PEDALS; improves the CLUTCH; puts the release on the RIGHT-HAND side; starts your motor with the WHEELS on the GROUND.
Send for circular.

GOING!

The Indian Dealer in Cuba has sent for a Pioneer Starter and asked for territory. They are coming from Maine to the Golden Gate. There are over 50,000 Indians which the Pioneer System will work on. Our guarantee is back of every Starter. Riders want to make their machines up-to-date. Mr. Dealer, are YOU going to make a profit out of this much-needed device? Let us help you do it now. Send your order today. State model.

The Pioneer Mfg. Co.
West Allis, Milwaukee, Wis.

NATIONAL Motorcycle and Bicycle Spokes

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The National Screw and Tack Co.
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No. 60 Motorcycle Supplies
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Oliver's Bronx Distributing Agency for
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All Repairs Guaranteed
993 Washington Ave., Near 164th St.
Oliver Berckheimer, Prop. V. C. Pelezzare, Mgr.

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N. Y. Distributor for Reading Standard Motorcycles. Rogers Sidecars in stock. Agent for Excelsior and Henderson
1491 Fifth Avenue Telephone, Harlem 2337

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Telephone, 8861 Riverside.

AMOS SHIRLEY, 935 Eighth Ave.
INDIAN and EXCELSIOR
Columbia, Hartford and Fay Juvenile Bicycles.
Parts for the Indian, Excelsior and Pope.
Repairs and Accessories.

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INDIAN MOTORCYCLES
MIAMI POWER BICYCLES
Storing, Repairing and Supplies
1519 SECOND AVE., Cor. 79th St. Phone Lenox 1933

Exceptional Offer of Choice Seconds
28 x 3 Firestone Non-Skid.....$6.25
29 x 2¾ Firestone Non-Skid..... 5.65
These tires are fresh stock practically perfect, but slightly discolored in spots.
E. J. Willis Co., 85 Chambers St., N. Y. City

EXCELSIOR
M. WORKSMAN, Agent
Large Stock of Parts and Supplies. Used Machines Bought, Sold and Exchanged on 5% Basis.
14 VESEY STREET.

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Expert repairing on all makes. Used machines for sale. Agents for Smith Motor Wheel. Service Station. Storing.
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Brooklyn and Long Island, 1157 Bedford Ave.; 594-596 Jamaica Ave. Exhaustive line of supplies, repairs, parts; in short, we stock everything for the motorcycle and the rider.
BOB BRAZENOR, Proprietor.

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BROOKLYN DISTRIBUTOR
Indian Motocycles
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Full line of Parts—A1 F. A. M. Repair Shop.
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Expert Repairing
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INDIAN
AND SMITH MOTOR WHEEL
All makes of Bicycles—expert repairing
FLUSHING BICYCLE EXCHANGE
30 MAIN ST. FLUSHING, N. Y.
Phone 496J Flush.

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EXCELSIOR DISTRIBUTORS
Parts and Supplies—Repairing by factory mechanics.
Bridge Plaza, Long Island City.
Phone Astoria 1880

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INDIAN MOTOCYCLES
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Expert Repairing—Gasoline.
Full Line of Accessories—Used Machines.
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Full Stock of Supplies—Used Machines.
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PATERSON, N. J.

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MOTOCYCLES
Rebuilt machines. A written guarantee with each machine. Write for details and price list.
JOHN STEELE, 91 Broadway, Paterson, N. J.

PROVIDENCE

Motorcycle Repairing and Winter Overhauling. Complete repairs on any make.
INDIAN A SPECIALTY. PRICES RIGHT
Work guaranteed. 1916 Indians always in stock; any make taken in trade. All makes of second-hands on sale.
B. A. Swenson, 522 Broad St., Providence, R. I.

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Agents for HARLEY-DAVIDSON Reg. U.S. Pat. Off.
Opposite Proctor's Theatre, Mt. Vernon, N. Y.
We Fix Everything

A *good* deed often means a *good* deal—Please mention MOTOR CYCLE ILLUSTRATED.

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Motorcycle Tires
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Also
BICYCLES and SUPPLIES
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CITY SUPPLY CO.
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H. E. WILCOX MOTOR COMPANY
1030 Marshall St. N. E., Minneapolis, Minn.
Successors to Minneapolis Motor Co.

Rogers SIDECARS
NEW YORK SERVICE STATION
Sidecars and parts in stock for all machines. Special attention to dealers.
IRVING BECK
1491 Fifth Ave. Phone Harlem 7083

CLEAN-UP SALE
All slightly used and rebuilt machines, about 125 on hand, all makes, at unheard of price reductions. A new sheet, full of bargains ready for you. Don't wait longer, don't look any farther—we have what you want at the right price. Write today.
WESTERN SUPPLIES COMPANY
1448-52 Larimer Street Denver, Colo.
Largest Cycle and Motor House in West

Motorcycle Accessories and Supplies
Manufacturers, Agents and Jobbers, Wholesale and Retail. Get Our Catalogue Before Buying Your Supplies.
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Write for our revised list of used motorcycles of all makes and models, including the Harley-Davidson, Reading-Standard, Merkel, Thor, Indian, Yale, Shickel, Pope and De Luxe.
Literature furnished on request.
The Place of Satisfaction.
MUELLER CYCLE AND SUPPLY CO.
Oldest and largest dealers in the northwest.
726 National Ave. Milwaukee, Wis.

CYLINDER GRINDING
Motor-Cycle Exclusively
New pistons and rings accurately fitted.
MUNCIE PISTON CO., Muncie, Ind.

THOR MOTORCYCLES
Complete stock of parts, over-night service. When in need of Thor parts try us. Large stock of used machines, all makes, at bargain prices.
B. RUDERMAN,
1031 Bedford Ave. Brooklyn, N. Y.

Classified Advertisements

ONE INSERTION THREE CENTS A WORD; MINIMUM 50c.

MORE THAN ONCE TWO CENTS A WORD PER ISSUE

FOR SALE

NEW FLYING MERKEL, twin-cylinder 1915 motorcycle, $187.50. Address Box 207, Wheeling, W. Va.

EMBLEM 1915 two-speed, 67 cubic inches, ridden 400 miles, must sacrifice; $165; guaranteed like new. J. Dieterich, 224 Patchen Ave., Brooklyn, N. Y.

FOR SALE—Indian, 1915, three-speed, spring frame, Splitdorf Electrical equipment, Speedway model motor; 1915 Indian sidecar, with top, will sell separate; has been ridden about 4,000 miles. Ported Indian twin racer. J. U. Constant, care MOTOR CYCLE ILLUSTRATED.

FOR SALE—Three-speed transmission for 1915 or 1916 Excelsior, practically new. Jake Ott, 165 Sheridan avenue, Detroit, Mich.

IF you want an Excelsior, then buy this one—1916 Excelsior, $225 model. Ridden 50 miles; traded for Powerplus Indian and for sale for $175. Hadfield-Swenson Co., New Britain, Conn.

A REAL EXCELSIOR SPEEDSTER Bargain. 1916 S. C. Model, has been used in only three short races, taking three firsts. Enamel like new. Racing equipt at factory. Is exceptionally fast. Will sell for $175; $25 down, balance C. O. D., subject to examination. Lon Goodwin, Great Bend, Kan.

FOR SALE—One bicycle motor, 1½ horsepower, almost new; $15. Walter Beare, Ellis Grove, Ill.

INDIANS 1914, electrically equipped, used less than 3,000 miles—$140; 1915 new machines used for demonstrating. $165, insured for $200 to May 1, 1916; will ship either machine via express upon receipt of $25 to pay delivery charges, or send stamped envelope for further details. Otto W. Payne, Box 212, Baldwin, L. I.

FOR SALE OR EXCHANGE—One Remington No. 6 typewriter, never used, same as new; same keyboard as No. 4 Underwood. Would trade for motorcycle. B. A., care of MOTOR CYCLE ILLUSTRATED.

FOR SALE—1914 Harley-Davidson, two-speed, and Rogers sidecar; new tire on rear; other two nearly new; motor in A-1 shape; new chains; $25 down, balance C. O. D. S. R. Milbrandt, Alma Center, Wis.

DEALERS!

Now is the time to dispose of those used motorcycles. You need all available space for handling new business now that the riding season is open.

Let prospective buyers know what you have to offer. Advertise **HERE.**

POSITIONS WANTED

WANTED—Position by traveling salesman, 3 years' experience with well-known bicycle and motorcycle manufacturer in south and central west; also factory experience. W., care of MOTOR CYCLE ILLUSTRATED.

MISCELLANEOUS

WANTED—Double home trainer, with dial. Give full description and price. Frank P. Gravatt, Atlantic City, N. J.

WANTED—A crank shaft bevel gear for Crescent Chainless, model No. 17; can use one with broken teeth as sample if unable to furnish a perfect one. Emil Roemer, Webster, Mass.

IT IS NICE to know where to procure parts for your machine immediately. Parts are our specialty. "Flying Merkel," "Thor," "Indian," "Pierce," "Curtis," F. N., M. M., R. S., N. S. U. Always 25 or more used machines on hand, $25 up. The M. M. Sales Co., 1777 Broadway, New York, Room 450.

WANTED—One sidecar to fit Harley-Davidson motorcycle, must be in good condition, and color to match machine, also reasonable in price. Wind splitter preferred. L. T. Lorz, Harvey, N. Dak.

YOUR NAME AND ADDRESS on 20 choice visiting cards with dandy French watch ornament, all 10 cents. Warfel, photographer, Cadiz, Ohio.

POCKET PHOTO OUTFIT, wonderful novelty, all complete, 10 cents. Warfel, photographer, Cadiz, Ohio.

HARLEY-DAVIDSON, Indian, Excelsior, Thor and Merkel cylinders reground and fitted with our lightweight pistons and rings, $4.50; with leakless piston rings, $6. Bakeman Motor & Supply Co., St. Cloud, Minn.

CYLINDERS REBORED. Motors overhauled, Frame and Fork straightening, enameling. All broken cast, aluminum and steel parts perfectly welded. Try our new leakless piston rings and light weight pistons fitted like factory work. All work absolutely guaranteed. Prices right. A. E. Bakeman Motor & Supply Co., St. Cloud, Minn.

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A Brilliant Light
For The Darkest Night

On the darkest night there's a bright stretch of road ahead, always—a brilliant non-flickering light to point out the ruts and bumps and safely direct your course—if your mount is equipped with the

REMY
Motorcycle Lighting-Ignition System

No quick stops—no sudden surprises—you can speed ahead with a comfortable feeling of safety. The Remy System provides a steady, intense, never-failing light—also strong, reliable synchronized ignition. Distributor Ignition, similar to that obtained from the Remy Motorcycle Lighting-Ignition System will be standard equipment on the majority of automobiles produced in 1916. Contracts have already been signed calling for delivery of 255,000 Remy Systems this year.

Many 1916 Harley-Davidsons are equipped with the Remy System. Ask to see it demonstrated. Service stations almost everywhere.

REMY ELECTRIC CO.

Makers of World Famous Remy Equipment For Automobiles

Factories: Anderson, Indiana.
Sales & Engineering Offices: Detroit, Michigan.

CONSTANT REMY SERVICE

120

Mention MOTOR CYCLE ILLUSTRATED—It helps you, the advertiser and us.

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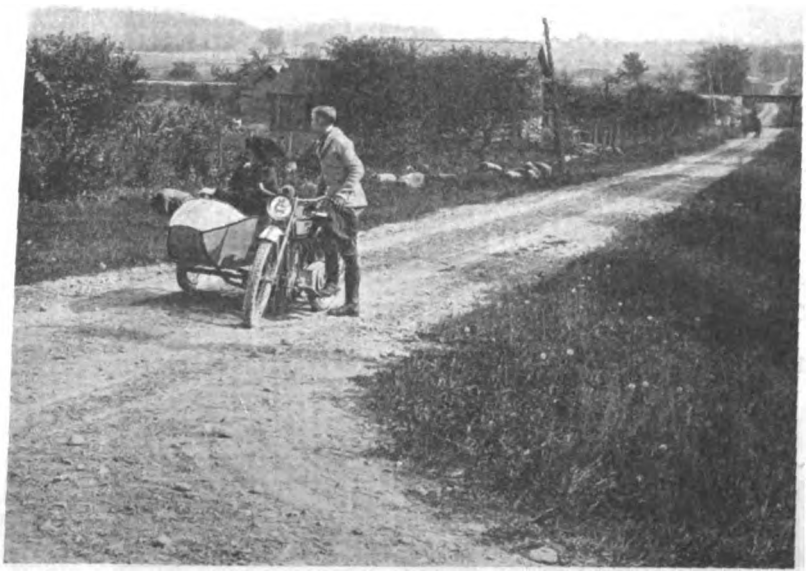
The Last Word

The man who does not ride a 1916 Harley-Davidson motorcycle does not know what constitutes the absolute maximum of motorcycle satisfaction.

This is not an idle advertising assertion—it is a cold-blooded fact. One ride on a 1916 Harley-Davidson will prove it.

Harley-Davidson Motor Co.
Milwaukee, Wis., U.S.A.



A *good* deed often means a *good* deal—Please mention MOTOR CYCLE ILLUSTRATED.

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IGNITION

has your engine in its grasp

If you have the right kind of ignition system on the motorcycle you sell, the engine will run when you or your customer wants it to, as often as you want it to, and as long as you want it to—always with the best output possible, always with the quickest acceleration.
If you haven't the right kind of ignition you never can tell what will happen—failure to run may occur at the time you want power most.

Bosch Magneto Ignition

is a method of ignition that can be depended upon today, tomorrow or years from tomorrow. It requires no batteries, has no complications and needs no coil. It is an ignition system entirely contained in one unit, with nothing about it to get out of order.
If the motorcycle you sell or buy or use is not Bosch-Equipt, you can have it so by insisting upon Bosch Magneto—you *can* get it.

Be Satisfied Specify Bosch

Correspondence Invited

Bosch Magneto Co., 206 West 46th St. N.Y.

Chicago—Detroit 300 Service Stations San Francisco—Toronto

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The Latest Arrival

EXCELSIOR AUTOCYCLE

MODEL 17-3

A Year Ahead of Everything

Here Are a Few of the New Features:

New Ultra Power Motor with oversized silenced valves.
New Automatic Compression Control operated by foot starter.
Motor Chain, Clutch and **Clutch Mechanism** entirely enclosed in drawn steel oil tight case.
New Automobile Type Double Brakes, the most powerful ever put in a motorcycle.

When a Better Motorcycle is Built it will be an Excelsior

The New Series 17 Includes :

MODEL, 17-3E, three speed, equipped with Midco Electric Lighting and Ignition System **$295**

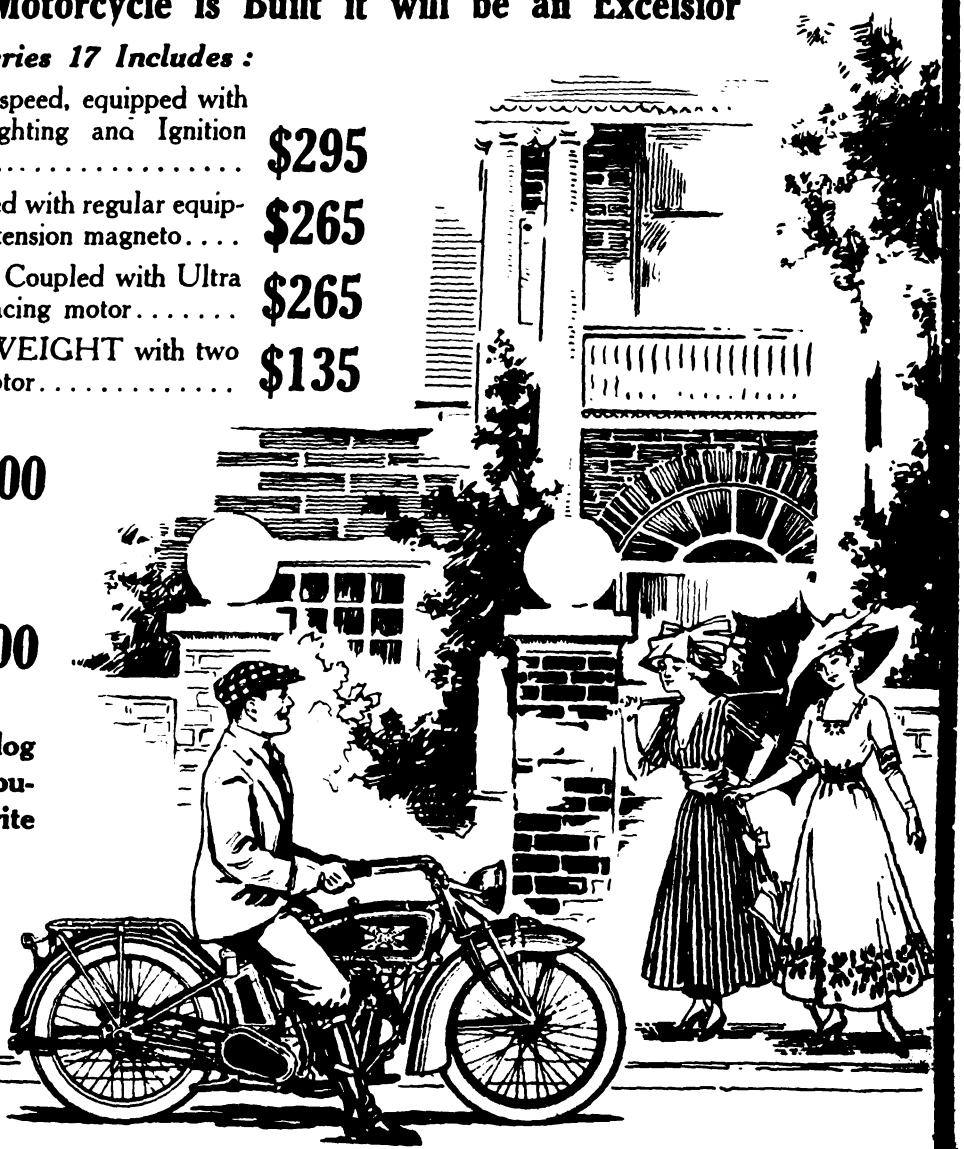
MODEL 17-3, three speed with regular equipment including high tension magneto.... **$265**

MODEL 17-S. C. Short Coupled with Ultra Power Big Valve racing motor..... **$265**

EXCELSIOR LIGHTWEIGHT with two speed, two stroke motor..... **$135**

MODEL 7-C "The Good Old X Twin chain drive..... **$200**

MODEL 7-T. S. Twin, two speed. The greatest value ever offered in a motorcycle **$200**



Our new Series 17 catalog is now ready for distribution. See the dealer or write for one today.

Excelsior Motor Mfg. & Supply Company

Office and factory
3703 Cortland St.
CHICAGO

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Pope-made Bicycles

Announcement to Our Dealers

With everybody riding, everybody buying bicycles, and the entire trade working together for "1,000,000 Bicycles in 1916," there has come an overwhelming demand for Pope-made bicycles—the quality leaders.

Working night and day, the big Westfield Plant has produced and shipped more bicycles than in the corresponding period of any previous year.

But, with the increasing demand and the extreme difficulty of getting enough of the material that meets Pope standards, we find that it will be impossible for us to manufacture all the bicycles our dealers will want during 1916.

As a protection to both our dealers and ourselves, we cannot accept orders except for the regular name-plate, catalog bicycles, such as:

Columbia and Hartford	Clipper Light Roadster
Tribune and Stormer	Pope Daily Service
Cleveland and Westfield	Messenger Special
Rambler and Ideal	Juveniles
Crescent	Pope
Monarch	Pope Special
Imperial	Sterling
Motobike	Seminole
Defiance	Vedette

These are the bicycles that are known from one end of the country to the other; they are the bicycles which we have been advertising and pushing; and they are the bicycles that it will pay you, in increased profits and prestige, to handle exclusively.

WESTFIELD MANUFACTURING COMPANY

(Successors to the Pope Mfg. Co.)

11 Lozier Ave. Westfield, Mass.

April 12, 1916.

The Largest Manufacturers of High-Grade Bicycles in the World

Makers of the famous Pope Motorcycles. Six Models—Prices $150 to $275.

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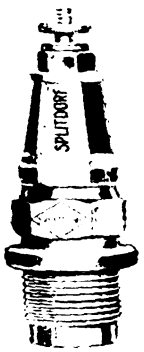
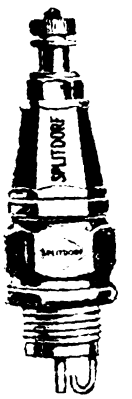
WE HAVE THE PLUG



Standard S. A. E. 7/8" Open End
Dayton Motorcycle Equipment

Excelsior
Motorcycle Equipment



Pope
Motorcycle Equipment

SPLITDORF COMMON SENSE SPARK PLUGS

S. A. E. 7/8" 18 Open End
Indian 1916 Equipment

Standard Motorcycle Type

Indian Metric Type
1914-15 Equipment

BEST SUITED FOR EVERY MACHINE

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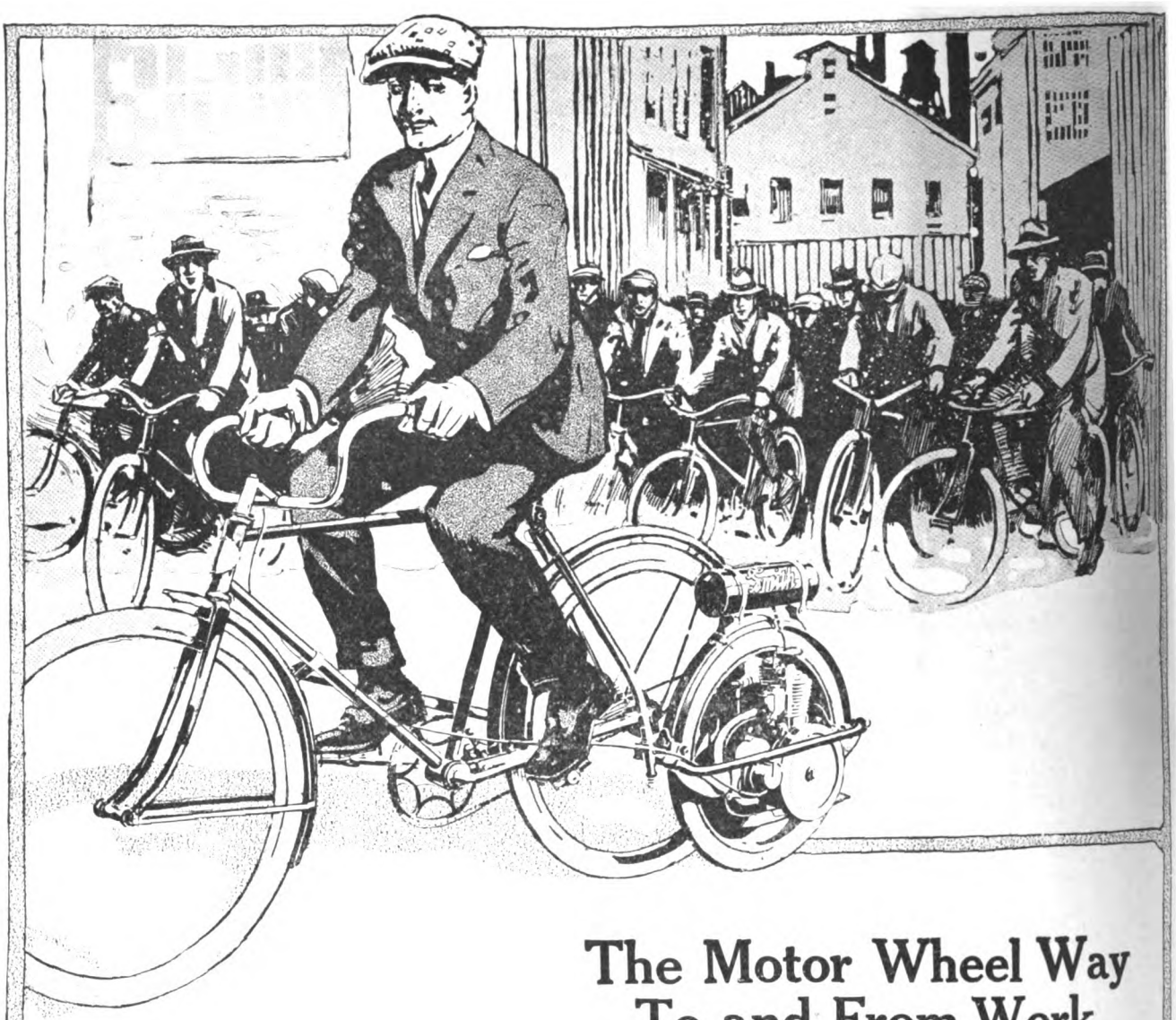

The Motor Wheel Way To and From Work

"Cheaper than Carfare"

Here is a friendly tip which is so good we must pass it along to SMITH MOTOR WHEEL dealers. For it means a new, "golden" link in the profit chain which live dealers are forging.

In most every town where there is a SMITH MOTOR WHEEL dealer, there is also a factory community. Many of these employes use bicycles. Many others are ready to change from street-cars to bicycles.

Here is the dealer's chance. Get your SMITH MOTOR WHEEL busy in such communities. Arrange a noonday demonstration. Get your literature into every man's hands. It will be easy to make a first sale. Then see how quickly others will follow.

The Motor Wheel Way to and from work is the ideal way. No pedaling after the day's work, or on the home-for-lunch spin. A fresh, exhilarating ride to or from the factory, arriving refreshed, clean and happy.

One rider will start a series of sales. And **you** will be the winner.

Don't overlook the fact that you are in line for big extra sales of tires, new bicycles and accessories when you handle the SMITH MOTOR WHEEL. Also, there are no bothersome trade-ins, only quick sales, and quick turn-overs for **cash.**

In certain localities we have not as yet appointed representatives. We invite correspondence with established dealers.

Smith Motor Wheel
DETACHABLE

If the name "Smith Motor Wheel" is not on the fly-wheel of your motor, it is not a Smith Motor.

MOTOR WHEEL DIVISION

A. O. SMITH COMPANY, Milwaukee, Wis.

World's Largest Manufacturers of Automobile Parts

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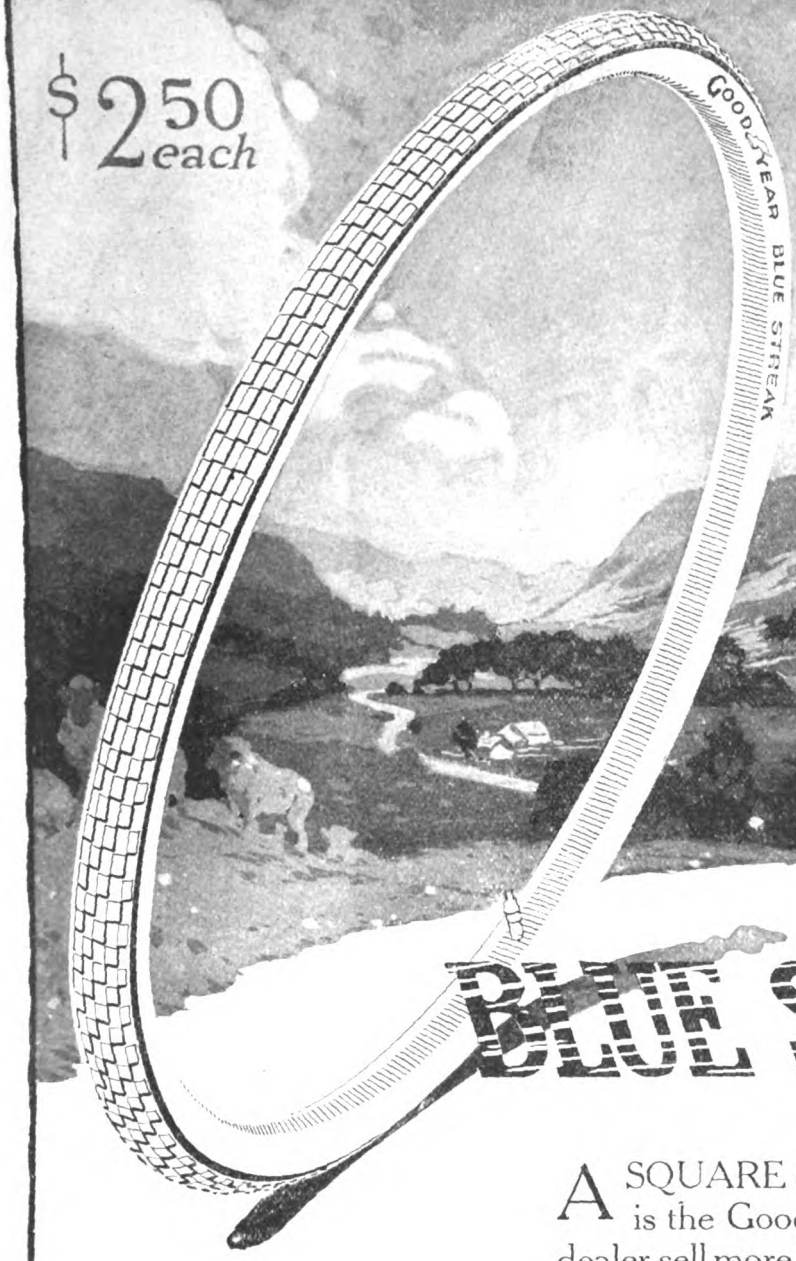
$2.50 each

GOODYEAR
AKRON



BLUE STREAKS

A SQUARE deal for the dealer. That is the Goodyear policy. It helps the dealer sell more bicycles, more Blue Streak tires, and more sundries. It increases his yearly sales in all lines he carries. It makes him a better dealer. Over 8,000 dealers are now selling Blue Streaks the new Goodyear way. If you don't know about it, drop us a postal. You will receive the complete Goodyear Square Deal Tire Policy by return mail.

The Goodyear Tire & Rubber Company
AKRON, OHIO

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"Never Been Off the Rim"

Think of it—

For two years the United States Motorcycle Tire referred to never gave a moment's trouble.

We have records of mileages that seem almost staggering, but here is one that is remarkable for this reason,—that in two years' constant service it was "not punctured, and the fabric is not yet worn in the least."

We have the tire—we had to see it to be sure of our statement.

Perhaps you may not get as wonderful service from United States 'Chain' Tread Motorcycle Tires, but you are certain of remarkably good service, as thousands of owners attest.

United States Tire Company

'Chain' 'Nobby' 'Studded' 'Corrugated'
MOTORCYCLE TIRES

UNITED STATES RUBBER COMPANY AND ASSOCIATED COMPANIES — US — RUBBER SYSTEM

Mention of MOTOR CYCLE ILLUSTRATED is always appreciated by advertisers.

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MOTORCYCLE ILLUSTRATED

WITH WHICH IS NOW INCORPORATED
The Bicycling World

Published Every Thursday by
THE MOTORCYCLE PUBLISHING CO.
13 PARK ROW
NEW YORK

Volume Eleven | April 13, 1916 | Number Fourteen

N. Y. SPORTING GOODS CO. IN CONSOLIDATION

Well-Known Distributors of Motorcycles and Bicycles and Handlers of General Sporting Materials Will Absorb Abbey & Imbrie, Pioneer Fishing Tackle Firm in New York

NEW YORK, April 11.—Plans are announced for the consolidation, to take place next November, of Abbey & Imbrie, manufacturers of fishing tackle, 18 Vesey street, and the New York Sporting Goods Co., 17 Warren street, New York. Abbey & Imbrie's lease of the building at 18 Vesey street, which they have occupied for over thirty years, expires early in 1917. The two companies when combined will occupy an additional building on Warren street, just off Broadway, making a total of three seven-story buildings, to make room for their combined stocks of merchandise.

The bicycle and motorcycle department will be moved into the new quarters at No. 10 Warren street and will occupy the entire building. This will give the company added facilities for taking care of their wholesale bicycle and motorcycle trade.

The New York Sporting Goods Co. has carried on for many years a large business in tents, camp equipment, canoes, guns, ammunition, bicycles, motorcycles, and sportsmen's and athletic goods generally, to which will now be joined the long-established manufacturing and selling organization of Abbey & Imbrie, widely known as the makers of "Fishing tackle that's fit for fishing." The firm was founded in 1820 and is now in its ninety-sixth year.

Present Official Staff

The present officers of the New York Sporting Goods Co. are: Powhatan Robinson, president; Frederic A. Baker, vice-president, and James E. Murray, secretary and treasurer.

The fishing tackle business of Abbey & Imbrie will be continued by the same organization and under the same management as heretofore. Andrew C. Imbrie, now president of Abbey & Imbrie, (the third generation identified with the business), will become a vice-president of the New York Sporting Goods Co., and Alfred W. Law, for many years treasurer of Abbey & Imbrie, will become assistant secretary of the New York Sporting Goods Co.

All of the employees of both companies will be taken over by the consolidated company, and no change is contemplated in the manufacturing, selling or clerical forces.

The sporting goods department will be under the direction of Powhatan Robinson; Andrew C. Imbrie will be identified with the fishing tackle department; Frederic A. Baker will look after the bicycle and motorcycle business as before, and James E. Murray will act as secretary and treasurer, assisted by Alfred W. Law as assistant secretary and Jacob D. Koebler and Charles E. Michaud as assistant treasurers.

CHAMPION SALES BREAK ALL RECORDS IN MARCH

TOLEDO, O.—All production and sales records of the Champion Spark Plug Co. were broken during the month of March, 1916. In that month were produced 1,111,623 complete spark plugs and 167,420 assembled porcelains, while sales were for 1,137,299 spark plugs and 94,277 porcelains.

The Champion folks state that there will be a 100 per cent. increase in production when the new six-story addition is finished.

LATEST EMBLEM CATALOG IS FULLY DESCRIPTIVE

ELOQUENT of the advantages of Emblem motorcycles in models ranging from the Model 106 light twin to the big Model 110, is the latest catalog issued by the Emblem Manufacturing Company, of Angola, N. Y. The characteristic features of Emblem motor construction are described and pictured, as well as the firm's simple and effective foot-starter and "Easy" spring forks. The list of models includes a sidecar and a very practical sidevan and a tandem attachment.

BERLING ORDER IS CLOSED FOR THE EXCELSIOR

THE Ericsson Manufacturing Company of Buffalo, manufacturers of the Berling magneto, have just closed a contract with the Excelsior Motor Manufacturing & Supply Company for a very substantial quantity of Berling magnetos. This recognition by a large manufacturer of the merit of the Berling is naturally regarded as significant by the manufacturer. Gradual but steady progress has been made by the Ericsson Manufacturing Company in the motorcycle field since the Berling was introduced to the trade a few years ago, and the Excelsior order may well be taken as constituting an important move in the direction of very much increased motorcycle business for the progressive Buffalo company.

NEW LAW COVERS CYGNET REAR CARS ALSO

NEW YORK, April 10.—In reply to an inquiry from **Motor Cycle Illustrated** as to the standing of a Cygnet Rear Car outfit under the new State registration law, the following letter has been received from Secretary of State Hugo:

"In reply to yours of the 5th inst. to our Albany office, requesting information in regard to the registration of a machine (Cygnet Rear Car), would advise that the machine you describe as per circular forwarded with said letter, is regarded as a motorcycle and must be registered as such."

NEW M. M. A. HEADQUARTERS

NEW YORK, April 10.—Secretary E. F. Hallock announces that the New York office of the M. M. A., the F. A. M. Press Bureau and the National Motorcycle Dealers' Information Bureau has been changed from 1482 Broadway to 116 Broad street. Secretary Hallock is now occupying the new quarters.

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AUSTRALIANS ARE ROAD EXPERTS, SAYS BAKER

"Cannonball" Found Them Thorough Sportsmen With Exceptional Ability in Cross-Country Trials; Brings Back Twelve Records, Five of Them Being New World Marks

"CANNONBALL" BAKER, of Indianapolis, fresh from the scenes of his world's records with an Indian motorcycle in Australia, says that the Australians are thorough-going sportsmen.

"I received absolutely the fairest and squarest treatment you could ask for," says Baker. "You get only what's coming to you from their officials, but you don't have to go out and earn something and then fight to get the credit for it. They use electric timing devices, measure the course down to the foot and pull things off clean. It's all road riding in Australia—no track work. The Australian boys have a lot of riding knowledge and I learned something from them as well as gave them a few points out of my own book.

"All their big riding stunts come off at Mortlake, which holds the same place in motorcycle affairs there that Dodge City, Kan., does in this country. The course is 33.9 miles long and lies about 145 miles west of Melbourne. When I made my big record there, 1,028 miles in 24 hours, the news was cabled around the world. To show how fast that sort of thing travels, I had no sooner got into Melbourne in the afternoon than I found a cablegram from London inquiring what oil I had used on the ride.

"I set up twelve new road records in Australia for long-distance road riding, five of them world's records, and averaged 50 miles an hour, including all stops. At times I was going 76 and 80 miles an hour.

"Often I was turning up 3,700 to 3,800 revolutions a minute with the Powerplus motor. This new style motor with its side-by-side valves is no longer an experiment. It's far ahead of an experiment when it does the things that it has, like my Three Flag drive from Canada to Mexico last Fall in three days and nine hours as well as these Australian rides.

"Some day I hope to go back to Australia," concluded "Cannonball," "but just now I am working on a program to do some more riding in the United States."

NEW JERSEY M. C. TO WELCOME VISITORS

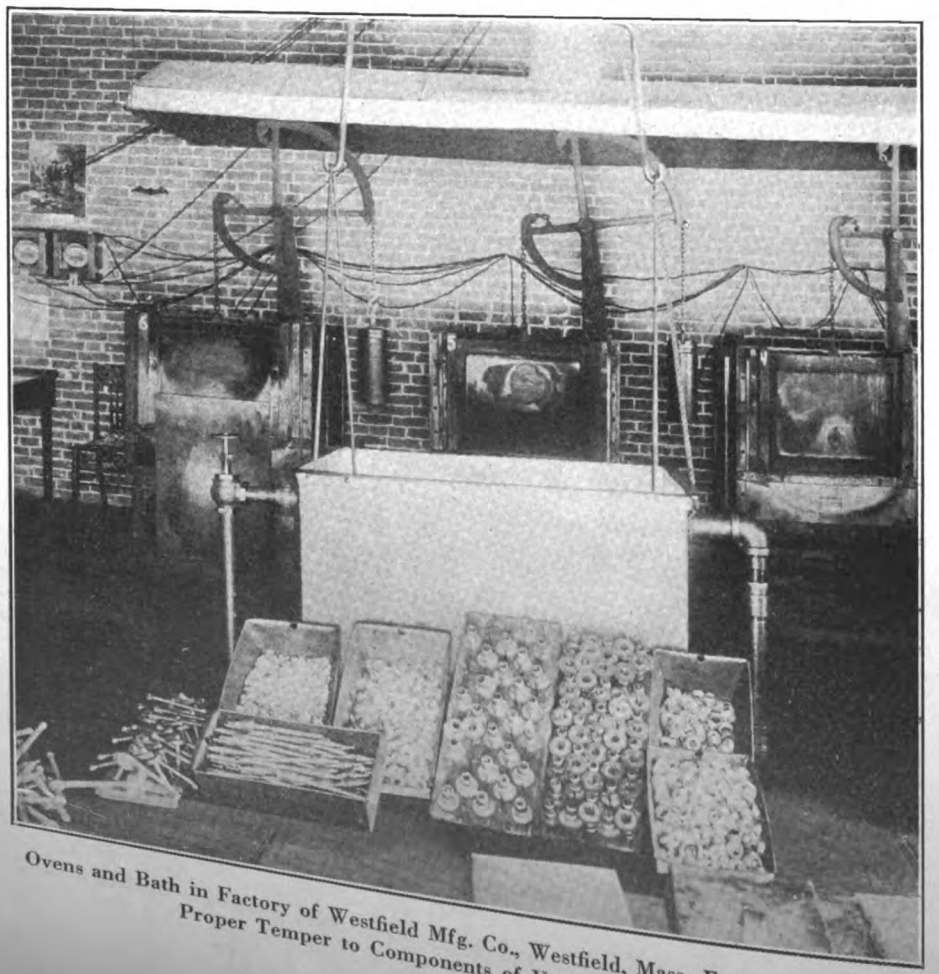
Wideawake Newark Club Will Co-operate with General Committee in Charge of Civic Celebration; Plan Monster Parade

NEWARK, N. J., April 8.—The New Jersey M. C. is preparing to "do its bit" towards co-operating with the general committee in charge of the program in celebration of the 250th anniversary of the founding of Newark. This program will extend from May to October, and will embrace A. A. U. National championships, American Canoe Association State and National championships, interscholastic field meets and many other athletic features, in addition to numerous parades and sessions of fraternal bodies and incidental spectacles of fifty-seven varieties. Things will surely hum.

The New Jersey M. C. is laying plans to entertain visiting motorcyclists and to aid them in finding their way about the city so that the various programs may be seen to advantage. The club has also booked Saturday, June 17, for a monster decorated motorcycle parade. The procession will be held in the daylight and will be for motorcyclists exclusively. The committee in charge of this feature hopes to obtain entries from many nearby cities, in addition to the large turn-out from Newark. This committee, to be made up of three motorcycle dealers and three riders, will be named at the next meeting of the club.

Another committee will be named to collect information and make general arrangements for taking care of visiting motorcyclists, and all riders from out of town will be welcome to make their headquarters at the home of the N. J. M. C.

USED TO HEAT-TREAT POPE MOTORCYCLE PARTS



Ovens and Bath in Factory of Westfield Mfg. Co., Westfield, Mass., Employed in Giving Proper Temper to Components of Various Pope Models

BERGH TO TRAVEL COAST FOR HAGERSTOWN LEGGING

HAGERSTOWN, Md.—C. A. Bergh will travel for the Hagerstown Shoe & Legging Company on the Pacific Coast, with headquarters in Los Angeles, Cal. Bergh has a reputation for delivering the goods, and consequently, the Hagerstown firm is much pleased to have him act for them in the Far West.

Sales Manager Campbell, of the firm, reports a substantial increase in the demand for the Hagerstown leggings and other products over that of last year.

WILMINGTON BUYS POLICE MOUNTS

WILMINGTON, Del.—The local police department has just ordered five Indian motorcycles through John H. Minnick, and they will go into service at an early date.

HE'S JUST GOT TO HAVE IT

Editor: Enclosed find two dollars for renewal of my subscription. I wouldn't do without Motor Cycle Illustrated if I could.

J. A. L. Vink.

Philadelphia, Pa.

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DIXIE M. C. RIDERS START SPRING ROADWORK

This wideawake squad of boosters from Roanoke, Va., was snapped during a recent Sunday run. It will be noted that the boys are strong advocates of the sidecar. They hold regular sociability outings and plans are also under way for a big endurance trial which will be held next August.

U. S. TIRE OFFICERS ARE RE-ELECTED FOR 1916

NEW YORK.—Officers of the United States Tire Company, of this city, were re-elected on April 6. The list is as follows: James Newton Gunn, president; Ernest Hopkinson, vice-president; E. J. Hathorne, treasurer; John Williams, assistant treasurer; Samuel Norris, secretary; John D. Carberry and P. O. Eckhardt, assistant secretaries.

The board of directors consists of Walter S. Ballou, Nicholas F. Brady, Charles J. Butler, Samuel P. Colt, James B. Ford, J. Newton Gunn, Ernest Hopkinson, Lester Leland, Raymond B. Price, Homer E. Sawyer, Joseph C. Weston and Elisha S. Williams. The only changes are the addition to the directorate of Homer E. Sawyer, who is vice-president in charge of the footwear department of the U. S. Rubber Co., and Joseph C. Weston, who is general sales manager of the U. S. Tire Co.

BIG CYCLE SECTION IN GOODYEAR TIRE NEWS

ONE full page of the March issue of the *Goodyear Tire News*, the house-organ of the Goodyear Tire & Rubber Company, of Akron, O., is devoted to motorcycles, while another page is devoted to bicycles. The motorcycle page has a feature story concerning the lightweight, entitled "Discovering the Lightweight Prospect," which is an instructive conversation between a cashier and a motorcycle dealer. The upshot of the conversation was that the cashier purchaser became a lightweight user. The rest of the page is devoted to photographs and descriptions of Goodyear tire users in different parts of the country.

The bicycle page is half occupied by a layout of photographs relating to the part played by Goodyears on February 29, Bicycle Day. The text describes what was done on that occasion in various cities. The rest of the issue is given over to Goodyear performances and factory news.

FISK WORKERS' ATHLETIC PLANS

CHICOPEE FALLS, Mass.—Employes of the Fisk Rubber Company have just closed an option on the Imperial Park grounds for a two-year lease. The social and athletic associations of the company are laying out grounds for various sports. The organization was perfected and financed by the employes themselves, the membership including shop and office employes, women as well as men.

ANOTHER SPLITDORF USER

ONE of the latest converts to the Dixie magneto and Splitdorf spark plug is the Lawson Manufacturing Company, according to a recent advice from the Splitdorf Electrical Company, of Newark, N. J. The magneto and spark plugs will be used on the Lawson one-ton truck. The Model 40 magneto and the "Common Sense" plug are called for.

HOUSER'S GUIDE ISSUED

LOUISVILLE, Ky.—Houser's Official Automobile & Motorcycle Directory for 1916 has just been issued in this city.

"BEST FOR THE DEALER"

Motor Cycle Illustrated. — Here's the price of my renewal. Send her along. I can't get along without it. Surely it's the best publication out for the dealer.

ROSE CYCLE WORKS,
Rose, N. Y. E. L. Rose, Prop.

INCREASING STRENGTH OF MOTORCYCLE SECTION

NEW YORK, April 8.—The motorcycle detachment assigned to F Company, 71st Infantry, N. G. N. Y., has now 20 men on the strength, in place of the 18 originally called for. It has been determined to increase the detachment to 30 men, and possibly to 40, if applications continue to be made, as has been the case since the detachment was first organized.

The motorcycle detachment is a headquarters body, although at present attached to the 71st Regiment, and its members will serve as scouts, messengers, etc., to the Guard's Division Headquarters. Motorcyclists who desire to join should apply to Lieutenant E. C. Schroeder, recruiting officer, or to Captain Albert C. Rich, F Company, at the armory, 33d street and Fourth avenue, on Wednesday and Friday nights.

FIRESTONE BUILDING READY SOON

KANSAS CITY, Mo.—Officials of the Swenson Construction Co., building the new Firestone structure at Tracy and Twentieth streets for the Firestone Tire & Rubber Co., has notified the firm that the building will be ready for occupancy by May 15. The outside walls are complete and work on the three-story tower on the roof of the building is well under way.

TALKED ON STORAGE BATTERIES

NEWARK, N. J., April 11.—The New Jersey M. C. members listened to an interesting talk this evening on storage batteries by H. C. Heinrich and L. M. Merz, of the Newark "Exide" branch. Later both speakers and audience were well taken care of by the club's famous trio of chefs, "Pete" Cunningham, Art Wintsch and Charley Busch.

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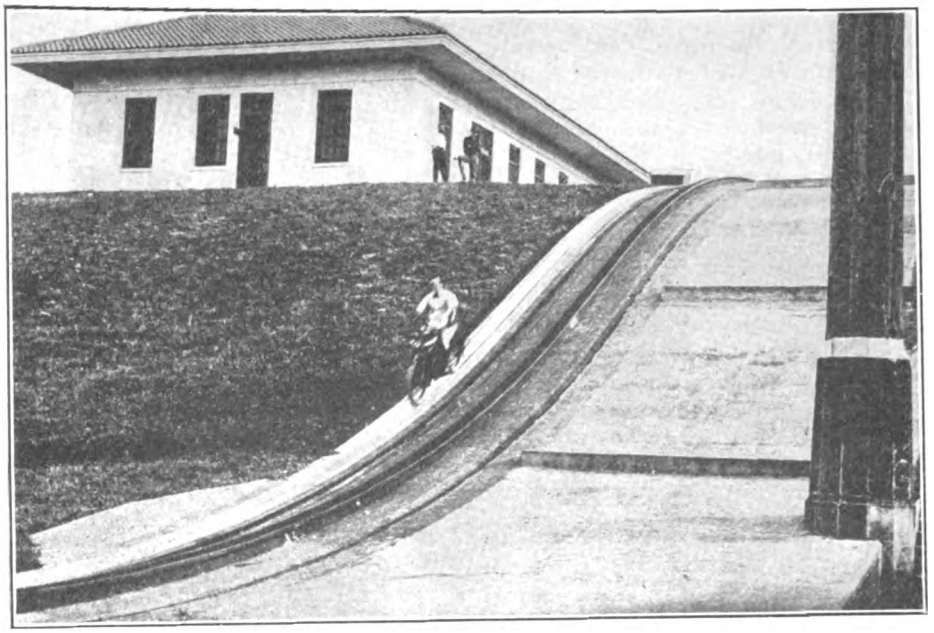
GATUN LOCKS RUNWAY MAKES FINE TESTING PLACE



Walter Barnebey, on Indian, Descending Concrete Path Alongside Towing Track

MOTORCYCLISTS, with the curiosity inherent in all sons of Eve, are continually trying to discover new powers in the machines they ride, and the latest effort reported in this line is the spectacular ride of Walter Barnebey on an Indian motorcycle up the incline of the Panama Canal at Gatun Locks. The path is a slippery concrete runway alongside the cogged rail by which motors towing ships through the canal ascend from the lower level to the upper. The grade is 45 degrees in the steepest part, and makes a rise of 28⅓ feet from the lower level to the lake.

Barnebey rolled up the ascent and coasted down again, repeating several times on high, second and low speed. Then he took on a tandem passenger, Sergeant A. L. Reeve, of the Zone police. Between rides up the hill they coasted down again within the limits of the narrow concrete ribbon, and thoroughly enjoyed the novel pastime.

FIVE PERFECT IN CHICAGO INDIAN RUN

CHICAGO, Ill.—Five contestants secured perfect scores in the run to North Judson, Ind., and return of the Chicago Indian M. C. on April 2. The mileage was 180.2 and the scheduled speed was 20 miles per hour. The perfect score men are: G. Zima, A. Hertzer and P. Gassman, all on Indians; A. Kolb, Henderson, and E. Leemhuis, Excelsior.

Seven started from the clubhouse and all arrived at Hammond, Ind. Between this point and Valparaiso there were several spills. The lunch control was at North Judson. The perfect score men get a cash award of $4 each.

COLLIER WINS MOSSVILLE HILL CLIMB

PEORIA, Ill.—Ray Collier won the Mossville hill-climb of the Peoria Motorcycle Militia on April 2 in 44⅗ seconds. He rode a Harley-Davidson. Charles Fuener, on a similar mount, was second, in 46⅖ seconds, and Paul Gott, captain of the Militia, was third, in 46⅘. The hill is half a mile long and is steep and rough. Each rider was given a trial climb and then timed regularly. There were 45 present at the affair.

SPEEDWAY CLUB TO MEET ON APRIL 16 AT TRACK

NEW YORK, Apr. 11.—The Speedway M. C., Inc., of this city, announces to all its members that the meeting which was called off last Sunday, April 9, will be held on April 16, at 2 p. m. The meeting will be called at that hour at the Sheepshead Bay Speedway, and admission will be free to all members. Riding will be permitted on the track after the meeting.

The members are all earnestly requested to attend by Secretary Irving Barnard, as matters of prime importance will be determined during the meeting.

SALES MANAGER O'HARE ON TRIP THROUGH EAST

CHICAGO, Ill.—Sales Manager C. B. O'Hare, of the Aurora Automatic Machinery Company, is now on his way east for a general review of Thor agents. He will go to Cleveland and Buffalo and then to Springfield, Mass., for the M. M. A. meeting. He will visit New York, Philadelphia and Pittsburgh also.

This will be the first introduction of Thor agents to the new sales manager. The homeward schedule takes in Cincinnati, St. Louis and Indianapolis.

FRESNO TRACK MEET BOOKED FOR MAY 7

FRESNO, Cal.—Races will be held on the local track on May 7 under the auspices of the Fresno County M. C. Seven events will be staged, as follows: 5-mile open, twins—$30, $15, $10; 10-mile open, twins—$40, $20, $10; 25-mile open, twins—$60, $30, $15; one-mile time trial, twins, $10; 25-mile Australian pursuit race, twins, $25; 15-mile open, twins, for riders living in California north of and including Bakersfield, $25; 10-mile open, twins, for California motorcycle club members north of and including Bakersfield.

The trophy for the last named race will be a cup, which will go to the club represented by the winner. The club will retain the cup until the next meet staged by the Fresno club, when it will again be put up for competition.

"CAN'T GET ALONG WITHOUT IT," SAYS DAVIS

Editor: Please find renewal for my subscription to your paper. Can't get along without it.

W. E. Davis.

Nashville, Tenn.

IVER JOHNSON INCORPORATES AT BOSTON

BOSTON, Mass.—Papers of incorporation have been filed by Iver Johnson's Arms & Cycle Works, of Fitchburg, Mass., under the Massachusetts laws, the well-known manufacturers of motorcycles and bicycles having an authorized capital of $600,000. This comprises 6,000 shares of common stock, par $100, all of which has been issued. The incorporators are John Lovell Johnson, of Fitchburg; Walter Johnson, of Fitchburg, and Mary L. Otto, of Williamsport, Pa. John L. Johnson is president; Walter Johnson, treasurer, and Mary L. Otto a director. Each of the incorporators has subscribed for 2,000 shares.

PLANNING DODGE CITY RACE

Chairman John L. Donovan, of the F. A. M. Competition Committee, announces that the Dodge City 300-mile race is assured for this summer. Bulletins from the boosters who are in charge of the plans state that the course will be in perfect condition for record-clipping and that practically all the factories have intimated that their top-notch speedboys will be on the job. New records are expected to be made this year by the contestants.

BAY STATE CLUB DANCE

BOSTON, Mass.—The Bay State M. C., of this city, held an informal dance and dinner at the Hotel Oxford on April 13, to celebrate the opening of the new clubrooms. The dinner began at 7:30 p. m. and dancing was indulged in after 9 o'clock. The affair was a huge success from beginning to end. The motorcycle trade in the Hub as well as riders all contributed to making the affair one of the best motorcycle entertainments yet run off.

ANOTHER HILL-CLIMB PROMISED

PHILADELPHIA, Pa.—Owing to the success which attended the hill-climb held last summer by the *Evening Telegraph*, of this city, the newspaper folks have decided to stage another similar program this year. The scene of the excitement will probably be the Ashland avenue hill. This hill has a 35 per cent. grade.

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THREE CLASSES IN PIKES PEAK CLIMB

Sidecar, Stock Solo and Lightweight Events Scheduled for Annual Event in Colorado on August 10—Cups and Cash Prizes

DENVER, Colo.—Entry blanks have been issued for the annual hill-climbing contest to the summit of Pikes Peak on August 10. The affair will have three motorcycle events and a number of automobile events, and will be held under the auspices of the Pikes Peak Auto Highway Co., of 301 Mining Exchange building, Colorado Springs.

The events for two-wheelers are a sidecar climb, a lightweight class climb and a stock event. In the sidecar event, the Rocky Mountain cup and $100 in cash will be awarded to the winner, while the second man will get $60, and the third $40 in cash. The lightweight class, open to any machine weighing 200 pounds or less, gives the winner the Pikes Peak cup and $100 cash, the second man getting $60 and the third $40. The stock solo event winner will have possession of the Pikes Peak Auto Highway cup, valued at $250, along with $100 cash. Second and third men will receive cash as in the other events.

The three motorcycle events will be held on Thursday, August 10. Entry fee in each event will be $10. Motorcycles must be stock in all cases, and must not exceed 61 cubic inches in the sidecar and solo classes. Standing start shall be made in each climb. The course is from Mile 5 to Mile 18 on summit of Pikes Peak, a distance of 12 miles and 220 feet, with a rise of over 5,500 feet.

"HELPED IN MAKING SALES"

Editor: Enclosed find check for three years for Motor Cycle Illustrated. The Motor Cycle Illustrated has helped me in making many good sales, therefore will take no chances in missing any.

James Eisen.

Brooklyn, N. Y.

NEW CLUB IN SEATTLE

SEATTLE, Wash.—A new motorcycle club was organized here and officers elected for the time being. The club has 115 charter members, and will soon affiliate with the F. A. M. A rule has been made that no dealers are eligible for office. There were 45 members on a recent run to Tacoma, and another run will shortly be held to Cedar Falls and North Bend.

RABBIT BAGGED HIMSELF FOR RIDERS' BENEFIT

CHARLESTON, S. C.—Motorcyclists of this section of the country usually go out rabbit-hunting with firearms and have to race the game at that, but John Renau, Frank Heinsohn and H. H. Puckhaber, Jr., apparently are exceptions. One night when all three were riding along the road a few miles outside of the city limits, they bagged a rabbit by his running into them, at no expenditure of energy on their part. As a matter of fact, the rabbit brought himself down by being struck by all three mounts in succession.

Puckhaber was riding ahead, followed in order by Heinsohn and Renau. The bunny, dazzled by the light on Puckhaber's Henderson, bounded into the front wheel and was thrown against the front wheel of Heinsohn's mount. It was finally picked up by Renau, and was decidedly "dead" by that time.

MOUNTING THE ERIE COPS

ERIE, Pa.—This city is determined that its police department shall keep abreast of the times, and has indicated this policy by ordering two Indians.

SHOWING ITS EVEN BALANCE

Demonstrator of Dayton Motor Bicycle Riding Hands Off in Cleveland

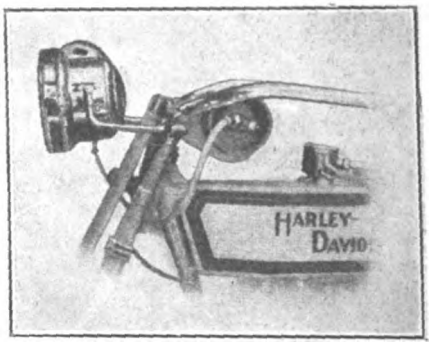
HARLEY-DAVIDSON STOCKS BISON BRACKET

Accessory Department in Big Milwaukee Factory Will Make Immediate Delivery of Combination Lamp and Tank Carrier to Dealers

MILWAUKEE, Wis.—Through an arrangement with the Harley-Davidson Motor Co., of this city, all Harley-Davidson dealers can be furnished with the Bison combination lamp and gas tank bracket, produced by Herman L. Peters, of Buffalo, N. Y. Deliveries on the bracket can be made immediately from the accessory department of the Harley-Davidson factory.

The Bison bracket, which was particularly designated to fit Silent Gary models, is attached to the handlebars. The rear portion carries the gas tank in a horizontal position, while the lamp is borne by two arms or props. The gas tank is carried between the bars and the lamp directly in front of the fork, the props fitting any make of lamp. The gas tank portion of the bracket is of malleable steel, and is finished in black and nickel. The tank is held in place by two clips, and can be removed by simply loosening two nuts.

The lamp props are of cold rolled steel and are nickeled. They are screwed into bosses formed in the gas tank section and are there held by specially-designed locknuts. These nuts cover all the threaded portion, thus ensuring against breakage. The whole bracket turns with the wheel and tends to keep the wheel on the road. It allows of quick removal of the gas tank without injuring the finish of the motorcycle and also gives ready access to the flame of the headlight. A speedometer can be readily attached to the Bison bracket. Each bracket is shipped in a separate carton. The list price is $3.50 each. The brackets can also be had of Herman L. Peters, in Buffalo.



Bison Bracket with Lamp and Tank

GIVES CUP FOR INVINCIBLE SPRING RUN

NEW YORK, April 10.—The Silvex Company, maker of Bethlehem sparkplugs, of 170 Madison avenue, this city, has donated a silver cup to the Invincible M. C., of Brooklyn, N. Y., as a prize for the fifth annual spring run. This cup is to be awarded to the club having the greatest number of riders to finish the affair.

TO HOLD ANOTHER RUN

DETROIT, Mich.—The Fairview M. C. of this city will hold another sociability run on April 16. At least 25 riders will participate. The route leads over good, concrete roads to Northport and return, a total distance of close to 100 miles.

F. A. M. Commissioner Tom Martin is starting a movement to reorganize the old Detroit M. C. and affiliate it with the federation. Eighteen members have joined the F. A. M., and it is hoped that Detroit will add at least 50 new members for Booster Week.

WON ARGENTINA ROAD RACE

Dartiguelogue & Co., Harley-Davidson representatives in Buenos Aires, Argentine Republic, have cabled news of a Harley-Davidson victory in a road race held April 9. The event was at 400 kilometers and a speedster named Bernasconi, mounting the Harley-Davidson, finished first in 5 hours 33 minutes.

WILL HAVE A TRACK

PATERSON, N. J.—The old Clifton race track is being put into shape for motorcycle competition this season. Men have been working for the past few days, grading and banking the track.

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WANTED: ATTRACTIVE PHOTOS WITH ROGERS CARS

CHICAGO, Ill., Apr. 12.—To increase the use of sidecars the Rogers Mfg. Co., of this city, has started a photographic contest, offering prizes at $10, $5 and $3 for the most interesting photographs in which a Rogers' sidecar is included. The contest closes July 1.

The picture will not be judged on the basis of skillful photography, but on the human appeal it makes. Everybody, dealer or rider, is eligible to take part in the contest. Photos should be mailed to the Rogers Mfg. Co., 337 W. Madison street, Chicago.

F. A. M. DIRECTORS PAY TRIBUTE TO E. M. ESTABROOK

WHEN the death of E. M. Estabrook, former chairman of the F. A. M. Membership Committee, was brought to the attention of the Federation Board of Directors, the following preamble and resolution were presented by Diretcor William Johnson, and adopted by the Board:

"WHEREAS it is most fitting that the records of the F. A. M. should forever bear witness to the merits of our long-time member and officer now called to his reward, and,

"WHEREAS he was one possessed of many lovable qualities, of more than ordinary strength of intellect, clearness of vision and broad-mindedness, who has now attained that perfection of wisdom only possible to one who has made the great adventure, and

"WHEREAS his efforts for a greater F. A. M. have not been excelled by any single individual, leaving an example worthy of emulation by all,

"BE IT RESOLVED, That the Federation of American Motorcyclists, its officers and members, express their profound appreciation of his great service and tender their heartfelt sympathy to the bereaved members of his family,

"THAT this resolution be spread upon our records. That copies be presented to the surviving members of his family and published in the trade journals."

TO HAVE MOTORCYCLE RACE

TIPTON, Ia.—The Tipton Racing Association has announced the inclusion of a motorcycle race in its program for the July 3 and 4 meet.

CHAPPLE JOINS MOTOR CAR EQUIPMENT COMPANY

ARTHUR G. CHAPPLE, well known in both trade and speed circles, has joined the staff of the Motor Car Equipment Company, of 19 West 62nd street, New York City, as manager of the motorcycle and bicycle and cycle accessory department. "Chap" took up his new duties April 11, and at once started work on plans for a strong lineup of motorcycle and bicycle offerings. Later he will be in the field for a bicycle agency or two, and perhaps a motorcycle proposition. For the present he is interested chiefly in supplies and accessories, and manufacturers of quality lines who would like to place their goods with a live-wire in the New York district are invited to shoot their catalogs along to Manager Chapple at once.

The Motor Car Equipment Co. has given considerable attention to the motorcycle and bicycle fields from time to time, but owing to the pressure of automobile business has never seriously gone out for cycle business. With Chapple in charge of the new department the firm is preparing for an active campaign.

SNAPPY DISPLAYS ASSURED SUCCESS OF WHEELING SHOW

THE accompanying photographs show three of the attractive booths at the Wheeling, W. Va., motor show, the returns from which considerably exceeded the expectations of the exhibitors. At the left is seen the exhibit of C. F. Braunlich & Co., with the Harley-Davidson, Dayton motor bicycle, Cleveland lightweight, Pope bicycles and Smith motor wheel.

Above is seen the stand of D. Earle Rogers displaying the Flying Merkel and a line of accessories. The larger photograph shows Wesley House, Indian dealer, in his elaborate stand; House occupies the sidecar, while Arch Huff is in the saddle.

ASSURES ALL-YEAR INTEREST

Editor: Enclosed find two dollars for renewal of my subscription. Motor Cycle Illustrated was responsible for the purchase of my first machine, and it has kept me interested fifty-two weeks in the year ever since.

H. R. Needham.

New Bedford, Mass.

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NOTES OF THE TRADE IN BUSY SAN FRANCISCO

SAN FRANCISCO, Cal.—For about four months through the winter, local dealers have been closing on Sundays and at 6 p. m. every week day, but with the arrival of good weather the rule cannot be kept in force. Two weeks ago a few stores were open till noon on Sunday and now they are all open seven days a week, and closing time is 8 p. m.

GEORGE SHERMAN, who has been in this city since the opening of the Panama-Pacific Exposition in the interests of the Hendee Mfg. Co., has just left for the North, en route for the factory in Springfield, Mass.

DEALERS on the Coast are glad to hear that the local branch of the Thor has put in a good-sized stock of Thor bicycle hubs. There has been an unusual demand for these hubs owing to the revival of bicycle racing.

FRESNO RIDERS ENJOY TRIP TO WOODLAKE

FRESNO, Cal.—Motorcyclists of the southern San Joaquin valley had a fine run to the hills above Woodlake on March 26. About 50 machines were present from the Fresno and Reedley districts. The party reached Visalia about 10 a. m. where an equal number joined them from Visalia and other points in Tulare county.

The run was made without accident and a picnic, tug-of-war and hill-climb formed part of the event. Another run to the hills east of Fresno is planned for the near future.

CLUBS ACTIVE IN MARYSVILLE

MARYSVILLE, Cal.—The Marysville M. C. held its first meeting on March 24 to discuss plans for the summer. A lively season is predicted.

A new bicycle club, of which William Bluett is president for the time being, has been started at Rock & Young's store. Quite a bunch of members were at the initial meeting and it looks as if the club was going to be a big success from the start.

WOODSIDE RUN A SUCCESS

SAN FRANCISCO, Cal. — The San Francisco M. C. had a very successful run to Woodside on a recent Sunday. A large crowd started from club headquarters, and all kept together until Woodside was reached. The first stop was made at Redwood City for lunch, after which the participants continued to the destination.

At Woodside the crowd went to the Bay Shore and enjoyed swimming until late in the afternoon, when the homeward trip was made.

TO HOLD NOVEL RUN

KLAMATH FALLS, Ore.—The Klamath Falls M. C. has made plans for its first run of the season, and is discussing an inter-county endurance event for some time in July. This affair will include a test of stops for gasoline, for oil consumption and reliability, instead of being on a time basis. The route will be through Dorris, Hornbrook, Yreka, Ashland, Medford and Crater Lake. Return to Klamath will be made by a different route.

F. A. M. CLOCK BEGINS TO REGISTER INCREASE IN MEMBERSHIP; KEEP A CLOSE EYE ON IT!

SINCE the new F. A. M. membership campaign was opened two weeks ago there has been a noticeable pick-up in the applications filed with Secretary Gibson, at Westboro, Mass., and it will be noted that the hand of the clock above now points to the 400 mark.

What are you doing to keep the F. A. M. clock's hand moving? If you have not started anything in your town as yet, today's the time to get busy. A stronger F. A. M. means broader service and greater benefits for motorcyclists all over the country. So do your bit. If you are not a member, come in yourself—and bring a friend with you. The cause is a good one and deserves your hearty support.

MOTOR WHEELS ATTRACT

SPOKANE, Wash.—Cyclists of this city gathered in force at the Inland Cycle Shop last week to view the Smith Motor Wheels and try them out. There have been a number of sales made to bikers who like to tour to the various lakes in the vicinity of Spokane over macadamized roads.

DISTRIBUTING FIRESTONES

SPOKANE, Wash.—The Traders Tire & Supply Co. has just opened for business at 1131 First avenue, and taken the distributing rights for Firestone tires.

INDIAN TRAVELER ENTHUSIASTIC OVER PROSPECTS

SAN FRANCISCO—Chas. H. Johnson, traveling representative of the Hendee Manufacturing Company for northern California, has lately been visiting the trade in the Sacramento valley, and has just returned from Eureka, on the coast. He is full of enthusiasm regarding the outlook in both districts. All through the Sacramento valley, he says, people were saving last year to attend the Exposition, and are just catching up with their expenses and getting ready to spend more freely; while the many lumber mills around Eureka are starting up on a larger scale than for several years, and with high railroad fares from the logging camps into town the people take well to the motorcycle. The outlook for bicycles, says Johnson, is also excellent, but not in proportion to that of the motorcycles.

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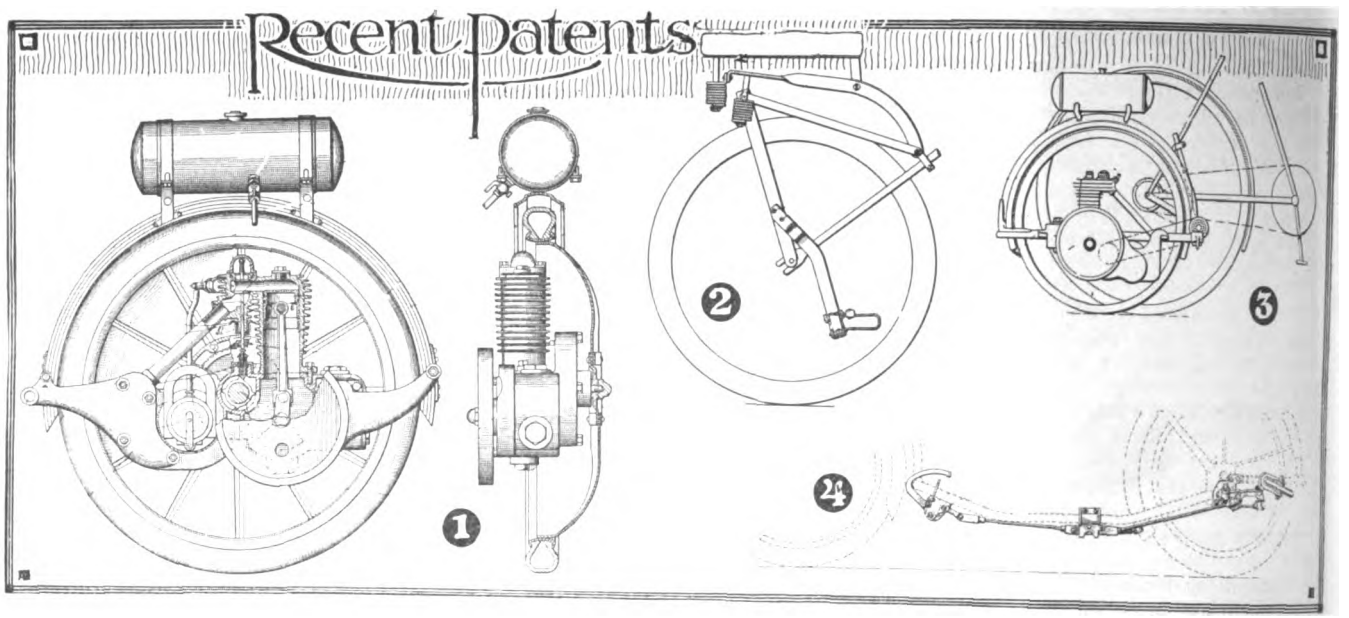


SMITH MOTOR WHEEL

REUBEN STANLEY SMITH, of Milwaukee, Wis. has been granted a patent on a motor-carrying tractor unit, which readers will recognize as the Smith Motor Wheel. This patent, No. 1,176,-934, is a division of the first Smith Motor Wheel patent, issued August 20, 1914, and relates to means of counteracting the gyroscopic force of the traction wheel.

The motor is substantially centrally located as far as its weight is concerned and the center of gravity of the traction wheel and motor are in a plane which includes the tread surface of the wheel. The flywheel is attached to the motor shaft and is driven in a direction opposite to that of the traction wheel or disc wheel, the driving connections between the motor, flywheel and traction wheel being so adapted as to develop gyroscopic force equal to the gyroscopic force of the traction wheel. Flexible connections attach the motor wheel to the bicycle to permit independent turning movements of the traction wheel axle. Shown in Figure 1.

FOX FOOTREST

PATENT No. 1,176,673 has been granted to Joseph C. Fox, of Seattle, Wash., for a cycle footrest, especially adapted to use on tandem attachments. The tread of the footrest is hinged so as to be swung from a horizontal or operative position to a vertical position on the arm to which it is attached. A spring is provided to hold the tread in its vertical or inoperative position. The tread is of spring metal and carries a cleat on each side to prevent lateral movement of the user's foot. The patent has been assigned to the Fox Manufacturing Company, of Seattle, Wash. It is shown in Figure 2.

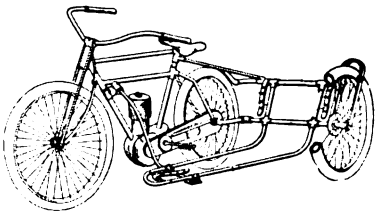
WALL AUTO WHEEL

AN English equivalent of the Smith Motor Wheel is the Wall Auto Wheel, the subject of Patent No. 1,177,-210. This device utilizes in one form a wire-wheel as the traction member and is designed to be attached to the right side of the bicycle which it is to drive. It has a flexible connection to permit the up and down movement of the whole device in relation to the bicycle. While shown with the motor driving traction wheel through a single reduction gear, the power of the motor may be transmitted by endless belt, chain or other suitable connection. The axis of the intermediate member in the transmission coincides with the axis of the auxiliary member, so as to give balance and prevent gyroscopic action on the cycle and attached device.

In alternative arrangement, the motor drives the main and traction wheels through a differential gearing, thus making the cycle wheel a driver as well as the traction wheel. The patent has been granted to Arthur Milnes Pooley and Frederick William Vallat, of London, England. See Figure 3.

CANOELET SIDECAR

PATENT No. 1,174,333 has been granted to Frederick W. Mead and Thomas W. Deakin, of Birmingham, England, for a



sidecar, known on the British market as the Canoelet. This sidecar has a main frame tapering toward the front and inclined upward at the rear; the frame is attached by suitable connections to the motorcycle at three points. The axle carrying the sidewheel is fitted to the upstanding portion of the frame and is fitted with a yoke or bridge which can be readily detached to give access to the wheel. Quarter elliptic springs are fitted to carry the nose of the sidecar body at the front and at each side of the rear. The construction gives a very low fitting of the body with a good road clearance at the same time.

TOLLSTAM STEADY GEAR

STABILIZING wheels to be attached to motorcycles or motor bicycles when the vehicles are moving very slowly or are at rest are the subject of a patent granted to Louis G. Tollstam, of Los Angeles, Cal. These wheels are attached to carrying-yokes on linkages, the said linkages being pivoted to the frame. A pedal is provided on each side, whereby the stabilizing wheel may be brought into contact with the road or lifted therefrom, and a locking device is fitted to hold the mechanism in either operative or raised position. The patent is No. 1,177,290. It is shown in Figure 4.

NEW ROADS BEING OPENED OUT FROM 'FRISCO

SAN FRANCISCO, Cal., March 31.—The roads out from the Bay City last Sunday were thronged with motor traffic, and a number of local riders tell of some very interesting trips which they took. One of the prettiest rides is to Half-Moon Bay, near the Ocean Shore Boulevard, which is now finished and in splendid condition. This route is not very well known at present. There are a few stiff grades and plenty of turns, but motorcyclists who have made the trip consider it one of the best scenic rides out of San Francisco. Several riders have recently tried the new road into San Mateo county by the Bay Shore cut-off. Except for a half mile, this highway is now in good condition and the county authorities promise that the unimproved portion will be paved in about a month.

COURT ACTION OVER LICENSE TAGS

COLUMBUS, O.—Suit has been started in the Ohio Supreme Court by the Davies Manufacturing Co., of Akron, against State Auditor Donahey to obtain payment for license tags furnished the State, at the rate of 19¼ cents a pair. The State Auditor has paid for the tags at the rate of 15 cents a pair to the New York Metal Sign Co., to which the contract was sub-let.

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With Which Is Now Incorporated The Bicycling World

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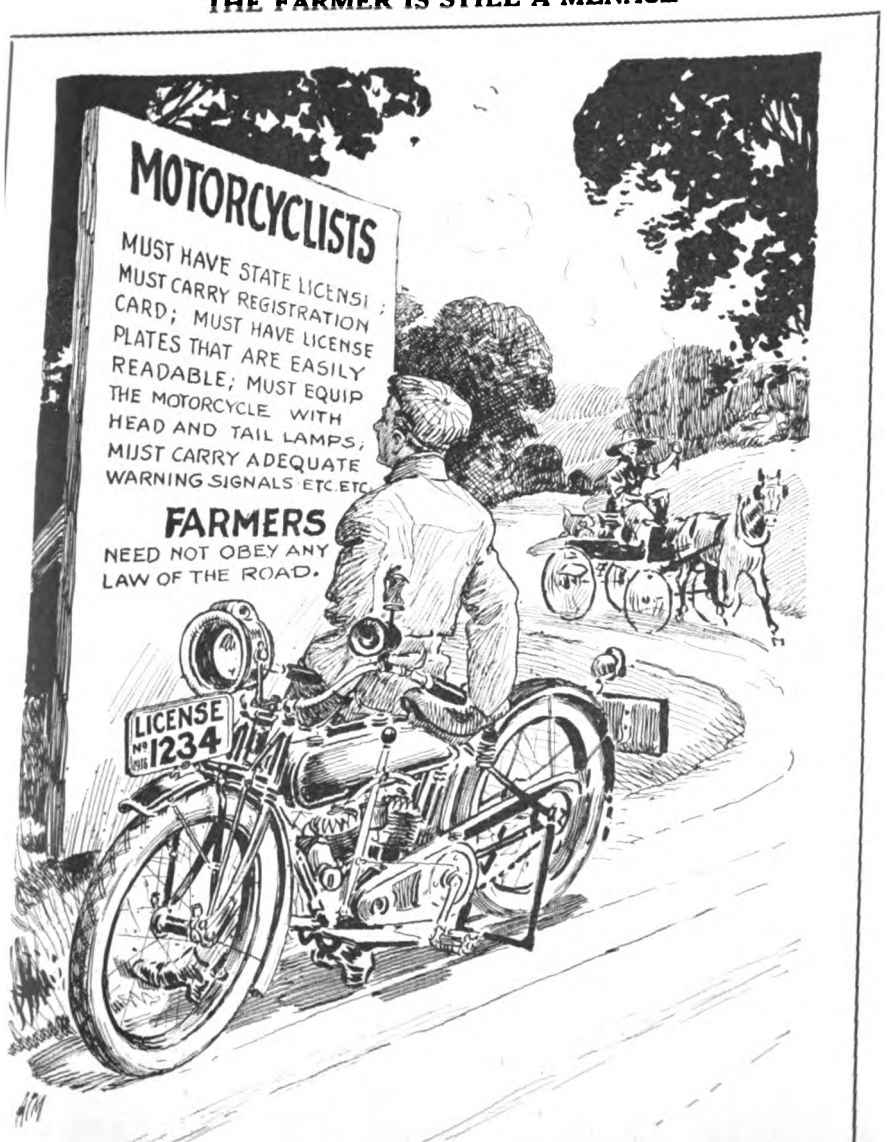
THE FARMER IS STILL A MENACE



THE season is again at hand when the lives of motorcyclists will be endangered by farmers who drive at night without ights. With regulations for motorists being adopted on all sides t would seem to be only fair to demand of wagon users that the ighting rule, if no other, be adhered to strictly. Clubs that take p this matter will have the backing of the F. A. M.

BUSINESS OPENINGS FOR MANUFACTURERS AND JOBBERS

HOT SPRINGS, Ark.—The Southern Hardware Company has just been incorporated with a capital stock of $10,000. The firm desires catalogs on bicycles, mechanics' tools, lubricating oils and automobile accessories.

HILLYARD, Wash.—The Buckley Hardware Company has moved to 611 Market street, from the former quarters at 523 Market. Catalogs and prices are wanted on automobile accessories, bicycles, oils and small tools.

KNOXVILLE, Tenn.—The W. W. Woodruff Hardware Company, of 424 Gay street, has acquired the Knoxville branch of the Philip Carey Company. The firm stocks bicycles, lubricating oils, varnishes and small tools.

MODALE, Iowa.—The Bobbitt Hardware Company has taken over the stock of Noble Drake & Co. Catalogs are requested on automobile accessories, bicycles, small tools and lubricating oils.

CLITHERALL, Minn.—C. J. Forthun has bought out Whiting Brothers and desires catalogs, etc., on bicycles, oils, small tools and accessories.

FOREST CITY, N. C.—The Harris Hardware Company has become the Farmers Hardware Company. The new firm requests catalogs and figures on bicycles, oils, small tools and automobile accessories.

WAHPETON, N. D.—Catalogs on bicycles, automobile accessories, small tools and lubricating oils are requested by William Schmidt, of this city.

GREELEYVILLE, S. C.—The Boyle Hardware Company has been organized with a capital stock of $2,500. Catalogs on bicycles, small tools, lubricating oils and varnishes requested.

ATOKA, Okla.—Hugh Gill, who recently opened an agency for the Indian in this city, would like to receive catalogs of sundries, in particular those adapted to the Hendee models.

WHITE ROCK, S. D.—Johnson & Company have bought out the stock of the Dahl Implement Company and will carry bicycles and mechanics' tools.

AIKEN, S. C.—The Holley Hardware Company is erecting a new building on Main street, which will house a complete stock of automobile accessories, bicycles, enamels, lubricating oils and small tools. Catalogs and price lists are requested.

ELM GROVE, W. Va.—The Showers-Eberley Hardware Company are desirous of securing a motorcycle agency for Elm Grove and would like catalogs, agency terms, etc.

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WHAT DOES NEW YORK LAW EXPECT FROM DEALERS?

Must License Plates Be at Hand Before Buyers Can Take New Motorcycles from the Store?—Must Every Mount Taken Out for Demonstration Also Carry Registration Number?

SEVERAL interesting points in connection with the new State registration law for New York motorcyclists are brought out in the letter printed below, and dealers are invited to consider the situation and express their opinions through these columns. As the new law stands, no special provision is made for the dealer; the law simply provides that every motorcycle operated in New York state shall carry a license. Any suggestions by dealers will be welcomed by the writer of the letter published below, and **Motor Cycle Illustrated** will devote space to them. The communication, which comes from W. J. Callwell, Jr., a well-known dealer of Newburgh, is as follows:

"Editor, **Motor Cycle Illustrated**:

"As you know, the new State registration law for motorcyclists went into effect on April 1, and while most phases of the measure appear to be reasonably clear there is one angle of it that seems to be rather unsatisfactory. As the law stands at present, it certainly works a hardship upon motorcycle dealers and distributors.

"An inquiry addressed to Secretary of State Hugo had brought the reply that 'all motorcycles must be registered' and that no special dealer's license is provided for. This is going to cause us trouble and also bother our customers.

"We are distributors of the Indian and often receive five or more machines at a time. Our customers are waiting to take them from the crates. They will now have to wait until they receive their registration numbers and licenses. Arrangements cannot be made in advance, because we would not know the numbers of the forthcoming motorcycles; and those motors we have in stock we cannot license because we don't know who the eventual owner will be.

"In the case of a stock of ten to twenty-five second-hand machines, we are again seriously hampered. We cannot demonstrate these machines unless we have them licensed individually—and that before we had sold them and knew whose name ought to be used on the registration blank.

"If we undertook to register every mo-

(Continued on page 54)

HENDERSON WINS ARGENTINE CHAMP. RACE

Antonio Selmo Is Victor in 100 Kilometre Classic at Annual Sports Celebration—Santiago and Schiavone, Indians, Second and Third.

BUENOS AIRES, Argentina, March 1.—Antonio Selmo, of the Club Motociclista Nacional, won the 1916 Argentine Championship for 100 kilometres (62.1 miles) on February 27, at the Temperley Hippodrome, in 1:13:16⅕. Selmo used a short-coupled Henderson throughout. Carlos Santiago, of the same club, was second on an Indian in 1:14:10, and Jose Schiavone, also of the same club, was third in 1:20:05. He mounted an Indian. There were 12 entries in this race, but only nine started. Six of the nine abandoned the race.

The Argentine Championship was held in connection with a joint celebration of the Gymnastic & Fencing Club of Zamora, the Argentine Pedestrian Club, the Longchamps Aviation School and the Club Motociclista Nacional. It is an annual event and draws the cream of riders from Buenos Aires, La Plata, Rosario and from the Uruguayan cities. The local speedsters had it their own way this year. The Hippodrome was not in the best of condition, the surface being deep in dirt on the turns and in the backstretch in places.

TO MAKE RIDERS MEMBERS OF AUTO CLUB

LOUISVILLE, Ky.—A movement has been started to have motorcyclists and cycle dealers become members of the Louisville Automobile Club. Riders have no organization at present, and efforts are being made to have a special department in the auto club for them.

Both the automobilists and motorcyclists are interested in practically the same matters as good roads and legislative problems, and both the four-wheel men and the cyclists will benefit by the union. The riders will have a special club rate and at the same time such free advantages as notary service, road information and the use of the clubrooms. Peter Kline, of Kline Brothers, agents for the Harley-Davidson; Frank Marshall, F. A. M. Commissioner, and Eugene Stuart, secretary of the club, are all interested in the movement.

MOTORCYCLISTS PLAYED POLITICS

KANSAS CITY, Mo., April 8.—Motorcyclists of this city made their presence felt by turning out practically in a body and voting for this city's new mayor last week. The streets of the city are in bad shape and no repairs have been made during the administration just ended.

BRASS CITY RUN FOR EASTER

WATERBURY, Conn.—The Brass City M. C. has set the date of its first run for Easter Sunday, April 23. The route will be to Hartford and return.

SPECTACULAR HILL-CLIMB DREW A CROWD

Friends of E. Petrillo, of Exeter Boro, Pa., Doubted His Ability to Ascend the Hill Shown, But He Went Up Several Times with Colors Flying

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GIVING THE TIMID PROSPECT AN EVEN BREAK

He Naturally Shrinks from Displaying His Ignorance of Motors in the Presence of Seasoned Riders and May Be Scared Away By Loungers in the Salesroom

By RODMAN BARRY

"He Doesn't Like to Make a Mollycoddle of Himself in the Presence of Other Chaps, Who Know Every Gosh-Swizzled Part in a Motorcycle By Its Middle Name"

ONE of the brassbound sales axioms that can be applied with about equal significance to any line of business is the following, i. e., and also to wit: No prospective purchaser likes to have it heralded to the community that he is a rank novice in the field he considers entering,—a helpless, bungling, unsophisticated fledgling who needs to be taken by the hand and advised like a Sunday School pupil. It's natural for a sane man to detest that sort of thing, and ninety-nine out of one hundred ordinary mortals will shun such a situation as they would a seance with Old Boy Mephistophles himself. That's a safe bet the year round.

So it follows that the motorcycle dealer who tries to clinch a sale with a new prospect while a crowd of seasoned old roadsters are taking in the whole show from various vantage points in the salesroom is bucking an exceedingly stiff proposition. It goes without saying that the newcomer is going to need advice on about every motorcycle subject there is, and that he is going to ask a lot of questions that would sound rather foolish to the ears of a veteran rider. But he won't mind asking questions, and acting like a good deal of a duffer, if he is alone with the dealer. He knows that the dealer understands his predicament and will make allowances, *—but he doesn't care to make a mollycoddle of himself in the presence of other chaps who know every gosh-swizzled part in a motorcycle by its middle name.*

Must Learn the Motorcycle A, B, C's

Any motorcycle dealer who will put himself in the place of the beginner for a moment will understand the strength of this argument. The newcomer may not know much more about a motorcycle than that it employs two wheels and has a bunch of mechanism in the middle that emits "chug-chugs" with considerable regularity. It is obvious that such a prospect must begin with his motorcycle A, B, C's and work up gradually. If he is not discouraged or frightened off during that process he will doubtless become an enthusiast. But if he has it rubbed in too harshly, and too suddenly, that he doesn't know a blooming thing about motors, while other fellows are just slopping around in mechanical knowledge, he may lose his nerve and quit. *It has worked out that way in a great many cases.*

Almost any motorcycle dealer who will face the situation squarely can recall prospects who have started to discuss a purchase with considerable enthusiasm, only to slump after ten or fifteen minutes' conversation and back out hurriedly with promises to call again. When that happens it is a safe assumption that something has scared the prospect off. What was it? If there were riders hanging around the salesroom, and perhaps breaking into the business conversation now and then with supposedly helpful remarks, the odds are ten to one that they have driven that prospective buyer out of the place.

Privacy Is a Business Necessity

All of which leads up to the purpose of this article,—which is to recommend *reasonable seclusion for the dealer and the prospect while the preliminaries are being talked over.* In even a small establishment there ought to be a railed off section, or better still, a sort of private office and miniature salesroom combined, to which the proprietor can take a nervous prospect and thus guard him against embarrassment. The ideal arrangement, of course, involves a small lounging room for riders who drop in during the evenings, so that they need not stand around the salesroom proper. With that system, the dealer can avoid offending his rider patrons and still safeguard his prospects.

How the problem is to be solved depends largely upon the layout of each agency, but it must be solved sooner or later. It is a positive fact, easily provable, that prospects have walked past the door of an agency night after night and failed to work up nerve enough to go in—simply because the salesroom was crowded with loungers. If business is walking past your door for that reason, Mr. Dealer, isn't it about time for a change? You can't be expected to snub your old patrons; certainly not, but you can handle them in such a way that they do not interfere with new sales. *That's your game.*

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BOSCH HISTORY BROUGHT UP TO DATE

An Interesting Account of the Early Days of the Bosch Magneto and of the Progress of the Company Which Is Now in the Front Rank of Motor Ignition Specialists

ONE of the most striking features of the current number of the *Bosch News* is a history of the Bosch magneto, from its perfection in 1886 by Robert Bosch in Stuttgart, Germany, down to the present day. The following article is taken from material embodied in the original.

While the Bosch magneto dates from 1886 as an ignition apparatus, it was not until over ten years later that the motorcycle types made their appearance in this country, and then on German-made machines. American manufacturers were using battery and coil systems on all models and were at first undecided as to equipping their products with the new apparatus, but soon fitted the Bosch machines as standard, until within the last two years there have been no battery and coil models issued by any motorcycle maker. The record of the Bosch magneto has been one of triumph since its introduction in this market, and its success has been due to excellence in design and workmanship, coupled with long life and sturdiness.

Considerable pioneer work in introducing the Bosch magneto to the American trade was done by Alfred H. Bartsch, now advertising manager for the Bosch Magneto Company. Mr. Bartsch was agent for the N. S. U. machines when the Bosch magneto first made its appearance here, and his performances with machines having Bosch equipment, as well as his thorough knowledge of the magneto itself, did wonders in boosting the new means of ignition. He wrote extensively upon it and spread the knowledge of its value.

Initial Experiments

Robert Bosch, an electrical engineer in Stuttgart, Germany, was the inventor of the magneto which bears his name. He started his experiments on the subject of ignition for internal combustion engines in 1883 in the laboratory and two years later opened a small shop, with two helpers and the barest of equipment. In one year of steady work, he had developed the Bosch magneto into a practical, working ignition apparatus.

In 1888, a big German gas engine firm, the Deutz, having experimented with an electrical machine to take the place of the battery and the hot tube, adopted the Bosch magneto as standard equipment, and the start was made. Thereafter, Mr. Bosch devoted his entire time to developing ignition apparatus, and invention after invention followed. In 1890, Gottlieb Daimler, the maker of the first motorcycle and first automobile, persuaded Mr. Bosch to apply himself to developing a magneto suitable for vehicle ignition, and as a result, two types were developed which today are giving fine service for the work they were designed.

In 1897 patents were obtained on the Bosch oscillating shuttle magneto, this being followed in 1899 and 1901 by the production of a rotating sleeve machine. In both these types, the armature was stationary. Finally, the rotating armature magneto was developed, and this with the rotating sleeve machine was the first to be used on motor vehicles in this country. The sleeve type is known as the HDh, while the rotating armature magneto is known as the D type. Motorcycle magnetos were all developed from the original D magneto.

1906

The first offices of the Bosch Magneto Company — two rooms in an office building at 66th St. and Broadway, New York. The black border shows the office location.

1907 — The entire extent of the Bosch holdings nine years ago. This is the entire force of workmen: eight, with hardly as many in the office. The move to the present quarters was made afterward.

This in 1910—was the extent of the Bosch Magneto Company's works and offices—today it houses only part of the sales, and executive offices.

Rapid Factory Growth

In the meantime, the Bosch factory grew, from 50 men in 1888 to 200 in 1905. In 1906, just before the introduction of the magnetos into this country, the Stuttgart factory was employing 800 men. Early in the summer of 1906, the demand for Bosch goods in America, for motor car ignition, was such that the home office arranged to open a branch. Offices were secured at 1943 Broadway, New York, and an American company formed to take over the selling rights and the patent and manufacturing rights for the United States, Canada and the West Indies. The new company was known as the Bosch Magneto Company, New York, and Mr. Otto Heins was elected president.

Orders Come In

Shortly after opening the branch, six prominent American automobile firms adopted the Bosch apparatus as standard, and orders began to come in overwhelming quantity. Before the first year was out, the company was forced to move into larger quarters, and a place at 160 West 56th street was secured. This gave the firm a chance to do some manufacturing. Calls for goods were such that it was frequently necessary to finish the magnetos from Stuttgart in the New York plant in order to get them through to satisfy the demand. It was while in the 56th street place that the motorcycle Bosch magnetos first became known in this country.

At the close of 1907, quarters were found to be too cramped, and in the fall of 1908, the Bosch Magneto Company secured the four-story building at 223-225 West 46th street, its present headquarters. The manufacture of Bosch parts and complete magnetos was then gone into on a larger scale, and with day and night shifts of about 350 workmen each, it was possible to turn out an average of 8,000 to 10,000 magnetos a month.

Branches Established

Before the new building was occupied, it was found necessary to establish a Chicago branch at 1253 Michigan avenue, and about

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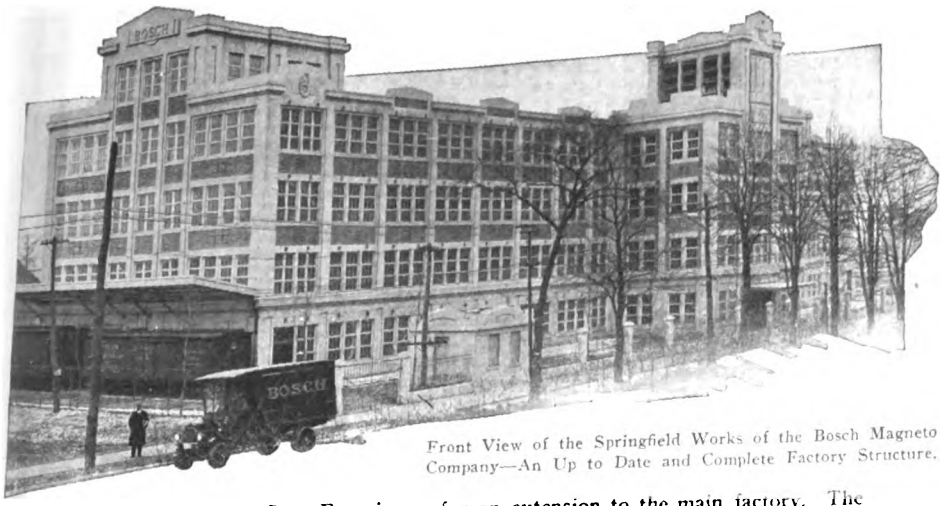

Front View of the Springfield Works of the Bosch Magneto Company—An Up to Date and Complete Factory Structure.

a year later, in 1909, a San Francisco branch, at 357 Van Ness avenue, was opened. Middle Western trade grew so rapidly that a branch was established in Detroit in 1910.

It was about this time that motorcycles began to be more widely known and appreciated and magneto ignition was looked upon as the solution of the one big problem connected with them, namely, ignition. With this new call upon the Bosch Magneto Company, for Bosch magnetos were the only ones available, the demands upon the new facilities were increased almost two-fold, for motorcycles were being manufactured then at the rate of 50,000 to 75,000 per year.

The Springfield Factory

A new and much larger factory seemed the only solution of the problem, and from several excellent sites in mind, one at Springfield, Mass., was chosen for the scene of the next step in the growth of the Bosch Magneto. Accordingly, in 1911, ground was broken for what is now known as one of the most sanitary and orderly factories in the motor industry today.

In January, 1912, the new Springfield works were completed and occupied, and can be said to express concretely the spirit of the company—the insistent effort to produce the best and maintain such business conditions that only the best can be produced. All the equipment at New York was moved to Springfield, together with most of the employes, and the New York building was given over entirely to offices where much needed room was placed at the disposal of the selling end of the business.

More Room Needed

In 1914, the demand for Bosch Magneto was still growing, for in the season previous, 226,000 magnetos were made and sold, and in view of the continued demand the large factory at Springfield was not sufficient for the requirements, and it was found necessary to consider further enlarging the manufacturing facilities. The Rushmore Dynamo Works, at Plainfield, N. J., was purchased in 1914 by the Bosch Magneto Company in order to get a plant suitable for the manufacture of its lighting and lighting apparatus. Even with added plant space was needed to meet the demand, and in the early fall of 1915, ground was again broken at Springfield for an extension to the main factory. The new building is of one-story construction with saw-tooth roof. When completed, it will add more than 60,000 square feet to the Springfield works.

Offices Are Enlarged

It was found necessary to enlarge the main offices to suit the increased business of the company, and early in 1915, a large office at 1764 Broadway was taken over and made to house the enlarged advertising department and part of the installations department. In the various divisions of the company there are now at work more than 2,000 employes, with the possibility of adding another thousand before the end of 1916.

Another view of considerable interest at the growth of the Bosch Magneto can be had by observing the scale of magneto shipments. For example, at the close of 1903 about 22,000 magnetos had been shipped; early in 1906 the 100,000th magneto was made and sold; in the spring of 1910 the 500,000th magneto had passed test; while 1912 saw production reaching seven figures, and the 1,000,000th magneto was made, to be closely followed by the 2,000,000th magneto in the early part of 1915.

A NEW SCHICKEL SELLING PLAN FOR DEALERS

AFTER thorough consideration of motorcycle trade conditions the country over, the Schickel Motor Company, manufacturer of the original two-stroke motorcycle in this country, has inaugurated a dealers' selling plan which involves several co-operative angles not heretofore applied to transactions between manufacturer and retailer. While the Stamford company is reticent about giving general publicity to the details of its proposition, except in a direct communication to the dealer himself, it is stated that the new plan of marketing the Schickel begins with the dealer and considers all of his interests on an exceedingly generous basis, the manufacturer allowing himself to be guided almost entirely by the requirements of the agency.

Following out this plan, the Schickel company states that its general selling arrangements will enable the dealer to operate on an exceptionally liberal basis, thus encouraging the agents to more consistent efforts and assisting in the movement for a more successful class of tradesmen. Full information concerning the revised selling system can be obtained by addressing the Schickel company at Stamford, Conn.

Another bulletin from the Schickel factory states that the lightweight model is making friends at an unexpectedly rapid rate. As the company's first lightweight test model was turned out two years ago it has been possible to profit by much actual roadwork and the results, both in mechanical ability and in the appeal made to riders, are highly satisfactory to the manufacturers. The Schickel is of the three-port, two stroke type and has V-belt transmission and all-handlebar control.

BERKS M. C. HOLDS ANNUAL ELECTION OF OFFICERS

READING, Pa., Apr. 12.—The Berks Motorcycle Club elected officers at its meeting last week, placing William Shearer in the president's chair. C. Raymond Lenich is the new vice-president, while William Printz is now secretary-treasurer.

The club quarters at 710 North Ninth street are cozily equipped with mission furniture. There are also a number of card and billiard tables, and the members have recently purchased a victrola. Preparations are now under way for spring runs and social affairs, which promise an interesting season for the 45 riders who sport the Berks colors. The ladies are taking an active part in the club's functions and have helped materially to make runs and parties enjoyable.

DUNN WILL MAKE A RECORD BUSINESS TRIP

TORONTO, Ont.—The longest business trip ever taken by a Canadian bicycle traveler will be the tour to be made by F. W. Dunn, of the Canada Cycle & Motor Company, Limited, West Toronto. Starting about May 15 he will call at western Canadian points, after which he will sail from Vancouver for New Zealand. From that country he will go to Australia, and thence to China and Japan. He will be away for seven months at least, during which time he will do nothing but make selling arrangements for bicycles and accessories. It is understood that the Toronto company will place agencies in the Antipodes and in the Orient for a number of American-made accessories, as well as for Canadian products.

RIDGEFIELD CLUB FORMED

RIDGEFIELD PARK, N. J.—Franklin Wyatt, William Orth and several local riders have started a motorcycle club in this city, to be known as the Ridgefield Park M. C. Wyatt is temporary chairman of the new organization.

The club will hold a dance at Overpeek Park, near this city, on April 29, and extends a hearty invitation to all riders and their friends for the occasion.

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Looking Down the Stretch

April 12, Springfield, Mass.—Spring meeting of the Motorcycle Manufacturers' Association.

April 14, Augusta, Ga.—Race meet of Augusta Racing Association for 30½ cubic inch machines.

April 16, Fresno, Cal.—100 mile free-for-all race under direction of Fresno M. C.

April 19, Boston, Mass.—Run to Worcester of Bay State M. C.

April 26, Savannah, Ga.—Race meet of Savannah M. C.

April 30, Brooklyn, N. Y.—Annual spring run of Invincible M. C. to Southampton and return, 200 miles.

May 7, Jamaica, N. Y.—Endurance run of Jamaica M. C., to Patchogue and return.

May 7, Providence, R. I.—Annual run to Westerly of M. C. of Rhode Island.

May 14, Detroit, Mich.—Race meet of Detroit Motorcycle Dealers' Association.

May 14, Bronx, N. Y.—Second annual endurance run of the Crotona M. C. to Monticello, N. Y. and return, 250 miles.

May 21, Providence, R. I.—Annual photograph run to Roger Williams Park, M. C. of Rhode Island.

May 21, Harrisburg, Pa.—Endurance run of Keystone M. C. to Altoona, Shamokin, Pottsville, Reading and return.

May 27-28, Providence, R. I.—Week-end run of Providence M. C. to North Adams, Mass., and return.

May 27-28, Poughkeepsie, N. Y.—Endurance run of the Poughkeepsie M. C. through Poughkeepsie and Dutchess Counties; 20 hours.

May 28, Milwaukee, Wis.—Lightweight race of Milwaukee M. C. on Cedarburg track.

May 28-30, Boston, Mass.—Three-day endurance run of Bay State, M. C.

May 30, Washington, D. C.—National Capital M. C. endurance run, 128 miles in 24 hours.

May 30, Roanoke, Va.—Race meet of Dixie M. C.

May 30, Wheeling, W. Va.—Race meet of Wheeling M. C.

May 30, Philadelphia, Pa.—300-mile race on Hatboro Speedway.

May 30, Seattle, Wash.—Run of Seattle M. C. to Portland, Ore.

May 29-30, Newark, N. J.—400 mile run, day and night of New Jersey M. C.

June 10-11, Worcester, Mass.—Fifth annual 24-hour endurance run of Worcester M. C.

June 18, 19, Wheeling, W. Va.—336 mile endurance run to Bedford, Pa., and return, of Wheeling M. C.

June 25, Detroit, Mich.—Second race meet of Detroit Motorcycle Dealers' Association.

June 30, Wheeling, W. Va.—Sealed time run of Wheeling M. C.

July 2-3-4, Grand Rapids, Mich.—Michigan State F. A. M. reliability trial, under auspices of Grand Rapids M. C.

July 4 Roanoke, Va.—Race meet of Roanoke M. C.

July 4, New Brunswick, N. J.—Elimination run of the New Brunswick M. C.

July 4, Savannah, Ga.—Race meet of Savannah M. C.

July 4, Galesburg, Ill.—State F. A. M. championship races under auspices of Detroit Fair Association.

July 4, Sheepshead Bay, N. Y.—State F. A. M. amateur championships and convention, auspices of Speedway M. C., Inc.

July 4, Wheeling, W. Va.—Race meet of Wheeling M. C.

July 16, Wheeling, W. Va.—Tri-State endurance run and open house, distance 100 miles, Wheeling M. C.

July 30-August 12, Wheeling, W. Va.—Run to Atlantic City and return, 600 miles, of Wheeling M. C.

August 10, Colorado Springs, Colo.—Races on Pikes Peak highway.

August 11-12, Roanoke, Va.—500-mile endurance run of Dixie M. C., to Richmond and return.

August 13, Detroit, Mich.—Third meet of the Detroit Motorcycle Dealers' Association at Detroit Oval.

September 3, Harrisburg, Pa.—Endurance run of the Keystone M. C.

September 4, Roanoke, Va.—Race meet of the Dixie M. C.

September 4, Milwaukee, Wis.—Fourth annual Goodfellowship tour, Milwaukee M. C.

September 6, Wheeling, W. Va.—30 mile road race of Wheeling M. C.

September 17, Detroit, Mich.—Fourth meet of the Detroit Motorcycle Dealers' Association.

October 1, Providence, R. I.—Annual Triangle run, Providence-Boston-Providence of M. C. of Rhode Island.

October 8, Detroit, Mich.—Meet of the Detroit Motorcycle Dealers' Association at Detroit Oval.

November 13-18, Chicago, Ill.—National cycle and accessories show.

November 30, Wheeling, W. Va.—Hill climb of the Wheeling M. C.

GOODRICH TOURING DATA FOR MOTORCYCLISTS

MOTOR CYCLE ILLUSTRATED is now in a position to furnish touring information to riders, through the courtesy of the B. F. Goodrich Company, of Akron, Ohio, and inquiries addressed to this journal will be answered promptly by the Touring Bureau of the well-known tire firm.

Many motorcyclists are now mapping spring and summer trips and laying out vacation tours, and the excellent touring organization of the Goodrich company is placed fully at the disposal of such motorists. Forward your inquiry to **Motor Cycle Illustrated** as soon as possible and it will have the prompt attention of the staff of touring experts at the Goodrich headquarters.

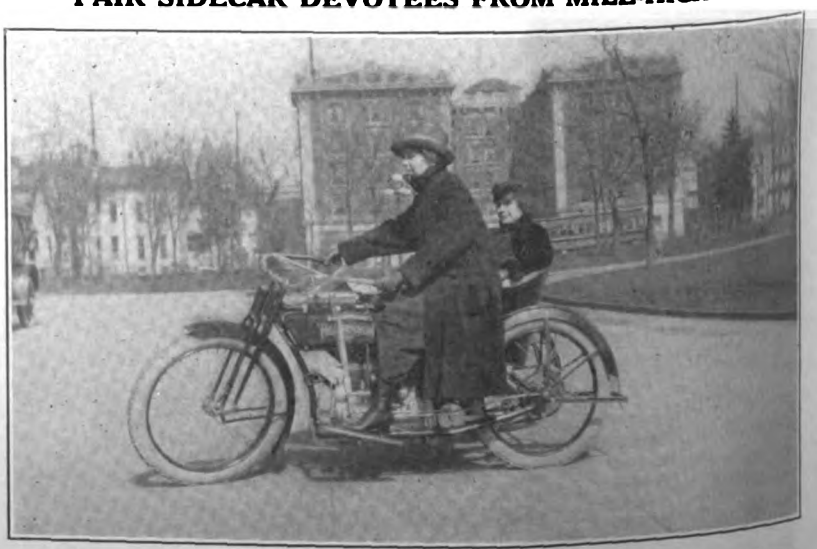
U. S. BUREAU HAS MACHINE FOR FABRIC TESTING

WASHINGTON, D. C.—The United States Bureau of Standards has installed in its rubber-testing laboratory a newly-designed autographic machine for testing the friction or adhesion between the different plies of canvas used in tires, rubber hose and other mechanical goods. The machine was designed and built by the Bureau of Standards.

MORE ROAD CONTRACTS TO BE LET IN OHIO

COLUMBUS, Ohio.—Contract for missing links of roadway connecting Canton with Akron and Wooster will be let on April 7 by the Ohio Highway Department. The first contracts will be for 2.29 miles in Summit on the Canton-Akron and 5.83 miles in Wayne on the Canton-Wooster route.

FAIR SIDECAR DEVOTEES FROM MILE-HIGH CITY



Mrs. C. B. Southard Driving Mrs. Bruggerman on Henderson Combination in Denver, Colo. The Pair Make Regular Trips During the Season

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With the Manufacturers

SLAYMAKER LOCKS KEEP MACHINES SAFE

Latest Products of Veteran Lock Corporation in Lancaster, Pa., Secure Motorcycles and Bicycles Against Unauthorized Use

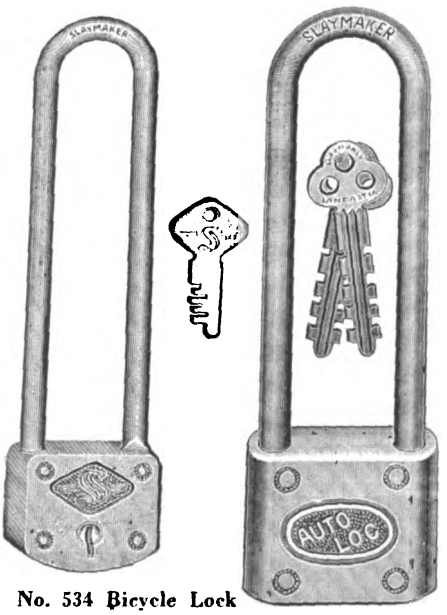
SLAYMAKER on a lock has always been a synonym for security and for thoroughness in workmanship, and the latest series of cycle locks made by the Slaymaker Lock Mfg. Corporation, of Lancaster, Pa., is no departure from the fine reputation which the firm's goods have always held. The leaders in this series are the Autoloc and the "Hold Fast" for motorcycle purposes, and the No. 534 lock for bicycles.

"Hold Fast" Motorcycle Lock

The Autoloc, No. 1093, is intended to lock the spokes and fork members and thus prevent the rotation of the wheel. The case is of polished brass with background in red. The width is 2⅛ inches outside. The shackle is a steel rod, with an inside length of 4¼ inches; it is made adjustable to suit different widths over the forks. With this lock come two corrugated steel keys.

The "Hold Fast" motorcycle lock, No. 27,210, is intended for use with a chain. This lock has a heavy bronze metal case with a high polish. The shackle is of heavy malleable iron and is Sherardized to prevent rust. The lock has secure brass tumblers and dog and dog detainer. Two flat steel keys are furnished with each. No two locks have the same key combinations, thus preventing unauthorized opening. With each lock is an 18-inch length of strong wire chain, galvanized in finish. The shackle is spring-locking. The No. 27,210 lock measures 1½ inches across the case, making it a handy size for the tool-box or pocket. It is a high-grade article throughout.

The No. 534 bicycle lock is made with a pressed steel case and steel shackle, for spoke locking. The size across the case is two inches and the distance inside from case to shackle is 4½ inches. The mechanism is of the lever and tumbler type, the shackle being spring locking. Two coined plate steel keys are furnished with each lock. The dimensions of No. 534 are such as to enable it to fit in all tool-bags and on all makes of bicycles. The face of the case bears the characteristic Slaymaker dart through an S.



No. 534 Bicycle Lock
At Right, Autoloc for Motorcycle Service

The Slaymaker locks, of which there is an extensive variety to suit all tastes, are adaptable for spoke, sprocket and cranklocking. If not obtainable from jobbers or dealers, application should be made to the factory at Lancaster, Pa.

CLEVELAND CAPACITY IS BEING DOUBLED

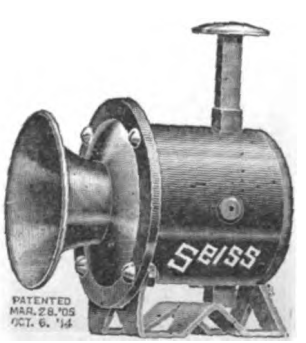
CLEVELAND, Ohio.—A considerable amount of new machinery has been installed in the plant of the Cleveland Motorcycle Co., and it will now be possible to double the output originally decided upon. In spite of this increased capacity there are indications that it will be difficult to satisfy all the demands of dealers.

C. Will Risden, Pacific Coast distributor, has already sold three carloads of the Cleveland lightweights, and the fourth car is due to reach him soon. Other representatives throughout the Middle West are unanimous in their reports of the Cleveland's popularity and assert that it ought to be a simple matter to sell machines as fast as the factory can make them—if not considerably faster.

SEISS ANNOUNCES NEW MECHANICAL HORN

FROM the Seiss Manufacturing Company, of 432 Dorr street, Toledo, O., comes the announcement of a new mechanical horn, which is stated to be entirely different in construction from any other type of push-down mechanical alarm. This horn has no small springs, ratchet or pawls to engage; it is positive in action with direct drive from shaft with either roller or balls for locking.

The horn is of the vibrating diaphragm type, with a toothed-wheel passing over a hardened special steel contact point. This point is adjustable in the diaphragm. All wearing parts are heat-treated. The finish is all black, with high-grade baked on enamel. The bracket supplied is universal, being adapted for attaching to either the frame or handlebar cross tube. The bicycle horn, to be known as Seiss B type, lists at $1.50 complete, while the motorcycle horn, Seiss M. P. type, is priced at $3.00.



Seiss M. P. Type Horn

STOLL PRICES INCREASED

From the Stoll Mfg. Co., of Denver, producers of the Stoll tandem line and other cycle specialties, comes the announcement that greatly increased cost of materials has necessitated an advance in the prices of Stoll tandems. The firm's Stoll Dream Tandem No. 1 will hereafter sell at $22, while the Stoll Combination Tandem No. 2 will be listed at $11.

450 SCHEBLERS FOR JAPAN

INDIANAPOLIS, Ind.—Over 450 Schebler carbureters have been sent to Japan by Wheeler & Schebler, of this city. It took 20 mail bags to hold the lot. The postage was $270.

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Of a Personal Flavor

V. W. Peterson has been promoted to the position of advertising manager for the Stewart-Warner Speedometer Corporation, of Chicago, Ill. He succeeds Gridley Adams who recently resigned. Peterson was formerly assistant to Mr. Adams.

W. H. Piggott is now manager of the Boston branch of the Federal Rubber Manufacturing Company, of Milwaukee, Wis. He succeeds Charles Langmaid, who recently resigned.

E. W. Wolf, of Denver, Colo., has been appointed Colorado F. A. M. Commissioner by President A. B. Coffman. In notifying Wolf of his appointment Mr. Coffman said: "You go into office highly recommended, and I have every reason to believe that you will fill it with credit."

Harvey S. Firestone, president of the Firestone Tire & Rubber Co., of Akron, O., has gone for a trip to Florida. He will be gone for a few weeks.

Sherman L. Lewis is now in charge of sales promotion for the Firestone Tire & Rubber Co., of Akron, O. He was formerly with the Niagara Lithograph Co., and also in charge of trade air work for the Remington-U. M. C. Co., of Bridgeport, Conn.

W. H. Palmer is now with the sales department of the U. S. Rubber Co., and will develop the firm's canvas rubber soled shoe business. He was for several years in charge of the advertising department.

Eben Griffiths has been appointed assistant advertising manager for the Vacuum Oil Company, of Rochester, N. Y. He was formerly assistant editor on a New York publication.

L. M. Wainwright, president of the Diamond Chain & Mfg. Co., Indianapolis, Ind., has returned to his desk. He has been spending three months in Florida.

Max Hillman has been made a general traveling salesman for the Prest-O-Lite Co., of Indianapolis. He was formerly district manager in Detroit for the Willard Storage Battery Co.

H. E. Field, of the Kelly-Field Company, distributor for the Lee Tire and Rubber Company throughout the United States, was a visitor in Seattle recently. While there he made his headquarters with the Chanslor & Lyon Company.

J. F. Douse has been made manager of the Fisk branch in Seattle, Wash. He was formerly in San Francisco.

Messrs. Reichert and Pruett, Thor travelers, are back in Chicago after an extensive tour through their territories. Their order books show what success they have had. Vice-President J. D. Hurley, of the Aurora Automatic Machinery Co., has completed a trip through New York State, and reports prospects for metropolitan, suburban and foreign business with the Thor.

A. L. Manley, formerly in charge of the Buffalo, N. Y., branch of the Firestone Tire & Rubber Company, has been transferred to Newark, N. J., as manager of the local sales force. J. S. Ridley, who handled this territory since the Firestone company opened, has a large tire and accessory store in Plainfield, N. J.

R. G. Ingram, manager of the Elkhart Mfg. Co., maker of Elkhart magnetos, resigned his position on April 1 to take up his old line of millwrighting supplies and power transmissions. He will shortly connect with a large concern in Detroit.

Andrew Kangas, well known in export circles as foreign trade expert and linguist, has left the commission house of Thomsen & Co., New York, to accept the position of assistant export manager for the Fisk Rubber Co, of Chicopee Falls, Mass.

A HIGHLY ARTISTIC COVER

As an introduction to the announcement of its Series 17 line, the Excelsior Motor Manufacturing & Supply Company, of Chicago, Ill., has provided its catalogs with

an attractive cover depicting, in three colors, the delights of riding for both sexes. The man, as will be seen by the reproduction, is mounted on a 17-3 twin, while the girl is using a lightweight.

HERCULES JR. PLUGS ARE SELF-CLEANING

COMPACT construction in combination with self-cleaning qualities and long life under the trying conditions of motorcycle service is a feature of the Hercules Junior spark plug, produced by the Eclipse Manufacturing Company, of Indianapolis, Ind. This plug may be had in metric and 7/8-inch sizes and with either a porcelain or mica core. It carries a two years' guarantee.

The porcelain core on the Hercules Junior plug is made of kaolin, ground and mixed by hand, then hand-turned with extreme care to exact dimensions. Following turning it is baked to 2,600 degrees. The core is formed with a deep shoulder, this shoulder fitting within the plug body and hexagon head and resting on double packing. The center stem is large in diameter and abuts with a large shoulder inside the core, resting on asbestos and steel washers. It is held in place by a cap nut on top of the core, this nut screwing down on a spring washer to care for expansion and contraction of the metal parts without injuring the core.

The center electrode is of high-resistance alloy to prevent fusing or burning off. It is staked in the center stem. The side electrode is staked in the lower shell of the plug and is of the same alloy as the center electrode. Inside the shell is an ample recess with liberal spacing around the petticoat. This prevents fouling, as the plug blows itself clean at each explosion and assists ignition of the charge.

Each Hercules Junior plug is given an individual test against cold air pressure for compression leakage and lastly given a final inspection before being packed. The guarantee is for two years. The price is 75 cents each, either porcelain or mica core.

WHITE TIRE CO. FORMED

LOUISVILLE, Ky.—The White Tire Company has been incorporated in this city to manufacture motorcycle, bicycle and automobile tires. The capital is $10,000. Incorporators are: Charles Dobbs, Emil von Allman and B. H. Plaskett.

BUSY ON TRANS-STATE ROUTE

PORTLAND, Ore.—Work has been commenced on the Oregon Trans-State route which traverses the John Day River valley. This highway connects on the east near Ontario with the Lincoln Highway and on the west with the Columbia River Highway near the Dalles, covering a distance of 350 miles.

FINEST ONE IN THE U. S. A.

Editor: Enclosed is my check for another year's subscription. Motor Cycle Illustrated is the *LIVEST ONE* I can find in the U. S. A.

Ben Teasley.

Dalton, Ga.

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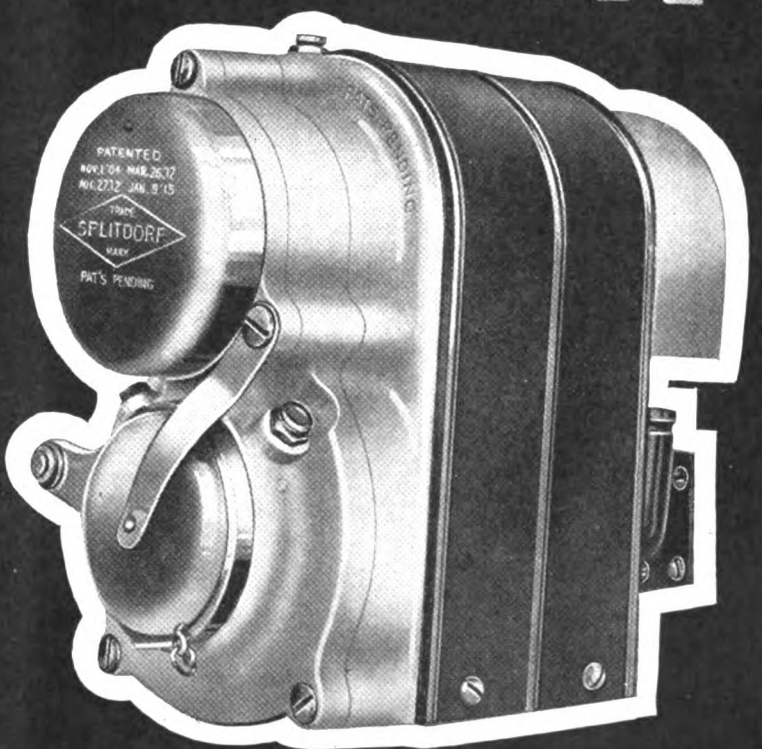
Four Pages of Facts About Indian ELECTRIC



LIGHTING

Mention MOTOR CYCLE ILLUSTRATED—It helps you, the advertiser and us.

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—OF COURSE YOU WANT ELECTRIC EQUIPMENT

For cleanliness, for convenience, for appearances' sake—for the sheer doubled pleasure of motorcycling, electric lighting and signal operation is the thing.

One touch of a button—a flood of steady light.

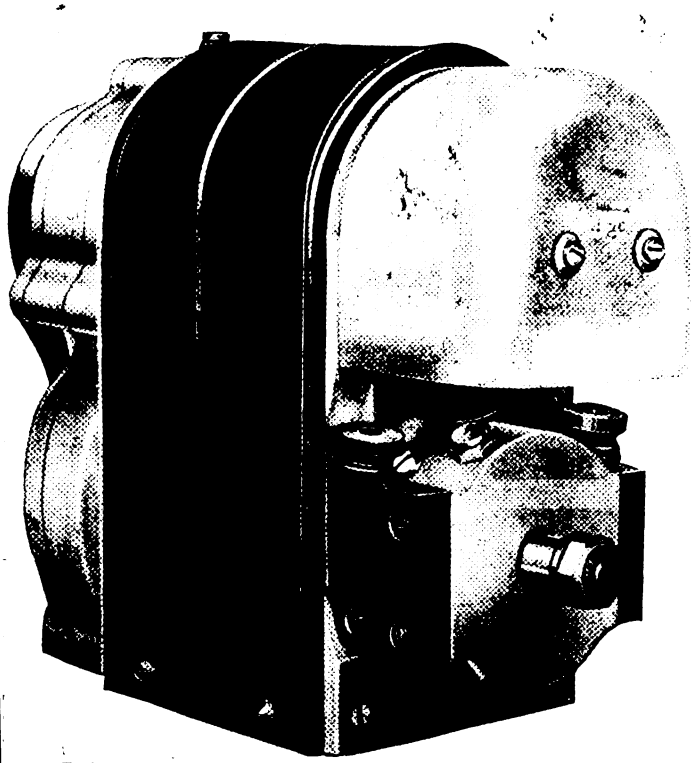
No bulky appurtenances to carry.

A compact little instrument generating current all the while the machine is running.

It's extraordinary when you think of it, isn't it?

Of course you want electric equipment.

It makes a finer thing out of your machine.



Mag-Dynamo—Generates Current for Ignition, Lighting and Charging Battery

It makes a greater motorcycle enthusiast out of yourself.

You wouldn't want to go back to the motorcycle without a clutch, would you?

No more do you want a machine that has inefficient lighting.

Every motorcycle of recent years DESERVES AND NEEDS electric equipment — equipment of the Indian type.

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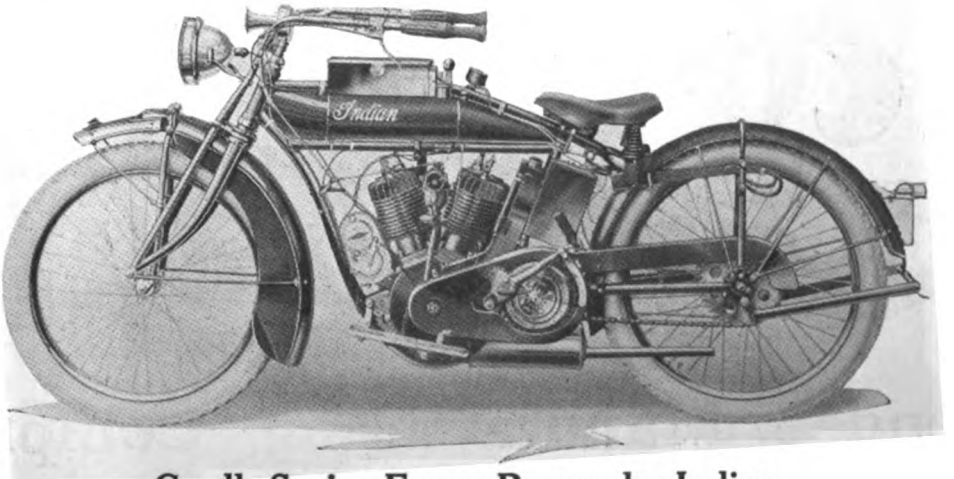
—WHY INDIAN IS THE BEST ELECTRIC SYSTEM FOR THE BEST MOTORCYCLE

The present Indian system is now in its second year. It is a tried and proven thing. It has thousands of satisfied users. It is *known* by everybody.

It is a Splitdorf instrument—a guarantee in itself which is further strengthened by the fact that Indian has adopted it exclusively. And adopted it for the following points of actual superiority:

Simplicity of construction **Steadiness of light**
Easy starting of motor **Accessibility**



Cradle Spring Frame Powerplus Indian
With Complete Electric Equipment

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Battery begins to charge when motor does 10 miles an hour.

Automatic broken contact prevents leakage of current from batteries.

Lighting current automatically regulated so that surplus current is turned into magneto circuit making hotter spark.

No variation of light at high or low speed.

Quick getaway facilitated by ability to generate hot spark at once.

Excess supply of current for sidecar and speedometer, lights and horn.

Ammeter tells at a glance exact charge and discharge of batteries.

ILLUSTRATED LITERATURE OF ANY INDIAN DEALER OR DIRECT FROM THE FACTORY. THE BEST LIGHTING EQUIPMENT FOR THE BEST MOTORCYCLE—

Indian

Hendee Manufacturing Co

Springfield, Mass.

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SUPPLEMENT TO MOTOR CYCLE ILLUSTRATED

THE BICYCLING WORLD

FOUNDED 1877

ALL THE BICYCLE NEWS EVERY WEEK

APRIL 13, 1916

German Cyclist Soldiers Stretching Telephone Wires in Newly Conquered Territory Around Verdun

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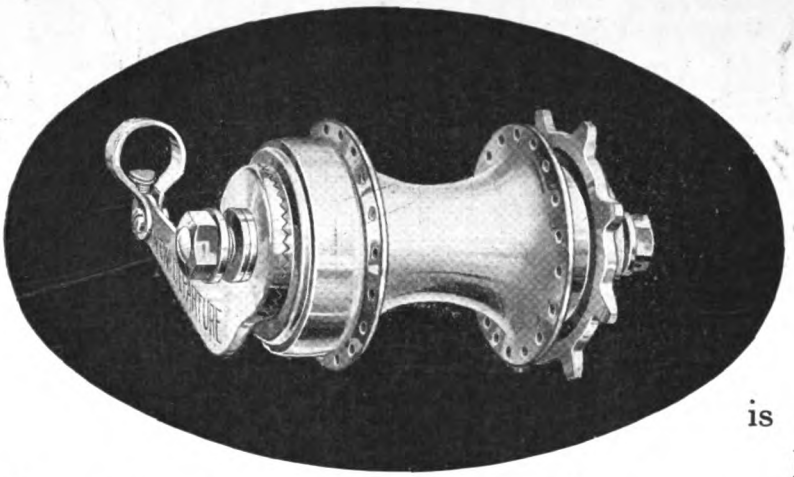

On the Golf Links

▪ the Bicycle

is again a familiar sight.

It furnishes a means of locomotion to and from and on the course that adds zest to the sport.

Throughout the coming months of 1916 the dealer who specifies

The New Departure Coaster Brake

will find it a strong talking point.

Its reputation for unfailing reliability will help sell more bicycles in less time and with less effort to those who consider quality first.

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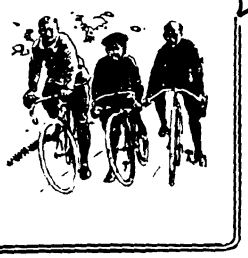

THE BICYCLING WORLD
FOUNDED 1877
DEPARTMENT OF MOTORCYCLE ILLUSTRATED
"ALL THE BICYCLE NEWS EVERY WEEK"

ARE YOU HELPING THE MAIL ORDER HOUSE?

Some Dealers' Trade Is Being "Shot to Pieces" by Their Slip-shod Methods—Local Merchants Are Often Boosting the Mail Order Men As Effectively As Their Advertising Campaigns

By FRANK HARDY

"The business men of this country have got to take an interest in the people of their community and learn to serve their particular needs and interests, and when they do that they are going to get more business. In the average town of the United States 40 per cent. of the people in that community are sending away for their goods to mail order houses because they are not being served in the way that they ought to be served at the retail stores in that community."

THOSE words sent a chill up the spines of the salesmen and retail merchants who had gathered recently in Detroit to hear Mr. J. S. Knox, one of the foremost sales authorities in the country.

"In the average town of the United States 40 per cent. of the people in that community are sending away for their goods to mail order houses." In other words, each year a great portion of the business in nearly every town is being turned away from the local merchants, and thousands of dollars that ought to go into their cash registers are swelling the bank accounts of mail order houses.

The men who had gathered at Detroit were astonished, to put it mildly. But they had a still bigger surprise coming. Mr. Knox continued:

"About 97 per cent of the retail merchants in America are not making any net profit. And yet this is the greatest and the richest country in the world. What's the matter with us?

"What we need today is initiative; need it badly. We need young men who will go ahead and take the initiative; and we need older men who will go ahead and take the initiative; and we need business men who will go ahead and take the initiative. Initiative means doing things without waiting until you are told"

That hit the nail right on the head. And the men who listened to the expert realized that inaction—lack of initiative—was the great shackle which was tying them down to small profits, only sufficient to take care of their immediate wants. They were figuratively living from hand to mouth, and blaming their predicament on general business conditions, rather than turning the searchlight upon themselves. And in the meantime the mail order houses were growing rich.

A BIG slice of the bicycle business is each season being appropriated by the mail order houses. Turn over the pages of almost any popular magazine or Sunday newspaper supplement, and you'll find that the local dealers' biggest competitors are on the job every day of the year. You see their glaring and alluring advertisements, featuring what they claimed to be the matchless qualities of their bicycles. Most of them will express machines anywhere on trial and arrange easy payments.

And what are the bicycle dealers doing to combat the mail order houses? What are they doing to keep trade in their own communities—where it belongs? Mighty few dealers are doing anything.

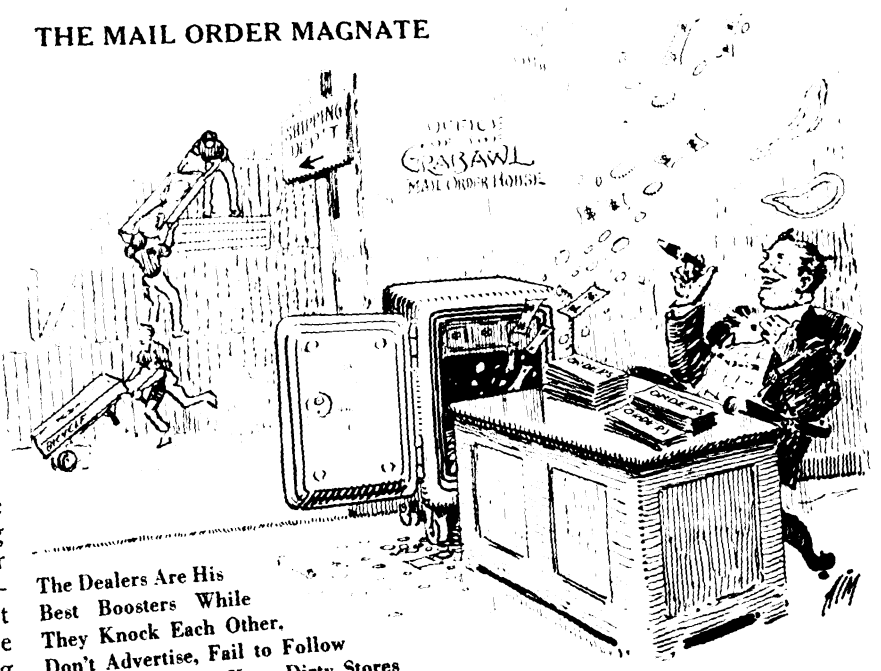
Helping Out the Mail Order House

In fact, it is not making too strong a statement to say that many bicycle dealers are actually helping the mail order man. They are boosting his business absolutely free of charge, almost as effectively as the flashy, gaudy advertisements for which the mail order houses are paying thousands of dollars each year.

One can well imagine the mail order magnate chortling and soliloquizing:

"Why, the bicycle dealer is the best friend that I've got. Though he may be blind to the fact, he's actually pushing business my way!"

THE MAIL ORDER MAGNATE



The Dealers Are His Best Boosters While They Knock Each Other, Don't Advertise, Fail to Follow Up Prospects, and Keep Dirty Stores

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"IN THE GOOD OLD SUMMER TIME"

Two Dayton Bicycle Enthusiasts Snapped in One of Detroit's Picturesque Parks

WHEREVER there's a dirty-looking bicycle store—a real junk shop in appearance—you'll find an effective boost for the mail order man.

Aside from the fact that the bicycle prospect places no confidence in the wares of an ill-kept store, the chances are ten to one that the average prospect does not recognize the place as a bicycle establishment. Rather he might be inclined to believe that back of the greasy store windows are heaps of rags and bottles.

In contrast to such dealers' stores is the attention-compelling advertisement of the mail order house. The prospect goes through a magazine and sees beautifully illustrated what appears to be an ideal bicycle. Then he reads the superlative announcement surrounding the two-wheeler, stating that the mail order man's bicycle is the best and most moderate priced on the market. No, the prospect need not pay a penny. "Just drop us a card and this superb bicycle will be expressed to you free of charge. Payment for this matchless machine may be arranged in easy installments. You enjoy riding the wheel while you pay it off in small monthly sums."

Passed the Dealer's Store

The prospect doesn't know that he can obtain a first-class bicycle just around the corner in Tom Jones' Cyclery, at a moderate price which will be arranged in convenient terms. He doesn't know that Jones has quite a variety of models on the floor, which he can actually see and examine before he buys. He doesn't know that Jones will fit him with a wheel suited to his particular requirements and make necessary adjustments at any time.

And why doesn't the average prospect know? Because he's never entered Jones' store—it's a dirty place, the window "display" looks as though it had been hit by a cyclone—it repels the prospect.

Dealer Jones, and fellows like him, are feeding business to the mail order houses.

EVEN in cities where bright, clean stores are to be found, mail order houses are permitted to get a strong foothold on the local bicycle business. The mail order man makes a big noise about his products; the dealer doesn't even let a peep out of himself. The mail order man advertises everywhere; the majority of the dealers don't even advertise in one of their home papers.

To keep business in your community, use the mail order man's most effective business weapon—advertising—against him.

There are prospects galore in every town who know nothing of the superior proposition which the local dealer has to offer. And not a small number of them are in total ignorance of the fact that there are bicycle stores in their community, ready to serve them properly.

They could find out, perhaps, if they wanted to. But why should they go to all that trouble? Hasn't the mail order man told them in his advertisements that no local dealer could either beat his price or his machine? Didn't he guarantee his wheel, promise to make prompt shipment and arrange "easy" payments? Then why waste time going to the local dealer?

Tooting His Own Horn a Bit

Those are the channels in which the average prospect's thoughts run. His reasoning is against the local merchant.

It wouldn't be, were the local dealer to use a bit of initiative and advertise the merits of his proposition. He has good bicycles to sell at moderate prices, and in the majority of cases can afford to accept time payments. And he has the huge advantage of being able to show the prospective rider a variety of machines; of helping the customer to select a wheel that suits his needs; and being ready at all times to make adjustments which will insure absolute satisfaction.

Were these facts advertised, a doubt would be cast in the prospect's mind as to the merits of the offer proposed by the mail order house. It would lead him to investigate.

But dealers are not advertising—it's too expensive, they say. They don't realize that where the cost of individual advertising would be prohibitive they might easily get together and run combination ads; the expense would be shared by each dealer entering the combination.

And in the meantime the mail order house, which "does things without waiting to be told," is grabbing off a big slice of business.

(Continued on Page 60)

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DAVIS CO. BUYS RIGHTS TO YALE AND SNELL BICYCLES

Will Continue to Manufacture the Yale Line, with Slight Modifications; Not Decided as to Disposition of Snell Bicycles; New Catalog Now Off the Press and Ready for Dealers

DAYTON, O., April 12.—The rights and good-will pertaining to the manufacture of the Yale and Snell lines of bicycles have recently been purchased by the Davis Sewing Machine Co., maker of Dayton motorcycles and bicycles, from the Consolidated Mfg. Co., of Toledo, O. The Davis company formally announced last week that it would continue the complete line of Yale bicycles, which are now ready for the trade with a few modifications, and that it was not prepared to say anything regarding the disposition of the Snell bicycles until the material market clears up.

Still Giving Parts Service

As was announced in these columns some weeks ago, the Consolidated Mfg. Co. is now devoting itself entirely to the manufacture of munitions, and its sole activity in the cycling field at present is the parts service which the Consolidated company is still continuing for the benefit of Yale motorcycle riders.

Immediately upon the purchase of the rights to the Yale and Snell bicycles, the Davis Sewing Machine Co. worked out the details connected with the design and production of the Yale line, and added mechanical equipment, valued at several hundred thousand dollars, to its already ample facilities to ensure early and prompt deliveries.

Quick work was also performed in completing a new catalog, attractively describing and illustrating the Yale bicycles, which is now off the press and ready to be mailed to any dealer upon request. Two of the models appearing in the new catalog are shown in this issue.

Yale Champion Racer, $40

Jobbers Wanted Another Line

"The recurring demands made upon us by a number of large distributors for another high-grade name-plate line of bicycles were the cause of our negotiations with the Consolidated Mfg. Co.," said H. M. Huffman, manager of the Davis company's cycle department, last week. "The Yale line will not conflict with our Dayton bicycles, which have been our leading name-plate line for so many years.

"All the distinctive features of the Yale will be retained, but the sizes will be changed to conform with our standards, which are identical with those adopted by the Cycle Parts Committee. While a number of parts of the Yale bicycle are of special construction, they will be interchangeable with any other standard Davis part.

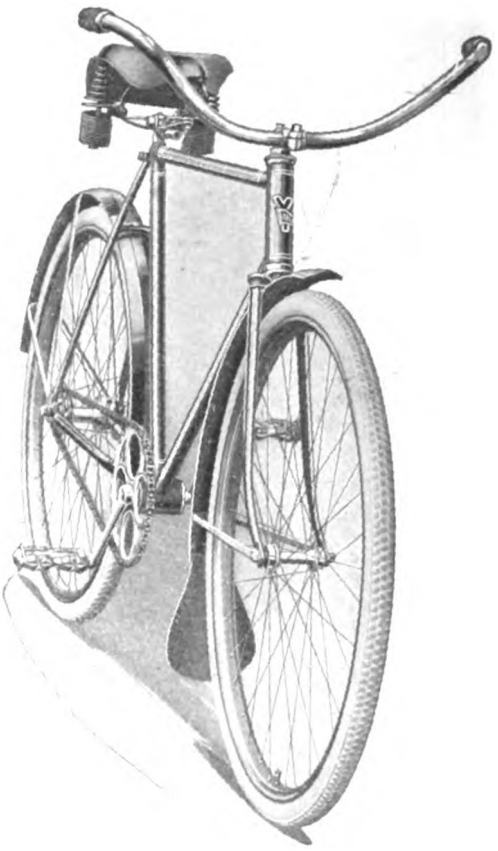
"As to the Snell bicycles," continued Mr. Huffman, "we have made no definite arrangements as yet, and will probably make no announcement regarding that line until the material market is settled.

"We already have an attractive catalog prepared, showing the Yale specifications, and our plans for distribution are fast being completed. The Yale will be handled through a number of large cycle jobbers, many of whom have not heretofore represented the Davis products. Inquiries from dealers are receiving our prompt attention."

Prices from $25 to $45

The new Yale catalog shows the complete line of seven machines, varying in price from $25 to $45. These include two adult and two juvenile roadsters for both sexes, the Yale Champion Racer, Motorbike and a new youth's model, known as the Yale Bikeabout. The last mentioned resembles the motor-bike in some respects, but is lighter and of a lower riding position.

Well-known equipment is used throughout. Vitalic and Fisk thorn-proof are specified, while Troxel saddles are used exclusively, as is the Yale quickly detachable two-piece crank-hanger, Bull-Dog hubs, dust-proof head fitting and other distinctive features. The Yale outside joint head construction is employed on all but the ladies' and juvenile models.



New Yale Roadster, $30

"SCOUTS" ARE SOUNDING OUT ALF. GOULLET

NEWARK, N. J., Apr. 3.—Now that the majority of the better riders have been signed up by the Cycle Racing Association, efforts are being made to win back the militant cyclists of prominence who broke away from the promoters a few months ago and still assert their loyalty to the outlaw movement.

Alfred Goullet is one of the stars who still declares himself an out-and-out F. A. C. man, and apparently will not listen to the overtures of the "organization" men.

HANS OHRT WILL CAST LOT WITH OUTLAW BODY

Will Come East on May 1 and Ride on F. A. C. Tracks in the Bronx and Brooklyn; Riders Against N. C. A.

SAN FRANCISCO, Cal., April 10.—After riding the fence for months in the tangle between the National Cycling Association and the outlaw Federation of American Cyclists, Hans Ohrt, the local rider, has about decided to join the ranks of the outlaws. Ohrt has been wisely neutral during the Winter months while there has been no riding going on.

Now, when it seems that the seceding organization has the N. C. A. back to the wall, he will join the outlaws, according to his friends. He will leave here about May 1 to begin riding in Brooklyn and the Bronx, New York, in the meets to be conducted by Harry Pollok and Billy Gibson.

With the exception of Eddie Carroll, all the riders from California are on the side of the outlaws.

HAD TO OPEN SECOND STORE

SYRACUSE, N. Y., April 12.—Increased interest in and demand for bicycles in Syracuse has been so marked that B. Kassel, who for seven years has conducted a bicycle business at 815 Grape street, has now opened a branch at 429 S. Clinton street.

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PROVIDENCE HIGH SCHOOL BOYS FORM "TECH BICYCLE CLUB"

PROVIDENCE, R. I., April 12.—The Technical High School here has organized a bicycle club, which will be known as the Tech Bicycle Club. There are 43 charter members and the club is made up largely of those fellows who prefer cycling to any other form of athletics.

Harry Mellinger is captain of the club and H. F. Bennett manager. These two students are now busy planning a series of events which, if successful, would involve the formation of cycling clubs in other schools in and around Providence. Captain Mellinger has named a committee to interview bicycle riders in other institutions with a view to forming a number of clubs, so that interscholastic bicycle meets can be held.

Practice runs will be held shortly by the Tech Club to get the riders into trim for long vacation tours. Races will also be staged over the spacious driveways in Roger Williams Park.

Simple rules and regulations have been drawn up for the guidance of the club's members. It has not been stipulated yet whether the club will affiliate with any dealer; but when meets are conducted the local cycle merchants will be called upon to give their assistance in the form of accessory prizes.

The first run this season was held to Fall River and return, a distance of about 20 miles.

This is the schedule that was closely followed:

9:00 A. M.—Start.
9:20 " —Due at East Providence.
10:00 " —Due at Barrington.
10:40 " —Due at Warren.
11:10 " —Due at Fall River.
11:10 to 12—Lunch and rest
12:00 NOON—Leave Fall River.
12:30 P. M.—Due at Warren.
1:10 " —Due at Barrington.
1:50 " —Due at East Providence.
2:15 " —Arrive at Providence.

75 PRIZES FOR C. R. C. A. 10-MILE HANDICAP

NEW YORK, N. Y., April 12.—With 75 prizes already secured for their handicap race on May 21, the Century Road Club Association looks forward to lining up one of the largest fields of crack amateurs that ever faced a starter on an Eastern course. Four standard racing bicycles are included in the list, with trademark accessories and parts, as well as silver loving cups and valuable medals.

Though this set of prizes is more than sufficient to ensure the success of the ten-mile "Association Handicap" at Floral Park, the committee is still hard at work securing more attractive awards. The first time prize will be an Iver Johnson racing bicycle and the second a pair of Pierce racing wheels with track tires. A Pierce racer heads the place prize list, and an Emblem racer will be presented to the second place man. In addition to giving a silver cup as the team trophy, medals will be awarded to the individual members of the winning team.

Entry blanks can be secured from A. K. Jacobson, Box 21, Station H, or 149 West 98 Street, New York.

BUTLER CYCLE CLUB DINES

HAMILTON, O., Apr. 12.—The annual banquet of the Butler County Cycle Club was held on Tuesday evening, April 4, at the club quarters, with a large attendance. The club orchestra rendered music during the evening and various subjects of interest were discussed, though nothing very serious was allowed. Reports from the membership committee showed that fine progress was being made.

CONTEST WINNERS WILL BE ANNOUNCED SHORTLY

Judges Appointed by "Million Bicycles" Committee Still Hard at Work Examining Contributions.

BRISTOL, Conn., April 11.—So many were the letters, photos and advertisements received from bicycle dealers the country over in the sales talk, window display and best newspaper ad contests promoted by the "Million Bicycles" committee, that it will require a few weeks before the judges will be able to announce the winners.

Numerous letters are being received by Secretary Chas. F. Olin every day from dealers and their salesmen, making inquiries as to the progress which the judges have thus far made. Mr. Olin states that the judges are still hard at work examining the many contributions to the contests, but he expects that an announcement of the winners will be forthcoming within a short time.

MIAMI CO. MAKES SECOND RAISE IN PRICE

MIDDLETOWN, O., Apr. 12.—A second increase in the price of its bicycles has been declared by the Miami Cycle & Mfg. Co. The list price on all bicycles retailing under $35 will be raised $1 on and after April 15. This does not include the Racycle.

The first increase, which was also at $1, went into force on February 19, but this affected only bicycles which retailed at $25 or under.

As in the case of all the other manufacturers, the ever-climbing cost of the material entering into the production of bicycles and the high price of labor have made it necessary for the Miami company to demand more for their machines in order that they might continue their standard quality.

SECOND N. C. W. TRYOUTS

SAN FRANCISCO, Cal., Apr. 11.—The New Century Wheelmen held their second tryout last Sunday to select a six-man team which will wear the lightning streak in the annual novice relay race, to be staged at the Golden Gate Park Stadium on Sunday, April 23.

In the five-mile tryout Max Bumburger was first, W. T. Thompson second, and J. Bell third; while in the one-mile sprint Thompson captured the final heat, with J. Stalker second.

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SEVERAL CHANGES MADE IN THE CYCLEMOTOR

A Number of Parts Are Now Die Cast Aluminum, While the New Gasoline-Oil Tank Is a Two-piece Stamping with Torpedo-Shaped Ends; Power-rating Increased Slightly; Weight Reduced

TORONTO, Ont.—Many small details in the Cyclemotor, the motor attachment for bicycles, have been changed and improved for the 1916 model. Several parts, including the crankcase, carbureter and handlebar control, are now die-casted aluminum, making them better fitting and neater in appearance. The gasoline-oil tank is now a two-piece stamping with torpedo-shaped ends and rounded edges, while the screw clamps for attaching the tank to the bar of the bicycle are fixed to the tank by spot welding. Instead of being soldered to the side of the tank, the control wire running from the handlebar to the magneto is held in position by a strong clamp. The rod of the control is also bent to shape for immediate connection on any bicycle.

Magneto Has Been Altered

An opening is also bored in the crankcase to the main bearing for oiling purposes while the crankcase is machined to insure perfect fit. The muffler is practically unchanged, but the tiny magneto has a number of altered points. The safety-gap is now enclosed to insure better service, while the cover to the breaker box screws into position to prevent unfastening.

The fly-wheel, which is a thin disc and is an external part, will have a bevelled edge to improve its appearance. The belt rim for the rear wheel is molded by a machine of special design, the ends of the metal overlapping slightly at the joint to make a strong connection. The jockey-pulley is of aluminum as before, but the part is now die-casted instead of tooled.

The design of the two-stroke engine is practically unchanged, although the development of one or two features has increased the horsepower rating slightly, though the bore and stroke remain at 2 inches and 1¾ inches respectively. The gearing of the lilliputian powerplant also remains at 10 to 1. The lines of the carbureter are the same. The relative positions of the carbureter, magneto, spark plug, muffler and other component parts remain unchanged, although the "fixtures" now bear a cleaner appearance owing to the installation of costly machines in the factory at Rochester and the branch at Toronto.

Weight Now Is 20½ Pounds

Owing to the improved methods of production, the weight of the entire attachment, including the tank, control, belt, rims, pulley, etc., has been reduced by eight ounces, bringing the weight down to 20½ pounds.

Arrangements have been made by the Cyclemotor Corporation for the bringing out of a special design of fuel tank to fit the top bars of the motorcycle type of bicycles. With the fitting of this special tank in such a wheel a symmetrical effect is obtained.

It is understood that no change in the price of Cyclemotors in either the United States or Canada will be made this year. It is announced that the factories at Rochester and Toronto are now ready to deliver large quantities of the 1916 models.

BIG "PICTURE-NAMING" CONTEST LAUNCHED

Buffalo Specialty Co. Is Offering $790 in Prizes to Dealers and Customers for Best Title of Picture Soon to be Mailed to All Cycle Agencies

ONE of the most novel and promising sales stimulants that has come to notice in connection with the unprecedented drive for increased business by bicycle and accessory dealers is offered by the Buffalo Specialty Co., manufacturers of Neverleak tire fluid, in the form of a "picture-naming" contest. Bicycle dealers—thousands of them—will receive a window card showing a bicyclist walking along a dusty country road and pushing his mount, the front tire of which is flat. A small sign in the middle distance conveys the significant information that the traveler is seven miles from town. The Neverleak picture is minus a title, and the customers of bicycle and accessory dealers will be expected to suggest appropriate names for the illustration.

Large Prize List for Customers

Awards will be made as follows: For the best title—that is, the most suitable and descriptive title, in view of all the conditions shown—the Buffalo Specialty Co. will give $100; for the second best title, $50; for the third best, $25; for the titles ranking from the fourth to the tenth, inclusive, $10 each; for the titles ranking from the eleventh to the twenty-fifth, inclusive, $5 each; for the titles next in line from the twenty-sixth to the one hundredth, inclusive, $1 each.

No purchase need be made in order to submit a title in the contest. The contestant will simply obtain from the dealer in whose window he sees the Neverleak picture a special blank, which he will fill out and return to the dealer. The dealer in turn will forward the slip bearing the suggested title to the Buffalo Specialty Co. That is the customer's side of the contest; the dealer's is equally attractive.

$395 for the Dealers

The cash prizes for customers will total $395, and an equal amount will be awarded to the dealers themselves, based on the number of title suggestions they are able to pass along to the Buffalo Specialty Co. The dealer turning in the greatest number of suggestions will receive $100, and the balance of the $395 will be awarded just as in the case of the customers. The second dealer's prize will be $50; the third, $25—and so on. By this arrangement, 100 dealers are certain to receive cash awards—ranging from the first prize of $100 to the lowest prize of $1.

Dealers will not be allowed to submit titles themselves, and will confine themselves to encouraging their customers to participate in the contest. Any customer may submit as many names as he pleases, but each customer competing will be regarded simply as one point for the dealer. In other words, so far as the dealer is concerned, it is the number of contestants he lines up that counts—not the number of titles suggested. He will simply be credited with the number of people he gets suggestions from. The dealer will retain all the suggestions given him until the close of the contest, June 30.

NEW MOTOR WHEEL POSTER

Size 14" x 24"—Printed in Four Colors and Supplied Free to Dealers

Only Eight Words in Title

The titles suggested are limited to eight words. In the event of a tie between two contestants, the amount of the prize in full will be awarded to each tying contestant. The prizes will be awarded direct to each of the winners on or before August 10.

The purpose of the contest is to bring into the stores of bicycle and supply dealers the country over a great number of new friends, who may not make a purchase on their first visit, but who will be pleasantly reminded of that dealer when next they need bicycle materials—and especially when they require such a product as Neverleak tire fluid. It is argued that the Neverleak picture will introduce the dealers to thousands of new buyers.

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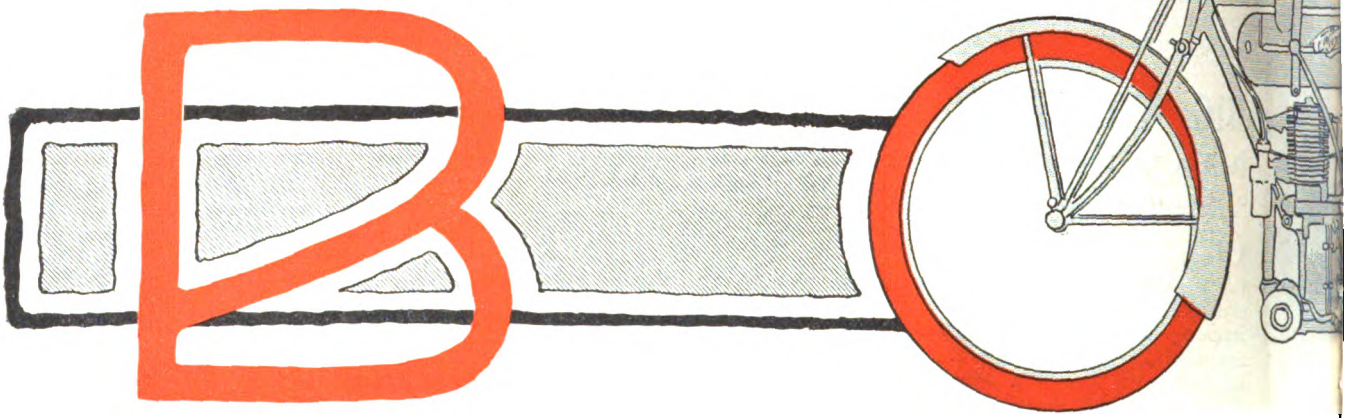
100,000 MOTO

2 STROKE SPEED 2

Clev



THE Cleveland Light Motorcycle is making sales records. Pacific Coast Distributor C. Will Risden has already sold at retail in Los Angeles, three carloads. And a fourth car is now en route!

Herbert F. L. Funke, Eastern Distributor,

Cleveland Motorcycle Mfg. Co

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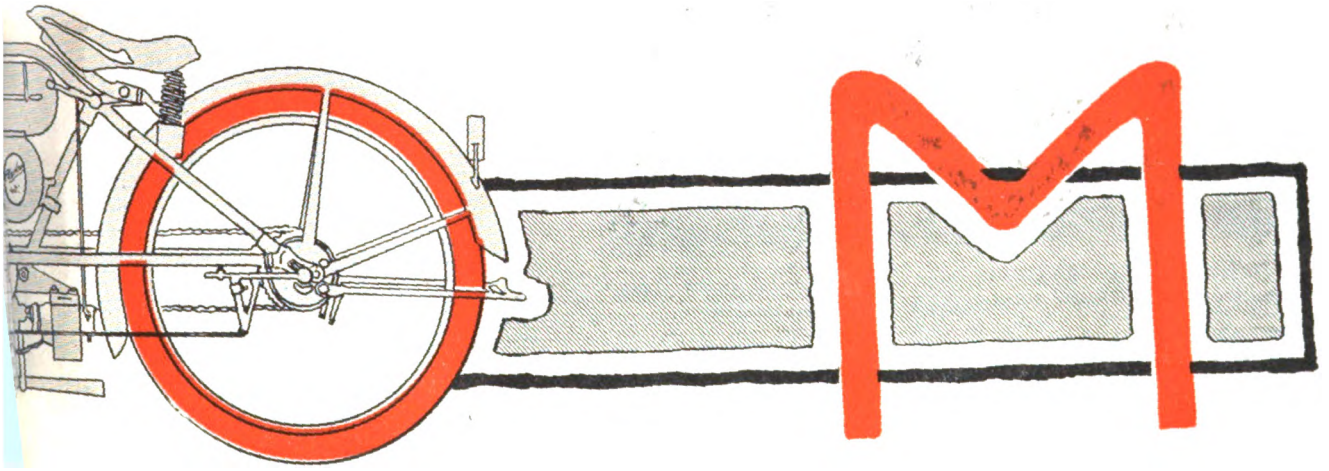
CYCLES IN 1916

land $140.00



has sold 380 Clevelands out of his allotment of 1,000.

C. E. Hauk, Indiana-Illinois-Wisconsin Distributor, has contracts and deposits from riders for over 500 machines.

Some Good Territory Still Open. Hurry!

ıny, Cleveland, Ohio, U. S. A.

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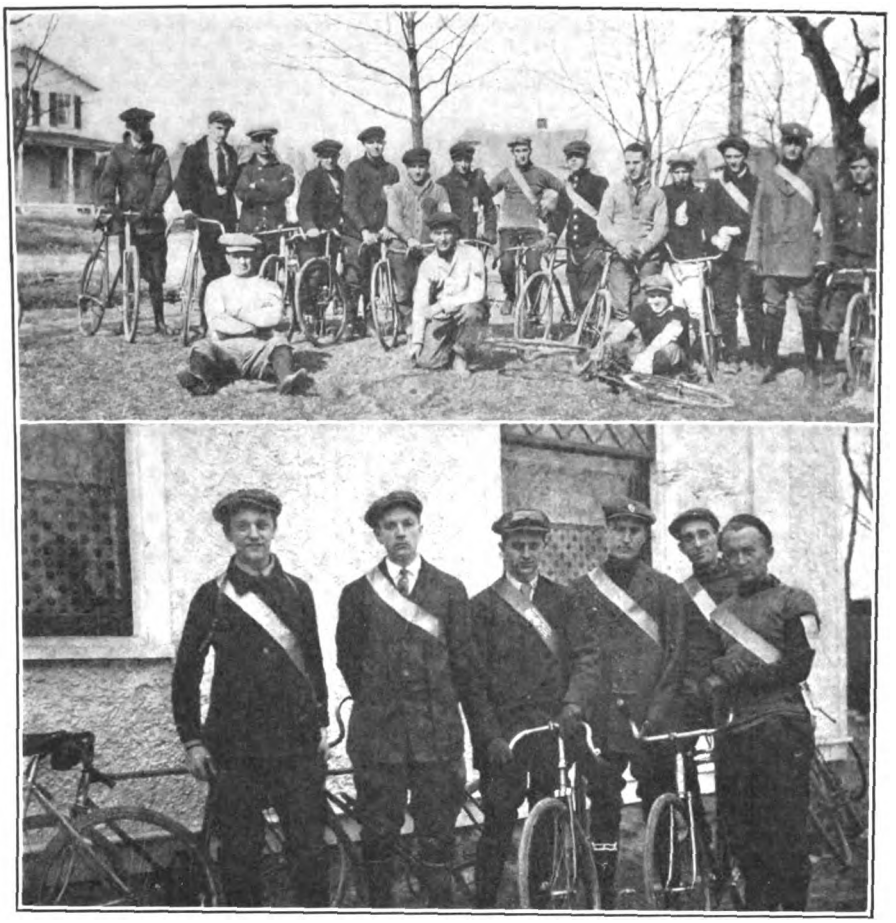
ON THE SPRING CENTURY OF THE C. R. C. OF A.



Upper Picture, Cyclists in the New Jersey's Division Run on April 2 at the Dinner Stop, Smithtown, L. I.; Lower Picture, the Men Who Set the Pace

WEST MICHIGAN C. C. WILL MEET Y. M. C. A. RIDERS

GRAND RAPIDS, Mich., Apr. 12.—C. M. Shook, secretary of the West Michigan Cycle Club, has announced the following events for the year:

May 27—Track meet with the Y. M. C. A. at Comstock Park. Riders not connected with the competing organizations will have to pay small entry fee.

July 4—Road race over the old Cascade course, to finish at Ramona Park.

Labor Day—Six-hour team race at Comstock Park.

It is estimated that the prize list for the meet with the Y. M. C. A. will reach a value of more than $700. Five races are planned for this occasion: one-mile novice; one-mile handicap; two-mile handicap; five-mile handicap, and a miss-and-out race. These events will be held under an N. C. A. sanction.

In the Labor Day feature, prizes will be awarded to the leader at the end of each hour and three prizes are to be hung up for the winning team.

A 68-YEAR-OLD RIDER

EVANSVILLE, Ind., Apr. 12.—John W. Davidson, of this city, is the oldest active rider of the bicycle in the state of Indiana. He has been a user of the two-wheeler ever since it first made its appearance here. Davidson, who is 68 years old, has ridden the same bicycle for the last 18 years, and has never missed a day when the roads were ridable. Davidson attributes much of his activeness to the consistent use of the wheel, and intends to continue to ride the old machine until he is too weak to pedal.

CENTURY AGAIN IN FAVOR

SAN FRANCISCO, Cal., Apr. 11.—Wheelmen in this city and vicinity are again giving attention to the old run of 100 miles around San Francisco Bay, which was once a very popular course for bicycle events. Preliminary plans are now under discussion for a run on this course, possibly July 4. In view of the rapidly growing interest in bicycling, such a race would prove an attraction.

OLYMPIC CYCLIST JOINS CLUB

GRAND RAPIDS, Mich., Apr. 12.—The new member of the West Michigan Cycle Club is Frank Meissner, a crack local rider who was a member of the bicycle team in the Olympic games at Stockholm. It is expected that Meissner's entrance into the club will give an added impetus to its activities. In qualifying for the Stockholm games at Newark, N. J., his time for the 150-mile tryout was 8 hours and 30 minutes.

NEW READING BI. CLUB OFFICERS

READING, Pa., Apr. 12.—New officers were elected by the Reading Bicycle Club recently as follows: President, Roy Noll; secretary-treasurer, Albert B. Rhode.

PIERCE WILL INCREASE PRICE ON ALL MODELS

After May 1, Buffalo Company Will Ask $1 More per Bicycle; Second Increase Possible After Sept. 1

BUFFALO, N. Y., April 12.—Announcement is made by the Pierce Cycle Co. that present prices on Pierce bicycles will be withdrawn, and all orders received after May 1 will be billed at a net advance, over the present dealers' price, of $1.00 on all models. Of course, every order received prior to May 1 will be billed at the existing prices.

"It is quite probable," said Sales Manager Fred L. Brown, when this announcement was made on Monday last, "that if the conditions in the material and labor market become still more stringent, we will be obliged to ask for a further increase of $1.25 on all models by September 1, which will make a total difference of $2.25 over the present prices.

"We are forced to make these increases," continued Mr. Brown, "because of conditions over which we have absolutely no control. The trade journals have already told the dealers the huge advances in the price of manufacturing material, which has been brought on by the war. The cost of labor has also gone up, and there is really no alternative left open for us but to ask an increase in the price of all models. We will not sacrifice the present high quality of Pierce bicycles, but will continue to put into our wheels the best material obtainable.

"Pierce dealers will note that the first advance of $1.00 on all models will not go into effect until May 1, so that they will have plenty of time to estimate the number of machines they will require to carry them through the greater part of the season, and place their order NOW. Dealers who are wise will do their buying now, while they can still purchase Pierce machines before any increase in price is made."

NEW CURBSTONE RIDERS

BALTIMORE, Md., Apr. 12.—The Sunday run of the Curbstone Wheelmen was held to Chattolanee Springs by way of Park Heights avenue, returning by way of the Reisterstown road to the starting point at 529 W. Lafayette avenue. The run was in charge of Capt. John B. Hurtt and Color Bearer Robert Litz. Manager Nicholas G. Grimmel, "the one-armed wonder," has a couple of young speed merchants under his care whom he will shortly introduce to the local cycling public in a big speedfest now under consideration.

BAY VIEW INVITATION DANCE

NEWARK, N. J., Apr. 12.—The Bay View Wheelmen will hold an invitation dance at their clubhouse, 380 S. 6th street, on Saturday night, April 15. There will be bicycle races on home trainers and a basket ball game between amateurs and professionals. Among the pros. present will be Alfred Goullet, Eddie Madden, Willie Hanley, Joe Kopsky and Tommy Grimm.

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FRANK KRAMER'S LIFE STORY

The First Authorized Story of the Great American Bicycle Champion's Brilliant Career—By Harry Mendel

Fourteenth Installment

Kramer had plenty of variety in 1910. He was pitted against all classes of riders and suffered few defeats. The runner-up for the title was "Battling" Joe Fogler.

AFTER another stirring series of match races in 1910 with Jackie Clark, the daring Australian skyrocket, Frank Kramer again repeated the same old story, when he annexed the champion's lauels for the tenth consecutive time. The year 1910 went down into cycling history as a comparatively easy season for the East Orange wonder, his strongest opponent being "Battling" Joe Fogler, who finished second best in the fight for the national title. In the three match races with Jackie Clark, Frank romped home the victor on two occasions, while the fleet cyclist from the Antipodes was awarded one of the events.

Three Stars in Mormon Town

Salt Lake City saw Clark, Iver Lawson and Floyd McFarland ride during the greater part of 1910. Jackie made a big clean-up in the Mormon town and did not return to Newark until September, when Kramer already had the title cornered. But great interest, nevertheless, was shown in the series of match races which were especially staged between these two marvels of the wheel.

Kramer humbled Clark in straight heats before a banner crowd at the Velodrome on Sunday, Sept. 18. In the last lap of the initial heat, "Big Steve" stealthily pedaled on the inside and then shot out into the lead like a thunderbolt. He then "stalled" Jackie until well up into the backstretch, and as Clark's ire put more ginger into his heels, Kramer pulled himself together and with a great burst of speed beat his rival over the tape by a few inches. Clark was forced to take the lead in the second heat, and sprinted vigorously right to the last lap. But Kramer clung to him, and coming into the backstretch the American champion whizzed out from behind, crushing the "rocket's" pride," to the tune of half a wheel's length.

Judges Give Race to Clark

The following Sunday witnessed the second race between the Australian and the Yankee. In this event, at five miles, Clark was credited with the victory, although it appeared to the spectators that Kramer had won by a few inches. The judges deliberated for some minutes after the gruelling contest was over, and finally declared Jackie the winner. That left the third and last race of the series to determine the better rider.

Both men were in fine trim on Sunday, Oct. 2, when they met in the final race of the season. In the first heat it appeared to take every ounce of Kramer's strength and skill to send him over the tape ahead of Clark. He only won by a few inches; and the narrow margin of his victory made him the more cautious in the second heat. This proved to be a very heady bit of racing which the fans enjoyed immensely. In it Kramer showed conclusively that "gray matter" played no small part in his successful racing career. He outgeneraled Clark in every way and crossed the finish line almost a full wheel's length to the good.

Two nasty spills marred Kramer's riding in 1910. One injured him very seriously, while in the second he came out rather luckily, considering that two other riders, who figured in the spill, each sustained a broken collarbone.

Tossed Over the Handlebars

The first smash-up occurred on Sunday, April 24, as the field of riders was completing the third mile in a five-mile race. Kramer's front rim collapsed and he was tossed over the handlebars, head first, hitting the track directly on his forehead. With his wheel strapped to his feet, Frank rolled from the top of the bank to the flat. When "Big Steve" was picked up unconscious, it was found that he had a bad cut over his left eye—the eye itself being badly bloodshot—and that the entire left side of his face, from forehead to chin, was scraped and discolored.

The second spill in which Kramer figured was the worst of the season, as far as the other riders were concerned. Five cyclists went down in a heap just a few seconds before the finish of the two-hour team race on Labor Day. Both Carlo Vanoni and Eddie Rupprecht broke their collarbones, while Norman Anderson's lip was cut and Kramer was badly bruised on the right elbow. Fred Hill, the first man to fall, escaped without an injury.

Mixed match races were quite a fad in 1910 at the tracks in New Haven and Providence. The first one of these affairs was contested on Thursday, August 18, at New Haven, with Kramer winning against Hehir. Kramer defeated Hehir in a one-mile match race and then took his measure in a five-mile motor-paced race. The next night at Providence, Kramer turned a similar trick on Joe Fogler, beating the battler in a one-mile sprint affair, and then trimming Joe behind motors at five miles. On the Thursday following, at New Haven, Alf Goullet beat Kramer in a race which needed three heats to decide. Kramer won the one-mile sprint by two feet, but Goullet came back by winning an unlimited pursuit race. The deciding heat was at five mile, behind the motors, and this time Goullet won the heat and the race.

"Battling" Joe Fogler

Kramer turned the tables the following night at Providence by winning two out of three heats. Frank got the sprint race and the motor-paced affair, while in the pursuit race, the blond-haired Australian caught Kramer after going six miles and three laps.

Kramer won the first championship race of the season, which was run off on Wednesday night, June 1. Frank won in commanding style, and any doubt of the champion's form was quickly dispelled. Kramer rode around Joe Fogler and Eddie Root and shook off Paddy Hehir with as good a burst of speed as he ever displayed. Fogler finally got second place, with Hehir and Root following him home.

Copped the Two Mile Title Race

Toying with the field on Wednesday, June 8, Kramer won the two-mile national titular race with ease. Kramer's opponents were Joe Fogler, Floyd Krebs and Menus Bedell. With three-quarters of a length to go, Krebs was in the lead. When Kramer shot out there wasn't anything to it, and he easily slid in a winner. Fogler was second home, and Menus Bedell was third.

In the next two championship races, Kramer fared poorly. In the first one he was shut out in his heat, while on the next occasion he could get no better than fifth in the final. In both cases Fogler won the races. Kramer came back into his own on Wednesday, June 22, and riding in wonderful form rode around the entire field and won the quarter-mile race. Fred Hill was second, Hehir third and Charley Stein, fourth.

One of the longest professional pursuit races ever contested in Newark was won by Goullet against Kramer, on Sunday, June 26. The race went fourteen miles and two laps. This was the first defeat at this style of racing for Kramer since he joined the professional ranks. Kramer lost an amateur pursuit race at Manhattan Beach in 1899 to William F. Wernberger, which went twenty-four miles.

On the Fourth of July, Kramer rode at New Haven and beat Fogler and the Bedell brothers in a driving finish in the five-mile open. Kramer's next big victory was scored on July 15, at Providence, when he won the twenty-five-mile race. Kramer did not ride any better than fifth all the way, but in the last lap and after a great fight

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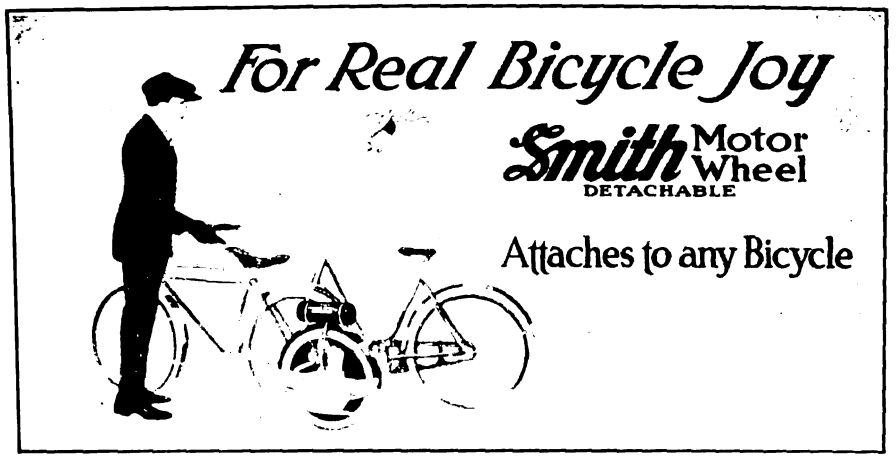
FOR MOTOR WHEEL STREET CAR ADVERTISING



These Cards, Measuring 11 x 21 Inches, Have Been Attractively Printed in Four Colors by the A. O. Smith Co. and Will Be Furnished Free of Charge to Dealers

with Paddy Hehir, Kramer flashed across the line a winner by a scant yard. Joe Fogler was ahead of Kramer all the way around until the final dash for the finish, when he fell back and only got fifth place. Hehir was second, John Bedell a third, and Eddie Root, fourth.

Riding within a fifth of a second of the word's record, Kramer won the quarter-mile record trial in New Haven on Thursday, July 28, in 28⅘ seconds. Although 29⅗ seconds was the best Paddy Hehir could do in this event, the Australian rode a great race in the five-mile open, and Kramer only beating him to the tape by a scant twelve inches.

Humbling Fogler's Pride

The next night at Providence, Kramer won the ten-mile open from John Bedell, Joe Fogler and Menus Bedell. On Sunday, back in Newark, Frank came home a winner in the five-mile handicap, easily disposing of John Bedell and Joe Fogler.

Kramer rode a dead heat with Al Krebs, of Salt Lake City, at New Haven, on Thursday, August 4. Krebs sharing the victory with Kramer was due to the rough riding of Paddy Hehir, who ran Kramer off the track and caused the East Orange marvel to lose twenty yards on the first lap. Kramer appeared to be out of the race, but by a wonderful burst of speed he closed up the gap and was traveling two lengths to Krebs' one as he flashed over the tape.

It is not very often that a bike rider works himself out of a pocket in the last twelfth of a mile, around three other men and captures second money after being hopelessly out of the race. That is exactly what was done by Kramer in the half-mile handicap on Sunday, August 7. Eddie Root was the winner of the race. The champion came back and won the five-mile open after a great fight with Eddie Root and John Bedell.

On Friday, August 12, Kramer won his second twenty-five-mile race of the season at Providence, beating out Joe Fogler, Eddie Root and Fred Hill. Kramer kept up in the lead all the way and had the race well in hand from start to finish.

Avoiding a spill by a hair's breadth and compelled to ride to the top of the track in order to save himself from falling, and then coming from fifth place and winning out, was the stunt Kramer pulled on Sunday, August 14. In the last quarter mile of the one-mile open race, Root, John and Menus Bedell followed Kramer in.

Kramer then rode his mixed match races in New England, and with the arrival of September came the arrival from Salt Lake City of Jackie Clark and the exciting match races at the Newark Velodrome which were won by Kramer.

(To be continued)

CANADIAN WHEELMEN TO HOLD SESSION APRIL 22

MONTREAL, Que.—Attention is turning to the Canadian Wheelmen's Association in view of the forthcoming annual meeting. This will be held at Toronto on Saturday, April 22. It is anticipated that Alderman Louis Rubenstein of Montreal will be re-elected to the president's chair, but it is his announced intention to adopt an inactive policy during the coming year.

It is possible that sanctions will be issued for no racemeets other than those held for patriotic purposes or for those to be held under direct military auspices. There will be nothing, however, to prevent the holding of road races because the Canadian Wheelmen's Association does not grant permits for such events, although the participants must live up to the association's rules.

The Montreal Amateur Athletic Association, of which Alderman Rubenstein is an officer, has decided to stage no contests during the coming summer, and this seems to be the feeling among other local sporting organizations.

KEIDEL FILLING ORDERS DESPITE FIRE HANDICAP

BALTIMORE, Md., Apr. 12.—Henry Keidel & Co., the local bicycle and motorcycle jobbers who handle the Emblem, Pierce and Iver Johnson, are still actively carrying on business, despite the conflagration which burned out part of their building recently. Orders are being filled without any delay through the courtesy of an out-of-town cycle supply house. An inventory of the stock is now being taken and the extent of the damage wrought by the fire will not be known until this is completed.

U. S. I. RACE POSTPONED ON ACCOUNT OF WEATHER

NEW YORK, April 12.—The "Floral Park Handicap" ten-mile bicycle road race of the Unione Sportiva Italiana, which was scheduled to be contested over the Jericho Turnpike, from Floral Park to Westbury, Long Island, and return, last Sunday, was postponed on account of the snow and rain. It will be held next Sunday, April 16.

Contrary to former customs, and in order that there may be no confliction of dates with the other racemeets, the big U. S. I. event will be held next Sunday morning, at Floral Park, regardless of weather conditions. Over 175 entries are in the committee's hands, and further post entries will be received up to 9 o'clock next Sunday morning.

MUCH INTEREST SHOWN IN CRESCENT PLEASURE RUN

BALTIMORE, Md., Apr. 11.—Competition in the weekly point races held by the Crescent Bicycle Club is becoming keen. W. V. Iglehart, who has been in the lead from the start, is still ahead, but Capt. L. M. Sanborn is gaining rapidly on him and is now only eight points behind. E. Nitz is in third place, being one point back of Sanborn.

Much interest is being manifested in the half century pleasure run which the Crescents will promote on May 7. Though this event has been dormant for a number of seasons, the revival of cycling clubs here promises to bring many affiliated riders out for the run.

ROYAL FLYER BICYCLE CLUB WILL STAGE SOCIAL RUN

BUFFALO, N. Y., April 12.—The Royal Flyer Bicycle Club will conduct its annual sociability run on Sunday, May 7. The start will be at Herb. N. Krigbaum's, 722 Broadway, at 10 a. m. The distance will be about 35 miles. At least 200 riders are expected to be in line, and all riders in Buffalo, irrespective of club affiliations, are invited to participate.

TRIANGLES START MILEAGE CONTEST

BALTIMORE, Md., Apr. 12.—The run of the Triangle Wheelmen on Sunday last was held to Relay, by way of Columbia avenue, Washington road and the Rolling road.

The club has extended a cordial invitation to all bicycle riders to accompany them on their runs, as it will make a specialty of a slow and steady pace. Beginning May 1, the red and blue of the Triangles' colors will be seen on moonlight runs, starting each Wednesday evening at 7:30 p. m. from 931 North Broadway.

Captain Horace G. Seward announced the starting of the mileage contest, and judging from the way some of the members are plugging on the roads, it has met with great approval.

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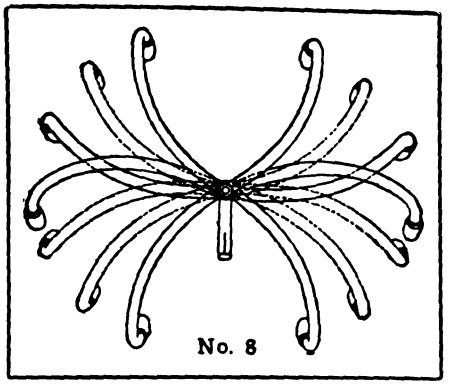
Kelly Handlebars



No. 8

"Get Busy"
"A million bicycles for 1916."

This can be accomplished by using Kelly Bars.

Jobbers and Manufacturers Who Seek Standardization

should invariably equip with KELLY HANDLEBARS—the standard of the world. No high-grade bicycle is complete without KELLY ADJUSTABLE HANDLEBARS. With these handlebars, 25 different riding positions are possible. No other bar made allows anywhere near this number of different positions. KELLY HANDLEBARS ARE THE STRONGEST SELLING POINT A BICYCLE CAN HAVE.

They are the ideal bars for racing, distance work, boulevard riding, etc. Adjustable to ANY position.

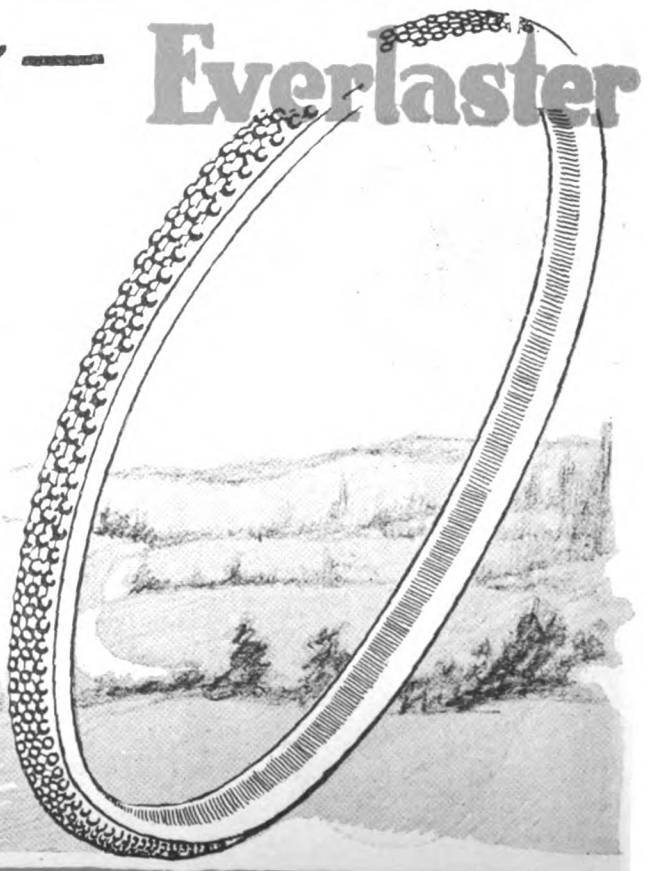
KELLY HANDLEBAR DEPT.
5017 Perkins Ave. Cleveland, Ohio

In City or Country — Everlaster is the Favorite.

Wherever bicycle tires are ridden, there you will find the majority equipped with EVERLASTERS.

The wonderful value found in this tire —the service rendered, its resiliency and smooth running properties, have made it first choice of Bicycle riders. All white, with husky studs that grip the road, it is at once a handsome and an efficient bicycle tire.

Dealers — get a sectional sample and full details.



Kokomo Rubber Co; Kokomo, Ind.

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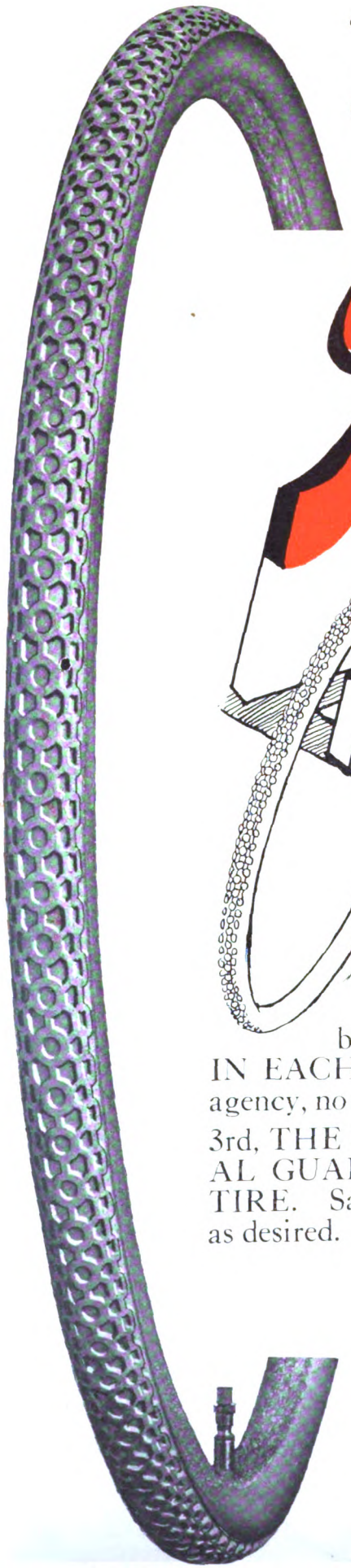
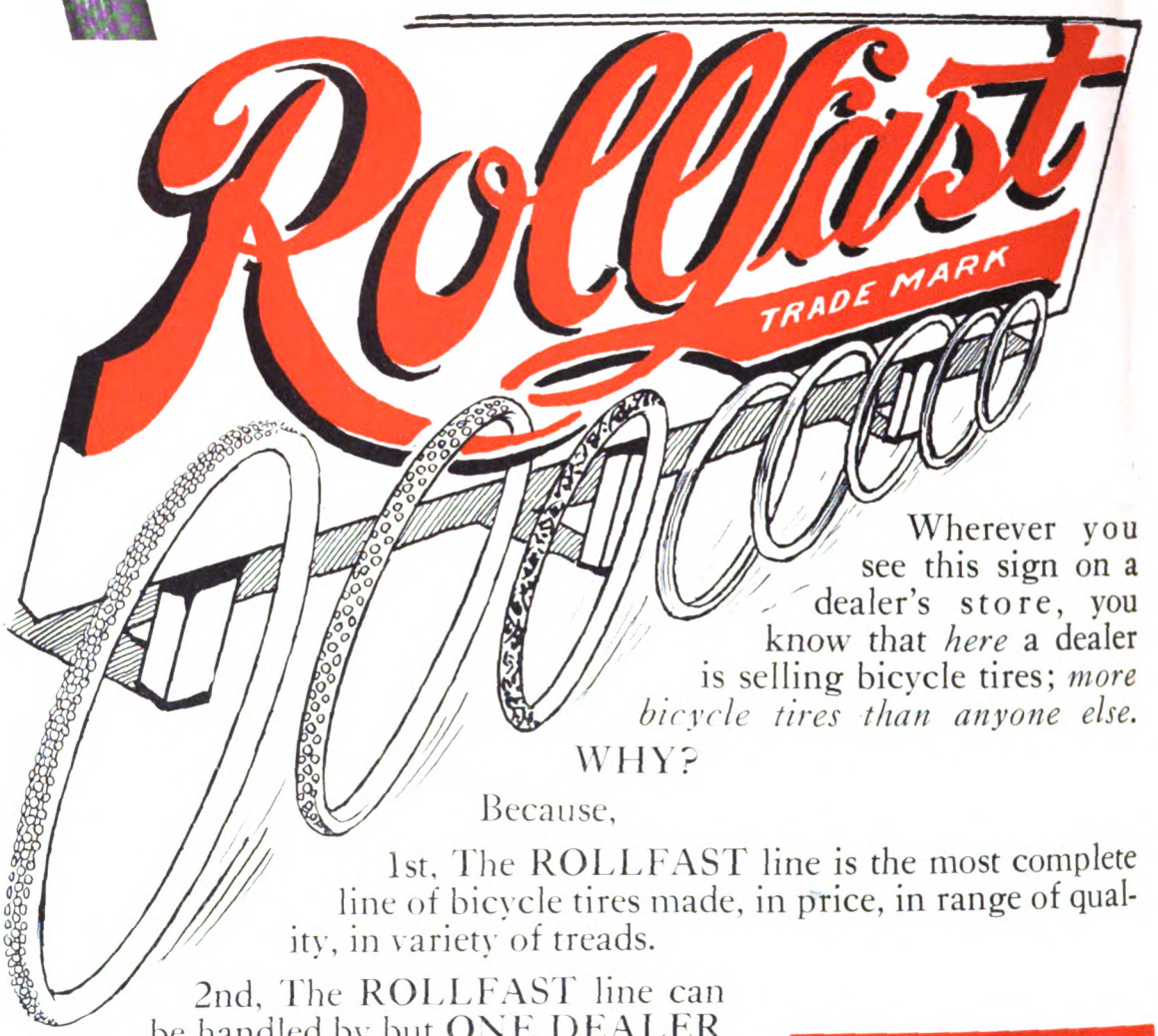
THE SIGN of TIRE SELLING SUCCESS



Rollfast TRADE MARK



Wherever you see this sign on a dealer's store, you know that *here* a dealer is selling bicycle tires; *more bicycle tires than anyone else.*

WHY?

Because,

1st, The ROLLFAST line is the most complete line of bicycle tires made, in price, in range of quality, in variety of treads.

2nd, The ROLLFAST line can be handled by but ONE DEALER IN EACH TOWN, which means exclusive agency, no cut prices, an assured tire business.

3rd, THE ROLLFAST UNCONDITIONAL GUARANTEE IS BEHIND EACH TIRE. Satisfaction, adjustment or refund, as desired.

Do you think you can go wrong in writing to find out more about the Rollfast proposition? Any of the big distributors listed here will be glad to give you full details.

Harwaco Rubber Works Co.
Office, 48 Warren St., New York

Rollfast Distributors

Atlanta, Ga., Walthour & Hood.
Baltimore, Md., Holland, Baden, Ramsey Co.
Boston, Mass., Hub Cycle Co.
Buffalo, N. Y., Vim Cycle & Hardware Co.
Chicago, Ill., Edwards & Crist Mfg. Co.
Denver, Colo., M. L. Foss.
Detroit, Mich., Detroit Cycle Supply Co.
Indianapolis, Ind., Geo. H. Westing Co.
Jacksonville, Fla., McGraw Bros.
Kansas City, Mo., Townley Metal & Hardware Co.
Los Angeles, Cal., Appeal Mfg. & Jobbing Co.
Memphis, Tenn., Johnson & Meyer Co.
Minneapolis, Minn., Hall-Williams Co.
New York City, City Supply Co.
New York City, N. Y. Sporting Goods Co.
Omaha, Neb., Lee-Colt-Andreesen Hdw. Co.
Philadelphia, Pa., Geo. C. Miller & Co.
Philadelphia, Pa., Geo. W. Robb.
Pittsburgh, Pa., Sportsmen Supply Co.
Reading, Pa., Keyser Fry.
San Francisco, Cal., Appeal Mfg. & Job. Co.
Syracuse, N. Y., The Olmsted Co.
Tacoma, Wash., Washington Cycle Sup. Co.
Worcester, Mass., J. W. Grady & Co.
Youngstown, O., Stambaugh Thompson Co.

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Advertisers! Look!

Hundreds of dealers are posting these handsome 12 x 19 cards in their windows Now—*two weeks before* the issue of the most striking, most sales-compelling spring issue ever published in the trade paper field.

Annual Spring Buying Number

This is just another of our methods of giving *added* circulation at no extra cost. *Between 25,000 and 30,000 riders and dealers will read this issue.*

Mail Your Copy in *Now!*

Motorcycle Illustrated
and
Bicycling World
13 Park Row,
New York.

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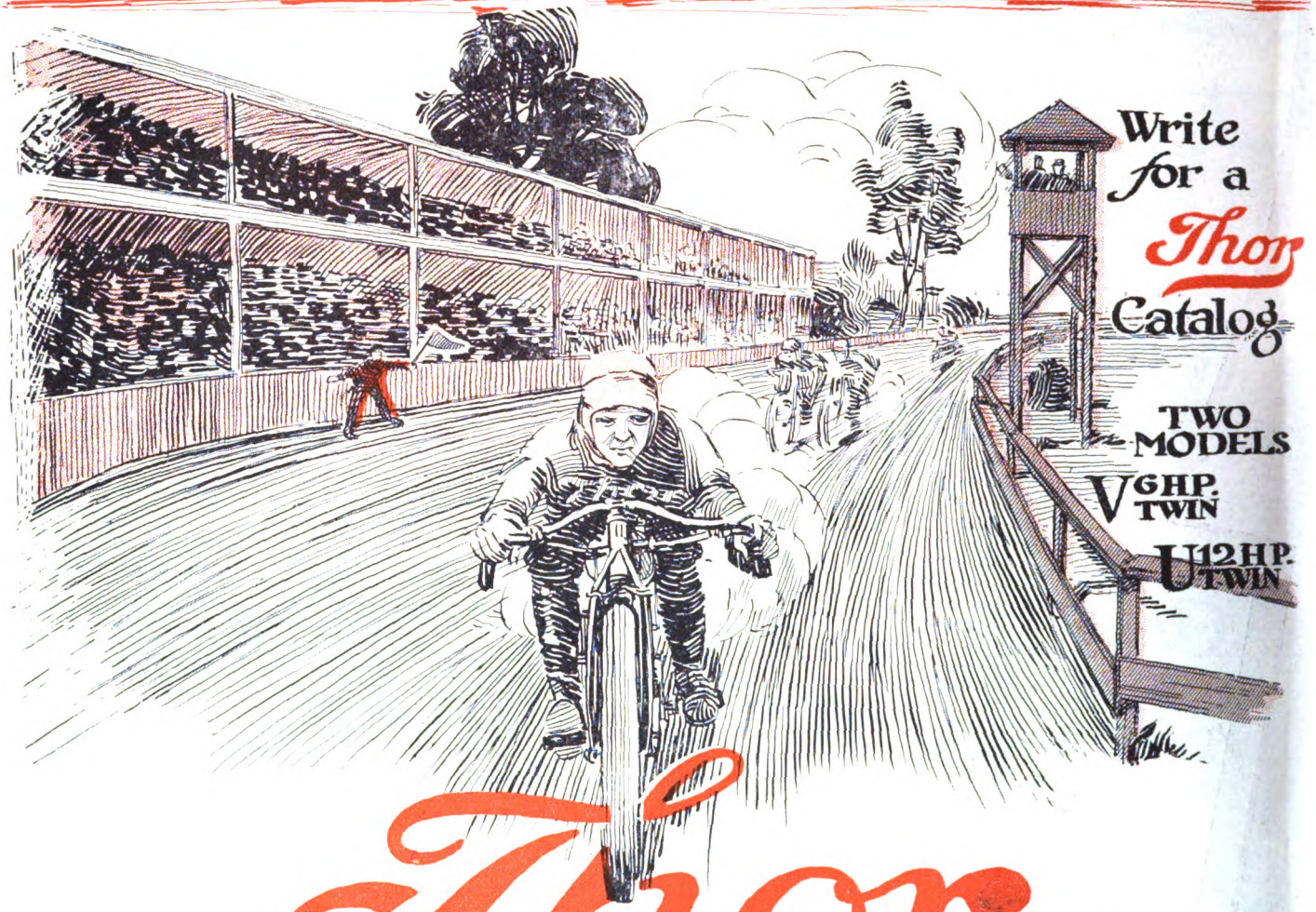
FIRST



Thor

THE THOR was the FIRST in the field. It still is the FIRST!

The THOR leads in Construction—Weight Distribution—Power—Speed

"Bennie" Ruderman Says: "There's a Heap of Difference"

AURORA AUTOMATIC MACHINERY CO.

GENERAL OFFICES, Thor Bldg., 1307 Michigan Ave., Chicago **SALES OFFICES AND WORKS, 361 W. Superior St., Chicago**
PACIFIC COAST BRANCH, 61 Fremont Street, San Francisco

You get quick results from advertisers when you mention MOTOR CYCLE ILLUSTRATED.

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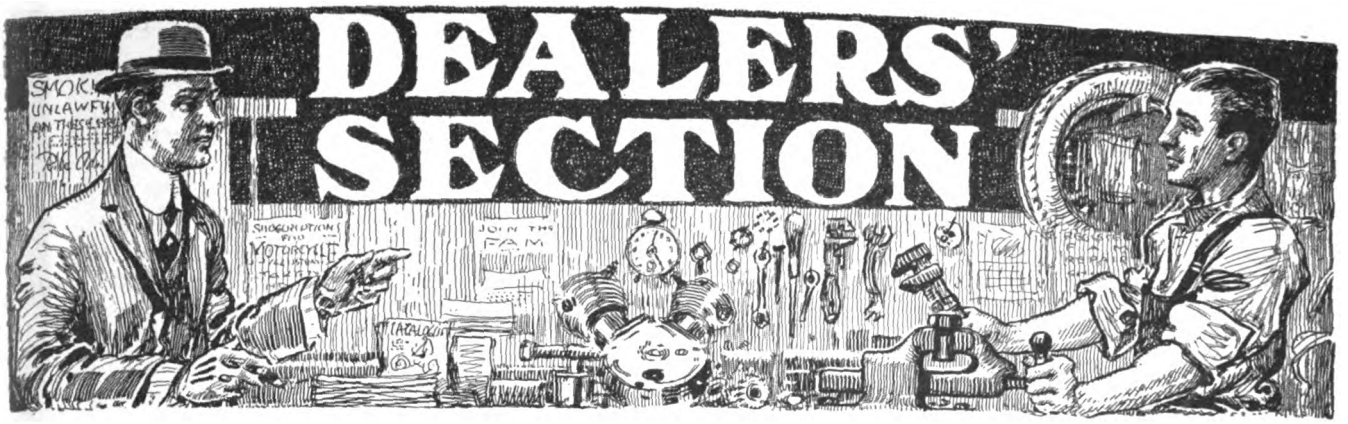

SVENSGAARD REFLECTS TRADE'S BRISK SEASON

Interior of New Store of Harry Svensgaard Sales Corporation at 510 Saginaw Street, Flint, Mich., an Indication of the Increasing Business of This Live-Wire Concern Whose Headquarters Are in Detroit. Excelsior and Cyclemotor Products Are Handled, as Well as the Firm's Pullman Sidecars

THE APRIL GROUCH AND THE WAY IT CAN BE ELIMINATED

Concentration on the Product Handled Will Do Away With This Spring Feeling

By PRACTICUS

JUST about this time of year there seems to break out a sort of grumblers' chorus of dealers here and there about business not being what it ought to be. Fortunately, these mournings and complaints are not general, and unfortunately, in most mases what the lamenting dealers say is so. The causes that they give for their business not being up to the mark—if they give any—are not by any means the true ones, for they blame other things instead of themselves.

Looking over the records of many of the disgruntled ones, you will probably see that they represented the Dash machine last year, the Blank the year before and are now agents for the Hyphen for 1916. Lord knows what they will be agents for in 1917! And the reason of the change is not far to seek: they didn't have any "luck" with the Dash and Blank makes.

These dealers look upon the success of an agency proposition as "luck." There's one of the big troubles. They take the agency for a certain make because they hear how well the other fellow is doing out in Kalamazoo or Liberty Corners, or Palo Alto, and put out good money in deposits. They figure that if a man in a smaller town than theirs can sell so many Dashes in a season, it must be a pipe, and so they get the machines in and sit down to wait for customers. Well, the customers come—at least some do—thanks to the factory's advertising, and the dealer is pleased. But the end of

(Continued on Page 48)

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BERCKHEMER IS BACK MAKING THINGS HUM WITH THE POWERPLUS

BRONX, N. Y.—OLLIE BERCKHEMER, handling the Indian, at 993 Washington avenue, is back again on the job, since his recent serious accident. Ollie was run into by a mail truck and his thigh broken, but he gets about nicely with a cane, nevertheless. He is happy in the knowledge that he escaped with his life and that he is able to attend to his business again.

Ollie, whose place is officially known as Oliver's Indian Agency, celebrated his getting into harness again by selling two of the most expensive outfits ever purchased in Greater New York, namely two three-speed electrically-equipped Indians with sidecars at $438 each. "This is proof that those who want a first-class outfit are willing to pay what it's worth," says Berckhemer, "and that the price problem is by no means always in favor of the small car."

KANSAS CITY, MO.

CHARLES HANSON, Wigwam representative, says that business is rapidly getting under headway and that machines are being sent out to riders every day. The early Spring weather has developed a great many admirers of the Featherweight and the little two-stroker is quite the sensation at Hanson's Grand avenue tepee. Hanson's books show that the new riders are buying the lightweights and most of the old ones are taking Powerplus twins.

GRAND RAPIDS, MICH.

L. W. deLYE, agent for Excelsior and Cyclemotor products, is making extensive improvements to his quarters at 219 Ottawa avenue, N. W. The entire interior of the building is being remodeled and redecorated, and each department will hereafter have its own section in the structure. The offices will be elevated and several special systems of business tabulations will be installed.

DeLye has just received a Series 17 Excelsior demonstrator, as well as large consignments of Cyclemotors and Smith Motor Wheels.

LOUISVILLE, KY.

THE DOW WIRE & IRON WORKS has just completed a big week's campaign with the Miami Power Bicycle. W. H. Sheets, C. F. Pineau and E. S. Gilbert were present from the Middletown factory to aid in demonstrating the machines. R. E. Hickey, former manager of the retail sales department, Charles O'Brien and John Casey of the local company all aided in the campaign.

There were eight machines on the floor during the sale. Much publicity was secured in the local papers, where eighth and quarter pages of advertising were run in addition to write-ups. Riders were also sent out on the machines distributing literature.

(MORE NEWS OF DEALERS ON PAGE 48)

Positive Grip

due to the generous design and construction—we think it is the best and strongest rat-trap pedal you ever put your foot on.

The No. 4 Standard

is a big, substantial, motorcycle-type pedal. It stands for the utmost mechanical value.

With a pair of these pedals on your wheel you are equipped with correct, up-to-date foot-holds, fairly representative of our business in the cycle industry.

Our products comprise:

Diamond E Spokes and Nipples for bicycles, motorcycles, tricycles, velocipedes, invalid chairs, sulkies, carriages, cyclecars and automobiles. Pedals for bicycles, tricycles, velocipedes and motorcycles. Toe clips for bicycle pedals. Emergency axles for pedals.

We are boosters for a "Million Bicycles in 1916"

THE STANDARD COMPANY
TORRINGTON, CONN.

No. 4 STANDARD RAT TRAP PEDAL

A good deed often means a good deal—Please mention MOTOR CYCLE ILLUSTRATED.

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1,000,000 Bicycles for 1916

The Power Behind the Pledge

A million bicycles in 1916 is possible. But these bicycles to sell well and quickly must have the sort of equipment that makes an instant appeal to the prospective buyer—in other words, they must be equipped with the most efficient, the strongest, the easiest-operating Coaster Brake—another way of saying MORROW.

The MORROW will help make the million bicycles **an actual fact.** It is the potent power that puts the bicycles on the road and **keeps them there.**

Coupled with MORROW prestige and MORROW service is MORROW cooperation. Free advertising balloons, banners, pennants, price-tags, booklets, folders, all with the **bicycle boosting punch** in them, will be sent free to dealers upon request.

The MORROW is a constructive fitment. It builds bicycle business—it makes two sales grow where but one grew before. It is the right-hand selling assistant to the wise dealer.

Write to-day for full data on
MORROW SERVICE AND COOPERATION

Eclipse Machine Company
Elmira, N. Y.

Morrow

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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THE APRIL GROUCH

(CONTINUED FROM PAGE 45)

the season shows poor results, and Mr. Dealer decides that the Dash is not a good machine to sell, particularly as the Blank agents all over the country have been selling 'em like hot cakes. When the Blank traveler comes around, he chucks over the Dash and signs up for the new machine. Then he squats down and repeats the performance of the preceding season.

It is in April that the grouching begins with these fellows. They begin to see that there are only about four months left of the riding season and they haven't much to show for the first part of their seasonal connection as Blank agents. This is the time that they begin to think of changing once more, and hunt up what the fellows who handled the other makes of machine are doing. It is only a question of months before a new sign is painted on the window and new transfers appear on the door.

Copying the Will-o'-the-Wisp

Coming right down to nature, the will-o'-the-wisp is not a model of perseverance and doesn't produce much at any time. The dealer who changes his agency each season is just like the bright little thing in the swamps and generally has about as much chance of making good. If he will read the various success stories which have appeared in **Motor Cycle Illustrated** from time to time, he will see that when changes were made by these men, they were made with forethought and were made with confidence that they would win out. He will also see that a number of the successful men took an agency and then hammered away at it through thick and thin on their own, concentrating on the one make and building up trade and a bank account at the same time. They were not turned aside at the success of men handling another make. They made *their own* agencies successful.

These men did not sit down and let the factory sell machines for them through advertising. They took all the advantage that they could out of the factory publicity, but not in that way. They went out after business. They advertised for themselves in lots of ways. As a result, they did not have the April grouch and were not looking for another representation in September or October. They were popular with the factories, because they did the business and boosted the machine for next season's sales. There was no question of changing on either their or the manufacturers' parts.

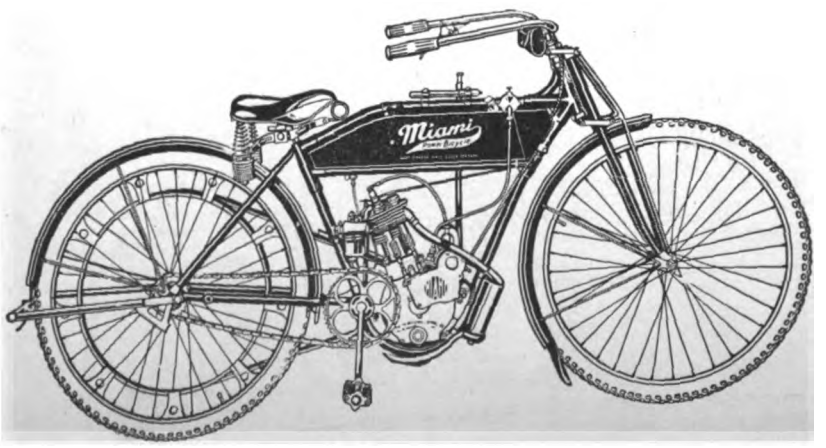
"Concentrate" Is the Word

There's a one-word moral in this story. It is CONCENTRATE. Take an agency then plug-plug-plug away. Keep yourself in touch with events; get ideas on selling and apply them. Consider the factory as a means of supplying you with machines, rather than as a sale-help and go out after business. Don't be led to consider changing agencies because someone else has done better; go out after his record and make a new one. Then there won't be any cause of April grouching.

BROOKLYN, N. Y.

RANKIN MOTORCYCLE SHOP, at 270 Chauncey street, has the agency for Indian, and Harley-Davidson machines for this section of the City of Churches. Proprietor Rankin has formed a motorcycle club among his patrons and the officials of this organization are planning a number of social runs for each Sunday during the 1916 season.

Miami PowerBicycle



SAFE
SILENT
CLEAN

List Price $115.00

F. O. B. Factory

Miami Power Bicycles are actually being sold in quantities to riders all over the U. S. and our Agents everywhere are enthusiastic. We have a real money-making proposition to offer Dealers in some territory still open. We are making prompt deliveries.

Miami Cycle & Manufacturing Co.
Middletown, Ohio.

Mention MOTOR CYCLE ILLUSTRATED—It helps you, the advertiser and us.

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THE BEST DRIVE SPARTAN FOR LIGHTWEIGHTS

58 OF 85

NEARLY THREE-QUARTERS

FIFTY-EIGHT of the eighty-five makes of motorcycles officially listed as making up the market of England's 1916 motorcycles, use belt transmission to get the final power impulse to the rear wheel.

In England they use motorcycles extensively—it is there that the Lightweight Motorcycle first became popular—over there they dig deep to obtain the best all-round results, and belt drive gets the majority vote.

Belt drive by proof—belt drive by popularity—belt drive by common sense design—it wins out every way as the obviously proper transmission for Lightweight Motorcycles.

When you buy a Lightweight, and most people eventually will, see that it is fitted with belt drive. It provides a clean, noiseless transmission that gives you a silky smooth ride not unlike aeroplaning—no jolts, no rattle. And when you have decided, as you will on belt drive, insist on a

SPARTAN BELT

THE CLEAN, SMOOTH, NOISELESS TRANSMISSION

Made only by
THE GRATON & KNIGHT MFG. CO.
Worcester, Mass.

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LOUISVILLE, KY.

NORBERT SANDMANN, representing the Excelsior, has been busy traveling the State and signing up sub-agencies. His latest visit was to Elizabethtown where he signed up a live-wire representative.

KLINE BROTHERS, Harley-Davidson agents, have made a number of improvements in their new store at Broadway and Sixth street. They have now one of the best-appointed motorcycle and supply stores in this city.

Headquarters of Silent Gray Fellow in Kansas City, Mo.—Store of Western Motorcycle Co. on East 15th Street

TACOMA, WASH.

RAY DAY, handling the Indian in this city, has a special Stewart-Warner 100-mile speedometer, for use on his pet Indian. Day feels that he will make the pointer on the scale hit the pin at the right hand end when he tunes her up on the Speedway.

The Indian was a big attraction in the Dress-Up Week parade, when Day and Charles Sander rode a brand new, electrically-fitted Powerplus attired in full dress clothes. On account of rain, they were compelled to raise an umbrella at the last minute and this added to the effect. They received first prize.

MANAGER GLASGOW, of the Harley-Davidson agency, is kept busy these days talking Silent Gray Fellow. The new vans and sidecars have arrived and another carload of machines has been distributed on the sales floor for the approval of prospects. The paint shop is hustling on Spring hurry-up jobs, too.

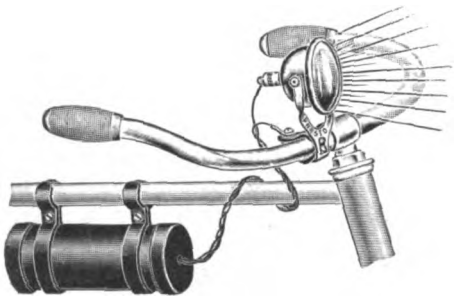
THE FULLER CYCLE & SUPPLY CO., is selling Hendersons these days, at the rate of two between each sunrise and sunset. New window designs, a new clock and a half-carload of four-cylinder Detroit-made machines are the latest attractions of the Fuller establishment. The clock and signs will stay, but the machines are gradually going out.

CINCINNATI, O.

A. BOESCHE, of the Motorcycle Service Co., handling Thor and Henderson products, has been getting things into shape in his new quarters at 1410 Race street. He has considerably more room than in the former place. at 1321 Race street, and has the new models lined up handsomely. There is a large glass case and a wall-cabinet for displaying accessories, and the showroom has a special flooring.

Weather conditions have held back the season here, but with the advent of real Spring, Boesche looks for good business as there is plenty of money in town.

(MORE NEWS OF DEALERS ON PAGE 52)



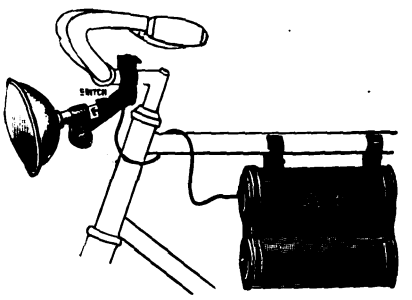
No. 1650

PRESTO-ELECTRIC BICYCLE LAMPS

$1.10 TO $1.90

Eliminate All Danger By Using a PRESTO Electric Light On Your Bicycle

The PRESTO gives a powerful, penetrating light. Adjustable pivoted reflector, throwing light in any direction desired. Any ordinary dry cell battery operates PRESTO light. Made in eight different styles. Reflectors highly polished and nickel plated. Retail prices from $1.10 to $1.90, without battery. Dealers, write today for complete information.



No. 1662—Equipped with 3 Volt Tungsten Bulb—4" Bull's Eye Lens

METAL SPECIALTIES MFG., COMPANY 730-738 WEST MONROE STREET CHICAGO, ILLINOIS

A. B. C. GENERATORS

Are Increasing, because they are Right

MODEL B Direct Lighting **$22.50** | **MODEL C** Batt. Charging **$27.50**

A. B. C. GENERATOR CO., Los Angeles, Calif.

Los Angeles City Police just repeated with an order for thirty-eight more.

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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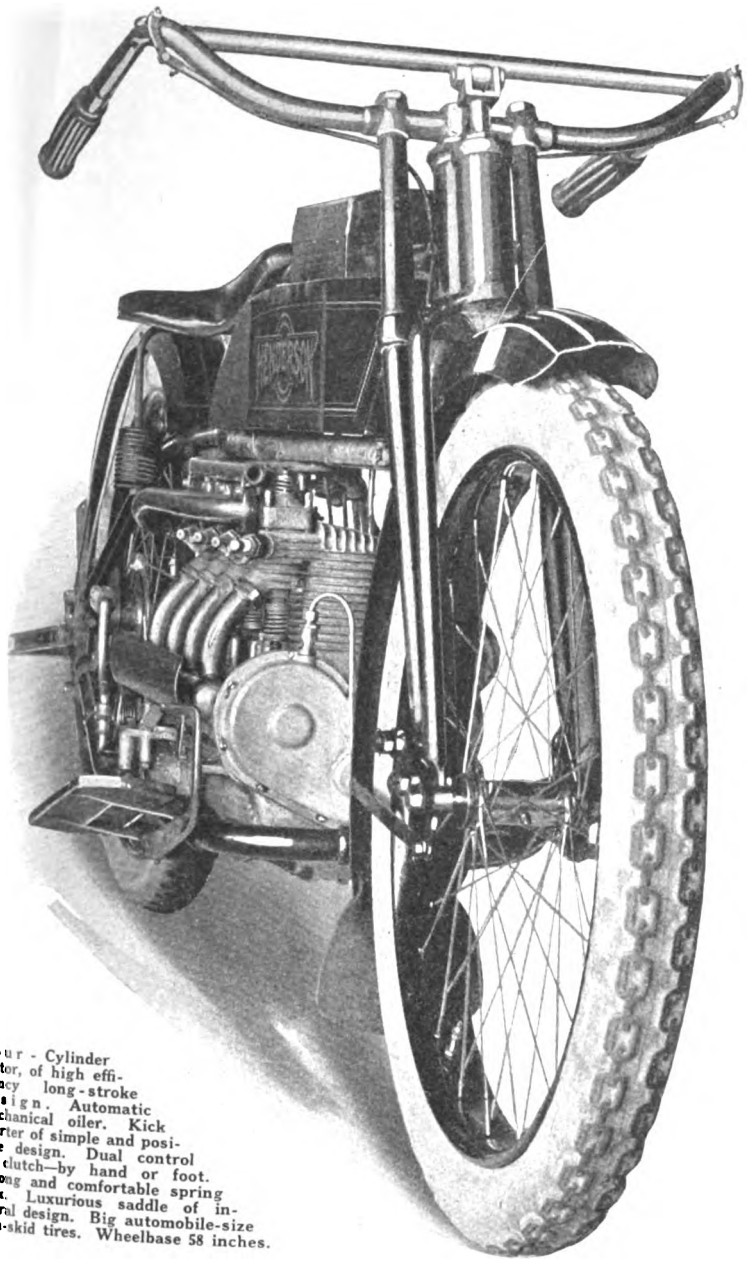
Four-Cylinder Luxury Assures Volume and Quality of Business



Four-Cylinder motor, of high efficiency long-stroke design. Automatic mechanical oiler. Kick starter of simple and positive design. Dual control of clutch—by hand or foot. Strong and comfortable spring fork. Luxurious saddle of integral design. Big automobile-size non-skid tires. Wheelbase 58 inches.

THE *volume* of sales made by Henderson dealers is the greatest ever recorded because the vast majority of riders ***prefer*** the masterful power and alert liveness given by four-cylinder design.

The ***quality*** of these sales assures permanent and substantial profit to Henderson dealers because the machines ***make good*** on all that has been claimed for them, so that Henderson riders are pleased.

Single Speed $295

Two Speed $325

Each four-cylinder Henderson that is sold means solid satisfaction and efficient service for the buyer, and clean profit for the dealer.

Henderson Motorcycle Co., Detroit

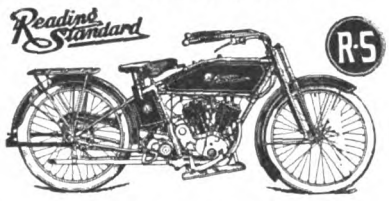
Digitized by Google

R-S

Means Real Service

As a hill climber it has no equal—it is almost impossible to stall this machine. Watch the R-S Rider and see how easy he rides up steep grades—grades that are known to stall almost every other mount.

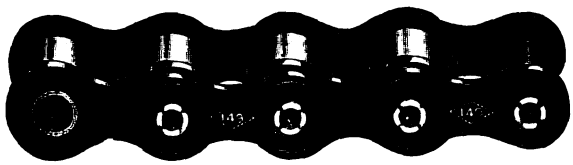
The Mechanical perfection—exceptionally high grade material and improved design make the R-S the best and most desirable of all Motorcycles. Among experts, it is recognized as a peer without an equal—It is without a doubt the World's Master Motorcycle.

$265  $230

Write for complete catalog—just out.

READING-STANDARD COMPANY
501 Water St., Reading, Pa.

For Your Motorcycle



"149"

An unexcelled motorcycle chain for every motorcycle service.

The No. 149 was not placed on the market until exhaustive tests had proved that the materials and design were right.

As a result, thousands of riders are enjoying the very best of chain service from No. 149.

Remember, when you specify No. 149, you get the motorcycle chain with Rollers that DO NOT BREAK.

Look for This
TRADE ◇ MARK
On Every Link

Diamond Chain & Mfg. Co.
Indianapolis, Indiana

TAMPA, FLA.

LOUIS TORRES, well known as a repairman and rider in this city, may join the Indian factory team, if Ray Creviston's recommendation goes for anything. Torres rode against Creviston during a race in this city recently, and lost to the Indian factory man by a small margin. Creviston was tickled with Louis' performance and communicated with the Hendee Mfg. Co. about Torres' ability.

Torres tunes up his own machines and is in great demand, therefore, by other riders who want to show speed. Should he go to Springfield, his absence will be felt by wigwamites in this section.

VINELAND, N. J.

ANTHONY CRESCI, JR., Harley-Davidson dealer, for this section of Cumberland County has sold 30 motorcycles to date and aims to hit the half-hundred mark before the season is over.

Three single-speed twins, three single cylinder and the rest three-speed twins comprise his sales. Six Harley-Davidson sidecars have been placed by Cresci as well. Twenty-eight of the machines are Presto equipped and two electric models.

Striking Display of Excelsior Models at Recent Milwaukee Dealers' Show. It Was a Center of Interest at the Exhibition

ST. CATHERINE'S, ONT.

J. N. LYDIATT has the reputation of making capital out of everything, and the latest thing in the capital-making line was the arrest of James Roe, his mechanic, for riding a Dayton Motor Bicycle on the sidewalk. Roe took the front-wheel drive mount out of the City Garage, Lydiatt's establishment, and not wishing to get it too dirty, demonstrated it on the sidewalk. A policeman met Roe and haled him to court, where he was fined $2.

The news got around, especially as the speed of the machine was exaggerated, and Lydiatt began to get inquiries about it. He and Roe then showed what the machine could do, and the City Garage now has several orders on its books for Dayton Motor Bicycles. "The advertising was worth the fine, all right," says Lydiatt.

COLUMBUS, O.

BENJAMIN McGINTY has been made manager of the Franklin Cycle & Supply Co., succeeding T. J. Bergin. Bergin left the firm to take a position with the Justus & Parker Co., automobile accessory dealers. The Franklin company formerly held the agency for the Excelsior line.

At present, the company is concentrating on bicycles and Motor Wheels.

(MORE NEWS ABOUT DEALERS ON PAGE 54)

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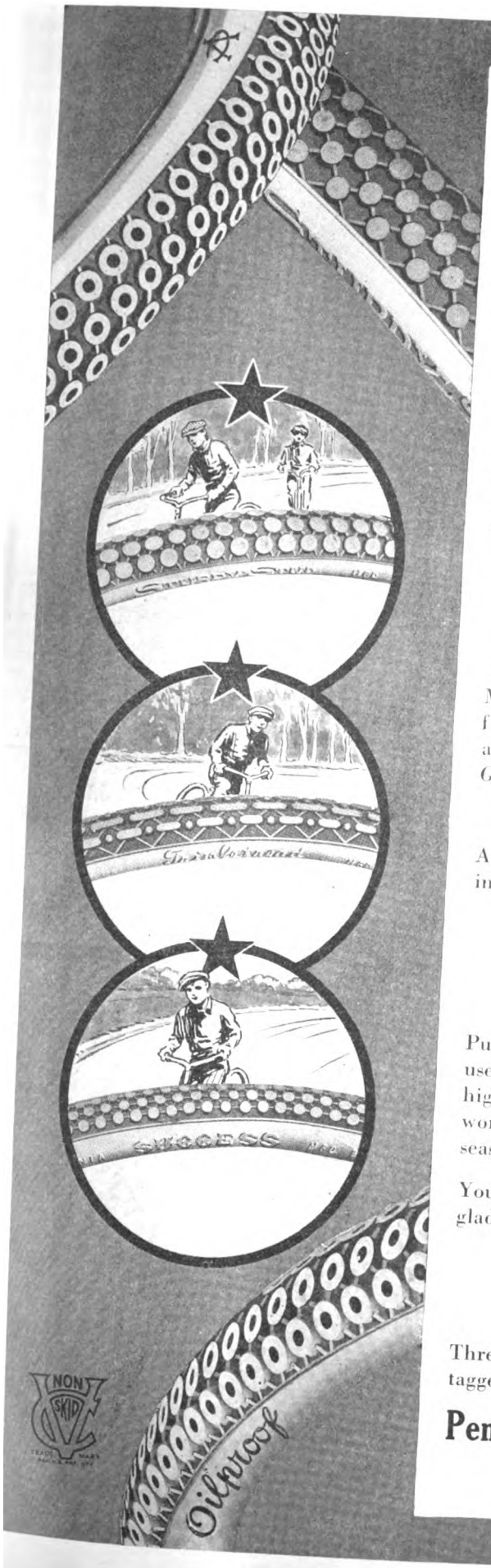

Not Big Bicycle Tires

—but small *auto* casings, both in quality and construction—

VACUUM CUP
Oilproof
MOTORCYCLE TIRES

Tires that dominate the market by reason of faithful, longlife service, non-skid effectiveness on wet, slippery pavements. *Guaranteed*—per warranty tag on each casing—for

5,000 Miles

Making good with an unflagging regularity and giving a big margin of service over the moderate price you pay for them—

STURDY STUD
Oilproof
MOTORCYCLE TIRES

Made of three plies of automobile tire fabric, puregum friction, extremely tough. Oilproof tread compound with a design of heavily massed studs. Sold direct to dealers. *Guaranteed*—per warranty tag—for

4,000 Miles

A handsome Oilproof tread of toughest rubber ever used in bicycle tire construction—

VACUUM CUP
Red Oilproof Tread
BICYCLE TIRES

Punctures and stonebruise practically eliminated by the use of 15½ oz. small auto tire fabric. Absolutely the highest grade, longest-wearing, safest bicycle tire in the world. *Guaranteed*—per warranty tag—for one full season's service, else repaired or replaced free.

You'll find exactly what you want at the price you're glad to pay in

★THREE★STAR★
LINE OF
BICYCLE TIRES

Three designs, three quantities, three prices—every one tagged with definite *guarantee* backed by the maker.

Pennsylvania Rubber Co., Jeannette, Pa.

Direct factory branches and service agencies throughout the United States and Canada

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WHAT DOES NEW YORK LAW EXPECT FROM DEALERS?

(CONTINUED FROM PAGE 18)

torcycle we have in stock in our own name, then we would always run the risk of being blamed for some new customer's carelessness in case an accident should occur, before the license could be transferred, and besides there would be a lot of bookkeeping and some confusion resulting. In the case of a new motorcycle we have only one way out —that is to hold the machine until the registration card and license plate are received by the purchaser, which will often mean a delay in making collections, etc.

"I would deeply appreciate any information you can give on this subject, particularly any pointers as to what the average large dealer is planning to do under the circumstances.

"W. J. CALLWELL, JR.,
"Newburgh, N. Y."

NEW AGENTS APPOINTED FOR MIAMI POWER BICYCLE

MIDDLETOWN, O.—Sales Manager E. F. Gilbert, of the Miami Cycle & Mfg. Co., making the Miami Power Bicycle, announces the following additions to the large list of representatives for the little four-stroke lightweight:

Knudson & Lundblade, Eureka, Cal.; Dewey & Green, Healdsburg, Cal.; Chas. A. Winslow, Vallejo, Cal.; S. J. Delaney, Napa, Cal.; G. A. Faulkner, Oakland, Cal.; Powell Bros. Cyclery, San Jose, Cal.; Seep Bros. Hardware Co., Oil City, Pa.; New Castle Hardware Co., New Castle, Pa.; C. B. Hill, Warren, Pa.; W. O. Rhoads, Shamokin, Pa.; Ludden & Whitten, Brockton, Mass.; A. R. Macomber, Attleboro, Mass.

HENDERSON CARLOAD SELLS IN QUICK TIME

LOS ANGELES, Cal.—The week after the fifth carload of 42 Hendersons reached the California Henderson Motorcycle Sales Corporation 20 were gone and the balance were retailing at the rate of two to three a day. It is expected that the carload will be exhausted in a few days.

The repair and accessory business of this company is growing very fast, which is in part attributable to the goodwill the corporation is building up among riders by its liberal service policy on new machines. While the firm is absolutely strict and fair in regard to breakages, they are not small about adjustments and urge riders to come in with their machines and let the shop experts help them in getting the mounts tuned up.

DEALERS BENEFIT BY FINE WEATHER CONDITIONS

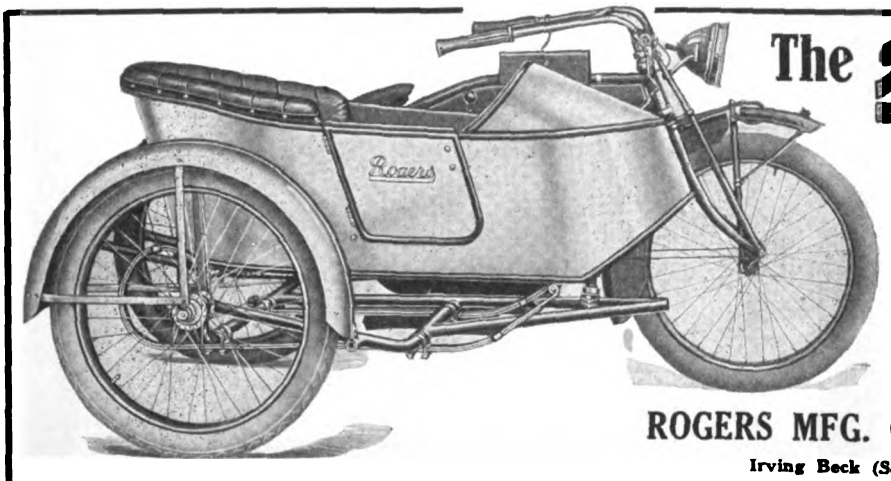
PORTLAND, Ore.—Bicycles were more in evidence during the last week than they have been in the past year at any time. With the advent of good weather after the big snow, both adults and juveniles were out enjoying the Spring-like days. Dealers profited by the increase in buying, and having made a special reduction for Bicycle Day, were well repaid for their extra efforts along advertising lines. Among those prominently identified with the "boost" in sales were the Sellwood Cyclery; Rydman Bros., handling the Racycle; Scovill's Cyclery, Dayton bicycles; F. P. Keenan Company, Columbia and Rambler, Tribune and Cleveland. The F. P. Keenan Company enjoys the distinction of being the oldest and largest bicycle house in the Northwest.

BRAZENOR SELLS TWO VANS FOR FISK TIRE SERVICE

BROOKLYN, N. Y., April 8.—"Bustling Bob" Brazenor, the Brooklyn and Long Island distributor for the Harley-Davidson, has stuck another feather in his cap. The Fisk tire people have just received two electrically-equipped Harley-Davidson delivery outfits for their service department. After experimenting with various modes of delivery, the local manager of the Fisk branch concluded that a motorcycle and van was the best and cheapest way. In addition to this, "Bustling Bob" has sold 88 machines and 40 sidecars.

FEATHERWEIGHT IN CANAL ZONE

ANCON, Canal Zone.—John H. Poole, local representative for the Indian, has found that his featherweight demonstrator can draw a crowd at any hour of the day, and an excellent demand has already been shown for the little fellows.



The Rogers Universally Interchangeable

Any Rogers Sidecar will fit perfectly any standard motorcycle with no changes beyond a few inexpensive fittings.

Mr. Dealer—let that soak in, then send for catalog and reasons why you should sell the Rogers.

ROGERS MFG. CO., 328 W. Madison St., Chicago

Irving Beck (Service Station), 1493 Fifth Ave., New York

BSA

Special Track Racer

The most perfect racing bicycle made.

Highest grade materials and equipment used throughout.

Its many important features are appreciated by practically all racing men, the world over.

Send for catalog.

J. W. GRADY & CO.

High Street Worcester, Mass.

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7 Big Facts "why"

Fits Any Motorcycle "On or Off In 30 Seconds"

Auto capacity, comfort and safety at low motorcycle cost. This new *rear* car with its *natural pull* eliminates side strain. No tipping, no skidding. Every feature of best auto design and construction.

the Cygnet Car is helping the motorcycle back into popularity.

It arouses new interest among motorcycle's old friends.

Makes motorcycle customers out of small motorcar buyers.

Appeals to the mother, wife, kiddies, friends. Takes 3 or 4 for a ride.

No skidding, no tipping—very attractive and comfortable.

Attractive low cost—delivery van appeals to merchants.

CYGNET REAR CAR

a big booster towards that

100,000 Motorcycle Mark

Dealers in the large centers report that their Cygnet-demonstrator creates a SENSATION—on the street, in the store, everywhere.

Get a Cygnet-demonstrator at once. Show it about town; display it in your window. Take advantage of our advertising. Increase your motorcycle sales, get the "velvet" from CYGNET sales—both without adding a cent of extra selling expense.

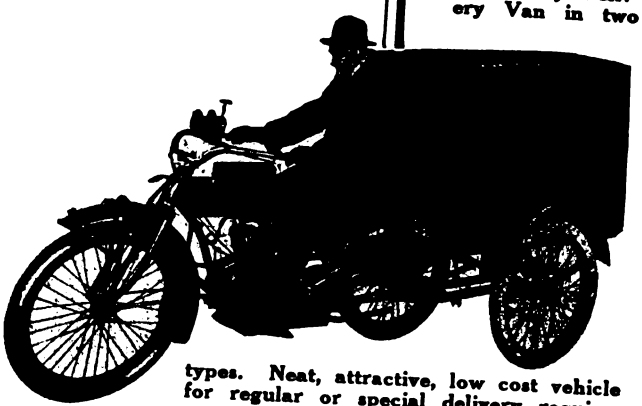
Write for full particulars and dealer discounts today.

Cygnet Rear Car Co.
Dept. 4
1200 Niagara St., Buffalo, N. Y.

Riders!

Send name and model of your motorcycle and name of your Dealer.

Light Delivery. Panel-Body Delivery Van in two



types. Neat, attractive, low cost vehicle for regular or special delivery requirements. Tremendously popular among merchants.

Digitized by Google

Perfect Service

What is **your** idea of perfect chain service? When you stop to analyze, it means the sort of service that **makes you forget you have a chain,** doesn't it? That's

"The Coventry"

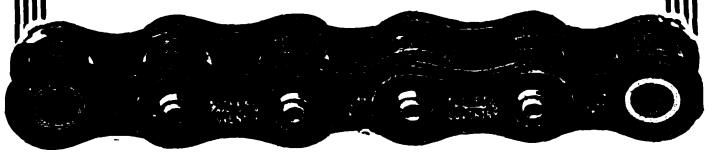
"THE MOTOR'S TRUE MATE"

Put "The Coventry" on your motorcycle and forget it. But **while** you're putting it on the sprockets **remember—**

It is the strongest chain made—It is built for harder usage than YOU can give it—It is GUARANTEED.

The price is $1.00 a foot to the rider. Costs more—worth more.

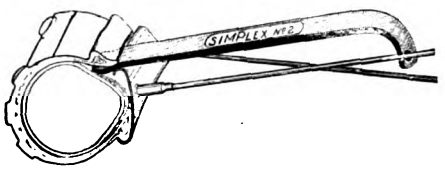
H. F. L. Funke Co., Inc.
112 Broad St. NEW YORK



STEVENS NEW YORK

Tools, Parts, Accessories
For Motorcycles & Bicycles

A STEVENS stock is a good stock to handle, for it is composed of live sellers, every one. Back of these goods stands the unimpeachable STEVENS reputation and guarantee, that vouch for the perfect performance of the duties imposed on these goods—always.

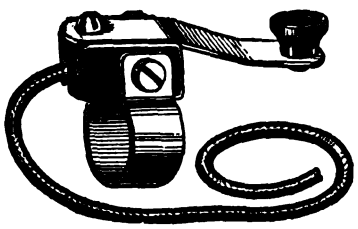


Simplex Tire Tools

The quick tire handlers. Fasten one to spoke after prying up tire bead, then work with the other. The simplest quickest and most convenient tire tools made.
Price, No. 1 Set.....25c.
Price, No. 2 Set.....50c.

Magneto Cut Out

The handiest, safest and most reliable emergency brake. The Simplex Magneto Cut Out short-circuits the magneto, cutting off all power at once, allowing the motor compression to act instantly as a smooth, powerful brake. Price, complete with cable for any handlebar, 50c.



Any Live Jobber Will Be Glad to Supply Stevens Accessories

STEVENS & CO., 375 Broadway, N. Y.

SIXSMITH MAKES QUICK SALE OF FIRST LOT OF SERIES 17 EXCELSIORS

NEW YORK, April 11.—T. J. Sixsmith, the veteran Excelsior agent, has been kept busy telling the fine points of the new Series 17 models, and incidentally turning the machines themselves over as fast as he can get them. He has had six from the Chicago works already, and there are six riders of Series 17 twins right in this city, one on each of the mounts received from "Tom."

"There are 15 due within a week—all told" says Tom, "and they were sold by the descriptions given in the magazines, for we hadn't a machine to show them up to three days ago. The first man got the demonstrator which the factory sent, and the other five came around to get them out of the crate. I don't expect to have to do more than uncrate the rest of the fifteen; the boys will grab them from me."

FARROW'S MOTOR BOB COST $5 TO BUILD AND HITS 35 MILES AN HOUR

NELSONVILLE, O.—A. D. Farrow, the Harley-Davidson man, has built a motor bob measuring 11 feet by 4½ feet and fitted with a Silent Gray motor as pow-

Agent Farrow About to Start Off On Sledding Trip with His Bob and a Load of Happy Passengers

erplant. This bob has a capacity for four passengers and Farrow says that it cost him about $5 to build it. He can get 35 miles an hour with it on the road, but at that speed he can just about keep it steady.

Farrow has sold more 1916 models so far this season than he did 1915 models all last season. He has rigged an electric sign on his place, to flash at intervals, and this sign he figures is a fine advertisement. His bicycle business is growing by leaps and bounds. He handles the Chicyco machines and tires as a main cycle line.

TORONTO, ONT.

H. M. KIPP COMPANY, LTD., Indian representative in this city, sold 15 of the 1916 models as a direct result of Indian Day, April 1. Twelve of these were Powerplus twins and three were Featherweights. Bicycle sales were very large on that date.

Herb. Kipp states that considering the present conditions, the showing was a fine one. "The riding public—present and future—is showing much more interest and enthusiasm," says Kipp, "than we had thought possible at this time."

(MORE NEWS OF DEALERS ON PAGE 58)

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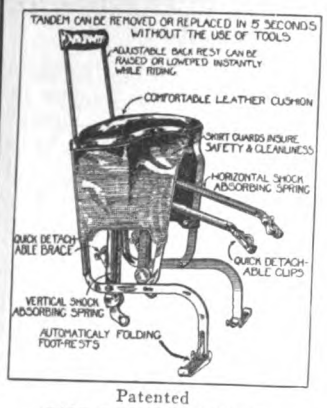


Patented

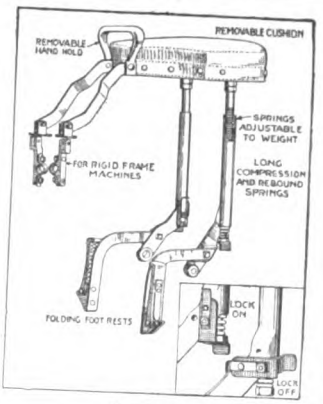
THE STOLL DREAM TANDEM No. 1

"The Easiest Riding Tandem in the World"

New Price $22.00

Prices Advance on STOLL TANDEMS April 10th

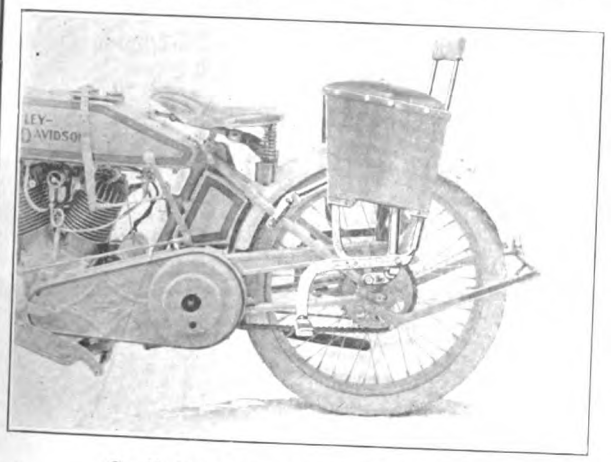
The unusual conditions surrounding the raw material market, and the greatly increased cost of all materials entering into the manufacture of Stoll Motorcycle Accessories, compels the advancement of our prices.

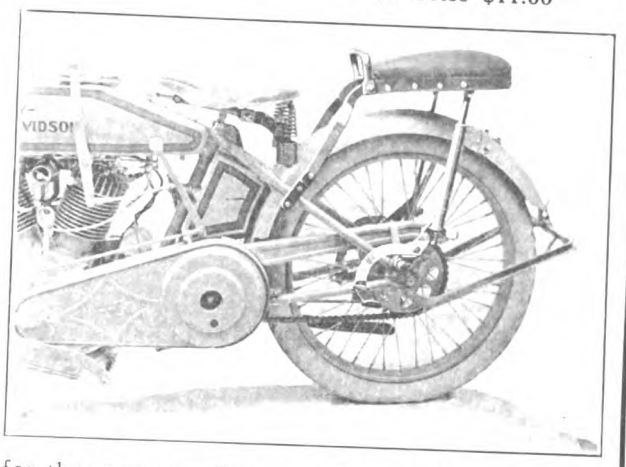


Patented

STOLL COMBINATION TANDEM No. 2

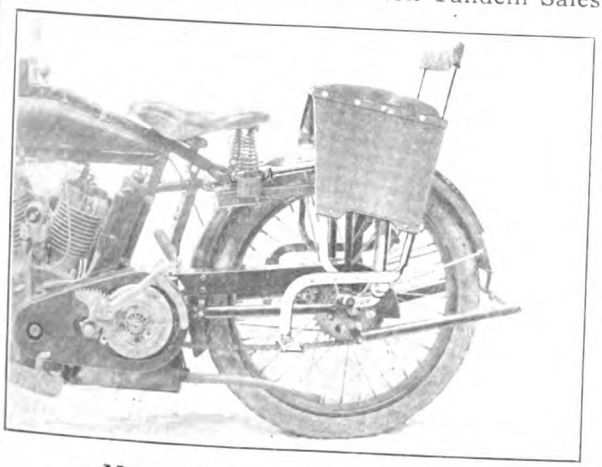
New Price $11.00

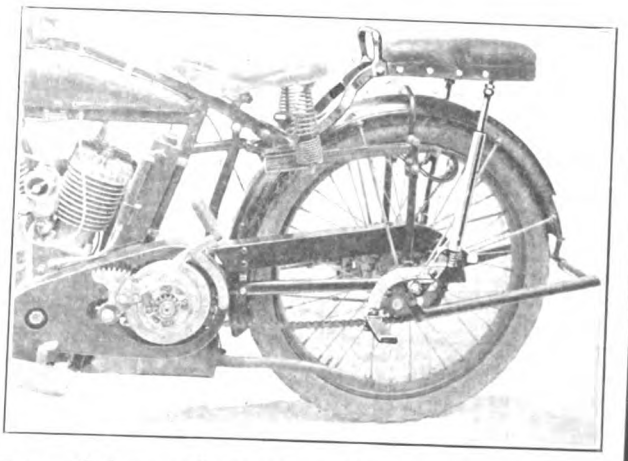




Stoll Tandems have always embodied big value for the money;—they have been continually improved during the past six years, with the idea in mind, of greater comfort to the passenger, and better service to the rider. Today they have no equal anywhere for the money.

To the great comfort feature;—the fine construction, and the fact that they are being sold on a basis of complete satisfaction to the rider and the dealer and jobber, we believe is due the rapid and constant increase in Stoll Tandem Sales.





Mr. Dealer, we have liberal trade prices to offer you. Take a minute to write us today, or see your jobber. Practically all of the leading jobbers now stock Stoll Tandems.

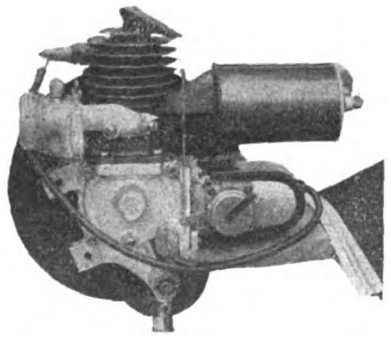
THE STOLL MANUFACTURING CO.

3232-3262 Walnut St., Denver, Colo.

(The largest motorcycle tandem factory in existence)

Digitized by Google

A PROFITABLE LINE TO HAVE IN HAND



Engine complete weighs 15 lbs.

Cyclemotor

Fits any diamond frame bicycle
Appeals to every rider
Sells for spot cash with no "trade-ins" to consider

CYCLEMOTOR CORPORATION
Arlington Bldg. Rochester, N. Y.

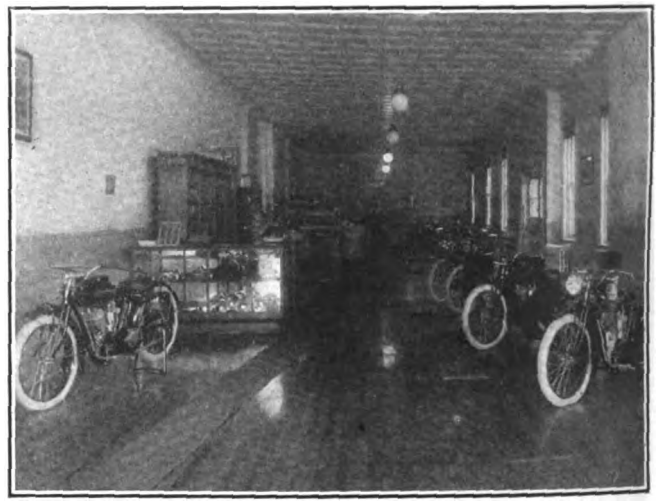
WHEELING DEALERS ARE PLEASED WITH RESULTS OF SHOW

WHEELING, W. Va.—That the exhibits of the various motorcycle dealers at the recent automobile show paid well, is evidenced by the sales which can be directly traced to the displays. Wesley House, Indian man, made four direct sales of Powerplus twins, one of which was with electric equipment, while Earl Braunlich, handling the Harley-Davidson, sold and delivered seven of the three-speed Silent Grays.

T. A. Hoge sold one Thor twin, a Thor combination, a big valve Excelsior, two three-speed Excelsiors, and another X with Cygnet Rear Car. In accessories, practically all the exhibitors did a good business.

SPOKANE, WASH.

THE FALLS CITY CYCLE COMPANY is out after commercial users these days, as the new Harley-Davidson sidecars and sidevans are ready to be passed out to customers. The firm is finding a ready market for these cars among merchants who have to make quick deliveries to all parts of the Inland Empire.



Attractive Interior of Belt-Franklin Motor Co., Indian Agent at Columbus, O. Note Hardwood Floor and Runners

COLUMBUS, O.

THE FRANKLIN RUBBER COMPANY, located at 265 North Fourth street, has taken the Central Ohio agency for the Excelsior. This machine was formerly handled by the Franklin Cycle & Supply Company.

The territory covered consists of three counties in the central part of the State. Prospects for the season are exceptionally bright.

O. C. BELT, of the Belt-Franklin Company, Central Ohio, agent for the Indian, has been busy these days uncrating Indian Powerplus and Featherweights and turning them over to purchasers. Belt believes that 1916 will be at least 50 per cent. better than in 1915.

PATERSON, N. J.

T. ARMSTRONG, of 16 South Second street, this city, has taken the 1916 representation for the Reading Standard for Paterson and vicinity. He formerly managed the Flying Merkel agency in this city. Armstrong is well known in Passaic and Paterson and has already started on a brisk campaign to popularize the big brown twin in this section.

(INTERESTING MATTER ON PAGE 60)

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

Digitized by Google

$790.00 In Gold

To Be

GIVEN AWAY!

To Bicycle Dealers and Their Customers Who Enter the

NEVERLEAK

Picture-Naming Contest

During May and June

No Strings To This ∴ No Purchase Required

THINK WHAT THIS WILL DO FOR YOU!

It will attract unheard of attention to your windows.

It will send many new customers into your store.

It will give you a splendid opportunity to sell Neverleak and other goods.

It will make your store talked about,—will be of tremendous advertising benefit.

Learn about this great big advertising and selling campaign. It's all in your favor.

Send coupon at once for full particulars.

Buffalo Specialty Co.

Buffalo, - - New York

Buffalo Specialty Co.,
Buffalo, N. Y.

Send me full particulars about your Neverleak Picture-Naming Contest.

Name .....

Address .....

City .....

M.I.

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REFLEX

BUILD YOUR SPARK PLUG BUSINESS ON A QUALITY BASIS

Don't take chances with your good will account any more than you would your bank account. When your customer asks for "Spark Plugs" your one best chance to cash in on his future business is to **sell him a Reflex.** Tell him they are standard equipment on Henderson Motorcycles, White, Winton and other high grade cars —built for the motor car owner who demands a better plug than usually furnished.

EVERY REFLEX PLUG IS FULLY GUARANTEED

Our famous Gold Bond Guarantee is packed with Every Reflex Spark Plug. There is a Reflex for every type of motor. Every one is compression tight and all are made with Cromite porcelain —the strongest heat resisting insulator known.

FREE—A REFLEX PLUG TO EVERY DEALER

With no cost whatever we want you to prove REFLEX superiority from your own experience. We want you to investigate the **inbuilt quality**—the methods of construction used that make Reflex Plugs better than the average type. Write us on your letter head—tell us make of your car and we will send you a Reflex exactly suited to that car—FREE OF CHARGE.

THIS WILL BE THE BIGGEST SEASON OF ALL

More touring will be done this year than ever before. More spark plugs will be sold than any time in the history of the motorcycle business. Hundreds of Reflex Dealers in every part of the country are controlling the quality business on spark plugs in their community and making a big profit on Reflex Spark Plugs. Don't miss this opportunity to get a REFLEX SPARK PLUG FREE. Write us today—get the details of our plan that helps you sell most plugs with the least effort on your part.

The Reflex Ignition Company
1718 Payne Ave., Cleveland, Ohio

THE COAST LINE TO
MACKINAC

DETROIT, CLEVELAND, BUFFALO, NIAGARA FALLS. | TOLEDO, PT. HURON, ALPENA, ST. IGNACE.

A LAKE TRIP FOR REST AND RECREATION

Have a real vacation on the Great Lakes, the most enjoyable and economical outing in America. The cool lake breezes, the ever-changing scenes along the shore, and the luxurious steamers of the D. & C. Line are positive guarantees that you will enjoy every minute of your trip, and return home refreshed and glad you went. Daily service between Detroit and Cleveland and Detroit and Buffalo. Four trips weekly from Toledo and Detroit to Mackinac Island and way ports. Two trips weekly, special steamer, Cleveland to Mackinac Island, no stops enroute except Detroit and Alpena. Special day trips between Detroit and Cleveland during July and August. Daily service between Toledo and Put-in-Bay. RAILROAD TICKETS AVAILABLE FOR TRANSPORTATION on D. & C. Steamers between Detroit and Buffalo or Detroit and Cleveland either direction. Send two-cent stamp for illustrated pamphlet and Great Lakes map. Address L. G. Lewis, G.P.A., Detroit, Mich.

Detroit & Cleveland Navigation Company
Philip H. McMillan, Pres., A. A. Schantz, V. P. & G. M.
All Steamers arrive and depart, Third Ave. wharf, Det.

ARE YOU HELPING THE MAIL ORDER HOUSE?

(CONTINUED FROM PAGE 32)

IT is an unquestionable fact that in most towns a sustained advertising campaign—one which would make it possible to run ads at regular intervals during the buying season—is dependent chiefly upon wholehearted co-operation among bicycle agents. Petty dissensions and animosity in local cycle trade circles destroy every hope of united action and lays towns wide open to the selling assaults that are launched through Uncle Sam's letter carriers.

Nothing so delights the mail order man as to see the dealers warring against each other like a lot of Mexican bandits. It prevents any concerted movement to keep business and money in a community.

Chronic knockers fill customers with contempt and disgust for their methods—they drive away business and preclude any chance of checking the inroads of the mail order house's progress.

Some very recent instances of the benefits to be derived from co-operation are found in the constructive work effected by the dealers' associations in Washington, D. C., Binghamton and Buffalo, N. Y. The local merchants buried the hatchet, and decided to aim at larger net profits by plugging, shoulder to shoulder. They have inaugurated combination advertising campaigns; secured the support of their newspapers; prevented price cutting; stimulated interest in cycling by planning races and runs; facilitated the interchange of merchandising efficiency by holding frequent meetings.

The mail order man doesn't like to witness trade associations cropping up all over the country. He's got a big appetite and wants his slice of the bicycle business.

He would rather have dealers continue wallowing in a mud slinging contest—tearing down one another's reputations and knocking rival's products and service to their own disadvantage.

BUT the mail order man isn't such a heluva bad fellow, after all. To be sure, he'll grab every order that he can and kill off local competition with as much relish and vim as a cannibal devouring a Yankee missionary's tender chops.

To the wideawake dealer he performs a distinct benefit—he proves to the local merchants that by persistently and intelligently following up prospects, he is able —though separated perhaps by thousands of miles from his customers—to convince them that his products are just what they want.

If the mail order man can win customers by an effective follow-up system under such a great handicap, then the local dealers who are right on the scene of action, as it were, have a decided advantage—provided they imitate the postage stamp licker's method and keep after every prospect until they make a sale or are satisfied that the man is not really in the market for a bicycle.

THE mail order man is obliged to work entirely through the medium of advertising and circular letters. But the dealer in addition to exploiting these two means of convincing prospects, has the additional advantage of being able to personally solicit business from possible riders.

Whenever the mail order man secures prospect's name you can bet that he puts it right down in his card index file and keeps after him with a series of snappy, compelling letters. And he circularizes prospects for several months before dropping them from his list.

(CONTINUED ON PAGE 64)

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Greatest Dealer's Proposition

ever offered to the Trade!

THE NEW SCHICKEL SALES PLAN

THIS proposition is the FAIREST and MOST LIBERAL ever given to dealers. It makes possible *quick* sales with a big substantial profit on *each* and *every one*. We believe this proposition is the *only* selling plan that shows sufficient appreciation of the dealer's selling efforts and gives him *adequate* compensation and incentive for his best energies and highest ambitions. We attract customers to his store; we give the dealer what has proven a quick and easy seller, and THEN we give him a selling proposition *Never before equaled in liberality!*

Those who have seen our

NEW SPECIAL DEALER'S CO-OPERATIVE PROFIT-SHARING PLAN

say it's the best agency proposition ever offered. If you want a chance at a *good profit maker* write, *right* now—A postal or the coupon will do. *You* can lose nothing by investigating.

Immediate Deliveries!

Schickel Motor Company

59 Garden St.
Stamford, Conn.

Lightweight Model $109.00
Big Six $200.00

The Schickel Motor Co.,
Stamford, Conn.
Gentlemen: Please send me "Owner's Booklet."
Name .....
Address .....
City .....
State .....
59
1916.

The Schickel Motor Co.,
Stamford, Conn.
Gentlemen: Please send me your dealer's proposition.
Name .....
Address .....
City .....
State .....
59
1916.

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NEWS NOTES FROM CLUB CIRCLES

JACK-PINES ENTRY BLANKS ARE NOW READY

GRAND RAPIDS, Mich.—"Hap" Scherer, of the committee in charge of the Jack-Pines endurance run to be staged under the auspices of the Grand Rapids M. C., announces that he has just received the first batch of entry blanks from the printer and that riders who wish to obtain them can do so simply by sending a card.

As has already been stated, the big run will be held July 2-3-4, and the course, in addition to taking the contestants through some fine scenic country, will supply enough genuine endurance features to satisfy the most hardened roadster. Applications for entry blanks may be made to Roy O. Chipman, 35 Ionia avenue, Grand Rapids.

FOURTH OF JULY RACEMEET FOR GALESBURG

GALESBURG, Ill.—The Galesburg District Fair Association has received the F. A. M. sanction for its third annual racemeet to be held here July 4. Prizes to the amount of $600 will be offered, and the feature of the program will be a 100-mile event for which the money will be split six ways. In addition there will be special prizes for the riders leading at the 25, 50 and 75-mile marks. There will also be a 10-mile race, with three cash prizes.

In the amateur class at 5 and 10 miles there will be a number of events, including a State F. A. M. Championship. A sidecar race at 5 miles is being considered as an added attraction. Apply to Secretary E. A. Tate, of the Galesburg District Fair Association, Galesburg, Ill., for entry blanks and details.

BIG FIELD EXPECTED FOR EASTER RUN

PHILADELPHIA, Pa.—Members of the Motorcycle Club of Philadelphia anticipate at least 500 machines as entrants for the Easter Run, on April 23. All riders in and around the city have been invited, and the Quaker City dealers have lent their aid to make the affair a success.

The run will start at the clubhouse, Columbia avenue and 33d street, at 8 a. m., and will go to City Hall on Broad street, then east on Market street to the ferry. The run will continue along the White Horse pike to Atlantic City. Return will be made late in the afternoon.

TORONTO MOTORCYCLISTS BEGIN SUNDAY OUTINGS

TORONTO, Ont.—The first of the Sunday outings by members of the Toronto Motorcycle Club has been held, a dozen of the club riders having taken a short "dip" into the country on Sunday, April 9. With the arrival of warm weather, it is expected that these weekly voyages will assume the same popularity which they enjoyed in previous years when every Sunday found scores of club riders on the go from early morning to late at night, the roads in every direction being explored.

LONDON CYCLISTS WORK FOR IMPROVED STREETS

LONDON, Ont.—At a recent gathering of the bicycle and motorcycle dealers of London, Ont., considerable discussion took place relative to the poor condition of all street pavements throughout the city, and a delegation was appointed to wait upon the city council with a view to securing improvement in the street surfaces.

The deputation selected consists of President Walter Gurd, of the London Trade Association; E. Bissett, secretary and treasurer; George Wenige and William Walker.

Ed. Bissett, 338 Talbot street, has secured the local agency for the 1916 Henderson, and is already demonstrating one of the new models.

COLE GOES TO DETROIT

TORONTO, Ont.—Canada has lost its youthful speed phenomenon. Harold Cole, former Canadian motorcycle champion, who has thrilled thousands of Canadian people by reckless riding on many tracks, has migrated to Detroit, Mich., where he has gone to gather in some of the loose shekels which are said to be rolling around on Detroit streets at present owing to war orders.

(MORE NEWS ON PAGE 64)

HR *The Sign of Chain Quality*

RENOLD

8198 — 8199

5/8" pitch, 1/4" width — 5/8" pitch, 3/8" width

Here are the chains ideally designed for the super-power motors of the present day. They are specially MADE for this service. Lightest for the breaking strength obtained. Get a copy of our interesting booklet.

One Century in Business

PETER A. FRASSE & CO., Inc.,
419 Canal Street New York City

Price $3.25

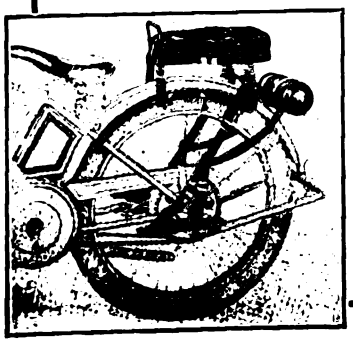
Satisfaction guaranteed with each

HANDPHONE

for the life of the instrument.

Automobile Supply Mfg. Co., Inc.
220 Taaffe Place, Brooklyn, N. Y.

Harley-Davidson

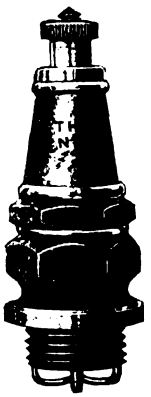


For a perfect fit and unequalled comfort get an

F-N

Tandem, complete $10.00
Presto-holder, extra 1.50
Metal tool case..... 1.50

Fentress-Newton Mfg. Co.
DETROIT, MICH.



When you say to your dealer: "I want a Benton Plug—the case-hardened kind"—you AUTOMATICALLY CANCEL YOUR SPARK PLUG TROUBLES. Our valuable booklet, "Spark Plugs—How to Make Them Give Perfect Service," is yours. Get it.

L. F. BENTON CO., Vergennes, Vt.

For assurance of prompt attention to your wants mention MOTOR CYCLE ILLUSTRATED.

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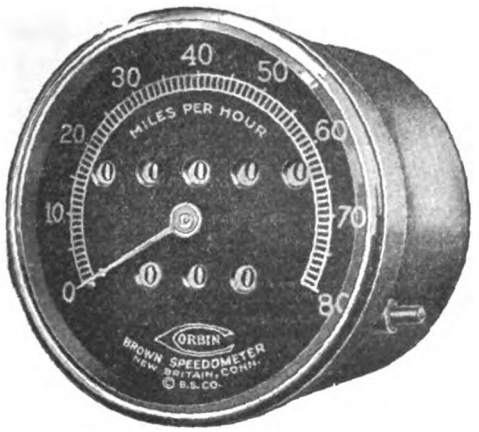

CORBIN-BROWN SPEEDOMETER

"The Speedometer of Absolute Accuracy"

The Corbin-Brown Speedometer is a typical Corbin product, hall-marked by the Corbin brand of workmanship and material. This no longer requires proof. Its past sales and present popularity clearly indicate the truth of the assertion.

If you are a dealer in speedometers you can select no better instrument; if a purchaser you can equip with no more reliable speed and mileage recorder.

Catalog on request.
Write today.
Dealers, get in touch with your jobbers.

The Corbin Screw Corporation
THE AMERICAN HARDWARE CORPORATION, Successors
NEW BRITAIN, CONN.
BRANCHES: New York Chicago Philadelphia
Makers of Corbin Duplex Coaster Brakes for Bicycles

"ELISCO"

Light Gauge, Cold Rolled

Steel Tubing

Unequalled for Mechanical Accuracy and Finish

The huge automatic machines used in the "Elisco" process of tube-making combine six operations in one—and insure a mechanical accuracy, and smoothness of finish that is little short of a revelation.

Each of these huge machines receives the coil of cold rolled steel, forms it, burrs, rounds, straightens, smooths, cuts it to length and delivers it ready for inspection and shipment —untouched by human hands.

Our new plant in Cleveland is equipped with twenty of these huge units, with a total yearly capacity of over twenty million feet of tubing—and additional machines are being installed. We are in position to make reasonably prompt delivery on sizes up to 2 inch outside diameter.

Elisco Steel Tubing is furnished in straight lengths or formed to suit your requirements. Let us submit samples and quote prices.

The Elyria Iron & Steel Co.
East 131st Street Cleveland, Ohio
Chicago Office, 1243 Peoples Gas Building
Atlanta, Georgia Office, Candler Building

You get quick results from advertisers when you mention MOTOR CYCLE ILLUSTRATED.

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(CONTINUED FROM PAGE 60)

How many bicycle dealers keep a card index or list of prospects? Do you?

How many bicycle dealers follow up every lead they get. Do you?

How many bicycle dealers send out circular letters systematically? Do you?

And how many of them make the most of their big advantage—calling on prospects and personally presenting their proposition?

IF the inactive bicycle dealers want to see the greater part of the retail cycle trade in their town handled by the local merchants, they will have to quit playing the role of fairy godfather to the big mail order houses.

Efficiency will first have to replace the slipshod, makeshift methods so often encountered in bicycle stores. Some modern merchandising ideas will have to uproot the stagnating, ineffectual basis on which numerous establishments are being run.

But that is only another way of saying that the need and interests of the people in a community must be served, before anyone can expect to get their business.

When retail merchants make a consistent effort to land local trade, you'll not find 40 per cent. of the people in a community sending away for their goods to mail order houses.

DETROIT, MICH.

WILLIAM WANDERSEE CO., handling the Harley-Davidson, has received its second carload of machines and already delivered the entire lot. Ten of the "one lungers" went to the Michigan State Telephone Company for use in the trouble department. Fourteen more singles have gone to the Detroit police.

HARRY SVENSGAARD SALES CORPORATION men are being kept busy these days in showing the paces of the latest arrival: a 17-3 Excelsior. The salesroom is crowded every afternoon and evening and a number of substantial sales have been made already, although the machine has been in hand only a week.

The Svensgaard people are doing an excellent bicycle business. They received another carload of 233 bikes a few days ago, to replace a cargo which disappeared like wheat cakes before a hungry boy a short time ago.

LEWIS HARP, handling Emblem and Pope products, has made several deliveries of the little twin Emblem so far, and has prospects for the sale of several more. The big twin Emblems and Popes are also finding a ready sale. Bicycle business is fine, says Harp.

POWERPLUS and Cygnet Rear Car demonstrations and sales are daily occurrences in the tepee of the William Metzger Co. The firm reports a ready call for Indian bicycles, also.

PASSAIC, N. J.

Joseph B. Werner, Harley-Davidson agent in this city, is breaking all records for sales this season. This is his second year with the Silent Gray Fellow and his output is already double that of the entire 1915 season.

LEBANON, PA.

JOHN HULL, representing the Harley-Davidson in this city, recently sold three of the three-speed Silent Grays to local men in one afternoon. The three purchasers are all seasoned riders and invariably ride the same make each season.

The choice of the experienced rider is

PREST-O-LITE

The Only Practical Light for Motorcycles.

The best Road light at the lowest cost. Simple, sturdy, absolutely reliable and highly convenient. Send for literature.

The Prest-O-Lite Co., Inc. 246 SPEEDWAY INDIANAPOLIS, IND.

The World's Largest Makers of Dissolved Acetylene

Prest-O-Lite Exchange Agencies Everywhere

FREE

The Oldest Supply House in America

You can't be up-to-date without it.

Write today to

MOTORCYCLE EQUIPMENT CO.
Hammondsport, N.Y.
3664 S. Main
LOS ANGELES, CAL.

Berling Magneto

This "B" type will carry the motorcycle maker to Success because it will carry the rider to his destination.

ERICSSON MANUFACTURING Co. 1116 MILITARY RD., BUFFALO, N.Y.

The Proof of the Oil

Is in the using, and users of

HARRIS

TRADE MARK REG. U.S. PAT. OFF.

OILS AND **GREASES**

are *always* satisfied. Try them for your motorcycle.

"A Little Goes A Long Way And Every Drop Counts."

A. W. HARRIS OIL CO.
326 S. Water St., Providence, R. I.
Branch: 143 No. Wabash Ave., Chicago, Ill.

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FEDERAL MOTORCYCLE TIRES

"EXTRA SERVICE"

Federal Rubber Manufacturing Co. - Milwaukee

NATIONAL Motorcycle and Bicycle Spokes

We are selling several of the representative motorcycle and bicycle manufacturers, as well as some of the largest jobbers in the country.

For Motorcycles—.135 x .110 and .120 x .100. Made of high grade wire, either hand buffed or regular bright nickel finish. For Bicycles—.082 x .072; .080 x .060; .072 x .056. Furnished in National hand buffed or regular finish. Finest grade of wire. Rust proof!

The National Screw and Tack Co.
Cleveland Ohio

NEW YORK SPORTING GOODS CO.

FREE TO DEALERS

Write us on your letter head or enclose your business card and we will send you our new catalogs.

No. 60 Motorcycle Supplies
No. 64 Bicycle Sundries

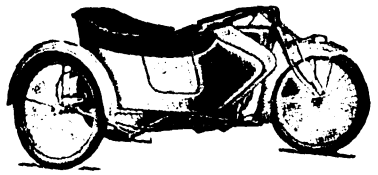
A few agencies still open for live dealers of "Victor," Pierce and "Crawford" Bicycles. Prices and terms on application.

New York Sporting Goods Co.
15 and 17 Warren St., near Broadway New York

Pullman

THE HARRY SVENSGAARD SALES CORP. DETROIT

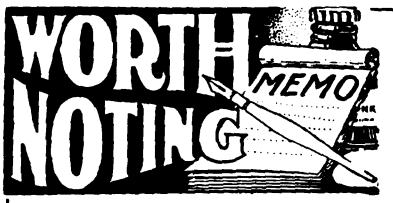
This Name Guarantees Satisfaction



See that it is on the sidecars you sell in 1916!

Harry Svensgaard Sales Corporation 214 Jefferson Ave. East, Detroit, Michigan

WORTH NOTING



No other lamp gives a better light than the

20th Century

None other is more handsome in appearance or as easily cared for. When you want a lamp that will light your way in a manner that will make riding by night a pleasure and safe, you want a 20th Century lamp.

We are Boosters for "One Million Bicycles in 1916"

20th Century Mfg. Co. 41 Warren St. New York.

1916 CATALOG READY

MOTORCYCLE SUPPLIES and REPAIRS

MOST COMPLETE STOCK ON EARTH

QUALITY

Write today. Special offer to dealers.

EXPERT OVERHAULING

Best equipped repair shop in Northwest
Estimates Furnished Work Guaranteed

MOTORCYCLE ACCESSORIES CO.
ST. PAUL MINN.

SERVICE

"DUCKWORTH" CHAINS

Are sold on merit, not on price. Satisfactory service is their strongest selling argument.

DUCKWORTH CHAIN & MFG. CO., Springfield, Mass.

PATENT YOUR IDEAS

Inventions bring fortunes when protected by good patents. New ideas in great demand. I will get a valuable patent for you and will help you make money from it. Ask about my free advice, or send sketches for free search of patent records.

LESTER L. SARGENT, Patent Lawyer, N.W. Cor. 9th and G Sts., Washington, D. C.

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National Dealers' Directory

NEW YORK CITY

EXPERT REPAIRING
Motorcycles a specialty. All work guaranteed. Large accommodations for storing motorcycles and sidecars at low rates.
Broadway Auto Repair & Supply Co.
248 West 106th Street C. Lurie, Prop.

DAYTON MOTORCYCLES
Parts for DAYTON and DE LUXE
Repairs and Supplies
DRISCOLL & JEANROY
809 W. 126th St. New York.
'Phone, 8352 Morningside.

OILS SUPPLIES
J. C. FOLEY
Agent for INDIAN MOTORCYCLES
Repairing Storing
2059 JEROME AVE., Corner Burnside Ave.

HARLEY-DAVIDSON
M. J. GOLDMAN
All Makes of Bicycles—Expert Repairing.
115 Greenwich Ave. Phone 3986 Chelsea.

Uptown Indian Headquarters
Parts and Accessories
Cash—Installment—Exchange
LOUIS GOLDSMITH, 92 St. Nicholas Ave.

Harley-Davidson Sales Co.
Distributing Agents for
HARLEY-DAVIDSON MOTORCYCLES
533 West 110th Street, Near Broadway, New York
15 So. Lexington Ave., White Plains, New York

Oliver's Bronx Distributing Agency for
INDIAN
All Repairs Guaranteed
993 Washington Ave., Near 164th St.
Oliver Borckheimer, Prop. V. C. Pelezzare, Mgr.

GUS. ROTHOLZ
N. Y. Distributor for Reading Standard Motorcycles. Rogers Sidecars in stock. Agent for Excelsior and Henderson
1491 Fifth Avenue Telephone, Harlem 2337

T. J. SIXSMITH
293 W. 100th Street.
Expert Repairing. New York Agent for the EXCELSIOR.
Telephone, 8861 Riverside.

AMOS SHIRLEY, 935 Eighth Ave.
INDIAN and EXCELSIOR
Columbia, Hartford and Fay Juvenile Bicycles.
Parts for the Indian, Excelsior and Pope.
Repairs and Accessories.

STERN BROS.' F. A. M. SHOP
INDIAN MOTORCYCLES
MIAMI POWER BICYCLES
Storing, Repairing and Supplies
1519 SECOND AVE., Cor. 79th St. Phone Lenox 1933

Exceptional Offer of Choice Seconds
28 x 3 Firestone Non-Skid.....$6.25
29 x 2¾ Firestone Non-Skid..... 5.65
These tires are fresh stock practically perfect, but slightly discolored in spots.
E. J. Willis Co., 85 Chambers St., N. Y. City

EXCELSIOR
M. WORKSMAN, Agent
Large Stock of Parts and Supplies. Used Machines Bought, Sold and Exchanged on 5% Basis.
14 VESEY STREET.

YORKVILLE
MOTORCYCLE WORKS
Expert repairing on all makes. Used machines for sale. Agents for Smith Motor Wheel. Service Station. Storing.
1729 1st Ave., near 90th St. Tel. 2103 Lenox

BROOKLYN

HARLEY-DAVIDSON
Brooklyn and Long Island, 1157 Bedford Ave.; 594-596 Jamaica Ave. Exhaustive line of supplies, repairs, parts; in short, we stock everything for the motorcycle and the rider.
BOB BRAZENOR, Proprietor.

FRANK P. BAKER
BROOKLYN DISTRIBUTOR
Indian Motocycles
1638 Bedford Avenue
Phone Bedford 5297 Brooklyn, N. Y.

1916 EXCELSIOR IS HERE
All models on display.
Full line of Parts—A1 F. A. M. Repair Shop.
HOWARD C. HENDRICK
155 Howard Ave. Phone: Bush 3839

A. H. PATTERSON
Distributor of
Excelsior-Reading-Standard and Cleveland Motorcycles, Smith Motor Wheel, Crown bicycles and the best accessories.
Two Stores—1080-82 Bedford Avenue, 713 Flatbush Avenue, near Parkside, Brooklyn, N. Y.

INDIAN
MOTORCYCLES, BICYCLES AND SUPPLIES
Expert Repairing
B. SLOTNICK, 5306 Fourth Ave., B'klyn
Near 53d St. Station Phone 4595 Sunset

WINGES BROTHERS, 1315 Bushwick Avenue, Brooklyn, N. Y., Brooklyn and Long Island distributors for the Dayton; also Indian agency. Expert repairing on all makes of motorcycles. Complete line of supplies. Prompt and satisfactory service a feature of this establishment.

LONG ISLAND

INDIAN
AND SMITH MOTOR WHEEL
All makes of Bicycles—expert repairing
FLUSHING BICYCLE EXCHANGE
30 MAIN ST. FLUSHING, N. Y.
Phone 498J Flush.

Plaza Motorcycle Exchange
EXCELSIOR DISTRIBUTORS
Parts and Supplies—Repairing by factory mechanics.
Bridge Plaza, Long Island City.
Phone Astoria 1880

D. & D. MOTOR SUPPLY CO.
INDIAN MOTOCYCLES
Phone: 2045 Astoria.
Expert Repairing—Gasoline.
Full Line of Accessories—Used Machines.
Bridge Plaza South, Long Island City, N. Y.

HARLEY-DAVIDSON
Territory—Long Island City to Port Washington on North Shore. Demonstration gladly given.
Full Stock of Supplies—Used Machines.
HORN & McCRACKEN
F. A. M. Shop College Point.

PATERSON, N. J.

W. EDW. MACDOUGALL CO.
Dist. of Harley-Davidson Motorcycles. Drop us a line if interested in second-hand machines.
182 Van Houten St., Paterson, N. J.

INDIAN
MOTOCYCLES
Rebuilt machines. A written guarantee with each machine. Write for details and price list.
JOHN STEELE, 91 Broadway, Paterson, N. J.

PROVIDENCE

Motorcycle Repairing and Winter Overhauling. Complete repairs on any make.
INDIAN A SPECIALTY. PRICES RIGHT
Work guaranteed. 1916 Indians always in stock; any make taken in trade. All makes of second-hands on sale.
B. A. Swenson, 522 Broad St., Providence, R. I.

NEW YORK

Mt. Vernon Motorcycle and Bicycle Shop
Agents for HARLEY-DAVIDSON Mfg. F.A.M.
Opposite Proctor's Theatre, Mt. Vernon, N. Y.
We Fix Everything

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Special Service Department

Motorcycle Tires
Parts and Supplies
Also
BICYCLES and SUPPLIES
WHOLESALERS and JOBBERS
CITY SUPPLY CO.
56 Warren Street New York

NOTICE TO MINNEAPOLIS MOTORCYCLE RIDERS REGARDING REPAIR PARTS
We have taken over the entire stock of repair parts and machines. Prompt attention assured all orders and inquiries—prices right.
H. E. WILCOX MOTOR COMPANY
1030 Marshall St. N. E., Minneapolis, Minn.
Successors to Minneapolis Motor Co.

CLEAN-UP SALE
All slightly used and rebuilt machines, about 125 on hand, all makes, at unheard of price reductions. A new sheet, full of bargains ready for you. Don't wait longer, don't look any farther—we have what you want at the right price. Write today.
WESTERN SUPPLIES COMPANY
1461-63 Larimer Street Denver, Colo.
Largest Cycle and Motor House in West

Motorcyle Accessories
Our new 1916 Catalogue "C" describing everything new and necessary for the motorcycle at money saving prices, will be mailed free on request.
GET ONE BEFORE ORDERING YOUR SUPPLIES
E. J. WILLIS CO.
85 Chambers Street New York City

Rogers SIDECARS
NEW YORK SERVICE STATION
Sidecars and parts in stock for all machines.
Special attention to dealers.
IRVING BECK
1491 Fifth Ave. Phone Harlem 7063

Are You Looking for Bargains in Second-hand Motorcycles?
Read all the advertisements listed in the classified section of Motor Cycle Illustrated directly below.

BARGAINS IN USED MOTORCYCLES
Write for our revised list of used motorcycles of all makes and models, including the Harley-Davidson, Reading-Standard, Merkel, Thor, Indian, Yale, Shickel, Pope and De Luxe.
Literature furnished on request.
The Place of Satisfaction.
MUELLER CYCLE AND SUPPLY CO.
Oldest and largest dealers in the northwest.
726 National Ave. Milwaukee, Wis.

CYLINDER GRINDING
Motor-Cycle Exclusively.
New pistons and rings accurately fitted.
MUNCIE PISTON CO., Muncie, Ind.

THOR MOTORCYCLES
Complete stock of parts, over-night service. When in need of Thor parts try us. Large stock of used machines, all makes, at bargain prices.
B. RUDERMAN,
1031 Bedford Ave. Brooklyn, N. Y.

Motorcycle Accessories and Supplies
Manufacturers, Agents and Jobbers, Wholesale and Retail. Get Our Catalogue Before Buying Your Supplies.
Dealers, Attention! Send For Our Catalogue and Dealers' Price List.
HARLEY-DAVIDSON SALES CO.
533 W. 110th St., Near Broadway, N. Y.

Classified Advertisements

ONE INSERTION THREE CENTS A WORD; MINIMUM 50c. — MORE THAN ONCE TWO CENTS A WORD PER ISSUE

FOR SALE

NEW FLYING MERKEL, twin-cylinder 1915 motorcycle, $187.50. Address Box 207, Wheeling, W. Va.

FOR SALE—Old established bicycle business, very profitable for right party. Wish to retire. Will sacrifice. Sebbens, 11 Vine St., Worcester, Mass.

FOR SALE—Indian, 1915, three-speed, spring frame, Splitdorf Electrical equipment, Speedway model motor; 1915 Indian sidecar, with top, will sell separate; has been ridden about 4,000 miles. Ported Indian twin racer. J. U. Constant, care MOTOR CYCLE ILLUSTRATED.

CYCLONE 3-speed, 1916 model, demonstrated only 50 miles, $225. Cyclone single-speed, 1915 model, used 500 miles, $175. Flying Merkel single-speed, 1915 model, used 1,600 miles, Stewart speedometer and horn, $125. Ashley Sport Shop, 1213 Bedford Ave., Brooklyn, N. Y.

FOR SALE—Large sheet steel gas oven, four feet square, four feet high. Original cost $125. Sacrifice for $75. Ellison Tire Co., Bridgeport, Conn.

FOR SALE—Second hand bicycle frames and hangers. C. Peterson, 3804 N. Whipple Street, Chicago, Ill.

FOR SALE—One bicycle motor, 1½ horsepower, almost new; $15. Walter Beare, Ellis Grove, Ill.

FOR SALE—1914 Harley-Davidson, two-speed, and Rogers sidecar; new tire on rear; other two nearly new; motor in A-1 shape; new chains; $25 down, balance C. O. D. S. R. Milbrandt, Alma Center, Wis.

FOR SALE—Double Diamond Tandem, built to order; extra quality; must sacrifice. Name your own price. Margaret Gast, Lincoln Square Arcade, Broadway, New York.

FOR SALE—Motorcycle Trunk, best grade, worth $75.00; will sell for $25.00. Gliesman, 1777 Broadway, New York.

DEALERS!
Now is the time to dispose of those used motorcycles. You need all available space for handling new business now that the riding season is open.
Let prospective buyers know what you have to offer. Advertise HERE.

POSITIONS WANTED

WANTED—Position by traveling salesman, 3 years' experience with well-known bicycle and motorcycle manufacturer in south and central west; also factory experience. W., care of MOTOR CYCLE ILLUSTRATED.

POSITION WANTED—Expert repair man on bicycles, guns, locks, key fitting, all-around repair man. Address Harris, care of Motor Cycle Illustrated.

MISCELLANEOUS

BICYCLE TIRES VULCANIZED for the trade. Prompt service on Parcel Post and Express orders. Best work and lowest prices. 25 years' experience. W. M. Sharpe, 118 West Broadway, New York.

HARLEY-DAVIDSON, Indian, Excelsior, Thor and Merkel cylinders reground and fitted with our lightweight pistons and rings, $4.50; with leakless piston rings, $6. Bakeman Motor & Supply Co., St. Cloud, Minn.

YOUR NAME AND ADDRESS on 20 choice visiting cards with dandy French watch ornament, all 10 cents. Warfel, photographer, Cadiz, Ohio.

POCKET PHOTO OUTFIT, wonderful novelty, all complete, 10 cents. Warfel, photographer, Cadiz, Ohio.

WANTED—Demonstrators and salesmen for new article that every auto or motorcycle dealer and repair man should have. A good salesman can easily secure large orders on which we will give large commissions. Address Box C. B. Motor Cycle Illustrated.

DYKE'S MOTOR MANUAL ON MOTORCYCLES, marine and stationary engines. The most complete simplified book published, $2.00. Send for interesting descriptive circular to A. L. Dyke (Pioneer) Publisher, Box 98-M Roe Bldg., St. Louis, Mo.

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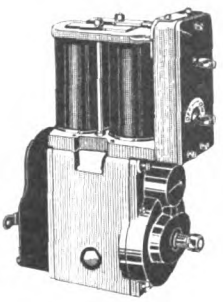
REMY

Motorcycle Lighting-Ignition System



Ride where you will and stay as long as you like—there's no need to hurry back before darkness sets in if your motorcycle is equipped with the Remy Lighting-Ignition System.

Always, at every hour of the night, the trusty Remy is on guard—with a flood of light at your instant command to safely guide your way.

A turn of the switch will give you the brightest road to travel—a steady, non-failing intense white light. In addition to light, the Remy Lighting-Ignition System furnishes strong synchronized, reliable ignition and power for your horn.

The Remy is always ready to work—and it is positively trouble-proof.

Ask any Harley-Davidson dealer to demonstrate the Remy System. Service stations almost everywhere.

CONSTANT GOOD SERVICE REMY

Remy Electric Company

Factories: Anderson, Indiana

Sales & Engineering Offices:
Detroit, Michigan.

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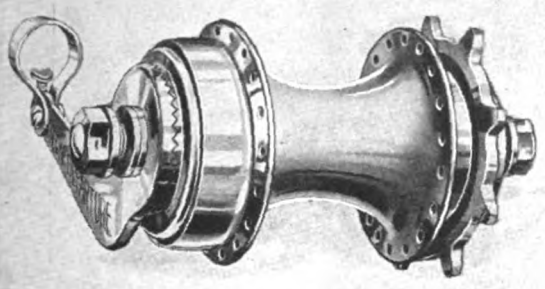

The Brake that Brought the Bike Back

The Scouts are Out

They are making ready for the coming summer months.

Thousands of these boys will buy bicycles this season and a big percentage of them will *demand*

The New Departure Coaster Brake

because they know that it gives them instant command of their mount in any emergency on the road.

Now is the time for dealers everywhere to specify and stock *New Departures* in readiness for this business.

We have New Sales Helps ready for you.
They are winners.
Ask us about them.

"Here's for a Million Bicycles in 1916"

THE NEW DEPARTURE MFG. CO., Bristol, Conn., U. S. A.

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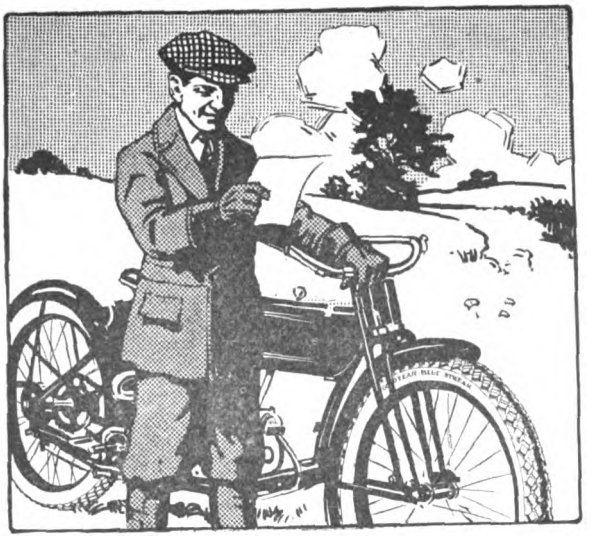

There Are Two Sides to Your Business Letters

There is your side—and there is the other man's side.

Are you sure your proposition is presented from his side and not from yours?

If you are not a correspondence expert, if you have not studied profitable letter writing, you are probably not getting the returns you should from your letters.

The average motorcycle or bicycle dealer is too busy handling his merchandise or customers to properly attend to his correspondence. Yet the dealer who does send out *real* business letters, accomplishes results that would otherwise necessitate personal calls.

We will prepare a series of letters for you, to fit your own special conditions. These letters not only increase the sales of motorcycles, bicycles and Blue Streak tires, but enable you to speed up slow-moving goods, collect money, create good will, land new orders, bring in new customers, combat local and mail order competition, turn over stocks quickly, win confidence, develop re-orders and build up a steady, profitable trade.

We prepare the letters for you complete, ready to sign and mail. There is no bother on your part. The service includes letterheads and envelopes in colors, with your own name on them, also stamps and stamping, filling in your customers' names, addressing, etc.

The cost to you for all this is only a penny apiece, plus the postage. But the *Goodyear Letter Service is FREE* if it does not repay its cost to you in increased business. Don't overlook this offer. Other dealers have already ordered over one million of these letters. Remember—it is a selling plan that is producing more sales for hundreds of dealers at a trifling cost.

The Goodyear Tire & Rubber Co.
Akron, Ohio.

GOODYEAR
AKRON

BLUE STREAK

Motorcycle and Bicycle Tires

Fill in Name and Mail Now.

The Goodyear Tire & Rubber Co.
Akron, Ohio.

Gentlemen:

Without obligating me in any way, please send me your complete Goodyear Letter Service offer for motorcycle and bicycle dealers. Also samples of letters written for other dealers.

Name.....

Address.....

.....

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In South A

IN foreign lands as well as in America, the four-cylinder Henderson has established its leadership under searching test. Now it has won the 100-kilometer Argentine Championship against formidable competition, at Buenos Aires.

Only one Henderson entered, and it held first place from start to finish.

HENDERSON

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merica too

Four-cylinder Henderson, ridden by Antonio Selmo, winning the 100-kilometer Argentine Championship race at Buenos Aires. In a field of 12 starters of the most prominent makes, including big twins of special racing construction, the stock Henderson went to the front on the first lap and led throughout the race.

HENDERSON MOTORCYCLE CO.
1158 Cass Ave., Detroit, Mich.

HENDERSON

A *good* deed often means a *good* deal—Please mention MOTOR CYCLE ILLUSTRATED.

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BLUE STREAKS

A Balance In Your Favor

Do you think the motorcycle manufacturer does not know which tire gives the best service and which way the wind of popular approval is blowing?

Three out of every four new motorcycles manufactured this year will carry Blue Streak tires.

This is a pretty strong preference for Blue Streaks. But these tires won their way to this extraordinary position because of their actual performance.

When you know that they are the choice of the majority of riders and every leading motorcycle manufacturer, think how much harder it is to sell any other tire.

Don't retard longer the growth of your tire sales and the satisfaction of your customers.

Write us today in order that we may send you our complete plan for cashing in to the greatest possible extent on Blue Streak popularity.

GOODYEAR
AKRON
Motorcycle Tires

The Goodyear Tire & Rubber Co.
AKRON, OHIO

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"Never Been Off the Rim"

Think of it—

For two years the United States Motorcycle Tire referred to never gave a moment's trouble.

We have records of mileages that seem almost staggering, but here is one that is remarkable for this reason,—that in two years' constant service it was "not punctured, and the fabric is not yet worn in the least."

We have the tire—we had to see it to be sure of our statement.

Perhaps you may not get as wonderful service from United States 'Chain' Tread Motorcycle Tires, but you are certain of remarkably good service, as thousands of owners attest.

United States Tire Company

'Chain' 'Nobby' 'Studded' 'Corrugated'
MOTORCYCLE TIRES

UNITED STATES RUBBER COMPANY
US
RUBBER SYSTEM
AND ASSOCIATED COMPANIES

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MOTORCYCLE ILLUSTRATED

WITH WHICH IS NOW INCORPORATED
The Bicycling World

Published Every Thursday by
THE MOTORCYCLE PUBLISHING CO.
13 PARK ROW
NEW YORK

Volume Eleven | April 20, 1916 | Number Fifteen

M. M. A. TO WAGE NATION-WIDE CAMPAIGN OF EDUCATION IN BEHALF OF THE MOTORCYCLE

Keen Students of the Trade Situation Report at Springfield Meeting That Time Is Ripe to Concentrate All Forces of the Industry Upon Drive for Proper Recognition of Power Two-Wheeler; H. S. Quine Points Out Opportunities in Commercial Field and Touring Also Receives Favorable Consideration; Manufacturers to Co-operate with the F. A. M.; Trade Visitors Inspect the Hendee Plants; Next M. M. A. Meeting Booked for Milwaukee, June 14

SPRINGFIELD, Mass., April 17.—The spirit of "100,000 motorcycles in 1916" dominated and helped to make unusually interesting the quarterly meeting of the Motorcycle Manufacturers' Association, held in Springfield, last Wednesday. A determination to take immediate advantage of very favorable trade conditions throughout the country was evident, and it is safe to predict that the immediate result of last week's meeting will be a country-wide enthusiasm, of a most practical kind, over every phase of the trade and the sport.

To be more specific, the motorcycle manufacturers, with the expected co-operation of the accessory concerns, are about to inaugurate a campaign similar to that recently started by the Million Bicycles Committee. A special endeavor will be made to enlist the aid of the daily press on a scope never before attempted. In this campaign, special attention will be paid to the adaptability of the motorcycle to commercial uses. Finally, a committee of the Motorcycle Manufacturers' Association was appointed to co-operate with the officials of the Federation of American Motorcyclists, to the end of making the organization stronger and more influential, principally through the encouragement of track and road competition, and of touring.

The meeting was featured by an address delivered by H. S. Quine, of the Goodyear Company, in the course of which Mr. Quine told what the Million Bicycles Committee had already accomplished, and some of the things which it intends to do in the future, and recommended that a similar promotion work be undertaken by the motorcycle manufacturers.

Mr. Quine told of some of the results of the investigation undertaken recently by his company, to ascertain just what were the conditions affecting the motorcycle trade and sport. He emphasized the fact that probably the chief obstacle to rapid progress was the attitude of the press and general public, and suggested ways and means to combat the forces which were hurting the industry. A number of excellent suggestions were also made by S. A. Falor, of the same company, based upon keen observations.

THE meeting was presided over by J. W. Henderson, of the Henderson Motorcycle Company, of Detroit. The others present were Messrs. Hendee, Weschler and Jackson, of the Hendee Manufacturing Company of Springfield; Alexander and Quinlan, of the Cleveland Motorcycle Manufacturing Company, Cleveland, Ohio; Hardin, of the Westfield Manufacturing Company, Westfield, Mass.; Schack, Emblem Manufacturing Company, Angola, N. Y.; Treat, Schickel Motor Company, Stamford, Conn.; Huffman, Davis Sewing Machine Company, Dayton, Ohio; O'Hare, Aurora Automatic Machinery Company, Chicago, Ill.; Arthur Davidson, Harley-Davidson Motor Company, Milwaukee, Wis.; W. V. C. Jackson, A. O. Smith Company, Milwaukee, Wis.

Horace Huffman, of the Membership Committee, reported that the Reading Standard management had promised to come into the Association in the near future, and that the Miami Cycle & Manufacturing Company would in all likelihood do likewise. In view of the Association having made a satisfactory proposal in regard to legal action, Mr. Jackson, of the A. O. Smith Company, withdrew his resignation. His so doing made a big hit with the other members of the Association. The secretary was instructed to invite the Cyclemotor Corporation, of Rochester, to join.

Frank J. Weschler, of the Traffic Committee, solemnly reported that the railroads had promised normal service in three years! At the same time conditions were not quite so bad a few months ago.

Show Manager A. B. Coffman announced that the Chicago Show would be held at the Coliseum from November 13 to 18, inclusive, and the New York Show at Madison Square Garden, from December 4 to December 9, inclusive. The rental charge will be 75 cents a square foot for all exhibitors.

It was the consensus of opinion of those present that the Motorcycle Manufacturers' Association should do everything in its power to actively co-operate with the Federation of American Motorcyclists. The motorcycle manufacturers feel that a live and progressive national organization is an important trade asset, and that a 20,000 membership, with hundreds of progressive clubs promoting competition and touring,

(Continued on page 24)

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THIS CALIFORNIA HILL BALKED EVERY CONTESTANT

Terrific Grade in Orange County Proved Waterloo of Even the Veteran Rough-Riders; Myron Warner Made the Best Average in Three Attempts With His Indian

By FRANK REED

LOS ANGELES, Cal., Apr. 16.—The largest crowd that ever witnessed a motorcycle event of the kind in southern California enjoyed the hill-climbing program staged in Orange County, midway between Los Angeles and San Diego, today. More than 3,500 people cheered the riders in their attacks on the terrific grade, and 26 participants insured plenty of earnest competition.

No contestant reached the summit of the grade and the winners were picked on a basis of the best average showing made in three attempts. Myron Warner, of Santa Ana, mounting an Indian, was given first place, his best ascent having been 360 feet. DuGranute, on a Flying Merkel, was awarded second place, and Bennett and Hartley Reed, using Excelsiors, were in third and fourth positions, respectively. Roy Artley, Flying Merkel, was given fifth position. All hands furnished plenty of thrills.

The hill is surely a "terror." It starts with a fairly gradual slope of fifty feet and then rises suddenly until it is almost vertical at the top. An excellent idea of the steepness will be obtained when it is stated that the motorcycles were let down with a rope after the partial ascents. There were some narrow squeaks.

DuGranute did some spectacular dismounts backwards, his mount rearing straight up in the air at every ascent. On his last attempt he rolled thirty yards down the hill.

Among the participants who did good work in one or two trials, but who did not qualify for places, were the following: Lem Sahagin, Henderson, 301 feet; E. T. Fletcher, Pope, 258 feet; Hamilton, Harley-Davidson, 268 feet; Ludlow, Indian, 292 feet; Holmes, Harley-Davidson, 290 feet; Breiter, Thor, 251 feet; Moore, Harley-Davidson, 275 feet; Wolters, Excelsior, 283 feet.

Myron Warner's winning Indian was fitted with Goodyear tires, Troxel saddle, Schebler carbureter, Dixie magneto, Duckworth chains. DuGranute's Flying Merkel was a two-speed, 1915 model and was equipped with Goodyear tires, Bosch magneto, Schebler carbureter, Renold chains, Mesinger saddle and used Valvoline oil. Bennett had United States Chain tread tires, Bosch magneto, Schebler carbureter, Coventry chains, Mesinger saddle and used Panama oil.

The dealers who promoted the affair are Buck & Buck, A. H. Small, A. F. Herold, of Santa Ana; F. W. Parsons, of Orange; Carriker & Crowl, of Orange, and M. C. Anlauf, of Anaheim.

SPEEDWAY CLUB HOLDS INITIAL MEETING

Recently-Formed Metropolitan Body Elects at Sheepshead Motordrome and Sets Date For First Meet—Change in Convention Date

SHEEPSHEAD BAY, N. Y., Apr. 17.—The initial meeting of the Speedway M. C., Inc., was held at the Speedway yesterday. There were 250 present, including members, riders and guests. The preliminaries were an election of officers and the following will serve during 1916: Everard Thompson, president; Irving W. Barnard, secretary and vice-president; T. W. Richardson, treasurer; J. Bert Young, manager.

Following this meeting a number of impromptu brushes were held, chiefly by amateur riders. Harley-Davidsons showed their speed in these events, capturing the first four places in three of the sprints.

Club members are notified that the track will be open to them on Sunday, May 21, for practice for the meets on June 4 and July 22. By reason of automobiles practicing on the speedway on April 23 and endurance runs on the three Sundays following, no motorcycle riding will be allowed until the date mentioned above. Further information on this point can be had of Secretary Barnard, 15 Warren street, New York.

Meet on June 4

The meet on June 4 will be in connection with American Liberty Day celebration. There will be 4 and 10 mile open events for pros. Entry blanks can be had from Secretary Barnard.

The New York State F. A. M. Convention will probably be held on July 22 instead of July 4, as the later date will be more convenient for the up-state riders and others.

PROMINENT VISITORS TO WESTFIELD FACTORY

WESTFIELD, Mass., Apr. 18.—After the meeting of the Motorcycle Manufacturers' Association in Springfield, at which Mr. L. D. Harden, sales manager, represented the Westfield Manufacturing Company, the home of the new Pope three-speed was visited by Mr. T. W. Henderson, of the Henderson Motorcycle Company, Detroit; Mr. W. V. C. Jackson, general manager of the A. O. Smith Company, makers of the Smith Motor Wheel at Milwaukee; Mr. Treat, of the Schickel Motor Company, Stamford, and Mr. A. B. Coffman, president of the F. A. M.

The visits of these well-known gentlemen concludes a period that is remarkable for the prominent visitors to the Westfield plant. Among these are J. R. Williams, of the W. C. Robinson & Son Company, Boston, Mass., Chas. Krebs, Pope Motorcycle and Bicycle dealer in Newark, N. J., S. Rosenthal, of the Dominion Cycle Company, distributor of Pope-made bicycles in Montreal, Canada, Joseph S. Gentle, Pope dealer in Philadelphia, Pa., Clinton E. Tripp and Fred S. Jones of Beverly, Mass.

GRAND RAPIDS ON RACING CIRCUIT

Meet Will be Staged by Interstate Association on June 21, and If Successful Another Speedfest Is Scheduled for July 23

GRAND RAPIDS, Mich., Apr. 18.—H. S. Robinson, treasurer of the Interstate Motorcycle Racing Association, and George Newkomb, a director of that body, have completed arrangements for a race meet of professional motorcycle riders here on June 21.

A contract has been closed with representatives of the West Michigan State Fair Association for the use of the mile track at the fair grounds at Comstock Park; and it is proposed to secure prominent professional riders for these races. If the event proves a success, a second meet will be held July 23.

For several years the association has been staging races, but this section of the state was never favored before. According to Robinson, a circuit of mile tracks has been arranged for this season to include Grand Rapids, Kalamazoo and Detroit, Cincinnati, Cleveland, Columbus and other cities. A circuit of half-mile tracks is also planned.

Considerable interest in the coming event has already been evinced by local riders and several members of the Grand Rapids Motorcycle Club contemplate entering the simon-pure events. Both classes will be well represented.

INDIAN RIDER OUT TO COMPLETE 24,000 MILES

ASHEVILLE, N. C.—Van Buren Bostick, an Indian rider of this city, intends to complete 24,000 miles before May 1, 1917, if he can keep up his touring schedule of the past two years. He rode his 1915 Indian for 11,085 miles between April 1, 1915, and the same date of the present season, competing in all the big endurance runs and hill-climbs in the Southern Atlantic States during that period. Last May he rode from Asheville to New York, 960 miles, in five days, during three of which it rained. He used 16 gallons of gasoline, averaging 60 miles per gallon. The return trip took six days.

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NINE INTERESTING SIDELIGHTS ON THE WEEK'S NEWS—COVERING BOTH TRADE AND SPORTING PHASES

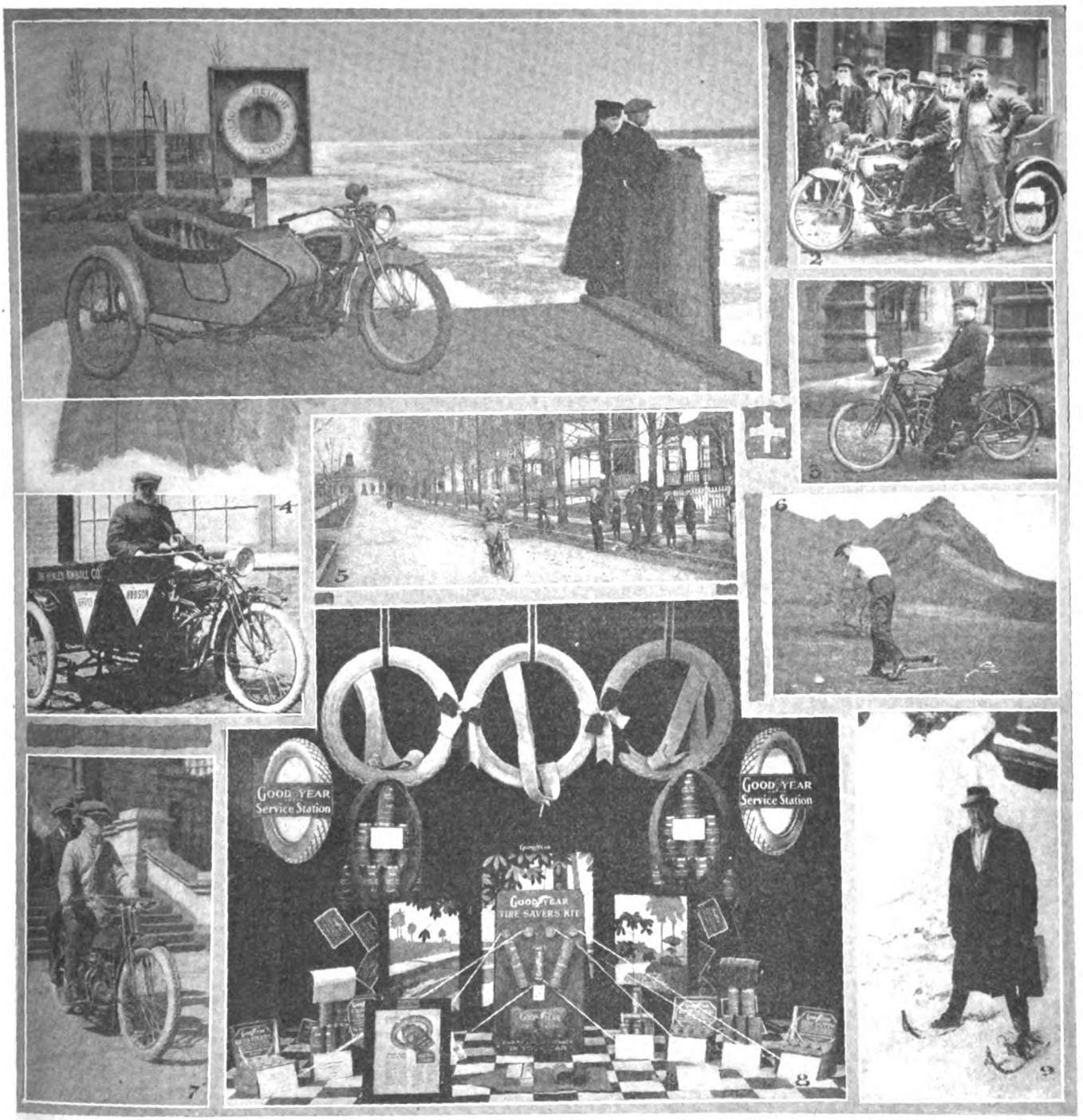

PHOTO number 1 shows a pair of Detroit, Mich., enthusiasts with Excelsior and Pullman sidecar, watching the ice clear out of the Detroit river. The picture speaks volumes for the consistency with which the Detroit riders make use of their passenger outfits. No. 2, an Emblem enthusiast who had a Cygnet rear car attached at the headquarters of the New York Sporting Goods Co., New York City, and went away happy. 3, Joseph Chiara, proprietor of the Harrisburg (Pa.) Motorcycle Exchange, enjoying a Sunday spin on his Reading Standard demonstrator. 4, Indian sidecar outfit sold to the Hudson motor car branch in Boston by George N. Holden, Wigwam representative in the Hub. 5, Miss Bongartz, a youthful booster of Kingston, N. Y., trying out her new Miami Power Bicycle. 6, "Cannon-Ball" Baker taking advantage of a friendless golf ball on the links of the Country Club at Honolulu, H. I., on his way home from Australia. As a golf-player "Bake" is a first-class motorcyclist. 7, Lawrence Fleckenstein and B. Bruggerman, of Denver, snapped aboard a Henderson four. "Fleck" is a racing star and also manager of the service department of the Rocky Mountain Motorcycle Co., in Denver. Bruggerman manages the company's retail store in Denver. 8, Unusually striking window display arranged by the Goodyear experts in the educational series now being worked out for the benefit of dealers throughout the country. 9, "Diamond Louie" Thoerner, salesman for the Goodyear Tire & Rubber Co., who has used snowshoes in covering some of his territory in Oregon.

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MOTORCYCLE GUARDSMEN IN MOVIE THRILLER

Indian-Mounted Squad Show Serviceability of Power Two-Wheeler in Sham Fight for Motion Picture Concern—Chase of Villa Featured

OMAHA, Neb.—The motorcycle squad of C Company, Nebraska National Guard, recently showed what war would look like on their Indians for the benefit of a motion picture concern and a large crowd of interested spectators. The riders first charged up a bank and, after passing the crest, went into action as infantry. Then dispatch riders were sent around a field with messages. Finally a scene purporting to be the invasion of Mexico and the pursuit and capture of Villa was staged.

The Omahan who represented the guerrilla chief was rounded up finally against a high bank and fought desperately, but was eventually brought down by rifle fire amid the cheers of the onlookers. The arrangements for the demonstration were made by Captain I. V. Todd and Samuel E. Boord, of the Omaha Bicycle Company. The film was taken by a Chicago concern.

On all sides the affair was considered a fine demonstration of the serviceability of the motorcycle for campaigning and preparedness for service on the part of the motorcyclists.

UNCLE SAM TAKES FIVE MORE HARLEY-DAVIDSONS

MILWAUKEE, Wis., April 15.—The Harley-Davidson Motor Company has received an order from the United States War Department for five twin three-speed twins and four sidecar gun chasses to be delivered immediately. The War Department has ordered that the machines and gun carriages be sent to the arsenal at Springfield, Mass. Deliveries were made in accordance with the order.

These five motorcycles bring up the total of Harley-Davidsons in the service of the War Department to 29. The other 24 were at or over the Mexican border before April 1.

FIRE DOES NOT HOLD BACK SILVEX PRODUCTION

NEW YORK, Apr. 14.—There will be no interruption in the business of the Silvex Company, maker of the Bethlehem Five-Point sparkplug, in spite of the damage caused by the recent fire in its factory. President Edward H. Schwab, of the company, in a recent interview, assured the trade on this point and further stated that even when the fire was at its height the company was making arrangements with a neighboring factory to continue the manufacture of Bethlehem plugs.

The arrangements were carried through with the greatest expedition and the trade has the company's assurance that there will be no delay in deliveries. On the contrary, owing to the new arrangements, manufacturing facilities have been greatly increased.

LAMM BROS. ADD BUILDING AND NEW MACHINERY

BALTIMORE, Md.—Lamm Brothers, makers of motorcycle clothing, have added another building, at 337 North Gay street, to take care of the increase in business. Over 40 new machines have been installed and these will be running within the next few weeks.

When the machines are in operation, the firm will be in a better position than ever to always have a full stock of products on hand for immediate delivery.

NATIONAL COIL CO. PUTS ON NIGHT CREW

LANSING, Mich.—To meet the requirements imposed by large demands for National magnetos and other ignition products, the National Coil Co. has put on a night force. The prospects for a large business in the Midget high-tension magneto, in particular, have made it necessary to increase the capacity of the plant in the near future. At present, however, the addition of the night force will relieve conditions, and while no definite action has been taken toward additional buildings, it is only a question of time before they will be erected.

New machinery has been ordered and as fast as it arrives it is being installed and additional help taken on to operate it. With the orders now on hand, a steady and increasing production will be needed for the next twelve months.

NEWARK BOYS GIVE WELCOME TO BAKER

Visitor Had "Dixie Dan" Walls and Jack Neis, of the Splitdorf Electrical Co. as a Bodyguard, and They Made His Visit a Busy One

NEWARK, N. J., Apr. 12.—The one and only Erwin G. "Cannon-Ball" Baker, he of Indianapolis, Ind., was in town today, and while here stopped in to see Walter Goerke and the rest of the boys. He was the guest of the Splitdorf Electrical Co., and with "Dixie Dan" Walls and Jack Neis was whisked about the city in the big gray Stutz that is the pride of Mr. Curtis, the "big boss." "Bake" managed between times to relate some of his experiences while in Australia.

In commenting on the recent lowering of his Hobart-Launceston record, Baker says that the ride was made in the opposite direction to the one he took and that heavier grades are encountered on the Hobart-Launceston ride. He rode the first 53½ miles of this trip in one hour flat and 40 miles from the finish lost the air-shutter of his carbureter, slowing him down at least 10 miles to the hour.

Baker made three attempts at the 24-hour record before he shook off old Colonel Jinx. The first ride ended in the 375th mile, due to a broken rear spring support, when he was clocking off 33.5 mile laps in 36-38 minutes each round.

His second start was a series of mishaps, and at one time his machine caught fire, but including 5½ hours of "time out" he made 930.2 miles, or at the rate of 50 m. p. h.

His third attempt was successful, as is well known, but he rode for 6 hours in a gale of rain, rolling up 1,000 miles in 21 hours and 3 minutes. Baker says that his running time actually bettered this by 15 minutes, but "what's a quarter of an hour between friends?"

"Dixie Dan" Walls emphasized the fact that those six hours of rain riding were done without a bit of fuss from that little "spark box" he so ably advertises.

GLIESMAN RIDING UP-STATE ON POWER BICYCLE

NEW YORK, April 18.—The accompanying photograph introduces Harry A. Gliesman, eastern sales representative for the Miami Cycle & Mfg. Co., on the Miami Power Bicycle with which he has been humming hither and thither of late on visits to dealers throughout the Metropolitan District. "Happy Harry" swears by the little fellow and asserts that if he can get a dealer's eye long enough for a demonstration the contract is as good as signed.

H. A. Gliesman

Gliesman started a day or two ago for a three weeks' trips on his Power Bicycle to up-State points, and believes that Spring freshets or other road-demoralizing influences will have to go some to hold him up. One of Harry's stunts is to write a small figure eight with his machine with only one hand on the bars, and it has been rumored that he contemplates handling his signature in the ame way when the roads are a little better.

STEWART-WARNER BRANCH TO MOVE MAY 1

MINNEAPOLIS, Minn.—On May 1 the Minneapolis branch office of the Stewart-Warner Speedometer Corporation will move into its new quarters at 1309 Hennepin avenue. This is an ideal building and modern in every respect. The new quarters will give excellent facilities for continuing the very efficient service this branch has been giving the trade throughout the Northwest. The building is 27 feet by 144 feet and has a white tile front with a very handsome, up-to-date show window.

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GEORGE ELLIS WILL ESSAY SEVEN-STATE RUN

New York F. A. M. Commissioner Will Start from Metropolis on May 29 and Attempt to Cover Route of 806 Miles in 33 Hours of Continuous Riding; Unfamiliar with Most of the Roads

YONKERS, N. Y., April 18.—George A. Ellis, State F. A. M. Commissioner, will start alone on an endurance run through seven states—a total distance of 806 miles—on May 29. He will be in the saddle continuously until he returns to his point of departure. Ellis expects to complete the trip in 33 hours.

"The run will be a test of both man and machine," said Commissioner Ellis last Monday. "I will get under way from Columbus Circle, New York, at 9 a. m., May 29, and will ride through Troy, N. Y., Bennington, Vt.; Greenfield, Conn.; Concord, N. H.; Portsmouth, N. H.; thence to Portland, Me., returning to Portsmouth and on down to Boston, Providence, R. I.; Hartford and New Haven, Conn.; then back to New York City.

"In essaying this 'seven state run' I hope to set up a record never before attained by an amateur rider. I am familiar with all roads up to Troy, but know little of the highways after that point, except for the stretch from Hartford to New York. In making out my schedule I have allowed three hours for unavoidable stops such as replenishing my supply of gasoline and oil, and I figure that if I average 27 miles per hour for thirty hours, I will cover the course in 33 hours."

Ellis is not yet decided as to what make of motorcycle he will use on this run, but it is quite probable that it will be an Indian—the make which the Yonkers rider has used in the past. He has stated definitely, however, that his mount will be equipped with a Splitdorf magneto and Goodyear tires.

"Many experienced riders with whom I have spoken concerning the proposed run," continued Ellis, "believe that I am going to fail. I've got a stiff fight ahead of me in covering the seven states, and shall begin training immediately. Thirty-three hours in a saddle is going to prove a gruelling test, but I'm out for a record and I think I'll make it."

Commissioner Ellis states that he is not desirous of having an escort on the run, though he would be glad to have his friends see him off.

24-HOUR RUN FOR INDIANA F. A. M. PROGRAM

This Contest Will Be the Top-Notch Feature of the State Convention Doings at Indianapolis in June; Hard Course Promised

INDIANAPOLIS, Ind.—The officers of the Indiana F. A. M. have decided to hold another 24-hour endurance run, through southern Indiana to Louisville and return, in connection with the State convention in June. Most of the course, which will be close to 350 miles, will be through hilly and sandy country.

The tentative route as laid out by State Commissioner Jack Carr is as follows: Indianapolis to Martinsville, to Bloomington to Bedford, then through the wilderness of southern Indiana by way of New Albany, to the Kentucky capitol. One hour will be allowed at Louisville for lunch, and the return trip will be made via Madison, North Vernon, to Indianapolis.

"Cannon-Ball" Baker, Johnny Merz, Ivan Jacobs, Harvey Bernard, Otto Sommers, Dan Reinhardt, Frank Irish, William Spangler, George Spangler and several lesser lights have already entered the big affair.

A pathfinding party will cover the course in the next week or two to lay out the hardest possible course for the riders. When they have finished the route decided on it will contain some of the thrills of desert races, together with many of those expected in the northern Michigan run. This means lots of sand.

Entry blanks will be mailed inside of the next month to all the factories and to the best riders in the country.

CROTONA CLUB IS READY FOR ANNUAL RUN MAY 14

BRONX, N. Y.—Plans are complete for the second annual endurance run of the Crotona M. C., which will be held Sunday May 14, with May 21 as a rain date. The course is from the Bronx to Greenwood Lake, to Sussex, to Monticello, a distance of 111.8 miles, for the morning run.

The contestants will leave Monticello for the homeward run at 12:45, and will pass through Cuddebackville, Central Valley, Crow's Nest Junction and Newburgh, on the way back to the Bronx.

The entry fee is $2, for solo, tandem or sidecar, and entries should be mailed to Ben Goldstein, care of the Crotona M. C., 2148 Mapes avenue, Bronx. Application for entry blanks and general information can be made in person at the clubhouse up to 8 p. m., May 13.

SURRE UNDERGOES OPERATION

ERIE, Pa.—W. J. Surre, sales manager and second vice-president of the Continental Rubber Works, underwent an operation at a local hospital for the removal of his tonsils on April 6. He remained at the hospital overnight, rallied quickly from the strain of the operation and returned to his home a few days later. On Monday, April 10, Mr. Surre was back at his desk.

GALE JOINS SCHICKEL AGAIN

STAMFORD, Conn.—M. E. Gale has again joined the staff of the Schickel Motor Co., and will take charge of special work in connection with the company's plans for increased production and business during the present season. Mr. Gale's cross-country trip last year with a Schickel "Big Six" and a Schickel lightweight has brouhgt highly satisfactory results, and the experience he gained, combined with his general reputation as a motorcycle booster, fits him well to assist in the present Schickel campaign.

WILLARD ADVERTISING MANAGER

CLEVELAND, O.—E. S. Baldwin has been appointed advertising manager for the Willard Storage Battery Company.

U. S. TIRE WINDOW DISPLAYS DRAW CROWD

Layouts at Big Tire Headquarters in New York Show Rubber Products and Crude Article Amid Attractive Surroundings

NEW YORK.—One of the most effective window displays that have ever been seen in this city is that of the United States Tire Company, at 1790 Broadway. There are five displays in all, each one being entirely separate and of distinctive power in its conception and in treatment of the product exhibited. The whole produces a most pleasing effect with its atmosphere of Spring and its educational value. Its attractive power is evidenced by the crowds which gaze admiringly at it.

The first window shows a fisherman engaged in landing a trout. The angler is under a spreading vine and is fully equipped with rain- and storm-proof clothing. The next display has a life-size colored illustration of a U. S. tire dealer engaged in rolling a Nobby Tread casing to his prospective buyer. The central window takes you to the rubber plantations of Sumatra.

In this window there is a large picture of a plantation and directly behind is a huge bale of crude rubber. To the right is a container of the type used by coolies to convey the latex as taken from the tree. An exhibit of the latex in this form is placed at the extreme right. The display includes one of the snakes which infest the plantations, as well as an elephant's tusk. In the background is a magnificent tiger skin.

The fourth window is taken up by a display of miniature and over-sized rubber footwear. In the center of the display there is a pair of boots about 48 inches in height, 30 inches in width and 10 inches long. On each side of the boots there is a large storm shoe placed on a pedestal with a furling of deep blue velvet. In the foreground on each side of the window are a number of miniature rubbers, arranged to form "U. S." with the appearance of their familiar insignia. All audiences are invited to come in an select any pair of the footwear in this exhibit that will fit. In window five we find the Spring maid in her tennis outfit, which, of course, includes a pair of rubber tennis shoes. She is resting under a creeping vine.

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DUTCH COMPANY DISCUSSES AGENCY PROBLEM

Well-Known Handlers of Motorcycles and Bicycles in Amsterdam Explain How Incompetents Take Up Agencies and Thus Hamper the Operations of Legitimate Houses

AN INTERESTING letter has just been received from Klisser & Citroen, of 265 Keizersgracht, Amsterdam, Netherlands, in which this long-established firm points out some of the pitfalls which American cycle manufacturers have to guard against in placing agencies for their products with foreign representatives. This is a matter to which **Motor Cycle Illustrated's** Export Bureau has already called attention, and the present communication from the Amsterdam company goes a little further towards sounding a warning. The letter follows:

Discouraging Experiences

"With very much interest we have read in your copy of January 27, 1916, the article, "Selecting Foreign Agents," from a Holland representative, contents of which we can fully approve.

"We beg to inform you that we, in trying to extend our business connections with the United States, have gained a very strange experience with regard to obtaining agencies from American motorcycle and motorcar firms. We found that several motorcycle manufacturers have entrusted their agencies either to people who are totally unknown to the trade, or who are small cycle agents in the country, having, of course, not the connections a large concern possesses.

"We give you some examples: A man living in a small country place, who manufactured in peace time some motorcycles, and who has now had to go under the arms, got agencies from two leading American motorcycle manufacturers. In normal times he did not do a big trade, and now, while he is under the arms, he will not be able to work on an extensive scale for his manufacturers. As soon as the war is over, he will of course again take up the building of his own motorcycles and undoubtedly will stop selling the machines he is importing; yet he will try to keep the agencies he has, to the disadvantage of the American manufacturers.

"An important firm, well established, but only able to sell one or two makes of American motorcycles and cars, took as many agencies as they could obtain, only to prevent their competitors getting those agencies so that there would be no competition. Now, they are pushing only two makes and hold the others out of the market. They will of course sell the small quantity they contracted for with the other manufacturers and will, if possible, try to lead the manufacturers by the nose.

Another Typical Case

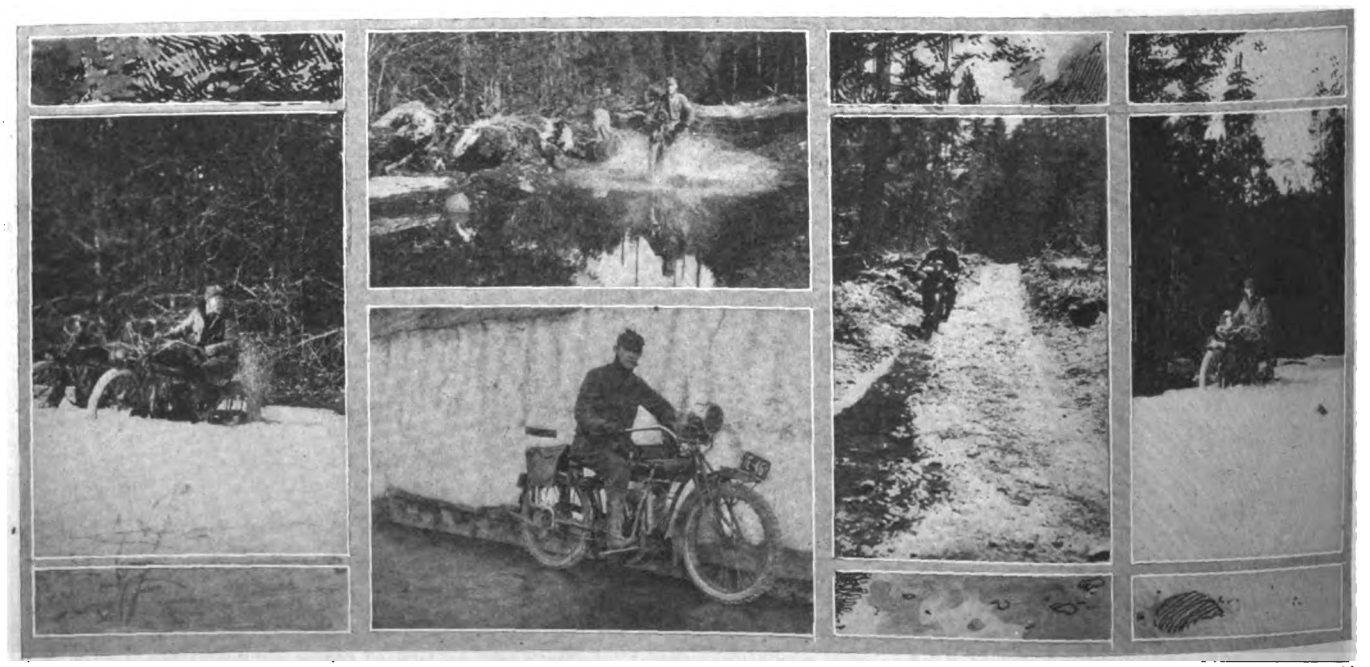
"A stone-worker in one of the country places succeeded in getting an agency from an American motorcycle manufacturer. Not being able to sell the motorcycles himself, he engaged an engine-driver of one of the railroad companies (who is still every day on his engine and who has also a small cycle repair shop). The number of motorcycles this combination will be able to sell will be very small. They will only try to sell direct to the public in their town and in no case will succeed in handling direct with the trade. We could furnish you with many other such examples.

"Having now sufficiently illustrated the situation in our country, and having to inform you that owing to such circumstances we have not succeeded in contracting with leading manufacturers, we are still prepared to negotiate with firms who are free or desirous of making a change or who, unknown in the Dutch market, have contracted with small or incompetent people. We therefore invite correspondence to: Klisser & Citroen, 265 Keizersgracht, Amsterdam, Netherlands."

Excellent References Given

The Klisser & Citroen firm supplies with its letter seven excellent references, and these will be given to any American cycle manufacturer who applies for them. Address **Motor Cycle Illustrated,** Export Bureau, 13 Park Row, New York.

THESE RIDERS CLAIM THE HONOR OF MAKING FIRST 1916 MOTORCYCLE ASCENT OF MT. HOOD



H. B. DuGas and Walter Beardsley, of Portland, Ore., are credited with having made the first motorcycle trip up Mount Hood this spring. Alternate snowstorms and rains had left the roads in very bad condition but the riders managed to get through without serious trouble. They admit receiving a stiff shaking up on the trip, as the accompanying photos would indicate, but feel repaid for their efforts. DuGas rides a 1916 Powerplus Indian, while Beardsley uses a 1913 two-speed.

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CONCERTED ACTION ON WISCONSIN ROADS

Highway Boosters Organize in Milwaukee and Plan Systematic Improvements; Milwaukee M. C. Pledges Hearty Support to Movement

MILWAUKEE, Wis., April 18.—In the effort to get definite and concerted action toward better highways in Wisconsin several hundred good roads enthusiasts held a meeting in the Wisconsin Hotel and organized the Good Roads Association of Wisconsin. Temporary officers were elected and plans laid for a campaign that will enlist 25,000 members from among the motorists of the State. When finally incorporated the association will have its headquarters in Madison.

The Milwaukee Motorcycle Club has pledged its hearty support to the proposed organization. President Grier, of the motorcyclists, praised the spirit of the good roads association in these words:

"There is nobody better qualified to pass judgment on the roads of Wisconsin than the motorcycle rider, and particularly if he is a member of the Milwaukee club. During the past four years we have held numerous tours into different sections of the State, and some of the highways encountered were a disgrace to our commonwealth. While the Badger State has been doing some improvement and maintenance work, there still are stretches of popular routes that are impassable after a heavy rain."

State Highway Commissioner J. A. Hazelwood stated that under the present laws of the State and the present system of State aid for road building the State has no control over the place or direction in which roads shall be built, and urged the new association to begin action that will systematize the building of roads. He also urged a change in the law to permit the State to "give as high as 50 or 60 per cent. of aid to counties when the roads built contribute to the completion or extension of a trunk line."

A. R. Hirst, State highway engineer, said that while Wisconsin has spent $15,000,000 on good roads during the last five years and has more than 6,000 miles of permanent highways, there are no uninterrupted stretches of more than fifteen miles in the State.

GIVES REASONS FOR USING MUFFLERS

New Jersey Motor Vehicle Commissioner Issues Statement Regarding Death Rate in Newark and Appeals for Co-operation

NEWARK, N. J., April 14.—William L. Dill, motor vehicle commissioner for New Jersey, has issued a statement in regard to the use of the muffler cut-out in which he points out good reasons for doing away with the open muffler. In the city of Newark, the death rate is about 14 in the thousand, and there are 54,000 houses in the city, averaging eight persons to the house. This means that in one house in 80 there is a human being dying, and Mr. Dill appeals, for this reason alone, to the well-known consideration of motorists for quiet.

These figures do not take into consideration the many cases of sickness, on which exact data are unobtainable. Mr. Dill's point is, however, well taken that in view of the fact that less than 1-10 of a horsepower is used up by a back-pressure in a muffler, the motorcyclist who keeps his cut-out closed in practicing the Golden Rule, in doing as he would be done by. In addition, he will be obeying the State law, as there is a prohibition on the use of the cut-out anywhere within the State.

HAS POWER BIKE AGENCY

LONG BEACH, Cal.—H. Berry, formerly an engineer from London, England, is operating a bicycle store and repair shop at 205 East Third street. He has the agency for the Miami Power bicycle. His son is associated with him in the business.

APPLETON'S COP ON THE JOB

APPLETON, Wis., April 18.—Edward Nelson has been appointed motorcycle cop to ride the new Harley-Davidson purchased by the city. Before Nelson was on duty a week there was a noticeable diminishment of speeding in and around town.

BUSINESS OPENINGS FOR MANUFACTURERS AND JOBBERS

MAUD, Okla. — The Warren-Smith Hardware Co., of Shawnee, has opened a branch store here, and will deal in automobile accessories, bicycles, small tools and lubricating oils.

ANAMOSA, Iowa.—The Weber Hardware Company has just been incorporated with a capital of $15,000. Catalogs requested on automobile accessories, bicycles, lubricating oils, small tools and sundries.

WAUKESHA, Wis.—The Perkins Hardware Company has been incorporated with a capital stock of $20,000, and requests catalogs and prices on bicycles, small tools, lubricating oils and varnishes.

PORT GIBSON, Miss.—Catalogs on automobile accessories, oils and small tools are requested by the Claiborne Hardware company.

MONMOUTH, Me.—N. W. Richardson has taken over the business of Day & Richardson. Catalogs on automobile accessories, small tools and lubricating oils are requested.

RUMFORD, Me.—Clough & Pillsbury have succeeded Frederick Walker. Catalogs on accessories for automobiles are asked for.

PLENTYWOOD, Mont. — Helland-Strand has bought out M. M. Johnson. Catalogs on automobile accessories, bicycles, small tools and oils are desired.

EDGERTON, Wis.—The Hain, Livich & Arthur Company has just been incorporated with a capital of $20,000, and will deal in bicycles, small tools, automobile accessories and lubricating oils.

ELLWOOD CITY, Pa.—The Harbison-Yahn Hardware Co., 522 Lawrence street, has opened with a line of bicycles, automobile accessories, oils and tools. Catalogs are requested.

WASHBURN, Wis.—The D. M. Carson Hardware Co. has just opened up and is looking for good lines in bicycles, automobile accessories, small tools, lubricating oils, enamels and polishes. Catalogs are requested.

MISHICOT, Wis.—The Stelzer & Krieck Co. has been incorporated with a capital of $20,000 to deal in automobile accessories, bicycles, small tools, oils and enamels. Catalogs and price lists are wanted.

FEW RESPOND TO CALL

LOUISVILLE, Ky.—O. S. Wagenhorst, representing the B. F. Goodrich Company, of Akron, Ohio, visited this city recently to secure men for the Akron factories. Business was so good in Louisville, however, that only about 100 answered the advertisements.

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On the Pacific Coast

NEWS BREVITIES FROM THE LOS ANGELES FRONT

LOS ANGELES, Cal.—Jim Richardson has left the Pacific Motor Supply Co. to take charge of the business of a Pasadena automobile concern. Jim, who was formerly of the Richardson Cyclery at Redlands, has been one of the best known and best liked fellows in the motorcycle trade in Southern California, and everybody is wishing him luck in the new job.

A. O. Smith, of the Smith Motor Wheel Company, has just arrived in Los Angeles for a visit to various Coast distributors and dealers.

The Los Angeles Motorcycle Club made a run last Sunday to an orange ranch at Covina. Thirty machines turned out and as the rancher turned the crowd loose in the orange grove and told them "to go to it," they do say that the machines had to carry pretty heavy loads coming back.

F. N. Hodge has made a deal with T. E. Berry and the manufacturers whereby he takes over the wholesale distribution of the Miami Power Bicycle in Southern California from Bakersfield and Santa Barbara to the Mexican line.

Hodge was formerly president of the Mercantile Clearing House and has had business relations with Berry for the past five years, during which time he became inoculated with the germ of success which is always overflowing from Berry's genial frame. Hodge has already started to Santa Barbara to get a Miami campaign started. He carries a Miami all ready to demonstrate strapped to the side of his automobile.

Max Stoddard, Red Aldershin, Walter Bradley and John Pendleton, with two other fellows, one riding tandem, were the first into Little Bear Valley this year on five Thors. They had some tough going over the switchbacks, which were badly washed out by the floods, and through the soft mud and snow in the high altitudes.

TO TRY OUT ASCOT TRACK

LOS ANGELES, Cal.—Paul Derkum is arranging to permit several riders to try out the Ascot track to determine its possibilities as a location for a motorcycle race meet.

STILL HAD SOME LEFT

RIVERSIDE, Cal.—Tommy Thompson, the local speed cop, states that he has got 82 miles per hour out of his new Henderson. In a letter to the Henderson Motorcycle Sales Corporation in Los Angeles, Thompson says: "This is the only occasion I had to open her up, and I had some left at that."

OREGON REGISTRATIONS

PORTLAND, Ore.—According to the Secretary of State for Oregon, motorcycle license figures change every day. There were 1,454 motorcycle licenses issued in Oregon during 1915.

BRUNELL HAD PLENTY OF FANCY RIDING

Southern California Miami Power Bicycle Man Plugs Mud and Fords Washouts in Traversing Kite District

LOS ANGELES, Cal.—H. A. Brunell, traveler for T. E. Berry, Southern California Miami Power Bicycle distributor, has been out on agency work in the Kite district for some time. The fact that bridges were washed out and the roads were covered with sand from freshets gave him a good chance to try out the endurance qualities of the little four-stroker.

At El Monte, Brunell struck a bad wash which had been a danger to motorcycles for weeks by reason of the deep mud and sand. He made it to the center, where there was a stream spanned by a single board for a bridge. Brunell tucked the Miami under his arm and carried it over the bridge. At Pomona he demonstrated the mount with one man on the handlebars and another on the rear mudguard to show the strength of the frame.

The Miami agency in Pomona was taken by Fred Weaver of the Pomona Cycle Shop. Weaver came in and got one on Sunday, although the first one was promised for Tuesday.

At Claremont, Brunell had some fancy riding through deep mud, and in San Gabriel had a 200-yard ride through the furrows in a field. This ride convinced C. E. Slack, a rancher of Lamanda Park, that the Miami was just what he wanted, and he bought one on the spot. Between Lordsburg and San Domas, Brunell was confronted with a washout, but found a deep and narrow patch on a hillside among stumps and stones. He rode this successfully and went on.

Brunell says that on a narrow path of this kind a fellow can hold the Miami if he sticks out his foot. He saved a 200-yard detour by riding this path. Between El Monte and Pomona he went through mud that no automobile would attempt and crossed a three-foot stream, partly by riding and partly by lifting the machine slightly in the deeper spots.

KLAPP JOINS PACIFIC MOTOR SUPPLY COMPANY STAFF

LOS ANGELES, Cal.—George A. Klapp has joined the Pacific Motor Supply Co. as salesman. Klapp, who is one of the best known motorcycle salesmen in Southern California and has had remarkable success in putting over police deals, has been a friend of Manager E. Lebell, of the Pacific Motor Supply Co., for years. At present Lebell has no agency for motorcycles, but he has the store and in George Rubsch and George A. Klapp has two star salesmen, so it looks as if something were in preparation for a campaign for the 1917 season. In the meantime, Lebell is doing a fine business in second-hand machines in the motorcycle line and a very heavy trade in bicycles and accessories.

RUBSCH IS BOOSTING THE F. A. M.

LOS ANGELES, Cal.—George Rubsch, head salesman of the Pacific Motor Supply Co., has been handling the duties of F. A. M. commissioner for Southern California, turned over to him by Charles Fuller Gates upon the latter's resignation to leave Los Angeles for a motorcycle trip into Texas, which will involve an indefinite stay.

NOVEL DISPLAY OF PARTS

SANTA ANA, Cal.—Buck & Buck, local cycle dealers, have placed some ordinary gem baking pans in their showcases to display springs and other small parts which must be kept in separate compartments. They find that the pans display the contents to advantage and are very convenient in serving customers. Larger parts and those which all riders know are in stock are kept in drawers in rear of the counters.

READY FOR BIG DOINGS BY FRESNO M. C., APRIL 23

THINGS are moving along in fine shape for the big motorcycle program to be staged by Fresno, Cal., dealers and riders on April 23, and just by way of indicating the generous spirit with which the arrangements are being made, the following letter from George Wood, of the committee, is interesting. Here's what "Woody" says:

"Shoot it to the boys hard that we are going to pull off one grand big time on April 23. The doings will be staged at Riverview, ten miles north of Fresno, on the San Joaquin river. We want every motorcycle rider to know that he is welcome to come and help us eat our lunch and to take part in the races, hill-climbs and fifty-seven other varieties of fun that will follow the feed. A big dance will close the day's program."

BUSINESS IS FINE WITH JONES SALES CO.

SANTA ANA, Cal.—The Jones Sales Company, which is operated as a branch of the Los Angeles store of the firm's chain of establishments, finds April business in bicycles starting in fine shape. They are making sales of one to four wheels a day. The company has averaged better than one bicycle per day all through last year in this town of 14,000 population.

The store is now under the management of E. H. Nett, the former manager having died a few weeks ago. The machines handled are the Racycle, the Hudson and the Miami.

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BIG CROWD WITNESSES METEOR ROCK CLIMB

Garden City M. C. Scores Success With Program in Alum Rock Park and Contestants Make Good Time; Indians Win in Both Classes

SAN JOSE, Cal.—The Garden City M. C. on April 9 held one of the most successful hill-climbing events that has taken place in this part of the state. The site was back of Alum Rock Park, a favorite resort of motorcyclists, but the hill, known as "Meteor Rock," was only recently located as a testing-ground for motorcycles, and is an unusually stiff climb. The grade is nearly 60 per cent, and a short turn has to be made at the bottom, making it impossible to get any starting run. The ground, originally grass covered, has been worn off to soft earth, so that climbing even on foot is a strenuous job. The distance was 200 yards, from a standing start.

Fully a dozen machines of the San Francisco M. C. went down for the occasion, as well as a lot from other Bay towns, and there were probably about 200 gathered in the Alum Rock Park, in addition to a great many people who came in autos. All the motorcycles that essayed the climb made it without trouble, though one jumped through a fence at the top, without damage to either machine or rider. Entries were in two classes, professionals and amateurs, Indian Powerplus riders being first in both.

In the professional class, Ben Torres (Indian) was first, 0:08½; second, Wm. Zettle (Excelsior), 0:09½; third, G. H. Humburg (Indian) and Bob Fritz (Harley-Davidson) tied, 0:10½; fourth, Bud Northrup (Indian), 0:11½; fifth, Ed House (Indian), 0:13½.

C. Roque was first of the amateurs, in 0:09⅞; second, E. Ballyntine (Indian), 0:11½; third, Harry Billings (Harley-Davidson), 0:12¾; fourth, L. E. Eddy (Indian), 0:13.

In view of the attention drawn by this event, it will very likely be repeated.

U. S. TIRE CO. DISTRIBUTES CLUB LOG BOOKS

NEW YORK, N. Y., April 16.—A practical log book, measuring 8 x 10 inches and bound in a durable blue cloth, which is intended for distribution among motorcycle and bicycle clubs, has been gotten up by the United States Tire Company, of New York, and will be mailed to any club upon request.

For each month in the riding season two pages are allotted, so ruled off as to facilitate jotting down a brief summary of the interesting events staged. Several pages are provided to make note of 1916 club records, separate columns being allowed for the date, rider's name, event and remarks.

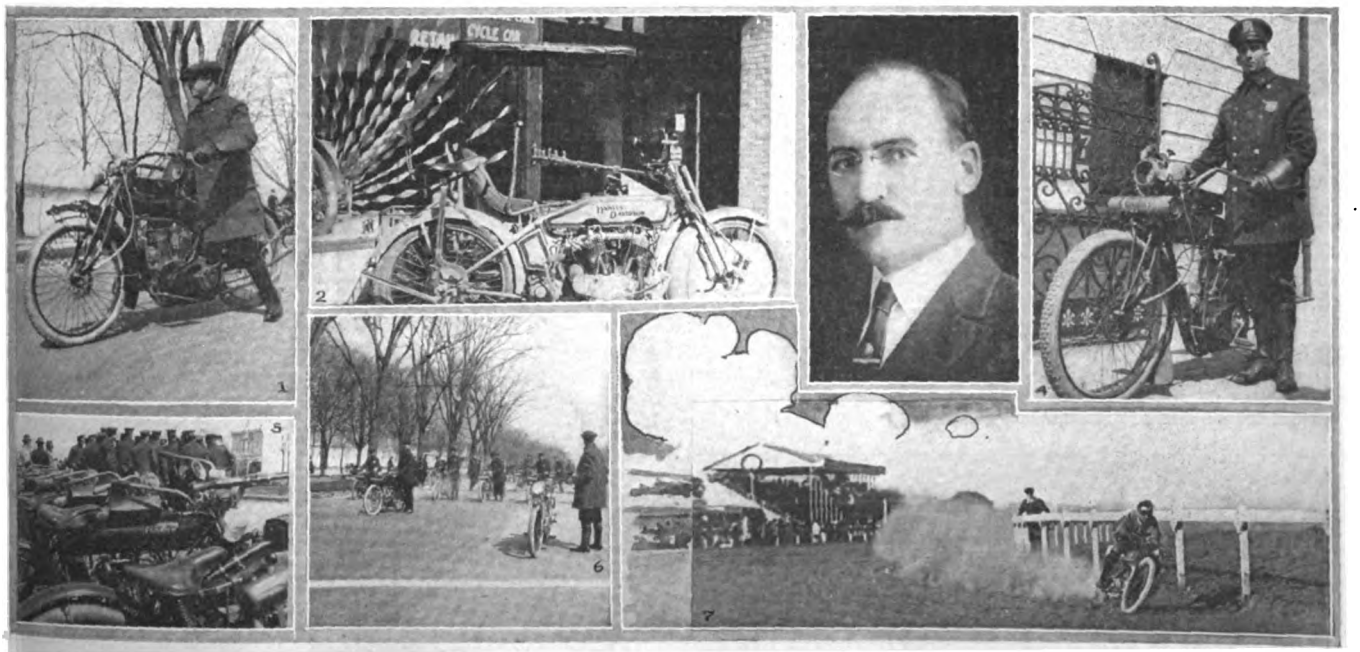
THIS SIDECAR OUTFIT IS VALUED AT $1,000

LOS ANGELES, Cal.—Passmore & Sayre, the Los Angeles retail Harley-Davidson dealers, have just delivered a motorcycle sidecar outfit which breaks all records in the way of value and completeness of special equipment. The machine has been fitted up for a crippled Oklahoma rancher who has been spending the winter in Southern California. Being unable to drive an automobile he has had the motorcycle outfit arranged with special controlling devices, an electric starter mounted in the side-car and every possible device for convenience, comfort and safety of its owner.

The owner, J. H. Booher, of Cleveland, Okla., has paid about $1,000 for the outfit The sidecar was specially built by LeRoy Snodgrass, of the Superior Manufacturing Co., to suit his requirements. As Mr. Booher is crippled in the hands as well as the legs, it was necessary to make the starting devices center in a half circle arrangement on a long bar, with knobs on the top. The combination generator and electric starter of Gray & Davis make has been rewound so that he can reverse the generator sufficiently to allow him to back up whenever he wishes.

There is a tandem seat where the motorcycle rider usually sits and also a tandem seat back of the sidecar. The clutch is in the bottom of the sidecar and the switches and everything pertaining to the electric starter are on the sidecar dash. There is

BROOKLYN COPS IN DRILLS; $1,000 FOR A SIDECAR OUTFIT; A VETERAN AD. EXPERT; THAT ARGENTINA RACE



1. Sergeant Sam Johnston, in charge of Brooklyn (N. Y.) motor cops who are in training for the coming police parade. 2. Special Harley-Davidson sidecar combination for which an Oklahoma cripple paid about $1,000—see description above. 3. E. C. Tibbetts, who completed his 19th year as advertising manager for the B. F. Goodrich Co. on April 7. 4. Officer T. Smyth, of Brooklyn, holder of one-mile police record. He clocked at 1:04⅘ with his one-lunger. 5. Brooklyn motor cops receiving instructions. 6. The Brooklyn coppers in parade formation. 7. How Selmo won the 100-kilo championship race in Argentina on his Henderson in 1:13:16⅕. The story of the race appeared in the April 13 issue.

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also mounted beside the spotlight a mechanical hand which indicates the direction in which the driver is going to turn, as he is unable to signal with his hands. There is also a device at the rear that shows a sign saying "Stop" as an indication to traffic behind his machine. The gear-shift, instead of being up on the side of the tank, has been moved down within easy reach of the driver's hand. The outfit is so completely and conveniently arranged that it will almost drive itself.

TRADE NOTES PICKED UP IN SAN FRANCISCO

EDWIN F. MERRY, distributor of the Excelsior, is expecting his first shipment of the "17" model machines between April 20 and 25, and meanwhile has his stock well clearned out. He reports a very satisfactory business, and feels highly gratified at the fact that the roads around San Francisco and practically every city on the Coast are full of motorcycles, which he takes to indicate a rapidly growing interest in riding and touring. From his observation he believes there are more machines being ridden than since 1913; while the number of sidecars seen on the roads shows that interest in motorcycles is no longer confined to the young men, but is being taken up by the whole family, which assures a greater growth to come.

A. Freed, of the Pacific Motorcycle Supply Company, reports the receipt of a carload of Indian Featherweights, which went out immediately.

Z. Barton, manager of the Coast branch of the Thor factory, is expected home shortly from a fortnight's visit in Los Angeles.

The municipality of San Francisco is now using 17 motorcycles, in addition to 100 other motor vehicles.

ATTRACTIVE BOOK ON THE OLD NATIONAL ROAD

ONE of the most interesting and authoritative books of touring information that has been issued in a long time deals with the National Road, the most historic thoroughfare in the United States and the strategic eastern link in the National Old Trails and Ocean-to-Ocean Highway. This 96-page offering is from the pen of Robert Bruce and gives evidence throughout of the painstaking attention to detail and the thorough insight into motorists' requirements that have marked Mr. Bruce's work in the touring field for years past.

Mr. Bruce had the co-operation of the National Highways Association in publishing the book, but the subject matter was collected and prepared by the touring veteran himself. It deals with the roads from Baltimore and Washington to Frederick, Hagerstown, Cumberland and Frostburg, Maryland; also the section to Uniontown, Brownsville and Washington, Pa., and the route to Wheeling, W. Va. Included in the book are detailed maps and many photos of points of interest.

The book sells for one dollar and copies may be obtained from the National Highways Association, Old Slip, New York City, or Robert Bruce, Clinton, Oneida County, N. Y.

ELMIRA PROMOTORS GETTING LIBERAL SUPPORT

ELMIRA, N. Y.—The association recently formed in this city to promote automobile, motorcycle and bicycle racing is receiving enthusiastic endorsement from riders and other sportsmen hereabouts, and with such support excellent results are practically assured.

To create public confidence in the ability of the promoters to stage snappy programs, and also to obtain general publicity for the proposition, the association has put on a big four-day indoor circus which has proved a huge success.

GUARD USES FIRESTONES

FIRESTONE tires are fitted on all machines used by the motorcycle auxiliary to the California National Guard in Los Angeles, says a recent bulletin from the Firestone Tire & Rubber Company, of Akron, O. The choice of Firestones for the equipment of these motorcycles follows closely on the heels of the news of two weeks ago that motorcycles of the U. S. Aero Squadron now pursuing Villa were similarly fitted.

WILL HAVE EASTER SUNDAY RUN

INDIANAPOLIS, Ind.—The first run of the new season by the Consolidated Motorcycle Club will be held on Easter Sunday when the members will be joined by other Indianapolis and State riders in a trip to Cataract Falls. Dinner has been arranged for at the hotel on the grounds.

EXPECT 33⅓ PER CENT INCREASE

COLUMBUS, O.—When the representative of MotorCycle Illustrated called upon local motorcycle dealers he was informed that present indications point to an increase of 33 1-3 per cent. for motorcycle sales over the figures of 1915.

FORT WORTH RIDERS FORM LIVE CLUB

FORT WORTH, Tex.—The Fort Worth M. C. has just been organized with 15 members, all of whom are the cream of this city's motorcyclists. Headquarters have been secured at 301½ Main street in a large room which has been nicely equipped for club purposes. Following are the officers: J. W. Cook, president; J. A. Massie, vice-president; E. M. Dunnivant, secretary, and G. J. Cromer, treasurer.

The Fort Worth club is backed by all dealers in this city. President Cook handles the Harley-Davidson. Vice-President Massie the Indian, and Treasurer Cromer the Excelsior. Plans are now being made for a number of club runs to be held on Sundays and holidays.

GOODYEAR ISSUES TIRE REPAIRING MANUAL

ALL phases in the repair of tires are pictured and described in the Goodyear Manual of Tire Repairing, recently issued by the Goodyear Tire & Rubber Company, of Akron, O. In addition to the methods of renewing the life of casings and inner tubes, the book contains a concise description of how to keep accounts and costs and gives specimen tags and other accessories to this end. Every piece of apparatus which can be of service to the repair man is listed. A list of Goodyear branches and agencies occupies one of the back pages. Aside from being a manual of worth, the book is very artistically gotten up.

SAN FRANCISCO M. C. SOCIAL

SAN FRANCISCO.—The San Francisco M. C. held a very pleasant "Hard Time Social" last Thursday night at club headquarters. Nearly all the members turned out and helped to make the affair one of the most enjoyable of the season, and the club received twelve new members.

NEW BRIDGE ON POPULAR ROUTE

SINGAC, N. J.—The old bridge on the Newark-Pompton Turnpike is to be replaced by a new $40,000 structure. The old bridge will be moved to one side while the new one is being constructed. This is probably one of the busiest bridges in this part of the country. In several test counts, it has been found that over three thousand motorcyclists and auto drivers use the bridge every twelve hours.

THIS IS F. A. M. BOOSTING WEEK—DO YOUR BIT!

THIS is F. A. M. Boosting Week—during which the Federation officials count upon making their first big jump in the direction of that 20,000 membership mark. Do your bit. If you are a motorcyclist, come in yourself and bring a friend. The F. A. M. needs you and you need the F. A. M. It's a fifty-fifty proposition, and well worth what it costs.

This week formally opens the big drive for new F. A. M. members, but the good work will go on till the national body has reached a size commensurate with its importance. Jump in and start something at once—and watch the F. A. M. clock in **Motor Cycle Illustrated** next week for the new membership returns.

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The Dispatch Rider

AS the Arab is wed to his steed, so the man and the metal are one;
Linked by the lust of speed, pledged to the thing to be done;
Having one end to gain, molded in one desire;
A hand, a heart, and a brain; a tank and some hidden fire!

And it's ride, ride, ride in the sun, the rain and the wind!
It's ride, ride, ride, with never a look behind!
The eyelids are red with fatigue; the bearings are clogged with dust!
Cries the Iron to the Man: "D'ye think we CAN?" Says the Man to the Iron: "We MUST!"

Swift through the quivering air Death from the hill descends;
Leaps from the treacherous snare; lurks where the roadway bends;
Death with the twain doth ride when the parching cylinders fret;
But the throttle is open wide, and the teeth of the rider are set!

For it's ride, ride, ride in the glare of an autumn noon!
And it's ride, ride, ride by the gleam of a wintry moon!
The forehead is streaked with blood; the lubricant's dried to a crust!
Cries the Iron to the Man: "D'ye think we CAN?" Says the Man to the Iron: "We MUST!"

—DUDLEY CLARK, IN "LONDON OPINION."

(Reprinted by Request.)

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Export Bulletins Concerning Cycles and Accessories

CHILE OFFERS FIELD FOR AMERICAN PRODUCTS

BESIDES the increase in trade there have lately been many other "straws" which seem to point to a very high admiration on the part of the people of Chile for all things American. In some lines this has been so marked as to affect foreigners and Chileans alike; the newspapers and magazines show the North American influence, and many of their illustrations and covers are reproduced from northern periodicals.

Many more young men are being sent to the United States to finish their education than heretofore. In sum and substance, Chile is ready and willing to do business with the United States on a big scale, and it simply remains for American manufacturers to take advantage of their opportunity.

CYCLE ACCESSORIES IN DEMAND

Cortona Giulio, Alessandria, Italy, advises the publishers of this journal that his firm desires to establish relations with American manufacturers of bicycle accessories, particularly of saddles, pumps, lamps, clutches, chains, spokes, tubing, spark-plugs and leather or rubber motorcycle grips. As references are given the Chamber of Commerce and of Art, of the Province of Alessandria, and the Alessandria Branch of the Italian Bank.

IN THE BICYCLE MARKET

F. Masi, General Agent, Place du Cirque, Geneva, Switzerland, upon receipt of a copy of the recently issued Export Number of **Motor Cycle Illustrated,** wrote this paper that he is in the market for bicycles now, and also expects to handle an American make of motorcycle after the war has ended.

LETTER FROM BELGIAN AGENT

We have a letter from Maurice Pire, 31 Wetering Kade, The Hague, Holland, who is a Belgian motorcycle and accessories agent, temporarily living in Holland on account of the war. He was formerly located at Leige, Belgium, and wants to get in touch with American manufacturers of motorcycles, bicycles and accessories for representation in Belgium after the war. He is in position to give good American references.

OPPORTUNITY IN EAST INDIES

CONSULAR reports from the Dutch East Indies state that American trade can be increased in bicycles and oils and greases. It is pointed out that manufacturers and exporters who can supply these articles should get into touch at once with a recently-formed American-Chinese company which has been formed to trade from the Dutch East Indies with the United States exclusively. The name and address of this firm can be had from the Bureau of Foreign and Domestic Commerce, referring to file No. 886.

ANOTHER POWER BICYCLIST

Miss Margaret Gast, of New York City, an Experienced Rider Who Enjoys a Miami Lightweight

DEFINING SIDE AND REAR CARS UNDER NEW LAW

EDITOR **Motor Cycle Illustrated**: I was rather surprised to note that a question has been raised regarding the definition of a motorcycle with sidecar in the new motorcycle law in this State. I cannot see how the English language could be much plainer to include any and all cars attached to motorcycles than that used in the new law, which plainly states: "A car attached to the side, front or *rear,*" and therefore most certainly includes the Cygnet Rear Car.

As the author of the present law, it was my endeavor to make the definition as plain and as broad as possible, so that there could be no possible question, and in adding the word "rear" I had specifically in mind the Cygnet Rear Car. The fact is that the first time the bill was drawn up the Cygnet Rear Car had not yet been announced, but as soon as it was I had the word "rear" inserted to cover it. Deputy Secretary Parker and Mr. Hugo's secretary, Mr. Osterhout, and I went over the matter thoroughly and the Cygnet Rear Car was specifically mentioned in our conversation, due to the fact that Mr. Osterhout had one of their circulars, and we all agreed that that car should be included in the definition and it was so worded.

The original Cristman Bill of last year had the motorcycle defined as "a vehicle driven by other than muscular power, with one wheel following the other or with a car attached to the side and run on an additional wheel." This narrowed it down to the ordinary sidecar and it can be seen that the present definition is more fair and much broader.

For the convenience of Brooklyn and Long Island riders I have arranged to have a quantity of application blanks at the store, 125 Lexington avenue.

Brooklyn, N. Y. J. A. HALL.

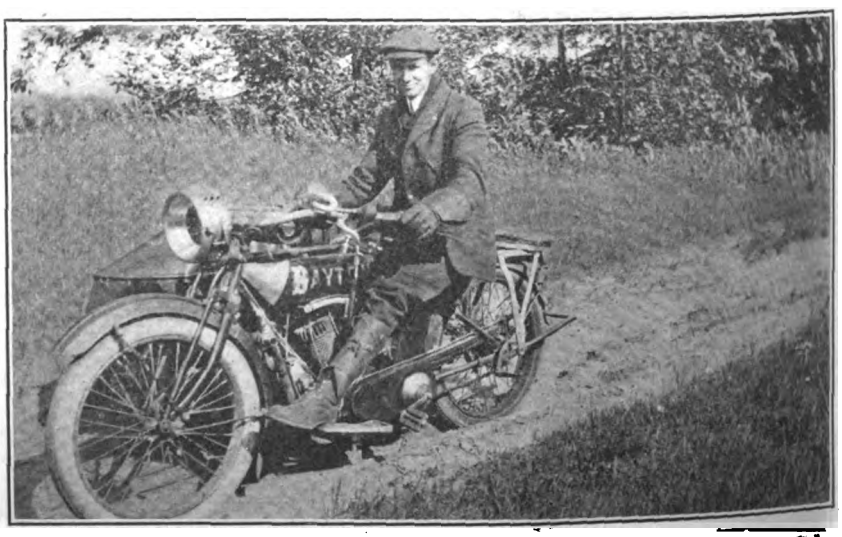
MORE COMMISSIONERS NAMED

H. G. Adams, of Cumberland Center, Me., has been named commissioner for Maine by the Eastern District Vice-President, while Mrs. C. C. Jordan has been appointed State Secretary. Fred W. Stierhoff, of 64 Hemmingway street, Boston, and John MacDowell, of 146 Dedham avenue, Needham, have been appointed traveling commissioners for Massachusetts and the New England states. W. F. Mann, of 356 Columbus avenue, Boston, Mass., and M. M. Counsell, of 36 Railroad street, St. Johnsbury, Vt., have been re-appointed as state commissioners for Massachusetts and Vermont. F. L. Zimmerman, Jr., of 1340 Oakland street, Shreveport, is now commissioner for Louisiana.

GOOD-BYE TO JERSEY TOLL-GATES

HACKENSACK, N. J.—The toll-gate has become a thing of the past in New Jersey. The old Bergen Turnpike has been taken over the Bergen County Board of Freeholders and may now be used free of charge. This road was built in 1802 by private subscription and had been kept in condition by the tariffs since that time. Four gates were on this stretch of road.

ALONG COUNTRY ROADS WITH A DAYTON COMBINATION



An Enthusiast from Rochester, N. Y., Who Revels in Traversing Little-Traveled Highways and the Picturesque Scenery Which Abounds in That Section

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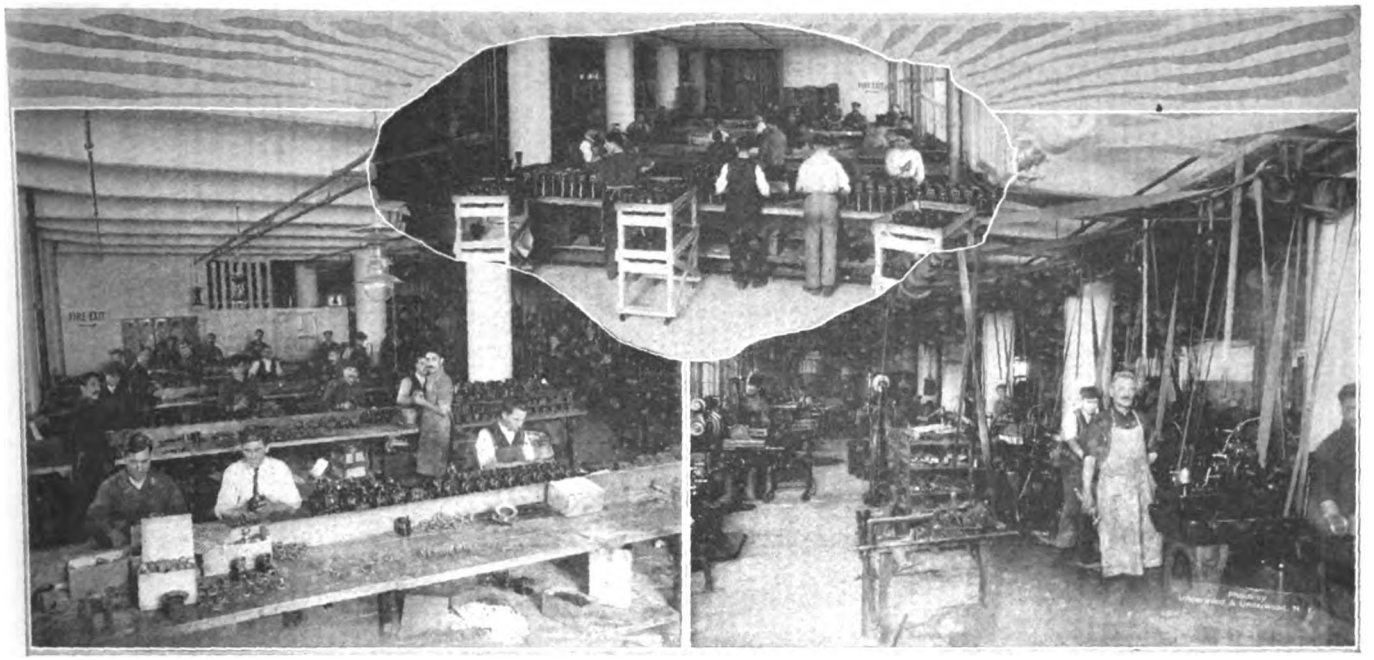
E. A. LABORATORIES FACTORY IS ON CAPACITY SCHEDULE



Top, Fitting Bells on Horn Mechanism; Left, Assembling Motors for Electric Signals; Right, In the Machine Shop

BROOKLYN, N. Y.—The E. A. Laboratories, with main offices at Broadway and Yythe avenue, Brooklyn, boast the most completely-equipped and largest exclusive horn-making establishment in the industry. Their floor area, combining their plant at Broadway and Wythe avenue, with another at Kent avenue, Brooklyn, covers approximately 40,000 square feet.

At present nearly three hundred men are employed in making the popular EA motorcycle and bicycle horns, and General Manager Emanuel Ferro states that only their inability to secure labor and materials prevents their doubling their manufacturing capacity. As it is, the E. A. Laboratories are now running day and night shifts.

FISK BRANCH IS OPENED IN FINE NEW STORE

MARINETTE, Wis., April 18.—Julius Reinke has been placed in charge of the new Fisk Tire Company service station opened in the Ridsdale block, 1600 Main street. It is estimated that the Fisk company spent between $7,000 and $8,000 in remodeling and fitting up the new branch, and the results certainly justify the expenditure, as the local branch stacks up handsomely against some of the finest tire stations in Milwaukee and Chicago. The big corner is fitted up for offices and tires and accessories share the balance of the space with the vulcanizing department. The Marinette branch covers five counties.

CONTINENTAL OFFICE MGR. BECOMES BENEDICT

ERIE, Pa.—A. E. Caldwell, office manager for the Continental Rubber Works, was married April 15 to Miss Josephine Singley, of Meadville, Pa. The Continental office force presented the couple with a handsome library table lamp, and also tendered them a luncheon at the office on Tuesday, April 11. Advertising Manager Hall acted as master of ceremonies and made the presentation speech.

The wedding took place in Meadville, and this was the only regrettable part of the program, from the viewpoint of the Continental staff. If the ceremony had been performed in Erie the office force and other well-wishers in the employ of the Continental company would have arranged a truly royal send-off for the Newlyweds.

ORGANIZES SYSTEM TO RECOVER STOLEN CARS

JEANNETTE, Pa.—The Pennsylvania Rubber Company, maker of Vacuum Cup and other brands of tires, has organized a system for the recovery of stolen cars which are equipped with its tires. The system is such that the owner of a car fitted with these tires, who immediately notifies the Pennsylvania company or any of its branches when the machine is missing, with the serial number of his tires, will receive without charge the co-operation of an organization which should result in the rapid recovery of his property.

The details of the methods used by the organization will, naturally, not be made public. Its efficiency, however, has been proven in several of the larger cities and the system has been extended to cover the entire country. The company has put the system into effect to protect the users of its products and to reduce as far as possible the enormous loss to owners from thefts.

WORKING ON THAT BIG PROGRAM

NEW YORK, April 17.—W. J. Surre and C. E. Morehouse, in charge of the general arrangements for the annual convention of the Cycle Parts Industries at Atlantic City, will make a trip to the famous Jersey resort soon after Easter, with a view of clearing up some of the details in connection with the big program to be staged in August.

A QUINTET OF PERSONAL SNAPSHOTS

E. K. van Almkirk, representing the Cyclemotor Corporation of Rochester, N. Y., is now traveling Indiana, Illinois, Iowa and Wisconsin, with headquarters at the Southern Hotel, in Chicago. He has closed contracts with D. P. Savage, of Gary, Ind., and Holtz & Spicer, of Hammond, Ind.

Clarence Loftus, formerly connected with the Harley-Davidson company on West Friendship street, Providence, R. I., has left that concern to be a salesman, demonstrator and repairman for B. A. Swenson, at 522 Broad street. Swenson has also added John Enos, a veteran rider, to his repair staff at Indian headquarters.

BUFFALO, N. Y., April 15.—During the past week Arthur Davidson and A. B. Coffman called on John W. Henry while on their way to Springfield to attend the Motorcycle Manufacturers' meeting.

CHICAGO, Ill.—G. C. Fromm, of the Manufacturers' Foundry Co., of Waterbury, Conn., has just checked out of Chicago on an extensive business. He finds plenty of activity in his line and states that the factory would hum along very nicely for the remainder of the year if no more orders were booked.

BUFFALO, N. Y.—Adolph Kellner, the Bison City agent for the Excelsior, announces that Nat. Needleman, formerly of Cleveland, Ohio, has joined his sales staff in this city.

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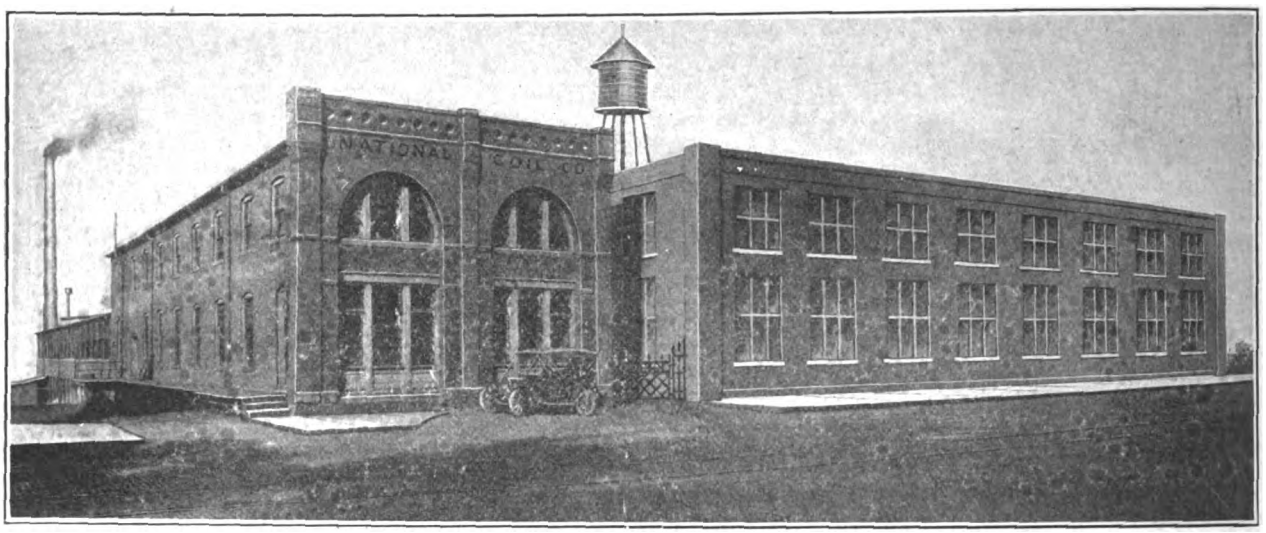
HIGH EFFICIENCY IN NATIONAL COIL FACTORY

Improved Machinery and Skilled Employees in All Departments Give Highest Grade of Workmanship in Building Midget and Other Magnetos at Lansing, Mich.



The Home of National Products, Seen from the Front—Note Fine Lighting in Main Building. Executive Offices Are at the Left

EFFICIENCY in both the factory and sales organizations has been both precept and practice with the National Coil Company, maker of National magnetos and other ignition apparatus, at Lansing, Mich. In the factory, the efficiency is obtained by the use of the most improved machinery, operated by picked men, and the best of appliances for the skilled hand operatives whose work is so essential in electrical apparatus manufacturing. There is no lost motion in the factory organization or in the sales department, and from this has resulted a steady increase in business for the firm ever since its start in 1897.

Apparatus such as the National Midget magneto, adapted for the ignition of lightweight motorcycle and other motors, needs special devices in the manufacture of its component parts, and in the case of the National Coil Company, a large number of such devices have been designed and built under the direction of C. E. Pearson, E.E., the chief engineer and general manager. Mr. Pearson has been in charge of the engineering and designing departments since the company started and is an expert in electrical apparatus. He has installed a thoroughly-equipped laboratory for experimental purposes, from which come the fully-developed devices which are eventually made by the company. In addition,

C. E. Pearson, Electrical Engineer and General Manager

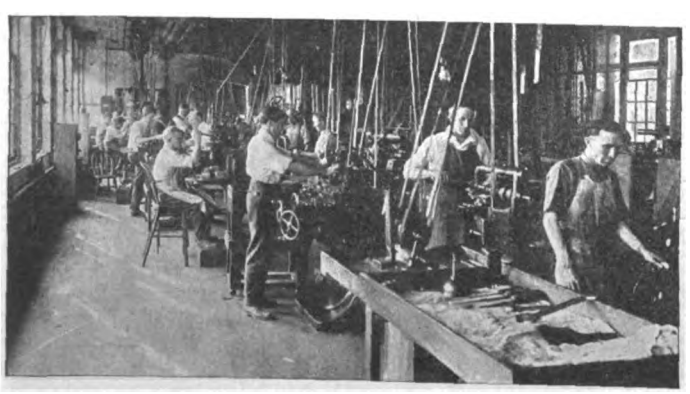
Mr. Pearson has put the plant on its present high plane of efficiency as regards personnel and equipment.

Eleven departments are included in the factory organization, exclusive of the laboratory. Hand work of the highest grade is performed in winding coils, building condensers and assembling the various apparatus. The insulating department with its baking ovens and stoves for baking armature cores is very ingenious. A special vacuum process is utilized to impregnate all windings and ensure positive insulation and eliminate air bubbles.

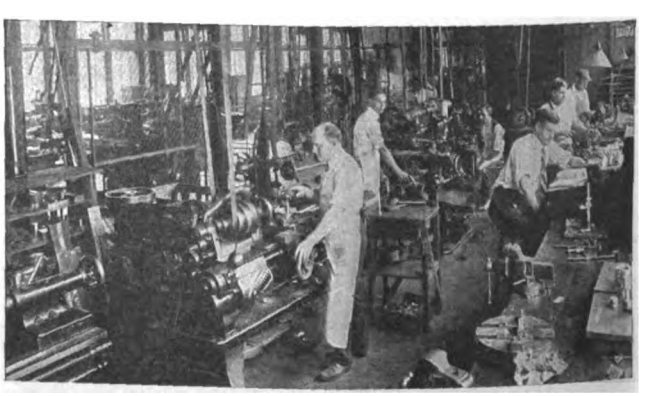
Each piece of apparatus which is assembled at the National Coil factory is subjected to final electrical and mechanical tests before being passed to the shipping room. In addition, each component is tested as a unit. National apparatus is therefore of the highest grade and carries a guarantee of worth as regards performance and long life.

The tool department is a most important one in this factory. Jigs and fixtures adapted to the special requirements of each piece have been designed and are in use. These jigs and fixtures assure the interchangeability of the various parts and extreme accuracy in all machine work.

The National Coil Company maintains a complete service organization to assist the users of its products. A special one-day service is given on all orders for repairs or parts. Service stations are now being established at all important trade centers, and at each station is a factory-trained mechanic and a full stock of National parts.



In the Milling Machine and Drill Press Department



Part of Tool Department, Where Special Jigs Are Made Up

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Looking Down the Stretch

April 26, Savannah, Ga.—Race meet of Savannah M. C.

April 30, Brooklyn, N. Y.—Annual spring run of Invincible M. C. to Southampton and return, 200 miles.

May 7, Jamaica, N. Y.—Endurance run of Jamaica M. C., to Patchogue and return.

May 7, Providence, R. I.—Annual run to Westerly of M. C. of Rhode Island.

May 14, Detroit, Mich.—Race meet of Detroit Motorcycle Dealers' Association.

May 14, Bronx, N. Y.—Second annual endurance run of the Crotona M. C. to Monticello, N. Y. and return, 250 miles.

May 21, Providence, R. I.—Annual photograph run to Roger Williams Park, M. C. of Rhode Island.

May 21, Harrisburg, Pa.—Endurance run of Keystone M. C. to Altoona, Shamokin, Pottsville, Reading and return.

May 27-28, Providence, R. I.—Week-end run of Providence M. C. to North Adams, Mass., and return.

May 27-28, Poughkeepsie, N. Y.—Endurance run of the Poughkeepsie M. C. through Poughkeepsie and Dutchess Counties; 20 hours.

May 28, Milwaukee, Wis.—Lightweight race of Milwaukee M. C. on Cedarburg track.

May 28-30, Boston, Mass.—Three-day endurance run of Bay State, M. C.

May 30, Washington, D. C.—National Capital M. C. endurance run, 128 miles in 24 hours.

May 30, Roanoke, Va.—Race meet of Dixie M. C.

May 30, Wheeling, W. Va.—Race meet of Wheeling M. C.

May 30, Philadelphia, Pa.—300-mile race on Hatboro Speedway.

May 30, Seattle, Wash.—Run of Seattle M. C. to Portland, Ore.

May 29-30, Newark, N. J.—400 mile run, day and night of New Jersey M. C.

June 10-11, Worcester, Mass.—Fifth annual 24-hour endurance run of Worcester M. C.

June 18, 19, Wheeling, W. Va.—336 mile endurance run to Bedford, Pa., and return, of Wheeling M. C.

June 25, Detroit, Mich.—Second race meet of Detroit Motorcycle Dealers' Association.

June 30, Wheeling, W. Va.—Sealed time run of Wheeling M. C.

July 2-3-4, Grand Rapids, Mich.—Michigan State F. A. M. reliability trial, under auspices of Grand Rapids M. C.

July 4, Roanoke, Va.—Race meet of Roanoke M. C.

July 4, New Brunswick, N. J.—Elimination run of the New Brunswick M. C.

July 4, Savannah, Ga.—Race meet of Savannah M. C.

July 4, Galesburg, Ill.—State F. A. M. championship races under auspices of Detroit Fair Association.

July 4, Sheepshead Bay, N. Y.—State F. A. M. amateur championships and convention, auspices of Speedway M. C., Inc.

July 4, Wheeling, W. Va.—Race meet of Wheeling M. C.

July 16, Wheeling, W. Va.—Tri-State endurance run and open house, distance 100 miles, Wheeling M. C.

July 30-August 12, Wheeling, W. Va.—Run to Atlantic City and return, 600 miles, of Wheeling M. C.

August 10, Colorado Springs, Colo.—Races on Pike's Peak highway.

August 11-12, Roanoke, Va.—500-mile endurance run of Dixie M. C., to Richmond and return.

August 13, Detroit, Mich.—Third meet of the Detroit Motorcycle Dealers' Association at Detroit Oval.

September 3, Harrisburg, Pa.—Endurance run of the Keystone M. C.

September 4, Roanoke, Va.—Race meet of the Dixie M. C.

September 4, Milwaukee, Wis.—Fourth annual Goodfellowship tour, Milwaukee M. C.

September 6, Wheeling, W. Va.—30 mile road race of Wheeling M. C.

September 17, Detroit, Mich.—Fourth meet of the Detroit Motorcycle Dealers' Association.

October 1, Providence, R. I.—Annual Triangle run, Providence-Boston-Providence of M. C. of Rhode Island.

October 8, Detroit, Mich.—Meet of the Detroit Motorcycle Dealers' Association at Detroit Oval.

F. A. M. STATISTICS FOR MARCH

Secretary Gibson's report on F. A. M. membership returns for riders for March shows that 196 affiliated members were taken, 112 unaffiliated signed up and 244 renewals were recorded. The last membership card issued in March was numbered 36,168.

MAIMED SOLDIERS INVESTING IN MOTORCYCLES

TORONTO, Ont.—The Canada Motorcyclists' Association has undertaken to give a 1916 membership ticket for the association to every returned soldier who becomes a motorcycle rider.

In this connection it is estimated that a large percentage of veterans of the present war are already turning to the motorcycle and bicycle for exercise, recreation and business. In Toronto, for instance, a number of returned men have made purchases of motorcycles and wheels, and the dealers anticipate that sales to the veterans will reach large figures in a short time. This week two fighters who had lost a hand were among those who purchased motorcycles. One was Quartermaster Sergeant Gregorieff, a Russian who served with the Canadian troops during the early campaigns of the war. He found that he could handle an Excelsior lightweight model with ease, so he purchased it. The other soldier who had lost a hand in the European fighting, and who now rides a motorcycle, is Private W. M. Howes. He bought a Singer.

Recently a one-legged veteran bought a Miami Power Bicycle.

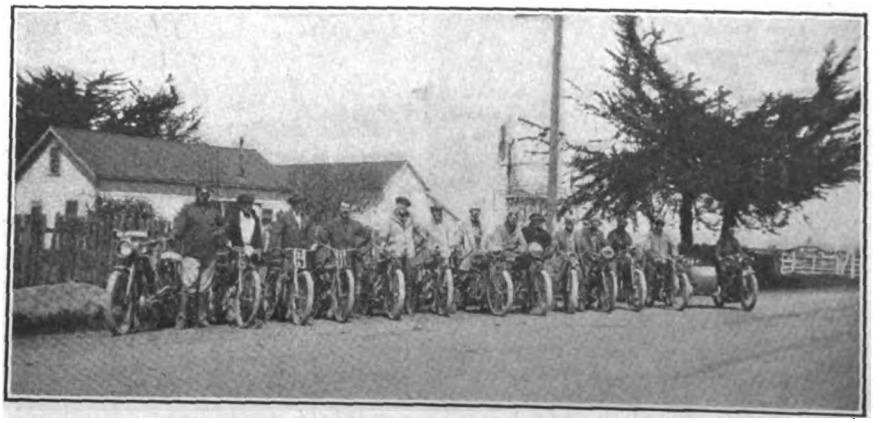
ADOPTS AN ARM-BAND

PATERSON, N. J.—The Paterson M. C., formerly the Haledon M. C., has adopted a new brassard or arm-band which is modeled on the new F. A. M. twin motor emblem. The Paterson brassard has two widespread wings with the letters P and C and the letter M is located between the cylinders. The club's F. A. M. number is marked on the crankcase of the motor. Colors are blue and gold.

URGING HIGHWAY WORK

CINCINNATI, O.—Speed in the completion of the Dixie Highway through Hamilton County is urged upon the County Commissioners by the local council. The committee from the latter body, consisting of Harry R. Probasco, R. H. Coney and J. Stacey Hill, acting in conjunction with the Dixie Highway Commissioners Harry L. Gordon and George W. Harris, will wait upon the commissioners at the next meeting to discuss the matter with them.

ON THE FAMOUS DRIVE AT MONTEREY, CAL.



Fifteen Riders from Santa Cruz Who Recently Rode to Monterey in a Preliminary Run for the 1916 Season. The Drive Is Seventeen Miles Long

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M. M. A. TO WAGE NATION-WIDE CAMPAIGN OF EDUCATION IN BEHALF OF THE MOTORCYCLE

(Continued from page 15)

will help materially to create motorcycle enthusiasm and increase sales. A committee was appointed to keep in close touch with F. A. M. authorities, and to plan ways and means to effect a more intimate relationship between the two organizations.

One of the important things which this committee will undoubtedly do will be to encourage touring on a much larger scale than heretofore. Although the matter was not brought up at the meeting, those in attendance were very much interested in the proposition made by Lacey Crolius, of the Harley-Davidson Motor Company, to promote one thousand tours on the same two days, in all parts of the United States. Crolius has demonstrated to his satisfaction, and that of many others, that the tours are the thing for motorcycling.

He very properly believes that the proposed one thousand simultaneous tours, on an easy schedule, will give the sport a wonderful amount of favorable publicity, and the participants a crackerjack good time. His idea is to make these tours so attractive that practically every motorcyclist will join; in any event, to make it possible to interest something like 100,000 riders, and to conduct these tours in such a way that the press will simply have to take notice, and the public be favorably impressed.

The Goodyear Investigation

The members of the Association listened with interest to Mr. Quine's address. He recited, at the outset, how his company had sent out investigators to report accurately on the conditions existing in various parts of the country. A lot of valuable information was thus obtained. For example, an investigation was made in Chicago of the commercial possibilities of the motorcycle. The inquiry thus made demonstrated, in Mr. Quine's opinion, tremendous possibilities for commercial sales—for example, to groceries, drug stores, bakeries, laundries, and so forth. Mr. Quine contended that the market had not yet been properly developed, and that co-operation was necessary to develop it.

While listening to Mr. Quine's comment on the commercial situation, the idea came to the writer that it would be a splendid thing for the manufacturers to send out their star salesmen to work together in a certain town, to investigate and report every phase of the commercial situation. But this co-operative effort could be made more than a mere investigation; it should produce definite results of a practical kind. That is to say, with a dozen men working in a certain town, boosting not their own machines simply, but the commercial adaptability of the motorcycle, it would be possible to learn just how commercial missionary work should be done in other parts of the country.

9,000 Bicycle Dealers in Line

Mr. Quine mentioned the fact that 9,000 dealers had promised to co-operate toward making Bicycle Day a success, and that the work of the committee was constantly developing new ideas for the effective promotion of the bicycle business. Dealer bulletins are to be issued every six weeks, and every possible advantage is to be taken of opportunities to secure favorable publicity to promote bicycling among women and girls, the formation of clubs, the organization of a national body, the promotion of bicycle racing and other methods of boosting.

Returning to the motorcycle, Mr. Quine was of the opinion that it was necessary to build a better atmosphere around the motor-driven two-wheeler. This could be accomplished by supplementing the publicity work already being done by the Association. The trade should demand its rights, and he was of the opinion that the newspapers would undoubtedly give respectful consideration to the trade contention that there is no reason why the motorcycle should always be picked out for hostile criticism.

Mr. Falor Talks on Publicity

Mr. Falor introduced his remarks by stating that he was a stanch believer in the future of the sport. It was his opinion that it should not be difficult to sell 100,000 motorcycles in one year. He believed that there were wonderful possibilities in the development of the commercial side of the business. He thought, for example, that co-operative delivery companies could be interested and would buy in quantities. He emphasized the necessity of securing more and more publicity all the time, and believes that it would be well worth while for the manufacturers to make bigger and better publicity their main objective.

After a general discussion of Mr. Quine's and Mr. Falor's remarks, President Henderson announced his intention to call on Mr. Quine in a few days and go over the entire proposition in detail. It is more than likely that the co-operation which the accessory concerns are now giving the bicycle manufacturers will be extended so as to include the motorcycle manufacturers also. The newspapers will soon sit up and take notice.

"Big Chief" Plays Host

The members who attended the meeting, also Show Manager Coffman, Secretary Hallock, H. S. Quine, S. A. Falor, Frank Chase and the representatives of the trade journals, were guests at luncheon of Mr. George M. Hendee. After having partaken of a very tasty meal the party was motored to the two plants of the Hendee Manufacturing Co., at Springfield and Hendeeville, respectively, through which they were guided by Messrs. Hendee and Weschler. It would take a whole book to tell the story of the many interesting and impressive things they saw. In any event, the fact that the Hendee company was ready for the spring rush and prepared to handle it to the entire satisfaction of its dealers and their customers was demonstrated when those in the party were shown a huge pile of finished, crated motorcycles, ready for shipment. That pile contained $800,000 worth of finished machines. Some very interesting stories on the Hendee factory and Hendee methods will be published in the near future in this paper.

Next Meeting in Milwaukee

There were so many invitations for the next meeting of the Manufacturers' Association that it was rather difficult to make a selection. However, the invitation of the Harley-Davidson Motor Company and the A. O. Smith Company was finally accepted, and the next meeting will be held in Milwaukee, June 14.

HIGH LICENSE ASKED IN RHODE ISLAND

Law Effective April 10 Works Hardship on Sidecar Owners by Demanding Additional $5 Fee; Motorcycle License Is $2

PROVIDENCE, R. I., Apr. 17.—The new motorcycle registration law of the state of Rhode Island, providing for a $2 fee for a machine and $5 for a sidecar, went into effect on April 10. The riders all over the state are dissatisfied with the new law, for they feel that the license fee for a motorcycle and sidecar combination, now $7, is much too high. In justification of their claims they point to the new Cristman measure, recently passed in New York, which calls for a fee of only $2.50 for a motorcycle, with or without a sidecar.

Quite a number of riders rushed their registrations through at the State Board of Public Highways before the new law became effective, and were thus able to squeeze in under the old regulations which required a registration fee of but $1 for both machine and sidecar. Those who waited were not so fortunate.

Under the present statute a sidecar is considered apart from the motorcycle and is grouped under the automobile minimum law, which accounts for the fact that a separate fee of $5 is now demanded. It is estimated that there are about 1,000 sidecar owners in the state.

Registration blanks are ready at the office of the State Board of Public Roads, which is located in this city at the State House. They can be secured by mail, and after the questions thereon are fully answered and the application signed by a notary, they should be sent to the board's automobile department, accompanied by check, money or express order.

JUGGLING GASOLINE PRICES IN CHICAGO

EDITOR **Motor Cycle Illustrated**:—

There are quite a number of garages in Chicago with signs outside giving the price of gasoline and such signs usually read, "Gasoline, 21 cents." After a motorcyclist goes in and gets about a gallon or so he is charged 25 cents a gallon. The garage owner explains that you have to buy more than two gallons in order to get the 21-cent rate.

Is not this a misrepresentation? You will note that the sign does not read, "Gasoline, 21 cents *a gallon*." Still we are forced to pay the 25-cent rate.

I think something ought to be done to stop this practice. A fellow does not mind paying the price so much as he objects to the method by which he is misled.

Chicago, Ill. A. E. RADCLIFFE.

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THE BICYCLING WORLD
FOUNDED 1877
DEPARTMENT OF MOTORCYCLE ILLUSTRATED
"ALL THE BICYCLE NEWS EVERY WEEK"

NEWARK VELODROME THROWS GATES OPEN

7,000 Spectators See the First Meet of Season; Kramer Given Rousing Reception and Wins Cavanaugh Stakes; Spears Rides Strong Race in the Shanley Handicap

NEWARK, N. J., April 17.—Seven thousand spectators turned out for the first bicycle meet of the season, which was staged at the Newark Velodrome on Sunday. Frank Kramer, the East Orange cyclist, who has held the national championship for fifteen consecutive years, was given a big reception when he appeared on the track, and he made good by winning the Cavanagh Stakes at one mile, which was the big professional open race of the day. In the Bernard M. Shanley, Jr., handicap Kramer found the allowances handed out too large for him and finished fourth. The race was won by Bob Spears, who was followed over the line by Clarence Carman and Reggie McNamara.

Spears and McNamara were forced out of the one mile open with punctures. McNamara punctured in his heat, while the outer strip on Spear's wheel separated from the tire as Bob was riding in the final. Kramer did not have any trouble leading Menus Bedell to the tape by a length, while George Wiley finished third.

Spears pulled a great sprint in the Shanley Handicap. Bernard M. Shanley, Jr., for whom the race was named, shook hands with Kramer and then fired the starting gun.

Spears started from the fifteen-yard mark and was out in front on the last lap. He rode a strong race and breezed in a winner. Clarence Carman pulled a surprise by coming through with a driving sprint and beating out McNamara for second place. Kramer finished fourth, followed over the line by Eddie Root.

Root Gets Arm Band

Eddie Root won the first Brassard race of the season, defeating Donald McDougall in a one-mile match. Root is now the holder of the arm band, which pays $50 to the rider defending it successfully. McDougall looked like a winner right down to the last lap of the race, but Root's final kick nipped McDougall at the finish mark.

Oscar Egg proved to be the class in the two-mile invitation. Bobby Walthour was the first man home, but the Atlanta rider was disqualified for riding in below the black line. Dupuy, John Bedell and Tim Sullivan followed Egg home.

The amateur honors went to August Lang, an Irvington youth. Lang won the half-mile handicap for the amateurs and in the two-mile open he finished second. The Spencer brothers, from Toronto, also attracted quite a bit of interest. In the two-mile race Arthur went down in a spill near the finish and his brother, William, won the race. In the half-mile handicap Arthur took second place, riding from scratch. The summaries:

One-Mile Novice (Amateur)—Won by Clarence Bayard, East Orange; Eddie Spilleto, Brooklyn, second. Time, 2:56⅗.

One-Mile Open (Professional)—Won by Frank L. Kramer, East Orange; Menus Bedell, Lynbrook, L. I., second; George Wiley, Syracuse, third; Gordon Walker, Australia, fourth; Joseph Fogler, Brooklyn, fifth. Time, 2:31⅗. Last eighth mile, 12s.

Half-Mile Handicap (Amateur)—Won by August Lang, Irvington (25 yards); Arthur Spencer, Toronto (scratch), second; Holger Mortensen, Plainfield (80 yards), third; William Simon, Plainfield (75 yards), fourth. Time, 56s.

Two-Mile Invitation (Professional)—Won by Oscar Egg, Switzerland; Marcel Dupuy, France, second; John Bedell, Lynbrook, L. I., third; Tim Sullivan, New Haven, fourth. Robert A. Walthour, Atlanta, finished first, but was disqualified for finishing inside the black line. Time 4:16⅕.

The Brassard Race (Professional) at One Mile—Donald McDougall, Newark, vs. Eddie Root, Boston. Won by Root. Time, 2:54⅗. Last eighth mile, 13s.

Two-Mile Open (Amateur)—Won by William Spencer, Toronto; Gus J. Lang, Irvington, second; Bennie Zager, Newark, third; Charles K. Brown, Colonial Field Club, fourth. Time, 5:04⅗.

Bernard M. Shanley, Jr., Handicap, One Mile (Professional)—Won by Robert E. Speers, Australia (15 yards); Clarence Carmen, Jamaica, L. I. (110 yards), second; Reginald McNamara, Australia (10 yards), third; Frank L. Kramer, East Orange (scratch), fourth; Eddie Root, Boston (70 yards), fifth. Time, 2:01⅗.

ENTRIES POURING IN FOR "ASS'N" CENTURY

NEW YORK, N. Y., Apr. 18.—Entries are coming in at a brisk pace for the spring century of the C. R. C. A., April 23, which will be held over the usual Long Island course, the dinner stop being at the Commercial Hotel at East Islip, L. I.

There will be a fast and a slow division—the latter to be divided into two sections, one starting from Columbus Circle, Manhattan, and the other from Bedford Rest in Brooklyn at 7:30 in the morning. The fast "crowd" will set out from the Circle only, at 8:30, and will overtake the pleasure riders at the dinner stop. A silver cup is to be presented to the club having the largest number of entries. Blanks can be secured from John Marquart, 14 Mt. Hope Place, Bronx, N. Y.

MOTOR WHEEL NEWS

MILWAUKEE, Wis., April 18.—New dealers continue to come into the Smith Motor Wheel fold. Among the dealers closed with last week are Lane Bros., Corsicana, Texas; Martins Bros., Kilbourne, Wis.; LeRoy DeBolt, Puyallup, Washington; E. F. Steinheller, Delgville, N. Y.; H. T. Gabb, Lake George, N. Y.; O. B. Ervin, Anderson, Ind.; H. C. Voelker, Fairmont, W. Va.; F. E. Lick, North East, Pa.; Valley Hardware Company, Hamilton, Mont.; C. H. Curtiss, Traverse City, Mich.; L. C. White, Twin Bridges, Mont. All contracts required immediate shipment.

STAGE HOME TRAINER RACES IN THEATER

GRAND RAPIDS, Mich., April 17.—To popularize cycling, members of the Western Michigan Cycle Club staged three races of home trainers at a local theater last week before a large crowd. C. J. Byers defeated C. M. Shook in the mile event, his time being 1:04, while the half-mile affair was captured by William Willberg from C. Taylor in 31 seconds. Taylor met his second defeat at the hands of Frank Meissner, who traveled the quarter-mile in 15 seconds. A number of home trainer races at the same theater are planned.

COURSE TO BE WELL PATROLLED FOR HOBOKEN RACE

WEST HOBOKEN, N. J., Apr. 18.—Boulevard Commissioner Paul Siglie has accepted the invitation of the Century Road Club of America, N. J. Division, to start its twenty-five-mile road race on Sunday, May 7, over the Hudson County Boulevard here. The riders will get under way at 9:30 in the morning.

The prize list will be the best ever offered by the "America's." There will be a total of 50 awards, headed by a $50 Pierce road racer fully equipped as the first place prize, and a $50 Pierce light racer as the initial time prize.

The race will be held on a three lap course, which will be cleared by a corps of motorcycle police under the supervision of Chief of Police William F. Clossey. Over 100 officials from various cycling clubs will also patrol the route. The handicapping will be done by the Inter-Club League, ensuring fair-play to all entrants. Entries close April 29 with E. E. Fraysee, 724 Syms St., West Hoboken, N. J.

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News of the Bicycle Trade

BUFFALO DEALERS WILL BOOM RACING

Committees Appointed to Supervise Cycling Activities This Summer; New Officers Installed; Martin Cavenaugh Gives Talk on "Never-Leak"

BUFFALO, N. Y., Apr. 18.—Fifty members of the Buffalo Cycle Dealers' Association attended the April monthly meeting at Millers Hall last week and installed new officers for the ensuing year.

Martin J. Cavenaugh was the principal speaker of the evening and delivered a very instructive talk on "Historical Sketch of Never-Leak." After the address a resolution was passed extending the scope of the association by making parts and accessory men eligible to membership.

Road races will be held this year under the auspices of the association on Decoration Day, July Fourth and Labor Day. To take care of the racing program a committee was appointed, with Chas. Haberer as chairman.

Saturday afternoon runs will also be staged by the dealers and these will be in charge of a committee headed by Adolph May of the B. F. Goodrich Company's local branch. Prizes donated by members of the association will be given at the end of each run.

Albert Schwegler, of Schwegler Bros., will have charge of a committee that will supervise novice runs—another feature proposed for the summer's cycling activities. No one, of course, will be permitted to ride in these races who has ever appeared in a similar event before.

When the next meeting of the association had been declared for April 28, the new officers were installed as follows:

John W. Henry, president; Charles Haberer, vice-president; and John J. Oliver, secretary and treasurer.

CYCLE JOBBERS WILL MEET AT HOT SPRINGS, VA.

BUFFALO, N. Y., April 15.—During the past week Keyser Fry, president of the Cycle Jobbers' Association of America, was the guest of John W. Henry for several days. While here Mr. Fry and Mr. Henry discussed the plans for the May meeting of the Jobbers' Association.

After much consideration it was decided that the next meeting of the association will be held at Hot Springs, Va., instead of Buffalo, during the week ending May 13.

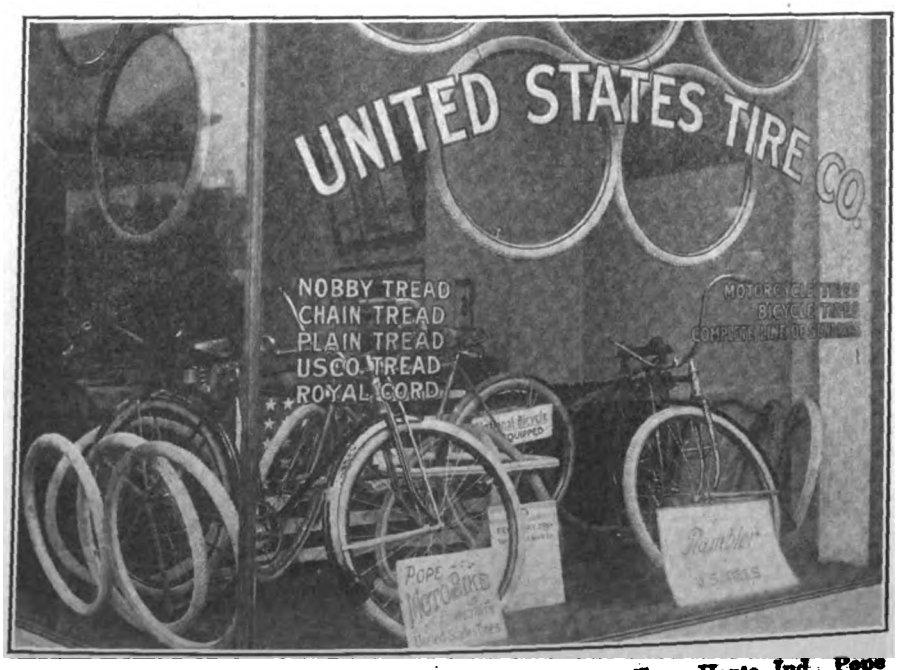
The Cycle Jobbers have invited the bicycle manufacturers and the Cycle Parts and Accessory Association to meet with them at that place.

BICYCLE MAKERS HOLD CONFERENCE AT BISON CITY

BUFFALO, N. Y., Apr. 17.—The Bicycle Manufacturers' Association held an important meeting at the Lafayette Hotel here on April 12. The two-wheeler makers declared themselves very optimistic over the 1916 outlook, and stated that the cycle business this year shows a huge increase over the same period last season.

Those present were as follows: Horace Huffman, of the Davis Sewing Machine Company; E. J. Lonn, of the Great Western Manufacturing Company; Pete O'Horo, of the Excelsior Cycle Company; William G. Schaak, of the Emblem Manufacturing Company; Keyser Fry, of the Reading Cycle Company; James Ash, of the Miami Cycle and Manufacturing Company; Percy P. Pierce, of the Pierce Cycle Co., and John W. Henry, of the Vim Cycle and Hardware Company.

HOW U. S. TIRE CO. IS BOOSTING BICYCLES



Window Display Used by United States Tire Co.'s Branch in Terre Haute, Ind. Pope Bicycles Were Borrowed from Dealer C. G. Pugh

SECURES ADVERTISING BY CO-OPERATING WITH PAPER

JACKSON, Miss., April 17.—C. M. Moter, a bicycle dealer of this city, has entered into an agreement with a local newspaper, whereby he is receiving advertising in return for offering as prizes a number of bicycles in a subscription contest. Briefly the plan is as follows:

"The Jackson *Daily News* is trying to interest women in soliciting subscriptions and, for every yearly subscription sent in, 2,000 points are awarded in the contest. To the lady receiving the largest number of points will be given a $35 Excelsior bicycle. The second prize is a $15 certificate on the purchase of a ladies' wheel, the third a $10 certificate and the fourth a $5 certificate. Full-page advertisements announcing this contest are being run quite regularly in the columns of the *News*, and Moter, who is putting up the prizes, is being mentioned prominently as the city's leading bicycle dealer.

VIM CYCLE CO. WORKING ON 24-HOUR SCHEDULE

BUFFALO, N. Y., April 15.—The Vim Cycle & Hardware Company reports that business is unusually good. Also that they are in fine condition to make prompt and quick deliveries. During the past fortnight they have been working on a day and night schedule.

"THE BICYCLE BOOSTER" OUT

MILWAUKEE, Wis., April 18.—The "Bicycle Booster," the house organ of the A. O. Smith Company's motor wheel division, has made its first appearance. The neat little booklet contains some crisp, breezy and pertinent merchandising advice on team work, demonstrating, advertising and time payment plans. A detailed statement is made concerning the large advertising campaign with which the motor wheel is now being boosted, and news of live motor-wheel dealers is given prominent space.

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U. S. I. HANDICAP BIGGEST RACE IN TEN YEARS

Field of 161 Crack Amateurs Participates in Ten Mile Event at Floral Park, L. I.; Bob Lipsett, C. R. C. A., Captures First Place Prize, While Tom Bello, U. S. I., Wins Premier Time Award

Scenes at the U. S. I. Race Last Sunday: First Row, Bob Lipsett, the Winner; Second, Acme Wheelmen Who Captured the Club Entry Trophy and (Immediately Below) Line Up of C. R. C. A., Which Accounted for Team Point Trophy; Third, Tom Bello, First Time Prize Winner. Second Row: Start of the Limit Men, and General View of the Starting Point at Floral Park, L. I.

FLORAL PARK, Long Island, April 16.—Not in a decade have eastern bicycle fans seen such a large field of riders as jumped from the start of the Unione Sportiva Italiana ten-mile handicap road race here today. One hundred and sixty-one cyclists participated in the affair, which so auspiciously opened the outdoor cycling season in the Metropolitan District. Robert C. Lipsett, 25 years of age, flying the colors of the Century Road Club Association, captured the monster classic with a handicap of 3 minutes and 30 seconds.

He was fully fifty yards ahead of A. Nieminsky of the Hudson County Wheelmen—the second man to cross the tape. Tom Bello, of the Unione Sportiva Italiana, riding from scratch, tucked away the first time prize in 26:02, finishing forty-fifth in the race.

The various handicap divisions, at the starter's signal given by Harry Kaiser, left in great style—as many as 40 riders pushing off simultaneously from the same mark. It seemed nothing short of miraculous that only three riders fell from their wheels while leaving the tape. Finally the scratch riders—ten of them—were under way and quickly disappeared in the distance.

A Merry Pace Set

The cyclists from the limit mark and those who were handicapped 3 minutes and 45 seconds were caught by Lipsett and his co-markers. But Johnny Ghirardi, of the U. S. I., wouldn't be passed and he set a merry pace. The race was proceeding like "greased lightning" until the four-mile mark was reached, when Fred Fesselmeyer, of the Acme Wheelmen, fell heavily from his machine and sustained injuries that put him out of the running.

Ghirardi was the first to make the turn at the five-mile pole, with Lipsett a close second. Then the "association" rider uncorked a sudden spurt that caught the field unawares and sent him flying past Ghirardi. Lipsett lost his lead occasionally, but when the finish hove in sight he was still in the front rank and applying more ginger at the pedals, he swept across the tape like a tornado. His time was 27:05⅖.

The plucky Italian rider, who had been giving stiff battle to Lipsett, was forced to abandon his attempt to overhaul the latter at the eight-mile mark.

At least 20 cyclists crossed the tape in a blanket finish, making it very difficult for the scorers and judges to ascertain the positions of the contestants after the tenth place. However, before the day was over, all the scoring had been completed and accepted as correct.

The lesser time divisions rode very hard and heady races. John Krajcky, from the 1 minute 45 second mark, finished in twentieth position, while J. Mar-

(Continued on page 30)

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'FRISCO CELEBRATES ITS BICYCLE DAY

More Than 500 Cyclists Ride Out to Golden Gate Park Stadium Where a Huge Crowd of Fans Gathered for the Stirring Race Meet—Old-Timers Mounted on High-Wheelers in Parade

SAN FRANCISCO, Cal., April 15.—San Francisco's Bicycle Day, held last Sunday at Golden Gate Park, fulfilled the expectations of the most sanguine. Far from the repeated postponements being a detriment, interest in the affair had grown with the suspense, and the assurance of fine weather brought a great many wheelmen, old and young, from distant points.

It was impossible to count the number of machines accurately, but there could not have been less than 500 bicycles lined up in the run through the Park; and a large crowd of spectators, conservatively estimated at ten thousand, completely filled the grandstand and spread out for a long distance around the track.

The Band Wagon Arrives

As one o'clock approached and the wheelmen began to gather at the Baker street entrance to the Park, that old-time haunt of cyclists took on an appearance it has not shown for many years. The band-wagon soon arrived on the scene and added its share to the merriment of the occasion, which was partly in the nature of a reunion for the older cyclists. The old-timers were there in large numbers, including a great many whose names have in times past been known throughout the cycling world; many of them brought their sons, and some their grandsons.

The younger generation of wheelmen was well represented, including some boys who have bought their wheels since the event was planned; and the cycling clubs now active around the Bay, including points as far distant as San Jose and Vallejo, turned out in good shape.

There were Herman Eggers, six-day winner of 1879, and Bradley, Hill and Russ, with their old high wheels, a center of curiosity for the younger generation, many of whom saw the pioneer form of bicycle for the first time; and there was a good sized bunch on motorcycles from the S. F. M. C., making a social run along with the bicyclists. Several outfits with Smith motor wheels also took part in the parade, and one amusing arrangement was a boy's coaster wagon, with automobile-style body, propelled at a good rate by a motor wheel in the rear. Then there was the first Dayton motor-bike seen in San Francisco, and several other interesting novelties, as well as a long tandem and some of the "freak" wheels of the old days.

High Wheel "Boys" in Line

When the time came to start for the Stadium, a ride of some three miles, the procession was led off by a squad of motorcycle cops who had been detailed to do honor to the occasion, but who had difficulty in going slow enough for the rest of the parade. They were followed by the band-wagon, and that, at a little distance, by the high-wheel "boys," and after them came the general procession, with here and there some club crowd keeping together in compact form. The run was made in very leisurely manner, reaching the Stadium shortly after 2. Among the old-timers, at least, many pleasant memories were recalled on passing by the once-familiar haunts and resting-places of cyclists, some of them now changed almost beyond recognition, and which not a few of the riders had not seen for years.

Arrived at the Stadium, the riders made the circuit of the three-quarter-mile track, while the spectators, including a great many who came in autos and street-cars, assembled at the grandstand or along the sides of the track.

Lots of Variety in Races

The parade over, the racing events went forward smoothly and without loss of time. The schedule originally outlined was not rigidly adhered to, the track events starting off with the novice race for boys over 16. Next came the messenger boys' race, in which a large number entered, and which was watched with great interest. Warren, of the Fillmore street office of the Western Union, was first, in 1:59¾; Graner, of the Postal Telegraph, second, and Sobell, of the Western Union office in the Flood building, third. After two more of the boys' races came the first heat of the two-lap open, which probably aroused more enthusiasm than any other event.

Hans Ohrt, representing the Olympic Club in this event, was roundly cheered on being introduced, and the various clubs cheered their riders with the old-time club yells.

Ohrt's performance was one of the big attractions of the day, as he had little difficulty in keeping ahead of all who rode against him, and he took part in several races.

The quarter-mile on high wheels, though naturally not much a matter of speed, was highly interesting as a curiosity, and the riders were greeted with hearty applause James Bradley finished ahead of Herman Eggers by a short distance, and H. Hill and Robert Russ came in together a little behind.

Old-Timers Watched with Interest

The track was well filled with the Olympic Club juveniles, who failed to develop much speed, though they made better time than the old-timers. This was followed by the second heat of the two-lap open, after which came the one-lap match race, in which Ohrt finished well in the lead in 1:58, with Hoffman second and Simondi third. The race of old-timers, 30 to 40 years of age, occasioned some excitement, as the participants, all of whom were formerly well known as bicycle racers, have not been riding for a long time. They proved no faster than might be expected, C. C. Metler winning in 2:09, with a long string stretching out behind, and there was a good deal of puffing as the bunch came in. In fact, the real old-timers, 40 to 100 years, made a rather better showing; but both these events were watched with great interest and enthusiasm by the grandstand crowd, which included many boom-day "fans."

Those who entered were Orlando Stevens, Jack Cunningham, "Babe" Gibson, Mike Lind, Harry Wood, Mike Dallenberger, of Denver, Bob Terrill and Harry Fowler. This race started to the tune of "Silver Threads Among the Gold," but finished in lively fashion, Bob Terrill crossing the line in 2:07½, with Lind a close second and Fowler and Cunningham tying for their. After this race a lot of the old-timers were lined up opposite the grandstand and introduced, including Judge Frank H. Kerrigan, of the Appellate Court; Supervisor Jack Hynes, Frank E. Carroll, chairman of the Bicycle Day committee; Walter Foster, of the Bay City Club; Joe Desimone, of the Garden City; Harry Fowler, Robert Long, Tony Delmas,

Harry "Trilby" Fowler, who has not been riding for ten years, gave an exhibition of fancy riding, showing the youngsters the tricks they used to do in the old days; and he was very nearly up to his old form, giving an exhibition that was full of pep, and was greeted with much applause. His appearance was the signal for a hearty yell from the Bay City Club, of which he was a prominent member.

Tire Company Teams in Relay

The final heat of the two-lap event was an exciting affair, but Ohrt maintained his lead in good shape, finishing in 4:24½. The three-lap relay between the tire company teams also offered some excitement, as the Goodrich, Goodyear, Fisk and Firestone teams had been getting in considerable practice.

The day closed with a two-mile tandem race, an event which has not been seen here in a long time, and in which the spectators took a great deal of interest. Ohrt and Hoffman won in 3:39, with Spence and Drury second and Walsh and Thompson third. The summaries of the races:

Novice race for boys over 16, one lap—Earl Thompson, winner. Time, 1:44½.

Messenger boys' race, one lap—Warren, first; Graner, second; Sobell, third. Time, 1:59¾.

Race for boys, 8 to 12, one lap—Fenn, first; Donnelly, second; Berthart, third. Time, 2:25.

Race for boys, 12 to 16, one lap—S. Behr, first; Philip Patterson, second; Lewis Kelley, third. Time, 1:57¾.

First heat of two-lap open race—Hans Ohrt, first; Harry Hoffman, second; H. Spence, third.

Quarter-mile on high wheels—James Bradley, first; Herman C. Eggers, second; Thomas H. Hill and Robert Russ tied for third. Time, 0:35½.

Olympic Club Juveniles, one lap—Phil Patterson, first; George Price, second; Ed. Reuthers, third. Time, 2.08½.

Second heat of two-lap open—B. Cooper, first; C. Girard, second; William Hammilt, third.

Match race, one lap—Ohrt, first; Hoffman, second; A. Simondi, third. Time, 1:58.

Old-timers' race (30 to 40), one lap—C. C. Mettler, first; J. W. Watson, second; H. Wilcox, third. Time, 2.09.

Old-timers' race (40 to 100), one lap—Bob Terrill, first; Mike Lind, second; Harry Fowler and John Cunningham tied for third. Time, 2.07½.

Final heat of two-lap open race—Ohrt, first; Cooper, second; L. Drury, third. Time, 4:24½.

Three-lap relay race for tire companies—Albury (Goodrich), first; Berrberg (Goodyear), second; Wahlsen (Firestone), third. Time, 5:38½.

Policemen's race, one lap—J. Watson, first; C. J. Birdsell, second; T. H. White and Coulter tied for third. Time, 2.39.

Firemen's race, one lap—J. Coughlan, first; W. A. Petri, second. Time, 2:07¾.

Three-lap handicap—Earl Thompson, first; R. Gillette, second; R. Girard, third. Time, 5:10¾.

Two-lap Smith motor wheel race—Linn Howard, first; Charles S. Howard Jr., second; W. E. Wood, third. Time, 3:44½.

Two-mile tandem—Ohrt and Hoffman, first; Spence and Drury, second; Walsh and Thompson, third. Time, 3:39.

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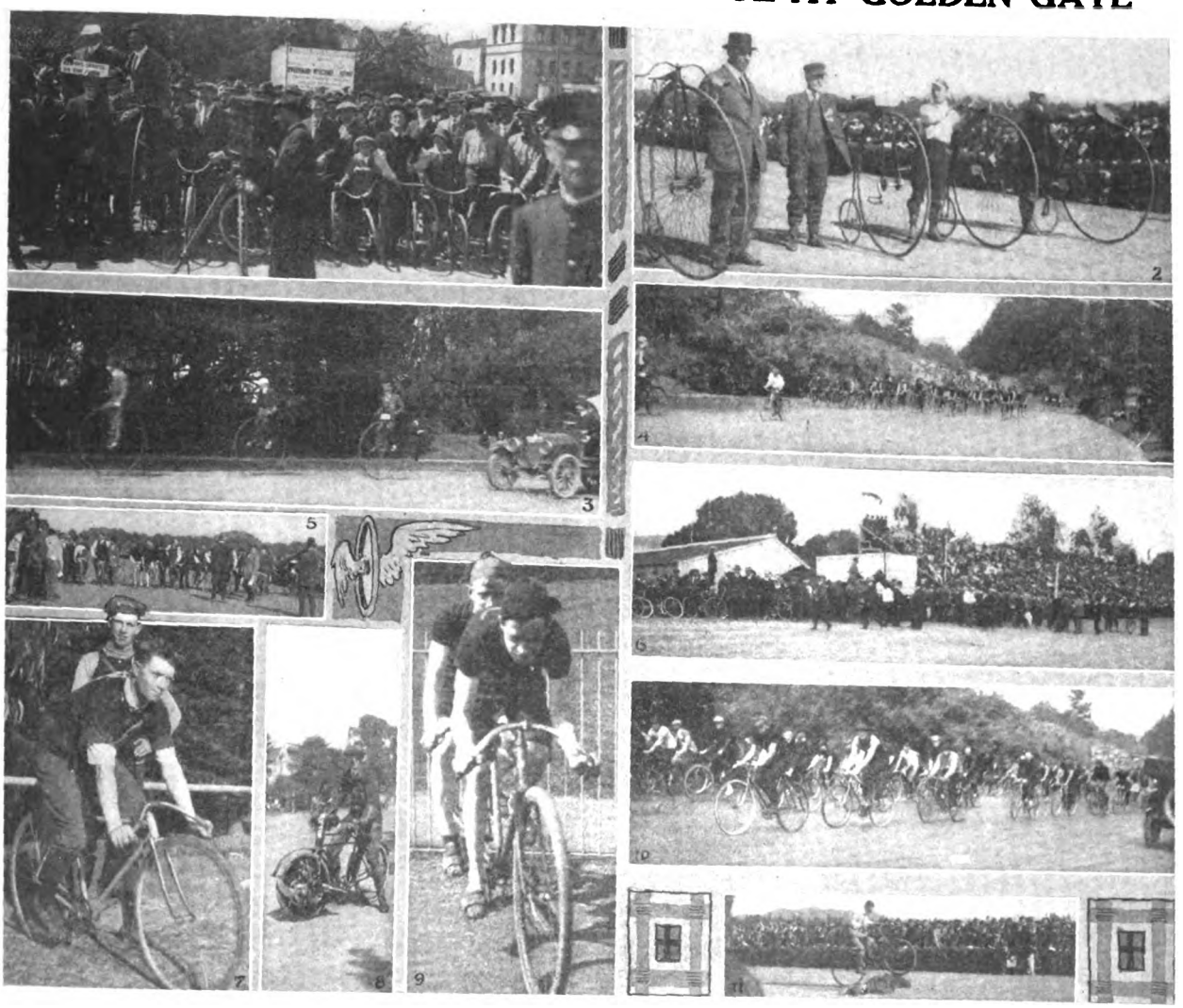
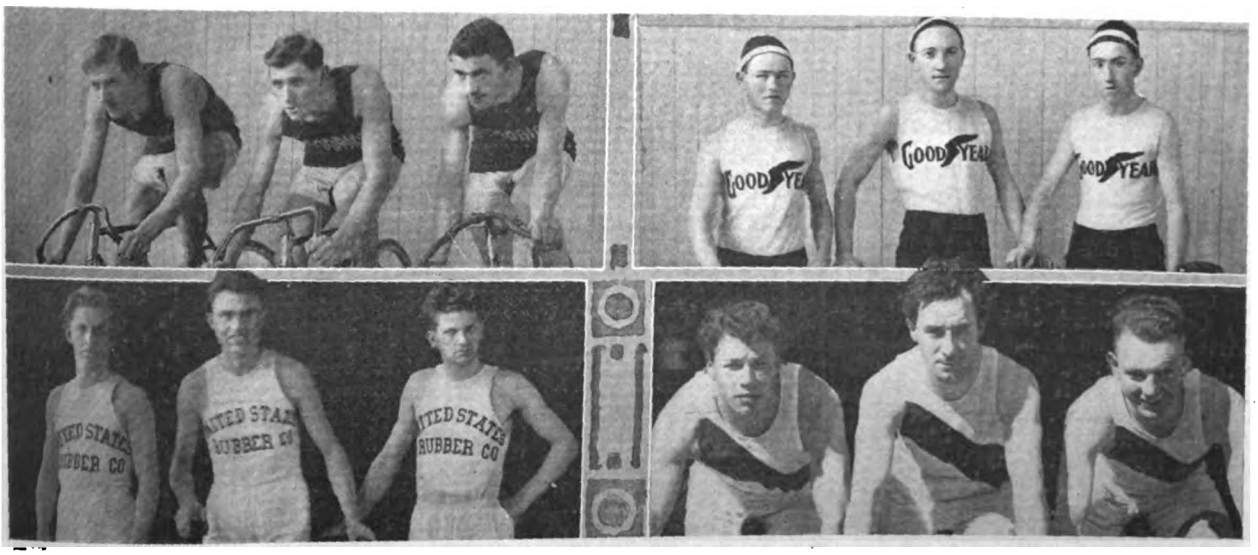
FIRST PHOTOS OF THE BICYCLE FETE AT GOLDEN GATE



1—The Moving Picture Man on the Job at the Big Bicycle Day Parade in San Francisco. 2—Just Before Race on "Ordinaries." 3—The High Wheelers in the Line. 4—The Vanguard of the Bicycle Clubs. 5—Lining Up for One of the Races. 6—Half of the Grandstand, Which Was Packed. 7—W. Thompson, Winner of One Mile Novice. 8—Dayton Motor Bicycle in Parade. 9—H. Spence and L. Drury, Second in Tandem Race. 10—New Century Wheelmen in Parade. 11—An Exhibition of Trick Riding.



Above Are Photographs of the Four Teams Which Were Entered in the San Francisco Bicycle Day Races by Local Branches of the Big Tire Companies. The Teams Shown Are the Goodrich, Goodyear, United States and Firestone

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U. S. I. HANDICAP BIGGEST RACE IN 10 YEARS

(Continued from page 27)

HOW THE FIRST 25 CYCLISTS FINISHED IN U. S. I. TEN-MILE HANDICAP

Name	Club	Hdcp.	Time
1—R. C. Lipsett	C. R. C. Association	3:30	27:05⅗
2—A. Nieminsky	Hudson County Wheelmen	3:00	26:57
3—J. Ghirardi	Unione Sportiva Ital	3:45	26:56
4—J. Caldwell	Brooklyn Wheelmen	3:00	27:11⅕
5—W. Renz	C. R. C. Association	3:15	27:36⅗
6—P. J. Brock	Brooklyn Wheelmen	3:00	27:21⅗
7—G. Syeppello	C. R. C. Association	3:30	27:51⅘
8—W. Lundquist	Acme Wheelmen	3:30	27:52⅘
9—M. Kurzdofer	Acme Wheelmen	3:45	28:07⅕
10—C. Eiler	New England Wheelmen	3:30	27:53
11—C. Kudrle	C. R. C. of America	3:00	27:22⅗
12—R. Olsen	Hudson County Wheelmen	3:30	27:53⅕
13—G. Harvey	Unattached	3:00	27:23
14—W. Bohnenberg	Cedarhurst C. C.	3:00	27:23⅕
15—R. Braet	Unione Sportiva Ital	3:15	27:38⅗
16—C. H. Tonjes	New England Wheelmen	3:30	27:55
17—S. J. Crocker	Big Mac C. C.	3:15	27:48
18—V. J. Cestone	C. R. C. Association	2:35	27:15
19—J. A. Van Zandt	Empire City Wheelmen	2:35	27:25
20—J. Krajcky	Unattached	1:45	26:46
21—J. J. Marquart	C. R. C. Association	1:00	26:07
22—A. Attardi	Empire City Wheelmen	1:00	26:08
23—C. Rabbino	Unione Sportiva Ital	1:45	26:53⅕
24—P. G. Giordano	Unione Sportiva Ital	2:15	27:29
25—W. Stevens	Cedarhurst C. C.	3:15	28:30

quart, riding with the 1 minute bunch, immediately followed him.

Scratch riders began to come in from the forty-fifth position and rode just barely fast enough to account for the time prizes. Tom Bello, of the promoting club, famed for his road, track and flat floor racing, covered himself with glory in winning the first time prize. Fred Woisin, of the Acme Wheelmen, breezing in only a half wheel's length behind Bello, won the second time prize, while the other scratch men all finished within 15 seconds of each other.

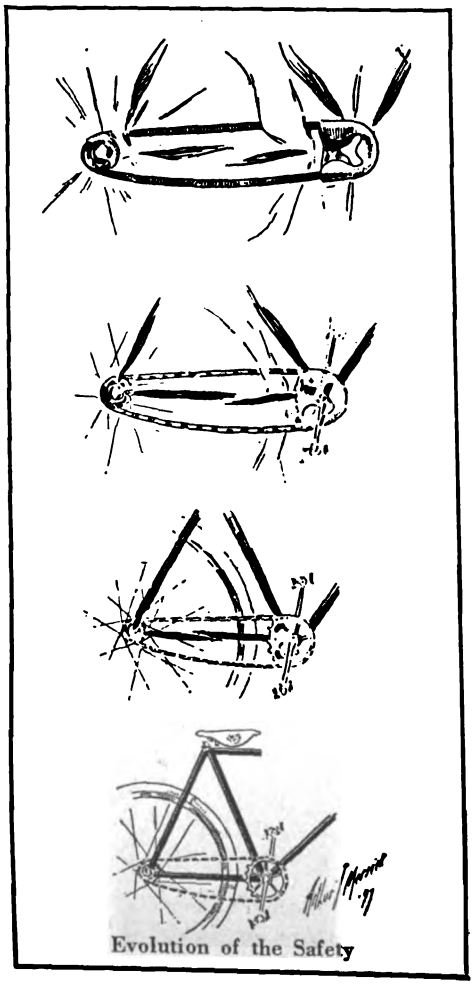
The course was in first class shape for racing, except for a stretch of sand, about one-half mile from the start. But, nevertheless, the jinx was there in Sunday-go-to-meeting clothes. Not less than ten riders had spills due to the crowded condition of the course. Fesselmeyer and E. Kuno probably received the worst injuries and they were promptly attended to by Dr. A. C. Griffin, the chief timer.

All things considered this race was the biggest and most enthusiastic seen around New York in many a year. Its immense success certainly was a splendid tribute to the live wire organization which promoted it, the Unione Sportiva Italiana. The man behind the race, who was plugging for it night and day, is Mr. George Bieregel, who as chairman of the U. S. I. has in less than a year's time developed one of the best cycling organizations in the country.

The team point trophy was captured by the Century Road Club Association, the victorious team being composed of Lipsett, Renz, Steppello, Cestone and Marquart. The points scored by the various teams were: C. R. C. A., 52; U. S. I., 95; Acme Wheelmen, 108; Brooklyn Wheelmen, 119; Empire City Wheelmen, 146. Each of these clubs had five riders on its team, and points were awarded according to the numerical position of the rider at the finish.

The Acme Wheelmen with 22 starters were awarded the club trophy for the largest number of entries. The Empire City Wheelmen, with 18 starters, was second, while the C. R. C. A. was third with 15 entrants, and the C. R. C. of A. fourth, having 10 members in the race.

One hundred and seventy-one entries were received, only 10 riders, therefore, failing to put in an appearance. Above is given the order of the finish of the first 25 men.



Evolution of the Safety

GOERKE SELLS INDIAN BIKES TO PARK COMMISSION

NEWARK, N. J., Apr. 18.—The Essex County Park Commission recently placed an order with Walter Goerke for 12 Indian bicycles. The machines are finished in black with blue striped rims. All of the bikes are equipped with "Blue Streak" Goodyear tires.

Charles Krebs sold a Reading-Standard bicycle to one of the heads of the Prudential Insurance Co., a man who has three limousines to go out in any time he wishes to. He felt that the exercise and contentment of spinning along on a wheel was of more value to him than all his automobiles.

Watson Kluczek has sold 10 New England-B. S. A. racing bikes to lads who have been enthused with the racing fever through the revival of the historic Irvington-Milburn race that will be run off on May 30.

TWENTY-FIVE MILE HANDICAP ON JERICHO TURNPIKE

NEW YORK, N. Y., Apr. 18.—The annual twenty-five mile bicycle road race of the New York Division of the C. R. C. of A. will be staged on the Floral Park-Hicksville course, Long Island, on June 7. The rain date is June 14.

Two Pierce racing bicycles top the list of fifty prizes, which contains some valuable merchandise that will gladden the heart of racing men. The Jericho Turnpike, over which this event is to be run, is in very good riding condition and the C. R. C. of A. officials expect that fine time will be made. William Gold, 374 Third avenue, has charge of entries.

WESTFIELD CO. GIVES CUP FOR C. R. C. A. RACE

NEW YORK, N. Y., Apr. 18.—The latest prize to be received for the ten-mile handicap road race of the Century Road Club Association, which will be held on May 21, is a handsome silver loving cup, donated by the Westfield Mfg. Co., maker of Pope motorcycles and bicycles. Since the announcement last week, additional prizes have been received, important among which is the donation of five silver medals by the Robbins Co., for the riders of the team making the lowest score. Entries are being handled by A. R. Jacobson, P. O. Box 21, Station H, New York.

FONDY'S NEW CYCLE STORE

FOND DU LAC, WIS., April 18.—The Galloway-Buch Cycle Company has opened a salesroom and repair shop at 16 East Second street. E. E. Galloway and August Buch are the members of the new firm. The store to be occupied by the new concern has been remodeled and decorated and will make one of the finest places of its kind in the city. The stock will comprise bicycles, fishing tackle, baseball goods, ammunition, guns and equipment.

The next installment of Kramer's life story will appear in the April 27 issue

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MY EXPERIENCES WITH AN ENGLISH MOUNT

Notes on the Behavior of a Triumph on American Roads, With Special Reference to Its Rubber V-Belt Drive and Sturmey-Archer Three-Speed Hub

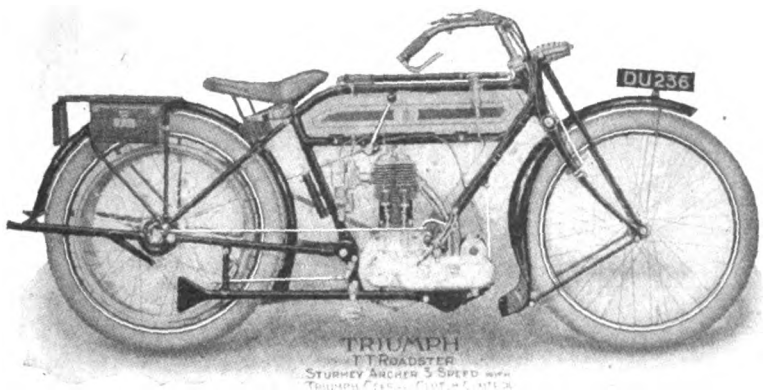
BY C. A. SHAW

EARLY in the spring of 1914 I had the opportunity of buying a Triumph motorcycle, and since it had been for several years my pet desire to try out a British machine, I closed the deal and prepared to sell the mount I had expected to ride.

I bought the machine like a "pig in a poke," never having seen it, and when it at last arrived by freight, it took some thought and ingenuity to figure out the various controls. However, I soon mastered it, and up to the present time have ridden 7,400 miles with the greatest satisfaction. Before getting this machine I had ridden three of our well-known American makes.

The Triumph specifications, briefly, are: four-cycle, single cylinder, 30¼ cu. in. capacity, side-by-side valves, 26-inch wheels, Sturmey-Archer 3-speed rear hub, Bosch magneto, non-automatic carbureter, rubber V-belt drive with variable pulley.

Perhaps the "top-hole" (as the English say) thing about the whole machine is the rubber V-belt drive. I have used the flat belt that climbed the pulley, or slipped, or stretched—though when it was just right, it was very good. And I have used the chain drive, and I know how the chain stretches and the sprocket teeth wear. But the rubber V-belt was new to me. As far as I could learn, it was a sweet drive for about 500 miles, and then you threw the belt away and fitted another; and if it rained the belt slipped and slipped.



The Triumph Model Used by the Author

Reserve Belt Not Needed

So about my first act was to order a reserve belt. Well, at the end of my first season's riding, 3,700 miles, the original belt was still in first-class shape. And though ridden in some heavy rains there had been no slipping noticed. The stretching had been slight, not as much as with a chain of the same length.

The belt fasteners are provided with connecting links of three different lengths. If the belt becomes slack, slip in the next smaller links. If, with the smallest link in the belt is still not tight enough, cut off an inch and start again with the longest link. The job of shortening a belt is not to be compared with that of shortening a chain.

I have ridden 1,500 miles with no attention to the belt beyond lubricating the fastener occasionally. Think of riding all the season and having your driving mechanism running just as smoothly and transmitting just as much power at the end of the season as at the beginning; and that with practically no bother of cleaning or oiling. Then, too, the cushioning effect of a belt adds to the life of the engine and the whole machine. No tearing out of spokes with a belt drive.

Some one will say that you can't get the speed with a belt that you do with a chain. A conclusive answer to this is furnished by the speed records made by belt-driven machines on the Brooklands track.

It is inexplicable to me that the rubber V-belt was dropped by our factories in 1910-1911, and that no one has taken it up over here since. Practically all the English machines have their final drive by belt, and they wouldn't stick to it if it were unsatisfactory. My belt is a ⅞-inch, and is fully adequate for my work. Certainly a 1¼-inch or 1½-inch belt would hold the largest twin made.

The front pulley is a variable one. By slacking the end nut, the outer side of the pulley can be screwed in or out, thus changing the depth to which the belt seats itself, and consequently the gear ratio. This is, of course, a great advantage if one does varied riding. I use a 4¾ gear on easy going, but for hilly or sandy country it is a matter of but a few moments to shift the pulley so as to give a 5¼ or 5½ ratio.

With a direct drive of 4¾, my Sturmey-Archer 3-speed hub gives a middle drive of 7½ and a low of 11½. This hub is now familiar to many through its use on bicycles, so I will not describe it in detail. With the exception of a broken gear actuating rod, I have had perfect satisfaction from it. Its great advantage is that change of speed is done without de-clutching. Just lift your exhaust valve and shove the speed lever over. Middle and high speeds, of course, are used mostly.

I weigh 160 pounds and have climbed Mt. Wachusett on this 3½ h. p. machine, going into third speed only the last quarter of a mile. Contrary to usual customs, the gears are lubricated by sperm or a light bicycle oil. Careful examination shows no signs of wear on the gears.

The cylinder is a beautiful casting, with thin walls, and thin, deep fins. Its cooling properties are excellent, so good that except in hot weather, oil suitable for water-cooled engines gives the best results. In summer I use a heavier oil, like Mobil-oil A.

The piston is light and quite different from our usual style. It is straight-sided and close fitting, having no oil grooves. The two piston rings are placed one at the top of the piston and one at the bottom, an arrangement that is supposed to secure more even wear of the cylinder walls. There is always some wear in the upper ring slot of a piston, and the manufacturers can furnish rings .005, .010 or .015 inch oversize (width) so there never need be any up or down play. This is an important point in keeping the compression good.

Compression Uniformly Good

The valves are side-by-side, and had run well over 3,000 miles before there was any need of grinding. The compression has been uniformly good, there never having been a time when by standing on the pedal I could force it over against compression. Cylinder and piston have been cleaned of carbon every thousand miles. At the same time I fit new inlet and exhaust valve springs (which I can buy at four cents each). I believe firmly that fresh springs and smooth lubricated movement of the valves in their guides have a lot to do with the "ginger" of a machine.

The carbureter is non-automatic, i. e., has two levers which by Bowden wires actuate the throttle and the air. When the throttle is opened the air must be opened correspondingly. As both levers can be moved with the finger, this is easily done. The great advantage is that the mixture is absolutely at one's control. In starting

(Continued on page 34)

PUBLICATION of Mr. Shaw's article is not to be construed as placing this journal on record in behalf of any design of motorcycle, or any feature of equipment. It is simply presented for what it is worth as a statement of actual experiences on American roads with a type of motorcycle representative of popular British designing, and differing radically from our own standard lines.—The Editor.

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INDIAN CLIMBS TO SENSATIONAL VICTORIES!

Wins Two Pacific Coast Hill Contests Against Top Notch Fields

IT'S Powerplus again!

Pitted against picked men and special motors—facing a 65 to 71 percent grade 800 feet long—Powerplus outdistanced them all and once more gave a brilliant demonstration of what its name means.

The San Juan-Capistrano Hill Climb, April 16, was another unfurling of the flag of Powerplus real stuff—another declaration of Powerplus in-

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dependence—another Powerplus celebration of thoroughbred ability to accomplish, to win!

The hill upon which this competition took place was practically unclimbable, so steep that the machines had to be lowered to the starting point with ropes.

But Powerplus had it on the hill when it came to the final score. And Powerplus means more than ever to the thousands of spectators who saw this wonderful performance.

The only machine to give Powerplus real competition was another Powerplus, which actually went 18 feet further than any, but was disqualified for running off the course.

The winning machine was a 1916 Powerplus Cradle Spring Indian ridden by Myron Warner.

The Indian Featherweight had its own little triumph by climbing half the distance of the winner. Only six machines beat the Featherweight mark.

Then there was San Jose April 9.

This course was an incline ranging from 45 to 58 percent up the roadless mountainside.

One trade paper refers to this climb as the "most daring and spectacular ever pulled off in the history of Coast motorcycling."

In the professional division Indian, ridden by Ben Torres, finished

FIRST

In the amateur division Indians, ridden by Charles Roque and E. Ballantyne, finished

FIRST AND SECOND

A Pacific Coast wire says that this was the most decisive hill-climb victory in the history of motorcycling.

IF IT'S POSSIBLE TO DO THERE'S ONE MACHINE TO DO IT—

Indian

Hendee Manufacturing Company

Largest Motorcycle Manufacturers in the World

Springfield, Mass.

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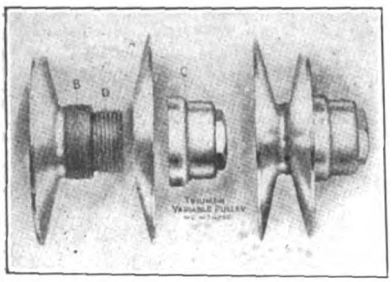


Two Views of the Variable Pulley

(Continued from page 31)

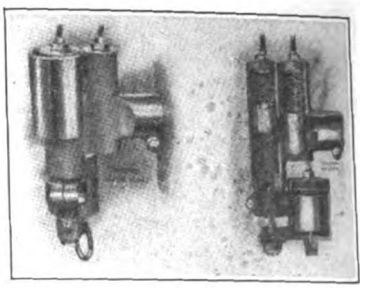
one can make the mixture as rich as necessary, and then vary it as circumstances indicate. Running fast in hot weather one may increase the air considerably. When hard hills come the mixture may immediately be made richer. As to economy of fuel, I made almost exactly 25 miles on a measured quart of gasoline, with a running time of one hour; and this has been about my average. For instance, I rode 117 miles from Portland, Me., to my home on five quarts of gas, and had a little left.

My tires are English ones, 26 x 2¼ on the front wheel, 26 x 2½ on the rear. They seemed at first sight thin and flimsy, being much lighter than our American product, but I have found their wearing qualities all that I could wish.

The magneto is chain-driven, the Renold chain being wholly enclosed. For this reason it can be kept thoroughly oiled, yet free from dust, and there is remarkably little wear or stretch. I have found it necessary but once to take up slack in the chain by sliding the magneto forward on its platform. The play or back-lash as shown by the interrupter is decidedly less than in a gear-driven magneto which has run the same distance. It is highly important that, with the uneven balance of the armature, the drive of a magneto be smooth.

The machine was equipped with an excellent Brooks saddle, but had no springing other wise than this (except for spring front forks). This was a real defect to me, but I remedied it by fitting a well-known shock-absorber of American make.

Perhaps the best way I express my satisfaction with this machine is to say that I have no real desire to change, or get a new one. Yet I must confess that down deep in my heart is a yearning to try out a Douglas opposed-cylinder twin. Sometime—maybe!



The Carbureter, Complete and Cut Away

WHY COWBOYS LIKE THE POWER "HOSS"

Ringling (Okla.) Puncher Hopped From a Pony Saddle Onto a Motorcycle Seat, and Says the Machine Pays Its Way—Telephone Companies Make Speedy Repairs in Oil Fields by Using Machines

By W. F. KERR

RINGLING, Okla., Jan. 28.—Walter Gann, once a cowboy on the big prairie ranges of the Chickasaw Nation, now punches his cattle and drives home his horses from the pasture on a motorcycle.

A. F. Decker of Oklahoma City, equipment installer for the Pioneer Telephone Company, took time into account, both for his company and the Healdton oil field operators, and threaded the field with telephone wires, with the motorcycle as his vehicle of transportation.

Thus has the motorcycle filled a part of the long breach between the cattle raising epoch and the oil epoch of Southern Oklahoma.

Usefulness Proven

It has not displaced the horse on the small ranches that are left in this region, and it will not so long as cattle are collected in large herds, but it is a handy vehicle about the ranch and is being used in many emergencies. Its introduction gave cowboys an excuse for idle merriment and all manner of jests, but its usefulness made it a substitute for the cow pony when necessity demanded quick errands. On his pony the old-time cowboy galloped twenty miles for a doctor and was gone half a day; on his motorcycle the utility man of the ranch gets a doctor in one to three hours.

The Indian that Gann introduced into the ranch and farm section of Jefferson County was the first racer here. During a carnival at Ringling last year he won his initial race, beating the records of some semi-professionals who were attracted to the meet from other parts of the State. This year Gann has issued a challenge to all motorcyclists of this and adjoining counties to meet him in another contest. An excellent track has been laid out near here for all kinds of racing.

Walter Gann, Who Uses a Motorcycle Regularly on His Ranch; Above, A. F. Decker, a Telephone Man

"I like racing as a pastime," says Gann, "and really have an ambition to go farther into the racing game, but my chief object in owning a motorcycle is to make it pay its way in usefulness. I drive up the horses and mules and occasionally do a little cow punching on it. I ride it to town for purchases and to have tools fixed at the blacksmith shop. I made one trip to Wichita Falls and return, a total distance of 84 miles, in one day, which is somewhat of a record among motorcyclists in this part of the State."

In Oil Fields

The use of the motorcycle in the oil field, so far as Southern Oklahoma is concerned, has not developed save as it relates to telephone operations. In no other rural community than an oil field is good telephone service so insistently demanded. Every manager's and every superintendent's office is equipped with a telephone. The telephone office in Wirt, an oil field village, six miles from a railroad, has done over $1,000 of business a month for several months.

New toll lines were demanded early in the oil operations. The quick repair of broken lines was a necessity. With the use of the motorcycle A. F. Decker installed the lines in the shortest possible time and thus made the motorcycle part of the permanent equipment of the telephone office in Ringling in order that delay in repairs might be forestalled.

Where Autos Can't Go

It is interesting to note in closing that a few scouts for oil companies and lease buyers ride motorcycles, particularly in broken sections of country where automobiles would be impractical, and where animals have difficulty in traveling.

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TO FACILITATE MOTORCYCLE AND TIRE SHIPMENTS

Rubber Club of America Has Worked Out a System by Which the Tire Problem As Applied to Exported Cycles Is Considerably Simplified—Meets English Requirements

NEW YORK, Apr. 7.—The Rubber Club of America, Inc., has worked out a scheme by which the shipping of both automobile and motorcycle tires to European ports will be facilitated. The stringent regulations imposed by Great Britain have caused some hardship, and it is the purpose of the Rubber Club to arrange things so that the tires needed for any legitimate shipment of motorcycles can be obtained on the other side without difficulty, or sent through with the motorcycles themselves.

Arrangements have been made by which a motorcycle manufacturer can fill out a "Shipper's Declaration" and file it with the secretary of the Rubber Club of America, 17 Battery Place, New York City. A copy of this declaration is given to the shipper, another copy remains with the secretary of the Rubber Club and a third copy goes to the War Trade Department, 4 Central Buildings, Westminster, S. W., London, Eng.

The shipper will forward his copy of the declaration to the London agent, who is to make application to the English War Trade Department for license to obtain the tires. His copy will then be compared with the copy forwarded to the British authorities by the Rubber Club of America, and in that way it is hoped that the Britishers will ultimately be convinced of the legitimacy of the motorcycle shipment for which the tires are needed. In other words, the arrangement will give formal proof that the motorcycle tires applied for are intended for use on motorcycles actually shipped from this country, and that they will not be used as teething rings or life-preservers.

As England has for the present barred motorcycle imports, the proposed system will apply only to motorcycles and tires shipped to neutral countries, or to the Entente Allies, which shipments must be passed upon by the English authorities before they are allowed to go through. The declaration above referred to will provide for re-shipment of the motorcycles and tires from England to the European country for which the goods are intended.

Full details concerning the system can be obtained by writing to the secretary of the Rubber Club of America, at the address given above.

A SERVICEABLE AND LOW-PRICED COSTUME

Describing a Riding Outfit for All-Season Use Which Is Conservative in Price and Appearance and Extremely Comfortable

By J. H. WHITNEY

IT is my opinion that a riding costume should combine a regular business suit, or at least be as presentable as such, with the necessary outfit for motorcycling, and should, furthermore, be economical. In my work as a salesman, I have found that a neat appearance was an asset, and so during the last four seasons have been using the costume described below. Without the leggings, the wearer appears but little different from any man on the street.

Beginning from the ground up, the first item is a pair of storm rubbers. These, in connection with the leggings, keep the feet clean in dry weather, and both clean and dry in wet weather. The leggings come over the knee and clasp at the top, being fitted about midway with a patent hook-fastener. I have been using a slightly different and shorter type, with a removable piece at the top, but I doubt whether this latter type can now be obtained. Long experience with the leggings and storm rubbers has proved that legs and feet are kept dry, even when riding through water.

Coat and Muffler

The coat is large and roomy. It is made of olive tan covert cloth, and is waterproofed. It has a convertible collar, which can be buttoned closely under the chin or laid flat on the shoulders. When the coat is removed, the suit-coat is there, fresh and clean. For neck protection, I use a woolen muffler, with snap fasteners in the back. This muffler has a long front to come down over the chest, which is fine for Winter winds. Naturally, this article is not used in the Spring and Fall.

The question of goggles is solved, I have found, in celluloid ones with full eye-pieces, held to the head by an elastic band. I have been off too many times to trust my eyes behind glass. This type of goggle has nothing to interfere with the vision and gives a wide range of sight all around. As goggles scratch easily, they should be carried in a case, or in a small mailing tube with a screw top.

For Winter riding I use muskrat fur gauntlets, lamb-lined. The gloves should be loose, for tight gloves of any kind mean restricted circulation and cold hands. For Summer, I would not recommend any particular glove, as each rider has his favorite. Good canvas gloves with leather fingers are good for warm weather. Personally, I prefer to ride barehanded in Summer.

J. H. Whitney

A rough pair of canvas gloves, listing at ten cents at any variety store, is good to keep hands clean when making adjustments on the road. They should have gauntlets, of course. When in the toolbox, these gloves will prevent the contents of the box from rattling.

NATIONAL TIRE ASS'N TO MEET IN LOUISVILLE

LOUISVILLE, Ky.—The National Tire Service Association will meet in this city in a few days to complete its organization, adopting by-laws, etc. The association was recently organized at Indianapolis to co-operate in extending credit, promoting efficiency and in giving economical tire service, as well as exchanging ideas on operation among its members. Officers of the concern are Roy E. Warner (Firestone), president; F. C. D. Dobson, St. Louis, secretary.

ALL ENGINES MUST HAVE MUFFLERS

MT. GILEAD, O.—The city fathers have passed an ordinance to regulate gas and gasoline engines. This measure provides that every gas and gasoline engine operated within the village limits must be provided with a muffler, and without stating that the muffler must be used on all occasions, further provides "that any person violating said ordinance shall, upon conviction, be fined not to exceed $25."

CONTRACT FOR ROAD SIGNS

COLUMBUS, O.—The commissioners or Franklin County are arranging for a contract to place distance and direction signs at all intersections of important roads in the county. This will follow the terms of the Cass road law passed at the last session of the Ohio General Assembly.

PLANNING NEW ENGLAND TOUR

READING, Pa.—Walter Fegley, William Dolan and Floyd Bachman, members of the Reading M. C., who recently invested in new machines, have announced that they will make a two-weeks' tour through New England in June.

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STATE LAW SUPERSEDES BUFFALO ORDINANCE

Assistant City Attorney Advises Motorcyclists to That Effect but Says Local Fees Cannot Be Returned Without Councilmanic Action

BUFFALO, N. Y., Apr. 15.—"The motorcycle license ordinance of Buffalo, which was passed by the Common Council in 1914, is no longer in force," declared Assistant City Attorney Smith to the **Motor Cycle Illustrated** representative when questioned as to what effect the State license would have on the Buffalo ordinance.

After making this declaration he quoted Chapter IV, Section 55, Subdivision 10 of the city ordinance, which is as follows: "This section shall not apply to vehicles owned and propelled or ridden by non-residents of the city of Buffalo coming into or passing through the city not oftener than once a month on the average, *and it shall be deemed repealed and superseded by any State law which may be hereafter enacted requiring any registration numbering of motorcycles with the Secretary of State.*"

When asked whether the 1916 license fees already paid to the city would be returned to the riders he replied: "Such fees cannot be returned by the city to riders unless the Council passes a special resolution which will permit the return of such fees."

April 10.

Editor: I would be lonesome without your journal. Please renew my subscription. I am also suggesting the name of a friend who is interested in Motor Cycle Illustrated.

A. E. RADCLIFFE.
Chicago, Ill.

April 6.

Motor Cycle Illustrated: Enclosed find my check for $2.00 for renewal of my subscription. I can't get along without it. IT IS GREAT.

HAROLD S. BROWN.
Starke, Fla.

"GREAT HELP TO ALL DEALERS"

Editor: Enclosed find order for renewal of Motor Cycle Illustrated. I am well pleased with it, and am sure that it is a great help to all dealers.

Genesee Vulcanizing Works,
H. J. Scherer, Prop.
Buffalo, N. Y.

April 10.

Editor: Motor Cycle Illustrated sure is some authority on the motorcycle. You ought to come round here on Saturday and see the boys *grab for it!*

PHILLIPSBURG CYCLE SHOP,
By Herman L. Hauck, Prop.
Phillipsburg, Mont.

ATTRACTIVE PROGRAMS FOR FREEPORTERS

Schedule Calls for a Social Outing or Endurance Contest Every Two Weeks During the Summer; Expect to Ride to Dodge City Race

FREEPORT, Ill., April 18.—The Freeport Motorcycle Club will make itself a prominent figure in local as well as national motorcycle circles in a fine program of tours and endurance runs laid out for the 1916 riding season.

Will Help Touring

The schedule includes two trips to Dubuque and return by way of Stockton, several trips to Grand Detour and one to Chicago. There will be either a social run or endurance ride every two weeks, weather permitting. Besides getting pleasure out of its trips the Freeport club proposes this year to help the good cause of touring by re-marking all of the telegraph poles along the course of the Grant highway and also will erect a number of cross-board signs at corners to show directions and mileage to Freeport.

Pending final word from Dodge City the Freeport boys are planning to make the trip to the famed speedway this year and expect to have twenty-five in the party. The party will leave Freeport on June 30 and figure on reaching Dodge some time during the day before the race. They will start back to Freeport on July 5 and make the return by easy stages.

The Freeport club now numbers 130 in its membership.

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Questions and Answers

This Department Is Conducted For Your Special Benefit, Mr. Rider, and You Are Invited to Write For Information as Often as You Please. State Your Case Fully in the First Letter

MOTOR SHOULD BE RUN IN FOR 500 MILES

I WOULD like to know just how far and at what rate of speed to run my 1916 twin before letting it out. I intend to ride the mount solo but figure that a passenger could be carried.

River Edge, N. J. H. A. SHIELDS.

To run in the new motor, do not exceed a speed of 25 miles per hour for the first 500 miles. Give plenty of oil, as the bearings need running-in to fit themselves to the shafts. We would not suggest carrying a passenger until the 500 miles is up, as it puts an increased load on the motor.

METRIC RATING OF READING STANDARD TWIN

NOT being familiar with engine ratings in the United States, I ask you to tell me the cubical displacement of the Reading Standard twin, also its bore and stroke in millimetres. Please give name of the nearest representative.

Bilbao, Spain. J-M. G. SANCHEZ.

The piston displacement of the Reading Standard twin is 1,013.8 cubic centimetres, while the bore is 85.6 mm. and the stroke is 95 mm. The nearest representative, we believe, is The Reading Standard Motorcycle Co., 28 Baker street, Portman Square, London, England. We doubt very much if you can get any motorcycles from England at present, owing to the rules of the War Office, so suggest that you write to the Reading Standard Company, Reading, Pa., U. S. A.

NO RECENT DEVELOPMENT IN ELECTRIC STARTING

PLEASE put me in touch with the latest development in electric starting and electric systems for motorcycles. I would like a list of articles in which these have appeared recently.

Newark, N. J. H. C. HIEDRICH.

There has been no development made public in electric starting for motorcycles since the appearance of the Hendee Special, made by the Hendee Mfg. Co., of Springfield, Mass., in 1914. This machine had a Siemens-Halske type of dynamotor mounted on the left side of the crankcase, the machine acting as a motor to start and as a dynamo to generate current for lighting, ignition, etc. It has been withdrawn from the market for some time now, and no manufacturer has taken the matter up since. Regarding electric systems, we take it that you mean combined lighting and ignition systems, and therefore refer you to the Remy Electrical Co., Detroit, Mich.; the Splitdorf Electrical Co., of Newark, N. J.. and the A. B. C. Generator Co., of Los Angeles, Cal., makers of such systems.

MOTORS ARE NOT BUILT WITH SUCH CAPACITY

I AM asking you to put me in touch with an American-made four-cylinder motorcycle, with a piston displacement of 76 to 78 cubic inches. I require a machine to transport a double-seated sidecar with two adult passengers and an occasional man on tandem for use in the north of England. The mount must have a three-speed gear.

Sheffield, England. S. SMITH.

The only four-cylinder mount made in this country is the Henderson, of about 61 cubic inches (1,000 c. c.) displacement. A former model of this machine was of about 1,100 c. c., but this would still be under your requirements. To the best of our knowledge, there have been no motorcycle motors with four cylinder made in such capacity. However, you might communicate with the local Henderson dealer about the 1915 models (1,100 c. c.) and have a gearset fitted.

GRIND IN EXHAUST VALVES AND CLEAN MUFFLER

MY motor tends to run hot most of the time and I cannot get speed for more than 40 miles at a stretch. During that period the speed is all that I can wish for, but I would like to be able to hold a fast speed for more than that short distance.

St. Louis, Mo. S. M. MULLINS.

We suggest that you try altering the mixture, weakening it slightly to see if an improvement can be noticed. If this will not effect a remedy, clean out the cylinders and grind in the exhaust valves, adjusting the clearances under the ends of the stem. The muffler and exhaust pipes should be cleared of any carbon, also. If you have not altered the compression of the motor in any manner, this should effect a remedy.

SPEEDSTERS ON LIGHTWEIGHTS

Ed. Brink (Left) and Bob Larsch, Two Seasoned Track and Road Men Who Boost the Dayton Motor Bicycle

REPLACING WORN JUMPERS WILL EFFECT CURE

MY motor is a 1915 model twin and is in good shape for use this season, but does not satisfy me as regards speed. I have tried all possible adjustments of carbureter and valves, also retimed ignition and cleaned out carbon from cylinders, muffler and exhaust pipes. The bearings are in good order and there is no looseness. Please tell me what to do. JOHN RYAN.

Indianapolis, Ind.

Probably the little jumpers or rockers on which the cams act are worn. Compare these with new ones, and if signs of wear are seen, put in a new set. The wearing of the jumpers is often a cause of indifferent performance on a motor which is one season or more old.

DIESEL MOTORS NOT SUITED FOR MOTORCYCLES

TO settle an argument, please inform the writer why Diesel motors are not used on motorcycles, and whether there would be a market for a machine so fitted.

A. K. BLANCHARD.

Harrisburg, Pa.

Diesel motors use a compression of about 500 pounds to the square inch. Starting would be somewhat difficult, unless a set of inlet and exhaust valves were fitted, which would spell complication. The weight per horsepower of such a motor would be very heavy, as it could not run at such high speeds as the regular motors. A Diesel motor must be run at a constant speed to be effective, also. The exhaust would sound like a cannon, as no muffler of proper size to silence it could be fitted to the machine. Such a motor needs a fuel-injection pump and an air-compressing cylinder to make it operate.

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Our Canadian Letter

"BUY-A-BIKE" WEEK RESULTS STILL BEING NOTICED

TORONTO, Ont.—The recent "Buy-A-Bike" Week throughout Canada was no flash in the pan. It has now been proved that the big sales demonstration formed only the start for general and continuous enthusiasm, and it is not all "just fireworks." Bicycle stores everywhere are wearing a bright and prosperous-looking front.

An evidence of the continuity of bicycle interest is contained in the enduring support of the newspapers. Since the Bicycle Week, three weeks ago, the daily papers have continued to print many bicycle news items and articles. Moreover, those newspapers which did not warm up to the Bicycle Week "proposition" are now awake and are trying to cover lost ground, apparently. In other words, the editors who did not realize the dimensions of the present bicycle situation at the time of the sales demonstrations have had their eyes opened and bicycle news is now eagerly used.

The "hit" of the sales campaign has probably been the reference to the use of the bicycle among the society people at Palm Beach, Fla. Society folks in the large Canadian cities are now talking about the bicycle and the society pages of the newspapers are printing predictions that the wheel will find favor among the ultra-rich once more.

BIG RACEMEET IS PROMISED FOR MONTREAL

MONTREAL, Que.—The directors of the Montreal Automobile Trade Association have taken in hand the arrangements for the holding of the greatest motorcycle racemeet ever staged in Montreal. This will be held next July on the half-mile track at Delorimier Park, and will probably constitute the Quebec motorcycle championships.

According to the announced plans of the local association, it is the intention to encourage amateur racing as much as possible. The Montreal promoters are in communication with the officers of the Canada Motorcyclists' Associaitnon in regard to the championship feature.

DUNNVILLE WANTS THE C. M. A. CHAMPIONSHIPS

DUNNVILLE, Ont.—The Dunnville Fall Fair Board has sent a request to the Canada Motorcyclists' Association for the Ontario championship motorcycle races for 1916. The prime mover in the application for the contests is George H. Orme, a wealthy citizen of Dunnville, and he is so enthusiastic about the probable races that the C. M. A. will likely hold a tour from two or three different cities to this place for the occasion. The meet will probably be a two-day affair and a great many valuable prizes will be hung up. Invitations will be extended to the racing riders of Buffalo, Rochester and Detroit to take part in the championships.

The plans of the Canada Motorcyclists' Association call for the holding of tours from London, Toronto, Hamilton and Buffalo. These rides will not take more than one day, at the most, and other features of the carnival will be concerts, a business meeting, a reception by the local mayor and the fair itself. The carnival will probably be held in August.

HALIFAX RIDERS MAY SOON ORGANIZE A CLUB

HALIFAX, Nova Scotia.—Way down here on the Atlantic seaboard of Canada the hundreds of motorcyclists are entering upon another season of motorcycling delights. The local riders, in particular, enjoy to the limit the pleasures of motorcycling. Halifax is the center of both the trade and sport in Nova Scotia and nearly all makes of machines are represented here. Good roads lead to all the principal towns of the Province and the scenery en route is glorious.

With the increasing number of motorcycles in Halifax, the riders are talking about the formation of a club which would arrange special tours at frequent intervals. One of those who are interested in the organization of a club is Ernest Mont, who has already been in communication with the Canada Motorcyclists' Association on the subject.

MAY HAVE SPECIAL COURT FOR MOTOR CASES.

TORONTO, Ont.—With the coming of license reciprocity between Ontario and other Provinces and States, which will undoubtedly bring a large influx of outside tourists into this jurisdictional area, the motorcycle and automobile authorities of Toronto are urging a reorganization of the court system with respect to the hearing of motor cases. At present the wheels of justice move slowly, and motorists, including motorcyclists, frequently are put to great inconvenience and suffer considerable loss of time through the slowness of the present court system.

Toronto motor vehicle users have asked for a special court in which their cases may be heard immediately an alleged offense has been committed. This new feature would also include a night court. With a change in methods, motorcycle tourists from the States would not be delayed in case of infraction of speed laws or other regulations. At the present time a motor case is seldom heard before three or four days or a week has elapsed. Sometimes a summons to appear in court is delayed for several days and frequently a rider is unable to remember any circumstances of an alleged offense.

ADVERTISED MOTORCYCLES HE DIDN'T POSSESS

GUELPH, Ont.—A stir was caused in local circles this week when Roy Cummings, a guard at the Ontario prison farm here, was arrested on the charge of using the mails for fraudulent purposes in connection with the sale of motorcycles which, the authorities declare, were non-existent. He placed small advertisements in the papers in which he offered to sell motorcycles on payment of $50 down and small installments each week.

Prospective purchasers were instructed to mail orders to a post-office box in Guelph which he had rented under an assumed name. James Hewson, of Toronto, was one of those who were tempted to buy, but he came to Guelph in a hurry to get his money back. The accused also found it necessary to pay Hewson his expenses for the trip. Cummings is being held pending an investigation. He has pleaded guilty.

VANCOUVER RIDER WOUNDED AT THE FRONT

ANOTHER Vancouver hero has been heard from. Friends of Lieutenant A. D. Bell-Irving have just been advised that he was wounded recently in action. The lieutenant left Vancouver attached to the 16th Battalion Overseas as a motorcycle dispatch rider. Later he transferred into the Royal Flying Corps after gaining a lieutenancy in the Gordon Highlanders, one of the best known Scotch regiments of the kilties.

George Sellers, of Langley Prairie, has bid farewell to the Dominion, in charge of a cyclists' detachment destined for active service in the war theatre of Europe.

Local motorcyclists have shown no great desire to take out their licenses in a hurry. But the few that have done so are sporting with evident gusto the new number plates, the color scheme of which is white and yellow.

Business is quiet in Vancouver these days, but all of the local dealers are on the job circulating catalogues among prospects and boosting the new models.

A BIKE SHOP FOR BEAMSVILLE

BEAMSVILLE, Ont.—The quiet little town of Beamsville is to have a motorcycle and bicycle store. James Culp is the aggressive resident who will be the proprietor of the shop. It is next door to Tallman's barber shop.

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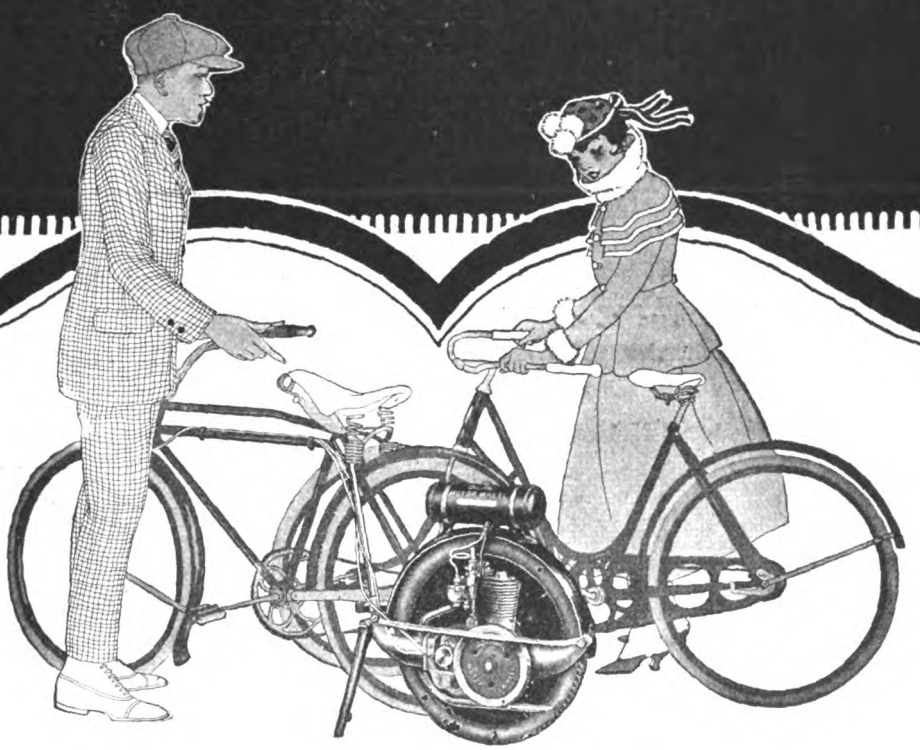
Another Way to Boost Sales



Smith Motor Wheel
DETACHABLE

JONES was a SMITH MOTOR WHEEL Dealer—one of the live kind. He got to thinking of how he could get out his Demonstrator more of the "built-in sales" that the Milwaukee office was always talking about.

And he discovered the way. Here it is, and maybe it will be a friendly tip to a brother dealer who thinks *his* cash register is lagging a bit.

Jones lived in a factory town. Distances were great—to and from employment—for the factory men. Street car service was—well, just so-so.

Jones had a bright idea. He worked on several prospects and secured a man at one of the biggest factories. This first rider used his machine to and from duty.

Pretty soon Bill and Jim and Jack wanted SMITH MOTOR WHEELS, too. The new way of coming and going—independent, easy, no pedaling, no delays and no dirt—appealed to them. And the first rider passed the good word along.

New prospects streamed into Jones' store. And his orders multiplied day by day.

And that's the way the most successful SMITH MOTOR WHEEL dealers are turning the trick. Just a few minutes of demonstration and the device wins a new friend. Just five minutes to attach it to any bicycle and the sale is made.

Naturally, you do not object if your customer wants to buy a brand new bicycle besides. And that's what 60% of the SMITH MOTOR WHEEL purchasers will do. Tires, appliances and accessories receive a boom as well.

It pays to be Motor-Wheeling Headquarters in your community.

In certain localities we have not as yet appointed representatives. We invite correspondence with established dealers.

If the name "Smith Motor Wheel" is not on the flywheel of your motor, it is not a Smith Motor.

Motor Wheel Division
A. O. SMITH COMPANY, Milwaukee, Wis.
World's Largest Manufacturers of Automobile Parts

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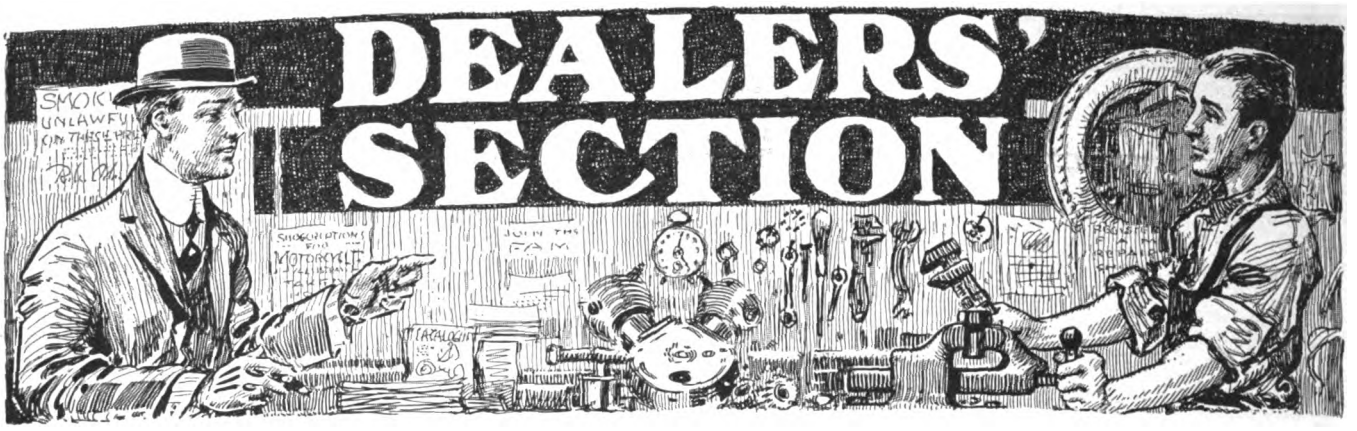

THOROUGHNESS MADE HIS BUSINESS THRIVE

Intimate Knowledge of Machines and Means of Selling Them Built Up William G. Schaeffer's Trade—His Wife a Valuable Assistant in Store and on the Road

By T. R. HUGHES

FIFTH IN A SERIES OF SUCCESS STORIES ABOUT DEALERS

William G. Schaeffer

FIVE years of steady climbing, with an increased business and growing capital each season, has been the record of the Schaeffers, otherwise the Penn Cycle Company, with headquarters at 357 Penn street, Reading, Pa. I say, the Schaeffers, for Mrs. William G. Schaeffer has done much to make her husband's business a success during that period. The business since its start has been one devoted to motorcycles and bicycles only, no side-lines having been taken on or found necessary.

William G. Schaeffer has been actually connected with the motorcycle and bicycle business for fourteen years. Beginning in 1902, he was superintendent in the factory of the Reading Standard Company, in Reading. This position he held for eight years, after which he decided to go in business for himself. He accordingly opened a store at 20 South Fourth street, in 1911.

His factory experience gave Schaeffer a valuable groundwork which few dealers could obtain. Nothing about a motorcycle's make, cost or repair was unfamiliar to him. He was familiar with the sales end of the company's business and was a first-class rider. He has lost none of these advantages with the passing years, and being a man of great business energy, his success has been a matter of course. He handles the Reading Standard, Henderson and Excelsior for Reading, and has recently taken on the Smith Motor Wheel.

Mrs. Schaeffer is the only woman rider in that section of Pennsylvania who operates a motorcycle herself. With the opening of the store on Fourth street, she learned to ride, and take care of herself in all matters when on the road. She can repair tires and fix up all but the worst of motor troubles. Her tuning of a motor is better than that of the majority of male riders in and around Reading. She thoroughly enjoys the sport and recommends it to other women. But while a devotee of motorcycling, she by no means neglects her family, and keeps up a model home. Mrs. Schaeffer is so convinced of the healthfulness of riding, that she is getting a sidecar to enable her to take her little daughter or some friend on her trips.

Mrs. Schaeffer's Business Ability

Mrs. Schaeffer showed her business ability most effectively several seasons ago, when her husband was laid up for a considerable time. During his illness, she conducted the establishment in A-1 order and left nothing to be done when her life partner once more got into harness. She is a clever saleswoman and gives valuable aid during rush times in the store.

Mrs. Schaeffer looks back with pride to her first run riding her own machine. It was a Reading Standard and the run was to Hartford, Conn., from Reading, 150 miles. This was in 1908 and since then she has made as much as 300 miles in a day. At present she is riding a Henderson. She has served as chaperone on most of the club runs near Reading for several seasons.

Mrs. W. G. Schaeffer

In 1913, the Schaeffer store became too small and a move was made to the present quarters on Penn street. The store entrance is on this street, and the building runs for 270 feet through to Court street, where the repair shop is located. The establishment is headquarters for a very large section of the motorcycle fraternity in Berks County, both as club members and unattached riders.

"The square deal to every customer, in the fullest sense of the word," is what Schaeffer says has done much to make his business a success. "A dealer should be thorough. He should make friends of all his customers and they will do the right thing by him in return. A thorough knowledge of the machine a man sells and how to sell that machine to the man who wants to ride but who is unconvinced as to the motorcycle he wants, means business and more business for the dealer. Encouraging the club spirit not only increases a dealer's own business, but helps to spread the pastime and benefits the trade in general."

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Will You Spend

2c. to make $109?

That's the proposition — not very expensive for *you*, is it?

And what others have done you can do.

By spending 2c. for a stamp and by mailing the coupon at once to us, requesting

THE NEW SCHICKEL SALES PLAN

you stand a pretty good chance of making that 2c. earn $109, *and more, too,* for you. Success is only another name for realized and utilized opportunity. Here's an opportunity—are you alive enough to realize it and grasp it? If so, *act at once.*

DEALERS FIRST

The dealer's best interest has been considered *First* and finally,—has been viewed from every angle, moreover, when evolving

OUR NEW SPECIAL DEALER'S CO-OPERATIVE PROFIT-SHARING PLAN.

This selling plan is not only *original* in its method, but *unusual* in its *liberality*. It provides for an adequate appreciation of dealer's selling difficulties and offers a handsome reward in just recognition of his sales efforts. It helps to get and helps to sell the Prospects. It helps to ginger up Ambition and to fire up Energy to white heat effort, for it's full of *incentive* and *generosity*.

Do *you* want Bigger and More Assured Profits? Are you fair minded and willing to be shown? The best way to answer "Yes," is by acting on the above suggestion and MAIL THE COUPON.

Immediate Deliveries!

Schickel Motor Company

59 Garden St.

Stamford, Conn.

Lightweight Model $109.00
Big Six $200.00
with Kerosene Feed Attachment
$5 extra

JUST A FEW GOOD DISTRIBUTORS WANTED

The Schickel Motor Co., Stamford, Conn.
Gentlemen: Please send me "Owner's Booklet." ..... 1916.
Name.....
Address.....
City.....
State.....
59

The Schickel Motor Co., ... 1916.
Stamford, Conn.
Gentlemen: Please send me your dealer's proposition.
Name.....
Address.....
City.....
State.....
59

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HOW TWO METROPOLITAN DEALERS GOT "HEP" TO MIAMI POWER BIKE

NEW YORK, N. Y.—Harry Gliesman, Miami traveller, signed up two more dealers to handle the Miami Power Bicycle last week. One was Francis D. Stanley, at 1209 Flatbush avenue, Brooklyn, and the other was W. R. Muller, of 1435 Second avenue, this city. Both dealers are live-wires and have been in the cycle business for a number of years.

Gliesman was riding one of the little four-strokers along Flatbush avenue after looking up an inquiry and was hailed by Stanley as he passed the latter's store. After a few minutes' talk, Gliesman put the Miami through its paces and Stanley was well pleased with its performance. While the demonstration was going on, a lady stopped to watch and finally ordered Stanley to get one of those for her husband. Thereupon Stanley signed up with the Miami man for 5 machines as an initial order. The first one is coming by express, and is as good as sold, says Stanley.

Muller, otherwise the Yorkville Bicycle Exchange, took the agency after a ride on the Miami's carrier. He bought Gliesman's demonstrator on the spot and ordered 5 for quick delivery. Muller handles the Harley-Davidson, but has been looking for a satisfactory lightweight and feels that he has got it now.

SLOATESBURG, N. Y.

MICHAEL FERRARO has renewed his contract to handle the Flying Merkel in Rockland County for 1916. His two-speed twin demonstrator is now on the way, and he has already compiled a list of prospects to whom he will show off its paces when it arrives.

Ferraro's store is on the main road from Hackensack to Tuxedo and is well known as a stopping place for all tourists who travel this route.

GEORGETOWN, TEX.

SIDNEY J. PURL, local Harley-Davidson agent, recently sold three of the twin three-speed models to peace officers. Sheriff Lee Allen, of Williamson County, Patrolman Martin of Taylor and a deputy were the purchasers. Purl has the sales rights for the Silent Gray Fellow for Lee, Williamson and Burnet Counties.

RICHMOND, IND.

ALEXANDER BROTHERS, representing the Thor in ths city, have cleaned out their entire stock of second-hand and trade-in machines in preparation for the big season which has already shown itself in several sales. They have had their 1916 demonstrators for a short time and the sales were made on the performances of these machines.

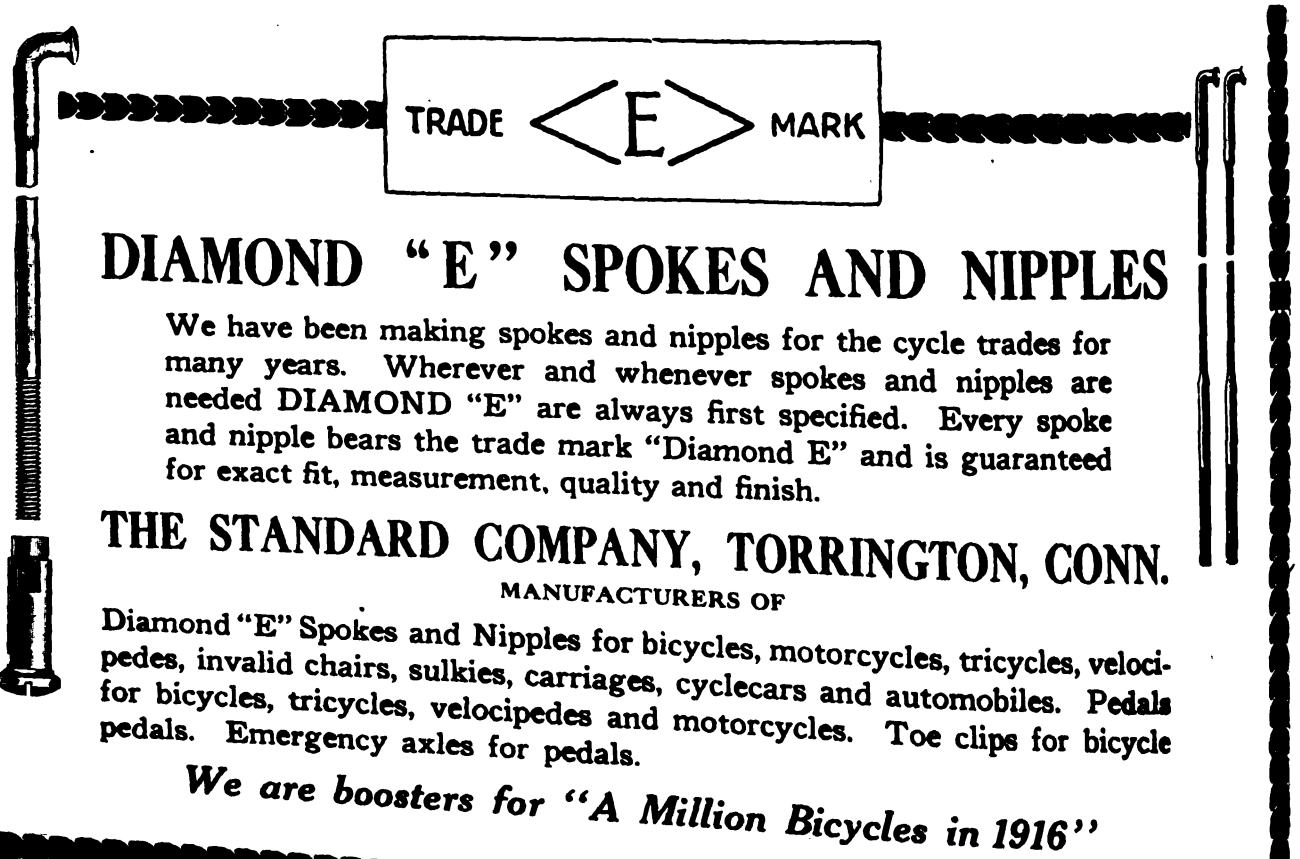
POUGHKEEPSIE, N. Y.

EDWARD RYAN, Indian agent, has removed his business from 233 to 237 Main street. In his new quarters Ryan will enlarge his motorcycle and bicycle departments, as well as the other lines which he handles.

LEBANON, PA.

JOHN T. MEYERS, of 306½ South Fifth street, has taken the agency for Dayton Motor Bicycles and motorcycles for 1916. Meyers is a veteran in the cycle trade and has started an active campaign with both lines.

(MORE NEWS OF DEALERS ON PAGE 44)



DIAMOND "E" SPOKES AND NIPPLES

We have been making spokes and nipples for the cycle trades for many years. Wherever and whenever spokes and nipples are needed DIAMOND "E" are always first specified. Every spoke and nipple bears the trade mark "Diamond E" and is guaranteed for exact fit, measurement, quality and finish.

THE STANDARD COMPANY, TORRINGTON, CONN.

MANUFACTURERS OF

Diamond "E" Spokes and Nipples for bicycles, motorcycles, tricycles, velocipedes, invalid chairs, sulkies, carriages, cyclecars and automobiles. Pedals for bicycles, tricycles, velocipedes and motorcycles. Toe clips for bicycle pedals. Emergency axles for pedals.

We are boosters for "A Million Bicycles in 1916"

Mention MOTOR CYCLE ILLUSTRATED—It helps you, the advertiser and us.

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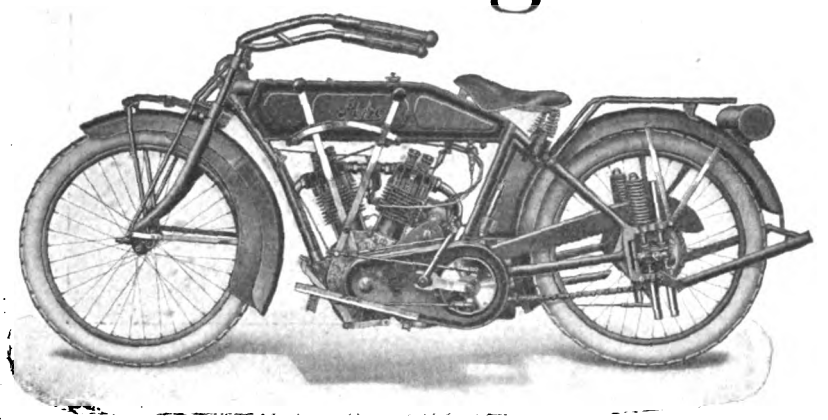
Worth Waiting for!

Unusual conditions surrounded the building of Model T-16. Radical changes in construction called for new machinery, new tools and new materials. The market situation made it almost impossible to get them.



Model T-16—Price $275.00

Time and time again, broken promises on delivery of necessary tools or material compelled whole departments to stop work on this model. But gradually the indomitable Pope spirit overcame every obstacle, and now only the last few operations are necessary to complete the

Pope Three Speed Model T-16

It is worth waiting for. Tests show the overhead valve motor delivering more power than was expected of it. Day by day it becomes more certain that the three speed mechanism will work like a charm—that the position of the step-starter crank will permit the motor to be turned over nearly three times by a single natural movement of the foot—and that the motor will be almost noiseless.

And so on through every detail—from the new magneto chain drive to the splasher panels on the front mudguard, the large footboards, and the comfortable handlebars—Model T-16 is the finest thing on two wheels ever built.

If you haven't your orders in for every Three Speed you can sell this year, get them in now—we'll work day and night to fill them.

Westfield Manufacturing Co.

11 Lozier Avenue (Successors to the Pope Mfg. Co.) Westfield, Mass.

Largest Manufacturers of High-grade Bicycles in the World.

Makers of Columbia, Cleveland, Tribune, Rambler, Crescent and Pope Bicycles.

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FAIR DEALING BUILT PERLMAN'S BUSINESS

ENERGETIC dealing coupled with clean competition and a line of the "right goods" has brought Harry Perlman, of the Perlman Cycle & Auto Supply Company, into the foremost rank of bicycle jobbers in the Metropolitan district, all in the space of three short years. Nor has he stopped growing, for his business is regularly increasing each day. The Perlman firm has its headquarters at 34 Warren street, New York City.

Harry Perlman started as a bicycle jobber in 1914 and at the close of that season had sold 500 wheels. This was a good start, but 1915 was to be much better. When the 1915 season closed, Perlman's books showed sales of bicycles to the number of 2,000. To date for 1916, he has disposed of nearly 2,500 and has on order in carload shipment, over 1,500 additional wheels. He expects to pass the 4,000 mark before the end of 1916. At present, his only trouble is in securing deliveries, and last week he had to disappoint customers for over 200.

Handling Miami Products

The Perlman company handles the products of the Miami Cycle & Manufacturing Company exclusively. It holds a good sized territory for the Miami and Musselman lines of the Miami firm, and in addition markets two distinct lines known as the Mohawk and Perl, made to its specifications. This arrangement of four different lines enables the Perlman firm to do business with a number of dealers in each town without their conflicting.

Mr. Perlman is assisted in conducting his business by a picked staff, among whom is Joseph Lehr, the general manager and buyer. Mr. Lehr was for 16 years buyer

Harry Perlman

and manager for the Stevens Mfg. Co., of New York, and has contributed largely to the success of the firm's business.

William Myers is credit man for the Perlman interests. He is another trade veteran, having held a similar position with E. J. Willis. He recently celebrated his twenty-fifth year in the bicycle line in New York. E. J. Evans, in charge of the outside sales force, is another live-wire on the Perlman staff. He has been so busy that it has been necessary to provide him with a motorcar to travel his territory.

Maurice Perlman, brother to Harry, presides over the order department and meets all dealers who visit the establishment for personal transactions. Miss Esther Greenstein takes care of all secretarial work for the establishment.

The following agents have been signed up by the Perlman firm in New York territory: M. Rapaport, A. Papic, of New York City; S. Slotnic, G. A. Ashley, Frank Trush, and A. Chavkin, of Brookklyn; L. G. DeMarko, Mt. Vernon; N. Marris, Jamaica; James Kapp, Portchester; W. Bohnnenberg, Cedarhurst; E. Casey, Far Rockaway; Sidney Smith, Freeport; Miron King, Amityville; W. H. Ferriere, Babylon; M. Freedman, Bay Shore; Joseph Mayer, Sayville; J. A. Rowse, Patchogue; J. Albin, Eastport; Quogue Auto Co., Quoque; C. H. Tooker, Southampton; Centre Moriches Garage, Centre Moriches; A. W. Baisile, Sag Harbor; W. C. Grabie, Mattituck; Sol Elkins, Huntington; C. Nielsen, Oyster Bay; N. Rose, Flushing; F. M. Phillips, Good Ground; Stevens & Salzi, Hempstead; Henry Kieffer, Mineola, and Otten Brothers, Farmingdale.

In New Jersey, the following are handling the Miami: Z. Schultz, Newark; S. Popic, Englewood; S. Solomon, Elizabeth; R. Randolph, Metuchen; L. Zeisel, Plainfield; Saul & Buterfuss, Trenton; George W. Ford, Hightstown; Broadway Cycle & Auto Supply Co, Camden; Z. O. Eisibill, Brodgeton; Persons Store, Vineland; E. P. Warner, Medford; Hammonton Auto Station, Hammonton; L. T. Wissmack, Toms River; W. W. Canover, Pt. Pleasant; Walter King, Spring Lake, and Frank Muldoon, Freehold.

The Perlman Cycle & Auto Supply Co.

"The Store of Quality-Plus Reputation"

34 Warren St. New York

Distributors of

"MIAMI" line for Greater New York, State of New Jersey, Long Island, and Rockland and Westchester Counties, New York.

Manufacturers of the: Perl and "Mohawk" Quality-Plus

BICYCLES

Mercury, Vanity and White Cup are our special Brand of Tires.

The most complete line of *tires* and general *cycle sundries*, all of *Quality-Plus* grade, is always in our salesroom.

Send us your name and address if you are a Bona-Fide dealer—(no others recognized) and we will mail you our new complete (just off the press) catalogue—then you will gain and we'll not lose.

You get quick results from advertisers when you mention MOTOR CYCLE ILLUSTRATED.

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WIDESPREAD DEMAND CAUSED MIAMI LINE'S BIRTH

BICYCLES made by the Miami Cycle & Manufacturing Company, of Middletown, O., have always enjoyed a fine reputation as reliable wheels and as profit-makers for the dealer, and it was a combination of this reputation and the terms of the firm's exclusive agency system, that caused the bringing out of the "Miami" line of bicycles. Prior to 1915, the Miami company had but three catalog lines: the Racycle, Flying Merkel and Hudson, and when these were represented in a town or city, dealers other than those who held the exclusive agency for the three lines could not get Miami products. The demand was great all over the country, and in order to provide for such dealers, the Middletown folks brought out the "Miami."

Though hardly more than a year on the market, this line of bicycles enjoys the distinction today of being as popular as any of the other three lines from the same factory. The demands for the Miami have been such that an estimate of not less than 15,000 has been made as the number which will be sold by the end of the season.

Fourteen Models

The Miami line for 1916 consists of fourteen models. These are: the Pathfinder, listing at $50; the Road Racer, $50; the Bull Dog motorbike, $35; the Commercial "Carry-All" at $35; the Roadster "Equipped" at $30; the Scout at $25; the Miami Special at $22.50; the Ladies' Special at $25 and three siezs of boys and girls juveniles. The full line is listed in a fine catalog with a green cover which is very helpful to agents in bringing the various models before the public.

Of the 15,000 Miami bicycles which it is estimated will be sold this season, Greater New York, New Jersey, Long Island and Westchester County will account for at least 2,500. This is the initial order by the Perlman Cycle & Supply Co., holding distribution rights for this territory. In New England, the Miami company's branch at Springfield, Mass., will distribute the machines to dealers. Henry Keidel & Company, of Baltimore, Md., holding distribution rights in Maryland, Virginia, Delaware, West Virginia and the Carolinas, has specified 3,000 as the minimum quantity. The remainder of the United States is taken care of direct from the factory in Middletown, O.

The growth and general success of this line is one more proof that the large majority of bicycle dealers are endorsing the better quality policy: handling name plate lines of bicycles.

BACK FROM WEDDING TOUR

BUFFALO, N. Y., April 15.—Mr. and Mrs. Adolph Kellner have returned from their honeymoon trip through Ohio and Pennsylvania. Mr. Kellner, who is the manager of the local Haverford Cycle Company's branch, married Miss Pearl F. Goodman, daughter of Mr. and Mrs. I. Goodman of this city.

During Mr. Adolph Kellner's absence from the city L. J. Kellner, of Cleveland, took charge of his store.

USING MOTORCYCLE DELIVERY

PADUCAH, Ky.—Gilbert's drug store is featuring the fact that it is now using two motorcycles to deliver goods in quick time. The firm has four telephones, all bearing the same number, and with the aid of the men mounted on motorcycles is enabled to set a service record and get the cream of the druggist trade in this city.

TO REFURNISH CLUBROOMS

FITZGERALD, Ga.—The Fitzgerald M. C. is soliciting the aid of other clubs in the matter of sending that organization coupons and the fronts of cigarette boxes to be used to obtain votes in a contest. The winner of this contest will receive a motorcycle, and the club plans to sell the machine, if won, and use the proceeds to refurnish the club rooms. The Wheeling M. C. has been the first to respond to the appeal.

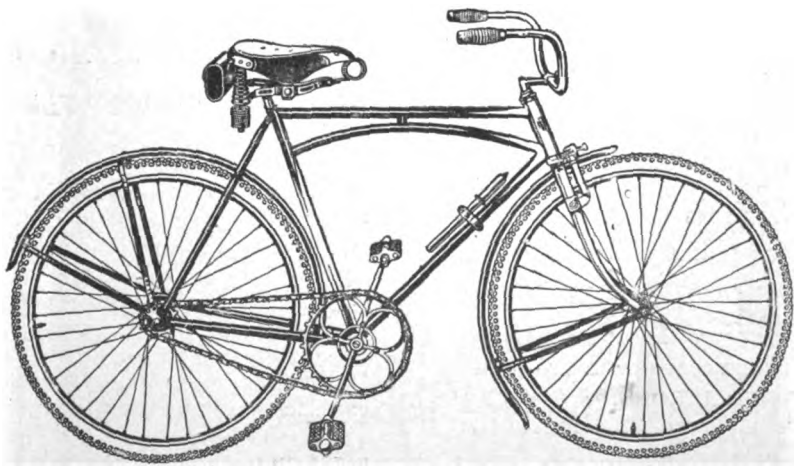
CLUBS JUST AFFILIATED

The Raleigh M. C. of Raleigh, N. C., 16 members, and the Indian M. C. of New Brunswick, N. J., 30 members, have just affiliated. H. B. Stevick is secretary of the Raleigh club, while Harold DeHart performs a like office for the New Brunswick organization. His address is 71 Hassart street. The Independent M. C., a new organization in New York City, with 16 members, 100 per cent. F. A. M., has likewise affiliated. E. H. Eytel, 306 West 133rd street, is secretary.

THE MIAMI LINE

A LEADER

BEAUTIFUL
LUXURIOUS
EASY RUNNING



STRONG
RIGID
SAFE

THE MIAMI PATHFINDER

The "Miami" line is an asset, a valuable one to any up-to-the-minute bicycle dealer. It consists of *14* distinctly different models ranging from $22.50 to $50.00. It is sold *only* through our exclusive and protected agency contract system, assisted by a beautiful catalogue and our "Help-our-Agent" system.

If no dealer in your town has this agency, apply for it at once; if you do not, you lose.

DEPT. M

Miami Cycle & Mfg. Co., Middletown, Ohio

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A Little Excitement?

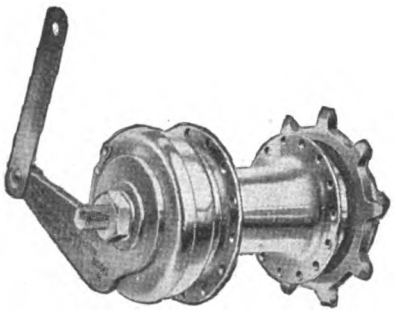
The roads are full of it.

Why not hit the pike on that bicycle of yours and collect the health and sport that are waiting for you there?

And in this connection don't forget the

CORBIN

DUPLEX COASTER BRAKE



Very few experienced bicyclists do. They have found out it doesn't pay. They know that this famous coaster brake makes all the difference in the world—it doubles the pleasure and comfort of bicycling.

But what's the use of talking. Everybody knows the reputation of the Corbin Duplex. It has led the field for years.

For better bicycling equip your wheel with the Corbin Duplex.

The Corbin Screw Corporation
THE AMERICAN HARDWARE CORPORATION, Successor
NEW BRITAIN, CONN.
BRANCHES: New York, Chicago, Philadelphia
Makers of Corbin-Brown Speedometers

DEALERS

When stocking with bicycles specify the Corbin Duplex Coaster Brake. Furnished by all jobbers and manufacturers.

USING CATALOG TO GET BEST POSSIBLE RESULTS.

By PRACTICUS

OF all the aids to sales-getting that the manufacturer supplies to the agent, the catalog is the most effective—and the most overworked. It tells about the machines, and what they can do, and have done in record-making; it shows how attractive the mounts look. The material in it is composed by experts, and it is so good that lots of dealers attempt to make it conduct the whole sales-campaign for them.

They do make sales through the catalog, but they miss the chances of making more by not supplementing the catalog with additional sales-aids. The catalog is a fine persuader when it is in the prospect's hands, but its powers are frequently diminished when the prospect has a whole raft of other catalogs to read and to think over what each says. I am a case-hardened proposition myself, but there are lots of times when I am almost convinced that the Dash is absolutely the best machine built—until I read the catalogs of the Blank and Dot machines. Then I go back to wavering again. The prospect who doesn't know much about motorcycles will be more easily rendered uncertain as to choice, when he has the whole lot to read and pore over.

Get in the Sales-Talk

Experience has taught me that the best time to let the prospect get to the catalog is after you have had a chance to talk to him. I don't mean by this that when he comes into the place you should hold off the catalog, but the idea is not to let him get out, if possible, without saying something about the machine first. Some good demonstrators talk to him while he has the catalog open in his hands, but the main thing is to use the catalog to clinch the argument as far as possible. And once that prospect gets a catalog he should be followed up until you are convinced that he can't be sold a machine.

I'm not going into any follow-up methods in this article, for that ground has been covered before, a number of times. I'm trying to show just how much the catalog should be called upon to aid in making a sale.

The silent salesman idea is good, but it is nothing compared to good talking and the performance on the road. These two are the big convincers. Lots of people collect catalogs to look at the pictures.

Have Catalogs Handy

Now with regard to the catalogs themselves. Have 'em handy. It's good stuff to be able to pass one out on request and not to have to dive under a pile of newspapers for one. The fellow who asks for the catalog is watching and it may create a bad impression; it may look as if business was poor, as no one would seem to come in often enough to get catalogs or machines. If there is room, have the catalogs out where anyone can see them and look them over.

Keep the catalogs clean. The most convincing argument on paper is weakened in looking at the twirly lines on the thumb-print of the chap that handed out the catalog with dirty hands. A smear on the cover may mean a smear on a nice suit of clothes when the prospect handles it, and the sale is killed. A dirty book never gets treasured except by collectors—and the prospect is not a collector. If the owner of the thumb-print was W. Shakespeare or G. Washington, the marks would be valuable, but the "mark" of Bill Smithers is not worth a hoot. That catalog will probably be used for lining a garbage pail in course of time.

(CONTINUED ON PAGE 48)

Mention MOTOR CYCLE ILLUSTRATED—It helps you, the advertiser and us.

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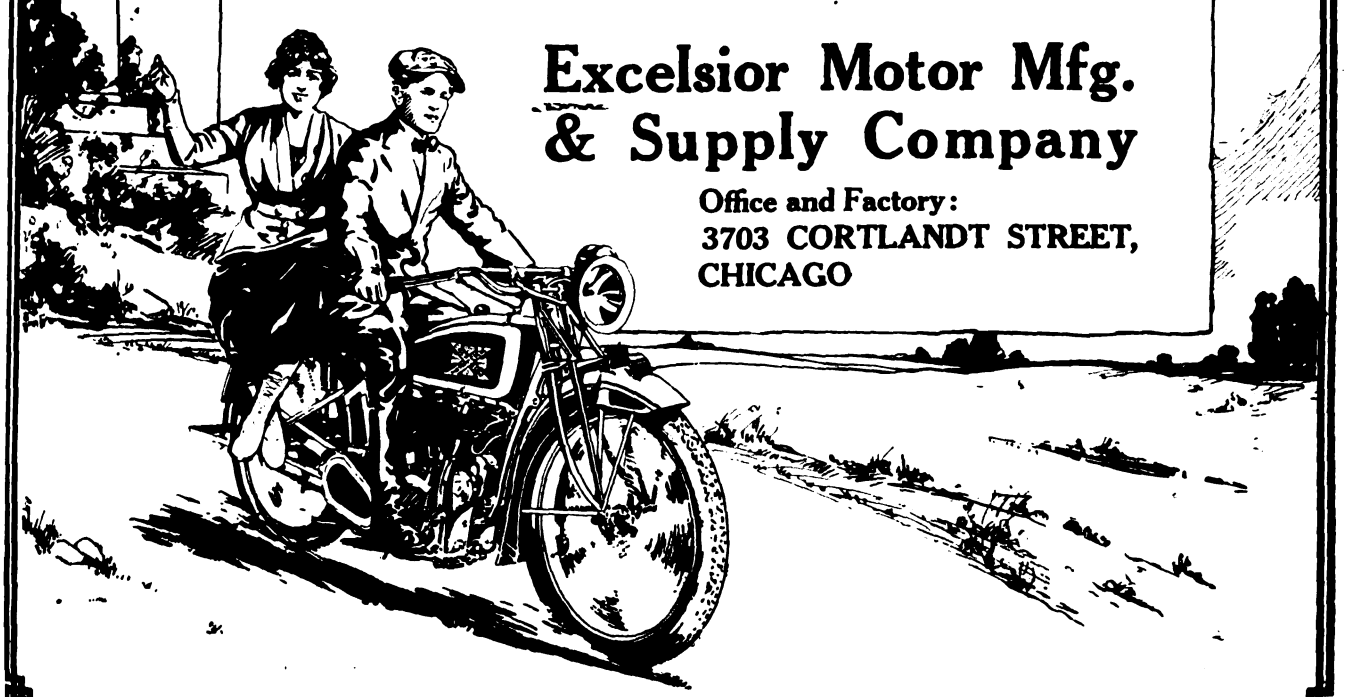
A Year Ahead of Everything

The New Series 17

EXCELSIOR AUTO-CYCLE

is now ready for your inspection.
Deliveries are being made in carload shipments to all parts of the United States.
See the dealer and let him show you—
The Ultra Power Big Valve Motor—
New Patented Foot Starter with
Automatic Compression Control—
Three Speed Transmission with Left Side Control—
Enclosed Oil Tight Clutch and Motor Chain—
Combined Clutch and Brake Control—
The Most Powerful Brakes Ever Put on a Motorcycle—
and other features that make this
THE MOST POWERFUL AND PERFECT MOTORCYCLE EVER BUILT.



Excelsior Motor Mfg. & Supply Company

Office and Factory:
3703 CORTLANDT STREET, CHICAGO

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Pullman
THE HARRY SVENSGAARD SALES CORP. DETROIT.

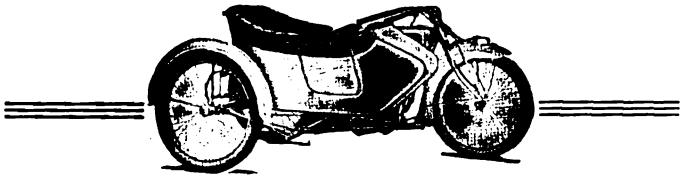
Triangular Front Brace

is creating more than a sensation in the sidecar field—it is nearer a revolution. The Triangular Front Brace is the greatest improvement ever made in sidecar connections.

This new connection eliminates vibration because it is hinged; it allows for adjustment to road clearance and for alignment to the motorcycle. Detachment is also much simpler than formerly.

We Want to Tell You More!

HARRY SVENSGAARD SALES CORPORATION
214 Jefferson Ave., East **DETROIT, MICHIGAN**



USING CATALOG TO GET BEST POSSIBLE RESULTS

(CONTINUED FROM PAGE 46)

Treat the catalog with respect. Keep it off the floor and don't use it to wrap things up in. It's a means of getting business, not a protection for a length of chain or a new sprocket. Don't mutilate it ; the torn copy may accidentally get into a prospect's hands and damage a sale. When it needs discarding, get it out of sight right away.

When you mail a catalog to a man, wrap it so that it won't get dirty. An envelope is the right thing for the purpose, and the factory will supply these. If you use a wrapper, see that it reaches the depth of the catalog, to protect it as thoroughly as possible.

Putting On Your Name

In marking the catalog with your hand-stamp, put an impression—right-side up and level—on the title page, on the back cover and on the center pages. Don't cover any picture when you do this. If the front cover allows of space to stamp, put her on, but don't do this on a scenery cover or over the machine itself. Next to the covers, the best place for the dealer's stamp is on the center pages, for the catalog opens naturally at that point. If the rider starts in to look it over, he sees the name on the title page, again on the center page and finally on the back cover. He has seen it three or four times when he closes the catalog. That's more than enough to impress it on him.

COLUMBUS, O.

THE FRANKLIN CYCLE SUPPLY COMPANY will move to 211 East Long street on May 1. The firm will have more room and a better location than in its present quarters at 142 East Gay street. The first floor in the new quarters will house the salesroom while the repair department will be fitted up in the basement.

The company is the largest bicycle dealer in Central Ohio. In 1915 over 500 bicycles were sold and plans are being made to double this output in 1916. A large amount of business was done with the Smith Motor Wheel during 1915 and sales of this device have been fine this season.

SAN JOSE, CAL.

SHOWALTER & HOUSE, Wigwam representatives, have been averaging one Powerplus a day for the last three weeks, with a Featherweight now and then as an extra. "The season is just beginning," says Showalter, "and watch the score change from now on."

WILLIAM F. BRACHER, representing the Excelsior, has sold 18 of the 1916 models so far and has orders for a number of others. He is awaiting the first of the Series 17 models, which he says will be an even bigger seller than its predecessors.

AUBURN, N. Y.

QUICK & THOMAS have taken the exclusive agency for the Dayton Motor Bicycle for this city, through the Vim Hardware Co., holding the distributing rights in this territory.

SANGER, CAL.

F. W. WAGNER has bought out his partner, W. D. Ward, in the motorcycle and bicycle shop which they have been running jointly. A move to a larger store on N street was recently made by Wagner.

(MORE NEWS OF DEALERS ON PAGE 50)

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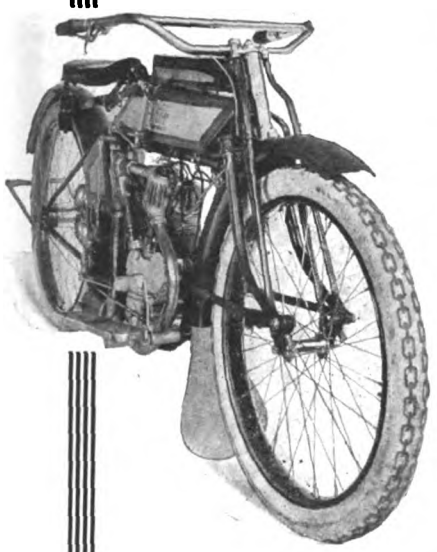
BUILT RIGHT!

Thor



This sturdy traveler is backed in its every detail by the oldest motorcycle manufacturers in the world.

You Old-Timers! You Beginners! Think This Over!

V—6 h.p.
Twin
$235

The House of Thor has never spared expense, trouble or time in perfecting the Thor down to the slightest details. Neither has it ever spared expense, trouble or time in its effort to satisfy Thor customers.

"Shorty" Petersen says: "Send us another Giant, quick!"

Thor

Offering Also
U—12 h.p.
Twin Giant

AURORA AUTOMATIC MACHINERY CO.

GENERAL OFFICES, Thor Bldg., 1307 Michigan Ave., Chicago
SALES OFFICES AND WORKS, 361 W. Superior St., Chicago
PACIFIC COAST BRANCH, 61 Fremont Street, San Francisco

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STEVENS

SAFETY SHOCK ABSORBERS

Prevent sidesway and skidding. Hold the car to the ground at any speed, with or without passenger. PRICE $1.00 PER PAIR.

THE BRT LUGGAGE CARRIER

A real sidecar necessity. This strong and rugged attachment will safely carry the weight of an extra passenger.

PRICE $2.50 COMPLETE

Dealers—You will find your jobbers are well supplied with STEVENS accessories. Ask them.

STEVENS & CO.
375 Broadway N.Y. City

HARRIS
TRADE MARK REG. U.S. PAT. OFF.
OILS AND GREASES

Make a Good Motorcycle Better

Because they increase its efficiency. Motorcycles are especially susceptible to poor lubrication—likewise, they quickly respond to good treatment. Cheap oils not only give poor results, but injure your machine. Special care is taken in making our motorcycle oils, and the same high standard of quality found in our other products is maintained. Only the *best* crude stock is used, and every process of its manufacture is carefully tended by experts.

Treat your motorcycle right—lubricate it with HARRIS OILS—it will fully repay you in service.

"A Little Goes a Long Way And Every Drop Counts"

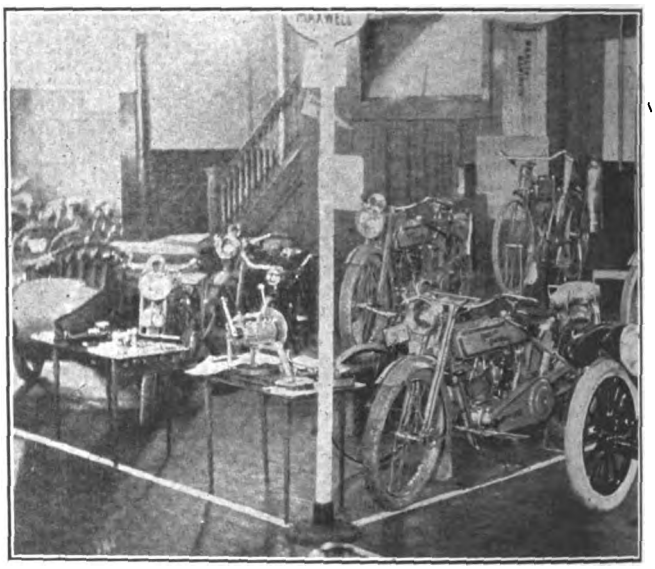
A. W. HARRIS OIL CO.
326 S. Water St., Providence, R. I.
Branch: 143 No. Wabash Ave., Chicago, Ill.

TWELVE MORE AGENTS ARE APPOINTED FOR MIAMI POWER BICYCLE

MIDDLETOWN, O.—A round dozen of dealers from five States are the latest additions to the growing list of representatives for the Miami Power Bicycle. In the East, E. J. Starr, of North Adams, Mass., has signed up for the popular little four-stroke belt-driver, as have also the following Pennsylvanians: J. W. Deardoff, Pottstown; Works Repair Shop, Indiana; Palace Hardware Company, Erie, and H. E. Wright, Bethlehem.

In Connecticut, Harry Grannof, Bridgeport, has taken the agency, while in South Bend, Ind., Hagedorn & Webester have signed up. In Goshen, Ind., L. Bigler will push this machine.

Californians who have taken on the Power Bicycle are J. A. Muenzer, Hollister; J. A. Blake, Gilroy, and B. Torigoe & Company, Watsonville.



Attractive Exhibit of George F. Ells at Recent Elmira, N. Y., Show. The Harley-Davidson Is Featured

BALTIMORE, MD.

R. L. FRENCH, of 510 Broadway, has signed up for the agency for the Flying Merkel motorcycle and the Miami Power Bicycle. His Flying Merkel contract calls for 50 machines, of which the first lot will number 10. Twenty-five Miamis in lots of 5 and 10 are contracted for. French's territory covers Baltimore County.

G. C. SANDRUCK, of 915 North Howard street, who formerly held the agency for several seasons, will continue to handle the Flying Merkel with French.

JOHN BOOTH, of 3707 Eastern avenue, will handle the Flying Merkel through French, also. In 1915, his first season with this make, he sold 63 of various models.

GEORGE HESSON & CO., of 643 West Baltimore street, will continue with the Flying Merkel as a subagency.

LOS ANGELES, CAL.

W. H. HOEGEE COMPANY, handling the Dayton Motor Bicycle in this city, has received orders for 418 of the front-driver machines, according to Manager W. F. Larrisey. The first carload for the Hoegee firm has been received and a second is now on its way.

(MORE NEWS OF DEALERS ON PAGE 52)

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GOODRICH GIANT BLACK SAFETY TREAD BICYCLE TIRES

Just look at this tire!

This is the big, husky brute that is creating such a tremendous sensation! The strongest, hardest to puncture Tire ever made—yet it rides like velvet.

Tread made of actually the same gristly *black* "Barefoot" Rubber *that goes into our big auto tires!* And the famous three-bar Goodrich tread—*more rubber at point of contact—less strain on inner tire body.*

There's no skimping on *this* Tire—no make-shift fabric and inferior rubber thrown together just to be "good enough for a bicycle tire." But a *tire worth the money*—the best effort of the World's Largest Rubber Factory.

There's more profit to you—

—in the Goodrich "Giant" than any other type. Our big national advertising—handsome pennants *free* with each tire and Boy's Guide Book full of things every boy wants to know—*is heading the buyer YOUR way.*

Connect up—write for advertising helps—here's a tire that's got wonderful quality—it's backed by a name known in every home—there's a big profit in it.

Let's pull together and make 1916 the best year we both ever had!

The B. F. Goodrich Company, Akron, Ohio
Branches and Dealers Everywhere
Makers of the Celebrated Goodrich Automobile Tires
—"Best in the Long Run"

Note husky *loose-weave* fabric—see how rubber in curing has permeated the meshes and joined with other side making solid wall of rubber—strongest construction ever evolved!

The B. F. Goodrich Company, Akron, Ohio
Please send free window display with directions. Also quote my prices on "Giant" and your other Bicycle Tires of different styles and prices.

Name_____ Address_____

ONE MILLION BICYCLES FOR 1916

For assurance of prompt attention to your wants mention MOTOR CYCLE ILLUSTRATED.

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DEALERS KEEP ON THE HUSTLE IN NEW JERSEY METROPOLIS.

NEWARK, N. J.—Watson Kluczek, handling the Big Brown Ones, is kept busy unpacking and fitting up Reading Standards each week. There are nine in the hands of satisfied owners already and four more due this week. Kluczek is now sure that the Spring riding season is here.

Pullman sidecars, of which Kluczek is agent, are in great demand, and there is an average of one to every other motorcycle being sold.

BERT CORYELL, manager for the F. C. Cornish Estate, had the unique experience of demonstrating the ability of the Henderson to two prospects at the same time the other day. Both manned the sidecar while Bert put the four-cylinder mount through its paces. The return to the store was celebrated by two orders.

CARL W. BUSH COMPANY, handling the Silent Gray Fellow, recently ran a quarter-page ad. in the leading Sunday paper, featuring the use of the motorcycle and sidevan for commercial purposes. Stress was laid on the efficiency, economy and delivery speed of the two-wheeler in business, and a list of satisfied owners with Harley-Davison outfits was included.

This list mentioned ten machines in municipal work and 30 in the hands of merchants, painters, automobile service stations, bakers and also in the service of the Mosquito Extermination Squad.

HAVERFORD CYCLE COMPANY, Excelsior representative, has a new 17-3 Ex. in stock and five more coming by express. The average sidecar sales have been one a day during last week. Smith Motor Wheels are in demand, also, there being a dozen on the way from Milwaukee, and all are spoken for. The two-speed Excelsiors of 1914 model which were in stock have been sold off by Manager Bunkin.

WALTER GOERKE, heading the local tepee, was low man when the bids for equipping the Newark police with new machines were opened, but nothing definite has been done by the Police Board as yet. Walter had Indians in six different colors on the floor last week: blue, olive drab, light brown, Russian war finish, greenish brown and the standard Indian red. There have been eight machines ordered of the Russian drab color and it bids fair to be the real all-weather finish.

MARYSVILLE, CAL.

AN EASTERBROOK, formerly with H. Cameron, of Sacramento, has opened a shop here. A complete repair equipment has been provided, and Easterbrook is now looking for a desirable agency proposition.

EXETER, CAL.

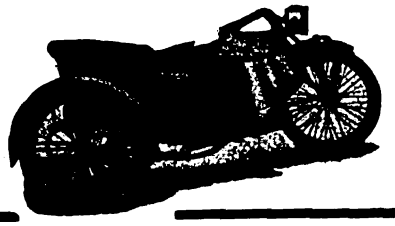
E. J. LAROCHE has taken the agency for the Dayton Motor Bicycle, in addition to his regular line of Silent Gray Fellows. Laroche's bicycles sales to April 3 have been over half those of the entire 1915 season.

PULLMAN, WASH.

GEORGE W. WALTER has taken the Thor agency for Pullman and vicinity. He started out with two machines on first order, but sold them both in six hours after uncrating. Several more are on the way and Walter is awaiting their arrival with eagerness.

(MORE LIVE NEWS ON PAGE 54)

SOME POINTS OF
Rogers
SUPERIORITY



ALL STEEL WELDED FRAME
NO STRAIN BALL AND SOCKET CONNECTIONS
RIGID, NO TWIST, FRONT SUPPORT
ELASTIC CENTER BRACE
ONE MODEL FITS ALL MOTORCYCLES
LIGHTEST and STRONGEST SIDECAR EVER BUILT
ALL STEEL WELDED BODY
REAL HAIR STUFFED UPHOLSTERY
REAL AUTOMOBILE HAND RUBBED FINISHED
There are others, too numerous for this space.
Write for catalog stating make of motorcycle you use or sell.

ROGERS MFG. CO., 328 W. Madison St., Chicago
Irving Beck (Service Station), 1493 Fifth Ave., New York

A. B. C. GENERATORS
Are Increasing, because they are Right

MODEL B Direct Lighting $22.50 | MODEL C Batt. Charging $27.50

A. B. C. GENERATOR CO., Los Angeles, Calif.
Los Angeles City Police just repeated with an order for thirty-eight more.

Mention MOTOR CYCLE ILLUSTRATED—It helps you, the advertiser and us.

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The Mark of Merit

ECLIPSE

Eclipse Brake

Morrow Coaster Brake

Eclipse Clutch

Eclipse Self-Locking Front Hub

Eclipse Two-Speed

Born amid the dark ages of Cycledom, the name ECLIPSE has steadily grown in prestige, in strength, in SALES-VALUE.

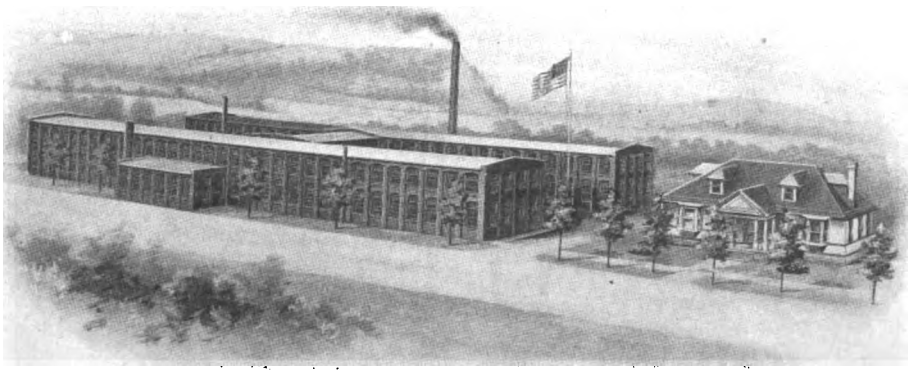
The name ECLIPSE has become to be identified with all that is reliable, certain, ***responsible*** in motorcycle and bicycle spheres.

As a trade-mark, dealers have found it to be of inestimable worth, for it cancelled the need of making elaborate explanations. The name ECLIPSE is instinctively associated in the buyer's mind with quality.

Thus, when YOU, Mr. Buyer, see the name ECLIPSE on an article, TRUST the dealer who sells it, for he knows the value of a good name.

Look for the mark of merit on the goods you buy.

Eclipse Machine Co.



Elmira N. Y.

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CALIFORNIA HENDERSON SPACE IS ENLARGED BY 50 PER CENT.

LOS ANGELES, Cal.—By taking another store, the California Henderson Motor Sales Corporation has made a 50 per cent increase in its spae. Active sales in Pope lightweights and bicycles have done much to make the increase in space necessary.

Charles Hubbard, of the company, is now visiting the factory in Detroit to make sure of sufficient allotments and deliveries to cars for the rapidly growing business of the company. He will visit the Boston, Mass., and Providence, R. I., Henderson stores before returning to Los Angeles.

F. A. Sutphen, who has been with the Henderson agency for the past year, has been promoted to be secretary of the Henderson Motorcycle Sales Corporation.

SCOTTSVILLE, IND.

PHILIP CURTIS has taken the agency for the Excelsior for this city and vicinity. He is awaiting the completion of his shop to his satisfaction before opening formally. The contract was had through Norbert Sandeman, holding the distributing rights for this make. Sandeman's headquarters are in Louisville, Ky.

BEACON, N. Y.

GEORGE SORENSON, handling the Thor in this city, has sold six of the twin mounts so far and has orders for a number of others on his books. His sales at this date are considerably ahead of those of the corresponding period in 1915, and he is confident that 1916 will be a hummer.

Sorenson is a road-man par excellence and his reports on road conditions are always valuable. He states that roads in his vicinity are in good shape now, since the snow has departed. There is a little rough going between Croton-on-Hudson and Peekskill and also a stretch at Wappingers Falls. Sorenson's place is the subject of frequent visitors from New York, Poughkeepsie and Yonkers and his transient sales bring him in a neat sum each season.

BRONX, N. Y.

GENE COUGHLIN, president of Gene Coughlin & Company, Inc., has sold 37 Harley-Davidsons of 1916 model to date, as well as eleven sidecars. Most of the latter were of Harley-Davidson make.

"Business has been so good that I have had to practically renew my stock of accessories since starting in last Fall," says Coughlin. "The demand for machines, both new and second-hand, in this borough has been big and things look as if the season was going to be a record one. The company has already felt the effects of the Spring weather in increased orders for the new models. Most of them ask for the electrically-equipped 16-J."

WHITTIER, CAL.

ERNEST LAW, the well-known cycle dealer, has taken the agency for the Cleveland lightweight for 1916. He has lined up a number of good prospects and is out to make a record in these parts.

KINGSTON, N. C.

MOSLEY & BALLARD have signed a contract with W. Grover, of Norfolk, Va., to sell Dayton Motor Bicycles in this city and vicinity.

(MORE NEWS OF DEALERS ON PAGE 56)

Perfect Service

What is **your** idea of perfect chain service? When you stop to analyze, it means the sort of service that **makes you forget you have a chain,** doesn't it? That's

"The Coventry"

"THE MOTOR'S TRUE MATE"

Put "The Coventry" on your motorcycle and forget it. But **while** you're putting it on the sprockets **remember—**

It is the strongest chain made—It is built for harder usage than YOU can give it—It is GUARANTEED.

The price is $1.00 a foot to the rider. Costs more—worth more.

H. F. L. Funke Co., Inc.
112 Broad St. NEW YORK

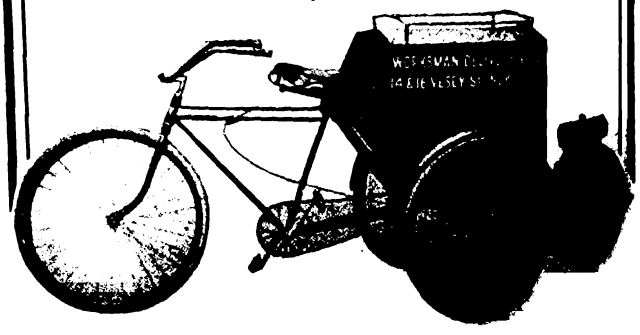
Merchants Bicycle Delivery Van

The simplest, most practical and cheapest method of Light delivery

You can sell this up-to-the-minute delivery van to every merchant in your town. It is the best ad for their business, is staunchly constructed, light and makes a fine appearance, with or without motor wheel. Attachable in 3 different positions.

Write for full data.

M. WORKSMAN
14-16 VESEY ST., NEW YORK



Mention of MOTOR CYCLE ILLUSTRATED is always appreciated by advertisers.

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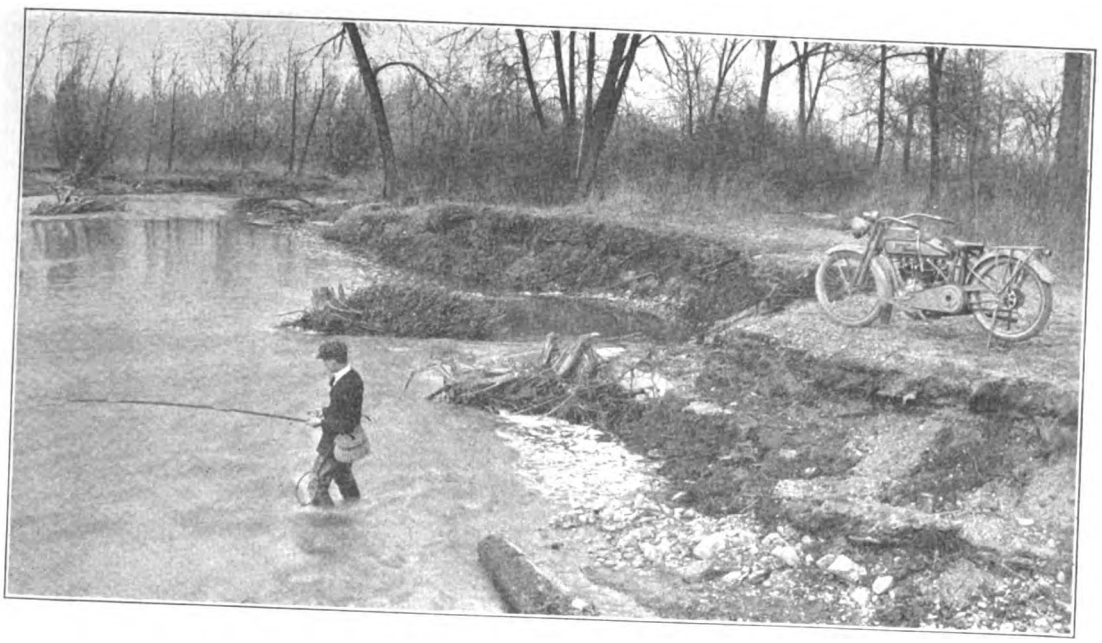

Your Harley-Davidson

is always ready for those opportunities which come up unexpectedly now and then when you find time to get away for a few hours.

It may be trout you are after—it may be bass—or it may be simply the sheer enjoyment of riding.

At these times a Harley-Davidson insures keenest enjoyment of the particular sport you are after—maximum motorcycle satisfaction—lowest upkeep cost—and the least attention.

Ride a 1916 Harley-Davidson and you ride the best —and you *know* it.

Harley-Davidson Motor Co.
Milwaukee, Wis., U. S. A.

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PROVIDENCE, R. I.

B. A. SWENSON, the Indian man, reports selling more Indians up to April 10 than between January 1 and August 1, 1915. His sidecar sales up to April 1, 1916, have been equal to those made up to August 7, 1915. "Indian business is growing by leaps and bounds," says B. A.

Swenson has just sold Powerplus models to the Newport Telephone Company, the Narragansett Pier Telephone Company, the Narragansett Electric Lighting Company, the Providence Company, the Providence Telephone Company, the Pawtucket Gas Company, and the Dolbey Ice Cream Company. The city of Providence is now negotiating for two Powerplus machines.

Referring to the New Britain store, Swenson says that Manager Charles Hadfield has set a sales record for that city. Since January 1 he has sold more machines than were ever sold during one season in New Britain. Business has been so good that Hadfield has added a salesman and a repairman.

LOS ANGELES, CAL.

TOM GIRTON, of the Girton-Hoffer Company, Excelsior representative, says that there are now only two unsold Excelsiors in the firm's territory. He states further that not one of the 1916 Big X's in Southern California and Arizona (Girton-Hoffer territory) has passed out of the original owner's hands. During March 56 machines were sold.

HENDERSON MOTORCYCLE SALES CORPORATION sales amounted to 25 new machines during a recent week, according to Secretary E. A. Sutphen. Business has increased to such an extent that a store to the south of the present one has been secured and the wall between has been removed. The enlarged quarters will be re-arranged in the course of a few days.

C. WILL RISDEN, handling the Indian in this city, sold 14 machines during the first week in April. The carload of Featherweights, which arrived on March 24, was sold out in five days, and Tommy Butler is anxiously awaiting the next lot from the East.

T. E. BERRY, handling the Miami Power Bicycle throughout Southern California, is selling the little four-strokers in lots of five. "And for cash, too," says Berry. "I am waiting for a carload of 115 lightweights from Middletown, O., and will have the contents disposed of in short order. I think that this carload will be the largest ever sent to the Coast by a motorcycle manufacturer."

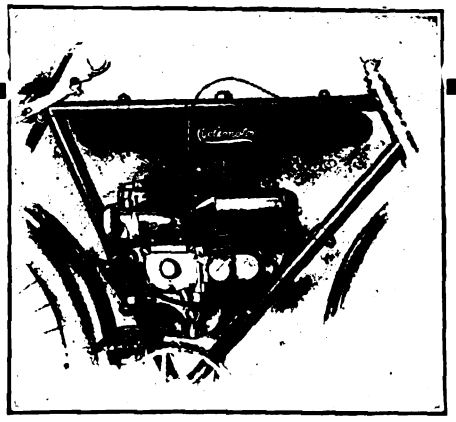
MARION, VA.

J. K. FISHER, a prominent cycle dealer in this city, has taken on the Dayton Motor Bicycle for 1916. Fisher is a bicycle enthusiast, but sees a big market for a lightweight motor machine and is of the opinion that the 1½ horsepower front driver is the one that fills the bill in his territory.

PERTH AMBOY, N. J.

HUGH McCALLUM, on Fayette street, has signed up to handle the Indian for 1916. This is McCallum's return to the Wigwam, as he held the Indian agency here up to 1914, when he took on the Excelsior. Since taking the 1916 Indian agency, McCallum has sold seven Powerplus models.

(MORE ABOUT DEALERS ON PAGE 58)



2 STROKE **Cyclemotor** HIGH SPEED

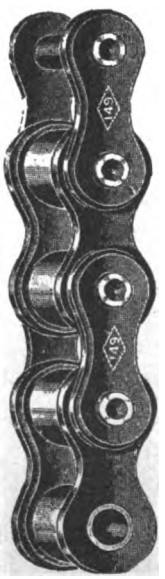
Successful because practicable

The Cyclemotor has made good where other motor attachments have failed because it embodies new and advanced engineering achievements. The two-stroke, high-speed principle has entirely eliminated vibration and greatly reduced weight.

It is a profit-producer and business-builder for dealers from every point of view.

CYCLEMOTOR CORPORATION
Arlington Bldg. Rochester, N. Y.

"149"

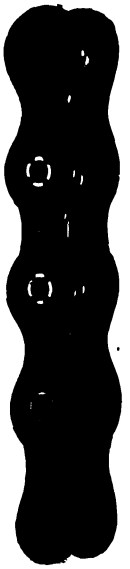


Extra Heavy

Designed to transmit the increased power of the modern motorcycle.

No. 149 is doing this work satisfactorily on thousands of the machines this year.

Why not try a set on your machine — you will be more than satisfied with the service you get.



Diamond Chain & Mfg. Co.
Indianapolis, Ind.

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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$10

Stewart
Motorcycle
Speedometer

Why Stewart Motorcycle Accessories Cost the Least

We are able to put as low a price as $10 complete on the Stewart Motorcycle Speedometer and $3.50 on the Stewart (hand) Motorcycle Warning Signal because of the quantities of both we sell.

You profit by getting the quality and service obtainable only in Stewart Products at a price lower than such quality and service in Motorcycle accessories has ever been sold for before.

The best dealers sell Stewarts—and the best dealers naturally sell the most accessories—that gives us volume.

Our persistent advertising makes most riders demand Stewarts and refuse cheap substitutes—that gives us volume.

Many large motorcycle manufacturers use Stewart Products as standard equipment—that gives us volume.

Stewart Motorcycle accessories cost the least because they are the best.

Make your motorcycle as safe and convenient as an automobile. Get a Stewart Motorcycle Warning Signal and a Stewart Motorcycle Speedometer today.

Stewart Products Are for Sale by Motorcycle and Accessory Dealers Everywhere

The Stewart-Warner Speedometer Corporation
Chicago, Ill.

Branches and Service Stations in All Principal Cities

Stewart
Motorcycle
Warning Signal

$3.50

Digitized by Google

ALTOONA, PA.

W. S. AARON, agent for the Miami Power Bicycle, is featuring the little four-stroker in his main show windows, along with Miami bicycles. Proprietor Aaron has already sold a number of both motorcycles and bicycles, and is confident that 1916 will be a record season. He has started on an extensive advertising campaign.

W. H. & L. C. WOLF, who handle the Indian in this city, have arranged with A. Cohen, a local sporting goods and hardware man, for a sub-agency. Cohen is well known for his speed ability on the track and also for his business acumen, and with these assets and a wide circle of acquaintances, the Wolf Brothers are confident that Cohen will materially add to the membership of Altoona's braves.

CLYDE FLUKE, a partner in the recently-dissolved firm of Fluke & Davis, has gone to Detroit, where he will sign up with an aeroplane and marine motor manufacturing company.

WASHINGTON, D. C.

B. R. CUTLER has taken the representation in the Federal District for the Dayton Motor Bicycle. The contract was signed with W. Grover, holding distributing rights for this section.

SANTA ANA, CAL.

ARMIN F. HEROLD, of the Indian Service Station, has sold more Indians so far this year than he did in all of 1915. The proportions have been one-third Featherweights and two-thirds Powerplus.

Herold sold four Featherweights within five days of the receipt of his first lot. He says that he can do lots more business in the little red two-stroker as soon as he can get the machines. "Goodrich black tread tires are making a hit in my trade," says Herold, "and Kokomo tubes are other good sellers."

Roy Ivins and Myron Warner, who operate the shop right back of Herold's store, are figuring on carrying a red machine to the top of the hill in the Orange County dealers' climb. One rides a Powerplus and the other a 1914 Indian.

FLUSHING, N. Y.

WILLIAM E. MARTIN, of 136 South Nineteenth street, has signed up with the J. W. Grady Co. for the local agency for the Dayton Motor Bicycle.

NEW YORK, N. Y.

STERN BROTHERS, handling the Indian at 1519 Second avenue, had their busiest day on April 8. They sold three Powerplus machines and took an order for a Featherweight. Four second-hand machines were also disposed of, as well as three Rogers sidecars.

Quite a number of the Stern customers are awaiting the arrival of the first shipment of Miami Power Bicycles, due in a few days.

TONAWANDA, N. Y.

H. WILLYOUNG will handle the Harley-Davidson in this city and North Tonawanda for 1916. Willyoung's headquarters are in Bowmansville, N. Y. He will establish his place in this city in the old C. C. Andrus piano store at 56 Webster street, as soon as alterations are completed. Formal opening will be made about April 20.

NEW YORK SPORTING GOODS CO.

FREE TO DEALERS

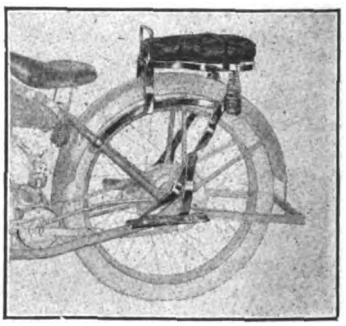
Write us on your letter head or enclose your business card and we will send you our new catalogs.

No. 60 Motorcycle Supplies
No. 64 Bicycle Sundries

A few agencies still open for live dealers of "Victor," Pierce and "Crawford" Bicycles. Prices and terms on application.

New York Sporting Goods Co.
15 and 17 Warren St., near Broadway New York

F-N and the HENDERSON



They Were Made For Each Other

The F-N tandem adds considerably to the neatness and brilliancy of the new model Henderson. The perfect fit, the bright nickel plating and black cushion "harmonize." The only "really comfortable" tandem. Price $18.

FENTRESS-NEWTON MFG. CO.
Detroit, Mich.

"DUCKWORTH" CHAINS

Are sold on merit, not on price. Satisfactory service is their strongest selling argument.

DUCKWORTH CHAIN & MFG. CO., Springfield, Mass.

GRASP THIS

If you were to construct a bicycle or motorcycle lamp yourself, embodying all those features that your experience has proven most desirable, it would not excel

The 20th Century Lamp

When you do buy a bicycle or motorcycle lamp buy the 20th Century and be certain.

We are Boosters for "One Million Bicycles in 1916"

20th Century Mfg. Co. 41 Warren St. New York.

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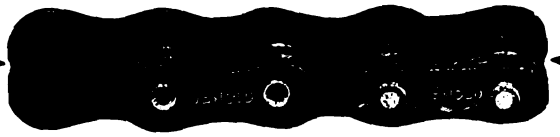


RENOLD—"The Chain of Proven Reliability"

Renold Chains are respected for their quality, admired for their service—and used for both reasons.

8198 ⅝" pitch ¼" width

No chain made can equal our special service models for combined strength and lightness in proportion.

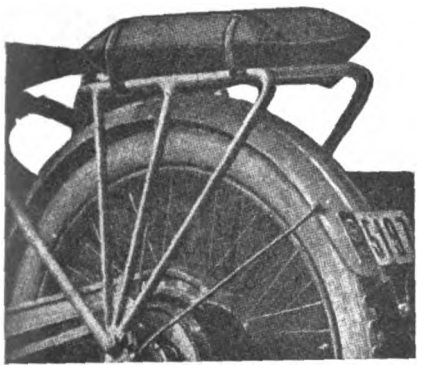
Write for booklet.

8199 ⅝" pitch ⅜" width

"A CENTURY IN BUSINESS"

PETER A. FRASSE & CO., INC. H·R 419 Canal Street New York City

TRAVEL ON AIR



INSIST ON COMFORT AND EASE, BY USING THE PNEUMATIC AIR CUSHION.

Is inflated without use of pump and deflated and carried in pocket or tool kit. Radically different and far superior to any article used for this purpose. FITS ALL LUGGAGE CARRIERS and can also be used for any other purpose, such as camping, fishing or any other place where comfort is desired. Its durability backed by two years' practical test.

PRICE $3.50

Write for literature today.

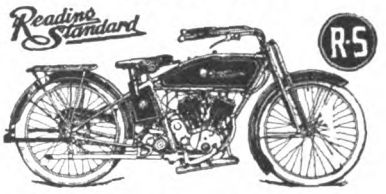
MOTORISTS' ACCESSORIES CO.
Ashland, Ohio.

R-S

Means Real Service

As a hill climber it has no equal—it is almost impossible to stall this machine. Watch the R-S Rider and see how easy he rides up steep grades—grades that are known to stall almost every other mount.

The Mechanical perfection—exceptionally high grade material and improved design make the R-S the best and most desirable of all Motorcycles. Among experts, it is recognized as a peer without an equal—It is without a doubt the World's Master Motorcycle.

$265 

$230

Write for complete catalog—just out.

READING-STANDARD COMPANY
501 Water St., Reading, Pa.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912,

of Motor Cycle Illustrated, published weekly at New York, N. Y., for April 1, 1916.

State of New York } ss.
County of New York }

Before me, a Notary Public in and for the State and County aforesaid, personally appeared J. Leo Sauer, who, having been duly sworn according to law, deposes and says that he is the Business Manager of the Motor Cycle Illustrated, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are:
Publisher, Motorcycle Publishing Co., 13 Park Row, New York.
Editor, J. H. Donehue, Jersey City, N. J.
Managing Editor, J. Leo Sauer, 460 Riverside Drive, New York.
Business Manager, J. Leo Sauer, 460 Riverside Drive, New York.

2. That the owners are: (Give names and addresses of individual owners, or, if a corporation, give its name and the names and addresses of stockholders owning or holding 1 per cent. or more of the total amount of stock) Motor Cycle Publishing Co., 13 Park Row, New York; J. Leo Sauer, 460 Riverside Drive, New York; H. N. Condict, 319 Main Street, E. Orange, N. J.; W. D. Callender, 4943 Sheridan Avenue, Chicago.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent. or more of total amount of bonds, mortgages, or other securities are: None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

(Signed) J. LEO SAUER,
Business Manager.

Sworn to and subscribed before me this 24th day of March, 1916.
[Seal] GRACE D. VAN DER VEER.
Notary Public, New York County, No. 75.
(My commission expires March 30, 1917.)

Capitol Auto List Company

106 Herkimer Street **Albany, N. Y.**

We copy official automobile and Motor Cycle records in the Capitol here and can compile a list of the auto or Motor Cycle owners for your section of the State, at lowest rates, sending you supplements, giving the additional registrations. We can compile a list of owners of any particular Motorcycle you may wish a list of.

When you say to your dealer: "I want a Benton Plug—the case-hardened kind"—you AUTOMATICALLY CANCEL YOUR SPARK PLUG TROUBLES. Our valuable booklet, "Spark Plugs—How to Make Them Give Perfect Service," is yours. Get it.

L. F. BENTON CO., Vergennes, Vt.

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PORTLAND, ORE.

BALLOU & WRIGHT, Northwest distributors for the Indian, received a carload of 66 machines on April 5. Nineteen were taken out to deliver to local buyers, and the rest have been sent to sub-agents. Another shipment is looked for in a few weeks.

These dealers as well as others have been taking advantage of the fine weather conditions which are now prevailing in Oregon and are reaping the harvest. On all sides statements are made that the motorcycle and bicycle business is far better at this time than it has been for years.

Patrons of Henry Shafer, Indian Agent at Dunkirk, N. Y., About to Start on a Sunday Run

NEW BRUNSWICK, N. J.

H. CLARK SAUNDERS, who handles Wigwam products in Middlesex and part of Somerset County, has just received a carload of Indians from the Springfield factory. He and his force are mighty busy unpacking the contents. The shipment contained 34 Powerplus models, 7 Featherweights and 4 sidecars.

Half of the big 'uns have rigid frames and the rest have the cradle frame. Practically all are fitted with the Splitdorf Mag-generator and electric lighting outfit. Ten are finished in gray, and these have gone already to members of the Indian M. C. of this city. Blue Streak Goodyears are on all wheels.

LOUISVILLE, KY.

CLYDE BERRY, local representative for the Thor, has just returned from a trip to West Point, Ky., Elizabethtown and other cities in that section. The trip was made with Mrs. Berry as sidecar passenger. Berry has signed up several sub-agents and reports things as humming.

JOHN H. ETIENNE has opened a store at Preston street and Broadway, and has taken the Henderson representation. Etienne also handles the Cygnet Rear Car and stocks a fine line of supplies. He has received his demonstrator and is already hot on the trail of prospects.

WOONSOCKET, R. I.

W. CARPENTER has taken the agency for the Dayton Motor Bicycle for this city. He signed up with J. W. Grady & Company, Worcester, Mass., holding the distributing rights for this section.

SPRING VALLEY, N. Y.

VICTOR HANBUER, who has a big cycle store on Main street, has added the Dayton Motor Biycle for 1916.

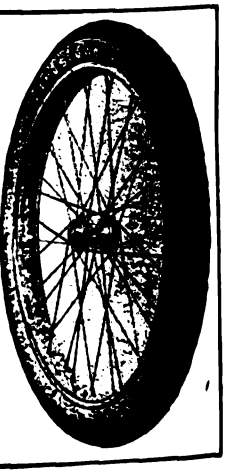
NATIONAL Motorcycle and Bicycle Spokes

We are selling several of the representative motorcycle and bicycle manufacturers, as well as some of the largest jobbers in the country.

For Motorcycles—.135 x .110 and .120 x .100. Made of high grade wire, either hand buffed or regular bright nickel finish. For Bicycles—.082 x .072; .080 x .060; .072 x .056. Furnished in National hand buffed or regular finish. Finest grade of wire. Rust proof!

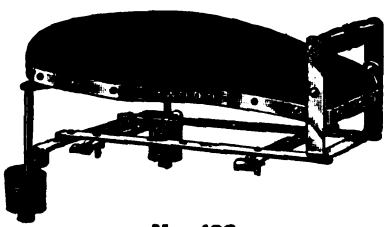
The National Screw and Tack Co.
Cleveland Ohio

Firestone Motorcycle Tires



THE Red Side Wall and Black Tread, the trademark of Firestone Tires, stands for quality—the same materials and workmanship as in Firestone Automobile Tires. Equip now, for safety, easy riding and Most Miles per Dollar.

Firestone Tire and Rubber Company
"America's Largest Exclusive Tire and Rim Makers"
Akron, Ohio Branches and Dealers Everywhere



No. 422 tandem to be used on rigid carriers, the price includes one pair footrests.

Retail Price Complete $5.50

No. 422
Price Complete, $5.50. Including Footrests.

DEALERS — Write us for our new Proposition.

WALD MANUFACTURING CO.
Dept. F SHEBOYGAN, WIS.

1916 CATALOG READY
MOTORCYCLE SUPPLIES and REPAIRS
MOST COMPLETE STOCK ON EARTH

QUALITY SERVICE

Write today. Special offer to dealers.

EXPERT OVERHAULING
Best equipped repair shop in Northwest
Estimates Furnished Work Guaranteed

MOTORCYCLE ACCESSORIES CO.
ST. PAUL MINN.

Mention MOTOR CYCLE ILLUSTRATED—It helps you, the advertiser and us.

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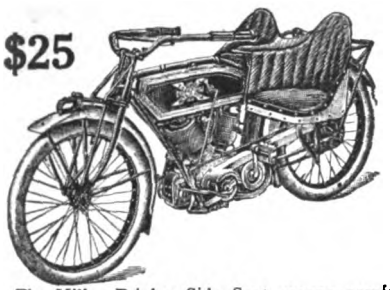
FEDERAL MOTORCYCLE TIRES

"EXTRA SERVICE"

Federal Rubber Manufacturing Co. - Milwaukee

$25



Here's Comfort and Ease For You

The Miller Triplex Side Seat means comfort, ease, companionship, economy, satisfaction.
Fits any motorcycle and is finished to match.
Guaranteed for 3 years.
Every live dealer who does not know the Triplex should write at once for our big new proposition. It's a winner.
Illustrated Catalog on Request.

Haverford Cycle Company 583 Market St., Philadelphia, Pa.

Berling Magneto

This "B" type will carry the motorcycle maker to Success because it will carry the rider to his destination.

ERICSSON MANUFACTURING Co. 1116 MILITARY RD., BUFFALO, N.Y.

The choice of the experienced rider is

PREST-O-LITE

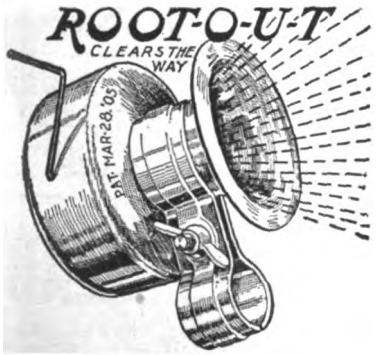
The Only Practical Light for Motorcycles.

The best Road light at the lowest cost. Simple, sturdy, absolutely reliable and highly convenient. Send for literature.

The Prest-O-Lite Co., Inc. 246 SPEEDWAY INDIANAPOLIS, IND.

The World's Largest Makers of Dissolved Acetylene

Prest-O-Lite Exchange Agencies Everywhere



Bicycle Mechanical Operated Horn

No Batteries or Wiring required

RETAILS AT

25 CENTS

ASK YOUR JOBBER OR DEALER

THE SEISS MFG. CO., 432 Dorr St., Toledo, O.

FREE

The Oldest Supply House in America

You can't be up-to-date without it.

Write today to

MOTORCYCLE EQUIPMENT CO.

Hammondsport, N.Y.

3664 S. Main
LOS ANGELES, CAL.

PATENT YOUR IDEAS

Inventions bring fortunes when protected by good patents. New ideas in great demand. I will get a valuable patent for you and will help you make money from it. Ask about my free advice, or send sketches for free search of patent records.

LESTER L. SARGENT, Patent Lawyer, N.W. Cor. 9th and G Sts., Washington, D. C.

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National Dealers' Directory

NEW YORK CITY

EXPERT REPAIRING
Motorcycles a specialty. All work guaranteed. Large accommodations for storing motorcycles and sidecars at low rates.
Broadway Auto Repair & Supply Co.
248 West 106th Street C. Lurie, Prop.

DAYTON MOTORCYCLES
Parts for DAYTON and DE LUXE
Repairs and Supplies
DRISCOLL & JEANROY
809 W. 126th St. New York.
'Phone, 8352 Morningside.

OILS SUPPLIES
J. C. FOLEY
Agent for INDIAN MOTORCYCLES
Repairing Storing
2059 JEROME AVE., Corner Burnside Ave.

HARLEY-DAVIDSON
M. J. GOLDMAN
All Makes of Bicycles—Expert Repairing.
116 Greenwich Ave. Phone 3956 Chelsea.

Uptown Indian Headquarters
Parts and Accessories
Cash—Installment—Exchange
LOUIS GOLDSMITH, 92 St. Nicholas Ave.

Harley-Davidson Sales Co.
Distributing Agents for
HARLEY-DAVIDSON MOTORCYCLES
533 West 110th Street, Near Broadway, New York
15 So. Lexington Ave., White Plains, New York

Oliver's Bronx Distributing Agency for
INDIAN
All Repairs Guaranteed
993 Washington Ave., Near 164th St.
Oliver Borchheimer, Prop. V. C. Pelezzaro, Mgr.

GUS. ROTHOLZ
N. Y. Distributor for Reading Standard Motorcycles. Rogers Sidecars in stock. Agent for Excelsior and Henderson
1491 Fifth Avenue Telephone, Harlem 2337

T. J. SIXSMITH
203 W. 100th Street.
Expert Repairing. New York Agent for the EXCELSIOR.
Telephone, 8861 Riverside.

AMOS SHIRLEY, 935 Eighth Ave.
INDIAN and EXCELSIOR
Columbia, Hartford and Fay Juvenile Bicycles.
Parts for the Indian, Excelsior and Pope.
Repairs and Accessories.

STERN BROS.' F. A. M. SHOP
INDIAN MOTORCYCLES
MIAMI POWER BICYCLES
Storing, Repairing and Supplies
1519 SECOND AVE., Cor. 79th St. Phone Lenox 1933

Exceptional Offer of Choice Seconds
28 x 3 Firestone Non-Skid.....$6.25
29 x 2¾ Firestone Non-Skid..... 5.65
These tires are fresh stock practically perfect, but slightly discolored in spots.
E. J. Willis Co., 85 Chambers St., N. Y. City

EXCELSIOR
M. WORKSMAN, Agent
Large Stock of Parts and Supplies. Used Machines Bought, Sold and Exchanged on 5% Basis.
14 VESEY STREET.

YORKVILLE
MOTORCYCLE WORKS
Expert repairing on all makes. Used machines for sale. Agents for Smith Motor Wheel. Service Station. Storing.
1729 1st Ave., near 90th St. Tel. 2183 Lenox

BROOKLYN

HARLEY-DAVIDSON
Brooklyn and Long Island, 1157 Bedford Ave.; 594-596 Jamaica Ave. Exhaustive line of supplies, repairs, parts; in short, we stock everything for the motorcycle and the rider.
BOB BRAZENOR, Proprietor.

FRANK P. BAKER
BROOKLYN DISTRIBUTOR
Indian Motocycles
1038 Bedford Avenue
Phone Bedford 5297 Brooklyn, N. Y.

1916 EXCELSIOR IS HERE
All models on display.
Full line of Parts—A1 F. A. M. Repair Shop.
HOWARD C. HENDRICK
155 Howard Ave. Phone: Bush 3039

A. H. PATTERSON
Distributor of
Excelsior-Reading-Standard and Cleveland Motorcycles, Smith Motor Wheel, Crown bicycles and the best accessories.
Two Stores—1080-82 Bedford Avenue, 713 Flatbush Avenue, near Parkside, Brooklyn, N. Y.

INDIAN
MOTORCYCLES, BICYCLES AND SUPPLIES
Expert Repairing
B. SLOTNICK, 5306 Fourth Ave., B'klyn
Near 53d St. Station Phone 4585 Sunset

WINGES BROTHERS, 1315 Bushwick Avenue, Brooklyn, N. Y., Brooklyn and Long Island distributors for the Dayton; also Indian agency. Expert repairing on all makes of motorcycles. Complete line of supplies. Prompt and satisfactory service a feature of this establishment.

LONG ISLAND

INDIAN
AND SMITH MOTOR WHEEL
All makes of Bicycles—expert repairing
FLUSHING BICYCLE EXCHANGE
30 MAIN ST. FLUSHING, N. Y.
Phone 498J Flush.

Plaza Motorcycle Exchange
EXCELSIOR DISTRIBUTORS
Parts and Supplies—Repairing by factory mechanics.
Bridge Plaza, Long Island City.
Phone Astoria 1889

D. & D. MOTOR SUPPLY CO.
INDIAN MOTOCYCLES
Phone: 2045 Astoria.
Expert Repairing—Gasoline.
Full Line of Accessories—Used Machines.
Bridge Plaza South, Long Island City, N. Y.

HARLEY-DAVIDSON
Territory—Long Island City to Port Washington on North Shore. Demonstration gladly given.
Full Stock of Supplies—Used Machines.
HORN & McCRACKEN
F. A. M. Shop College Point.

PATERSON, N. J.

W. EDW. MACDOUGALL CO.
Dist. of Harley-Davidson Motorcycles. Drop us a line if interested in second-hand machines.
102 Van Houten St., Paterson, N. J.

INDIAN
MOTOCYCLES
Rebuilt machines. A written guarantee with each machine. Write for details and price list.
JOHN STEELE, 91 Broadway, Paterson, N. J.

PROVIDENCE

Motorcycle Repairing and Winter Overhauling. Complete repairs on any make.
INDIAN A SPECIALTY. PRICES RIGHT
Work guaranteed. 1916 Indians always in stock; any make taken in trade. All makes of second-hands on sale.
B. A. Swenson, 522 Broad St., Providence, R. I.

NEW YORK

Mt. Vernon Motorcycle and Bicycle Shop
Agents for HARLEY-DAVIDSON Reg. P.A.M.
Opposite Proctor's Theatre, Mt. Vernon, N. Y.
We Fix Everything

You get quick results from advertisers when you mention MOTOR CYCLE ILLUSTRATED.

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Special Service Department

Motorcycle Tires

Parts and Supplies

Also

BICYCLES and SUPPLIES

WHOLESALERS and JOBBERS

CITY SUPPLY CO.

56 Warren Street New York

NOTICE TO MINNEAPOLIS MOTORCYCLE RIDERS REGARDING REPAIR PARTS

We have taken over the entire stock of repair parts and machines. Prompt attention assured all orders and inquiries—prices right.

H. E. WILCOX MOTOR COMPANY
1030 Marshall St. N. E., Minneapolis, Minn.
Successors to Minneapolis Motor Co.

CLEAN-UP SALE

All slightly used and rebuilt machines, about 125 on hand, all makes, at unheard of price reductions. A new sheet, full of bargains ready for you. Don't wait longer, don't look any farther—we have what you want at the right price. Write today.

WESTERN SUPPLIES COMPANY
1440-52 Larimer Street Denver, Colo.
Largest Cycle and Motor House in West

Motorcyle Accessories

Our new 1916 Catalogue "C" describing everything new and necessary for the motorcycle at money saving prices, will be mailed free on request.

GET ONE BEFORE ORDERING YOUR SUPPLIES

E. J. WILLIS CO.

85 Chambers Street New York City

Rogers SIDECARS

NEW YORK SERVICE STATION

Sidecars and parts in stock for all machines.
Special attention to dealers.

IRVING BECK

1491 Fifth Ave. Phone Harlem 7663

Are You Looking for Bargains in Second-hand Motorcycles?

Read all the advertisements listed in the classified section of Motor Cycle Illustrated directly below.

BARGAINS IN USED MOTORCYCLES

Write for our revised list of used motorcycles of all makes and models, including the Harley-Davidson, Reading-Standard, Merkel, Thor, Indian, Yale, Shickel, Pope and De Luxe. Literature furnished on request.
The Place of Satisfaction.

MUELLER CYCLE AND SUPPLY CO.
Oldest and largest dealers in the northwest.
726 National Ave. Milwaukee, Wis.

CYLINDER GRINDING

Motor-Cycle Exclusively

New pistons and rings accurately fitted.

MUNCIE PISTON CO., Muncie, Ind.

THOR MOTORCYCLES

Complete stock of parts, over-night service. When in need of Thor parts try us. Large stock of used machines, all makes, at bargain prices.

B. RUDERMAN,
1031 Bedford Ave. Brooklyn, N. Y.

Motorcycle Accessories and Supplies

Manufacturers, Agents and Jobbers, Wholesale and Retail. Get Our Catalogue Before Buying Your Supplies.
Dealers, Attention! Send For Our Catalogue and Dealers' Price List.

HARLEY-DAVIDSON SALES CO.
533 W. 110th St., Near Broadway, N. Y.

Classified Advertisements

ONE INSERTION THREE CENTS A WORD; MINIMUM 50c. — MORE THAN ONCE TWO CENTS A WORD PER ISSUE

FOR SALE

FOR SALE—Old established bicycle business, very profitable for right party. Wish to retire. Will sacrifice. Sebbens, 11 Vine St., Worcester, Mass.

FOR SALE—1915 single-cylinder open port Excelsior, dirt track equipment; machine in first class condition and is very fast; $150; send $25 and we will ship on inspection. Canaday-George Co., 270 Hudson avenue, Albany, N. Y.

CYCLONE 3-speed, 1916 model, demonstrated only 50 miles, $225. Cyclone single-speed, 1915 model, used 500 miles, $175. Flying Merkel single-speed, 1915 model, used 1,600 miles, Stewart speedometer and horn, $125. Ashley Sport Shop, 1213 Bedford Ave., Brooklyn, N. Y.

IT IS NICE to know where to procure parts for your machine immediately. Parts are our specialty. "Flying Merkel," "Thor," "Indian," "Pierce," "Curtis," F. N., M. M., R. S., N. S. U. Always 25 or more used machines on hand, $25 up. The M. M. Sales Co., 1777 Broadway, New York, Room 450.

SNAPS—One 1915 H.-D. three-speed; one 1914 two-speed H.-D.; one single-cylinder Thor; one single-cylinder Indian; one 1914 H.-D. sidecar; one 1915 H.-D. sidecar. Every machine guaranteed in A-No. 1 shape. Write for prices. Otoupalik Bros., David City, Neb.

BUSINESS FOR SALE—Live town, 15,000, Middle West; agency for leading motorcycle; big bicycle and accessory business; work for three men. Great opportunity for right party. W. B., care of MOTOR CYCLE ILLUSTRATED.

FOR SALE—Double Diamond Tandem, built to order; extra quality; must sacrifice. Name your own price. Margaret Gast, Lincoln Square Arcade, Broadway, New York.

FOR SALE—Motorcycle Trunk, best grade, worth $75.00; will sell for $25.00. Gliesman, 1777 Broadway, New York.

DEALERS!

Now is the time to dispose of those used motorcycles. You need all available space for handling new business now that the riding season is open.

Let prospective buyers know what you have to offer. Advertise HERE.

POSITIONS WANTED

WANTED—Position by traveling salesman, 3 years' experience with well-known bicycle and motorcycle manufacturer in south and central west; also factory experience. W., care of MOTOR CYCLE ILLUSTRATED.

HELP WANTED

WANTED—A first class repair man to work on motorcycles; state where last employed, salary expected, and send references. Canaday-George Co., 270 Hudson avenue, Albany, N. Y.

MISCELLANEOUS

BICYCLE TIRES VULCANIZED for the trade. Prompt service on Parcel Post and Express orders. Best work and lowest prices. 25 years' experience. W. M. Sharpe, 118 West Broadway, New York.

HARLEY-DAVIDSON, Indian, Excelsior, Thor and Merkel cylinders reground and fitted with our lightweight pistons and rings, $4.50; with leakless piston rings, $6. Bakeman Motor & Supply Co., St. Cloud, Minn.

THE SMALLEST AEROPLANE in the world. The motorcycle engined monoplane. Blueprints, $10 per set. Described in March Popular Mechanics Magazine, page 353. George D. White, Los Angeles.

WANTED—Demonstrators and salesmen for new article that every auto or motorcycle dealer and repair man should have. A good salesman can easily secure large orders on which we will give large commissions. Address Box C. B. Motor Cycle Illustrated.

DYKE'S MOTOR MANUAL ON MOTORCYCLES, marine and stationary engines. The most complete simplified book published, $2.00. Send for interesting descriptive circular to A. L. Dyke (Pioneer) Publisher, Box 98-M Roe Bldg., St. Louis, Mo.

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REMY

IN FRONT

In every motorcycling party you will find a Remy equipped Harley-Davidson elected to lead the procession —because

Night riders who use the Remy Lighting-Ignition System avoid serious accidents and hair-breadth escapes. Day and night they ride anywhere, secure with the safety that the Remy affords. On the darkest night

A Turn of the Switch

opens up the road far ahead with a brilliant, intense stream of light. No need to worry—no need to strain your ears to catch the sound of on-coming traffic—no need to slacken your speed for fear of what might happen. It won't happen if your mount is Remy equipped.

The Remy system also furnishes strong, reliable, synchronized ignition. Remy ignition is helping win races, hill climbs and endurance contests everywhere—and it gives 100% efficient service in constant everyday use.

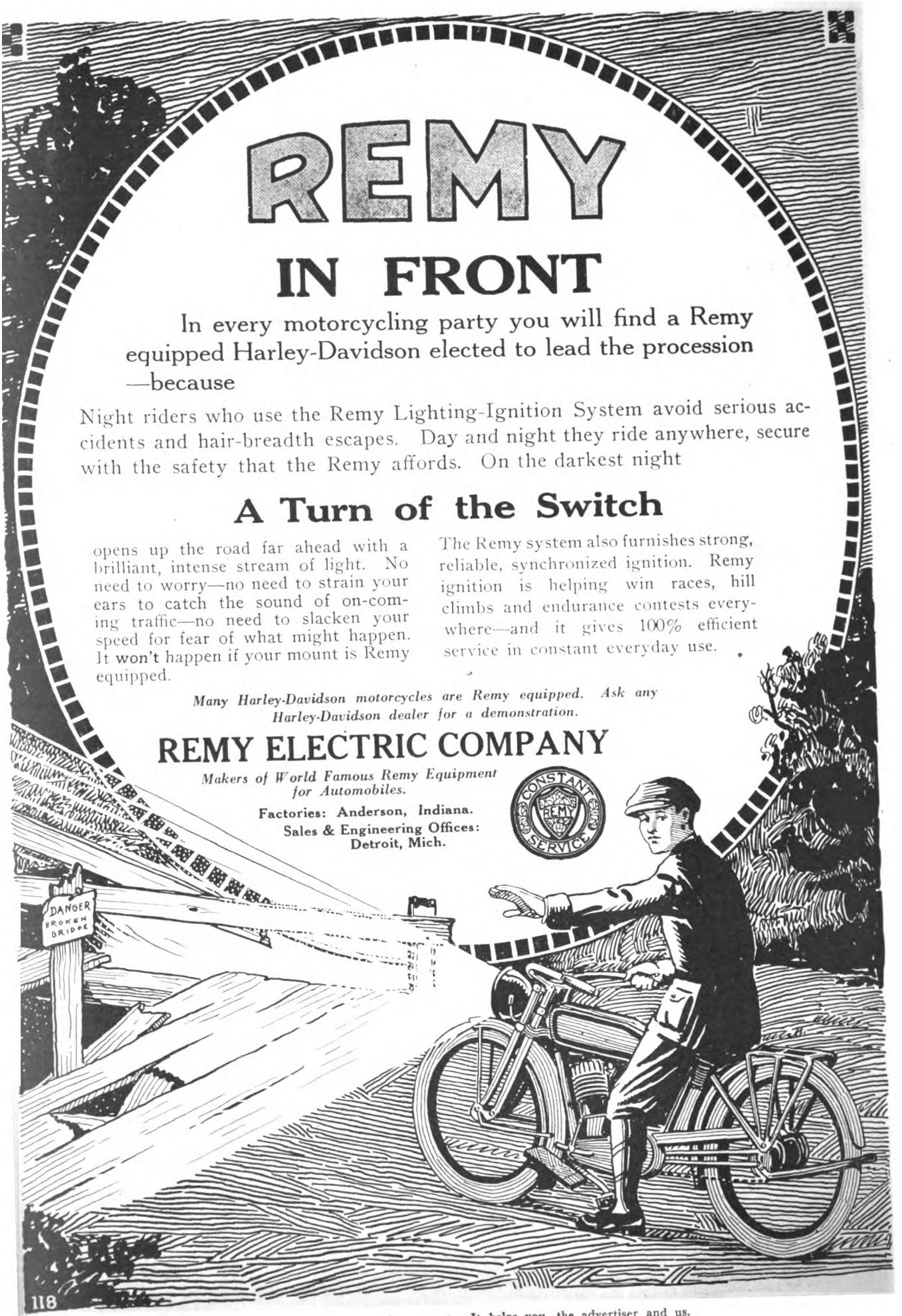
Many Harley-Davidson motorcycles are Remy equipped. Ask any Harley-Davidson dealer for a demonstration.

REMY ELECTRIC COMPANY

Makers of World Famous Remy Equipment for Automobiles.

Factories: Anderson, Indiana.
Sales & Engineering Offices: Detroit, Mich.

CONSTANT REMY SERVICE



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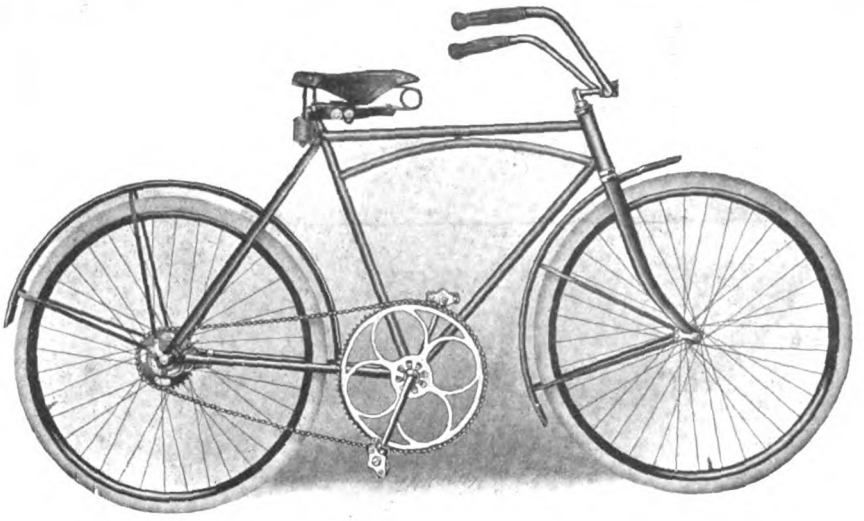

The Speedwell

Look at the graceful, light, speedy lines of this bicycle. Doesn't it strike you as a winner? And just glance at that big, powerful sprocket. Here is a bicycle that will boost your bike sales way up. Just get in touch with us and find out the details of this wonderful seller.

The Hub of New England's Cycle Trade

Headquarters for New England Dealers! Every *live* bicycle, motorcycle and automobile accessory made is listed in our big catalog.

Our line of motorcycle, bicycle and auto tires is as complete as big buying power and the *right selection* can make it.

A glance at our big 254-page catalog will quickly convince you that we are qualified to act as YOUR BUYING AGENTS. We will select the goods you need to make your business a howling success.

We are the New England distributors for Pierce and Reading-Standard Bicycles. Our service is instant, our shipping facilities adequate to handle the largest as well as the smallest order with expedition and accuracy.

Fill out the coupon below and learn what a *complete* line looks like.

254 Pages!

You need this catalog in your business! It's the big buying guide of the year! In it you will find listed only articles of A-1 PROVEN MERIT.

HUB CYCLE COMPANY
14 Portland St., Boston, Mass.

Please send me your complete catalog of bicycle and motorcycle accessories.

Name .....

Address .....

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GOODYEAR
AKRON
Bicycle Tires

Boys and men are great boosters. They will give you a tremendous amount of publicity if you give them half a chance. 70,000 Goodyear Bicycle Caps have already been given out by bicycle dealers. Your name appears on the front of each cap in handsome colors. If you want to make your store the popular one for bicycles, bicycle tires and sporting goods, get a supply of Goodyear Caps. Write us for cap offer with sample.

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The Time to Talk Business

Did you know that there are over four million boys and girls, men and women, in this country who have found the bicycle a help and a pleasure?

Do you realize that these four million people have found the bicycle a sure and steady convenience, a splendid source of profit—in fact, a thing they would not be without?

By far the biggest majority of bicycle dealers have seen this growing tendency in favor of bicycling.

Bicycle manufacturers know it by the excess orders for 1916 machines. We know it by the ever increasing orders for Blue Streak Tires.

The bicycle, in fact, was never so popular as it is today; it was never so well made as it is today; there were never so many reasons why you should concentrate on bike prospects as there are today.

It is a pretty safe statement to say that the average dealer could double his bike sales if he would double his enthusiasm. And it's true—the bike has been left alone in the corner and expected to sell itself.

Don't talk bad weather or bad roads—talk business. Know your proposition from A to Z—then talk it. That's the way to turn bicycles and tires into cash.

You have everything on your side. The Goodyear Square Deal Tire Policy is the fairest proposition ever made you by a tire manufacturer.

We not only offer you the best tire made but we help you sell it by creating a tremendous demand for Blue Streaks.

We are the only bicycle tire manufacturer in America advertising one standard price to all consumers—$2.50 each, nonskid.

Do you see how this advertised price is going to keep business "at home"? If you can offer a better tire for as low a price as the catalog houses you can get this tire business.

Over 8,000 dealers are making satisfied, permanent customers by selling Goodyear Blue Streak Tires. And nearly every one of these 8,000 dealers is using the Goodyear Dealer Helps as a further stimulus to increased business and added profits.

If you would know more about these new ways to new business, simply drop us a postal asking for the Goodyear Dealer Helps—or better still, talk with the Goodyear salesman.

The Goodyear Tire & Rubber Co.
Akron, Ohio

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"Sure it's Safe, Dad, it's got a *Morlow* Coaster Brake—the Same as *You* Used When You Were a Kid"

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Morrow

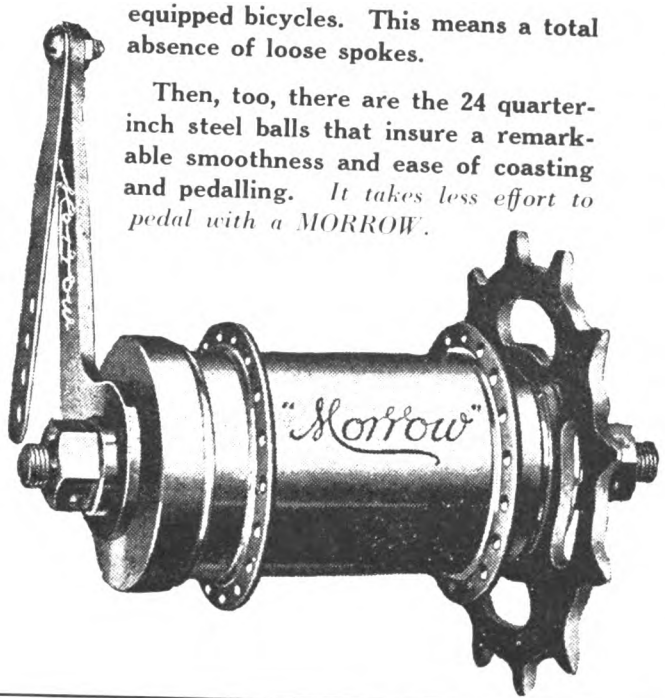
"The Brake that Cancels Danger"

All the kids know the MORROW. They've heard their big brothers talk about it, they have listened to their Dads tell of their bicycle riding days, in which the MORROW Coaster Brake, its safety, its ease of operation and its wonderful durability and strength were strongly featured. That's why they WANT the wheel with the MORROW brake, and that's why, friend dealer, you have the most powerful sales-asset in the "Brake that Cancels Danger."

The MORROW has been linked with good bicycles since the sport began. It is the oldest, the best known, and the most universally admired brake on the market. That's a statement that can be easily proven by asking any of the real "old-timers," those L. A. W. men, what brake they used. The answer will invariably be, "Why, MORROW, of course."

This reputation which has grown with the growth of the industry is well deserved. MORROW superiority features are evident to everyone. First, there is the big hub shell, the largest and most efficient braking surface on the market. The interior expanding sleeve of spring steel, with a bronze outer lining, being equally expanded from both ends along the entire centre of the hub shell insures an even pull on all spokes when pressure is applied. There is no side-pull on Morrow-equipped bicycles. This means a total absence of loose spokes.

Then, too, there are the 24 quarter-inch steel balls that insure a remarkable smoothness and ease of coasting and pedalling. *It takes less effort to pedal with a MORROW.*



Write and let us tell you of the hundreds of ways in which we co-operate with dealers who sell bicycles equipped with the MORROW Coaster Brake. Just give yourself an opportunity to find out what REAL reputation plus strong co-operation will do to boost your bicycle sales toward that million mark.

Write to-day, without fail for full "dope."

Eclipse Machine Co.

Elmira, New York

A good deed often means a good deal—Please mention MOTOR CYCLE ILLUSTRATED.

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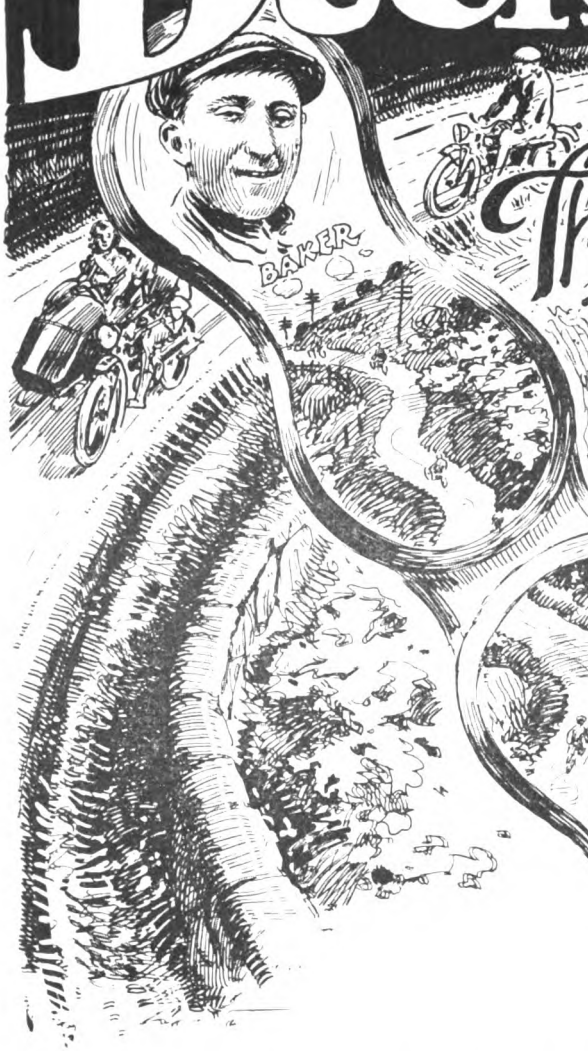
"DUCKWORTH"

The Choice of Veteran Riders



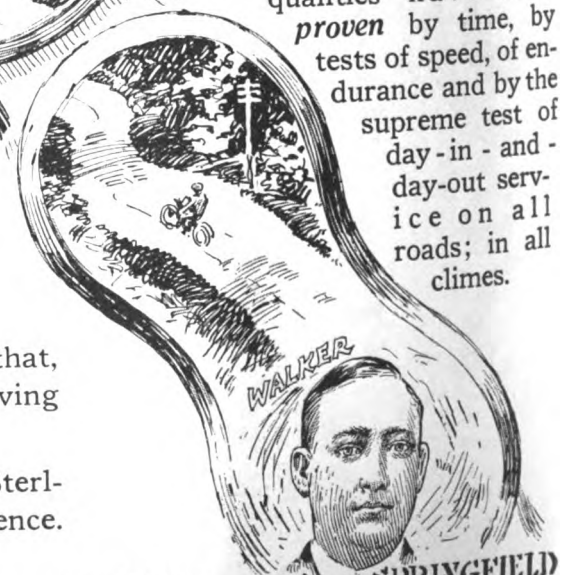
Why is it that all the big men in the motorcycle game—old seasoned veteran riders such as E. G. Baker and Jimmie Walker who have piled up big mileage—use DUCKWORTH CHAINS? Why are they standard equipment on the Indian, the Pope, the Harley-Davidson, Excelsior, Henderson, Emblem and Merkel?

There is only one answer—confidence. They KNOW DUCKWORTH Quality—Duckworth Strength—Duckworth Efficiency. These DUCKWORTH qualities have been *proven* by time, by tests of speed, of endurance and by the supreme test of day-in-and-day-out service on all roads; in all climes.

"Cannonball" Baker, the high man of the sport, has *always* used DUCKWORTH Chains. He achieved his latest and greatest record—the thousand mile world's record in Australia—with DUCKWORTH.

Jimmie Walker during each year achieves a mileage of 18,000 miles, traveling in the interests of the American Chain Co., Inc., makers of the Weed Anti-Skid Chain. Mr. Walker states: "I am pleased to say that, while I have used a number of different makes of driving chains, I have found none better than Duckworth."

The name "DUCKWORTH" on a chain is like the "Sterling" mark on silver. It stands for unsurpassed excellence.



Duckworth Chain & Mfg. Co. SPRINGFIELD MASS. U.S.A.

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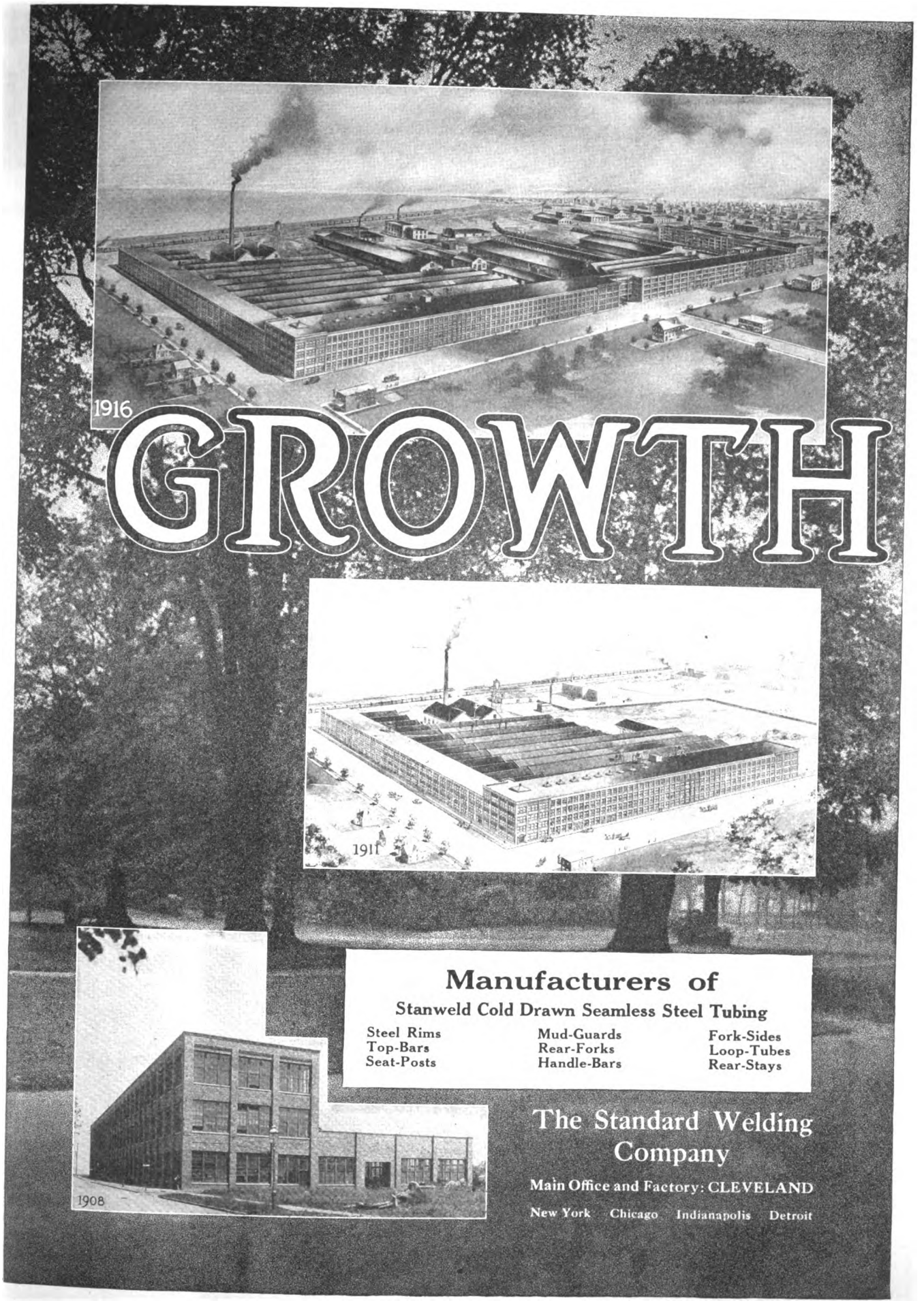

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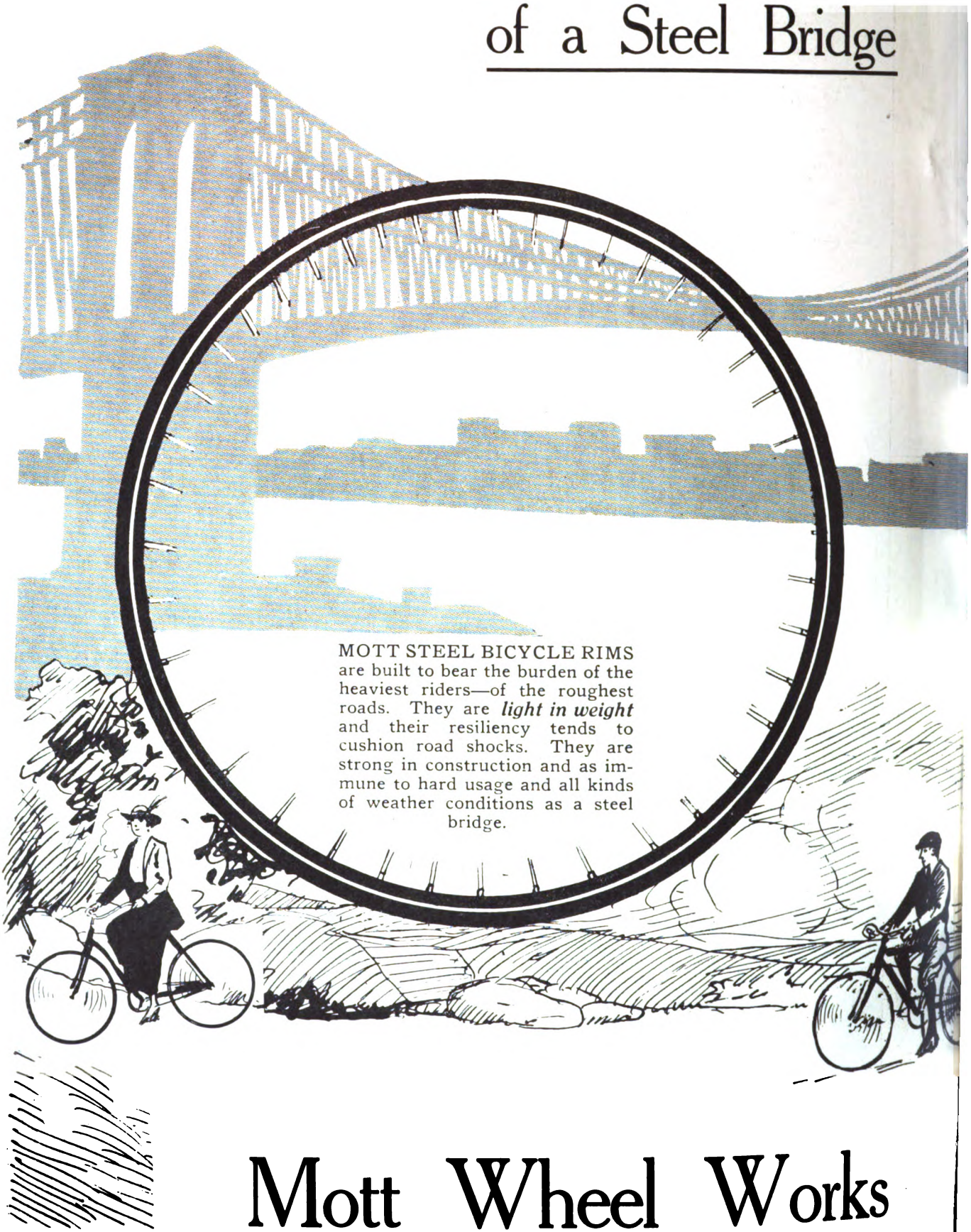
The Strength and Resiliency of a Steel Bridge



MOTT STEEL BICYCLE RIMS are built to bear the burden of the heaviest riders—of the roughest roads. They are *light in weight* and their resiliency tends to cushion road shocks. They are strong in construction and as immune to hard usage and all kinds of weather conditions as a steel bridge.

Mott Wheel Works

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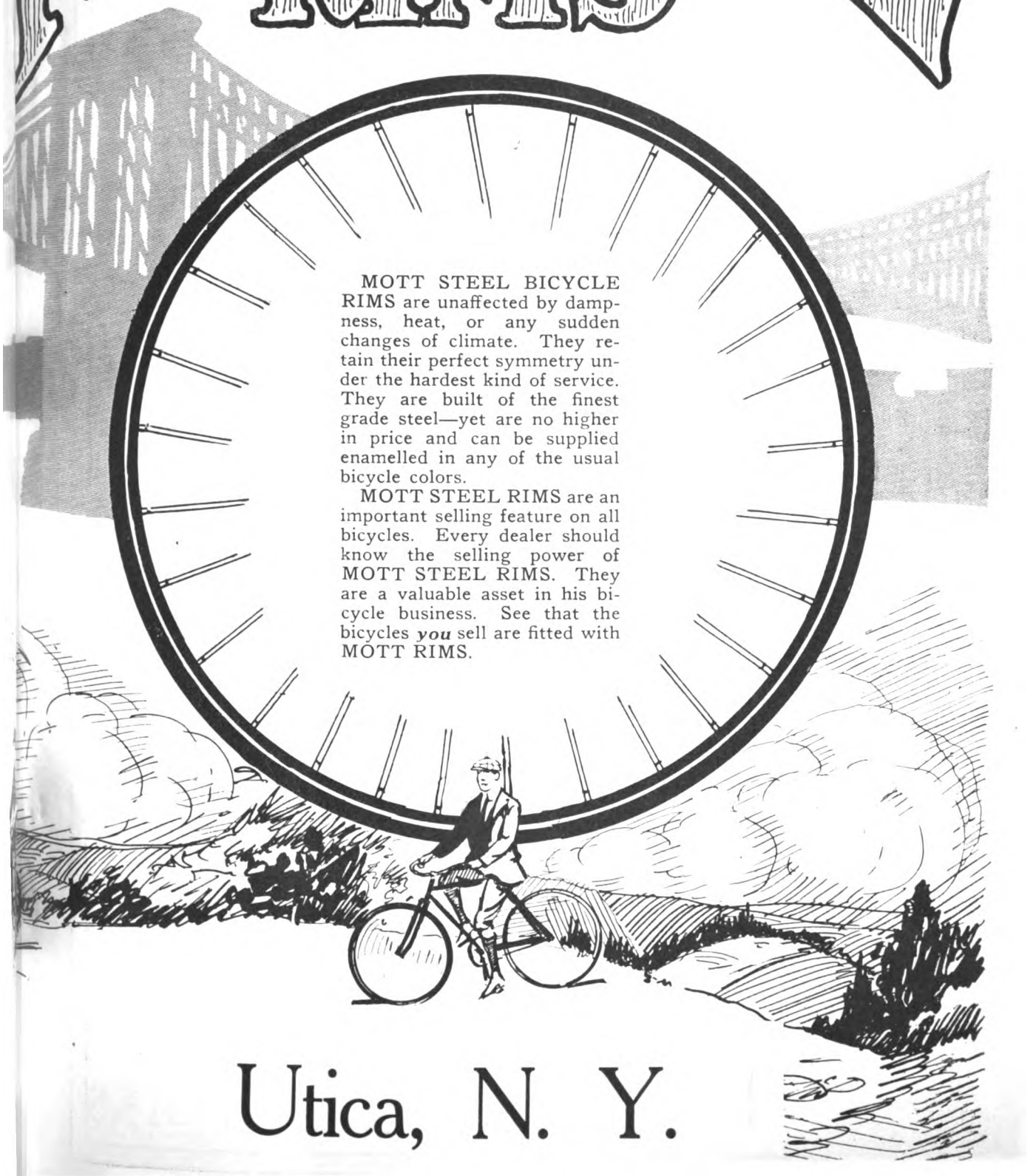
MOTT STEEL RIMS



MOTT STEEL BICYCLE RIMS are unaffected by dampness, heat, or any sudden changes of climate. They retain their perfect symmetry under the hardest kind of service. They are built of the finest grade steel—yet are no higher in price and can be supplied enamelled in any of the usual bicycle colors.

MOTT STEEL RIMS are an important selling feature on all bicycles. Every dealer should know the selling power of MOTT STEEL RIMS. They are a valuable asset in his bicycle business. See that the bicycles ***you*** sell are fitted with MOTT RIMS.

Utica, N. Y.

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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THE BEST DRIVE SPARTAN FOR LIGHTWEIGHTS

Why Belt Drive For Lightweights

Twelve horsepower is too much power for a Lightweight Motorcycle, that's logical.

Four inch tires are too heavy for a Lightweight Motorcycle, that's logical too.

The correct Lightweight Motorcycle, the one that will be a success, that will fit into the place waiting for it, must be designed and built especially to fill the requirements in its distinct field—a definite type of motorcycle for a definite work.

It must be a machine with a highly efficient engine, bristling with simplicity—so simple that anyone can understand it. It must be clean-cut and invitingly silent when running. It must have a silky smooth drive; elastic, yet without power loss, positive yet without jerk or jar. It must appeal from every angle, to every sense. It must draw that "just what I have been looking for" expression from every observer.

To get these obviously correct factors, to get that silky smooth drive, that noiselessness, that cleanliness, that simplicity, it is clear that nothing but belt transmission can possibly be used—belt drive such as only can be produced by using

SPARTAN BELT

THE CLEAN, SMOOTH, NOISELESS TRANSMISSION

Made only by
THE GRATON & KNIGHT MFG. CO.
Worcester, Mass.

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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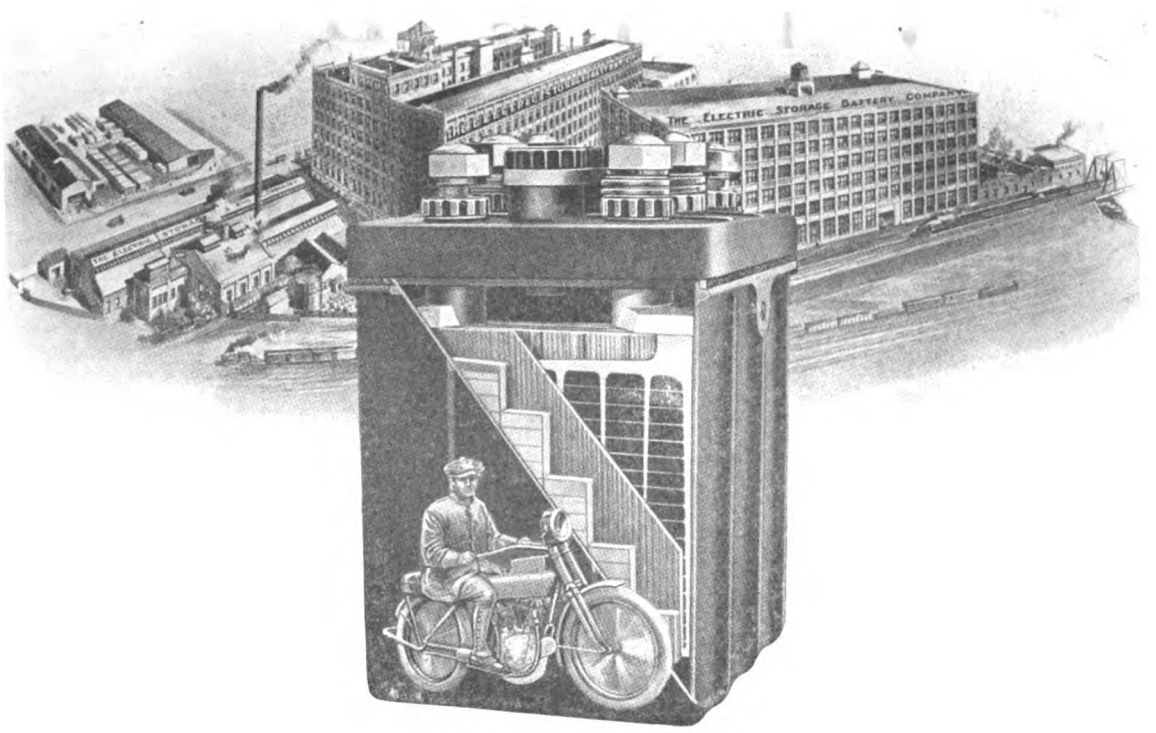
The "Exide" Battery
For Motorcycles



The Biggest FACTOR and the Biggest FACTORY Behind Reliable Motorcycle Lighting Performance

The "Exide" Motorcycle Battery is made by the oldest, largest and most experienced storage battery maker in the country. This combination of ability and experience has resulted in the "Exide" Battery being more widely used than any other on the market.

"Exide" Batteries

are the highest priced, yet least expensive. They "cost the most to make—least to use." Sell your battery prospects "Exide" Batteries during the 1916 season. This will prove mutually profitable both to your customers and to yourself. "Exide" Batteries make friends, keep friends and save regrets. Once the "Exide" "germ" gets into a group of prospects, they are "Exide" enthusiasts ever after. Write us today for our "Exide" proposition and the name of the nearest "Exide" distributor. He will see that you are supplied with "Exide" Batteries in plenty of time to catch Spring trade.

Address our sales office nearest you

THE ELECTRIC STORAGE BATTERY CO.

1888 PHILADELPHIA, PA. 1916

New York Chicago Cleveland Denver Pittsburgh Rochester San Francisco Boston
St. Louis Atlanta Washington Detroit Toronto

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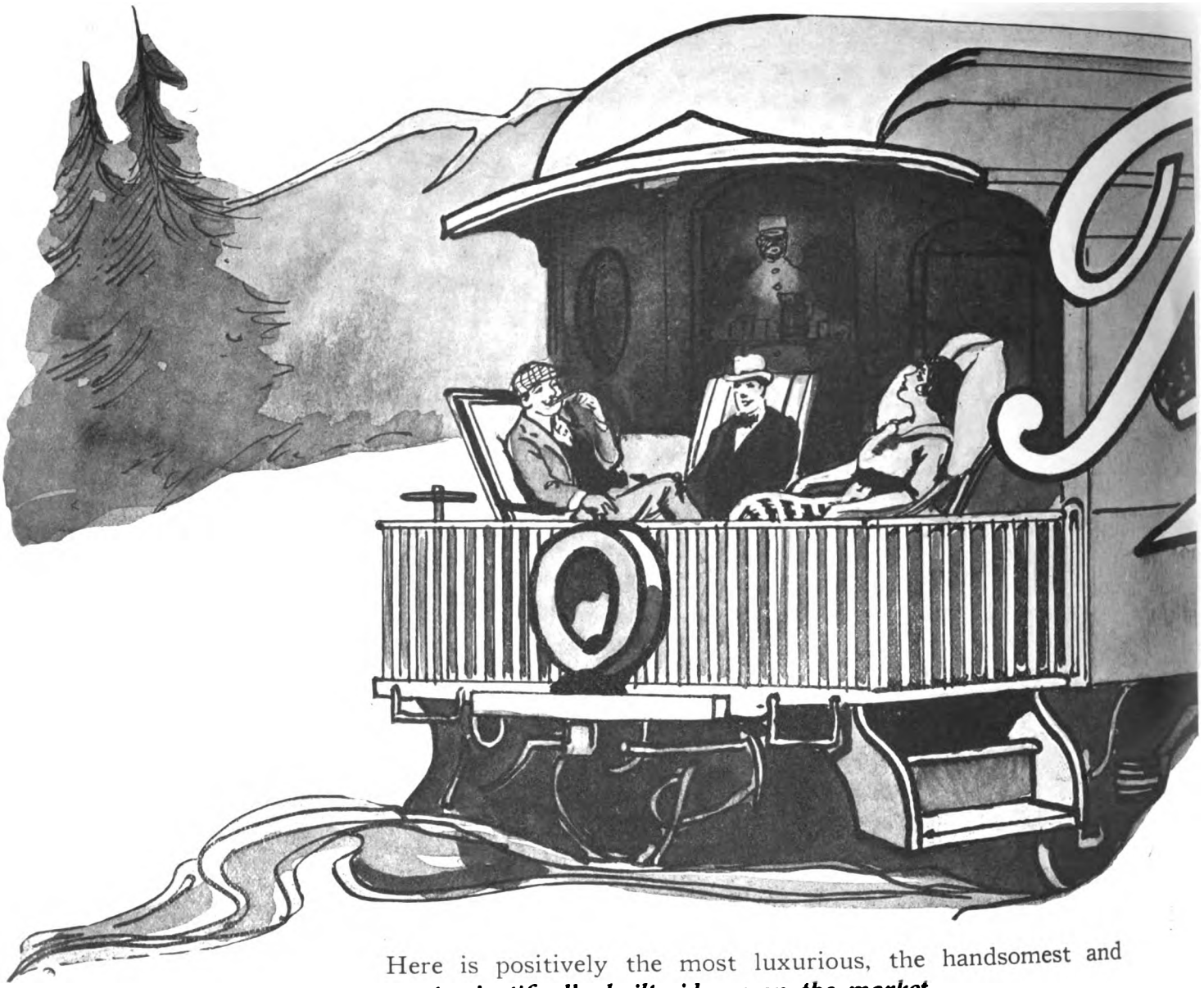
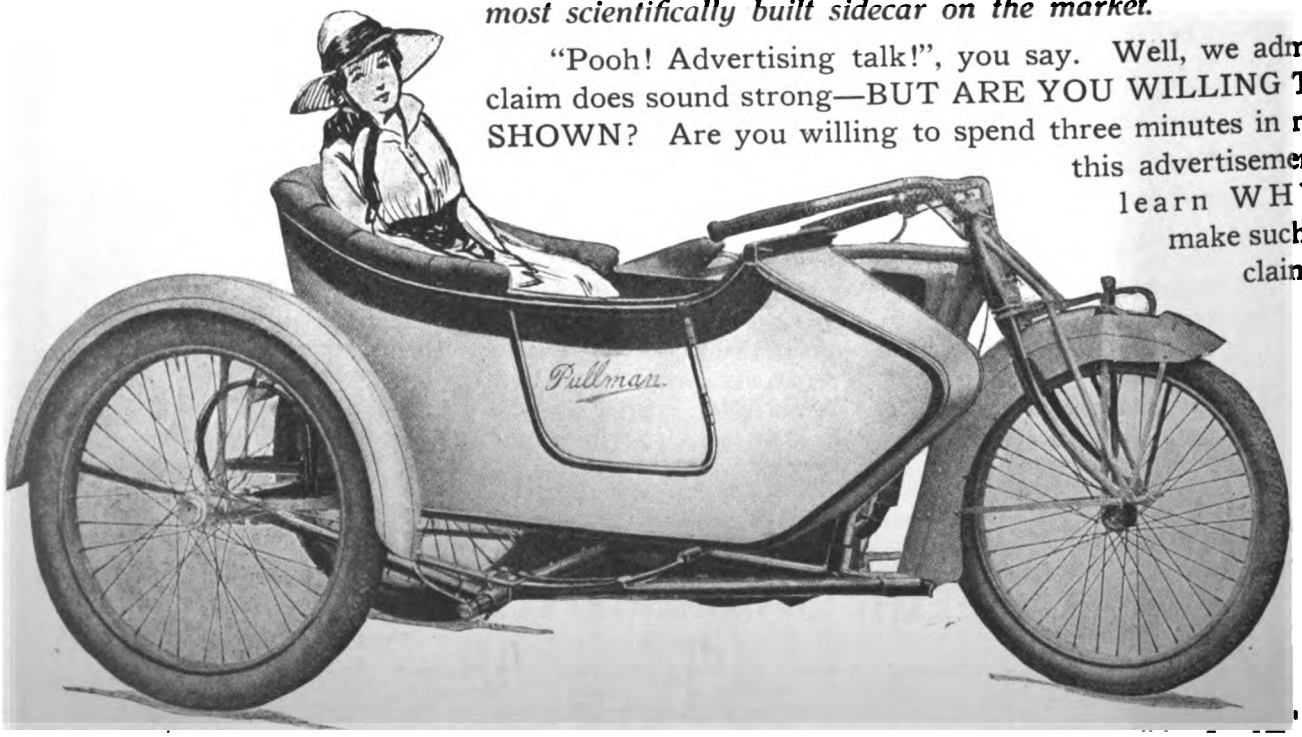


Here is positively the most luxurious, the handsomest and *most scientifically built sidecar on the market.*

"Pooh! Advertising talk!", you say. Well, we admit this claim does sound strong—BUT ARE YOU WILLING TO BE SHOWN? Are you willing to spend three minutes in reading this advertisement and learn WHY we make such a bold claim?



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All the Comfort the Name Implies

We will touch on only the "high spots" of PULLMAN superiority—the surface points that every experienced rider and every veteran dealer will appreciate.

The PULLMAN is the only sidecar made that has a real *coach-built body,* built along the same lines as the highest grade automobiles. The one-piece rust-proof steel cover with high automobile body finish makes it a dazzling "looker." Heavy tufted upholstery through the entire car adds to the absolute *luxury* of comfort found in the Pullman.

Other salient features are:

The flexible triangular front frame connection and rear axle attachment.

MADE FOR ALL MAKES OF MOTORCYCLES.

Pullman Chassis built of Seamless Cold Drawn Steel Tubing and Nickel Steel Drop Forgings.

Instantly adjustable Extension Axle and Long Vanadium Steel Springs.

There you have in a nutshell the prominent selling and service features of the PULLMAN. But you MUST get a copy of our circular that tells in complete detail of the actual concrete points of PULLMAN superiority—and the coupon in the corner is for your convenience. Fill it out now—before you turn the page.

Please send me, without obligation on my part, full details of the PULLMAN Pleasure and Commercial Sidecars. I am a dealer, rider (Cross out word that does not apply to you.)

Name .....

Address .....

State .....

Make of Machine Handled.....

.....

Harry Svensgaard Sales Corporation 214 JEFFERSON AVE., EAST DETROIT .·. MICH.

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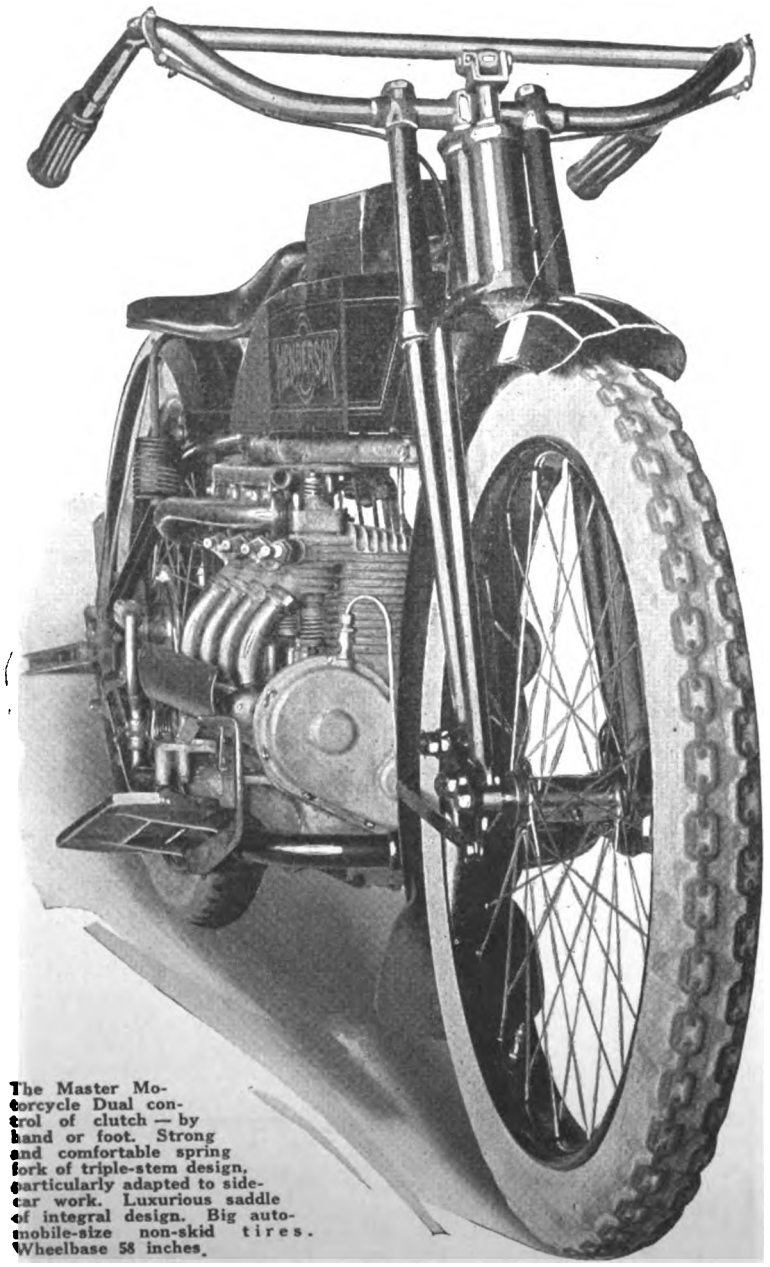
The Lure of

THE swift establishment of the four-cylinder Henderson as first choice among experienced riders was logical and natural. The smooth flow of power from this new type of motor fascinates the critical veteran. Its live responsiveness and instant answer to throttle bring a thrill of fresh pleasure. Its rugged strength and wonderful simplicity assure him of steadfast dependability and faithful service that appeal to his practical



The Master Motorcycle Dual control of clutch — by hand or foot. Strong and comfortable spring fork of triple-stem design, particularly adapted to side-car work. Luxurious saddle of integral design. Big automobile-size non-skid tires. Wheelbase 58 inches.

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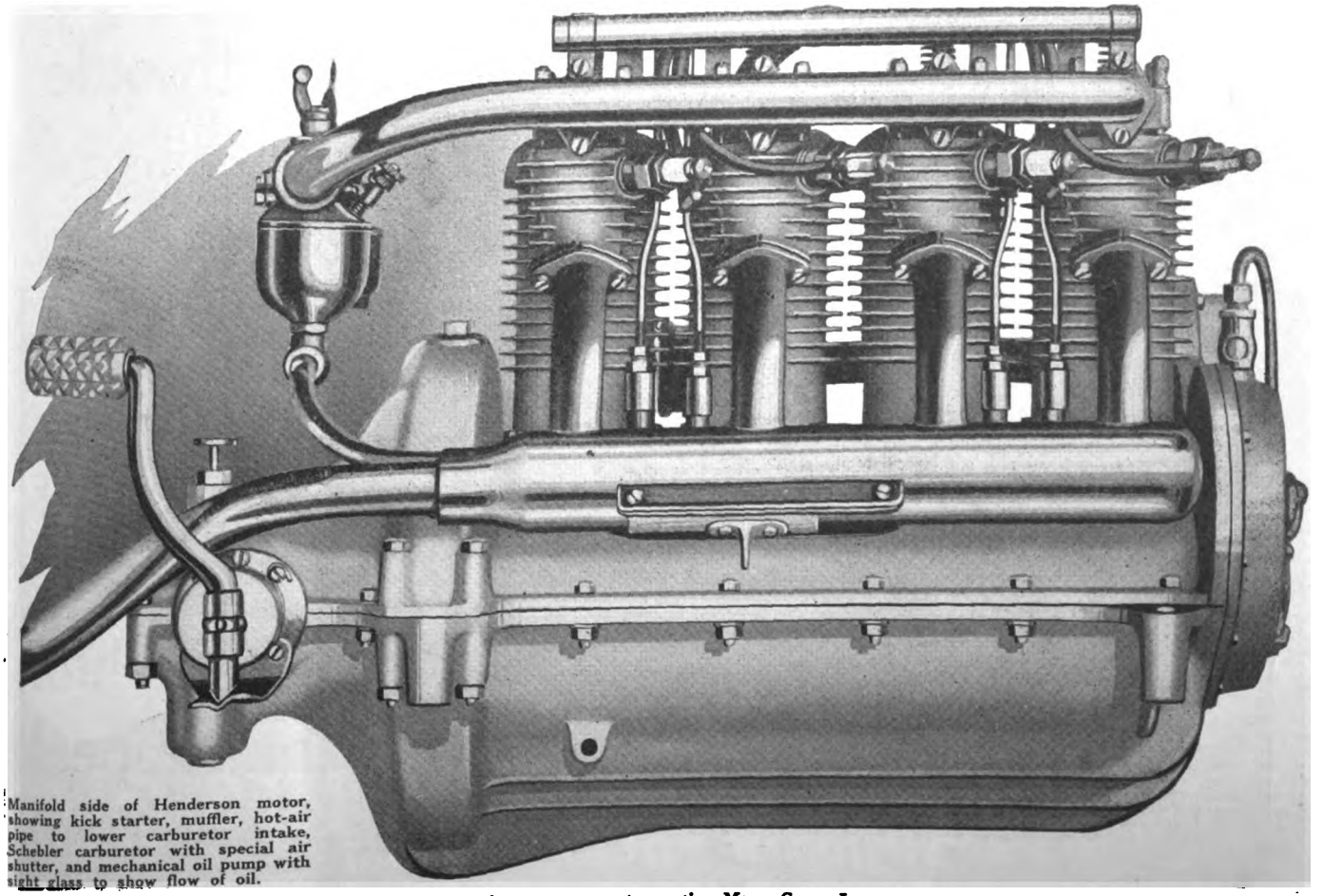
the "Four"

judgment. Its silence and coolness tell of perfected design and exquisite refinement of detail.

The dominating preference for the Henderson "four" is due to riders finding that the ability of the machine in actual performance is still greater than they had been led to expect before purchasing.

Henderson Motorcycle Co., 1158 Cass Ave., Detroit, Mich.



Manifold side of Henderson motor, showing kick starter, muffler, hot-air pipe to lower carburetor intake, Schebler carburetor with special air shutter, and mechanical oil pump with sight glass to show flow of oil.

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"149"

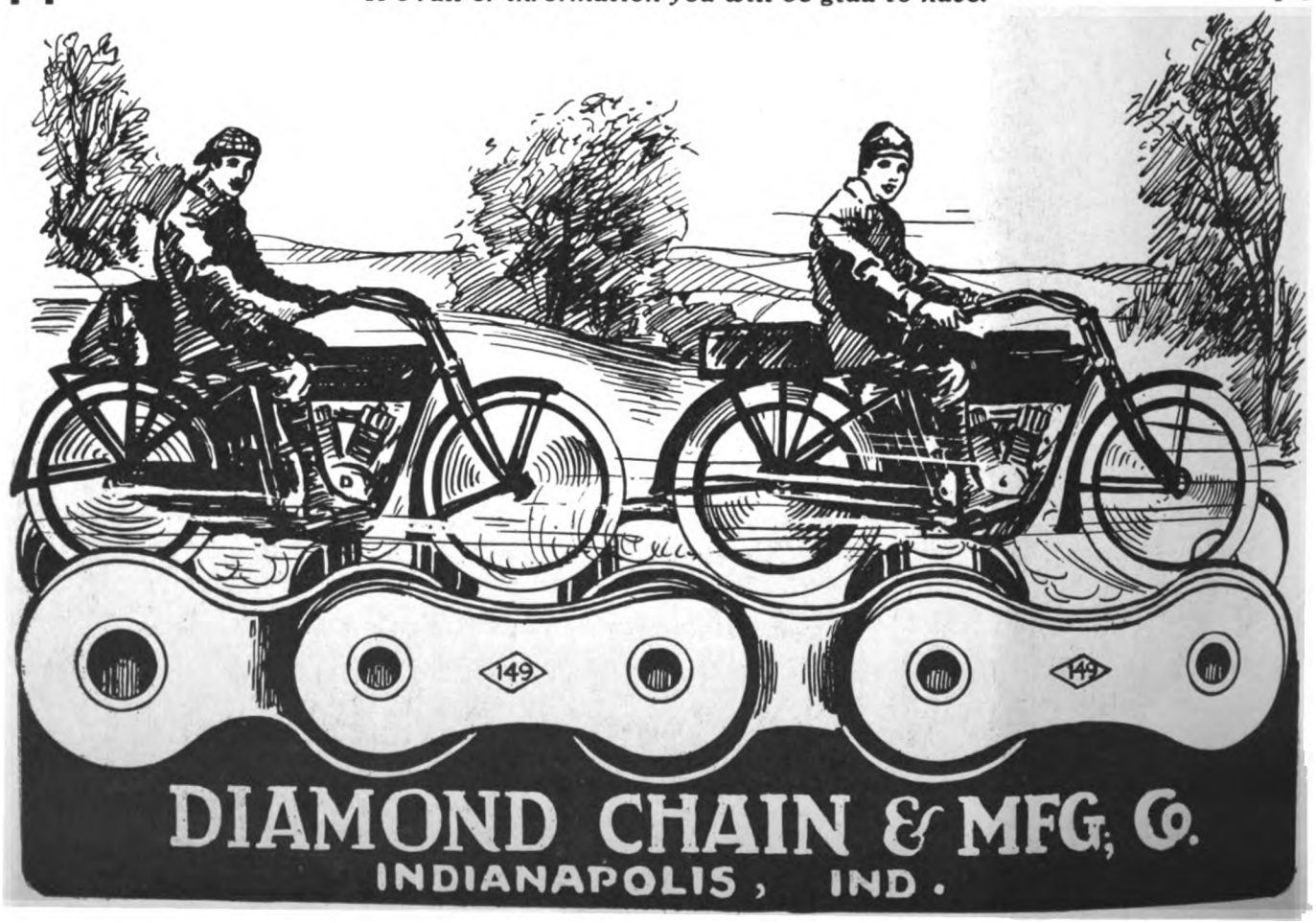
The Quality Number

No matter what chain you are now using, just try "149"—the DIAMOND motorcycle special. Its use will demonstrate to you that the "149" is truly a quality number. With it you have no fear of broken rollers, of weak side plates, or any of the other troubles found in the "ordinary" motorcycle chain.

DIAMOND

Chains are built for hard work. The difference between them and the ordinary motorcycle chain is the difference between transmission certainty and the annoying uncertainty that comes of not being absolutely sure.

Put DIAMOND to the test on your machine.
You'll be a DIAMOND booster ever after.
Write for the DIAMOND motorcycle book.
It's full of information you will be glad to have.



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"Come in, Boys, the Selling is Fine!"

Right this way, please

A *good* deed often means a *good* deal—Please mention MOTOR CYCLE ILLUSTRATED.

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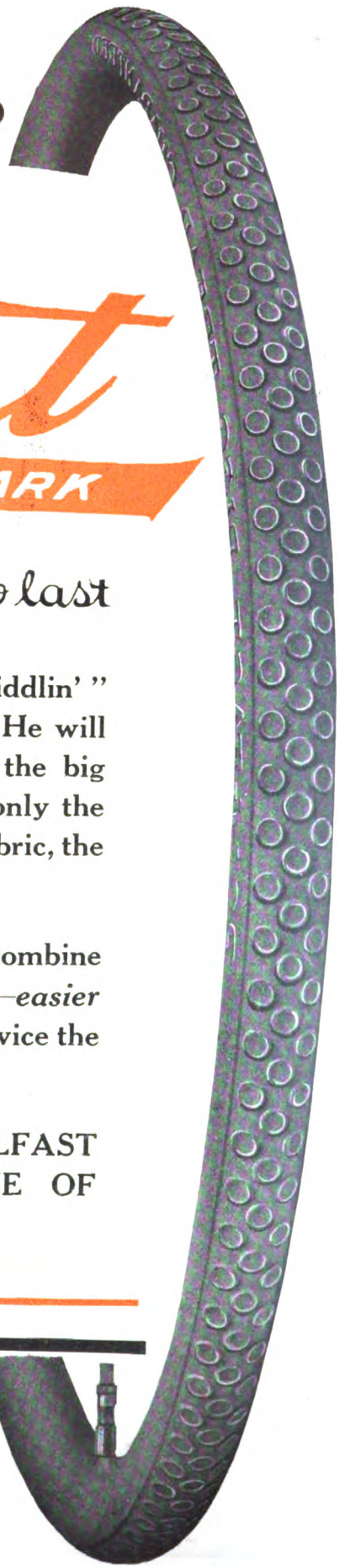
Are *You* Doing to Hold Your Tire Trade?



Rollfast

TRADE MARK

-made to last

The dealer whose bicycle tire business is only "fair-to-middlin' " should inject into it a good-sized dose of ROLLFAST pep. He will find in his hands a line extraordinarily well balanced—from the big leader, the CHAIN CUP TREAD to the ordinary studded, only the highest grade of pure rubber, the "heftiest" automobile tire fabric, the finest grade of pure raw stock is used.

Add to this really *new* and original tread designs that combine non-skid properties with beauty and utility. *More mileage—easier riding—no skidding*—these are the points of ROLLFAST service the dealer can *guarantee* his customers.

AND THE TREMENDOUS VOLUME OF ROLLFAST SALES PROVE THAT HERE AT LAST IS A LINE OF TIRES THAT MEETS THE NEEDS OF ALL.

he Dealer on the next page

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These Big Distributors Will Give You Exclusive Territory

Do you know what this means, dealers? EXCLUSIVE TERRITORY means that YOU, of all the dealers in your town, will have the right to call yourself the ROLL-FAST man. It means that tire trade will flock to your doors as naturally as a magnet draws steel. It means that the supreme service of ROLL-FAST tires will build up your bike tire business and indirectly *benefit your entire line.* Because riders who once learn the merit of ROLLFAST will WANT TO DEAL WITH THE MAN WHO SOLD THEM.

Don't delay getting that exclusive territory. Someone else may be writing for it right NOW.

Sit right down now and write to your nearest distributor. He will assign you territory which will be absolutely restricted to YOU.

Harwaco Rubber Works Co.

Office, 48 Warren St., New York

Atlanta, Ga., Walthour & Hood.
Baltimore, Md., Holland, Baden, Ramsey Co.
Boston, Mass., Hub Cycle Co.
Buffalo, N. Y., Vim Cycle & Hardware Co.
Chicago, Ill., Edwards & Crist Mfg. Co.
Denver, Colo., M. L. Foss.
Detroit, Mich., Detroit Cycle Supply Co.
Indianapolis, Ind., Geo. H. Westing Co.
Jacksonville, Fla., McGraw Bros.
Kansas City, Mo., Townley Metal & Hardware Co.
Los Angeles, Cal., Appeal Mfg. & Jobbing Co.
Memphis, Tenn., Johnson & Meyer Co.
Minneapolis, Minn., Hall Williams Co.
New York City, City Supply Co.
New York City, N. Y., Sporting Goods Co.
Omaha, Neb., Lee-Colt-Andreesen Hdw. Co.
Philadelphia, Pa., Geo. C. Miller & Co.
Philadelphia, Pa., Geo. W. Robb.
Pittsburgh, Pa., Sportsmen Supply Co.
Reading, Pa., Keyser Fry.
San Francisco, Cal., Appeal Mfg. & Job. Co.
Syracuse, N. Y., The Olmsted Co.
Tacoma, Wash., Washington Cycle Sup. Co.
Worcester, Mass., J. W. Grady & Co.
Youngstown, O., Stambaugh Thompson Co.

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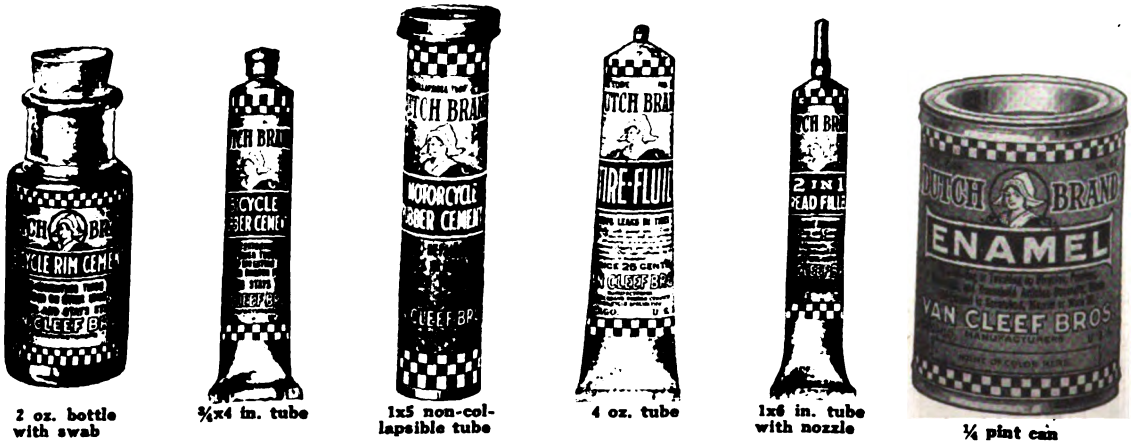
DUTCH BRAND Rubber Cements and Cycle Specialties

are *standard* with Jobber, Dealer and Rider because of the wonderful satisfaction they give. That is why our products are in such great demand. They give splendid satisfaction because of the extreme care employed in producing them.

In our cements we use only the highest grade of rubber. Not a pound of "cheap" rubber enters our factory. All chemicals are tested for strength and purity before being used. Science governs all of our processes of manufacture. We put up our products in various styles of containers to meet everybody's requirements. They look attractive on the dealer's shelves. They sell easy and customers come back for more.

Our beautiful new catalogue is now ready for distribution and will be sent to dealers on request. Most jobbers carry and sell DUCTH BRAND PRODUCTS. If there are any who do not, our proposition will interest them.

VAN CLEEF BROTHERS *Manufacturers* **Chicago**



2 oz. bottle with swab — ¾x4 in. tube — 1x5 non-collapsible tube — 4 oz. tube — 1x6 in. tube with nozzle — ¼ pint can

JUST A FEW OF THE MANY LIVE-WIRE ARTICLES WE MAKE

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"The greatest booster for ever on the

"EXPORT TRADE A SPECIAL FEATURE"

MOTOCYCLES, BICYCLES & SUPPLIES
ATHLETIC GOODS, FIRE ARMS
FISHING TACKLE, CANOES
CAMP AND OUTING GOODS
MAKERS OF FINE TENTS

NEW YORK SPORTING GOODS CO.

MANUFACTURERS AND WHOLESALERS

15 AND 17 WARREN STREET

NEW YORK, U.S.A.

CABLE ADDRESS "SPORTING, NY"
ALL STANDARD CODES

NEW YORK SPORTING GOODS TRADE MARK REG. U.S. PAT. OFF.

POWHATAN ROBINSON, PRES'T
FREDERIC A. BAKER, VICE PRES'T
JAMES E. MURRAY, TREASURER

April 12th 1916

Cygnet Rear Car Co.,
1200 Niagara St.,
Buffalo, New York. Att. Mr Leadley Ogden

Gentlemen;-

Enclosed please find our order M17293 for one Carload of Cygnet Rear Cars, specifications per sheet attached. You will kindly route this car via Delaware, Lackawana and Western on account of freight embargo on New York Central Lines. The demand on us for Cygnet Cars is such that it is imperative that the shipment reaches us without delay.

Additional order enclosed M17294, for ten Cygnet Rear Cars with fittings for the 1916 Indian Motocycle. You will note is to come by Adams Express and will ask that you give this order your usual prompt attention rushing them in every possible way.

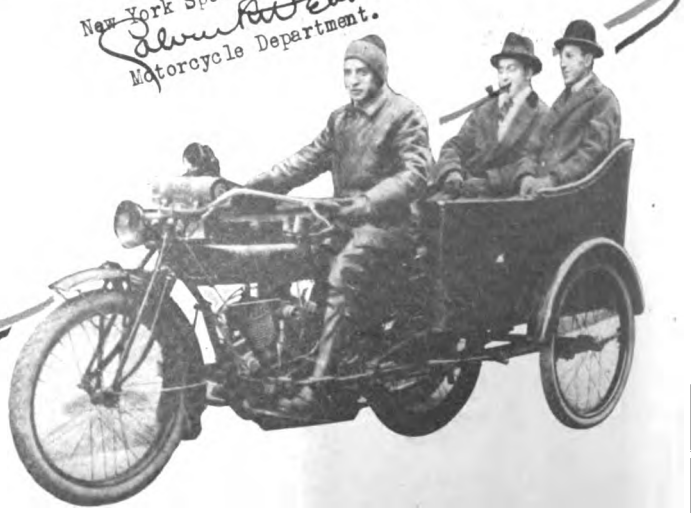
Summary of our 1916 sales to date show that 60% of the Rear Cars sold were with new Indian Motocycles and that demand for the different types were as follows, pleasure 60% , commercial van 40%.

We find by actual sales results that the Cygnet Rear Car is the greatest booster for the sale of motorcycles that has ever been on the market. During the last few days we closed deals for 1916 Indian Motorcycles and Cygnet Rear Vans with the following firms, Vulcanized Rubber Co., The P. Lorillard Co., Tobacconists, Goodrich Tire and Rubber Company, The Childs Resturants etc., and chassis to the National Guard 1st Armored Battery for carrying machine guns and ammunition in connection with the Indians they have just purchased.

Thanking you for the prompt manner in which you have filled our past orders we remain,

Yours faithfully,

New York Sporting Goods Co.,
Motorcycle Department.



60% Pleasure Type

Fits any standard motorcycle. Carries two adults and child with comfort over the roughest roads. Auto capacity, luxury and safety at low motorcycle cost. Non-tipping, non-skidding. Best auto design and construction. Full spring seat and back upholstered in Chase leather. Color to match any motorcycle.

Fits any standard Motorcycle

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motorcycle Sales market"

Says Mr. Calvin R. Webber

You all know Webber—one of the livest men in the motorcycle business. Read his letter—what does it mean? And why are actually HUNDREDS OF OTHER DEALERS writing almost exactly the same thing? They have proven —by actual results—that the

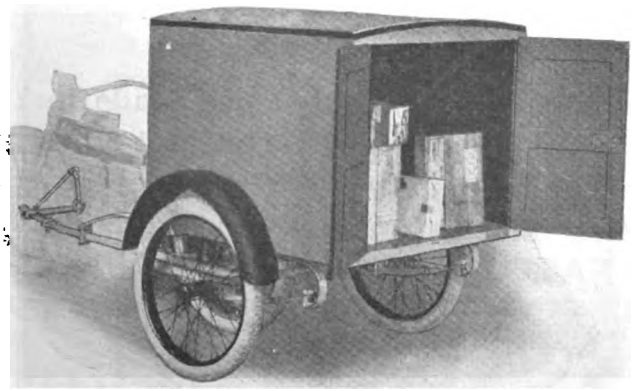
CYGNET REAR CAR

is the biggest "getter" of NEW motorcycle customers the trade has ever seen. Genuine records show that motorcycle sales jump 15%, 30%, 50% wherever the CYGNET is demonstrated and displayed. And the beauty of it all is: Not only MORE motorcycle sales but the EXTRA CYGNET profit—both without adding a penny to present selling expense.

Do you want to cash in on the CYGNET'S popularity — on the advertising we are doing in the Saturday Evening Post, Popular Mechanics, Leslie's, the Motorcycle Papers, etc., to make hundreds of customers for you? Make 1916 the most prosperous year ever! Be prepared to demonstrate, and display the CYGNET in your town and community.

Write for full information and liberal agency proposition today—NOW

CYGNET REAR CAR CO., Dept. 4 Buffalo, N. Y.



40% Commercial Type

Fits any standard motorcycle. Made in two models—rear door and open top; 500 lbs. capacity. Neat, attractive, low cost vehicle for regular or special delivery. A big hit with merchants. A feature is, possible use of two cars—one being loaded while other is delivering. Color to match.

"On or off in 30 seconds"

Mention MOTOR CYCLE ILLUSTRATED—It helps you, the advertiser and us.

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EACO—THE BIGGEST HORN VALUE FOR THE

GUARANTEE

We are the pioneer manufacturers of hand-operated mechanical horns and guarantee our horns to be the LOWEST IN PRICE and BEST IN QUALITY on the market.

Here is the product of the pioneer Hand Actuated Horn Manufacturer—the original patentee of the hand operated warning signal. Hence, it is only reasonable to assume that such a horn MUST be better, stronger, more effective in operation and cheaper than any of its imitators. AND IT IS. The EACO, at its price, is the *best horn investment,* either for the rider or the dealer.

Light—Powerful—Simple

The EACO is the lightest motorcycle horn made, yet the strongest, because into its construction enter only the finest of high-quality materials.

The range of the EACO is very far-reaching. This is due to the deep "chest" or sound-box, and the very sensitive diaphragm, which instantly responds to the slightest touch of the ratchet.

The EACO is the simplest horn made. Because it is built so that it has only two moving parts—the spring controlled plunger and the big ratchet wheel with diamond hard teeth that strike against the diaphragm at the slightest touch of the finger tips.

Size 3 x 3 inches, Weight, 1 lb. Finish, All Black, Guaranteed to give permanent satisfaction.

The EACO is the only horn made that has two brackets attached for instant adjustment on either the top bar or handlebar of the motorcycle. This is an innovation original with the EACO.

E. A. Laboratories, Inc. Broadway

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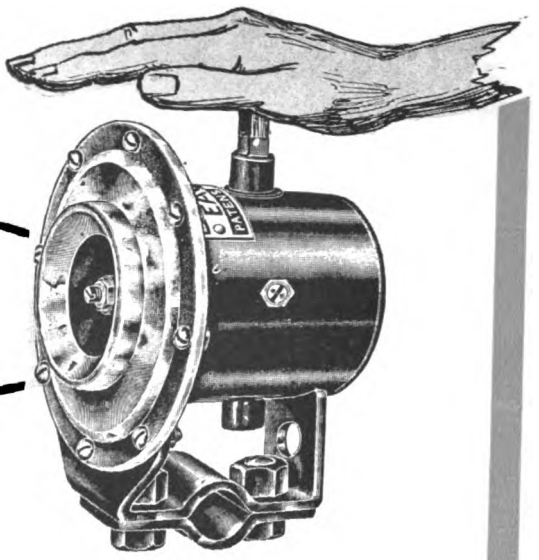
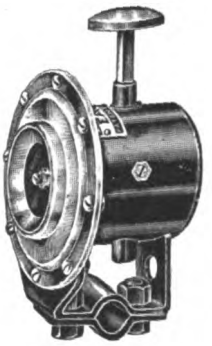
MONEY



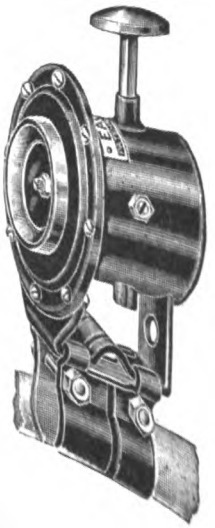
The EACO Bicycle Horn is another best seller. This little horn weighs just one pound—and is worth its weight in gold. Its service is consistently perfect—the harsh, grinding, jarring note it throws makes people turn and look for the sidewalk—in a hurry.

Sold at the lowest possible cost consistent with high quality, the EACO Bicycle Horn is displacing entirely the use of bells.



Announcement

After lengthy litigation in the Patent Office extending over a long period of time, priority of date and invention has finally been awarded to Emanuel Aufiero, President of the E. A. Laboratories, as the original producer of the first practical hand actuated warning signal. This is a final and definite endorsement of E. A. priority claims and substantiates for all time our claim to being the originators of the Hand Horn.



d Wythe Ave. **Brooklyn, New Y**

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What the Dean of Motorcyc
Bethle

"Price-mainte
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"EXPORT TRADE A SPECIAL FEATURE"

NEW YORK SPORTING GOODS CO.

MANUFACTURERS AND WHOLESALERS

15 AND 17 WARREN STREET

NEW YORK, U.S.A.

MOTOCYCLES, BICYCLES & SUPPLIES
ATHLETIC GOODS, FIRE ARMS
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CAMP AND OUTING GOODS

MAKERS OF FINE TENTS

CABLE ADDRESS "SPORTING, NY"
ALL STANDARD CODES

REG. U.S. PAT. OFF.

POWHATAN ROBINSON, PRES'T
FREDERIC A. BAKER, VICE-PRES'T
JAMES E. MURRAY, TREASURER

April 17, 1916.

Mr. E. H. Schwab, General Manager,
The Silvex Company,
171 Madison Avenue,
New York, N. Y.

Dear Sir:

Permit me to commend you on the strong stand you are taking against mail-order and price-cutting houses, especially in connection with any such practice as applied to your Bethlehem Spark Plug.

My years of trade experience have taught me that nothing is so pernicious in its influence, so surely destined to undermine the strength of an industry as the wholesale wrecking of prices.

Be assured of my hearty support of your policy of refusing to deal with any house that is proven to be addicted to the price-cutting habit.

Price maintenance is the vital sap that nourishes the tree of Business - price-cutting gnaws at its roots and eventually destroys it.

Very truly yours

NEW YORK SPORTING GOODS CO.

Frederic A. Baker.

Vice-President.

Here are the illuminating words of one of the oldest and most substantial motorcycle jobbers of the industry. His experience in the motorcycle game dates back to the time when the first motorcycle appeared on American roads. Hence, his open championship of our determined fight against mail-order and cut-price houses should hold much weight with every dealer and jobber in the country.

The Silvex Company

171 Madison Ave. **New York**

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le Distributors Thinks of the hem Policy

nance is the vital sap
es the tree of Business
ng gnaws at its roots
ly destroys it."

Here is our platform, built on the solid rock of common-sense.

WE WILL NOT SELL TO ANY MAIL ORDER HOUSE OR TO ANY FIRM THAT TO OUR KNOWLEDGE CUTS PRICES ON ANY STANDARD ADVERTISED COMMODITIES.

We will uphold this platform as long as we are in business.

"Look for the BETHLEHEM display case at your dealers'. It is the sign of ignition satisfaction.

"The BETHLEHEM is guaranteed for life! If to-day, tomorrow, or three years from now, a BETHLEHEM plug goes wrong, you get a new plug or your money back."

This is what we have been telling riders in hundreds of ways for a long time. They have learned to look for the case. Have you one? If not, write and learn how to get this silent salesman.

We back you to the full in this broad guarantee, which is made possible by the inimitable perfection of every part of the BETHLEHEM, from its multiple sparking points that give four times the ordinary sparking surety, its extra heavy nickel electrodes, to its heat-proof mica insulation.

BETHLEHEM SPARK PLUGS COST $1.25
AND THEY'RE WORTH IT.

Write for full description.

BETHLEHEM FIVE POINT SPARK PLUG

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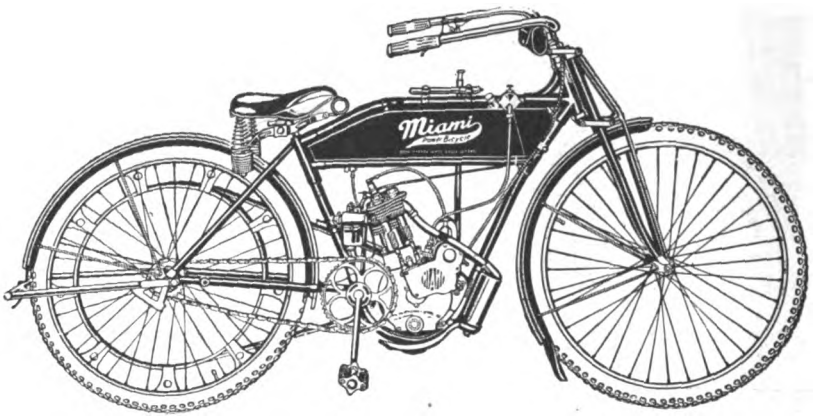
Miami Products



Berry of Los Angeles Sold 200 Miami Power Bicycles in 3 Months

Have just sold the last of my second carload of Miami Power Bicycles since first of the year. Rush another carload to me as soon as possible. The town has gone Miami-mad. The MIAMI POWER BICYCLE certainly is making good here.

You, as a dealer, are not interested in vague claims of quality, of speed, of economy, of endurance, of a hundred and one other features that are the stock claims of **every** bicycle and motorcycle manufacturer. What you want to know is FACTS—FACTS—what the MIAMI POWER BICYCLE has done, **how it is going.**

Therefore, we will only tell you that T. E. BERRY, of Los Angeles, has sold 200 Miami Power Bicycles in three months—that throughout the country other dealers are having similar successes—**that there are thousands of MIAMI POWER BICYCLES on the road**—have been there for more than a year. The MIAMI is NO EXPERIMENT—it is a **proven success**—and hundreds are reaping a harvest of profits from its sale. Read Berry's statement in the panel.

Miss Margaret Gast, dare-devil bicycle rider and Lady Champion of the World, spends her leisure time riding on a Miami Power Bicycle.

WHAT ARE **YOU** GOING TO DO ABOUT IT?

Miami Cycle & Mfg. Co., Middletown,

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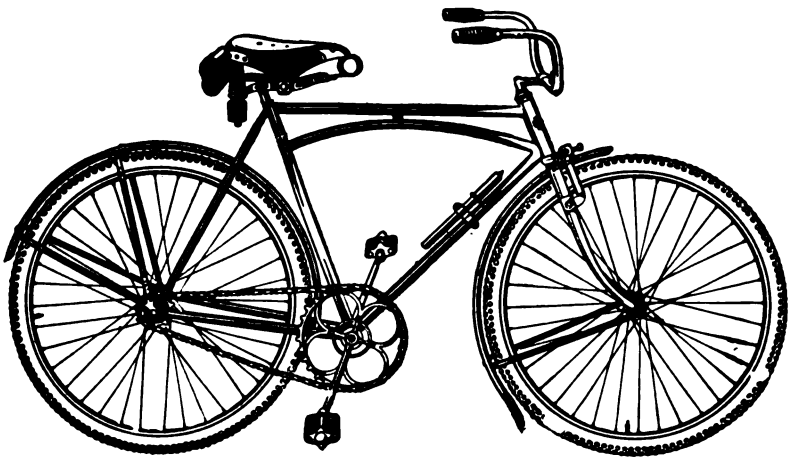
Will Win in 1916



21 Years of Bicycle-Building Success is Behind the Miami Line

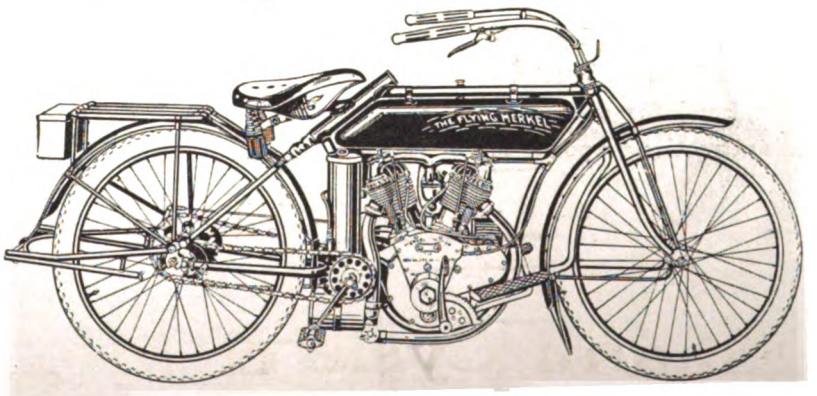
The Racycle, Hudson, Rami, Flying Merkel or Miami Bicycle lines will give you prestige. Their quality reputation is world-wide. There are many big talking points on each line. Each one a sales maker! Let us tell you in detail.

THE FLYING MERKEL

The Motorcycle That Taught Riders the Real Meaning of Comfort

No one knows what it really means to be comfortable until he has ridden on the FLYING MERKEL. The splendid ease of mind that comes of knowing one has a motor under him that is all-powerful—the marvelous ease of body that comes from the wonderful Spring Frame that stands between the **rider** and **every road shock**—these are two of the big reasons why every FLYING MERKEL motorcycle dealer has money in the bank!

What does your bank-book say?



Ohio, U. S. A.

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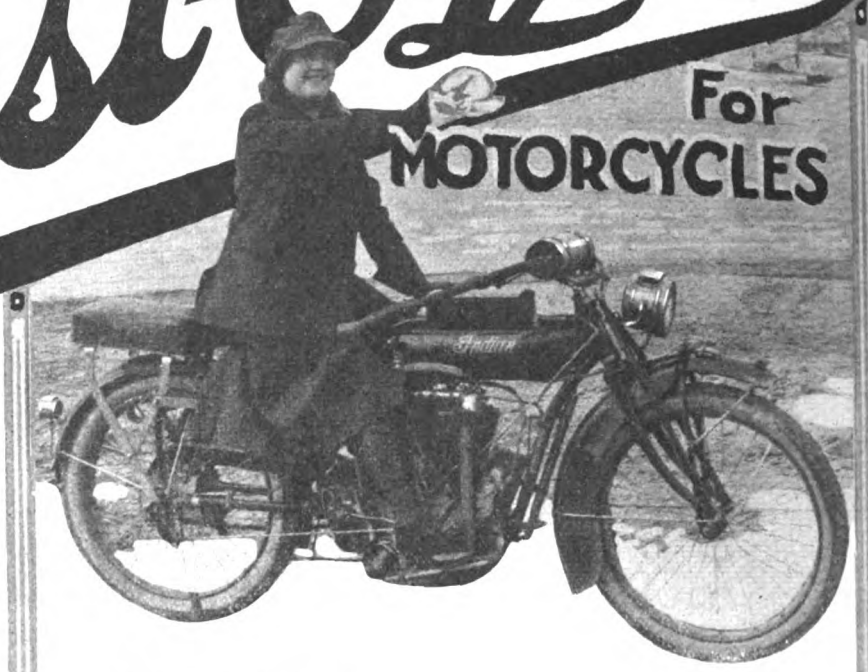
Prest-O-Lite

For MOTORCYCLES



The Light for Constant Service

Prest-O-Lite furnishes ideal riding light. It enables you to ride safely on any road under all conditions—provides a flood of brilliant, penetrating light and never fails you in emergencies.

Road shocks, jolts and vibration do not injure it.

Prest-O-Lite is truly as sturdy as your motorcycle and never needs attention that you yourself cannot give easily, quickly and inexpensively.

Because it has proved its superiority, you'll find more riders using Prest-O-Lite than all other systems combined. It is the utmost in economy, lasting efficiency, practical convenience and reliability. You can get it on any make of motorcycle you buy.

When You Buy Complete Equipment

Buy equipment that will stand hard and continued use. On any motorcycle you buy, your dealer can furnish this attractive equipment combination—"Prest-O-Lite, a lamp and a good mechanical horn," at a very attractive price. Saves money on original cost, and costs less to use.

The Prest-O-Lite Company, Inc.

The World's Largest Makers of Dissolved Acetylene

246 Speedway, Indianapolis, Ind.

Canadian Office & Factory Merritton, Ontario

Prest-O-Lite Exchange Agencies Everywhere

DEALERS:

If you are not already building up a nice profitable business on Prest-O-Lite, send for details of this attractive proposition.

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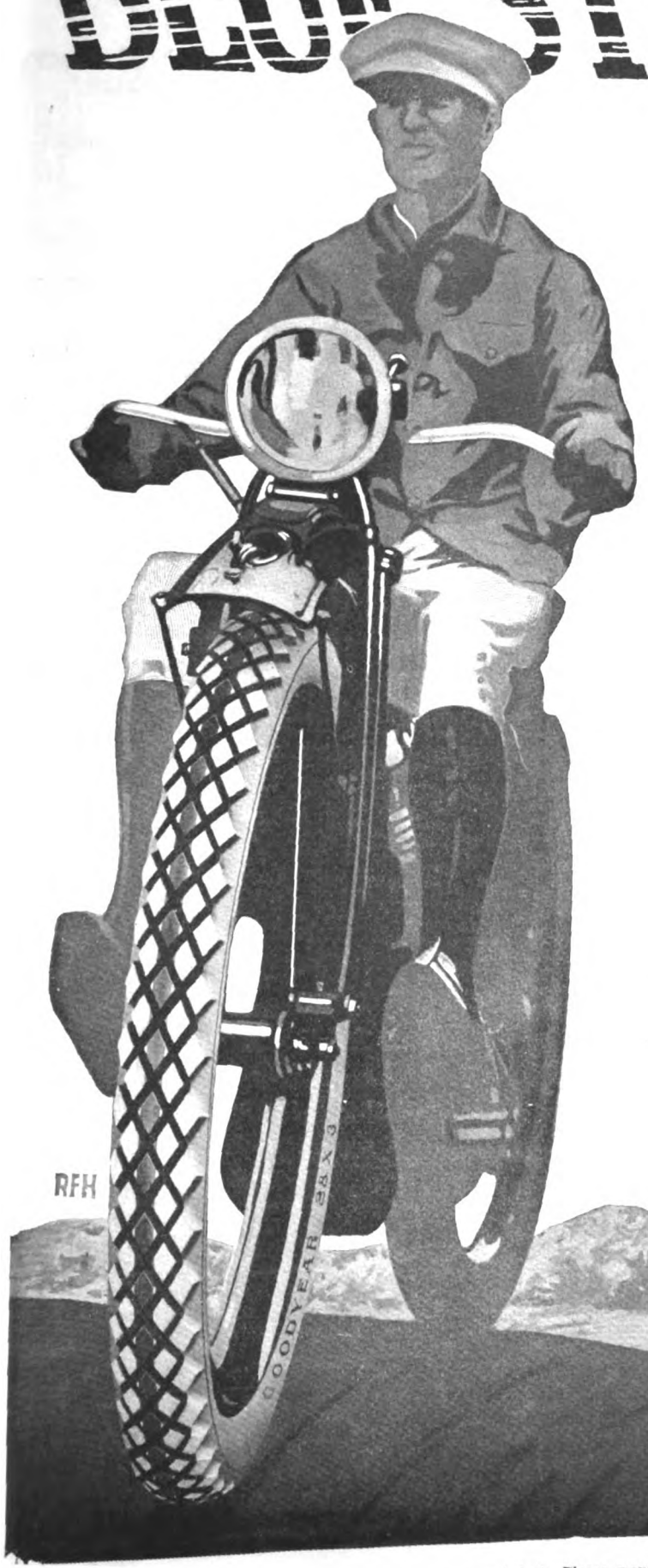
BLUE STREAKS



Why Dealers Sell Them

Goodyear Blue Streak Motorcycle Tires have been proved best both by manufacturers and by riders.

The manufacturers of all leading makes of motorcycles have adopted Goodyear Blue Streaks as standard equipment. *Three out of every four* new motorcycles will be Goodyear equipped in 1916.

Manufacturers tested Blue Streaks in every possible way—and proved to their own satisfaction that Blue Streaks give the best service and the longest mileage at the lowest cost to the rider.

And in everyday service riders have proved Blue Streaks just as conclusively.

Every important world's record for speed and endurance on track and road is held by Goodyear Blue Streaks.

Big and hardy, good looking and easy riding, safe and sure, no other tire is so well fitted to give unusual mileage, to lessen trouble, to increase speed and save power.

And because Blue Streaks have so unanimously demonstrated their superiority to manufacturers and riders, they have been the easiest and quickest tires for dealers to sell.

Where volume of sales is as important as satisfied customers, Blue Streaks have proven the most profitable tire to carry.

We can send you a stock of Blue Streaks immediately from your nearby Goodyear Branch.

The Goodyear Tire & Rubber Co.
AKRON, OHIO

GOODYEAR
AKRON
Motorcycle Tires

A *good* deed often means a *good* deal—Please mention MOTOR CYCLE ILLUSTRATED.

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AT THE GOLF CLUB WITH THE CLEVELAND

BOSCH MAGNETOS helped in the sensational growth of the CLEVELAND LIGHTWEIGHT

THE best reason for the remarkable rise to popularity of the Cleveland motorcycle, the best reason for its supreme position in its field today, is the well directed desire of the Cleveland engineers to produce a dependable product—an efficient, lightweight motorcycle that would give the Cleveland Company a permanent position in the motorcycle world.

Reputation being at stake and ignition being vital, more important to the success of the motorcycle than any other unit, the Cleveland engineers set aside the possible saving of a dollar or two in first cost and equipt their motorcycle with the best ignition system that could be purchased—they selected the Bosch Magneto.

The Cleveland Company states, "We selected Bosch Magnetos and are paying a higher price for Bosch in order that we may be assured of the very highest type of ignition." Surely, the Cleveland Motorcycle Company has made no mistake—witness their meteoric rise in the motorcycle industry.

BE SATISFIED — SPECIFY BOSCH — INSIST IF YOU MUST

Correspondence Invited.

BOSCH MAGNETO COMPANY

206 WEST 46th STREET **NEW YORK CITY, N. Y.**

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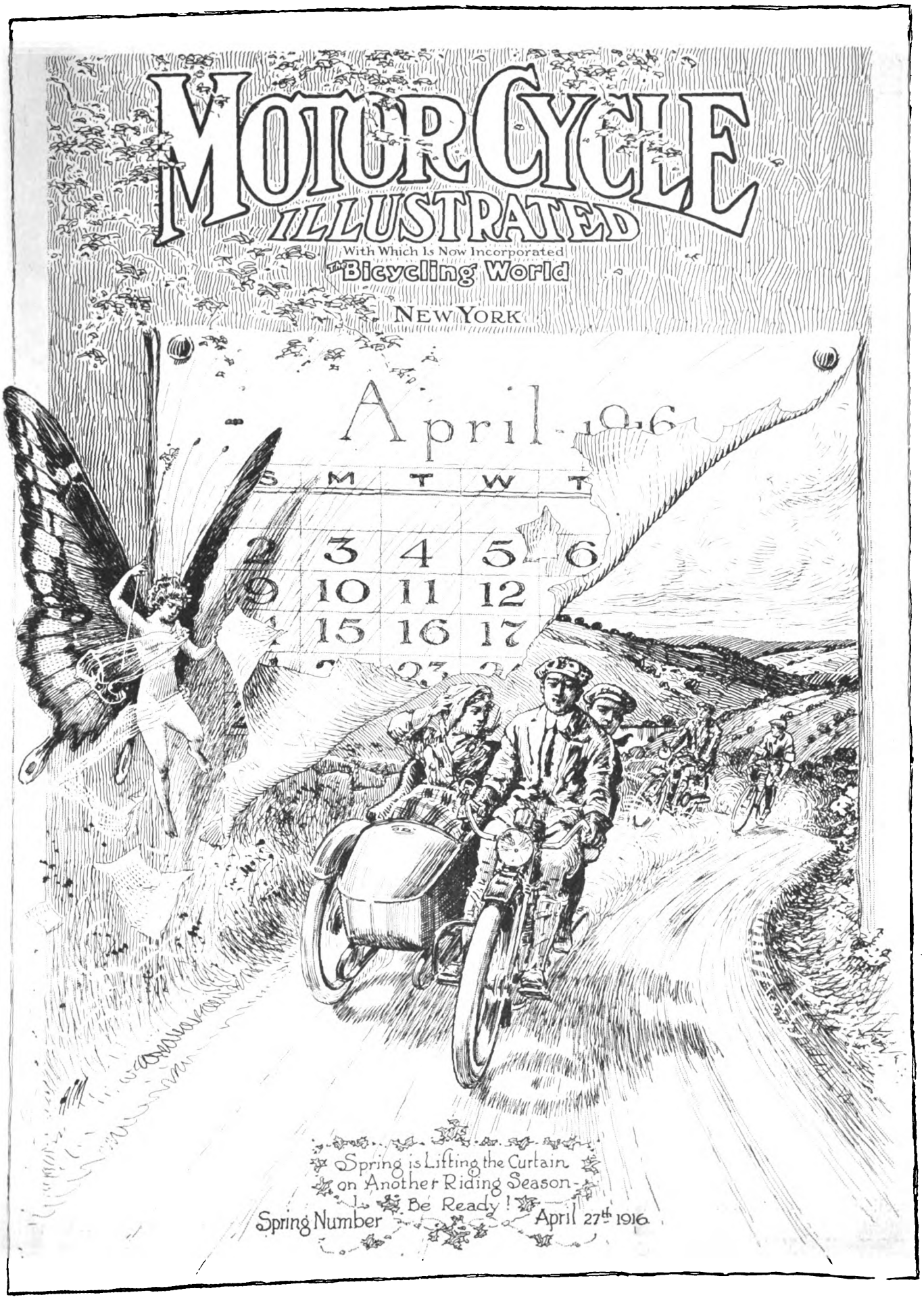

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FOREWORD

PRELIMINARY announcements concerning this special issue of **Motor Cycle Illustrated** stated that it would present the most impressive array of sales arguments in behalf of the motor two-wheeler ever collected between the covers of a motorcycle journal in this country, and now that it is ready for the press the Editors do not feel called upon to qualify that prediction in the slightest degree. From beginning to end this Spring Number is an enthusiasm breeder and a business builder of unprecedented power, and the dealer who passes a copy along to a prospect will automatically set at work the most versatile and potent silent salesman that money can buy.

This special number is based upon the two vital aspects of the sales situation,—WHY a lover of the outdoors should ride a motorcycle, and HOW he can use it so as to derive maximum satisfaction in recreation, health and economy. Every article and every illustration in this big number assists in driving home those two ideas—WHY and HOW. The cleverest writers in the American motorcycle field have contributed to the remarkable lineup of sales-boosting articles and the dean of American motorcycle artists has illustrated them. There could be no stronger combination. We will not delay you longer,—go to it!

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WHY THE MOTORCYCLE IS EVERYMAN'S MOUNT

Showing That the Power Two-Wheeler Is Not Confined to Pleasure Service, But Is in Use in a Wide Variety of Lines of Endeavor

By STANLEY ROSEBERRY

FEW people realize the broad scope of the motorcycle at the present time. Still fewer are aware of its possibilities in lines which as yet have not been more than touched, to say the least. Most folks regard the power two-wheeler lightly; they see it ridden for pleasure for the most part, and think that its usefulness begins and ends there. The few sidecar and sidevan outfits seen are considered as exceptional instances, instead of being but a few of the many applications of the motorcycle.

Well, most motorcycles are used for pleasure work, but there are large numbers doing first class services in the professions, in business lines and in government work. Among the professional users, the doctor and the engineer lead, with the teacher next in point of numbers.

The doctor uses his motorcycle because it is ready at any time to answer a call. It is superior to the horse in needing no attention; it does not cost anything for supplies when idle, nor does it require a special place for housing. Its speed makes it invaluable in answering calls and in covering long distances. He uses it to take patients for an airing. Finally, he need not consider it as he would a horse; the only limit of endurance being his own and not that of his steed.

The engineer uses his machine for its superior speed, its ability to get to places where other vehicles or horses have difficulty, and for its economy. With a motorcycle the engineer can speed to a place where work is being done and direct matters, or follow up a delayed shipment of material. He can follow tests of vehicles in action on the road or on rails.

The teacher rides for the health-giving effects of motorcycling, as well as for reasons of economy. Using his machine to go to and from school, he keeps in fine condition. He can thus get the pleasure and utility effects from the same machine at low cost. Tutors take their pupils on tandem or in sidecars for trips to the country, thereby giving them a chance to study nature and instill a love of it in them. They use the motorcycle to do this in an economical manner.

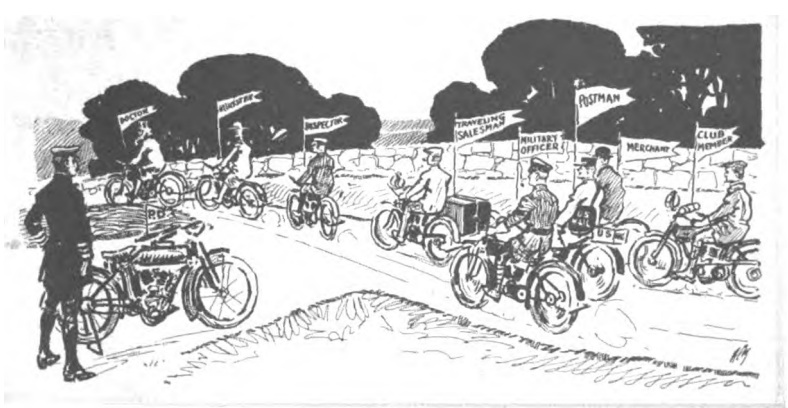
Used by Professional Men

The minister finds the power two-wheeler effective in making parochial or circuit calls. Like other professional men, the economy of the machine's operation, its ease in storing and its hygienic value preponderate over other forms of transportation in his estimation. The actor uses the motorcycle to go from theatre to theatre on his circuit, and find time saved and health better than when trains are depended upon.

The veterinary surgeon is another motorcycle user whose numbers are growing. He has overcome the prejudice that his profession should use a horse entirely. Economy and speed appeal to him; economy in operation and speed in answering a call. Like others, he enjoys the riding for pleasure and for health-maintaining qualities.

In the Business World

Turning to the business world, among the largest users are the big public service corporations. Their line-men, inspectors, repairmen and solicitors use the two-wheeler for good and sufficient reasons. The repairman takes advantage of the speed of his mount and of its high carrying capacity to fix up trouble which has occurred. The inspector can go to the scene of trouble in quick time and take charge. He can cover an enormous amount of ground in a given time by its use. The solicitor goes to the spot and saves his firm trouble and expense in case of misunderstanding, etc. The economical superiority of the motorcycle is a big factor with corporations.



The traveling salesman has, in the motorcycle, a rapid and inexpensive means of transportation, as well as a sure one. The motorcycle saves time for him. It eliminates waiting for trains. It does away with carriage hire. A good night's sleep with its superior effects the day following is always possible, which is not the case when trains are resorted to. Except in a few instances, his samples are carried right on the machine. With a sidecar the entertainment element is worked to the full.

The messenger uses the motorcycle to get speed in delivery, as well as for the reduction in operating costs which the power two-wheeler shows over other forms of vehicle transportation. The postman covers more territory in less time than with the horse or automobile. In collection work the motorcycle stands the wear and tear of starting and stopping better than any other means of transportation; hence its adoption. The R. F. D. motorcyclist, by reason of the speed of his machine, devotes his time to other means of money-making, and thus increases his revenue. The fact that little or no care need be taken of the machine gives it a superiority over the horse or motorcar.

For delivery of all kinds of goods, the sidecar or sidevan outfit finds favor with merchants by reason of its speed, surety of operation and low cost. There is an advertising feature in its use, but this is had at less expense than when a motor car is employed.

In government service the motorcycle policeman is the best known as regards municipal motorcyclists. The speed of the machine is the chief reason for its use, enabling him to overhaul any violator of the law, to respond to emergency calls instantly, and to tirelessly travel when the rider is on patrol. Storing and upkeep for the motorcycle are low as compared with other vehicles or with horses.

In the Federal service, forest rangers find the motorcycle invaluable for its nobility in all kinds of country, and for its speed in getting to fires. Border patrols use the power two-wheeler because of its enduring qualities and speed. Officers in charge of district in insular possessions ride motorcycles for efficiency's sake.

A Futurewise Glance

So much for a glance at the present. Let us now look at some new applications for the motorcycle for the near future. With special sidecar carrying a stretcher, the outfit forms an economical medium in sanitary city service, supplementing or replacing the horse or automobile ambulances. Rotary brooms for street cleaning can be drawn and operated by specially-built motorcycles; health departments can use them in warding off or caring for contagious diseases. Police departments can have sidecar-mounted riot guns ready to hand. Traveling lecturers can carry apparatus and records on circuit in sidecar outfits. There is in fact practically no field of endeavor where dry land is concerned which will not, in course of time, adopt the motorcycle in some form or other for its betterment—financially and physically.

The author of this article is not laboring under the delusion that he has covered all, or even one-third, of the varied phases of the motorcycle's usefulness, but feels that the high lights he has touched upon here and there will serve to suggest strongly to the reader the wonderful scope of the power two-wheeler. As a matter of fact, it would be impossible to list fully the widely diversified fields in which the motorcycle can be used to advantage; such a list would be limited only by the imagination of the writer.

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SAVING PRECIOUS MINUTES—AND DOLLARS

A Hard-Fact Story About a Factory Worker Who Struggled with Trolley Transportation and Nearly Lost His Job Before He Learned What a Motorcycle Would Do for Him

By D. B. PANGBURN

Being Late at Work Nearly Cost Him His Job

But the Motorcycle Solved the Problem for Him

I USED to live with Bill. He was in the office at the East plant and I spent part time there, part at the main plant and part on the road between. The plants were two and a half miles apart, so the company was glad to furnish oil and gas for my motorcycle, and let me save time by using it to go back and forth, thus saving carfare, too.

But this is not my story, it's Bill's. Bill is married and has three children. At this time he was getting about $18 per, and his wife was taking three boarders to make ends meet. As I have said, I was one of them. That's how I know.

Bill lived near the car line to the East plant, and two miles away from the factory. He's big and heavy on his feet, and he couldn't stand it to walk to and from work. He had 90 minutes off for dinner, and he used to use the trolley to come home at noon, as well as to go out in the morning and come back at night.

And Bill Was Left Behind

The cars were always crowded in the morning where Bill got on—but you know a trolley—always room for one more. Then the railroad company thought they were losing fares in the crowd, so they began to run pay-as-you-enter cars on that line. When these were full they wouldn't open the door for anyone, and Bill got left a lot of times, and was late at the job. That cost him a half hour's pay every time and made the boss sore. It happened so often that finally Bill was told that if he missed again that week he'd certainly be fired.

Bill was so scared on account of his family, and work not being any too brisk, that for the next two days he started early and walked. But Saturday morning he miscalculated somehow, and had to depend on the cars. I happened to be going to the East plant that morning, and when I rounded the corner onto the two-mile stretch there was Bill trying frantically to break into a car, which went off and left him.

I saw his trouble, though I didn't know then how bad it was, so I stopped and told him I'd carry him out if he was willing to sit on my carrier without any cushion. He replied that he'd sit on it if it was red hot—and off we went. We pulled in with just leeway enough to save his job.

This article in the "Why" series deals with a problem that confronts thousands of men, and proves that the motorcycle really is cheaper than trolley riding or shoe-leather. It's well worth careful reading.

That night I told Hunt—the dealer—all about it. He scented a prospect right away. I said Bill hadn't the cash, but Hunt said he'd show him he couldn't afford to be without a machine.

"Take me up there right now and introduce me," begged Hunt, so we went. Hunt is some salesman. He strikes while the iron is hot, and he has his figures down cold. He got Bill and his wife together, and I sat back and watched.

"The way you're going now," he began, "it costs you just $1.20 a week, or $5 a month, for transportation, and you have to stand up in a crowded car most of the time while you travel your eight miles a day. Then, too, you're likely to get left on the cars and be late, which costs you considerable lost pay, not to mention a good chance of losing your job. A motorcycle is what you need, and since you wouldn't ride much of anywhere except to work, a lightweight is the thing."

"No," said Bill, "they cost too much to run, with gas so high. I'll get up early and walk."

"As you did this morning?" asked Hunt slyly. "You couldn't stand it anyway, and besides, you're all wrong about the expense. Look at this." And he wrote down:

Cost per mile—
Gas, 100 miles per gallon @25c. = $0.25
Oil, 1,200 miles per gallon @60c. = .05
$0.30

Cost per day = 8 miles × 30c. = 2.4c.

"Now," he went on, "call it 3c. a day if you want to, to cover incidentals. It means a saving of 17c. a day, or $1.02 a week over your present expenses. You can ride in wet weather if you want to, and you

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can ride 250 days in the year anyhow, which gives you a saving of about $42 a year—a neat little sum. You needn't worry about tires any, for the ones that come with the machine will last you about three years if you only ride to work.

"About walking," he continued, "that won't pay. You can't get something for nothing. If you walk you wear out shoes. I've kept track of that matter, and I find it costs the average man 5/6c. per mile for shoe leather.

"For instance, if you walked 8 miles a day it would cost you 6⅔c. a day for shoes, which is more than twice what it costs to run the machine. You can't get away from it unless you stick your head in the ground like an ostrich. Transportation costs money, and the lightweight is the cheapest and pleasantest, as well as fastest, way. And don't forget—with it you can always be on hand and keep your job."

You see he knew what a close squeak Bill had had in the morning.

Then Mrs. Bill spoke up. That talk about the job had caught her.

"It's a fine idea," she admitted, "be we can't spare that much money."

When Hunt heard that "we," he knew they were sold.

"I'll fix the money matter," he said. "Your husband is a steady, reliable man. Now you give me $50 down and sign this agreement to pay $4 a week until the balance is paid off, and I'll deliver the machine tomorrow."

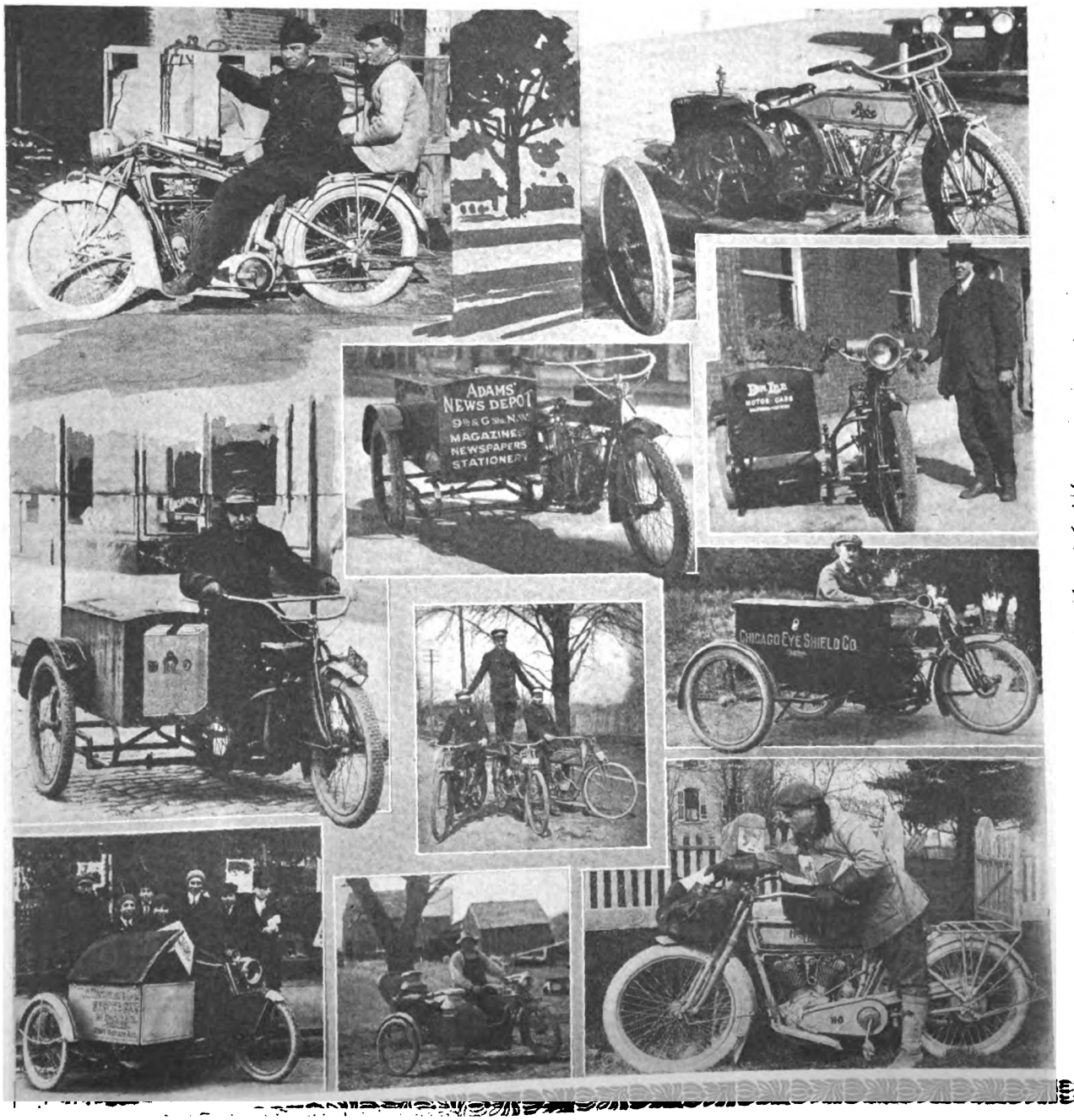
So they signed up and Bill rode to work Monday morning.

* * *

No, I don't board with Bill now. They don't have to take 'em in any more. You see that motor was the making of Bill. It put life and pep, and energy, and the joy of living into him. It got him to work early in the morning without that tired feeling, and he didn't have to dash out and race for the cars the minute the whistle blew because he knew he'd have a seat on the way home anyhow. It helped him to keep his punch for the work, and to do as much as any other two in the place. Yes, Bill is office manager at the East plant now, and he'll go higher. He's a man remade by the motorcycle process.

PHASES OF THE MOTORCYCLE'S USEFULNESS

There Are Hundreds of Others and the Dealer Who Will Study a Merchant's Requirements Can Always Adapt the Power Two-Wheeler to Them



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WHY THE SMALL CAR IS A TROUBLE-BREEDER

Although Attractive Before Purchasing, the Low-Priced Automobile Quickly Demonstrates Its Shoddiness and Capacity for Draining the Pocket Book of Its Owner

By DON JOHNSTON

ABOUT once in every motorcyclist's career comes the time when he is lured by the call of the loquacious automobile salesman and tempted to fall into his web. This gentleman (in a most disinterested way, of course) enlarges upon what he considers to be the shortcomings of the single-tracker and tells how they can all be overcome by the purchase of his little tin buggy. Mr. Motorcycle Rider may accept these rosy statements at their face value, for he is apt to be misled by popular tales about lightness of weight, low gasoline consumption and great tire mile-

age, circulated as they most generally are by people who perhaps have never owned a motor car.

I have had the opportunity to study the actual working out of several such changes and disillusion usually follows. In the first place, the low prices of second-hand cars appeal to the prospective automobile owner as they most nearlly approach the cost of a new motorcycle and side car. The columns of the daily newspapers carry a multitude of ads. telling how large and originally expensive cars can be bought for a mere song. They are placed under the caption of "slightly used machines," "rebuilt cars," "demonstrators," etc. Sometimes these motor cars are only a few seasons old and can be bought for a few hundreds of dollars.

Knows Only Good Service

The motorcyclist, used to faithful and continuous service from his mount, is likely to assume that these machines contain equally fine workmanship and must be as durable. Such is by no means the case, however. Motorcycles are made in one grade only, and that is the best the manufacturer is capable of producing. The motor partakes is no wise of motor car practice, but rather of high grade aeroplane design. None but the best of materials are used and all fitments are the finest that money can buy.

Contrast to this the average low and medium priced automobile. It is scrimped at every point. Workmanship is of the poorest. Many of its parts are of doubtful origin, and the whole ambition of its makers was to produce something cheap, no matter at what ultimate cost to its purchaser.

High priced machines are sold at a ridiculously low figure because of their prohibitive upkeep expense. They can average only five or six miles on a gallon of gasoline and the cost of two new casings and tubes would buy a motorcycle complete.

New Parts Are Expensive

Repair parts come in proportion to the original selling price of the car. For a man of moderate means to try to rebuild a high grade automobile, even if he were an expert machinist, might well entail the expenditure of more than he originally paid for the entire outfit.

The new cheap automobile looks attractive sometimes to the motorcyclist, and he is induced to part with his high-grade mount for a song and acquires a small asthmatic bunch of trouble in its place. True, it does not require as much gas and is easier on tires than a larger machine. But when it is compared with the modern

The illustrations herewith treat eloquently of the motorcycle's dependability as compared with that of the low-priced small car. Even the cheapest motor car will operate satisfactorily for a time—BUT when the repair bills and other troubles begin to pile up they do so at a heart-breaking rate. Keep that in mind when the suave motor car salesman buttonholes you; tell him that you wish to buy quality, not merely quantity. That's the moral of the accompanying article.

perfected motorcycle it is hardly in the running at all.

Big Consumption Difference

Making general comparisons, when you fill its tank with gasoline you can cover the same number of miles that you can with one filling of the motorcycle. But in the first case you pour in ten or twelve gallons as against two in the second. In other words, the cost of operation of the two-wheeler is only ⅕ that of the "small" motor car. Oil consumption is quite high, as most low priced motor cars cannot be fitted with a first-class filtering system for the figure at which they must be sold.

No high grade ball or roller bearings are used as in the motorcycle engine, and so motor-friction is high and necessitates a very liberal use of lubricant.

Final Drive Troublesome

The transmission and rear axle of these cheap motor cars are apt to be weak, and even on a new machine give the owner trouble. It has been said that "an automobile can always be told by its rear axle," and certainly some of these overgrown cyclecar types are not noted for their sturdiness of construction.

The tire bugaboo has always been the bane of the automobilist's existence. Motorcyclists who have never owned a motorcar overlook this point, and expect a set of tires to last several seasons as they usually do on the faithful two-wheeler. The weight carried on the automobile tire is so much more than the springy, live load of the motorcycle that tire injuries are always more serious even from the same causes. The load on a motorcycle is a simple pressure on the tread of the tire. Probably the ⅕ ratio would apply to tire expense as well as to gasoline. If a sidecar is included, of course, the difference would be somewhat less—probably nearer a third, owing to the extra wheel and the increased drag on the driving tire.

On all but two or three makes of cars the tire section is also larger and the price advances rapidly with any increase in size.

One season I drove both, a small motor car and a motorcycle every day over practically the same route, and covered about the same mileage. The comparison in the upkeep expense was at least 75 per cent less with the motorcycle. And this motorcycle was a special close-coupled model with a racing motor not intended to be especially economical.

Why, then, give up the exhilaration of unlimited speed and incomparable hill-

climbing ability which can be found only in the motorcycle? I know of nothing that can approach it unless it be found in the flight of the aeroplane.

OFT FORGOTTEN POINTS THAT NEED LUBRICATION

WHILE the mechanical oil pump and hand-pump take care of the lubrication of a motorcycle's powerplant, many riders think that only the bearing surfaces in the motor are all that any personal attention need be given to. But there are other parts that need oil, and sometimes they cry in no uncertain voice to aid them in moving easily. One of these parts is the rocker at the lowest part of the spring fork.

Most machines fit oil or grease cups at this point, and these should be looked to as per the instruction book. A squirt of oil twice a week is not too often for these parts.

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"Monarch of All He Surveys"

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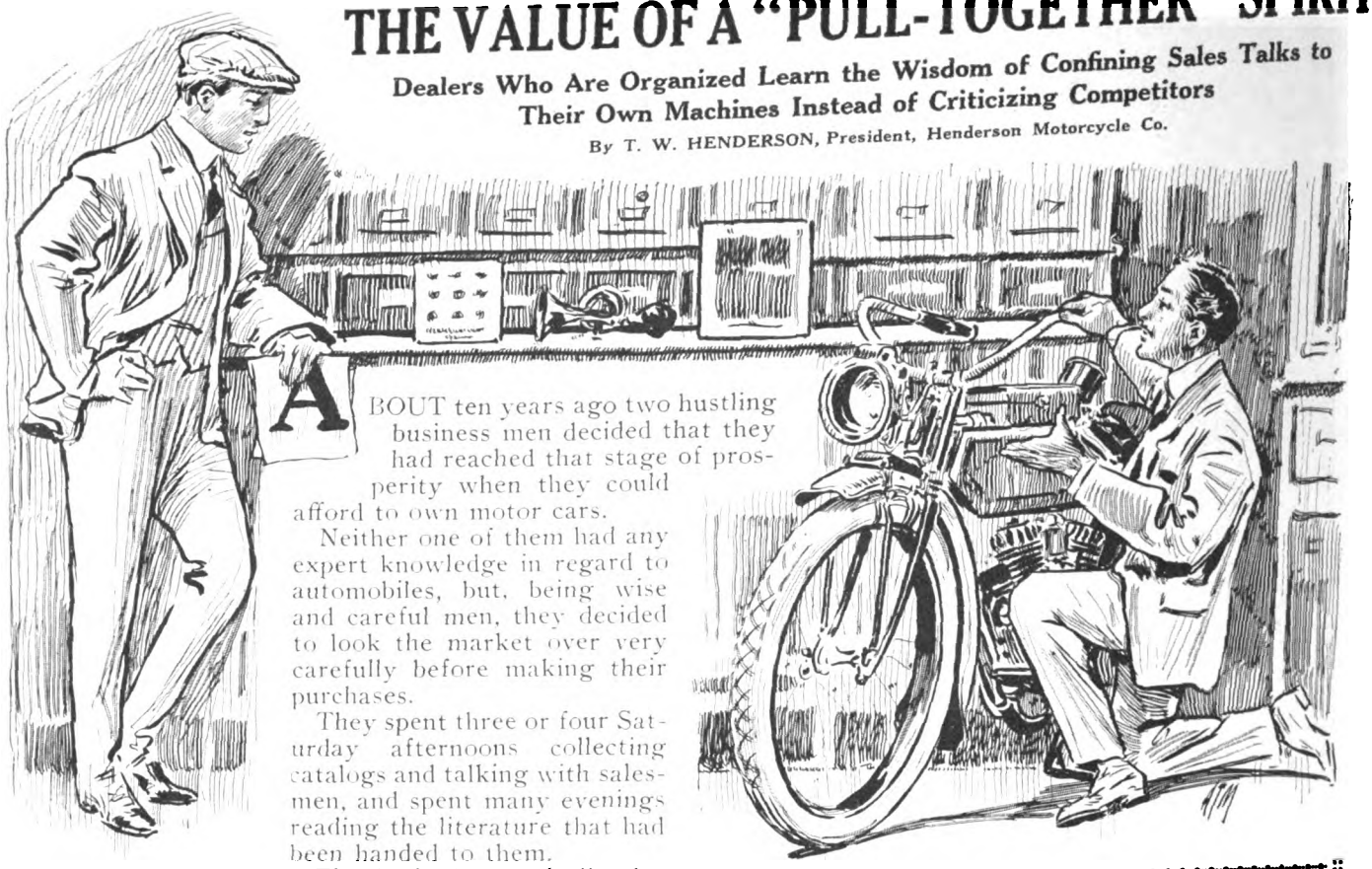
THE VALUE OF A "PULL-TOGETHER" SPIRIT

Dealers Who Are Organized Learn the Wisdom of Confining Sales Talks to Their Own Machines Instead of Criticizing Competitors

By T. W. HENDERSON, President, Henderson Motorcycle Co.



ABOUT ten years ago two hustling business men decided that they had reached that stage of prosperity when they could afford to own motor cars.

Neither one of them had any expert knowledge in regard to automobiles, but, being wise and careful men, they decided to look the market over very carefully before making their purchases.

They spent three or four Saturday afternoons collecting catalogs and talking with salesmen, and spent many evenings reading the literature that had been handed to them.

Finally both practically decided on the same car, but before making their purchases decided that it might be wise to ask competitors about this particular make. Almost without exception the conversation between the prospect and the salesman would be something like this:

"What do you know about the X. Y. Z. car?"

Unhesitatingly the would-be salesman would jump in with the conclusive argument that the X. Y. Z. was a bunch of junk and could not run fast enough to get out of her own dust.

After getting started on this subject, Mr. Salesman would gabble volubly, using all the superlatives in the English language in his denunciation of the competitive car.

By this time the prospects felt that they had used up as much time as they could afford in his store, and so they left without having heard the salesman give any sort of an exhibition on how to sell his own motor car. In fact, it had not been mentioned.

After a half a dozen such experiences they were very skeptical about the car which they had about made up their minds to buy, and thought they had better go in and give it the "once over" for the last time.

Now it happens that there was a real salesman on the floor representing this car, and when the prospects asked what he knew about the A. B. C. car, he immediately said he knew nothing; that it was his business to sell the X. Y. Z. He did know all about that, and was prepared to demonstrate to them that there was no more reliable or speedy car on the market. He assured them that he could easily demonstrate hill-climbing abilities that would astonish them, and that when it came to comfort and good looks, they were so self-evident that there was no argument.

Again the prospects wanted to know what he thought of the N. O. K. car, to which the salesman replied that the N. O. K. agency was across the street and they could get all the information they wanted over there, but if they wanted to know about a car that would stand up and give service, all they had to do was to look at the one in front of them.

He guaranteed that the factory behind the car would give service such as they expected, and that his agency was prepared to stand behind the car to the limit. In other words, he had no time to talk about anything but the X. Y. Z. car which he represented.

He took orders for two cars that afternoon.

Before going any further I want to state that this is a true story and happened in a town where the dealers were not organized. These cars were literally sold because competitive dealers had been so busy knocking this particular car that they had no opportunity to take the necessary time to sell their own.

However, things have changed in that town. At the time referred to there was no dealers' organization. In fact, most of the dealers did not know each other, except by sight.

One of the dealers got it into his head that it was bad for the automobile business generally to have so much knocking, because it disgusted the prospects and got them afraid to buy any make of motor car, and so an association was formed with the idea of getting the boys together, and it was simply astonishing how general business picked up after they all decided to cut

The Dealer—"My competitor's motorcycle may be all right, but I don't know much about it and I never "knock." This is the machine I'm selling—and therefore I know all about it. I'm going to tell you why my machine is the one you need."

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out the rough work and to join the "kind-word" society.

As one dealer remarked at one of their weekly luncheons, "there was a time when I did not hesitate to knock the X. Y. Z. car. The trouble was I did not know Tom Manton, the chap who represented it. If I had, I am sure I should not have wielded the hammer, because I like him personally and would not willingly say anything that would hurt him."

Do you get the idea?

I believe a motorcycle dealers' organization would be the biggest kind of benefit to everybody interested in motorcycling. If the dealers were better acquainted and better friends, they would have neither the time nor the heart to say anything against their friend's business, because all dealers ought to be friends if they want to boost the motorcycle business in their town.

Every time the motorcycle dealer adversely criticises the motorcycle which his competitor represents, he is hurting his own business, because he is really hurting the motorcycle business.

I have no doubt there are many, many prospective motorcycle riders who have been influenced by the thoughtless condemnation of motorcycles by men who sell motorcycles.

If the motorcycle dealer were only organized with the idea that he was going to boost motorcycles in general, and his own in particular, and that he was going to refrain from criticising adversely any other make of motorcycle, I am firmly convinced that the business would be on a much better basis than it now is.

Look what the "one million bicycle" idea has already started for the bicycle manufacturer and dealer. I presume more bicycles will be sold during the coming summer than ever in the history of the bicycle business, and simply because of organization with the idea in mind that it can be done if everyone of the dealers in a community get together.

THE FORGOTTEN ART OF SELLING THE SERVICE IDEA

It Is His Dream of What a Motorcycle Will Enable Him to Do That Usually Brings the Prospect to the Store, and the Salesman Should Make the Most of That Fact

By J. V. ROBINSON

I HAVE bought three motorcycles myself and have listened to dealers engaged in sales talks with many prospective buyers, but I have yet to hear any trade man present the Service Idea involved in the power two-wheeler as it should be presented. Every motorcycle salesman is ready with catalog facts and figures to demonstrate the abstract mechanical ability of the motor under discussion, but few, if any of them, seriously attempt to visualize for the benefit of the prospect the actual returns that will be derived.

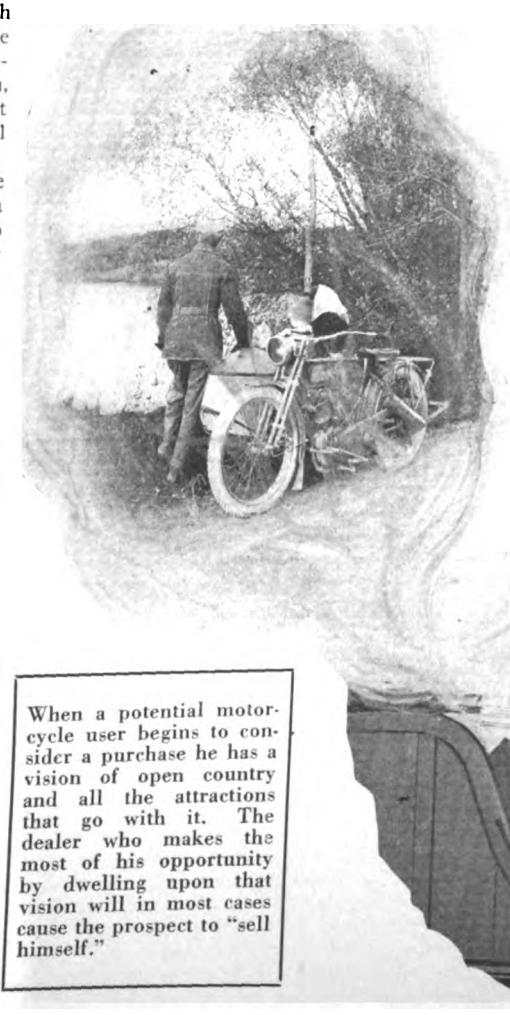
This is what I'm getting at: When the average man considers the purchase of a motorcycle he looks upon it as a means to an end, and it is that end—whatever it may be—that the salesman should make the basis of his selling talk. In other words, he should aim to sell healthful exercise, fresh air, the sense of freedom, the change of scene, the call of the road, the lure of mountain and wood, the fascination and exhilaration of skimming hither and thither at one's own sweet will. Those are the points he should keep persistently before the prospect—for when we come down to hard facts, it is the Service Idea that the patron wishes to buy. He needs the motorcycle to attain those delightful rewards. That's all.

A long explanation of the mechanical makeup of a motorcycle is all right in its place—but hardly as a sales argument. While the salesman is discoursing upon three-speeds, oiling systems, and so forth, the average prospect is thinking of an inviting country road, of all the rare joys that will come with the ability to get out in the open and hum over hill and down dale. He is dreaming his dream—the dream that made him think of a motorcycle and that brought him into the agency to talk about a purchase. Why not sell him that dream?

Why not dwell upon all the varied and wonderful opportunities offered to the motorcyclist and when the prospect has decided that the realization of his dream is worth any effort he can make to attain it—then top off the talk with a short mechanical discourse and the statement that the motor under consideration will do the work and do it well? I know from long observation that such a sales system would show wonderful results.

If a prospect asks for mechanical data it should be forthcoming promptly—but ninety-nine beginners out of one hundred merely say that they are thinking of buying a motorcycle, and leave it to the salesman to do the rest. If the salesman simply talks mechanics he *may* sell the motor, but if he has enough imagination to get away from the machine itself temporarily and present the fascinating story of the open road, he is *sure—deal sure*—to close the deal. All salesmen can't paint a word picture of the manifold joys open to the motorcycle roadster, but more of them could do it if they tried.

It's pretty hard to sell a man cold mechanical dope—but hold up before him the dream he has had in the back of his head.



When a potential motorcycle user begins to consider a purchase he has a vision of open country and all the attractions that go with it. The dealer who makes the most of his opportunity by dwelling upon that vision will in most cases cause the prospect to "sell himself."

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THE LIGHTWEIGHT AS A SPRING TONIC

When That Languid Feeling Known as Spring Fever Makes the Daily Grind More Irksome, Then Hop Into the Saddle and Hie to the Country—Fresh Air Is What You Need

By W. S. QUINLAN
Secretary, Cleveland Motorcycle Mfg. Co.

That the lightweight is to have a permanent place in American motorcycledom appears to be an accepted fact, if the sales that have been made during the short interval since its introduction and the enthusiasm which it has stirred up in all quarters can be used as the basis of an opinion. The outstanding feature of the lightweight movement, and one which was predicted by lightweight advocates even before an American machine answering that description became a reality, is the fact that in the selling field the lightweight is not encroaching on the domain of the medium and heavy weight machines, but is actually opening up a virgin sales field and winning new converts to the sport of motorcycling. Its influence in this direction is bound in time to redound to the benefit of the whole industry.

REMEMBER the days when you were a youngster and they made you take that famous old spring tonic—sulphur and molasses? You squirmed in your mother's lap to dodge the teaspoon, but without avail. That unpleasant tonic served its purpose—it anticipated that languid feeling known as spring fever, toned the system and put you into proper physical condition to enjoy the glorious springtime. And of a Sunday, feeling bright and chipper, you'd hop on a crowded car and take to the budding woods.

Getting Away from the Grind

Well, times have changed since, but you still get the perennial spring fever. But how many of you take sulphur and molasses? Some more pleasant remedy is now used in most households. And as in those happy days, the same longing steals over you to drop the daily grind and commune with nature. Do you still jump on the crowded trolley for a ride to the woods? If so, you are certainly lingering in the age of sulphur and molasses.

The adjunct to your spring tonic today is the motorcycle. It makes you absolutely independent of trains and cars—you can go where you wish and whenever you desire. It takes you close to nature and assists in building up your health as only outdoor life can. And this year, with an array of sturdy lightweight motorcycles being offered to the public, the motorcycle is more than ever making an appeal to all classes of people who want to rush at their will from the oppressing dim of the city and ride through the refreshing country.

What Some Men Want

The light motorcycle is filling a gap, which has heretofore kept a great many prospective riders from participating in the sport. It is just what is required by men who want a moderate priced machine, easy to handle and capable of traveling at a desirable speed.

Especially will those of us who have just passed through a rather severe winter appreciate the possibilities of the power two-wheeler. We realize that spring is the most attractive season of the year, and we are prone to tempt the wiley bass or trout, explore the woods or, perhaps, follow the little white ball around the grassy course. And right here is where the light motorcycle, so inexpensive to operate, enters in an important role. It will enable us to cope with time and distance in a way that we never have before.

Spring is now here—the ideal season to buy a motorcycle.

We certainly owe it to ourselves, after being cooped up all winter, to seek wholesome, exhilarating recreation. Health is our greatest asset, and the best tonic in the world is the fresh air—and that's ours for the taking.

Dealers Ready to Demonstrate

So get astride a lightweight and ride to the country! If you haven't one, you surely can get a demonstration at some live dealer's in your town. The chances are that after a demonstration of the light machine's ability, you'll experience a thrill of satisfaction at the ease of its operation and comfort.

Don't think that after you own a light motorcycle you're going to be lonely on the road. There'll be lots of good company. You may be interested to know that in Los Angeles, where the season opens shortly after February, many carloads of light machines have already been sold this year—over seventy-five per cent to *new* riders. And this same story is now being repeated in other sections of the country.

The reason why dealers are pushing the light machine is not hard to find. Offering these mounts at a price which brings them within the range of more pocketbooks is in many instances practically doubling their list of prospects. They are enabled to interest the host of men who want moderate speed and a motorcycle that can be handled with ease and pleasure. The dealer's investment in light motorcycles is smaller and he can carry time payments with less risk.

Taking Advantage of Spring Fever

So the majority of the wideawake dealers in every town stand ready to serve the light machine prospect. Most of them are taking advantage of the spring fever "germ" right now, and are interesting the lovers of outdoor life. The writer knows of a hustling agent who is taking his demonstrator out to a golf course near his city every Saturday afternoon and proving its "get there" powers to the putee wielders. They were shown that the light motorcycle will not only help them to enjoy the sport better, but will also make the trip to and from the course a part of their afternoon's recreation.

In closing it might be of interest to note that the development of the light machine is a tendency which has already been experienced in the bicycle and automobile industry. Though there will always be a demand for the heavier cars, it is certainly true that with the advent of the lighter type sales have increased by leaps and bounds. This fact, in the writer's opinion, seems to bespeak well of the future of the lightweight motorcycle, which is now being produced in quantities to fill a demand created by an almost entirely new field.

REACH OF PLUG A VITAL PERFORMANCE FACTOR

MANY cases of mysterious misfiring, especially at low speeds, are due to the faulty reach of a spark plug. I was called upon to fix up a rider's motor recently, and the trouble was caused by not having enough reach of the plug into his combustion chamber. He bought a new spark plug which looked all right to him, but on which the threaded barrel was about 1/16 of an inch shorter than the plug he had in use before. The motor ran all right at medium speeds, but "bucked" at low speed and at very high speed. The adjustments that the rider did not make to carbureter, magneto timing and valve setting are not worth mentioning. He finally got his motor to run at slow speed but not at high speed without kicking back, but it sucked a whole tankful of gasoline in 60 miles to do this. When I got there to look over the machine, I took out the plug and the trouble was found right away We had a hard time in getting that motor to run with all its pristine vigor again, even when we put a plug of proper reach in the aperture.

Quite a number of automobile spark plugs are to be seen on motorcycle motors these days, but while they are good when properly adjusted, they usually have too long a reach and too wide a gap between the points for general motorcycle work. The current used with automobile magneto plugs is more powerful than that developed by motorcycle magnetos, and the gap is often greater as a result. Hence, the user of an automobile plug has to regulate the gap to suit his current, say between 1/32 and 1/50 of an inch, so that he can start without "pedaling his head off."

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BRINGING THE OUTDOORS NEARER

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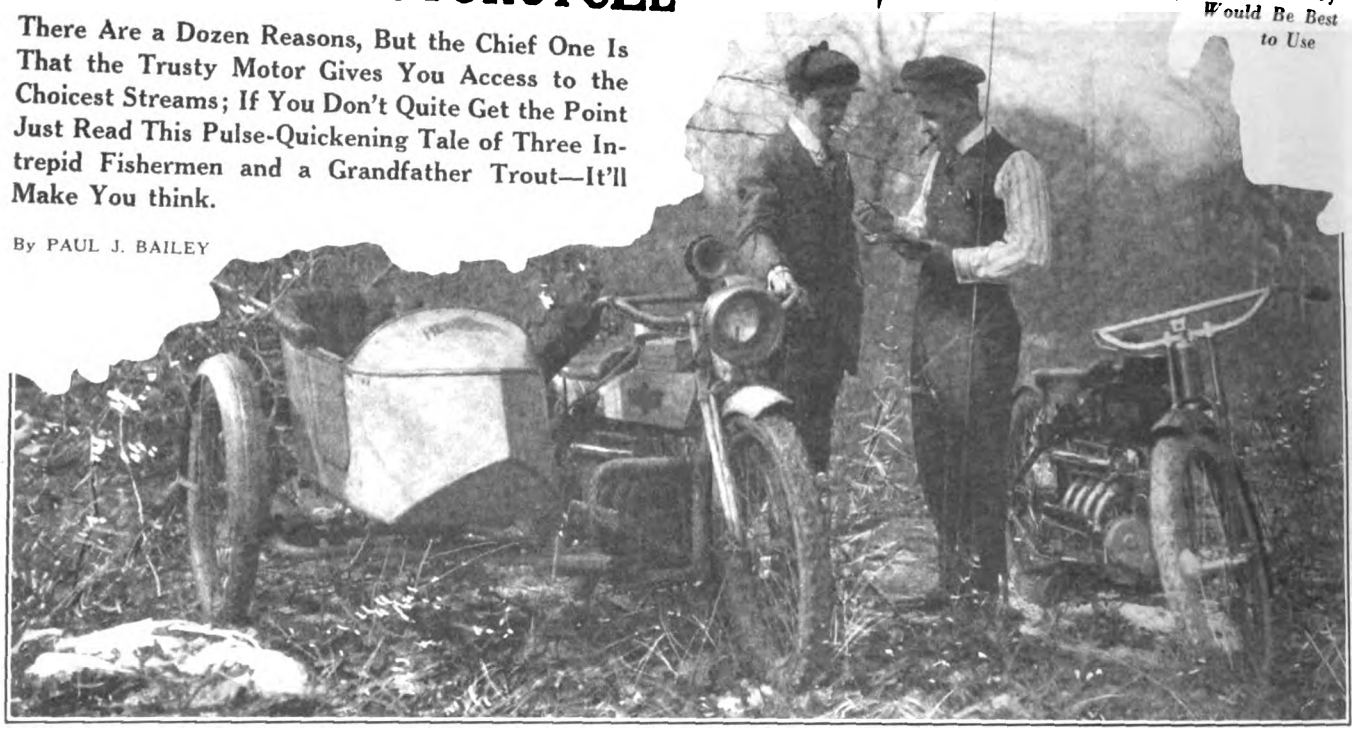
WHY THE SUCCESSFUL ANGLER NEEDS A MOTORCYCLE

There Are a Dozen Reasons, But the Chief One Is That the Trusty Motor Gives You Access to the Choicest Streams; If You Don't Quite Get the Point Just Read This Pulse-Quickening Tale of Three Intrepid Fishermen and a Grandfather Trout—It'll Make You think.

By PAUL J. BAILEY



There Was An Argument About Which Fly Would Be Best to Use

THAT balmy spring day settled the matter for Cy. He had been accumulating a sense of restlessness for a week, as the sun peeped coyly forth now and then with increasing warmth, while unmistakable signs on all sides had indicated that spring was close at hand.

Then this beautiful day had brought its warm, mellow sunshine, smiling blue sky, soft fragrant air, and the sense of awakening life that is the heritage of the season.

Facing the other two of us, Cy spake thusly:

"Fellows, I just can't wait any longer. I've got to go fishing or burst. After these long months of waiting, spring has come back again and now's our chance. Gee! I saw a real robin this morning."

"You interest me strangely; speak on," quoth Art, in whose eyes a bright gleam was growing.

"Well, you know that Big One I almost got last summer—I told you about it the other day. He must be in that same pool yet, and I'm going to land him or know the reason why. This warm weather will bring him out of his winter retirement, and he'll be hungry as a bear and full of fight—and say, he weighs at least——"

"Uh-huh, you've told us about that already," Art hastened to parry. "We believe you implicitly and won't doubt a word if you don't make him more than twice as big as he was when you last told it."

And after the heat of discussion had subsided, it had been definitely settled that we would ride out to the haunt of Cy's Big One to try our luck with rod and reel next day. I would take Cy and the equipment in my sidecar, while Art would ride solo on his machine.

OH, sure, with a motorcycle is the only way to go fishing, for with it you can get right to the place you want to reach, and not waste half the time on the way.

That night we made all ready for the start. Rods, reels, leaders, flies, spinners, wobblers, etc.—the fishing tackle that had been retired from service through the winter—were overhauled and made ready for the fray. The equipment was stowed in my sidecar. Tanks were filled with oil and gas, the machines looked over, and everything set for the start next morning.

"Darn it, I would have landed that Big One if I could have slept another minute," drowsily murmured Cy next morning as I stifled the alarm clock. "And I'll bet he's just as big as I was dreaming he was, too."

Fortified by a substantial breakfast, we mobilized for the start. Not *too* early, you know, for the spring was still so young that it was bitterly cold in the early morning hours before sunrise, but by 7:30 the warm beams of the sun had made the air soft and mild. It was an ideal day.

A push on the foot lever and the motor softly hummed its rythmic four-cylinder song. Art nodded his head to indicate "all ready" aboard his craft, and we were on our way.

Out of the city we rode and into the country, where the first signs of renewed life were welcoming the return of spring. Nature was just waking up, still drowsy after the long sleep of winter. The fresh shoots of grass pushing above the soil tinged the meadows with cheerful green. The buds were just bursting open on the trees, the air was soft and warm and balmy. The whole world seemed smiling.

It was a day to make a man glad to be alive and to feel under him the steady onward thrust of a powerful and obedient motor which carried him untiringly forward for mile after mile among the beauties that Nature was unfolding.

For twenty miles the good going continued, on smooth stone road. Then at Cy's direction we swung off onto a dirt side road. It was a little rough from being cut up during the recent spring rains, but with our up-to-the-minute spring forks and fine big saddles we minded it not at all.

Then there were a couple of miles of sand—nice, powdery soft stuff, with ruts a foot deep—where the sidecar had it on the solo machine a little, though Art jabbed

At a Detour, There Was an Argument as to Which Path Was the Best to Follow

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The Slight Tang in the Air Made a Little Fire Very Welcome to the Fisherman

in the spurs and crowded his mount along regardless of sundry skids and wobbles in the sand tracks.

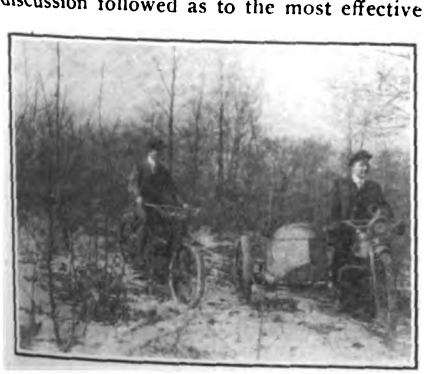
Next we turned up another side road which we followed for about seven miles. But, as frequently happens with these little-used roads, this one was good, though narrow. And it was mighty pretty. Woods on both sides most of the way, with quaint little farm houses nestling here and there, and occasional open fields where the farmers were busily getting in their work of preparation.

We passed a big grove of maples where the sap buckets, kettles and other paraphernalia held out promise of maple syrup and kindred sweets soon to be had.

Following Cy's pilotage, we turned down a lane, let down the bars and passed through a gate and followed a faint path through a grove. Then through a thicket of bushes at the far side we saw the gleam of water. The appointed spot was at hand.

The tackle was unlimbered, and a short discussion followed as to the most effective lures. Art affirmed that a rather small, dark fly was the variety on which to pin one's faith, while Cy contended that a big, bright-hued one with a tiny golden spinner ahead of it was the right idea for this season of the year.

"They're ravenous as wolves and out for blood now," he explained, "and the best "game-getter is the one they can see farthest. Later in the year, after they have grown more wary, your little brown hackle and gray moth will be the proper thing, but today—well, today I am going to get the Big One with a Silver Doctor."



When All Was Over We Hit the Home Trail Feeling Better and Stronger

Our Strategic Positions

Leaving the machines at this point we parted company and headed for the points of strategic advantage indicated by Cy. I took the eddy below the ripple, Art advanced on the pool by the big rock farther upstream, while Cy disappeared around the bend below, after announcing that he was ready for another duel with the Big One, which he had sighted there last summer.

We mobilized again at noon for lunch, and it was *some* feed. Printed on a bill of fare, that lunch wouldn't create any thrills, for it was composed entirely of plain, substantial food, but then——. There was the tang of the open air, the zest of the outdoors, the tingle of spring to give us appetites, and we wolfed that lunch with an eagerness that would have created a panic at our respective boarding houses.

We had had some luck in the morning's fishing, too, so that what might otherwise have been merely a lunch was made into a real fish dinner. Cy broiled them over the open fire, using a light frying pan he had brought along for the purpose, and the instantaneous way they disappeared after being served was a silent tribute to his skill. We loafed around the fire for a couple of hours after our feed, smoking and talking it over, then moved back to the stream again for another try with rod and reel.

Luck was good again, and we took a nice selection of finny trophies—though Cy didn't get that Big One, after all. He had landed two that were considerably better than ordinary size, but was still whipping the stream in a determined endeavor to get that Grandfather Fish when Art and I returned to the machines to start home after sundown. He had tried every lure in his collection in his efforts to attract the wily old veteran of the riffles, and was starting to repeat the process when we descended upon him and dragged him away by main force.

Turning on the gas from the Presto tanks, we rolled homeward down the bright path of light flung far ahead by our big lamps, and reached the city in good time.

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YOUR MOTORCYCLE AS AN EVERY-DAY PAL

An Adjunct to Other Outdoor Pastimes the Two-Wheeler Is Practically Unlimited in Scope—Read a Veteran's Explanation of Why His Mount Is An Absolute Necessity

By GEORGE M. JOHNSON

DOUBTLESS the one thing most prominent in the mind of the person about to buy a motorcycle is the thought of the pleasure he will get from riding the machine. He hears sounding the seductive call of the road, and experiences in imagination the joy of answering the call. There is certainly a vast amount of pleasure to be derived from motorcycle riding, but the chap who limits himself merely to *riding* for the fun he gets out of his machine is missing much more than he gets.

My career as a motorcyclist started in eight seasons ago, and if anyone was ever hard bitten by the motorcycle bug it was I. The first year or two much of my riding was done for the fun of riding; I couldn't get enough of it, and was off burning up the road at every opporunity. But I gradually came to realize that the best chances for pleasure came when the motorcycle was used as an aid to some other sport. In the combination both were gainers; the fun of motorcycling still remained, but an added measure of satisfaction was realized by joining it with the other sport. And my first use of the motorcycle in this direction was for fishing trips.

Most everybody likes to fish, and very likely the reason why more men do not devote their leisure to this absorbing sport is because, in many parts of the country at least, good fishing is too hard a thing to locate. As a usual proposition you cannot find decent fishing anywhere close to dense centers of population; and if a lake or stream is easily reached by train or by trolley, it is soon fished to death.

It comes down about to this: to get good angling you've either got to travel a long distance, or you've got to travel by some means of conveyance not open to the general public; sometimes you've got to do both.

Suppose there is a fine trout stream some

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If getting out of doors means anything to you this "Why" article is certain to make you see new possibilities in life and to suggest hitherto undreamed of opportunities for healthful sport and recreation.

twenty-five miles away, one that cannot be reached by rail. You and a friend go out there two or three times a season, possibly oftener. A hired rig would cost at least $5—probably more—five cents per mile for each person. A motorcycle with tandem attachment would do the work for less than one-half cent per mile per person, a net saving of $4.50 at the lowest possible estimate. Figure up on a few trips of that sort, and you'll find that the actual money saved would pretty nearly pay the upkeep cost of the motorcycle for the entire season.

There is still another point to consider. The twenty-five mile trip by rig would take between three and four hours, and there is nothing so tiresome, when a fellow is in a hurry to get fishing, as sitting in an uncomfortable carriage while old Dobbin leisurely plugs along; I know that from personal experience. The motorcycle will do the trip in an hour very easily, leaving just that much more time for fishing.

For Hunting as Well

What has been suggested so far with respect to fishing applies equally to the related sport of hunting. For the latter, a sidecar is a great advantage, as you can carry a bird dog along, and another hunter as well, if desired. What I am trying to emphasize is twofold. First, the motorcyclist should realize that he is blessed with unequaled opportunities for hunting and fishing trips; if he is not a sportsman he ought to be. Second, to the confirmed out-of-doors man of moderate income a motorcycle is a necessity—a necessity, that is, if he wishes to follow up his hobby to the best advantage.

The speed of the motorcycle makes it possible for the man who has to go early to work to get in an hour or two of sport in spite of the fact. Suppose he yearns to do a little fishing, but has no chance to take a day or half day off. He can retire early, after setting the alarm clock, leave home at 4 a. m., and be busy with his tackle half an hour later. Two hours of fishing ought to be enough, leaving our rider time to get home by seven or before; and he will be all the more efficient at his day's work for the little breath of outdoors.

Out After Ducks

There is a pond half a dozen miles from my home where ducks often light over night in the fall. Many a time I've ridden out there, had a crack at the fowl—almost always getting something out of it—and have been home in time to eat breakfast with the family. And little side trips of this sort are possible practically for everybody. You don't have to wait for the scattered holidays. Instead of grumbling over the little time he has for sports, a man would do well to wake up to the fact that a motorcycle will let him take full advantage of what opportunities come his way.

In late spring and summer the very best time of the day is the hour or two after sunrise—the time most people are buried in the hay when they ought to be outside *living*. Even if a chap doesn't care to take a fishing or hunting trip before starting for the job, it will do him a world of good to get out early enough to turn off twenty miles or so; that is better than any tonic that ever came out of a drug store.

But hunting and fishing by no means exhaust the field of the motorcycle; there are many other ways in which it can serve its owner. You have no doubt seen a front yard tastefully decorated with growing ferns, small evergreen trees, and so on. Perhaps this is true of a neighbor's yard, and if so, he probably paid a greenhouse or nursery man a fair amount of good money for the plants. There are plenty of

such things growing in Nature's nursery, off somewhere away from the city. Did it ever occur to you to use your motorcycle as a means of securing some of them as beautifiers of your own yard? Not only will you save quite a bit of money, but you have the fun of getting off into the woods.

Every year at the holiday season my machine is called into service for collecting a huge mass of laurel and other green stuff for the Christmas season. For instance, I went out last year in about a foot of snow and had a grand time up in the hills. Owning a sidecar made driving easier for me, and also simplified the packing away of my booty, but the sidecar is by no means a necessity for this. Any self-respecting rider can plug snow, and the amount of junk that can be packed on a luggage carrier is indeed surprising.

Gathering Floral Offerings

In my town, along in June, you will see lots of boys on the streets with water lilies for sale. There are to my mind few flowers more beautiful than the pond lily, with its waxy white petals and heart of rich yellow, while the fragrance is something to rave over. But why buy a paltry dozen or half dozen of the flowers? I pull on my fishing waders, sling a covered market basket over my shoulders, and plug off to any one of several ponds on the outskirts of the city.

While I'm about it, I get a good number of the lilies—eight or ten dozen—and that means all we can possibly use at home with enough left over to make several of my friends happy as well.

Fall the Ideal Time

Fall, when the leaves are turning and the air is so crisp and delightful, is the ideal time of the year for the motorcyclist. And this season why don't you make it a point to collect a supply of nuts for winter. Towards the end of summer keep your eyes peeled for nut trees; do a little exploring in the woods, if necessary, not keeping too close to town. Then when the first good frost comes, with a couple of stout bags in your pocket, you can head straight for the place you've spotted.

Here is a first class hunch that is far afield from sport, though it is worth while. You can buy vegetables of all kinds from the market gardeners and truck farmers outside a city at a big discount over the city prices; and, fully as important, you *know* they're *fresh*. The same is true of poultry. You may, to your sorrow, be familiar with the embalmed, left-over-from-last-year taste that is too often associated with cold-storage chickens bought in the average city market. But a motorcyclist can always have the real country style fried chicken for his Sunday dinner, and get it cheaper than the doubtful article. Stop at some farmhouse and make a dicker with the farmer for a supply of various provisions. Have the pleasure of your after-supper spin and at the same time get back the few cents spent for gasoline with a big interest added.

Proving Its Usefulness

Now, as a sort of conclusion, let me suggest *some* of the ways my machine—machines rather, for there have been several of them—have proved their worth. Lack of space forbids more than a mere statement. I have obtained messes of delicious mushrooms by the score in wood and meadow, and my mushroom excursions are always by motorcycle. Don't gather mushrooms unless you know what you are about, or are with someone who knows; experimenting is dangerous.

I have driven the bus to the shore on hunts for the timorous long clam and succulent round clam, not to omit crabs. Once I came back with two live lobsters in the pocket of my hunting coat; they were sold at a ridiculously low price by the fisherman who had caught them. I have ridden a dozen miles in one direction after a supply of live bait, meeting friends by agreement way off in the opposite direction.

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(Continued on page 120)

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One of the many phases of motorcycle adaptability.

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(Continued on page 120)

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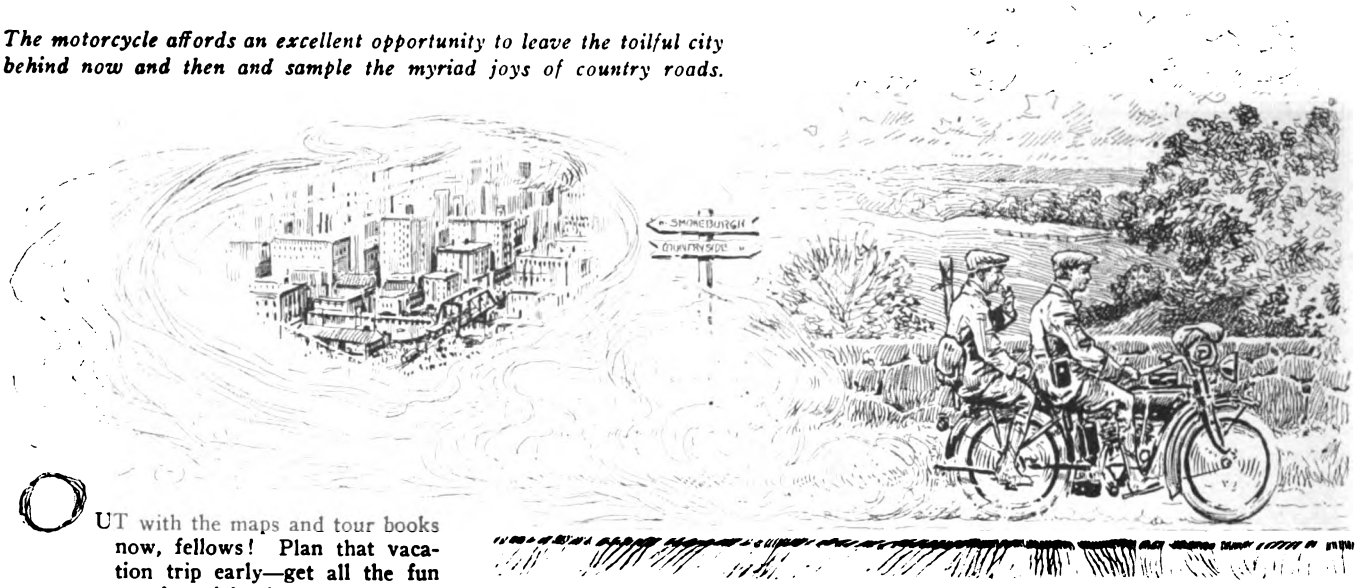
HOW TO TAKE THAT VACATION RAMBLE

Now's the Time to Do Your Planning to Insure a Happy Trip This Summer—Some Important Facts to Be Considered in Connection With That Joyfest, as Shown by a Veteran's Experience

By GOSLIN

The motorcycle affords an excellent opportunity to leave the toilful city behind now and then and sample the myriad joys of country roads.



OUT with the maps and tour books now, fellows! Plan that vacation trip early—get all the fun you can out of anticipating your merry, carefree ramble. Of course, you're going to have a corking fine time in that loafing fest—but do something more than dream about it, *act*.

Summer is only just around the turn and you'll be right in the midst of it before long. So get all the necessary "dope" while the getting is good. Find out where you are going; how far you will travel each day and where you will stop each night. And then when you start the old boat going on that blissful hour which marks the *real* beginning of your vacation, you'll be absolutely certain of having the happiest trip of your life. Sure it doesn't pay to go off half cocked!

All the "*Info*" Desired—Free

So right now is the time to get a map or tour book of the country you intend to explore. And—we'll just whisper this—one of the large tire companies issues sets of dandy road-guides, free for the asking, which can be had through the chief "ed" of our favorite cycling journal. We've only whispered—but we know darn well everybody has heard.

Now these books cover the glorious United States of ours just like a blanket. They contain about everything that you want to know. Hence, come early to avoid the rush—line forms to the left!

And, say, when you do open those maps or books, please do not, for the love of Mike or your best girl, think that you've got to cover all the land that lies betwixt the Atlantic and Pacific oceans. The week or two that will constitute your vacation is for *pleasure*. You're going on that little trip for the fun, recreation and health you can derive from it. Mr. E. G. Baker, that distinguished citizen of Indianapolis, Ind., has a mortgage on the gentle pastime of transcontinental record breaking. And you don't want to peeve that *hombre* so much, for he might be inclined to trundle out his Powerplus and send those cross-country figures soaring out of sight for keeps.

Get All the Fun You Can

You'll get little or no pleasure out of a wild ride that means a big daily mileage at top speed, in order to cover the route you have planned. In the first place you will see very little of the country that you are passing through, for forty per means that you will keep your eyes glued on the road ahead and not venture any side glances at all. And in the second place you will return from your trip feeling that you've had more than enough of motorcycling, for you'll be tired and worn out. And last—but certainly not least—you may have the extreme pleasure of telling "His Honor" a sad tale and contributing to the town treasury.

As Billy Shakespeare said, or should have said: "Safety First"—that's us. Arrange your trip to cover 150 to 175 miles a day at an 18 to 20 miles per hour speed. That pace will afford you lots of time to see things, stop and admire beautiful views and snap photos, here and there, to be handed down to your grandchildren. The daily schedule outlined will enable you to travel over some 1,000 miles a week, which is plenty.

Before we drop the day's running, it might be well to call attention to the fact that to allow one-day "lay-over" out of every seven is a splendid arrangement. The weather man down at Washington has it all "doped" out that during the summer rainstorms break about every seventh day—whether the states be "dry" or "wet."

It is all very well to get caught out in the rain when you can ride home and change into dry duds. But who is the duck that wants to ride all day in the rain and put up at some hotel where there is no chance to dry out before the next day?

It's a Long Way Back

Don't forget that the distance back is just as far as it was out, though it may seem longer if you stray too far afield. Beware that you don't have to resort to forced marches for fear of not being able to punch the clock on time Monday morning.

Now as regards the luggage you ought to carry. That's not an easy nut to crack. For instance, last summer the writer rode as a sidecar passenger on a 1,500-mile trip with never a sign of a puncture and again on another ride of 500 miles the Tire Gods were with us, while on that very same trip a friend wrecked two shoes completely. A lad's got to undertake a ramble prepared for such little incidents.

Unnecessary Drapery

One thing is certain though. The rider who drapes a casing over his handle-bars or hangs it from the back of

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a sidecar has an eye for the picturesque and is inclined to play to the gallery in the towns he passes through. The chance to buy tires in most any town nowadays gives one an opportunity to keep from encumbering the motorcycle with one from home, and that goes for the majority of trips that may be made in the United States.

If you strap an inside blow-out patch and a lace-on boot to the bars or toss it under the sidecar seat, you will, with the aid of a spare tube and patches, be able to limp into the nearest town, unless your misfortune comes under the head of extraordinary tire trouble. Then we kindly draw the veil.

A roll of electrician's tape and a spool of soft galvanized wire, in addition to the regular tool equipment, is not much extra and they may earn their passage before the home lights appear on the horizon again.

Strap an oil-skin slicker or rain shirt to the luggage-carrier and you are ready for anything that may happen in the summer.

Do You Want to Doll Up?

Of course, you may want to doll up at night in each town you stop in. If so, you will want a suitcase on board to carry your society duds. On a recent run down the state the writer found that a limp old Gladstone bag, lashed down on the carrier, held enough clothes for his needs and the outfit never shifted an inch during the 300-mile journey.

With a suitcase—well, that's something else. For no matter how securely you strap one of these articles down, it will slip its moorings and do a can-can on the carrier, demonstrating to you that leather is much softer than steel by chafing a hole into your nice new suitcase, and then revealing the contents to the gaze of all who pass. Then, too, no matter how well you wrap the case in oil-cloth, the dust will sift in, smutting your clean linen and making it unfit to wear.

The best way to carry clean linen is to resort to Uncle Sam and his well-known parcels post. You can arrange with those at home to send a bundle on ahead, then when you arrive in town there is your clean collar, shirt and pants. And you can mail your soiled clothes back the same way, permitting you to be free of the shifty suitcase, its trials and tribulations.

When the Missus Goes Along

This all is true of the solo rider, but when we are talking of a sidecar with the missus aboard, then—that's something else again. Then you will need a young trunk to tote the feminine finery along, and the best place to carry it is on a trunk-rack, hung from the bottom of the sidecar or bolted to the chassis.

Now for the cost of the trip. The writer never made a trip yet, either solo or sidecar, on which the daily expense did not foot up to $4 per day for each person. That does not mean that Waldorf-Astorias were patronized along the way either. On the other hand, a local lad toured through Maryland and Virginia at the rate of $2.75 per day and said that he did not stop at Mills' hotels.

One thing is certain, you can get a good room in a hotel for a dollar a night, with bath maybe a half dollar more; and, believe us, that latter item is sure great to iron the kinks of the day's ride out of one's system.

You can figure meals to average 40 cents apiece, so that the eats will amount to $1.20 for one, each day, which brings the two items up to $2.70. Now for the machine. Its appetite for gas and oil will, at the rate of 2 gallons of gas and a quart of oil a day, plus the usual storage price of a quarter, be about a dollar more, bringing the total cost each day up to $3.70 for a solo rider and about $5.50 for a sidecar outfit with two up.

Sure! Carry a Bottle

One way to keep the high cost of traveling down is to carry a Thermos bottle or Steero solid alcohol stove along, buying canned goods and other articles in grocery stores en route and preparing meals out in the country, à la camping.

Well, those are a few of the ways to go about preparing for a vacation ramble, a tour which, if made in a leisurely manner, will put "Wim, Wigor and Witality" into your frame, and bring you back with new ideas and an energy that will surprise the boss into giving you a raise.

May we meet on the road this July.

THE THRILL OF COMRADESHIP WITH YOUR MOTOR

A Veteran Roadster Undertakes to Tell Why the Relationship Between Motorcycle and Rider Is Something That Cannot Be Duplicated With Any Other Vehicle

By WILBUR K. TOMPKINS

"I DON'T know what there is about that 'old boat' of mine that makes me so gosh-blamed fond of it, but when the time comes to turn 'er in for a new model I'm going to feel like a guy that's just been to a funeral. I know I am. That old bus and I have been through a whole lot together and if it didn't make me sound like a nut I'd be willing to say that I love every inch of 'er."

Ever hear a sensible, red-blooded chap pass out that line of talk while he patted the saddle of his mount, or gave affectionate little twists and tugs to this, that and the other thing about the machine? If you've followed the motorcycle game at all closely, you've heard it more than once, but it's a pretty safe bet that you've never stopped to get at the bottom of the thing. Still the idea is a mighty interesting and significant one.

I once heard a high-brow (I know I have him gaited right, because he wore tortoise-rimmed spectacles), remark that one of the finest things about the motorcycle was the affinity between machine and rider. After digging the inside stuff about that affinity business out of Webster's Unabridged, I agree with him—I mean the high-brow. What he meant to say was that motorcycle and rider are so closely in tune, so much a unit, as they go humming along through the country, that there seems to be a sort of friendly understanding between man and metal.

A Mighty Pleasant Feeling

It's only a feeling, of course, but it's a pleasant feeling—and it goes a long way towards explaining why a genuine motorcycle enthusiast is just about the most enthusiastic enthuser you can find.

The idea is lost to the automobilist. He's not close enough to his motor. They're not friends—only chance acquaintances. The driver's relation to his machine is an impersonal one.

But a motorcyclist has that wonderful purring little motor down between his knees, and he knows every whim and caprice of it. He is never allowed to forget that he is the master of his vehicle. He is impressed at all times with the fact that his motor depends as much upon him as he does upon it. The pressure of a finger on a control lever, or the twist of a wrist, and the motor answers him as if it were a part of his own nervous system. To think, with him, is to have his mount almost reflect the thought.

So it's not hard to understand the affinity (thanks, Mr. High-Brow) between motorcycle and rider.

No One Else May Touch It

Some seasoned roadsters won't permit a repairman to lay a hand on their mounts. "They know what the old bus needs," you'll hear them remark, "and there's no call for strangers to butt in." And when a rider gets to that point you can wager that he's getting $500 worth of fun and satisfaction for every dollar he invested in that motorcycle. He knows his motor, and, in a manner of speaking, his motor knows him.

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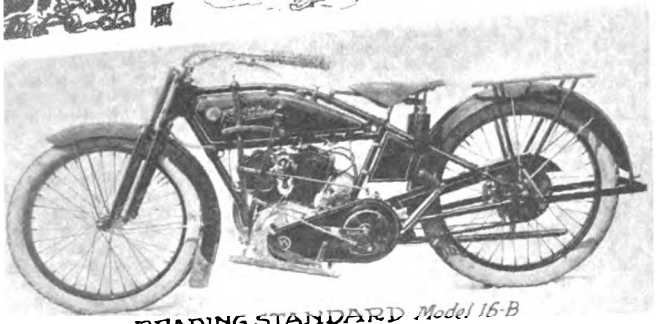
A Mount for Every Man

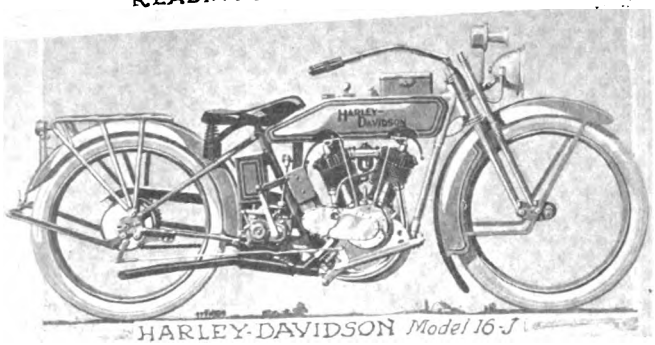


READING STANDARD *Model 16-B*

READING STANDARD

Made by Reading Standard Company, Inc., Reading, Pa.—Model shown is 16B, 12 horsepower twin; bore 3⅜ inches, stroke 3¾ inches, side-by-side valves; Bosch magneto; mechanical oiler with auxiliary hand pump; Schebler carbureter; Eclipse clutch; countershaft three-speed gear; double chain drive; Eclipse band brake; countershaft kick starter; Bowden wire-grip control; Mesinger saddle; 28 x 3-inch tires; 2½ gallons of gasoline; 3 quarts of oil; 58-inch wheelbase; 300 pounds; standard gear ratios—3.91, 6 and 9.2; price, $265; brown finish. Bosch electric lighting outfit, $35 extra.

Also Model 16K, 6 horsepower single cylinder with same specifications except 28 x 2¼-inch tires. Price, $230.

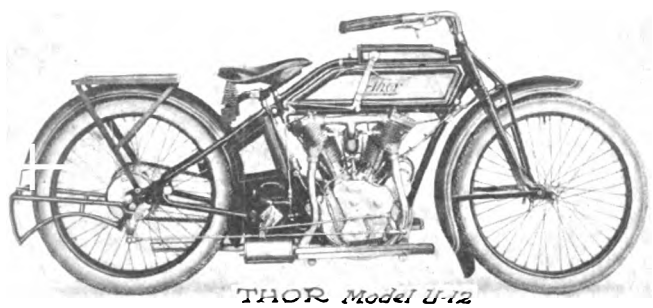


HARLEY-DAVIDSON *Model 16-J*

HARLEY-DAVIDSON

Made by Harley-Davidson Motor Company, Milwaukee, Wis. Model shown is 16-J, 11 horsepower twin; bore 3 5-16 inches; stroke 3½ inches; inlet over exhaust valves; Schebler carbureter; generator for ignition, signalling and lighting; mechanical oiler with auxiliary hand pump; dry disc clutch; countershaft three-speed gear; double chain drive; expanding band brake; step-starter; wire and rod grip control; Troxel saddle; 28 x 3-inch U. S. Goodyear or Firestone tires; 22 pints of gasoline; 8 pints of oil; 59½-inch wheelbase; 356 pounds; standard gear ratios—4.1, 6.15 and 9.22; gray finish. Price, $295. Lighting equipment—7 volts headlight with 12 and 7 c. p. bulbs, 2 c. p. tail lamp; electric warning signal. Option of pedal starter in place or rear starter.

Other models: 16-F, 11 horsepower twin; Bosch magneto ignition; three-speed gear; 334 pounds; price, $265. Model 16-E, 11 horsepower twin, single-geared; Bosch magneto; 326 pounds; price, $240. Model 16-C, 6 horsepower single cylinder; three-speed gear; Bosch magneto; 309 pounds; Price $230. Model 16-B, 6 horsepower single cylinder, single-geared; Bosch magneto; clutch in hub; 301 pounds; price, $200.

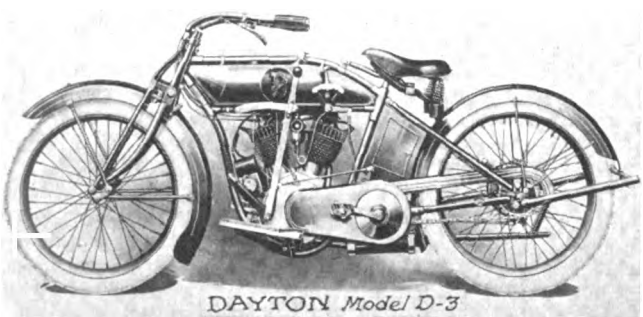


THOR *Model U-12*

THOR

Made by Aurora Automatic Machinery Company, Chicago, Ill.—Model shown is U-12, a 12 horsepower twin; bore 3¼ inches; stroke 3.6 inches; inlet over exhaust valves; Bosch magneto; mechanical oiler with auxiliary hand pump; Schebler carbureter; dry disc clutch; three-speed countershaft gear; double chain drive; Thor brakes; countershaft kick-starter; wire grip control; Troxel saddle; 28x3-inch tires; 2 gallons of gasoline; 3 quarts of oil; 58-inch wheelbase; price $265; blue finish.

Other models: V-6, a 6 horsepower twin; bore 2¼ inches; stroke, 3¼ inches; same valve arrangement and gear set; 55-inch wheelbase; 28 x 2¾-inch tires; price $225.



DAYTON *Model D-3*

DAYTON

Made by Davis Sewing Machine Company, Dayton, O. Model shown is D-3, 8 horsepower twin; bore 3 5-16 inches; stroke 3½ inches; inlet over exhaust valves; Dixie magneto; mechanical oiler with auxiliary hand pump; Schebler carbureter; dry disc clutch; countershaft three-speed gear; double chain drive; double brakes; foot starter on countershaft; wire grip control; Troxel saddle; 28x3-inch U. S. or Goodyear tires; 2½ gallons of gasoline; 2 quarts of oil; 60-inch wheelbase; standard gear ratios—4¼, 6.36 and 9.28; price $265; Dayton carmine finish.

Other models: D-1, same motor as above, but single-geared; price $240; D-2, same as D-1 but with countershaft two-speed gear; price $250; D-4, same as D-3, but with Splitdorf mag-generator and electric lighting outfit; price $305. D-5, 9 horsepower twin; bore 3½ inches; stroke 3.67 inches; inlet over exhaust valves; single-geared; price $240. D-6, same as D-5 but with two-speed gear; price $250. D-7, same as D-5 but with three-speed gear; price $265. D-5 to D-7 with Bosch magneto. D-8 same as D-7, but with Splitdorf mag-generator and electric lighting; price $305.

FLYING MERKEL *Model 675*

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1916 Models in Review

Dayton Motor Bicycle; 1½ horsepower single cylinder; bore 2⅜ inches; stroke 2¼ inches; inlet over exhaust; mounted in front wheel; Elkhart magneto; gear drive to front wheel; 24x2-inch front tire; 43-inch wheelbase; 115 pounds; price $95; Dayton carmine finish.

FLYING MERKEL

Made by Miami Cycle & Manufacturing Company, Middletown, O.—Model 675 is shown. This is a 9-horsepower twin; bore 3¼ inches; stroke 3 43-64 inches; inlet over exhaust valves; Dixie magneto; drip-feed oiling with auxiliary hand pump; Schebler carbureter; Eclipse clutch; countershaft two-speed gear of planetary type; double chain drive; Miami dual brake; direct-acting pedal starter and pedal gear; wire type grip control; Troxel saddle; 28 x 3-inch Firestone or Goodyear tires; 2¼ gallons of gasoline; 4 pints of oil; Merkel spring frame; 285 pounds; standard gear ratios—4 and 7; price $275. Flying Merkel orange finish.

Other models—673, twin; two-speed; 275 pounds; price $265. 671, twin, single-geared; 250 pounds; price $240. Model 643, 5½ horsepower single-cylinder; two-speed gear on countershaft; 230 pounds; price $240. Model 641, 5½ horsepower, single cylinder, single-geared; 225 pounds; price $215.

Miami Power Bicycle, Model 15: 2½ horsepower; single cylinder; bore 2½ inches; stroke 2 15-16 inches; side-by-side valves; National magneto; semi-automatic oiling; Miami carbureter idler with operating lever; flat belt drive; Musselman coaster brake; pedal starting; handlebar control; Troxel motor bike saddle; 28x2-inch tires; 1⅛ gallons of gasoline; 2 pints of oil; 50-inch wheelbase; 119 pounds; standard gear ratio, 7.1; price $115; blue finish.

HENDERSON

Made by Henderson Motorcycle Company, Detroit, Mich. Model shown is F-2, 12 horsepower four-cylinder; bore 2½ inches; stroke 3 inches; inlet over exhaust valves; Berling magneto; mechanical oiler with auxiliary hand pump; Schebler carbureter; Eclipse clutch; Henderson two-speed in rear hub; bevel gear to countershaft and final chain drive; external band brake; Henderson kick-starter; wire grip control; Henderson-Persons special; 28x3-inch U. S. tires; 2½ gallons of gasoline; 3 quarts of oil; 58-inch wheelbase; 310 pounds; standard gear ratios—4¼ and 7.1; price $325; royal blue finish.

Other models: F, four cylinder, single-gear; 295 pounds; price $295; electric equipment, Rex generator and battery, etc, on both models, $45 extra.

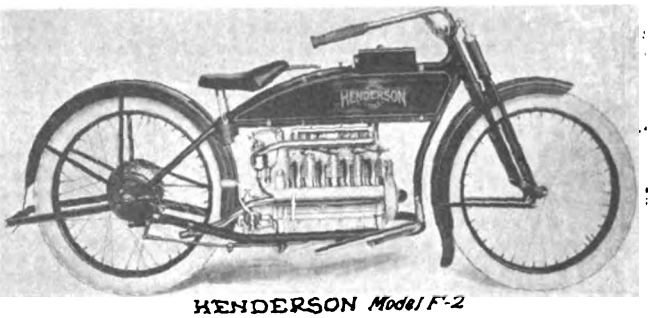
INDIAN

Made by Hendee Manufacturing Company, Springfield, Mass. Model F is shown. Powerplus twin motor; 7 horsepower normal rating; bore 3⅛ inches; stroke 3 31-32 inches; side-by-side valves; Dixie magneto; mechanical oil pump with auxiliary hand pump; Schebler carbureter; countershaft three-speed gear; dry plate clutch; double chain drive; double brakes; countershaft kick-starter; Indian grip control; Troxel saddle; Goodyear 28x3-inch tires; 2 gallons of gasoline; 2 quarts of oil; Indian cradle spring frame; 55-inch wheelbase; 310 pounds; standard gear ratios—4, 6 and 10; price $275; Indian red color.

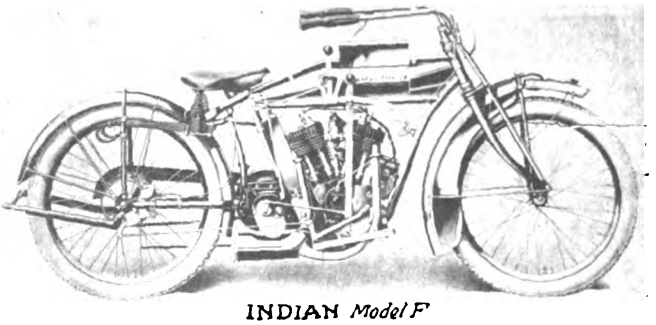
Other models: Model G, Powerplus twin motor with Indian rigid frame; three-speed gear; 290 pounds; price $250. Model K, Featherweight, two-stroke motor; bore 2½ inches; stroke 2¼ inches; 26x2¼-inch Goodyear tires; 46¾-inch wheelbase; 150 pounds; price $150. Model H, overhead valve racing motors, single and twin cylinders—30½ and 61 cubic inches displacement; 53-inch wheelbase; 175 pounds single; 200 pounds twin; price, single, $300; twin, $350.

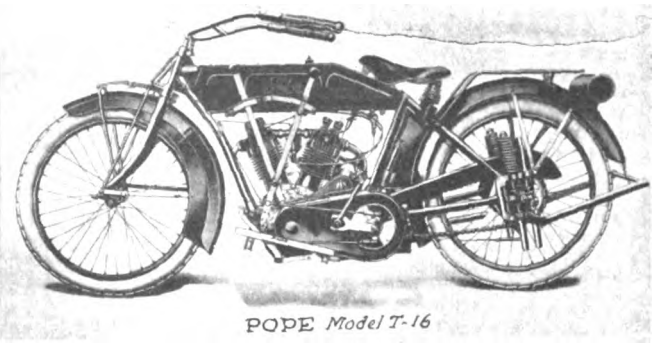
POPE

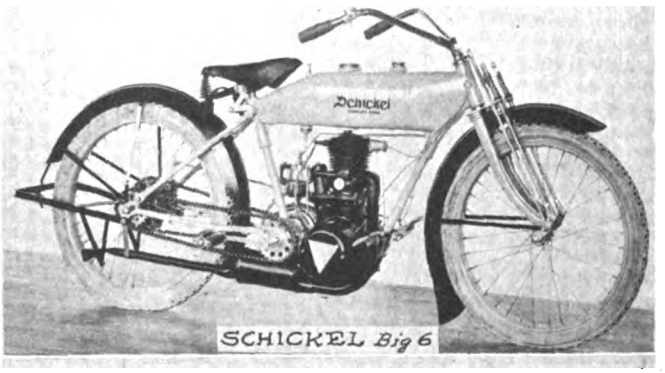
Made by Westfield Manufacturing Company, Westfield, Mass. Model shown is T-16, 13 horsepower twin; bore 3 21-64



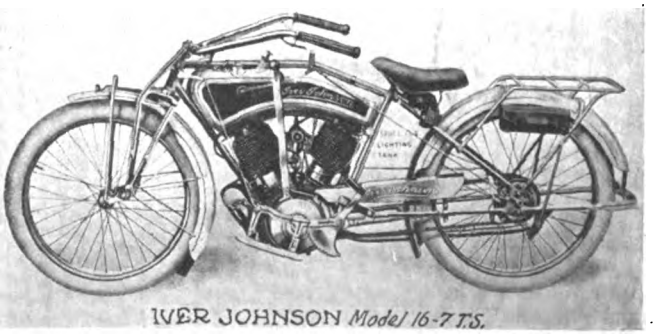
HENDERSON *Model F-2*


INDIAN *Model F*


POPE *Model T-16*



SCHICKEL *Big 6*


IVER JOHNSON *Model 16-7 T.S.*

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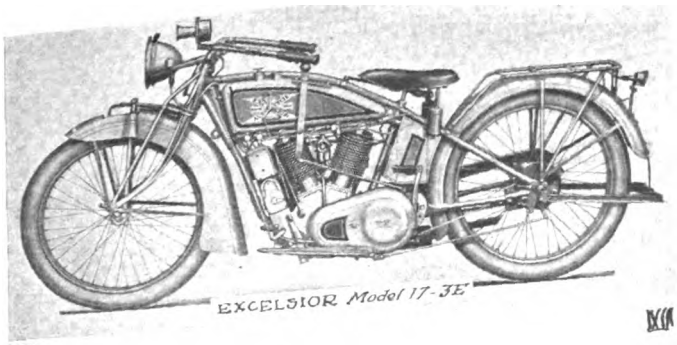
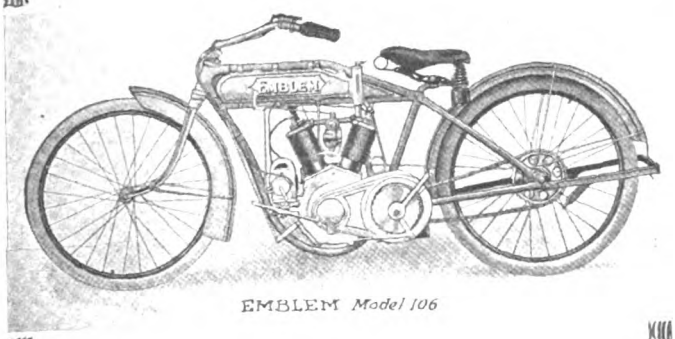

EXCELSIOR Model 17-3E


EMBLEM Model 106

CLEVELAND Model 1 A

inches; stroke 3½ inches; overhead valves; Dixie magneto; mechanical oiler with auxiliary hand pump; Schebler carbureter; Eclipse clutch; countershaft three-speed gear; double chain drive; band brake with dual control; Pope sector foot starter; wire grip control; special saddle; 28x3-inch U. S. tires; 3 gallons of gasoline; 2 quarts of oil; Pope patented rear spring suspension; standard gear ratios—3.6, 5.5 and 8.5; 58½-inch wheelbase; 335 pounds; price $275; Pope gray finish with red lettering.

Other models: L-16, same motor as T-16, but single-geared; 56½-inch wheelbase; 275 pounds; price $225. Model M-16, 8 horsepower single cylinder; single-geared; 250 pounds; price $200. Model TM-16, same motor as Model M-16, but with three-speed gear; 58½-inch wheelbase; 300 pounds; price $240. Model H-16, 4 horsepower single cylinder, single-geared; inlet over exhaust; V-belt drive; 175 pounds; price $150. Model S-16, twin motor, same as T-16; short-coupled frame for speed work; price $260.

SCHICKEL

Made by Schickel Motor Company, Stamford, Conn. Big Six model is shown. This has a 6 horsepower valveless, two-stroke motor of three-port type; bore 3⅜ inches; stroke 4 inches; high tension magneto enclosed in crankcase compartment; induction oiling (fuel and oil mixed); double jet carbureter; Eclipse clutch; double chain drive; double-controlled coaster type; pedal gear; handle bar and twisting grip control; Troxel saddle; 28x2¼-inch Goodyear tires; gasoline capacity 3 gallons; 235 pounds; price $210.

Other models: Big Six with flat belt drive; 29x2¼-inch tires; price $200. Lightweight, valveless two-stroke, single cylinder motor; bore 2½ inches; stroke 2½ inches; Berling magneto; induction oiling; Heitger carbureter; V-belt drive; belt-rim brake; Bowden wire control to handlebar; Mesinger saddle; 28x1⅝-inch Vitalic tires; 52-inch wheelbase; 95 pounds; price $109.

IVER JOHNSON

Made by Iver Johnson's Arms & Tool Company, Fitchburg, Mass.

Model shown is 16-7T.S., a 7-8 horsepower twin; bore 3¼ inches, stroke, 3¾ inches; side-by-side valves; Bosch magneto; mechanical oiler with auxiliary hand pump; Schebler carbureter; Iver Johnson planetary clutch; Eclipse two-speed in hub; undergear with final chain drive; coaster band brake; direct kick-starter: lever and rod grip control; Troxel saddle; 28x3-inch U. S., Goodyear or Goodrich tires; 2½ gallons of gasoline; 2 quarts of oil; 58-inch wheelbase; 260 pounds; standard gear ratios—3¾ and 6½; price $250; gray finish.

Other models: 16-7, same as 16-7-T S, except single-geared; price $225. 16-4-C T. S., 4½ horsepower single-cylinder; bore, 3¼ inches; stroke 4¼ inches; Iver Johnson two-speed on undergear; 220 pounds; price $200. 16-4C, same as 16-4C T. S., but single-geared; price $175. 16-4B, 4 horsepower single-cylinder; single geared; V-belt drive; 215 pounds; price $150.

EXCELSIOR

Made by Excelsior Motor Manufacturing & Supply Company, Chicago, Ill. Model shown is 17-3E; Ultra Power twin (rated at 15 horsepower); bore 3 21-64 inches; stroke 3½ inches; inlet over exhaust valves; MIDCO generator with electric lighting, ignition and signalling outfit; mechanical oiler with auxiliary hand pump; Schebler carbureter; dry plate clutch; countershaft three-speed gear; double chain drive; double brakes; countershaft kick-starter with automatic compression control; rod and lever grip control; Mesinger saddle; 28x3-inch Firestone, Fisk, Goodyear, Goodrich or U. S. tires; 2¼ gallons of gasoline; 4 quarts of oil; 59-inch wheelbase; 340 pounds; price $295; electric equipment is two-bulb headlight, tail-light, electric horn, and storage battery.

Other models are: 17-3, same as 17-3E except with high-tension magneto in place of generator; price $265; 17-S. C., short coupled model for speed work; 56-inch wheelbase, price $265; motor similar to 17-S. C., fitted on 17-3 or 17-3E models for $25 extra. Finish is Excelsior gray with red panels.

Excelsior lightweight, 2¼ horsepower, two-stroke, single cylinder; bore 2 17-64 inches; stroke 2¾ inches; 26x2¼-inch Firestone tires; 51-inch wheelbase; 135 pounds; price $135.

EMBLEM

Made by Emblem Manufacturing Company, Angola, N. Y. Model 106 is shown. This has twin motor rated at 7 horsepower; bore 2⅝ inches; stroke 3 inches; inlet over exhaust valves; Berling magneto; pump lubrication; Emblem carbureter; Eclipse clutch; double chain drive; band brake; Emblem kick starter; wire grip control; Mesinger or Troxel saddle; 26x2¼-inch tires; 1½ gallons of gasoline; 1 quart of oil; 52-inch wheelbase; gear ratio, 5:1; price $175; Emblem blue color; Eclipse two-speed hub extra.

Other models are: Model 110, 14 horsepower twin; bore 3½ inches; stroke 4 inches; Schebler carbureter; 28x3-inch Goodyear, Firestone or Empire tires; 58-inch wheelbase; 290 pounds; price $250. Model 108, 12 horsepower twin; bore 3⅜ inches; stroke 3¾ inches; price $225. Model 105, 7 horsepower single cylinder; bore 3½ inches; stroke 4 inches; Herz magneto; 58-inch wheelbase; price $175.

CLEVELAND

Made by Cleveland Motorcycle Manufacturing Company, Cleveland, O. Model 1-A is shown; 2½ horsepower, two-stroke, single-cylinder motor; bore 2½ inches; stroke, 2¾ inches; Bosch magneto; induction lubrication; Brown & Barlow carbureter; multiple disc clutch; sliding dog change gear in unit power plant; worm drive to countershaft and final chain drive; band brake; handlebar control; Troxel saddle; 26x2¼-inch tires; 1½ gallons of gasoline; 53-inch wheelbase; 150 pounds; standard gear ratios—5.9 and 9.5; price $150; black finish.

Also Model 1-B, with same motor and unit power plant but without clutch; 145 pounds; price $140.

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DEALER'S LOYALTY IS A BIG TRADE ASSET

It Increases Sales and Swells Profits For Both Manufacturer and Agent As Well As Making Customers Firm Adherents of Both—The Value of Co-operation

By GEORGE E. ATKINS
Sales Manager, The Reading Standard Company, Inc.

CLOSELY associated with honesty, confidence and enthusiasm is a fourth quality—loyalty—a higher product which develops when men associate together in groups. One of the chief requisites of a successful dealer is that he be loyal to both the manufacturer and the customer. The latter places his confidence in the dealer and expects that he give the customer the same attention and service as if the customer was able to deal directly with the factory. Loyalty means, literally, faithfulness to the employer and also could be defined as co-operation, but in reality it is something more than this.

A dealer who is loyal and has a right conception of the meaning of co-operation will do nothing that is not to the best interests of the manufacturer. He feels that, in a sense, he is a partner of the manufacturer. He transacts business with customers with no direct supervision, yet he performs acts upon which his and the manufacturer's profit depends. He must feel that he owes the manufacturer the same sort of co-operation taht one partner would expect from the other.

A Case in Point

One of the most successful and prosperous concerns in the country today was compelled, early in its career, to ask its salesmen to go without compensation for a period of nearly four months. In other words, it asked them to stay on the firing line, selling goods and try to save the company from financial ruin, yet support themselves without the company's aid. Eighty per cent. of the men stuck to their posts and put up a harder fight for business than ever. That was an example of loyalty at its best. Loyalty begets loyalty, and the salesman who is loyal to the manufacturer and to his customers will find them loyal to him in return.

The successful manufacturer of the present day has overlooked nothing in trying to make his dealer loyal to him. His main object is to instill confidence and enthusiasm into the dealer, and when the latter is assured of the good will of the manufacturer, he should take advantage of the opportunity thus offered. The dealer, in his turn, should have confidence in himself, in the manufacturer and in the articles he sells. Before a sale can be made the prospect must be imbued with confidence in the salesman, the firm and the goods themselves, and to inspire this confidence the dealer must possess it himself. The dealer's success will be in direct proportion to his estimate of his own ability, his belief in the firm he represents and his faith in the goods.

What Confidence Is

Confidence goes beyond belief in the quality of the goods only. It includes, as far as the dealer is concerned, belief in the character and ideals of the manufacturer and the latter's desire to deal honestly with everyone. Such confidence promotes satisfaction and contentment and adds dignity to the dealer's work. The dealer must also realize that the manufacturer and his associates are the men who put out his product and put their money, efforts and reputation behind it. And these beliefs go a long way toward making the dealer loyal.

Enthusiasm is confidence in action. Enthusiasm needs only direction to turn it to success. It is the life of successful business, for the dealer who has it talks as if he means what he says because he *does* mean it, and the result is that he is working hard for the love of the game. Enthusiasm is the force which grips the customer; which impresses him with the dealer's sincerity; which makes him forget things which might prevent him from purchasing, and which carries the customer past all obstacles to the closing of a sale.

Enthusiasm is the quality more than all others which makes a salesman oblivious to difficulties; which makes him optimistic and forceful; turns apparent defeat into success, and makes the dealer the great factor he is in the distribution of goods throughout the world. Enthusiasm creates a bond of sympathy between the dealer and the prospect, and when the latter becomes a customer tends to make him loyal to both dealer and manufacturer.

The word co-operation embodies one of the largest ideas in salesmanship. It should be looked upon by the dealer in a broader aspect, for co-operation is the order of the day. The manufacturer co-operates with the dealer and with the customer, and, surely, he is justified in looking for their co-operation in turn. The dealer, again, being the go-between for the customer and the manufacturer, must co-operate with both. Co-operation means working with others for the purposes of helping them and having them work with you to help you.

A Friendly Understanding
Between Manufacturer and Dealer
Will Quickly Reflect Itself in the Sales.
Only a Loyal Dealer Can Continue to Be a Real Booster

The fruits of loyalty and co-operation are unlimited for both the dealer and the manufacturer. In the manufacturer, the pride of producing something of worth is the result. Every railroad engineer would like to drive the Twentieth Century Limited between New York and Chicago. Every intelligent operative, foreman and superintendent in the factory likes to have a share in turning out a nationally known product; one which they all consider the best of its kind. As the output grows the plant enlarges. As the motorcycles are attractively displayed in many stores and the name of the firm blazoned everywhere, a pride in the machine spreads through the factory. The quality is improved and the inspection

(Continued on page 120)

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FOSTERING THE "COME-ALONG" SPIRIT

The Sidecar Broadens the Scope of the Motorcycle by Enabling Riders to Share Their Pleasures with Others—Low Cost and Other Advantages of the Combination

By R. F. ROGERS
President, the Rogers Manufacturing Company

IT was not more than a generation ago that it was possible for almost anyone to have a horse and buggy. This is practically out of the question for the man in the city at the present time, if for no other reason than the high price of feed.

In order that the sociability features of the horse and buggy could be enjoyed, without the equivalent expense, there were to hand the automobile and the motorcycle, and these remain today. But the popular idea of the motorcycle is that it is a means of transportation for one person only, and has no sociability features. Hence, more attention has been turned to the motorcar. This has been due to a lack of knowledge of the possibilities of the motorcycle fitted with an attachment whereby the passenger can be carried alongside the rider and hold conversation with him—the sidecar.

Car Upkeep Is High

In spite of the excellent low-priced motorcars now on the market, the high cost of maintenance is a barrier. It costs from 10 to 20 cents a mile to run the average car, while the lowest figure—about 6 cents a mile—is claimed for the Ford. This high cost keeps the mass of the people from using an automobile. We hear an expression of this constantly from people who say: "I can buy a car, but I can't keep it up." The solution of this difficulty, then, is is the motorcycle and sidecar.

The modern motorcycle, with its high-power motor of nominal 7 to 8 horsepower and actual 13 to 15 horsepower, with two and three-speed gears, is well able to take care of the slight additional load imposed by a sidecar. This year the universal use of starters, of generous brakes—often duplicated—and the provision of special lugs on the motorcycle frame for attaching the sidecars, together with the general excellence of construction, make the motorcycle of the present day ideal for sidecar work.

Attach the Sidecar

Simply attach a sidecar to your efficient motorcycle. In its frame construction it has almost the strength of a truck, and yet it compares favorably with a bicycle in lightness. It has a body of beautiful lines and finish, such as one is now familiar with, and far superior to that found on motorcars. It has easy riding qualities which are superior to those of the automobile. The attachment, braces and fittings are such that the motorcycle and sidecar can be attached firmly and held in perfect alignment—in fact, be practically a unit.

The cost of operating the motorcycle with sidecar attached will run from one-half to one cent a mile, including gasoline, oil, tires and all repair expenses. It will run from 1/10 to 1/20 of that of operating a motor car. In fact, it rivals the street car in low cost of operation. Coupled with this microscopically small cost for running, the owner has the advantage of driving an outfit which is the best-finished and most aristocratic of its class. The sidecar combination is wonderfully easily managed and tremendously powered.

The Appeal of the Sidecar—Its Convenience, Comfort and Economy—Is a Potent Force in Making Motorcycle Converts

The sidecar combination is a distinct type of vehicle, with other advantages aside from its low cost of maintenance. It can climb hills. It can plough through bad roads and traverse rough country that cannot be negotiated by any other type of motor vehicle. Carl Overholt, of Burlington, Iowa, and his wife took a sidecar trip from their home to a point in southern Missouri, and included in this a tour through the Ozark Mountains, where there had not only been no other motor vehicle, but where no wagons used the trails. This performance of a sidecar combination is remarkable when it is considered that the total weight of machine and sidecar was only 420 pounds. At the same time, the horsepower delivered at the rear wheel is almost as great as that of the small automobile weighing four times as much.

There is another decided advantage in the sidecar combination. It does not cut into soft roads nearly as deep as the automobile. It rides right over the top of most sand roads and in the very infrequent case of miring down, can be lifted out readily by the occupants.

Easily Attached

The sidecar can be attached to any motorcycle in such a way as to give perfect alignment. When the sidecar wheel is set parallel to the motorcycle wheels and the motorcycle leaned out about two degrees to compensate for the pull of the third wheel, the outfit will be found to run straight. This leaning-out of the motorcycle is possible, owing to the fact of a low center of gravity of the sidecar frame, together with the light body of the sidecar and the low position of the passenger. With a sidecar attached the motorcycle is much more accurate in its steering than any motorcar, and easier to steer on a long trip even than a solo motorcycle.

MOTORCYCLE WELL UP IN SPEED COMPARISON

In Unofficial Timing, Is Only Two Miles Per Hour Slower than the Best Automobile Performance—Relative Records in Air, Land and Water

By GILBERT SEARIGHT

IN a recent issue of the Club Journal of the Automobile Club of America are a number of estimates of speed made by motorcycles, aeroplanes, automobiles and other fast-moving constructions. The Journal gives the rate of speed in each case in knots per hour, which have been reduced by the author into miles per hour.

Following are the highest rates of speed for the various vehicles:

	Miles per hour
Motorcycle	100.00
Automobile	140.48
Aeroplane	120.10
Motor boat (Disturber IV)	61.83
Ice yacht	66.56
Torpedo boat destroyer	36.84
Battle cruiser	34.08
Motor boat (cruiser)	21.99

This table does not give the motorcycle due justice. The speed is the official F. A. M. rate made by Lee Humiston on an Excelsior in California, but the unofficial record is one mile in 26 seconds, or at the rate of 138.46 miles per hour, made at Daytona, Fla., by Glenn Curtis on his eight-cylinder freak. This will give the following table for the motorcycle, aeroplane and automobile:

	Miles per hour
Motorcycle	138.46
Automobile	140.48
Aeroplane	120.10

By this calculation the automobile has no great speed supremacy over the motorcycle, and the automobile making the 140.48 miles per hour was fitted with a 300 horsepower motor and abnormally built. As it took eight times the power to drive the automobile two miles per hour faster than the motorcycle, it is safe to assume that a motorcycle can be made the fastest of any and all motor-driven vehicles.

TECHNICAL ARTICLES ARE GOOD

April 25, 1916

Editor—Your technical essays are very good. I, for one, would appreciate more of that line.

ARLINGTON W. CANIZARES,
Wayne, Pa.

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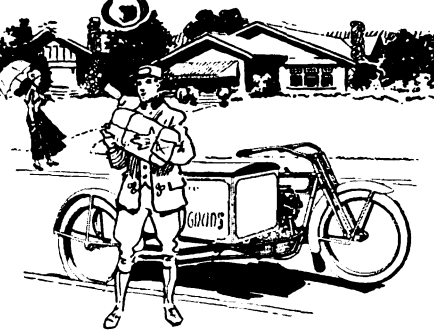
Commercial Recognition of the Motorcycle



By Alfred H Bartsch

HAS a big portion of the motorcycle's light been kept obscured by the proverbial bushel basket? That is a question that obviously should be of keen interest to every dealer, not to forget the manufacturer. The extension of the motorcycle's usefulness or serviceability into other fields beside those of pleasure, seems never to have been the subject of an extensively organized selling and advertising campaign. And yet these other fields have hardly been even scratched; in particular, that which includes the commercial use of the motorcycle. Are dealers thoroughly alive to it? Are manufacturers thoroughly alive to it? A superficial opinion would bring "No" to both questions, but would not necessarily be correct, in the case of the manufacturer, at least.

Who Has Been Negligent?

Ask a score of merchants why they do not use the motorcycle, and you will find that they really do not know. The most common answer seems to be that they never considered it. Who is to blame? Perhaps it is you, Mr. Dealer; perhaps not. The fact is, some manufacturers have not had the time to seek wider fields. Others alive to it, have simply not been able to shape matters up to the present, but this year they are going to it with a gusto, as it were.

The present motorcycle field is limited—an almost predetermined number of people will ride the type of motorcycle most commonly known: the standard type of from 7 to 9 horsepower and selling at from $200 to $300. A wider field is open to the manufacturers who supply an efficient lightweight motorcycle of simple design at a price nearer the $100 mark. The reason is obvious. But these markets or fields are subjected to fads and fancies; they are not really sound. They require the backing of a more staid phase; one not so liable to depression or subject to injury because of money stringency or nation-wide retrenchment. It should be backed by a branch that treats the motorcycle as an investment, as a measure of economy, and the commercial field is that branch. Yes, it may even be considered the trunk, so to speak, of the future motorcycle industry, and from it will branch the fields that employ the motorcycle for pleasure, pastime and recreation.

The Field of the Future

As one journeys through the country and keeps the motorcycle in mind, he finds that there are at least a few concerns that are solving their delivery problems with the motorcycle van. These few are growing in numbers, but too slowly, for there remains the vast majority yet to be awakened. Thousands and thousands of merchants are still uninformed, still somewhat sceptically-minded toward the motorcycle's possibilities for delivery purposes.

This should not be so, especially with the wealth of proof that every dealer has at his command in the publicity that motorcycles are receiving in the war zones both here and abroad. The splendid work of the motorcycle as a sound vehicle for arduous service in despatch riding and for rapid delivery of ammunition, etc., is an excellent selling argument. There is a wealth of it—it is of the most attention-compelling value, entertainingly interesting, as it were, and with pictures from the front and the proofs of actual performances that are available to back up the arguments, there is no excuse for not having that bigger, better business that the delivery van proposition provides.

Some Selling Points

Take your prospects in hand, point out to them that the motorcycle is the simplest form of motor vehicle to be had. Its reliability is unquestionable; you have the proof. Mechanically, here are some comparisons: There is no water-cooling apparatus to leak or freeze; the ignition system—a magneto—is down to bedrock reliability. There is no necessity for messy, troublesome bateries and other contraptions. The transmission is obviously simple—a chain. There are no universals, no differentials, no complicated rear construction; three wheels instead of four with small and comparatively inexpensive tires. As for economy and upkeep—a year's supply of gas and oil would cost you approximately $90, and provide fuel that will give more than 15,000 miles of delivery service. Such economy cannot possibly be equaled by any other vehicle. Shoe leather will cost more.

COMPARATIVE COSTS OF MODERN DELIVERY VEHICLES

The R. S. Van vs. the Gasoline Electric Truck

	350 lb. R-S Van	1000 lb. Elec. Truck	1000 lb. Gaso. Truck
Miles per year	10,500	10,500	10,500
Days in service	298	285	275
Miles per day	35·2	37	38.1
Tires	$74.34	$170.00	$190.00
Lubricants	9.54	15.00	50.00
Repairs	72.58	300.00	550.00
Garage	48.00	200.00	200.00
Gasoline at 16c. per gal.	26.03	.....	190.00
Elec. 3c. per K.W. hr.	.....	160 00	.....
Battery	.....	250.00	.....
Depreciation	60.00	165 00	305.00
Interest	18.00	60 00	60.00
Insurance	40.00	135.00	170.00
Total Annual Exp.	$548.49	$1455.00	$1725.00
Cost per day	1.17	5.11	6.27
Cost per mile	.033	.133	.164

—Compiled by the Reading-Standard Co.

Makeshifts Tabooed

"Any motorcycle" and "any van construction" will hardly make a successful delivery van, and makeshift vans need never be offered to any merchant while there are correctly designed vehicles to be had. The manufacture of a satisfactory delivery van is not as simple as it may seem. It is quite a problem, as successful designers will admit, and to sell a van that has not passed through proper experimental stages is to court disaster both for yourself and for the motorcycle delivery proposition in your vicinity. If ever the law that "a satisfied customer is the best customer," holds true, it holds in the motorcycle delivery van field.

Increasing the Demand

There is more jealousy among the smaller trade than there is among individuals. If you satisfy the grocery man on the east corner and he is successful in stealing the west corner grocery man's telephone business, for instance, because of his ability to meet quickly the demands of the modern housewife, the grocer on the west corner becomes a live prospect immediately. So you must serve the first correctly, for if he succeeds with a delivery van plan, your list of live prospects is increased two-fold at least, and perhaps more.

The simplest type of delivery van would naturally seem to be the most suitable for the first machine to be purchased by the merchant. Other things being equal, perhaps a large single cylinder outfit would be best. It is more readily kept in condition, and perhaps a little more dependable, if neglected, because of its hardiness. With a high gear of about 5½ to 1, if for country use, and probably 6 for city use, good results should be obtained. Of course, this would be for heavy work—the gear ratio would vary with the character of the loads and the nature of the country covered.

Prepare for Emergencies

No commercial vehicle should go on the road unprepared, for eventual trouble, a breakdown and "tow in" means a black eye to you. So be sure your sales are made with the tool-box well filled. Do not let the merchant be penny-wise and pound foolish. In addition to the usual tools, an extra inner tube and tire kit, spare chain links, one each of the engine valves, a spark plug, extra engine oil and an assortment of bolts and studs, all carefully packed and stored, should be in the emergency kit.

There is hardly need to enlarge upon the ability of the motorcycle delivery van for light delivery work. Its utility has been admitted and proved a thousand times,

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and most manufacturers are in a position to supply proof of the pudding, so to speak, if you will request it, for actual figures provide you with selling arguments. They will be of much value in establishing convincing arguments.

Only Suitable Outfits Desirable

Of course, there are the exceptions that prove the rule. Certain motorcycles and some dealers' contraptions for carrying a van are unsuited for commercial purposes. A motorcycle of strong construction is required. It must be simple, foolproof and have the ability to run at low speeds without excessive overheating. Occasionally a merchant will be found who has unfortunately been a vicitim of an unwise dealer; an under-powered motorcycle and a home-made and poorly-designed van chassis have been sold to him. On the other hand, scores of merchants can be found who have had their requirements properly catered to, and then satisfaction reigns supreme.

Of course, like any piece of mechanical apparatus, the van to be of utmost service must not be overloaded. A single cylinder 4-horsepower van will safely carry 200 pounds, and do it satisfactorily, while in the case of 5-horsepower or 7-horsepower twin-cylinder outfits, 300 pounds are not too much. While these lots are sure to cause no difficulty, additional weight can be carried, but it is better to slightly under-load than to greatly over-load. The van should be offered only to that class of merchants whose packages are of the lighter weight variety.

For Light Delivery

The transportation of pig-iron or steam boilers cannot be handled efficiently with motorcycle delivery vans, but confectionery stores, millinery shops, auto supply houses, grocery stores, druggists and a score of other shops of a similar class can use these vans to advantage. Aside from its ability to deliver the goods quickly and economically over a wide range of territory and thereby increase the field of the merchant's selling activity, the vans lend themselves to attractive decoration, so that an advertising story can be told and new business can thereby be created while that already secured is being given attention.

It is not a bad plan to fit over-sized tires on the van wheel, as well as on the rear wheel of the motorcycle, and if you are at all ingenious, fit some kind of a shield that will protect the engine and chain when the outfit is used in muddy and slushy weather.

COMPARATIVE COST OF OPERATING INDIAN PARCEL CAR

Against

Single Horse Delivery Wagon

For One Year of 300 Working Days

	Indian Parcel Car	Single Horse Delivery Wagon
Initial Cost	$350.00	$297.00
Interest of Initial Cost at 6%	21.00	17.82
Depreciation	70.00	49.40
Driver's Wages at $2.00 per day	600.00	600.00
Upkeep and Repairs	248.00	361.00
Total Cost Per Year	$939.00	$1,028.22
Average miles per day	50	18
Average miles per year	15,000	5,400
Total cost per mile of service	.06½	.19 4/10

—Compiled by the Hendee Mfg. Co.

The Choice of Motors

The larger twin-cylinder outfits will often be found to be the more suitable machine, although, as has been said, the single-cylinder variety may be ideal for a beginning. When, however, a battery of delivery vans is being considered and a competent superintendent is to be put in charge to give daily or weekly inspections, the twin-cylinder van will perhaps be the more suitable. In this case, the similarity of the machines or models make for efficiency in repairs, replacements, etc. If the merchant is to put the care of his delivery van system in the hands of a superintendent, to be hired by the merchant himself, it should be suggested to him that he use grease administered by a force pump to all wheel bearings. When grease is put in this way, it lasts longer and, in addition, acts as a preventive against the ingress of grit. This may seem a singular instruction in lieu of other mechanical suggestions, but it has been found one of the most helpful in the operation of the cycle parts of the machine.

The fad of a rabid enthusiast for a new motorcycle every year, irrespective of the good condition of the machine in his possession at the time, has made many a dealer worry over the problem of getting rid of the used machine he is forced to take in trade for a new one. He has to figure this at a price which will prove profitable instead of acting as an actual discount on the new model sold.

For Commercial Service

Here is the problem of fads and fancies creating a huge question mark. The motorcycle of last season, which has been ridden 3,000 to 4,000 miles and traded in at a high figure because it is really in good condition and should be worth a reasonable sum, can be sold for commercial purposes. The reasonable sum allowed at trading in is seldom obtained by the dealer on a resale for pleasure work, not to mention the loss of interest on the money tied up in the transaction.

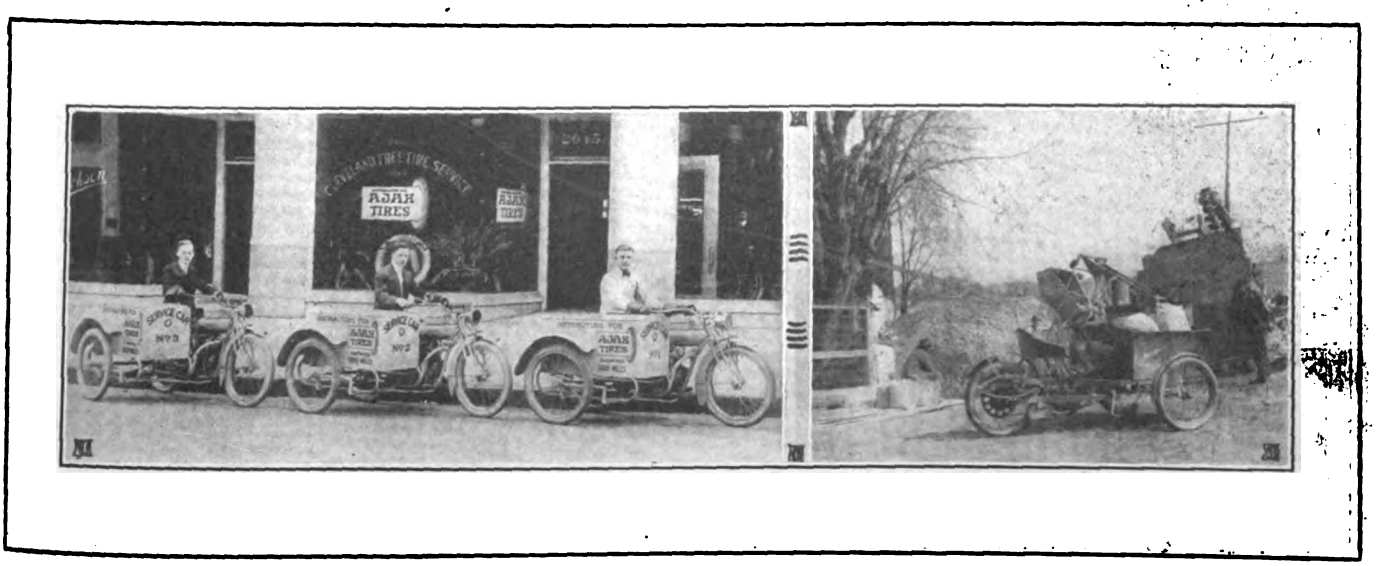
Now, this self same machine, carefully overhauled and re-enameled, with a delivery van properly attached and the whole made into a worth-while commercial proposition, seems an excellent solution of the second-hand machine problem.

Because of the somewhat low price of the traded-in machine, the price of the complete van outfit can be made inviting, and by reason of the generally-good condition of the machine (both van and mount being practically new), satisfaction is assured. Sales opportunities of similar outfits for future use are made promising. With an excellent introduction of this character, and the satisfactory service rendered at a low price, the merchant may perhaps be ready to purchase a battery of entirely new machines. Thus everybody will be satisfied and a most difficult problem solved at the same time—what to do with the second-hand motorcycle.

Worth Investigation

This seems to be an entirely new thought and when suggested to several dealers who should know, was looked on as an excellent solution of the second-hand question. Why not investigate it yourself, Mr. Dealer? But in doing so, be fair to yourself and your customer. Remember that a satisfied customer is the best asset you can gain.

In connecting up the thoroughly-over-



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hauled used machine to the new van chassis, be sure that you take into consideration that strong construction is important. It should be given special attention, particularly as it applies to the connections between the van chassis and the motorcycle. The lugs on the motorcycle for taking the couplings should be brazed on to form an actual part of the frame, and a sufficient number of connections should be established between the chassis and the machine. Four seem sufficient for the heaviest work, although more may be advisable if conditions require them.

Proper Alignment

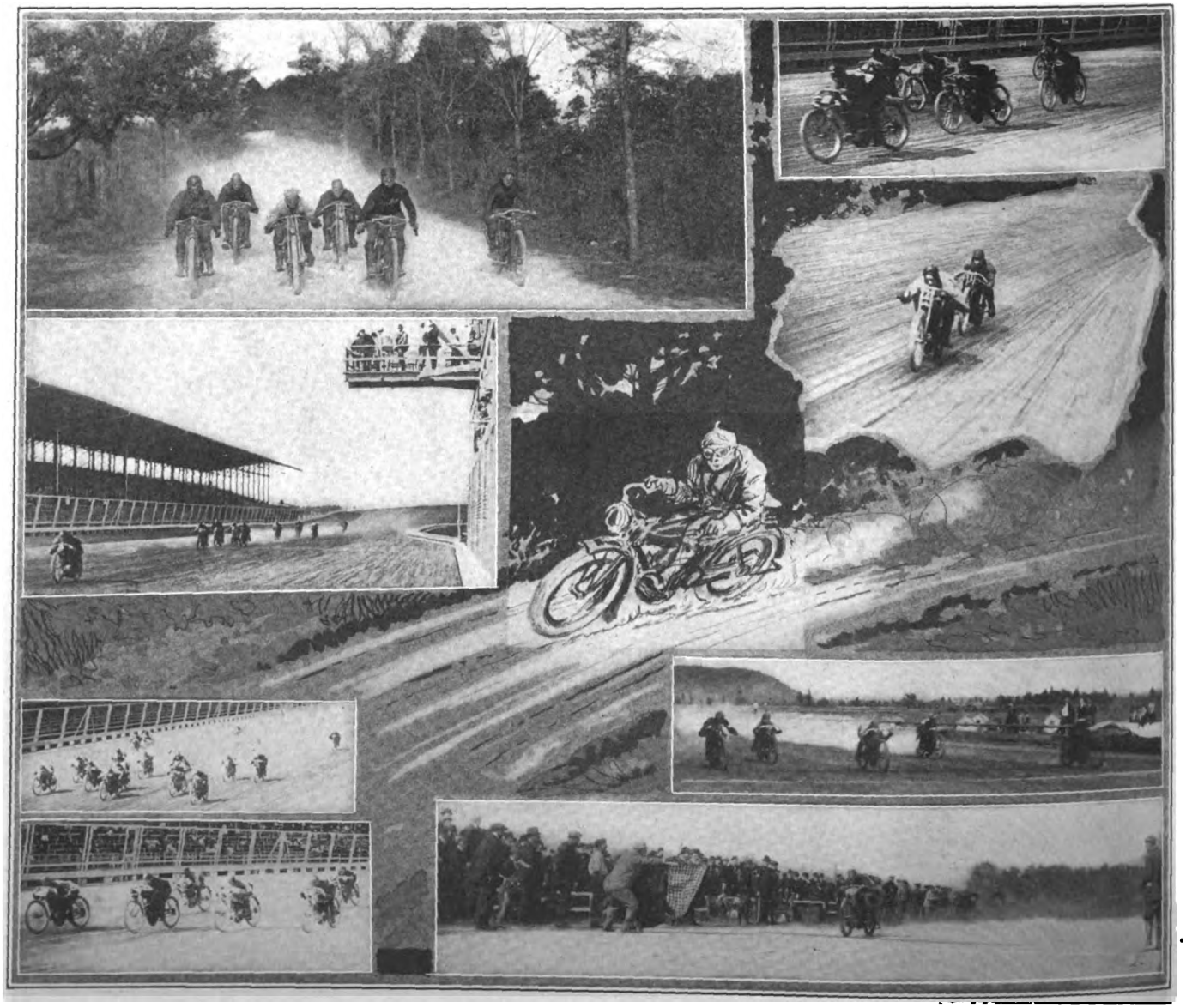
Alignment is an essential feature, and great care should be taken that the outfit is properly aligned and kept so. If the alignment is untrue, the stress on the whole machine is increased and, aside from the danger of accident, money is being wasted in unnecessary tire wear, due to road friction. This in itself causes a serious waste of gasoline. Of course, your future sales possibilities would be dwindling in the meantime. The number of commercial motorcycles that are being subjected to unnecessary stress due to this one point is large, and the trouble should be corrected immediately it is discovered.

It is proper for the machine to list slightly away from its load when the motorcycle is not in use, in order that the camber of the road can be taken into consideration when the machine is in service. The suggested construction pulls the load outward when in action and brings the machine in a normal or upright position.

The Dealer's Opportunity

The motorcycle delivery van is the dealer's opportunity to cater to a field that is almost unlimited. There is hardly need to refer again to the possibilities. It is the cheapest motor vehicle, in fact, the cheapest of all vehicles for the delivery of parcels, as can be proved by the tables of comparison given herewith. It is simple, easily handled and, given just a little care and consideration, meets a demand in a manner which no other vehicle can. Any dealer who seriously takes on the delivery van, and takes it properly, is taking a step in the right direction. Let watchful waiting be tabooed, in this case, at least. Wire your manufacturer today. See your merchant immediately.

KICKING UP DUST ON ROAD AND TRACK AT A WHIRLWIND CLIP



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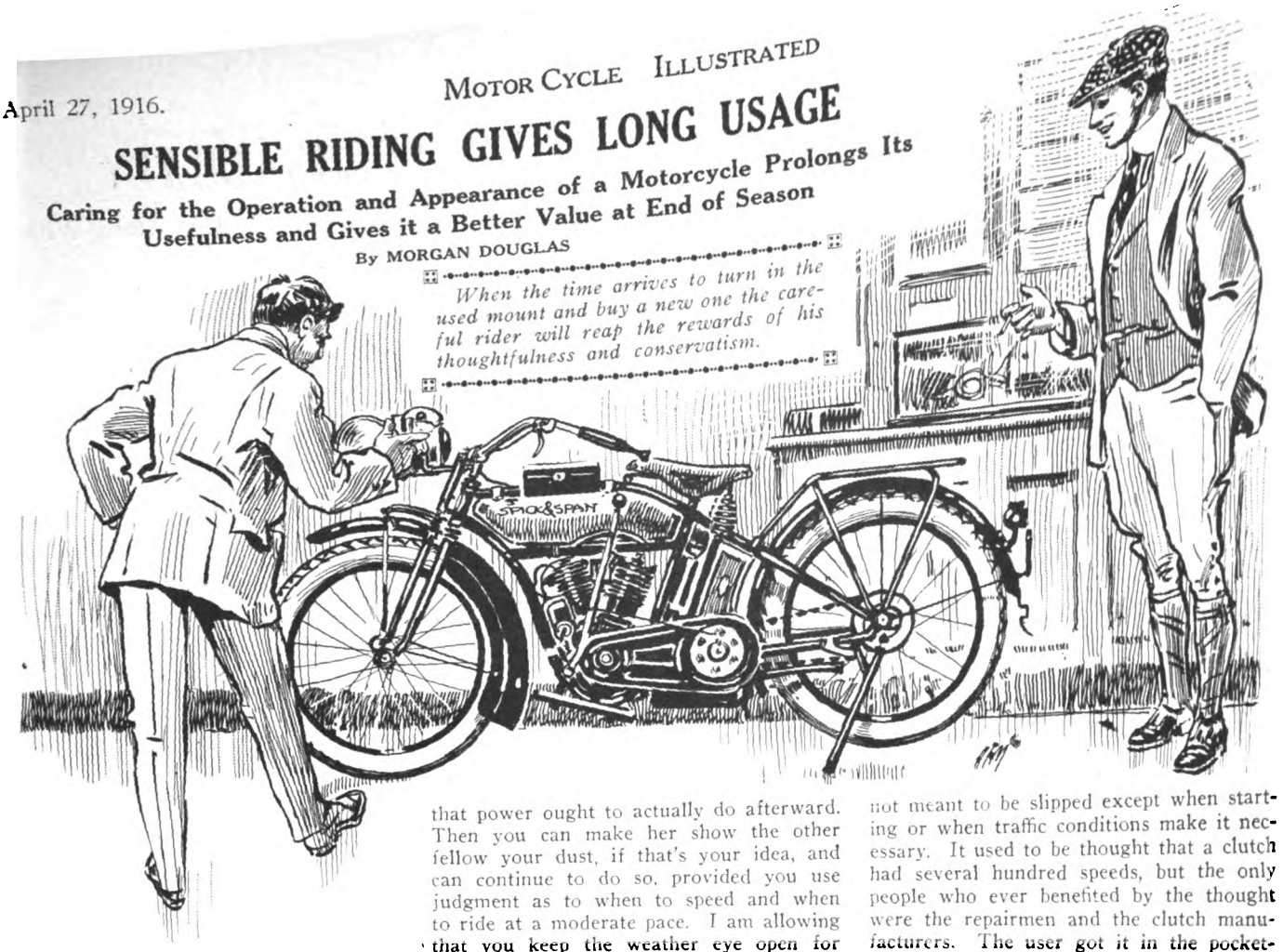
SENSIBLE RIDING GIVES LONG USAGE

Caring for the Operation and Appearance of a Motorcycle Prolongs Its Usefulness and Gives it a Better Value at End of Season

By MORGAN DOUGLAS

When the time arrives to turn in the used mount and buy a new one the careful rider will reap the rewards of his thoughtfulness and conservatism.



WHENEVER I see a 1913 or 1914 machine running nicely on the road these days, I always feel that the original owner has done the right thing by it when it was new and that he showed a good understanding of its mechanism, and also was looking ahead to the time when he traded it in or sold it. Perhaps I am wrong in lots of cases, but I like to feel that its first rider *did* treat it well in each instance, all of which brings me to the main idea of keeping a motorcycle in such condition as will get a fair price or allowance on it when you want to get another one. Its an easy matter to do this, but you have to begin on it before the plating wears off or rust comes to stay on exposed parts, as far as outward appearances are concerned, and within the first 500 miles of riding, as far as the "works" are concerned. I am taking it for granted that you are not a highway incendiary, a speed-mad maniac, or any other of the popular conceptions of the greasy rider who whizzes along the highways on a big, bright twin. If you are in this class, read the rest of the story, anyhow. It may sober you a bit by showing you where you can save a little money when the "factory" announces the 1917 models which can do a mile in next to nothing at all and your old boat becomes too slow.

The First 500 Miles

If you look at the tag on your machine when you first get it, you will probably see instructions not to drive like Sam Hill for the first 500 miles. This is first-class dope. That half-a-thousand means a lot to the bearings; if the pace is moderate, the bearings get a nice surface and the speed will come up to what a motor of that power ought to actually do afterward. Then you can make her show the other fellow your dust, if that's your idea, and can continue to do so, provided you use judgment as to when to speed and when to ride at a moderate pace. I am allowing that you keep the weather eye open for highwaymen in linen dusters and tin stars when you attempt to open her up, but really these gentry have nothing to do with the story.

Beginning with the start of any trip, don't try any grandstand work. Make your getaways gently, without throttle-dumping or clutch-slamming. Motorcycles are pretty stoutly built these days, but bearings get gouged and shafts get sprung by too violent applications of the clutch to a roaring motor, so let the bone-head do that sort of thing. If he gets scrap-heap value for his machine at the end of a season, that's not your lookout. Besides, a roaring motor is a nuisance to everybody else, and the jumping away with a hideous pow-wow doesn't draw anything but black looks and uncomplimentary remarks from all but the lightest of feather-brains.

Using Brake and Clutch

Make all brake applications gradually, with the clutch out in good season. This isn't always possible, but it should be a matter of habit. By making easy applications, you lengthen the life of the motor and the transmission, and these things mean more allowance when you turn in the machine. Slow the machine down by means of the throttle rather than by using the brake, and when the clutch is out, don't let the motor race. It doesn't do any motor good to run it without a load.

When ready to increase the speed, open the throttle gradually, not all at once. If the motor is good it will pick up much better, though not so quickly as when the throttle is dumped, but you run no chances of cracking something. Let the clutch in enough to drive the machine without jerking, but avoid slipping it. Clutches are not meant to be slipped except when starting or when traffic conditions make it necessary. It used to be thought that a clutch had several hundred speeds, but the only people who ever benefited by the thought were the repairmen and the clutch manufacturers. The user got it in the pocketbook by believing it to be true.

Crossing the Tracks

Cross railroad tracks, thank-you-ma'ams and other similar things which infest our roads with the clutch out. In other words, roll them. It saves the machine and makes a fall easier. Take hills on as high a gear as you can, but as soon as the motor starts to labor, change down, and save your bearings. Run on a good mixture, one that gives a snappy note to the exhaust. Keep the spark up as far as possible all the time. These two things help in keeping the motor in good condition. The first reduces sooting and the second prevents bearing injury from premature ignition.

What I have said about riding the machine on the road is really road-judgment only. Now we come to caring for the machine after riding. When you come in, the first thing to do is to inject kerosene into the cylinders to cut any carbon. Let the kerosene stay in over night and then pedal it out. If you do this, the overhaul —if it is needed at all—at the end of the season will have mighty little work connected with it. Follow this by wiping off the dirt and oil, more particularly from the motor and transmission (including gear set), and go over the plating with a woolen or fuzzy cotton cloth. If you do this regularly, there will be no need of using polish until near the end of the season.

Caring for Enamel

To keep the enamel bright, wipe it down with a soft rag dipped in water, using a rotary motion. Don't let dirt get on the rag between rubs. Then wipe with a dry rag and use some good preparation like Johnson's Prepared Wax to put a gloss on

(Continued on next page)

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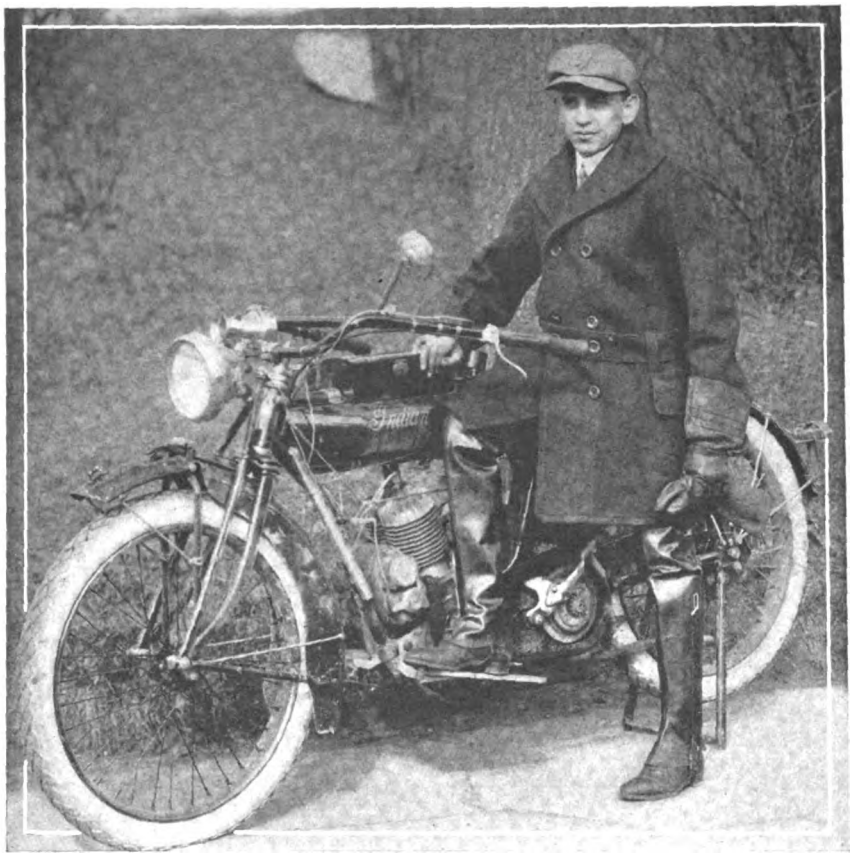
SHOWING MOTORCYCLE'S INDISPENSABILITY

How Widespread Usefulness of Power Two-Wheeler Renders the Rider Unable to Get Along Without It—Pays Big Returns as a Substitute for Indoor Sports

By WALLACE STUART



The Author—Note the Neatness of Costume and Motorcycle

AS far back as I can remember, I have been on wheels of some sort at every opportunity. I sometimes feel as if I had been born on wheels, in fact. My first attempt to beat walking was by means of roller skates, and I used these until large enough to ride a bicycle. The bicycle was my joy and pride, but when the opportunity presented itself, I purchased a motorcycle.

Five years ago I got my first motorcycle. It cost $28; $20 for the machine and $8 for parts to fix it up, for the machine was a wreck. I worked hard over it and got it into such shape as enabled me to use it for two years. This old boat convinced me for the first time what I now realize very forcibly, that a motorcycle cannot be got along without, once its value has been demonstrated.

My first year of riding was very hard, for I was taken seriously ill shortly after getting the machine fixed up, and when I started to ride again, I was the mere shadow of my former self. I weighed 98 pounds, ready to ride. Though the machine weighed only 150 pounds, it was all that I could do to manage it. However, I stuck to it, and with the exercise and fresh air which accompanied the sticking, I mastered it, and at the same time improved greatly in health. By the second year I was coming along finely as a motorcyclist, and at the end of that period I sold the mount for $50, a good price considering the original cost.

The third year saw me entering the twin-cylinder class. From then on I have ridden the biggest machines I could get hold of. With the twin I began to enjoy the real pleasures of motorcycle riding, for with my wife on the tandem seat we took many enjoyable rides. In 1914, we made a tour of the New England States, traveling like gypsies; stopping at whatever town night would find us; eating our meals in restaurants. We visited Hartford, Boston, the Berkshires, Albany and Saratoga, N. Y., the Adirondacks, Lake George, the Catskills and numerous other places of interest. It was over 1,000 miles and only cost us $28. My wife picked up four pounds and my health improved to such an extent that I was like a different man. This proves that we didn't cheat ourselves.

Becoming a Trade Booster

It was only natural for me to seek a position with some concern in the motorcycle business, and I have been connected with that trade for several years. The largest were F. A. Baker & Co. and the New York Sporting Goods Co., both in New York and both consolidated now. While I demonstrate, sell and talk motorcycles all day long, I do not get enough of them. I look forward to Sunday trips and runs with pleasure. In fact, I cannot seem to be parted from the machines, for I ride evenings, also. In my mind, motorcycle riding is the greatest and best all-around sport today.

The Good Fellowship Feature

The greatest feature of riding is the good fellowship amongst riders. Wherever you go you get the glad hand and a helping hand, if necessary. This is due to the good work of the F. A. M., and a feature for which I would pay many times the one dollar dues if required.

It would be very hard, almost impossible, for me to get along without a motorcycle again, as for business or pleasure I always find use for it. I ride to and from work in place of the crowded cars and the choky subway, and save time in the traveling. I feel much better for the fresh air, morning and night. For business and social calls it beats cars every time, especially in the evening.

For Many Purposes

My machine gives me pleasant and inexpensive access to beaches or summer resorts; it is independent of all time-tables and delays. For fishing trips, picnics, or vacation trips, I find the motorcycle indispensable, and—the biggest thing of all—I find I actually have saved money by its use. Not in the sense that I have a larger bank account, but in what it would have cost me had I taken in all the beach attractions and paid railroad fares, etc. I figure that this would have cost me 50 per cent. more than what it has with the motorcycle.

Even as a substitute for indoor sports the motorcycle excels, summer or winter. It is the greatest moving picture known, for a trip through the country is one continuous "movie." In place of parties, there is nothing that can beat a run with the riders of some club to a nook in the woods or to some roadhouse for a fine dinner or lunch, followed by games and a general good time before going homeward.

SENSIBLE RIDING GIVES LONG USAGE

(Continued from preceding page)

the enamel. Be sure to clean off the spokes, especially close to the nipples, as there is where rust starts. A brush dipped in gasoline is fine for this work.

If you keep the machine clean and bright and care for the "works" as mentioned above, it will be in good shape at the end of a season to get a good value on it for either trading-in or selling to someone else. And the purchaser will get a good used machine for his money. A dealer gives more for a bright-looking mount than for a dingy boat, so act accordingly. Maybe after you have done these things, you will not like to get another machine and then you will have a mount in first-class condition for another season, as a result of your own care.

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HOW TO KEEP FUEL CONSUMPTION LOW

A Little Attention to Mixture and Lubrication Will Do Lots Toward Saving Fuel—Running Motor Idle a Big Source of Gasoline Loss

By CAMERON SMITH

REDUCING fuel consumption to most people means keeping a good mixture at all times, and this is correct as far as it goes. But there is more to it than twiddling a jet needle valve or turning an air-valve knob, and while the list is rather long, the necessary preventives require next to no work.

If you run on either a weak or a rich mixture you don't get the pep from the motor, so right there is an incentive to run on the correct one. The spark position has considerable to do with fuel consumption, and this means keeping the spark advanced as far as it will go without knocking at all times. You can get the proper spark position by "feel," and if you don't know how to get the best mixture, the instruction book coming with the machine or obtainable from the carbureter maker will put you wise.

There is lots of fuel wasted in starting and in warming up the motor. You can burn up from 10 to 20 miles of fuel by throttle-dumping on the stand to warm her up with the greatest of ease; all you have to do is to let the motor run more than two minutes. By this, especially if you roar the motor, you loosen the bearings in the way that they shouldn't be loosened and bearings which are worn mean less efficiency and more fuel burned to do the same work. So start the motor and let her run gently on the stand for not over 60 seconds. If that doesn't warm her, she will warm on the road, or needs looking after.

Friction is all right in the clutch, but fork rockers and springs should work nicely, in order to further reduce friction.

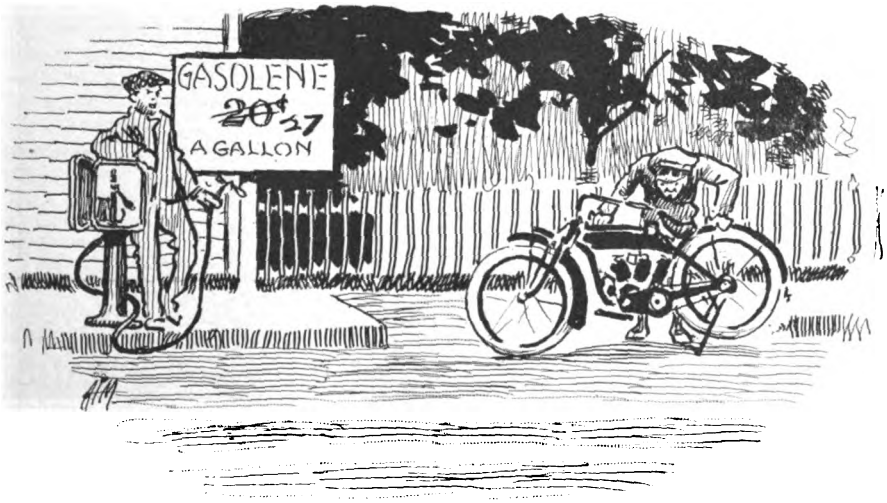
The drives—primary and final—should be kept in line at all times. With the chain from the motor to the countershaft, there is rarely any trouble, and as far as the final drive chain is concerned, a shifting of the rear wheel on its axle will correct any misalignment. Too tight a chain will cause extra friction, too.

Now, you may think that that's far enough. Well, it isn't. Slipping clutches eat up gasoline and do other things. Running the motor idle wastes fuel; don't do it except in traffic. With present-day starters it is not hard to start a motor, especially if it is warm. Riding like Samuel Hill is wasting power and fuel. It takes less power up to a certain point to drive a motorcycle than it does at, say 25 miles an hour, but the explosions are more frequent and part of the charge is just burnt up and shot out of the exhaust without helping any.

Running on Low Gear

Another way of wasting fuel is running on low gear when a higher one can be used. I don't mean by this that the motor should be forced to gasp its way up a hill on high to save running on low, but I do mean running at high speed with the low gear in. This is a monkey trick and one that only proves the ability of the motor to stand up under hard treatment. It wastes fuel lavishly.

Dragging brakes are other consumers of power, so look over them before starting



it means extra work for the motor at every other place. See that oil gets to all moving parts. In the motor, the mechanical pump or drip-feed takes care to keep the oil right and in the gearset a charge of oil will last for a long time; half a season in most cases. The wheels should turn freely on their bearings at all times, but if not, it will pay the rider to renew the lubricant in them. The chain should be free from fur—otherwise a mixture of road dirt and oil—and will run better for a regular cleaning-off with gasoline and a bath in hot paraffin or chain lubricant. The out. Gummy pistons, stale oil and carbon are other lesser fuel wasters, so inject kerosene after each run to cut any soot or oil in the cylinders.

On the road, coast all hills possible, stopping the motor if the hills are long enough. Roll all corners to reduce strain on the transmission and motor. Finally, don't carry the maximum load on the machine that the frame will stand. It may show what the motor can do, but it strains things and puts shafts out of alignment, setting up extra friction and meaning more fuel. If you are a sidecarist, take this to heart.

NOTES OF THE BRITISH SPORT AND TRADE

LONDON, England.—Gasoline is 60 to 64 cents a gallon in Britain and even these prices are cheap compared with the cost in Paris. The precious stuff is up to 84 cents a gallon there! I see that some of you Americans are growling at slight advances, but if you'll compare your varying prices with ours, you'll perhaps feel less inclined to kick up a row. There is serious talk, too, of restricted gasoline supplies for pleasure motoring. The war's the first and foremost thing, of course. You may ask, why not use substitutes?

Benzole, an excellent substitute, is not obtainable in Britain, except for war purposes, so we can't resort to that. As one of the first to boom benzole for motoring, I feel pleased to know that, just when the German war-bomb burst on the world in general, it had come to be recognized as an efficient substitute—cheaper to buy and giving more miles per gallon.

Alcohol Not Thinkable

I used to buy it at 14 cents a gallon in the early days and it was up to nearly three times that figure when war came along. Alcohol is an unthinkable commodity for consumption in a motorcycle engine. Users prefer to drink it at current prices. But the openings are not exhausted because gasoline is ferociously dear and benzole unobtainable and alcohol too costly altogether.

Many men have been trying paraffin—what you call kerosene in the States—good old popular paraffin, which can be had at most any sort of country shops and not merely at motor agents', at one-third to one-fourth the price of gasoline.

I recently came across the case of a rider of an Auto Wheel (the British counterpart of the American motor wheel), who had obtained 160 miles a gallon with paraffin. But for starting up, it is necessary to give a generous injection of gasoline through the compression tap. Once started, the engine runs with perfect satisfaction. The same engine gave 150 m. p. g. on gasoline, so there is a gain of 10 m. p. g. by the use of paraffin and besides, the big saving in first cost.

The Economy Question

Next, a burning topic is the exertion of fitting an extra air inlet to economize gasoline. Is it any wonder that Economy with a capital E is one of the big words of the hour? And with gasoline at fabulous prices? Anyhow, this economy business is forcing men to get as much as they can for the money in mileage. Some time ago I took out a P. & M. (Phelon & Moore) motor cycle of the 1912 period to test it after an overhaul and to sample a new carbureter. A sidecar was fitted and the results had been as low as 40 m. p. g. before the overhaul. Sometimes it was down to 20 m. p. g., which was unbearably bad. After the overhaul the results were:

Distance, 104 miles over all sorts of roads; gasoline used, 1½ gallons; average consumption, 70 miles per gallon. The trip showed what a good overhaul will do, plus a good type of carbureter and an extra air inlet.

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HOW TO SELECT YOUR MOTORCYCLE

The Choice Must be Regulated by the Kind of Roads to be Traveled, the Weight to be Carried and the General Character of the Service That Will be Expected

By COURIER

REGULARLY at the beginning of each riding season, I am asked both by letter and word of mouth as to what is the proper mount by any number of riders. In past seasons, when there were but two types of motorcycle available—the 7-8 horsepower twin and the 4-5 horsepower single—the choice was very simple; it was one or the other.

There being only two types, lots of riders had to use machines for which they were not suited. One typical case was that of Bob T., who weighed 118 pounds and worked indoors all week long. He first used a heavy twin, but, while able to *ride* it, could not handle it after a 100-mile run. Bob bought a single-cylinder type soon after purchasing the twin, but this weighed 260 pounds and he still found it a bit too heavy. When the lightweight first came out, he bought one and it suits him to a T. It handles easily and weighs less than 130 pounds.

Where the Lightweight Fits In

Now, whether you are a trained athlete, a "husk" who can do the "haymaker's lift" all day long, or a bank employee who is on a stool all day, the lightweight is the type for you for solo work in town or the suburbs. This is provided that roads are anyway good. The lightweight gets there; it is economical and it has lots of power with relation to its weight. Anyone can handle it, and if they can ride, can go anywhere on it, given a two-speed or three-speed gear.

There has been a sort of worship of big power until recently and the ability to burn up the roads was looked upon as way ahead of any other quality in a motorcycle. Well, most of us like to travel fast; I know I do, but I am not going to use a husky twin where a lightweight will do the work any more than I would hitch three horses to a buggy.

What a 2¼ H. P. Can Do

Because the lightweight has a small motor is no sign that it won't give good service. If you want to know what a 2¼ or 2½ horsepower motor will do in endurance work, look, for example, at the results of the 1907 F. A. M. endurance run, New York to Providence, R. I., 350 miles. Ten riders finished in the single-cylinder class and seven rode 2¼ horsepower mounts. Another finisher used a 2 horsepower and the remaining men used 3 horsepower singles. This run incorporated a hill-climb, which eight of the men ascended without trouble. This was, remember, before the days of clutches, stands and two-speed gears. A 2¼ horsepower single climbed Mt. Wilson near Pasadena, Cal., on May 26 of that year, too. This is some proof of the power of the 2¼ single—and we have improved the construction of motorcycles a bit in the last eight years.

The present day lightweight, weighing less than the 1907 "regular" singles, is finely adapted to suburban work and light touring. As certain parts of the country are inclined to be hilly, a two-speed or three-speed is desirable, but not absolutely necessary. The lower gears, of course, come in handy in city traffic, in hill-work and where the going is heavy, in addition to starting. This applies whether the motor is two-stroke or four-stroke. I will even go so far as to say that for all but the hardest kind of endurance, or for trans-continental work, the lightweight is a first-class mount and should be chosen where speed is not the main thing.

The accompanying article is an exceedingly valuable addition to the "How" series. It will assist the purchaser to select a motorcycle that will leave him a red-hot booster at the end of the season. To make him such an enthusiast it is only necessary to give him the kind of mount he needs; the motorcycle itself will do the rest.

Where more power is desired, the next choice is the big single. It is a steadier runner than the lightweight because of its greater weight and will do the work of the smaller machine, but at greater expense for fuel and oil—and tires. In ordinary riding in the country, it is not necessary to have a two-speed or three-speed gear, but, of course, a variable gear is of value on any mount. The big single can be and is used for touring of all kinds, over some pretty rough country at that, but, of course, it is inferior in speed to the twin.

In choosing between the lightweight or the big single for what may be called runabout or short-tour service, the conditions of the roads to be traveled should be taken into account, also the means for storing the machine. If the extra speed of the big fellow is desired and weight makes no difference, the choice is already made. If, on the other hand, you like to go along at a nice, comfortable pace, knowing that you can get up any reasonable hill you meet and can carry the machine by hand if necessary, then the choice will be the lightweight.

Facilities for Storing

The means for storing also figure in the choice. A lightweight can be taken into the house and stored in the hall, cellar or some other room, but this is not always possible with a larger machine. To take 280 pounds of motorcycle up and down a flight of steps is considerable work, whereas 130 pounds or less would be an easy matter. To those who have stable room or facilities for storing any machine, the choice rests solely on the conditions named above.

For business purposes—collecting, inspection, messenger service, canvassing and the like—the choice ranges between the lightweight and the big single once more. Of great consideration in such cases is the nature of the roads to be gone over, and the rougher these are and the more speed which will be necessary, the more should the choice be made of the big single. A variable gear is desirable for such work, but not absolutely necessary. Such a mount can, of course, be used for both business and pleasure.

For Business and Pleasure

I haven't included the big twin so far, for this type of mount finds its best application where roads are heavy, where speed is essential and where strict economy is not looked for. It costs more to run a twin for a given distance than it does a big single, and with gasoline going up in price at intervals, it may make a difference to a modest pocketbook whether the twin or the "one-lunger" is used. However, where the mount is employed in business and pleasure and a

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passenger is carried, a twin can be considered preferable to a single.

For tandem work, get a twin or a variable-gear single. Both will do the work in ordinary country. Of course, if you want smooth running and more speed, the twin is the mount. There is a satisfaction in knowing that, barring your own carelessness, there will be no hill or road encountered that the big twin will not take, even in the most mountainous country.

However, there are hundreds of riders with "one-lungers" who take tandem passengers regularly and get along finely with the increased load. In fact, right in my neighborhood is a couple who run up a big mileage tandem on a 3½ belt-drive single during the season and rarely have to dismount for hills.

Touring Calls for Powerful Mount

Long-distance touring, with heavy luggage, really calls for a 7-8 horsepower mount, twin or four-cylinder. I must state right here that what has been said before about the big twin applies equally to the four-cylinder mount in all cases. The extra power (as compared with the big single and smaller motors) is of value where road conditions are poor. It takes a mighty fine rider to make interstate tours on a single-cylinder machine and, possibly, the majority would get more pleasure from the twin or four-cylinder mount for such work.

There is another type of mount which deserves much consideration: the medium-weight twin. At present there are not many of them abroad as compared with the singles and big twins. They serve the same purposes as the big singles (runabout, business and pleasure), and also should be fine for tandem work in give-and-take country. These twins and the big twins and four-cylinders bring up what I call "passenger touring," i. e., where a sidecar is employed.

Sidecar Requirements

At present there is only one kind of sidecar work—heavy touring. The big twin or the four-cylinder, both with two or three-speed gears, are the only ones to be considered for this work. It can justly be said that these mounts, properly geared (not less than 4.1 on high), will take a sidecar and passenger anywhere that the wheels will track on the road surface.

However, there are many possibilities in light sidecar work, using a medium twin or big single, with a sidecar lighter than the majority used at present. I know of a number of experienced riders who use a big single with three-speed gear with a standard sidecar for touring, but the roads where they ride are pretty good as to surface. Light sidecar work, with a 5-6 twin or single as the power plant and a sidecar to suit, will eventually become popular before many seasons pass, and the rigs will go anywhere that the 7 horsepower rigs will travel, too.

Now that we have taken into consideration what we are going to use the mount for, what kind of roads we will travel and whether high speed is an essential, the next consideration is, can the rider handle the machine? He certainly can handle the lightweight, big single and medium twin for solo work, but how about the heavy twin or the four-cylinder type? It is not hard to *ride* any machine, but the handling of a heavy one in sand or mud may prove a bit difficult to men who do not keep in fine training at all times; so this ability should be given considerable thought before a choice is definitely made. As far as the sidecar is concerned, a 100-pound rider can tool it along.

Your Needs at a Glance

I am putting the recommended types of machine in the following table for ready reference:

Runabout work—Lightweight, big single and medium twin.

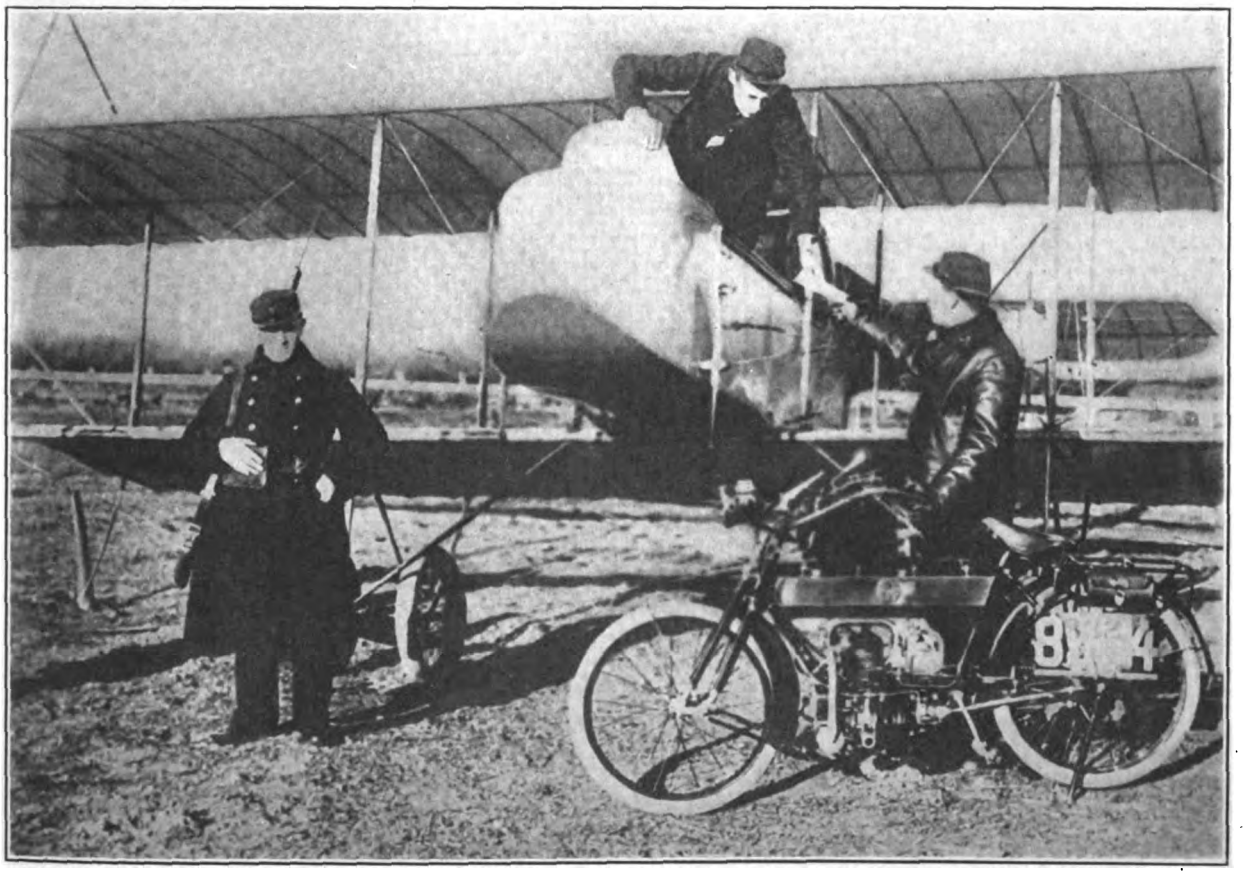
Business purposes—Big single, medium twin or lightweight. Big twin or four-cylinder for heavy work and speed.

Tandem riding—Big twin or four-cylinder.

Sidecar work—Big twin or four-cylinder.

Light sidecar work—Medium twin or big single.

RENDERING VALUABLE AID TO FRENCH COMMANDERS



French Motorcycle Dispatch Rider Near Verdun Receiving Message from Military Aeronaut to Be Rushed to Field Headquarters. The Motorcycle and Aeronautical Corps Are Constantly Co-operating Along the Front in Europe, Communicating Messages of Vital Importance

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HOW TO KEEP YOUR MOTOR AT ITS BEST

Cleanliness of the Powerplant Reduces the Necessity for Tinkering to the Minimum; Any Thoughtful Rider Can Make the Few Adjustments Ordinarily Needed

By JOHN O'BANNON

IT WAS not so long ago that motorcycling and dirt were considered to be synonymous terms, and to the non-riding element, the greasy being alongside the road with the stained mount was always engaged in making repairs. There is less of this prejudice evident as time goes on, but the spectator really had some excuse for figuring that the man working on the dirty machine was making repairs, for he was neglecting the cardinal principle with regard to machinery of any kind—keeping it clean, eliminating the grime, grit and grease that make for rapid wear.

That's the first thing to do to keep your motor at its best—keep it clean. From the grips on the handlebars to the rear sprocket, keep off the dirt and keep the lubricant on the working surfaces. This sounds like something of a job when you consider the different parts of the motor, but it is only a few minutes' work at the most, done best after the ride is over for the day.

This "How" article is intended for the present rider as well as for the prospective recruit. The former will derive many helpful pointers from it and the latter will be convinced that keeping a motorcycle in tip-top shape is a matter that need not bother him in the least.

Dirtiness Causes Trouble

I want to show you a few places where dirtiness makes a difference in the running of the motor—and a bad difference at that. Right around the push-rod guides you will often see dribbles of oil down the gear casing or crankcase. Outside of indicating carelessness, it apparently does no harm, but oil collects road dirt, and this does no good in the guides, where some of it eventually arrives. The dribbling oil also gets on the push-rods and gets burnt there, cutting the guides or making them stick.

One of the indications that the valve stems are being lubricated is a "weeping" of oil at the lower end of the guides. More chance for furring up and quick wear, not to mention that this is an indication of burnt oil in the cylinder. A rusty or dirty cylinder—and you can see lots of them on the road—spells loss of radiating power and may mean overheating some time when you need a lot of low-gear work.

Gasoline for Cleaning

I guess that's about enough for the present. The cure of the oozing oil is gasoline on a paint brush or from a spray, followed by a wiping-down will keep things up to snuff in this direction, and it's not a long or difficult job, either. You don't have to be a graduate mechanic to do it; in fact, there is really no technical skill needed, once a motor is in fine condition, to keep it in top-notch form. This is one thing that the new rider or the prospect should bear in mind and that every other rider should tell these two when getting them into the pastime.

A motor runs best when it is fed the correct mixture, the proper amount of oil, and when the clutch and brakes work properly. If there is a two-speed or a three-speed gear, this should operate easily and the tires should be kept pumped to the correct pressure. As soon as you allow dirt or other foreign matter to get at any part, you set up friction—and friction means wear. So keep the motor and machine clean.

Mixture and Oiling

There is nothing formidable in the above list, even for a green rider. The mixture, for instance, usually needs little attention when once set, but if the motor doesn't sound snappy, a slight turn of the pet needle-valve will bring it to concert pitch. You can hear the sound of the motor when the cutout is opened and make the adjustment accordingly. Practically every motor has the oil feed adjusted for normal work when new, especially if there is a mechanical pump fitted, so unless extra speed (above 40 miles an hour) is wanted, no attention need be paid to the apparatus, except to keep plenty of oil in the tank. For extra speed, the hand pump should be used, a "gun" every five miles being more than plenty. Go over the various other moving parts on the machine, such as the fork-rockers, clutch lever and brake pivots with the oiler at intervals.

The clutch really ought to have only two positions—in and out. The only time that a clutch should slip at all is when starting off. I don't mean that for riding you should have the clutch in so snugly that the drive is jerky, but in enough to do away with slipping. You can regulate the tension of the clutch when riding so that the drive will be smooth and positive, for practically every machine has a hand lever for the purpose. Above all things, don't try to run with the clutch slipping, for it wears the plates and discs out too quickly, besides not doing the motor any good, or the drive, either, for that matter. The old idea of the clutch being a variable gear was allowable when there were no variable gears, but even then it was monstrous. Today it is an unnecessary survival of the dark ages of motorcycling and there is absolutely no excuse for it.

Oil in Gearset

New oil at intervals of about nine weeks of ordinary running will be plenty to keep any gearset in shape. I say ordinary running, for if hard work in which low or intermediate gears were used considerably has been done, the oil in the box will get stale, and need replenishing sooner. In fact, after a long and hard run, it would not be a bad idea to drain off the oil and put in a fresh charge right away. This is about five minutes' work, or ten at the most, and merely means taking out the drain plug and the filler plug and putting them back again. Nothing difficult or wearying about this, is there?

The tires need next to no attention, unless they leak at the valve. This leakage is a rare

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thing nowadays, as the inner tubes have been brought to a state pretty near perfection and are put in carefully. A rough way to estimate the pressure before starting out is to try and pinch the tire or to strike it with the fist. If it sounds hard and dull when struck, it is all right. However, a pump with a gauge is a fine thing, and most good shops have one. Keep the tires up to the pressure given by the makers; you will find this in the instruction book coming with the machine.

Question of Tools

In the tool line, the kit coming with the machine can be depended upon to care for the nuts and screws used on the mount. However, the list should include the following in addition to the special wrenches coming with the machine: magneto wrench and gauge; double chain repair link; half chain link; coupling link for chain; inside blowout patch; chain tool; 6-inch monkey wrench; adjustable pliers; round-handle screwdriver; small coil of copper wire; roll of tire tape; small sheet of emery cloth; cotter-pin extractor and plenty of patches, with a tube of solution or Jiffy. All of these will go in the tool box on the machine, but, if not, several wrenches or a wrench and screwdriver can be carried in the rider's pocket.

Don't buy cheap oil; it never paid anyone yet, and you in particular won't be the exception. Personally, I use one brand, but I know of four others that will do pretty well, and so if I should get low in the oil tank I can always get something good for use in the motor. I strongly advise buying your oil in the sealed can and using it from the can in place of buying it here and there. It will ensure your getting the right thing and not an inferior article which costs the oil-man less and may put the kibosh on your bearings. Go to recognized dealers or fuel stations for your gasoline, as wayside places, like groceries or farms, often water the gasoline, and water is better to wash in than to feed to the cylinders.

Going Over the Nuts

Now that you have a kit of tools, use them when necessary. About once a week it is advisable to go over all bolts in the machine. By this I mean just to put the wrench on them to see if they are perfectly tight.

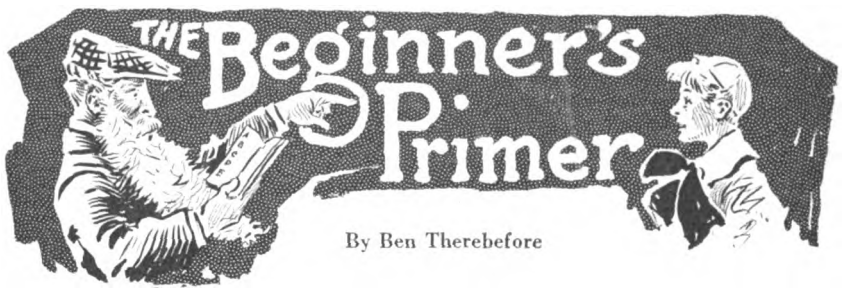
This is a precaution, really, as most nuts are lock-washered these days and don't loosen except after very hard service. You will probably find that the nuts are all in good, tight condition, but there might be something that you overlooked the last time which it would not do to have loose for long. The going over will take about ten minutes at the most.

With a sidecar combination, the main thing is to keep the sidecar in line: sidewheel parallel to the rear wheel of the motorcycle both vertically and horizontally, and its axle, as near as the construction will permit, in line with the axle of the rear wheel. Don't toe the rig in or out, in spite of some fellows saying that it steers easier those ways: you wear the tires on the side instead of on the tread, besides straining the whole outfit. There is really very little to do to the sidecar, even in the cleaning line, for the vehicle really takes care of itself. Of course, a dirty-looking sidecar won't be attractive for "the girl" to ride in, so go over the outside with a rag and beat the upholstery to get the dust out, using a dry cloth to wipe the padding off.

Very Light Work

I often wish that some years ago things would have been as easy for the rider as they are today. Then we had to perform regular repairshop jobs and wear special clothing to present anything like a decent appearance. Today, the machines are so dependable, that only a trifle of looking after need be paid to them, and this much—it's mighty little compared to what the old-timers and the automobile men did—should be an actual pleasure to all riders. Most of it can be done before the motor cools after a run, when mud is soft, and this brings me to something with regard to the cylinders themselves. Give each cylinder a gun of kerosene when through riding—before the motor is cold—and you will find an absence of carbon deposit and hard-starting as a reward for the few seconds necessary to shoot it in.

I took a man's motor down with him the other day, after 15,000 miles of riding. This was the first time that his cylinders had been off since he bought the mount in 1914. The motor was clean as a whistle, but the bearings were a little worn after that mileage. He used kerosene after every ride, and was able to run it that far without overhaul or removing the carbon. It's worth while to use the gun of kerosene, I guess.



WHEN Bob told me that he had induced the mater to come across with the price, and would no longer be a push-bike artist, but was ready to join the ranks of the initiated who toil not but certainly do spin—albeit he was going to straddle a one-lunger—he also told me that he was ready to listen to any advice that, as a veteran, I might be pleased to give him. To get concrete facts he asked me to tell some of my troubles.

"Promise not to monkey with your engine, magneto or carbureter except in the presence of experts or dire necessity," said I, "and I will lay bare the secrets of my soul, and tell you of my troubles."

"I promise," said Bob.

"I have never had engine trouble; mageto trouble but once, and my carb. has behaved itself as well as the other two," I went on, "and that is because I have followed the old injunction to 'let sleeping dogs alone,' and have carefully refrained from interfering with these useful and reliable articles, except for grinding an occasional valve. They might well be called the heart, lungs and stomach of the machine. Like your own similar organs they are well and carefully made and adjusted and if you don't maltreat them, and let them alone, they will do the same by you."

"I promise again," said Bob.

Little Troubles Are Mean Ones

"The meanest kind of troubles," I continued, "are the little things that are hard to locate; the squeaks you can't find and the slow leaks in your tires. Those two things caused me more trouble and annoyance than anything else until I found out how to handle them. I tell you the man who invents a tire as reliable and as nearly foolproof as the rest of the modern machine will make a fortune.

"Keep your tires up to pressure recommended by the makers. My troubles began by not inflating my tires enough—using the kick-'em test instead of a pressure gage. The natural result of this was stone bruises, which meant repairs on the road. Then I pumped up the tire with the hand pump. It had been clipped to the frame and exposed to dust and dirt for some time, so I got a fine piece of grit in the valve. Of course it produced a slow leak, so I had to pump up every two or three days. I finally had to take that tube out and put it in water to make sure of the leak, so now I know enough to have a small cork screwed on to the end of the pump tube to keep it clean. And, incidentally, I learned too, to be sure that the little rubber in the valve cap didn't touch the valve stem—for that is another nice way to get a slow leak.

"Maybe I've had more than my share of tire troubles. On one tour I figured they came on the average of about every 100 miles, while my partner had none. I used up our last patch a long way from anywhere but I didn't worry for I had a rubber raincoat and I knew I could cut all I needed from the tail of that if worst came to worst.

Get Big Cement Can

"There is one thing you should do at once. The cement in your tire kit is in a small lead tube. Throw it away and get a man-sized can for a few cents. If you don't you wont have any cement when you want it, for a few miles riding will wear a hole through that tube; then in comes the air and when you come to use it, the cement is dried up solid. If you want your patches to hold forever, follow the directions on the can; if it says to wait for 10 minutes for the stuff to dry, or to use two coats of it, do so. It will pay in the long run, for a slow-leaking patch is like Sherman's definition of war.

"About the squeaks. The spring fork is the worst offender, but if you don't ever let them begin you wont ever have to find any. Apply lubricant whenever and wherever your instruction book calls for it, and the squeaks will take care of themselves. Don't forget to fill up your chain with graphite and oil every little while, too."

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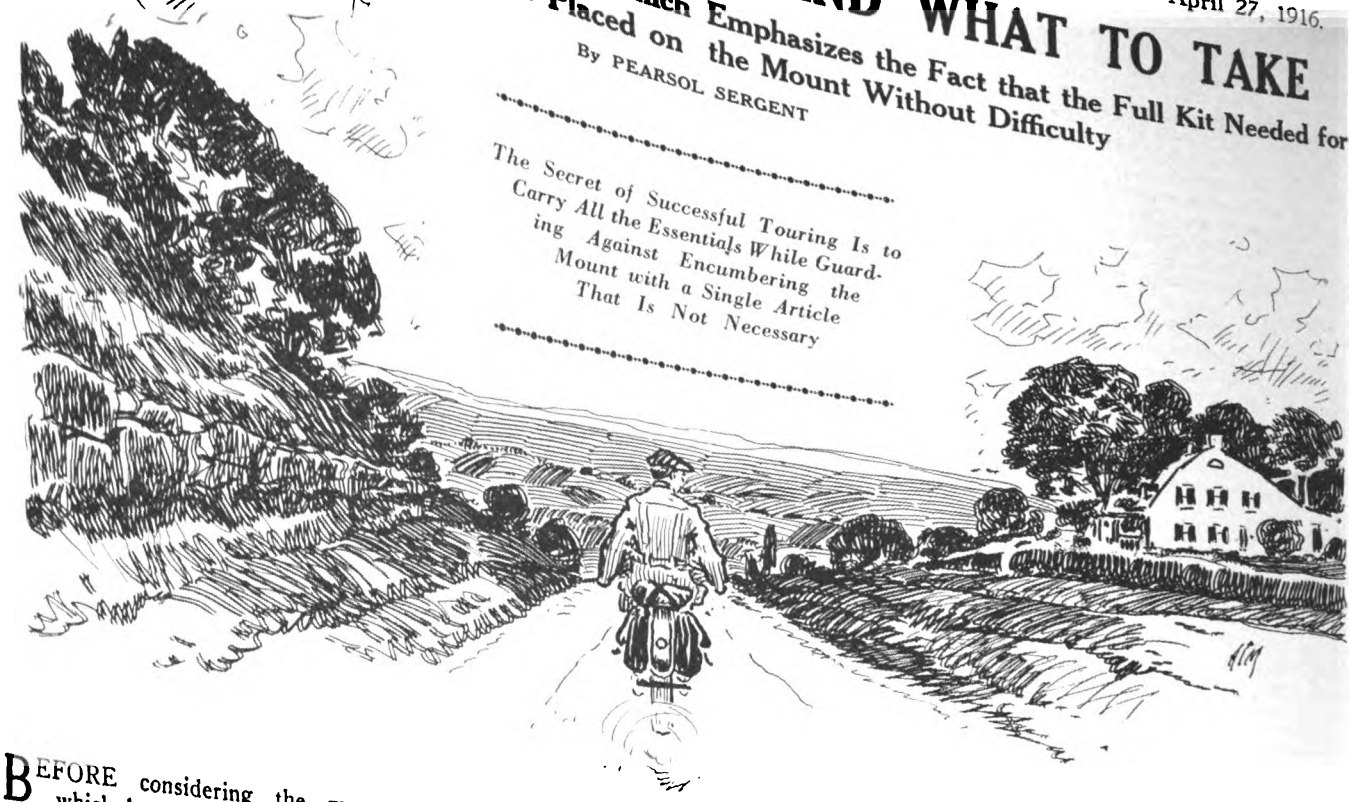
CYCLE ILLUSTRATED April 27, 1916.

LUGGAGE AND WHAT TO TAKE

For the Motorcyclist Which Emphasizes the Fact that the Full Kit Needed for any Journey Can Be Placed on the Mount Without Difficulty

By PEARSOL SERGENT

The Secret of Successful Touring Is to Carry All the Essentials While Guarding Against Encumbering the Mount with a Single Article That Is Not Necessary



Here's another corking article in the "How" series. It shows what a simple matter it is for a motorcyclist to carry every article he needs for a trip and still keep his mount trim and up to the mark. It's very easy for the motorcyclist to travel in comfort, and this article gives the practical observations of an experienced rider.

BEFORE considering the manner in which luggage is best carried on the machine, it is necessary to decide upon what to take for a trip and what to leave behind. For a day's jaunt, or even one of two days, the "kit" will usually include a tooth-brush, pocket comb and a couple of extra handkerchiefs, and the rider's pockets will naturally take care of all of these essentials. But for a trip lasting a week or more, there will be more needed: extra shirts, socks, perhaps another pair of shoes and a shaving kit, as well as a blanket and some means of protecting the rider from rain.

Long experience with luggage on motorcycles, horses and small automobiles has led me to favor a pack rather than a bag of any kind. For the solo motorcyclist, a suitcase or grip is unhandy in several respects. First, it takes up too much room on the carrier, and makes it harder to mount and dismount, as those who have tried one know pretty well. Then, it puts too much weight back of the vertical line of the rear axle and is a skid-producer in soft going. Unless wooden or metal braces are used when the suitcase is fitted, the straps will bulge it, and the case will gape in spots and be worth next to nothing after the trip. It takes time to adjust the braces and straps, and unless you wind the case with a number of straps, it will shift and in rough going may come off, leaving the job to do over again. Just try this once or twice and you will boost for some other form of carrying luggage.

Making Up the Pack

Now for the pack. The toilet articles can go in a roll or in a stout fibre box. The spare socks and handkerchiefs can go in the pockets of the spare shirt. The spare shoes, sou-wester hat and blanket come next, and finally the rubber coat, oilskins or poncho, according to the taste of the rider. This is how to make up the pack:

Packing for Compactness

Lay out the poncho or rubber coat flat. Fold the blanket and lay it on the poncho; then lay the spare shirt (with socks, etc., in the pockets) near the center of the blanket. Put the sou-wester hat and shoes close to the shirt, and the box of toilet articles on top of the shirt. Get a stout rubber band or a short leather strap, and a long strap. Roll the shirt around the toilet box and strap it with the short strap or rubber band. Next roll the blanket round the shirt and its enclosed box, the shoes and the sou-wester, and finally fold the poncho over the whole business. You will have a neat pack not over five inches high. Strap this to the luggage carrier with the long strap, using it from front to rear and left to right. Keep the buckle at the rear as far as possible when strapping up. You can flatten such a pack out on the carrier until it is not over four inches deep by careful rolling, and the pack will not interfere with mounting to any extent.

You now have a kit that will be readily available at any time, in short order, and one which will carry enough luggage for a trip of 1,000 miles or more. You may not want to camp out, but if you have to, there is the blanket and the poncho is ready for use as a ground-sheet. When it rains, you open the pack right on the carrier by taking off the long strap, take out the sou-wester and pull off the poncho, then wrap the blanket again and strap it down as before. The blanket will keep the rest of the pack dry, and the rider can don hat and poncho and keep dry himself.

I have found the spare pair of shoes to come in very handy. The regular shoes are light-soled, while the spare ones are regular pedestrian boots with closed tongue, like an army shoe. If the rider runs into a stretch of poor weather, he can shift shoes at the first opportunity and get better protection for his feet. And speaking of shoes, I want to drive home the fact that both pairs should be very comfortable, as nothing makes a rider more tired than poor-fitting shoes.

Poncho Is More Desirable

I favor the poncho rather than the slicker. The latter is not neat when folded and is likely to crack in the folds. It needs oiling once in a while to keep it in condition. The poncho, which is a rubber blanket with a fly in the center, can be put on in a jiffy and will hang over the rider's body and part of the legs. It can be used as a ground-sheet when sleeping out, and will serve to

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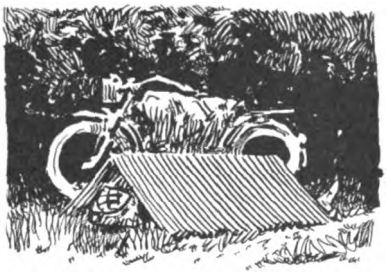
cover the vital parts of the machine at night or during a rainstorm. You can roll a sou-wester hat in a poncho and strap to the handlebars for short distance work, and you can make a compact and neat job of it.

Small panniers, arranged one on either side of the carrier, are favored by many tourists, but there are certain qualifications concerning them. The first is that they are usually too big. If a rider carries a kit consisting of the luggage mentioned above, he will pack an ordinary pannier pretty tightly and not have enough left to fill the other one. The load in the second pannier will shift, accordingly, and the machine be out of balance. If the second pannier is packed with other things, a considerable amount of unnecessary material will be carried.

Use Leather Panniers

Now, a pannier made of duck or some woven fabric is all right in the show-window, but it rarely lasts long under service. As a leather proposition, it will cost something, also. So I favor the pack for the solo rider. If, however, the motorcyclist wishes to carry part of his kit in leather panniers will be as good as any with spare inner tubes and parts, the other means for carrying luggage.

When a sidecar is fitted, the luggage proposition changes somewhat. A small suitcase can be carried on a metal grid fitted to the rear of the car, or a handbag can be tucked in close to the seat, without interfering with the passenger's legs. There will be no real need to load up the sidecar for male passenger and rider, for the rider can carry his pack on the carrier, while the passenger can utilize a bag in the sidecar. For the fair tourist, a 22-inch suitcase laid flat on the sidecar floor or lashed to the inside at the left will carry a goodly amount of clothing, if no luggage grid is fitted to the car at the rear, but, of course, it is better to have the sidecar clear if possible. In the nose can be carried a rolled mackintosh or rug in which are small articles, it being desirable to strap this roll to the footrest in order to prevent it shifting.



For the tandem outfit, the rider's and passenger's kits can be carried in a pair of army haversacks, slung pannier-wise in rear of the passenger's legs. Each army haversack will cost about 50 cents, with leather straps and the necessary hooks. The haversacks should be secured to the mudguard braces by short leather loops and attached to each other at the rear by a strap and buckle. This strap should pass over the guard close to the stand latch. In case blankets are carried they can be rolled and carried by the rider and passenger like the regular army blanket roll, or strapped back of the tandem seat. The ponchos and sou'westers are carried rolled on the handlebar or cross-tube, around the Prest-o-lite tank if the latter is supported in either position.

The Value of Traveling Light

The main idea is to travel light, taking just what is needed and no more. With the packing arrangements indicated above, the motorcyclist and his mount will present a neat appearance and the things will be there until taken off by the rider, not shed along the road after some hard going. Packing the kit in each case is a matter of moments, and the packs in no way interfere with the rider. Furthermore, the cost is low, and that counts a lot these days.

LATEST NEWS NOTES FROM ACTIVE CLUBS

NOVEL FEATURES IN WORCESTER 24-HOUR

Novel Features in Worcester 24-Hour Class for Lightweights Instituted and Secret Checks Are Done Away With

WORCESTER, MASS., April 24.—Several degrees of novelty attach to the fifth annual 24-hour endurance run of the Worcester M. C., which is scheduled for Saturday and Sunday, June 10-11, over a course of 475 miles reaching from this point through the White Mountains of New Hampshire to the Canadian border and return. This is the first time, for instance, that lightweights have been recognized by the Worcester organization, a special division being arranged for the little fellows which will cover a course about half the total, stretching to Profile House and back. By way of attracting a greater entry list, riders from Keene, N. H., and Manchester, N. H., and nearby districts are invited to join in, the Keene division to start early and join the main body at Worcester, and check out when they reach Keene on the return trip. The Manchester riders, on the other hand, will not start until the endurance run reaches Manchester, but will have to continue riding after the others have checked in at Worcester and finish their ride at Manchester again.

The secret control has been eliminated, although the contestants will receive a consistency rating based upon their showing between two of the controls, the riders being informed when they enter the consistency district that their time is to be taken somewhere between the entering and leaving control. At the same time, by way of counteratcing the tendency on the part of some riders to press ahead at an unreasonable speed, a penalty of 250 points is to be the reward for any rider timed 30 minutes in advance of his schedule at any point on the course, and suitable flagging stations are to be established for timing the riders in between the controls.

READING CLUB MAY FORM LADIES' AUXILIARY

READING, Pa., April 24.—It's a toss-up whether the decision of the Reading Motorcycle Club to stage a two-day run to Philadelphia and return for Saturday and Sunday, May 13-14, or the one to look into and consider the formation of a ladies' auxiliary was the most important accomplishment at the last meeting of the body.

The run will partake more of the feature of a sociability run than of an endurance contest, a running schedule which will permit of ample sight seeing being adopted. If the ladies' auxiliary is formed, and a committee of three, comprising Charles F. Kinsey, William Buel and Albert Rhodes, was appointed to give the matter full consideration, the wives, sisters and friends of the members will be free to joint the new division.

SWENSON ISSUES CALL FOR "HERRING RUN"

PROVIDENCE, R. I., April 24.—One of the big institutions of the year in motorcycle circles in this city will be the run, known as the "Herring Run," of the Providence club next Sunday to Taunton, Mass. This event always brings out a large number of riders, and as it is free-for-all, with nothing formal about it except the hour of starting, 10:30, it makes the most enjoyable sort of outing.

The call for the run has just been issued by B. A. Swenson, "The Indian Motorcycle Man." He has been so busy making sales this year that he would have been unable to make the trip any other day than Sunday, so that is the reason for having it that day.

The reason for the trip is the sight of the herring at Taunton which run up the rivers at this period of the year. People drive in motorcars and come by trains from all directions to see this. It is said the fish are running greater than ever before.

SEATTLE CLUBSTERS ENJOY RUN TO CEDAR FALLS

SEATTLE, Wash., April 17.—Some thirty-odd members of the Seattle Motorcycle Club last Sunday traveled through the mud and slush to Cedar Falls and return. A light rain which fell through the entire trip made the roads unusually slippery and impeded the progress of the riders in many ways. Despite weather conditions the round trip was made without serious mishap.

The large party left the Queen City on the 8:15 ferry for Kirkland, enjoying the first stage of the journey across beautiful Lake Washington. From Kirkland the members motored to Snoqualmie Falls, where a brief sight-seeing excursion was indulged in. At Snoqualmie the motorists were met by Merwin Fogh, a member of the club who acted as guide during the remainder of the trip.

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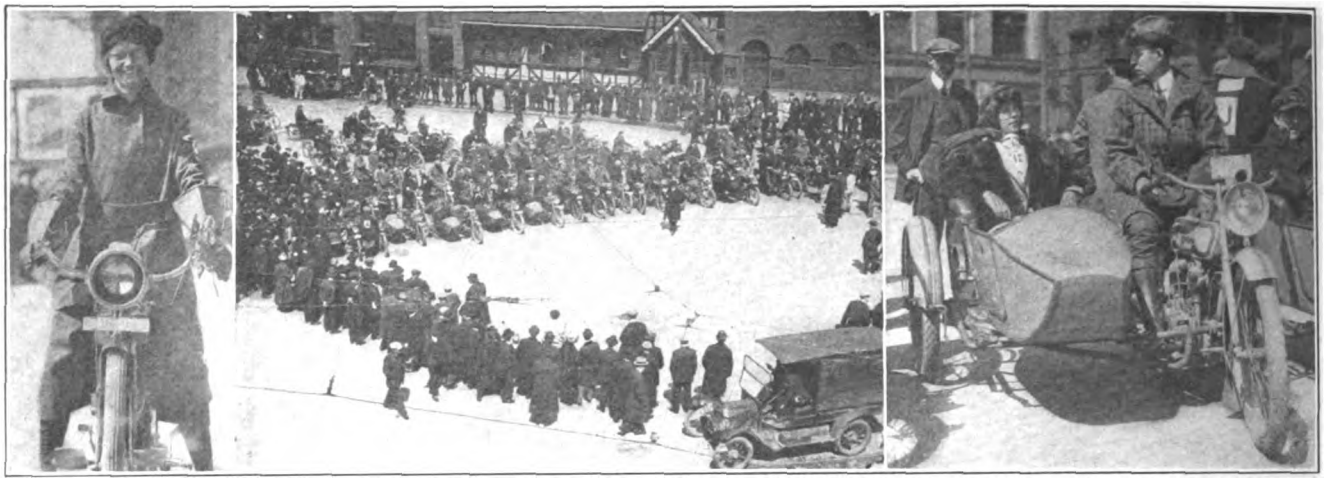
WORCESTER RUN OPENS BAY STATE SEASON

Annual Patriots' Day Event Is Well Attended, Although Weather Conditions Are Unsatisfactory—Affair Dates Back to High-Wheeler Times



The Only Lightweight and the Only Solo Girl, Miss Haines on the Little Indian. Middle: Start of Company A. Right: Mrs. Jes Campbell and Jes Himself Went Through on Their Harley-Davidson Sidecar Combination

BOSTON, Mass.—The official outdoor season of the Bay State M. C. was opened on Patriots' Day, April 19, by a run to Worcester, in which 175 machines and 200 riders participated. The weather was chilly, but all hands enjoyed themselves, nevertheless.

President Jes Campbell and Road Captain C. W. Stanley took charge of the riders who assembled in Park Square at 10 a. m., and as fast as the participants came in from the suburbs and neighboring cities, they were formed in companies of 25 machines, with a captain in command of each. The procession through Back Bay and into the country was perfect and created a most favorable impression by its orderliness and size.

When Marlboro was reached a detour was made to Wachusett Dam, some 10 miles off the main road, the members of the Worcester M. C. were met with there. The Bay Staters were escorted into Worcester by the local clubsters. A fine dinner was spread for the Boston riders at the State Mutual building.

At Worcester, where the Bay Staters had invited clubs from all over the State to join them, there were some 150 machines and Worcesterites had an impression that all the State was visiting their city on wheels. The return run to Boston was as successful as the run out and the riders disbanded at Park Square at 6 p. m.

The April 19th run from Boston to Worcester and return has been an institution ever since the days of the old "ordinaries," it being in those days the favorite "century" with which to open the season. Down through the days of the old lumbering safeties and light, high-geared bicycles came the tradition of the Worcester run. The first regular motorcycle run held by a Boston club took place April 19, 1908, when 20 noisy machines participated.

Nineteen hundred nine was a banner year for the run, for at that time a motorcycle dealer offered a free dinner to all motorcyclists who went on the run. There were 264 riders at dinner. Snow and cold prevented the 1910 run. The Boston M. C. was formed that year, and it was under that organization that the 1911 and 1912 runs were held.

With the formation of the Bay State Motorcycle Club in 1913 the run began to boom, there being 175 machines that year, 250 in 1914 and 300 last year. Weather conditions prevented a better showing this year.

CALLING THE AUTOMOBILE MAN'S BLUFF

Henderson Motorcycle Official Offers $150 in Wagers That Product of Boasting Motorcar Representative Cannot Complete Grand Rapids Run

DETROIT, Mich., April 25.—Faith in the good old motorcycle in these parts is unbounded. That much is demonstrated by the offer of Paul J. Bailey, of the Henderson Motorcycle Co., to wager $100 with a local dealer handling a light automobile that one of his cars cannot enter the Grand Rapids endurance run scheduled for July 2, 3 and 4, and running on the same schedule and under the same rules as the motorcycles, finish with a perfect score. And furthermore, Bailey also offers to wager another $50 that the car will not be able to finish within 24 hours of the scheduled finishing time for the motorcycles. Bailey extends his offer to include any automobile on the market.

The wager grew out of a series of circular letters which the automobile dealer in question has been sending to motorcycle riders in Detroit lauding the automobile and "knocking" the motorcycle. Among other things the letters stated boldly that the particular car handled, considered all in all, is superior to any motorcycle built. It is this statement particularly which aroused Bailey's ire and which resulted in his challenge to the automobile people to prove it.

Whether or no anything will come out of the challenge is at the present time a matter of conjecture, but even should the dealer take up the offer, which is altogether doubtful, Bailey is not worrying about losing his wager. Nor are motorcycle folks hereabouts who know the road conditions and the possibilities. As a matter of fact, there are at least two other motorcycle enthusiasts in Detroit who are willing to take Bailey's end of the bet for the same sum, if the automobile dealer can be induced to take him up.

INDIVIDUAL SADDLES USED ON TWIN-SEAT

LOW riding position with ease in attachment and provision for the riders to use their pet saddles are features of the Twin-Seat, produced by the Pioneer Manufacturing Company, of Milwaukee, Wis. It is light in weight without sacrificing strength, and it is claimed that it will fit any motorcycle.

The Twin-Seat consists of two brackets made from steel tubing, one being attached to each side of the motorcycle frame. To each bracket is brazed a regulation saddle post, to which the riders can fit any saddle desired. This feature of construction enables the users to adjust their seats to the height they desire, rather than have to accommodate themselves to a fixed pair of seats. When attached, the device remains fixed in place but can be readily removed.

Those interested should communicate with the company at Milwaukee, or apply to their local jobbers. Attractive terms are offered to dealers.

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HARLEY-DAVIDSON GUN OUTFITS PROVE ABILITY

Under Trying Conditions of Operation Automatic Rifle Equipped Combinations Show Military Value in Wisconsin Guard Try-Outs—Milwaukee M. C. Hears Address on Guns' Performances

MILWAUKEE, Wis., April 25.—The members of the Milwaukee Motorcycle Club went into the much discussed question of preparedness thoroughly in its last meeting, when Lieut. Ralph Hibbard, of the Wisconsin National Guard, machine gun company, gave an address and explanation of the varied accoutrement used by his company in warfare.

It was Lieut. Hibbard's company that gave the new Harley-Davidson machine gun equipment its initial tryout, and at the time the test was made several of the motorcycle enthusiasts of Milwaukee were interested spectators. The machine gun range is on the Racine County line and off of the famed Chicago-Milwaukee highway. The range highway branches off right at the most disreputable stretch of road in the entire country, the big blot on the intercity route.

On the day of the test a heavy rain the night before, together with the softening of the ground through receding frost, made a combination that could not have been worse for testing out any kind of vehicle. Even the patient pack mule would have balked at the sticky, black gumbo that confronted the motorcycle guns before they could get onto the range proper, and the soldier boys were plastered with mud from head to foot.

When the Gun Started

It was after the machine gun got "talking" that all thoughts of wet feet and long stretches of mud still to be faced on the return trip were forgotten entirely. For many of the spectators it was the first opportunity to see the Bennet-Mercer automatic rifle in action, and the way she spit out steel-coated bullets and picked off targets no bigger than soup plates at a half a mile was a revelation.

The motorcyclists present wanted to know more about the machine gun and "other things military," so Capt. Armitage of the company consented to detail Lieut. Hibbard to bring around the gun and other accoutrement.

Lieut. Hibbard was enthusiastic in his praise of the motorcycle in army work. "The motorcycle has no comparison as a transporting medium in dispatch, aviation or advance guard work," he said. "It will not be long before the military authorities will be sending squads of men from the army to the motorcycle factories to be trained as riders and motorcycle mechanics.

"The present method of sticking green rookies onto motorcycles and expecting them to give efficient service is giving the motorcycle an undeserved black eye. With well-trained riders the motorcycle will make a much better showing. The dispatch rider must be a motorcyclist first and then a soldier. By this I do not mean that soldiers cannot be trained for this duty, but merely that no one can cram the knowledge of motorcycling into a soldier in a fortnight."

U. S. ORDERS TEN MORE GUN OUTFITS

Ordnance Department Calls for Five Each from Indian and Harley-Davidson Factories—Hendee Apparatus to Be of Novel Type

SPRINGFIELD, Mass., April 24.—That the investigation inaugurated by the United States Government last fall to determine the real worth of the motorcycle with a suitable gun carriage in military application is about to bear fruit can be gleaned from the fact that the Ordnance Department of the United States Army at Springfield, Mass., acting under instructions from Washington, has placed orders for ten motorcycles of the machine gun carriage type.

The order was split evenly between an eastern and a western motorcycle factory, the Indian folk of Springfield supplying five special machines of an approved type and a like number coming from the plant of the Harley-Davidson at Milwaukee.

It has been an open secret for some months that the Indian folk have, in collusion with army men stationed at the Arsenal here, been engaged in the development of a military machine to meet every requirement of modern military tactics, and it is understood that this long course of experimentation has resulted in the production of an entirely new and novel type of military machine for which the Hendee folk promise big things. The Indian Powerplus twin, of course, forms the basis around which the new vehicle is built, the changes in the motorcycle itself being slight. The gun carriage, it is stated, is radical, embracing features making for instantaneous attachment and detachment with the motorcycle, the carriage itself being a complete and mobile unit when detached from the machine. The gun mounting, too, is said to be entirely new and individual, the whole representing the combined efforts of the Indian factory men and guided by the comprehensive experience of the army folk.

The purchase of these ten machines, it would seem, is the beginning of a broad test and it indicated that the United States Army has a mind to give the motorcycle exhaustive consideration.

(1) The Harley-Davidson Military Outfit Undergoing a Severe Test on the Watersoaked Range Near Milwaukee. (2) The Complete Outfit Comprises a Machine Mounting a Bennett-Mercer Automatic Rifle and an Ammunition Tender. (3) A Shield Affords Protection for the Gunners—Chief Engineer William S. Harley Is Observing the Tests

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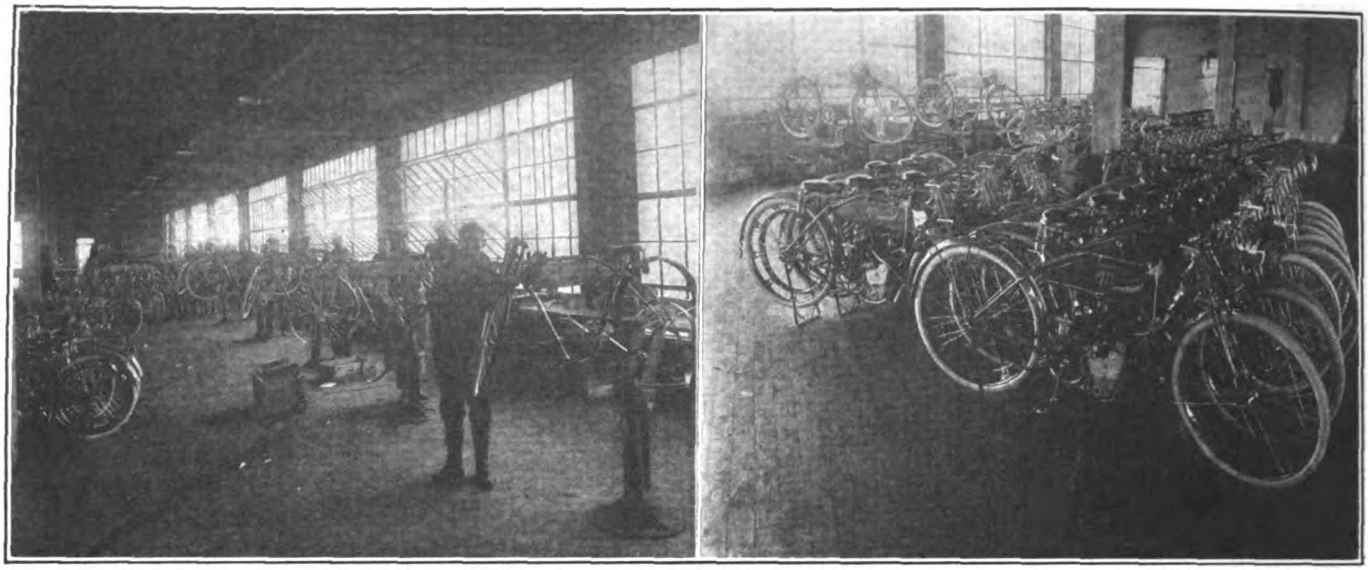
BIG ORDERS CALL FOR EXTRA TIME WORK ON MIAMI LIGHTWEIGHTS



Increasing Demand for Power Bicycle Has Resulted in Great Activity in Big Middletown Factory; Left, Row of Assemblers at Work on Little Four-Strokers; Right, Machines Ready for the Hands of the Packers

SILVEX CUP IS EXHIBITED AT N. Y. SPORTING GOODS

BROOKLYN, N. Y.—The cup donated by the Silvex Company, of New York, to the club having the most entries finishing with a perfect score in the forthcoming Invincible M. C. run is now on exhibition at the store of the New York Sporting Goods Company, 15 Warren street, New York.

Entries to date promise that at least 150 will participate in the affair of April 30, and 200 would not be surprising. Some of the old-timers, such as Fred A. Baker, Tom Sixsmith, Frank Baker, Bob Brazenor, John Steele, I. I. Brandenburg and others, will ride in the affair.

All clubs expecting to compete for trophies must send a full list of members' names to I. W. Barnard, 15 Warren street, before April 27, so that there will be no trouble in identifying the numerous entrants.

NATHAN IS DOUBLING SPACE FOR INCREASED OUTPUT

OWING to the great increase in business, which calls for increased manufacturing facilities, the Nathan Novelty Manufacturing Company, of 88 Reade street, New York, is practically doubling its quarters. The large amount of additional space will be devoted to manufacture exclusively. New machinery has been bought and is ready for installation.

THIS AIR CUSHION FITS ANY LUGGAGE CARRIER

COMFORT and durability, the latter backed by two years of successful use, are to be found in the pneumatic cushion brought out by the Motorists' Accessories Company, of Ashland, O. While primarily designed for fitting on luggage carriers for passenger service, it is nicely adapted for camping or boating, or in any other place where an easy seat is wished. It will fit the luggage carriers of all standard motorcycles when inflated, and can be carried in the pocket or tool kit when deflated.

This cushion does not need an inflator or pump, the breath alone being necessary. It is listed at $3.50, and can be had direct from the maker or through the jobber or dealer.

NEW ROGERS SIDECAR TOP HAS ATTRACTIVE LINES

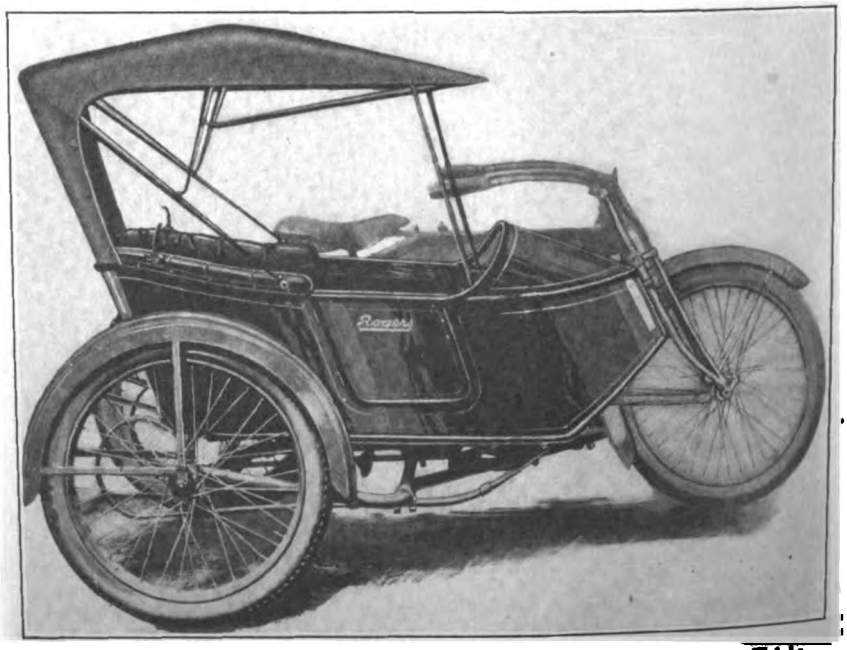
NEATNESS, combined with low height and graceful lines, is featured in the recent design of sidecar top brought out by the Rogers Manufacturing Company, of 337 West Madison street, Chicago, Ill. This top, which is primarily designed for the Rogers sidecar, is long, and while giving ample headroom is not excessive in elevation above the top of the car. There is nothing awkward in its appearance, and it adds to the appearance of the car to which it is fitted.

All details of the top have been greatly improved. Automobile-type bow fasteners have been substituted for the ordinary buggy-type article. The bows are covered and when let down rest in long metal sockets in place of the usual rubber bumpers. The tops are supplied complete with side curtains and front windshield, so that absolute protection is furnished.

The increasing demand from sidecarists for better protection of a high grade for lady passengers has resulted in the bringing out of this top, says the Rogers company.

TEST SETS ENABLE RIDER TO CARE FOR TROUBLES

IN order to enable the rider to care for his own ignition troubles and thus prevent unnecessary delays and excessive repair charges, Haese & Co., of Punxsutawney, Pa., have brought out two test sets,



New Rogers Sidecar Top Extended, Showing Graceful Lines and Low Height

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one for the user of an electrically-equipped motorcycle and the other for the user whose mount has a high-tension magneto fitted. These sets are of convenient size and contain all articles necessary to test out for troubles and to repair the same, as well as an instruction book entitled "Care, Repair and Road Troubles."

The test set for electrically-equipped machines includes the following: hydrometer, magneto file, pair of pliers, electrician's knife, sandpaper, small coil of rosin core solder, roll of tape, small coil of wire, screwdriver, voltammeter and the instruction book. This set lists at $5.50. The set for standard motorcycles, with magneto equipment, has a magneto file, electrician's knife, pair of pliers, sandpaper, rosin core solder, tape and small coil of wire, with an instruction book for such models. This set is priced at $3.50.

A BRAZILIAN OPENING

Motor Cycle Illustrated is in receipt of a letter from Armando Dias, Rua De Malcher 31 A., Belem, Brazil, who desires to obtain the agency for an American motorcycle.

LIGHTWEIGHTS FEATURE IN 'FRISCO CLUB RUN

Ride to Pleasanton and Sunol Creates Interest in Little Fellows, Who Do Well in Social Event—Lady Rider Participates

SAN FRANCISCO, Cal., April 18.—The San Francisco M. C. had a highly successful run to Pleasanton and Sunol, in Alameda County, on April 16. Starting out with 15 machines and passing through Oakland and neighboring towns, the total soon rose to 35 and that number arrived at the destination.

The route was out the Foothill Boulevard to San Leandro, then over to the Dublin road and over the grade to Pleasanton, which was reached a little before noon. There was no effort to make speed, the crowd keeping well together and taking their time. After a short stop at Pleasanton, they proceeded to Sunol and over to the Spring Valley Water Company's fountain and picnic grounds, where the midday stop was made for a basket lunch and a couple of hours' recreation. The route home was down Niles Canyon to Niles and back to Oakland by the State Highway. The roads were excellent practically all the way.

The party arrived in Oakland early, and instead of returning immediately to San Francisco, the other members accepted the hospitality of the Karslakes, who provided refreshments at their home.

Lightweight machines were the principal subject of interest during the run, as a number of the members are riding machines of this type, which seem to be giving all-round satisfaction. The position of prominence on this occasion, however, was occupied by the new Cleveland lightweight, with which the members have not yet had time to become very familiar. Though not the first time the Cleveland has appeared on a club run, this was the first occasion on which one was ridden by a lady, Miss Karslake having one of the new machines to try out. Its performance was so satisfactory, and attracted so much attention among the ladies of the party, that on reaching home Miss Karslake was importuned to show them all how to run it.

HARLEY-DAVIDSON RIDER SETS OAHU RECORD

Frank Ropero Makes Trip Around Hawaiian Island in 127 Minutes, Cutting Former Amateur Time By 6:33

MILWAUKEE, Wis., April 24.—Word comes to the Harley-Davidson factory from D. C. Mitchell, manager of the Honolulu Cyclery and Hawaiin distributor for the Harley-Davidson, that Frank Ropero riding a motorcycle bearing that nameplate broke the amateur record for a trip around the island of Oahu, one of the Hawaiian group. Ropero covered the 86.9 miles of rough, rocky and sandy roads in 2 hours, 7 minutes and 47 seconds, clipping six minutes and 33 seconds from the former record established by Eddie Commings.

Twenty miles of the course were of the worst description possible including three gulches with nasty short turns and any amount of passes here for bad turns. The worst point of the course is the Pali, a steep grade full of treacherous curves proportions.

Ropero, who is a youngster scaling but 130 pounds and who is looked upon as a "comer" in Hawaiian motorcycle circles had not been over the course in over a and comprising a mixture of rough rocky road and red dirt road in all kinds of crazy year and consequently lost some time by taking the wrong course at one point which carried him three miles out of his way. He also was forced to change plugs and search for a lost filler cap, both of which cost him an interval or two. William Ferry and William Chilton, both motorcycle officers who held the clocks on the lad, believe that given another trial under favorable conditions he could clip another few minutes from the record.

HEARSEY-WILLIS IS NOW H. T. HEARSEY COMPANY

INDIANAPOLIS, Ind.—President H. T. Hearsey, of the Hearsey-Willis Company, of 339 North Capitol avenue, this city, has obtained a decree from the Circuit Court of Marion County, changing the name of this company to the "H. T. Hearsey Company." The firm will transact all of its business under the new corporate name. No change of any kind has taken place in the personnel or in the staff of the concern and the address is the same as before.

The reason for the change to the H. T. Hearsey Company was made as a result of the retirement of Fred I. Willis a short time ago. When Mr. Willis left the Hearsey-Willis Company, he sold his interests in that firm to Mr. Hearsey and ceased to have any connection with it, hence the directors and officers felt that it would be appropriate and in every way proper to eliminate Mr. Willis' name.

CONDITIONS POINT TO BIG YEAR, SAYS GIRTON

"PROSPECTS in the motorcycle field in Southern California are good for a return to the remarkable conditions which existed in 1913," says T. C. Girton, of the Girton-Hoffer Co., Excelsior distributors in Southern California, Arizona and New Mexico. "The fact that gasoline is going higher instead of hurting the motorcycle is helping it, as it is winning to the two-wheeler a great many people who have been on the edge of considering lightweight automobiles, but realize that the cost will be all out of proportion to the use they can make of the heavy machines.

"Business conditions are much more favorable than they have been and the great extent of the good road system of this state, and the conditions offered by the clubs and informal touring parties organized by dealers offer an incentive to motorcycle ownership which is certain to win hundreds of additional riders."

BAILEY-DRAKE TO ENTER EXPORT FIELD

Successful 'Frisco Company Seeks American Accounts For Philippines, Australia and Other Asiatic Countries—Representatives Appointed

SAN FRANCISCO, Cal., April 22.—In view of the excellent opportunity offered American manufacturers at the present time to market their products throughout the Orient and Pacific islands and South Seas, the Bailey-Drake Company, of 149 New Montgomery street, this city, has decided to enter the export field and extend its operations to include the Philippines, Japan, China and Australia.

It will be the firm's intention to represent American manufacturers in those countries in exactly the same capacity as it represents Eastern manufacturers on the Pacific Coast. All the territory mentioned will be covered regularly and all classes of merchandise salable in those countries will be handled.

The Bailey-Drake company has a representative in Sydney, Australia, who will cover the coast towns and the interior towns as well and will take care of business in New Zealand, also.

The firm has had a representative in the Philippines who devotes his entire attention to the islands. Both this representative and the Australian above-mentioned are former Pacific Coast travellers.

During February, the company sent a representative to Japan and he will be joined in a few days by another. One is a Japanese, of training and education in both this country and his native land and will handle American goods to the satisfaction of everyone. Plans are now being made to have a representative for China, with headquarters in Shanghai.

(MORE NEWS ON PAGE 74)

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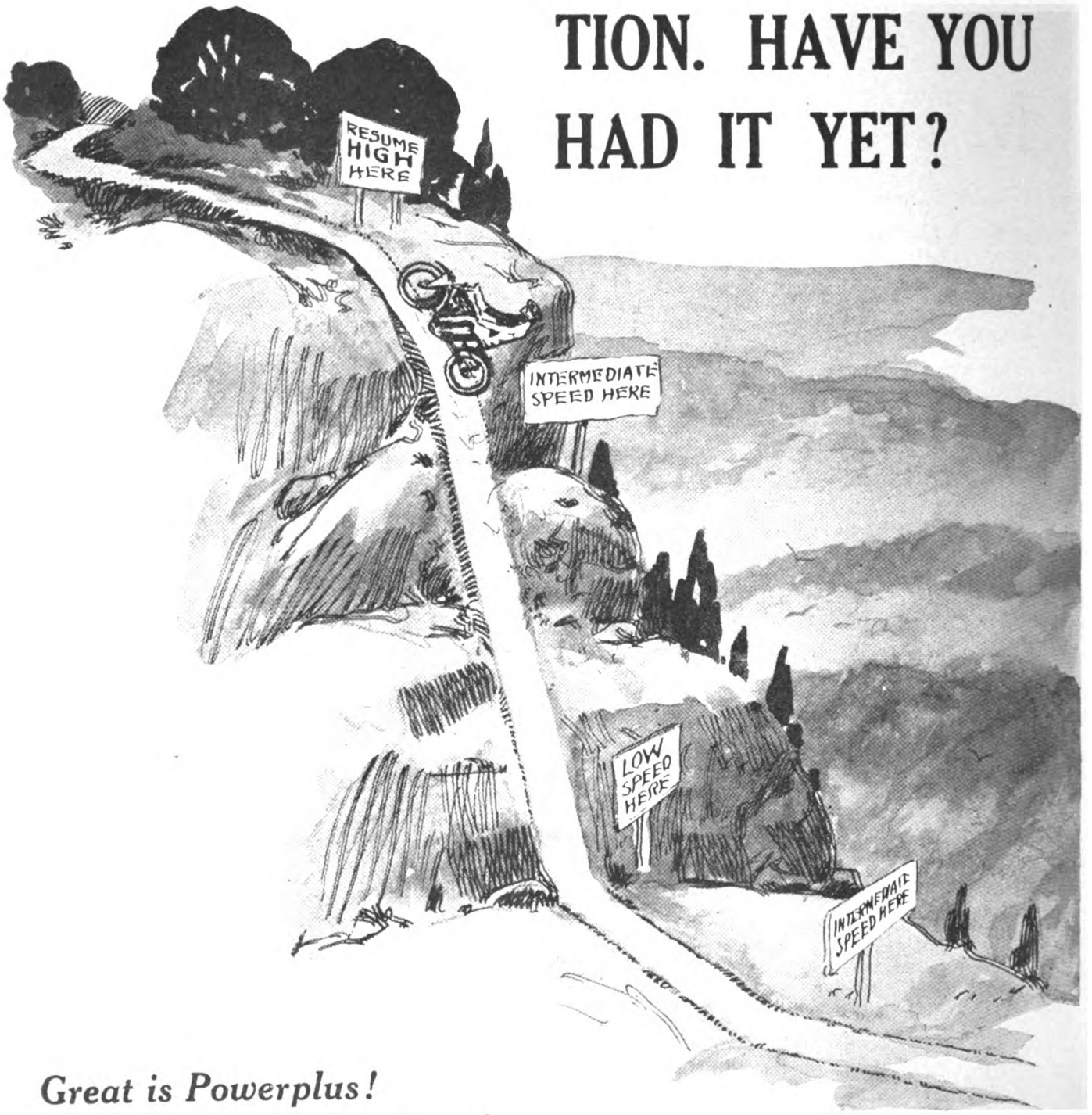
HERE'S THE POWERPLUS SENSATION. HAVE YOU HAD IT YET?



Great is Powerplus!
Sketch is my impression of last week's ride among the hills.
A. T. MERRICK.

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ONE OF THE FINEST TRIBUTES POWERPLUS EVER HAD

MOST of us in the motorcycle field know Arthur T. Merrick—if not personally, at least through his drawings in the various magazines and especially the motorcycle publications.

Recently Mr. Merrick purchased a 1916 Powerplus Indian—and shortly after delivery of the machine to him we received the drawing reproduced on the opposite page. Across the sketch Mr. Merrick wrote:

"Great is Powerplus! Sketch is my impression of last week's ride among the hills."

Unconsciously—and because he is an artist—Mr. Merrick has expressed not only his own enthusiasm about Powerplus *but that of thousands of other Powerplus riders.*

Great enjoyment—exhilaration at the thought of doing the almost impossible—bubbling fun—riding zest—the glorious sense of having a machine that obeys—all these Mr. Merrick has spontaneously conveyed to us—*and to you men, to you who are yet uninitiated into the splendid privileges of riding a Powerplus Indian.*

The little picture of Merrick's was conceived in a moment of sheer joy—*and that is why it means so much. He told more than he realized he was telling. He told it in a spirit of fun—and that is why it's such a genuine tribute. He spoke out in his own way without thinking. Consequently he uncovered a big truth. In a few strokes of the brush he told the whole Powerplus story.*

POWERPLUS RIDING IS A *DIFFERENT* KIND OF MOTORCYCLING. MR. MERRICK'S TRIBUTE IS A REAL TRIBUTE TO THE 1916 POWERPLUS

Indian

HENDEE MANUFACTURING COMPANY
Largest Motorcycle Manufacturers in the World
Springfield, Mass.

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CALIFORNIA HILL CLIMB A THRILLER

Twenty-six Riders Try "Broncho-Busting" Up 65 Per Cent. Grade Near the Capistrano Mission; Myron Warner, Mounted on Powerplus Indian, Makes Best Score

By FRANK REED

(1) Myron Warner, Indian, Scoring Best Climb of the Day. (2) Here's But a Third of the Spectators. (3) Lew Sahagan, Henderson, Going Up With a Roar. (4) From Left: Shepherd, Ludlow, Wagner and Butler, All "Indians." (5) Harley Reed, Excelsior. (6) Looking the Hill Square in the Face. (7) From Left: Ivans, Herold and Warner, Indian Team. (8) From Left: Miles, Bruschi and Van Order, Harley-Davidson Pit men. (9) Some of These Officiated, Some Contended. (10) Artley, Merkel, Shows How They Had to Lead 'Em Down. (11) Bush Used This Fancy Sprocket and a Bevy of Mud Hooks

CAPISTRANO, Cal., April 21.—Once again the motorcycle fans of Southern California were treated to a thrilling hill-climb fest. On Sunday last members of the Orange County Motorcycle Dealers' Association led a little band of seasoned contestants out to a "man-killer" incline, 'most as steep as the side of a house, which is located just south of the historic San Juan Capistrano Mission, and told the boys to "go to it." And the fellows did their "darndest."

No Chance of Reaching Top

That hill showed a grade of at least 65 per cent, and if you don't believe it just take a look at the pictures. Of course, none of the twenty-six competitors had any chance of reaching the summit, and the awards were, therefore, made on the basis of the greatest average distance covered in three trials allotted each rider.

Myron Warner, a Santa Ana boy, rode his Powerplus Indian to victory by rolling up an average of 327 feet and 1 inch. His performance was the most remarkable of the day, for he was the only contestant to pass the 310-foot mark on all three of the trials. Shooting across this mark with ten feet to the good, Roy du Granute, Flying Merkel, "bronco-busted" into second place. His average was 298 feet 2 inches. Wells Bennett and Harley Reed, both Excelsior enthusiasts, came near tying for the third honors. Though Reed's best distance was 319 feet and 6 inches and Bennett's but 300, the latter won out on the average score, having 295 feet to his credit, as against the average of 294 feet and 8 inches made by Harley Reed.

There was a great crowd of spectators present to witness the stirring contestants, thousands of riders and automobilists having come from all corners of the Golden State. The interest of the fans was tense and at a high pitch throughout the climb. Whenever a rider shot up the hill he was coaxed on by the shrill "tut-tut" of many horns.

Some Steepness!

An idea of the steepness of the hill can be gathered from the fact that the management had to provide a rope, extending from a pole at the top of the incline, which was hurriedly hooked on to any machine that had toppled over, to prevent it from doing a "hop, skip and jump" to the bottom of the incline. More than one was the rider who was thankful for the existence of that rope.

Roy du Granute gave a fine demonstration of what a bucking machine could do when it hit the almost perpendicular grade. On each of his trials Roy's machine skittishly threw up its front wheel and bucked

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him off. And the last time it threw him he was almost thirty feet below his "point of departure" before he could gain his feet.

Facile Down-Hill Riding

The best exhibition of down hill riding was given by C. F. Bruschi, the San Diego dealer. Bruschi had guessed wrong on the gear, or something, and as a result he did some fancy jumping near the 200-foot mark and got off the course sidewise. But he clung to his saddle, nevertheless, cut across the hill, turned and came down the terrific slope as though it were a boardwalk.

Just before the finish of the climb, T. G. Butler, of Los Angeles, started up the hill on an Indian Featherweight. Everybody laughed, but Butler actually went half way up the summit and showed the mettle of the little papoose. And then everybody stopped laughing.

How Machines Were Equipped

With the exception of the fact that all machines were geared especially for the climb all the competing models were taken from stock. The Schebler trade-mark was found on all of the carbureters. The winners were equipped as follows: Warner, first place, used a stock 1916 Indian with Dixie magneto, Schebler carbureter, Duckworth chains, Goodyear blue streak tires and Troxel saddle; Du Granute, second place winner on Merkel, had Bosch magneto, Schebler carbureter, Renold chains, Federal and Goodyear tires and Troxel saddle. Bennett, third man on 1916 Excelsior, had Bosch magneto, Schebler carbureter, Coventry chains, U. S. chain tread tires and Mesinger saddle. Reed, on Excelsior, had same equipment, except Duckworth chains and Firestone non-skid tires. Artley, on Merkel, fifth place winner, had Bosch magneto, Schebler carbureter, Renold chains, Firestone and Federal tires and Troxel saddle.

BEST DISTANCES MADE BY INDIVIDUAL CONTESTANTS IN ORANGE COUNTY HILL CLIMB

Number	Rider	Machine		Distance
1	Jimmy Leonette	Excelsior	3-sp.	236.8
2	Art Holmes	Harley-Davidson		290
3	Lem Sahagan	Henderson		301
4	J. T. Bush	Henderson		280
5	Roy Ivans	Indian	2-sp.	250.1
6	Roy Breiter	Thor	2-sp.	251.1
7	Harley Reed	Excelsior	3-sp.	319.6
8	E. T. Fletcher	Pope		258
9	Blick Wolters	Excelsior	3-sp.	283.6
10	Myron Warner	Indian	3-sp.	360
11	A. L. Rix	Harley	3-sp.	243.8
12	Roy Du Granute	Merkel		310.10
13	Bert Gilmore	Excelsior	3 sp.	231.6
14	Fred Ludlow	Indian		292.5
15	M. G. Anlauf	Excelsior	3-sp.	247
16	A. F. Herold	Indian	3-sp.	231.6
17	A. Nelson	Harley-Davidson	3-sp.	242.6
18	Harry Wright	Indian		251.8
19	Wells Bennett	Excelsior	3-sp.	300
20	Roy Artley	Merkel	2-sp.	336.4
21	Lee Buck	Excelsior	3-sp.	.....
22	C. F. Bruschi	Harley-Davidson	3-sp.	.....
23	Newton P. Moore	Harley-Davidson	3-sp.	275
24	O. F. Gloystein	Excelsior	3-sp.	234.5
25	Sam Hamilton	Harley-Davidson	3-sp.	260
26	Walter House	Harley-Davidson		243

FIRST MACHINE GUN TROOP IS AUTHORIZED

Squadron Will Be Part of Officers' Training Corps and Will Number 150 Men—Solo Mounts Included in Equipment

MONTREAL, Quebec, April 24.—The first real motorcycle machine gun and despatch carriers' section in the Canadian militia has been authorized. The squadron will be a part of the McGill Contingent, Canadian Officers' Training Corps, and will be raised in Montreal immediately. It will consist of some 150 men, all motorcyclists, and both sidecar and solo mounts will be used. The sidecar outfits will be employed in machine gun work while the single machines will be used by the despatch riders. Lieutenant-Colonel Robert Starke will be the commanding officer. The Champ de Mars, a parade area, will be the scene of the preliminary training after which the members of the section will be used in extensive field operations which will be carried out by the local garrison this summer.

The Rotary Club of Montreal has donated complete bicycle equipment for the signalling section of the Irish-Canadian Overseas Battalion of this city. This section consists of about thirty non-commissioned officers and men.

Captain E. J. Thom, Divisional Signalling Officer, has issued a call for twenty-five motorcycle riders of Montreal for use in field manoeuvres which will be conducted by the several home service regiments during the coming summer. Captain Thom proposes to allot four or five riders to each of the local units for use in despatch carrying on various occasions. All of these volunteers will also be taught signaling work.

CRESCI DEVELOPS NOVEL FIRE APPARATUS

VINELAND, N. J., April 24.—Anthony Cresci, Jr., the Cumberland county Harley-Davidson dealer with headquarters here, has developed a new piece of fire fighting apparatus and has succeeded in equipping the local fire department with it. The basis of the apparatus is, of course, a Harley-Davidson three-speed twin to which Cresci has attached in a novel manner a pair of Babcock fire extinguishers. The tanks are so disposed on either side of the machine that they can be readily detached when the machine reaches the scene of action. The machine is ridden by Fireman Walter Barlow, a member of Reliance Hose Co. No. 2 and in several instances the superior mobility of the two-wheeled apparatus over the four has resulted in Barlow reaching the fire and extinguishing it before the arrival of the regular fire equipment.

Robert Mennies, captain of the Reliance Hose, is loud in his praise of the two-wheeler as an adjunct to the fire department.

LONDON CLUB IS ACTIVE CYCLE ORGANIZATION

LONDON, Ontario.—The London Motorcycle Club, the oldest existing motorcycle club in Canada, can now claim to be the largest motor-wheel organization in the dominion and probably no other cycle club in the country is more active. A recent social turnout of the local "M.C." was a record-breaker, the roll-call showing the presence of over seventy-five riders, nearly all of whom were members of the organization. The officers are now striving to reach the century membership mark. The London club is now ahead of the Toronto Motorcycle Club in point of size and the events on the club calendar are marked by maximum success.

Unique work is now being secured by R. Oatbridge, of London, with his two-speed single-cylinder Yale. Oatbridge lives in a secluded suburb and he finds it necessary to keep a roadway, one and one-half miles in length, in passable condition. To maintain a good riding surface, he utilizes a road drag with his motorcycle and he has been keeping open a path twelve feet wide for the use of himself and neighbors. The motorcycle tows the "snow-plough" with comparative ease.

POLICE INDIANS FOR THREE MORE CITIES

SPRINGFIELD, Mass., April 24.—Latest reports from the Northwest indicate that there is a sudden increase in the happiness of "cops" in three distinct, though widely separated, localities. The sunny frame of mind comes to the officers as a result of the adoption of Indians for police duty in Billings, Mont.; Grand Forks, N. D., and Hibbing, Minn. The sales in the respective cities were made by the Montana Cycle & Supply Co., the Grand Forks Motorcycle Co., and Charles A. Norman.

PASSAIC CLUBSTERS VISIT CAMP

PASSAIC, N. J.—The members of the Passaic Motorcycle Club have visited their camp at Lake Hopatcong and report the bungalow to be in good condition after the winter's hard weather. This camp is about sixty miles from the city and is used by the members and their friends during the summer months.

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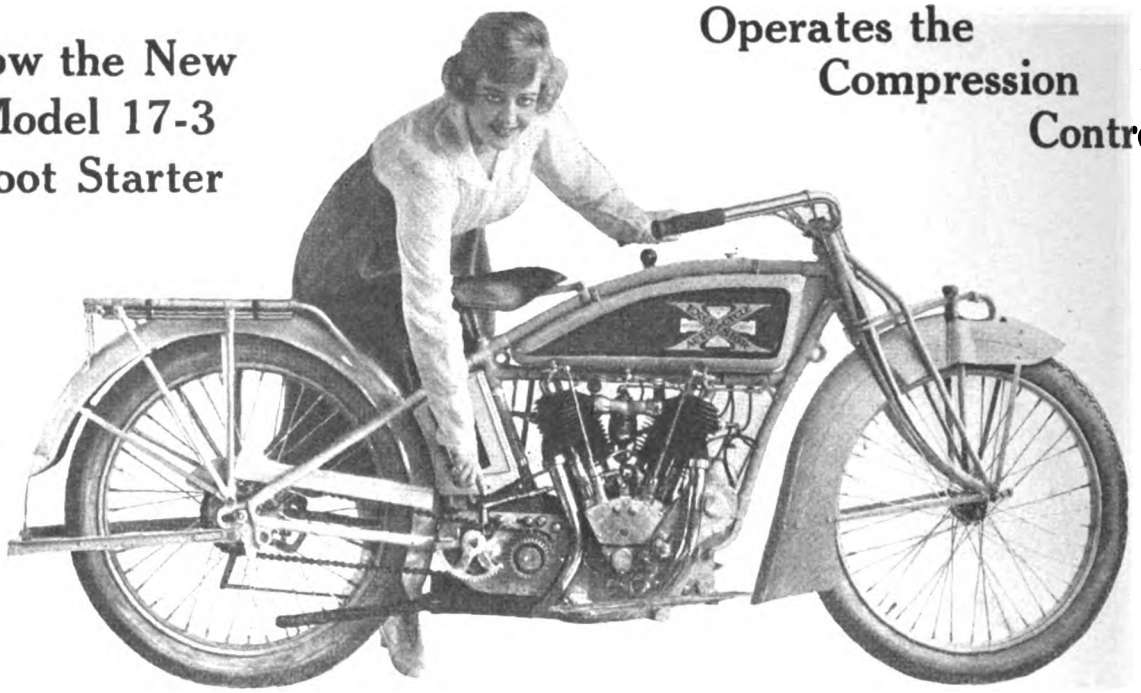
LET US SHOW YOU

How the New Model 17-3 Foot Starter Operates the Compression Control



On the starter shaft is a cam and directly over this a lever, the upper end of which is connected to the exhaust valve lift by an adjustable tie rod.

On pushing down the starter pedal, the cam acts on the lever in such way that the upper end is moved forward, causing the exhaust valves to open.

As the downward thrust of the starter pedal is continued the cam passes from under the lever, allowing the valves to close at the mechanically correct instant to insure starting the motor.

Thus the motor compression is automatically controlled with no attention whatever on the part of the operator.

It is the infallibility of perfect mechanism superseding the irregularity of manual control requiring no effort or experience on the part of the operator.

Heretofore foot starters have been useful only in proportion to the experience and skill of the operator.

The Excelsior Model 17-3 Starter works with mechanical precision and accuracy.

If there is gasoline in your carburetor, your motor CANNOT fail to start.

Excelsior Motor Manufacturing

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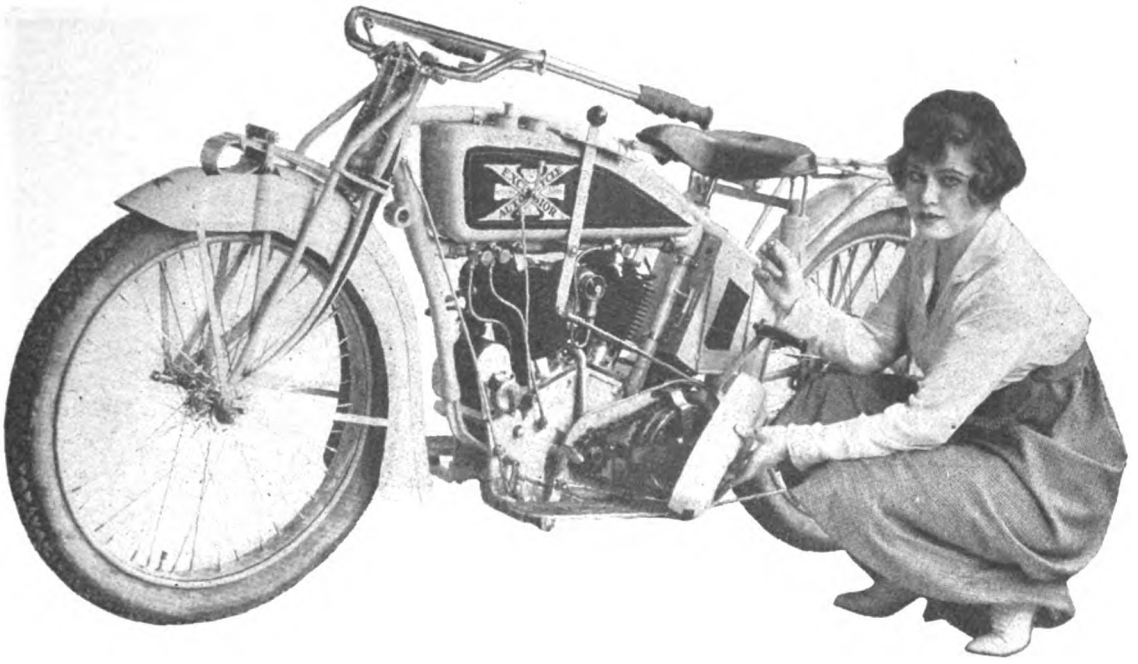
HERE IS ANOTHER DETAIL

of Cleanliness and Efficiency



When you are on the road, the motor chain, clutch and clutch operating mechanism are entirely enclosed and thoroughly protected from dust, dirt and grit.

The chain is fully lubricated by oil supplied by the large breather tube on the motor crank case. As the clutch housing is oil tight this oil is compelled to stay inside where it does its work on the chain, not on the clothing of the rider or other parts of the motorcycle.

Access to the clutch for oiling or adjusting, is attained in half a minute or less simply by taking out one large round head screw and the outer half of the case may be instantly removed.

It may be as quickly replaced by merely snapping into position and replacing the screw.

This is not merely a matter of convenience and cleanliness, it is an insurance of long life to the chain and perfect operation of the clutch, another big feature of Model 17 supremacy.

Watch these pages for others, or, better still, see the dealer or write for catalog.

& Supply Co., 3700 CORTLAND STREET CHICAGO U. S. A.

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SEASON'S PROSPERITY REFLECTED BY METROPOLITAN DEALERS

FELIX LEWIN, manager of the Henderson branch in this city, has just sold Emanuel Blout, the big distributor of Victor talking machines, a Henderson outfit for delivery service. Blout is using this rig to supplement his four automobiles, and is watching its performance with a view of replacing one auto with another Henderson.

On April 18 the Henderson branch sold two of the two speed models to two chums and another the following day to a friend of the two.

H. RAOUL, handling the Indian and Cleveland lightweight, at 4192 Broadway, has disposed of 28 Powerplus machines so far as well as three Clevelands. The two-stroke lightweights are from the original shipment of five, received a few days ago.

Raoul's quarters have been enlarged recently and the repair shop has been established in the basement. He is practically cleaned out of used machines and has orders for all he can get of the 1916 models. His establishment is headquarters for the Audubon M. C.

GUS RUTHOLZ, distributing the Reading Standard in this city, has been making sales this last week. He disposed of two Reading Standard sidecar combinations, as well as two solo twins of the same make; four Excelsiors and three other 1916 machines. In second-hand machines, Gus sold six, took orders for two more.

LITTLETOWN, N. Y.

THE ORANGE COUNTY MOTOR SUPPLY CO. has completed arrangements with the Vim Cycle Hardware Company, of Buffalo, to handle the Dayton Motor Bicycle in this city.

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The Longer You Ride Them

the stronger grows your conviction that for safe, far-away tours or nearby jaunts, the *best* tires are

VACUUM CUP Oilproof MOTORCYCLE TIRES

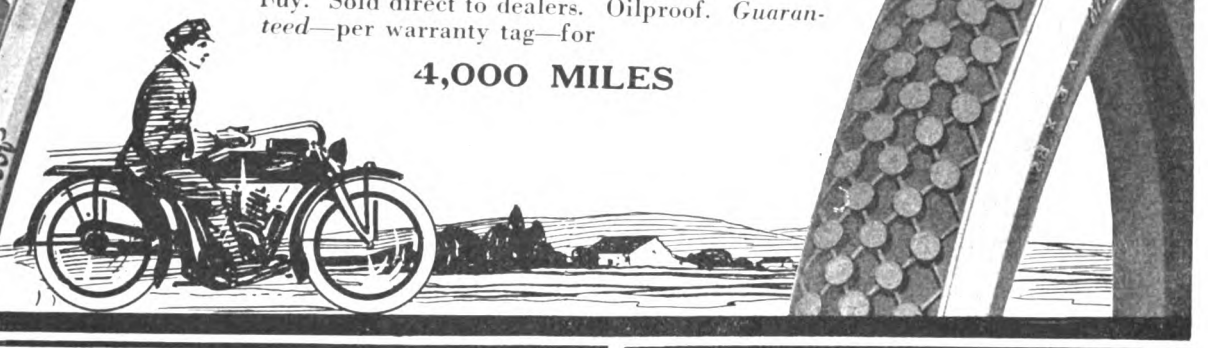
Brimful of that unmatchable quality that has put and kept them in the vanguard of popular preference. Skid-safe and Oilproof. *Guaranteed*—per warranty tag on each casing—for

5,000 MILES

STURDY STUD Oilproof MOTORCYCLE TIRES

The first-choice tires of careful buyers who want all the quality that a limited expenditure will buy. Sold direct to dealers. Oilproof. *Guaranteed*—per warranty tag—for

4,000 MILES



A Full Season on VACUUM CUP Red Oilproof Tread BICYCLE TIRES

That's the *guaranteed* service—per warranty tag—these world-beaters give you, else repaired or replaced free.

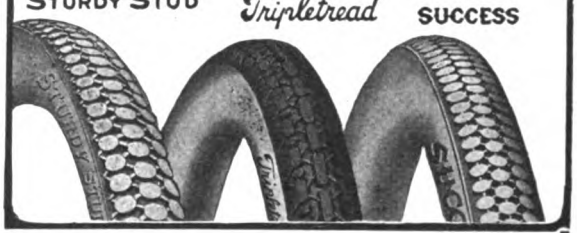
Practically *puncture-proof*—the 15½ oz. small auto casing fabric does that. Safest on slipperiest pavements. The top notch of bicycle tire perfection.

A Strong, New Set of Tire Values

★THREE★STAR★ LINE OF BICYCLE TIRES

Three degrees of phenomenal quality at three popular prices. Three fine-looking treads. Sold direct to dealers.

STURDY STUD Tripletread SUCCESS



Pennsylvania Rubber Company, Jeannettte, Pa.

Direct factory branches and service agencies throughout the United States and Canada

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Here's Your

This is an opportunity that should appeal to every *live dealer* in America, and also those riders who have dealer

The New Schi

Co-Operative—Prof

Unlike all other agency propositions that we know of, the new Schickel Dealer's Co-operative Profit-Sharing Plan—

Begins with the Dealer

and considers all of his interests on an exceedingly *generous* basis, the company

The Schickel Light Weight listing at $109.00

is one of the greatest little road fighters of its weight. Dollar for dollar and pound for pound, it offers the largest value in the motorcycle market. This little beauty has surprised both veteran riders and skeptics as to its ability to conquer distance. And as for hills, it simply laughs at them—has carried a human load of 194 pounds up every hill between New York and Chicago via the Albany-Buffalo route.

be accompanied by maximum flexibility, simplicity and lightness. For practical all around service in which the rider is content to ride at a **sensible speed,** the Schickel Light Weight is the acme of Motorcycle perfection.

A Two-Stroke Motor Developed for 8 Years

The Schickel Light Weight power plant is the result of eight years of study and experience in building two stroke motors. The Schickel Motor Company is the American pioneer producer of the two stroke Motorcycle; and it has concentrated on, and specialized in manufacturing this special type of motor, so unquestionably adapted for lightweights—wherein power must

Specifications

Speed—25 miles an hour.
Wheel Base—52 inches.
Saddle Height—28 inches.
Powerful Brake.
High Tension Magneto.
Float Feed Carburetor.
Comfortable Foot Rests.

SCHICKEL MO
59 Garden St.

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Chance Dealers!

aspirations. It is a chance for *real* dealers to broaden their field and enlarge their profits—it is a chance for potential dealers to get into the agency field and to "get in right," for this sales plan has the greatest *profit making* possibilities ever incorporated in an agency proposition.

ckel Sales Plan

it-Sharing — Generous

allowing itself to be guided almost entirely by the requirements of the dealers. It is creative and constructive, and most of all, it is Essentially Fair and Generously Liberal. Those who have seen it have said unhesitatingly that it is the *Best Agency Proposition Ever Offered.* It is a big money-maker from the start.

Over 200 Motorcycles Free to Live Dealers~

The gift of a Schickel Light Weight is part of the new Schickel Sales Plan referred to above, and which is proving a "winner" in every sense of the word. Of course, to obtain it, like all good things, there is a certain amount of work involved. But then, the work is made as easy as possible under the **Co-operative** part of the Sales Plan and, furthermore, the **incentive** offered is great enough, we think, to energize any ambitious man to put forth his best effort.

To each live dealer who is fortunate enough to obtain a contract under the new **Schickel Dealers' Cooperative Profit-Sharing Sales** Plan, we will give a Schickel Light Weight as described on the opposite page.

PROMPT DELIVERIES

Light Weight Model, $109 **Big Six Model, $200**

With Kerosene Feed Attachment, $5 Extra

JUST A FEW GOOD DISTRIBUTORS WANTED

TOR COMPANY

Stamford, Conn.

Schickel Motor Co., 59 Garden St., Stamford, Conn.

Gentlemen: Please send me your dealer's proposition.

Name.....

Address.....

City.....

State.....

59

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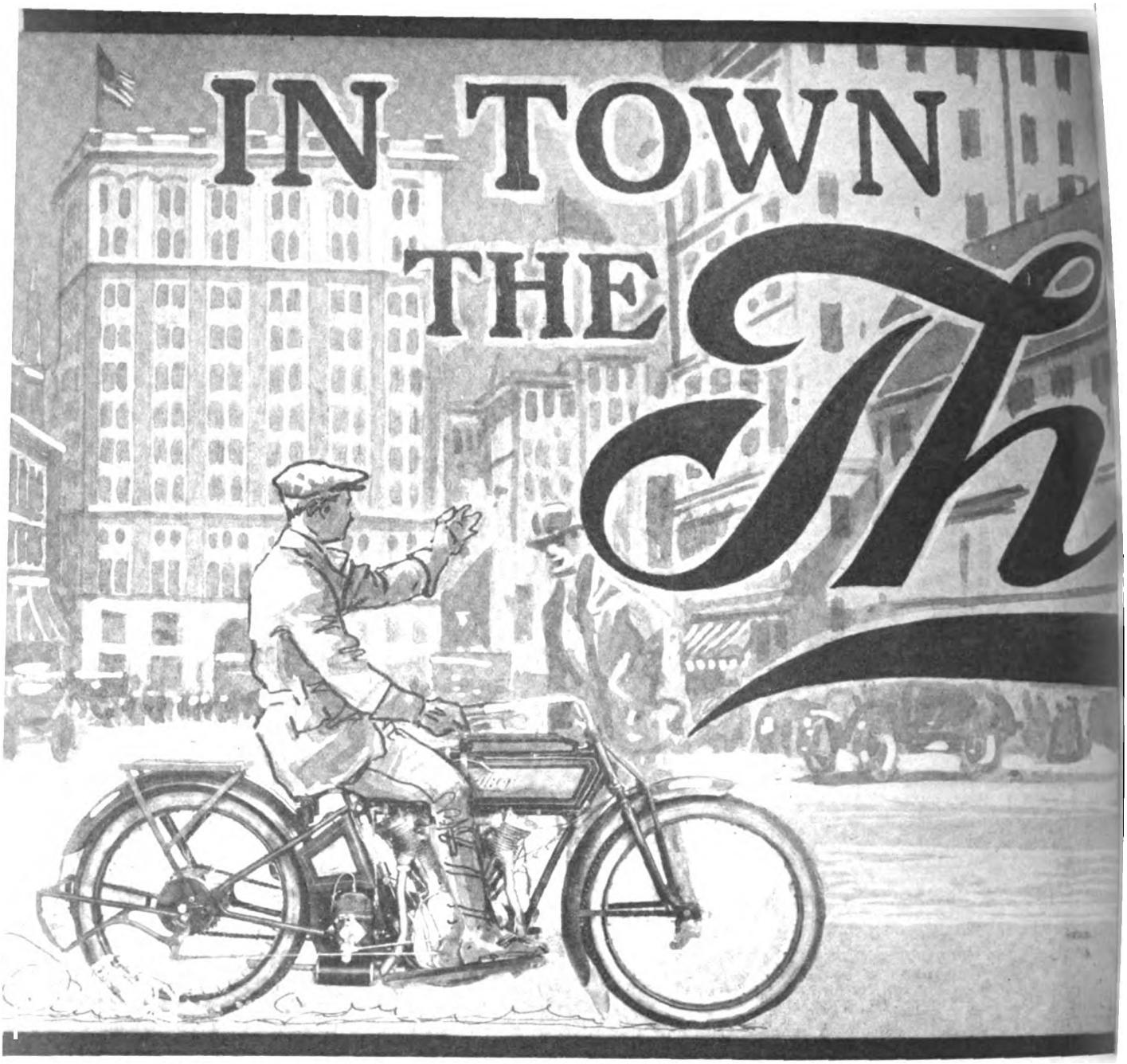

To give to the rider the best service it is possible to give
Has been our ambition.
To build for the dealer the best business it is possible to build
Has been our constant policy.
To acquire for ourselves the greatest possible respect—from both—that it is possible to acquire
Has been our reward.

MOD

V—6 H. P. Light Twin. Right up to the minute in lightness, convenience, luxury. Lowest saddle position of any motorcycle made $235

AURORA AUTOMAT

GENERAL OFFICES, Thor Bldg., 1307 Michigan Ave., Chicago.
PACIFIC COAST BRANCH, 61

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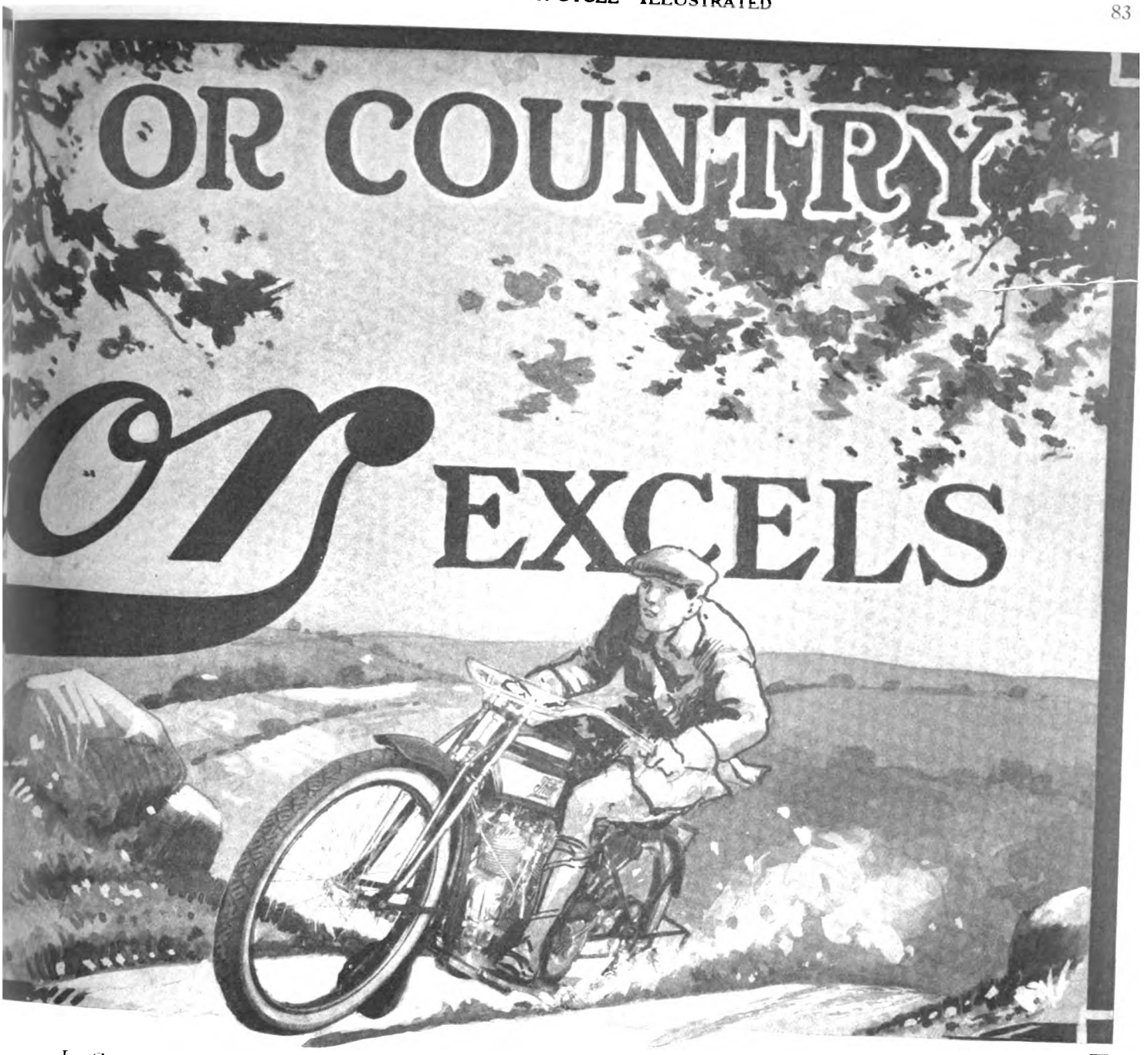

In Competition—On the Open Road—In every Test of Speed or Endurance **the** THOR **is Dominant.**

For Country Roads—Tremendous reserve power through uncertain sands and up steepest hills without a falter or thought of excess energy.

E L S

U—12 H. P. Fitted with new roller stand that permits of rolling machine up with one-tenth the ordinary effort. This is the giant twin, master of heavy duty. The ideal sidecar machine. No hill too steep, no road too rough. Price....$265

C MACHINERY CO.

ALES OFFICES AND WORKS, 361 W. Superior St., Chicago.
Fremont Street, San Francisco.

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"They Have The G

Indeed they have—a grip so close that chains are absolutely unnecessary for the man who rides on 'Chain' Treads.

On slippery roads, in sand and on wet pavements, 'Chain' Treads grip the surface so closely that you'll be in no danger of skids or slips—

Ride them and see.

Ask your dealer for our "Touring Postal Packet"—It's free.

United States Tire Company

'Chain' Tread
MOTORCYCLE TIRES

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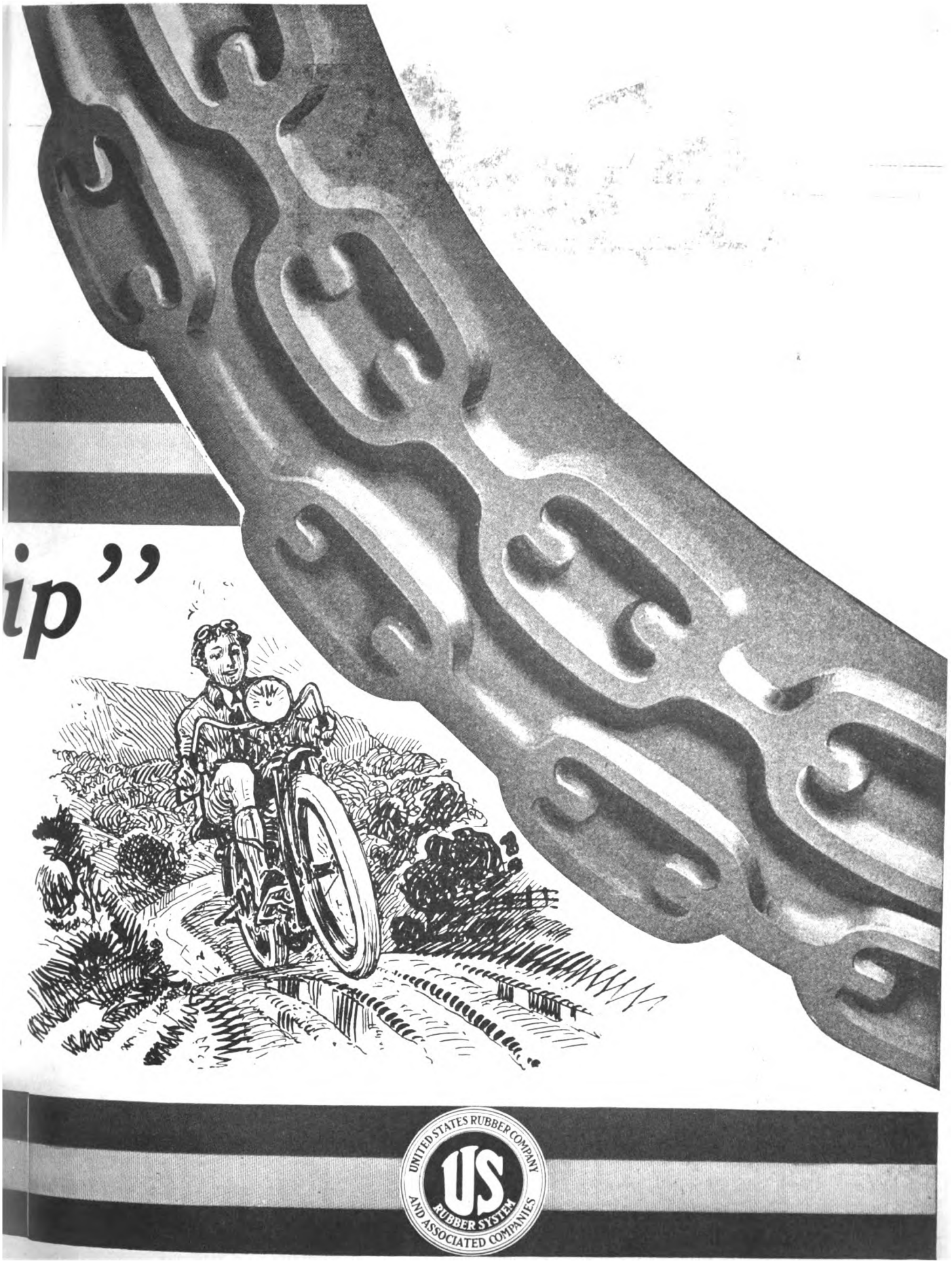

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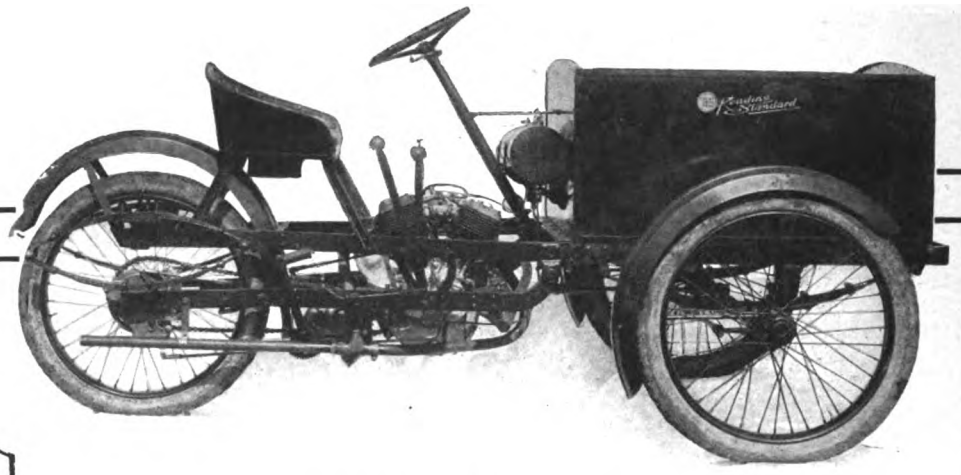

REAL Commercial Value

"Built on automobile lines—operated at motorcycle expense."

That's the R-S delivery van. It is no weak attempt at strengthening a *motorcycle* for delivery purposes—it is rather a lightening and adaptation of *automobile* design.

With such materials entering into its construction as channel steel frame, vanadium steel springs, automobile-size hubs, double capacity tank, drop forged steering knuckles and arms, the R-S is undoubtedly, in both theory and by *proven fact*—the most practical and lowest-in-cost commercial vehicle made.

IT IS *NOT* A MOTORCYCLE—except for its motor, which is the famous R-S side-by-side 12 horsepower, with three speed sliding gear transmission.

Write us for full particulars on the commercial opportunities made possible with the R-S. It is of vital importance that you get in touch with us *today.*

NOTE THE 1916 IMPROVEMENTS

Three-speed Transmission.
Oversize Multiple Disc Clutch, foot operated.
Two distinct Brakes. One operated by foot, other by hand.
Step Starter.
Improved Steering Device.
New Controls to Carburetor and Magneto.
Wider and deeper mud guards.

Capacity: 350 lbs. Price: $320 F. O. B. Factory

Reading Standa
Reading, 501 Water

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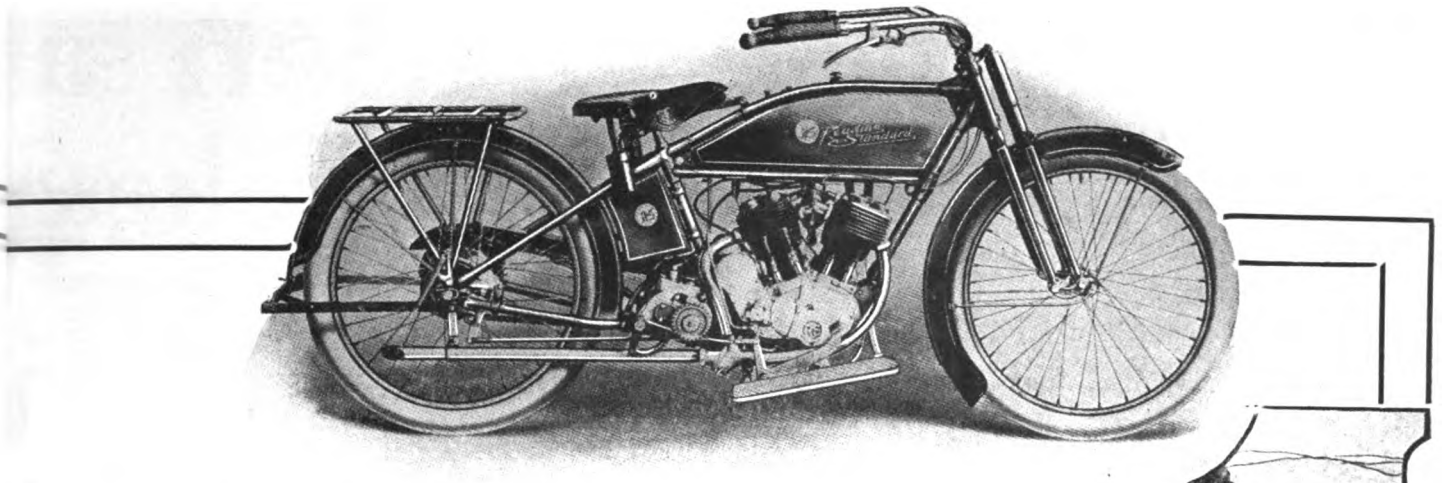


A Striking Example of Motorcycle Perfection

The R-S is doing big things this year. *Always* a favorite, the 1916 R-S, with its nominal price plus its SIXTY refinements and improvements, has jumped into the ***front rank*** as a selling proposition.

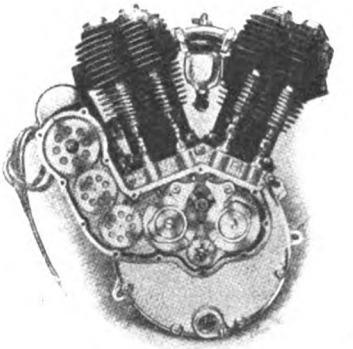
Fourteen years of consistent manufacturing success has well qualified the R-S for its present popularity. It is deserved. And many R-S dealers, for whom we predicted the ***most prosperous year they have ever had,*** are beginning to find that our prophecy has come true. Reports from all over the country indicate an unprecedented demand. And why not? Just glance at these features, part of the sixty 1916 improvements. AND REMEMBER THIS: While up to date in EVERY particular, the R-S is ***built around*** the same wonderful side-by-side valve motor that has always distinguished it and which has been adopted as near as possible by other leading manufacturers for 1916. Here are the quality points:

THREE SPEED SLIDING GEAR — DOUBLE LOCKING DEVICE — SIDE-BY-SIDE VALVE MOTOR — NEW STEP STARTER — NEW FRONT FORK—R-S PERFECTION SEAT POST — LONG, COMFORTABLE FOOTBOARDS — VERY STRONG FRAME — LARGE COUNTERSHAFT CLUTCH, FOOT AND HAND OPERATED—30″ SADDLE POSITION, ETC.

12 H. P. Twin with 3 Speed, - $265.00
6 H. P. Single " " " 230.00

Why not invest one cent in a postal and write for a complete description of "THE WORLD'S MASTER MOTORCYCLE"?

rd Company
Street Pa.



The famous R-S motor, with its side-by-side valves, its flexible, silent power that generates its full strength with marvelous quickness—this motor has been endorsed by the Society of Mechanical Engineers as being ABSOLUTELY PERFECT in design, construction and finish.

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These Men a They Sell Bikes ATHERTON

Read what they have to say

M. WORKSMAN
14-16 Vesey St., New York City

Buffalo Metal Goods Company,
Buffalo, N. Y.
Gentlemen:

Recently I tried out an Atherton Coaster Brake on my Bicycle Delivery Van and despite the added load the braking and pedalling service of this brake has been just fine.

The no-slip in the forward drive feature makes a wonderfully smooth and certain driving action. As a brake it is very responsive.

Enclosed herewith please find my initial quantity order.

Very truly yours,
(Signed) M. WORKSMAN.

NEW YORK SPORTING GOODS CO.
15 & 17 Warren St., New York City

Mr. W. F. Emerson, President,
Buffalo Metal Goods, Co.,
Buffalo, N. Y.
Dear Sir:

A word or two of praise for your Atherton Coaster Brake.

In my dealings with bicycle customers, I have found that they have a decided preference for the Atherton, because of its smoothness, and its absolute lack of slip in the forward drive.

I feel justified in saying that the Atherton Coaster Brake is the most popular brake made.

Very truly yours,
(Signed) IRVING BARNARD.

T. J. SIXSMITH
203 & 205 West 100th St., New York City

The Atherton Coaster Brake Co.,
Gentlemen:

In regard to the Atherton Coaster Brake for bicycles I wish to state that my experiences with them have always been satisfactory and being in this business for the past eighteen years have not found an instance where they have failed to do their work. With the exception of where a bicycle has met with accident or abuse I have never had one of your brakes go wrong. With best wishes for continuous prosperity I beg to remain,

Yours very truly,
(Signed) T. J. SIXSMITH.

DRISCOLL & JEANROY
209 West 126th St.
New York City

Buffalo Metal Goods Co.
Buffalo, N. Y.
Dear Sir:

In my experience with the Atherton Coaster Brake I have never known it to fail in a pinch and think it is one of the best brakes in the market.

Yours very truly,
(Signed) W. JEANROY.

1. Irving Barnard, N. Y. Sporting Goods Co.
2. T. J. Sixsmith
3. M. Worksman
4. Eugene Stern, Stern Brothers

Buffalo
Winchester Ave.

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re "In Right" Equipped with the COASTER BRAKE

5. H. Raoul
6. W. Jeanroy, Driscoll & Jeanroy
7. Harry Nippes, Yorkville Motorcycle Co.
8. P. A. Rosenthal, Park Row Cycle Co.

Metal Goods Co.

BUFFALO, N. Y.

AUDUBON MOTORCYCLE GARAGE
H. Raoul, Prop.
4192 Broadway
New York, April 19, 1916.
The Buffalo Metal Goods Co.
Buffalo, N. Y.
Gentlemen:
After exhaustive tests of the Atherton Coaster Brake, I take pleasure in advising you that, in my opinion, the brake is the most certain, smoothest running and mechanically perfect brake on the market. I invariably specify the Atherton on the bicycles I sell.
Very truly yours,
(Signed) H. RAOUL.

PARK ROW MOTORCYCLE & BICYCLE SUPPLY CO.
36 Vesey Street
New York, April 20, 1916
Buffalo Metal Goods Co.
Buffalo, N. Y.
Gentlemen:
I wish to compliment you on the perfect service of the Atherton Coaster Brake. I have used it for the last five years, equipping a good many of our wheels, and we find that our customers are well satisfied with it. We highly recommend them to any one that wants a good, slipless brake.
Very truly yours,
(Signed)
PHILIP A. ROSENTHAL.

STERN BROS.
1519 Second Avenue
New York City
Buffalo Metal Goods Co.
Buffalo, N. Y.
Dear Sir:
Have been using Atherton Coaster Brakes and found them always efficient and reliable. We are now equipping most of our high grade bicycles with Atherton Coaster Brakes.
Yours truly,
(Signed) EUGENE STERN.

YORKVILLE BICYCLE EXCHANGE Inc.
1435 Second Ave., New York City
Gentlemen:
Speaking of your coaster brake, I want to say that after many years of hard service and tests I have found out that it is one of the best coaster brakes ever put on the market, it always works.
The Atherton is a husky little worker and I can talk safety with absolute surety when our wheels are equipped with the Atherton Coaster Brake.
Yours truly,
(Signed) HARRY NIPPES.

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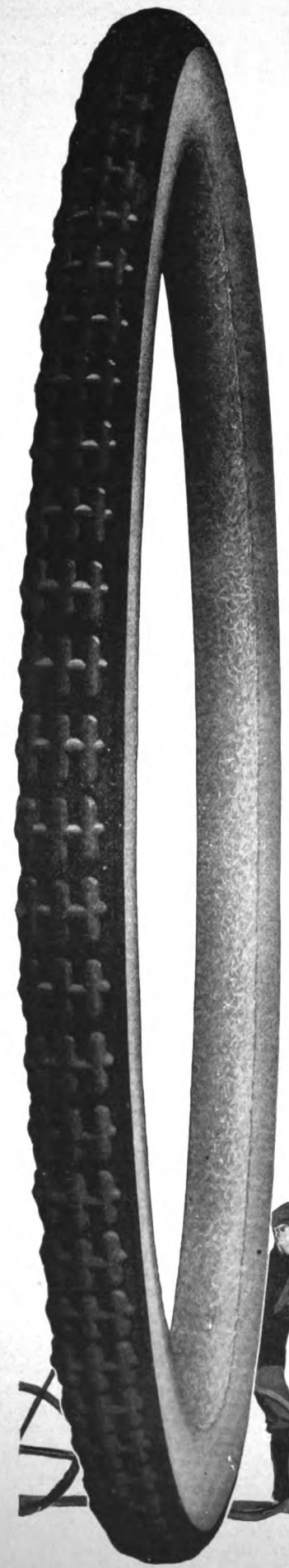
"BAREFOOT" RUBBER



Every motorist in the country is reading about the new Black "Barefoot" Rubber on Goodrich Auto Tires.

This wonderful new Rubber—with more "gristle," tougher, harder to puncture, harder to wear out—

That *clings* to the surface (like your bare foot clings to the floor) without *grinding* over it—

Giving bigger mileage, lessening repair bills, easing strain on the inner tire body.

Now, *we are putting that same rubber on the Goodrich "Giant" Bicycle Tire!*

It is the best and strongest bicycle tire ever built—with all the science and knowledge of the World's Largest Rubber Factory—a Bicycle Tire *worth the money.*

It enables you to capitalize on the big Goodrich *National Advertising Campaign* on "*Barefoot*" *Rubber*—

And it offers you a bigger profit—makes the sale worth your while!

To every *Giant* is a coupon entitling the boy to our *Boys' Guide Book.* something every live boy wants, and a Handsome Silver Lettered Pennant.

We are advertising in the Boys' Papers—*we have headed the buyer toward your store!*

Connect up—sell him Goodrich "*Giants*"—you'll both be ahead of the game in the end.

Goodrich "GIANT" BICYCLE TIRES

The B. F. Goodrich Company
Akron, Ohio

Branches and Dealers Everywhere

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My First Ride on a Cleveland

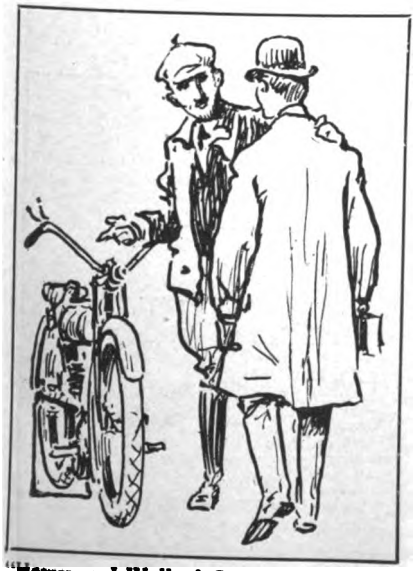
Sensations of a Novice who made his initial motorcycle trip on the powerful light Motorcycle

I'VE just come back to my office after three of the most wonderful hours I ever spent in my life. I've been intoxicated—but not on liquor—on pure ozone, on the wonderful thrill of speed and power under instant control; on the delight of feeling the ebb and flow of the fluid power as it welled up to do my bidding at the touch of my foot or finger! I've been riding on a Cleveland Light Motorcycle—the first motorcycle I ever rode in my life!

Mind you, I had never even **sat** on a motorcycle before I went up to see Harry Raoul, the New York Cleveland dealer, today on a certain legal matter. (I'm a lawyer.) After our business affairs were ended Harry took me by the coat lapel and said "Mac, I want you to try this baby here," and he pointed to the trim, rakish, low-hung Cleveland Light Motorcycle that was standing on the floor.

I Become Interested

"What, me? I guess not, Harry. I wouldn't be **seen** on one of those things. Besides, I never rode on a **bicycle,** much less a contrivance with a motor on it." However, I walked over with Harry and gazed down at the solid - looking little mount with a good deal more interest than I had ever felt before in any of the chuggers. It was so clean-cut, so evidently built for **service** that I was interested immediately in spite of myself.



"However, I Walked Over with Harry"

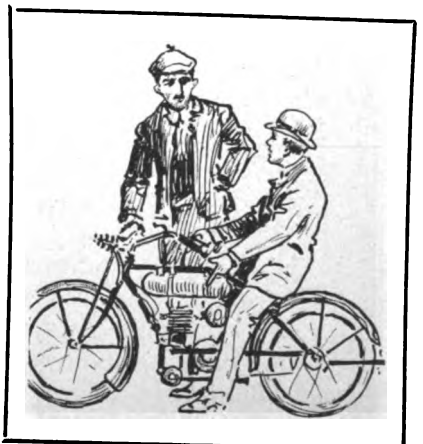
"You don't have to know anything about riding with this boat, Mac," said Harry as he urged me to take off my coat and sit down on the saddle. "Holy Smoke," I exclaimed, "why, I can keep both feet flat on the floor!"

"Yep," said Harry laconically. "You couldn't have a spill if you tried. Close to the ground, that's the word. She'll hold the road, no matter how bad it is. Now watch how easy she starts," he said, as I climbed off and he took the Cleveland by one arm, so to speak, and led it outside.

A Short Demonstration

"See these two levers on the right handlebar? This one is for gas, this one for air. See those two pedals down below on the right? Those are the first and high speed pedals. To start, I lift the valve," suiting the action to the word by grasping a lever on the right handlebar, "walk a little way with the machine, drop the valve," the motor coughed once, then started to drum away with a deep, humming note, "sit down, step on my first speed, and off I go." And Harry sailed off in a wide curve, now loitering at a snail's pace, then darting off at lightning-like speed. I had never seen such marvelous motor response before! I was fascinated. I wanted to ride that machine, if it was the last thing I ever did on earth.

Harry purred up to the curb as silently as a big Rolls-Royce. "Well, Mac, what do you think of it?" he asked triumphantly. "Say, Harry," I said, "let's try it." I was a little nerv-



"Holy Smoke! I Can Keep My Feet Flat on the Floor!"

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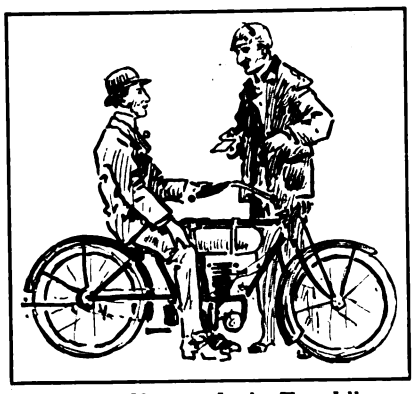
My First Ride on a Cleveland

(Continued)

ous, I admit, but game. Besides, it looked so darn easy and pleasant to me that I didn't worry much about being able to handle such a comfortable, easy-riding machine as the Cleveland.



"Say, Harry—Let's Try It"

"All right, climb on," he said, readily. I got on, then stood up with the machine beneath me, walked a step or two, lifted the valve as directed, and then dropped it.

My First Ride

B-r-r-r-r! I sat down suddenly in the saddle and felt myself being pulled along. I wavered around wildly for a moment, then collecting myself I closed the throttle lever slightly, steadied the front wheel, put my feet up on the comfortable rubber footrests and let 'er slide!

I spun smoothly along up the road at what was, according to my automobiling experience, a ten mile clip. The wonderful **surety** of the power at my command sent a wild surge of exultation through me. I opened the throttle a trifle—the motor "picked up" under me in a second. I stepped on the high speed pedal and we swooped up a long hill with the motor gaining power at every wheel-turn. Wow! This was **wonderful!**

Remember, please, that I had never ridden on any kind of a two-wheeled vehicle before. But that didn't feaze me one little bit—for that low-hung little giant under me felt so **safe,** responded so readily to every movement of the throttle that I just **couldn't** feel anything but absolutely calm and certain. I opened the throttle a bit wider and tore along at a corking pace.

An Emergency

Suddenly a big touring car rounded into the road from a cross street. I was paralyzed for a moment—I didn't know what to do—or, rather, had forgotten for the nonce what Harry had told me about brakes. I was within two yards of the rear of that car (it looked like the Woolworth building to me) when I remembered Harry's instructions. I clutched the valve lifter with a desperate grip; at the same time jammed on the foot-brake with my left toe. P-fft! I was standing still, both feet on the ground, the motor silent beneath me, and, praises be! that big leviathan of a touring car a hundred yards away and growing smaller every second!

I gulped a couple of times, smiled wanly, sat quiet for a few minutes until I got back my nerve, then started the little wonder off again. This time I went more quietly, in first speed, taking time to view the wonderful panorama of the Hudson before me. The motor throbbed silently. Never before had I been so absolutely at peace with all the world. I wanted this motorcycle for my very own—and wanted it quick! I stepped on high, opened the throttle and zipped along for the last mile to Harry's door, turning the curve in grand style.

I Become a Convert

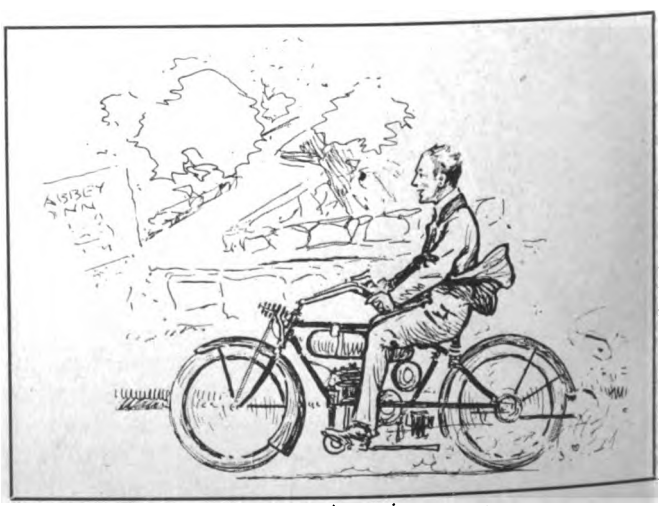
"Well," Harry grinned, "what do you think of the Cleveland Light Motorcycle now?"

"What do I think?" I answered, "I **know** I want this motorcycle **right now**—I want to ride it home. I don't feel as if I ever wanted to get off it. That's what I think of the Cleveland. How much is this marvel?"

"The price is $140 cash," said Harry. "It'll be ten per cent more on time payments, if you want to buy it that way."

"No, I guess I can stand the strain," and I wrote out my check for the full amount and handed it to Raoul.

So now I am the owner of a Cleveland Light Motorcycle and I'm proud—very proud. I'm



Wow! This Was Wonderful

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going out tomorrow for an all-day ride, out into newly awakened Spring land, I and my Cleveland, and I **know** it will be the most enjoyable day I ever spent.

And, finally, I'm just enough of a businessman to know that the cycle dealer who handles the Cleveland has a sure thing. It isn't a gamble at all. Consider the **price,** and then the **quality.** Take them together, and you have a proposition that's utterly unbeatable. They tell me that the manufacturers of this machine have already sold five times as many motorcycles as any other maker did the first year in business. And the Cleveland has been on the market less than six months! I'm not at all surprised to learn that there is such a demand for the Cleveland, and it certainly would be my ambition to get the agency if I knew as much about the motorcycle business as I ought to know about pleading cases, preparing briefs, and the diverse other what-nots of the legal profession.

Yes, boys, the Cleveland is a little marvel, just what was needed to make men like myself motorcycle enthusiasts, and put some easy money in the bank accounts of progressive, up-to-the-minute dealers. And to those who are just **thinking** about taking on the Cleveland agency, my recommendation is, **get it** if you can. Good things like that are not always to be had. The Cleveland sure is the dealer's one best bet—a 100-to-1 shot, and no chance to lose out.

Good-bye, boys; hope to meet you out on the road tomorrow.

Cleveland Features

Two Stroke Valveless Motor
Worm Driven Countershaft
Direct Drive Bosch Magneto
Unit Power Plant
Brown & Barlow Carburetor
Troxel Truform Saddle
Coventry Chains
S K F Self-Aligning Ball Bearings
Drop Forged Frame Fittings
Aluminum Castings

Cleveland Motorcycle Mfg. Company

7209 Platt Avenue
Cleveland, Ohio

Cleveland

2 Stroke 2 $140

I Wrote Out My Check for Full Amount

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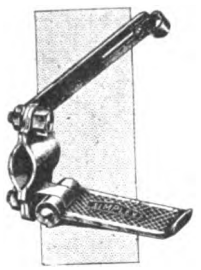
STEVENS
NEW YORK

TO THE TRADE

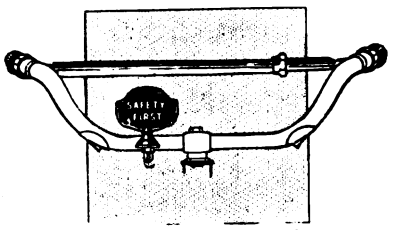
"Let the buyer beware" never applied to STEVENS merchandising. Every commodity handled by us has undergone the acid test for desirability, utility and price. You can buy a "pig in a bag" from STEVENS & CO. with as much confidence as if the porker were paraded before you to let you examine his points. That confidence is worth a great deal to dealer and consumer—it is indispensable to the jobber.

Louis Schmab



Simplex Foot Rests

Fit any machine. Clamps made to fit properly without injuring tubing. Just the thing for tandem attachments. Strong, rust-proof nickeled finish. Two popular models. Price of **Rigid Footrests, per pair..... 75c**
Folding Footrests, per pair.....$1.25

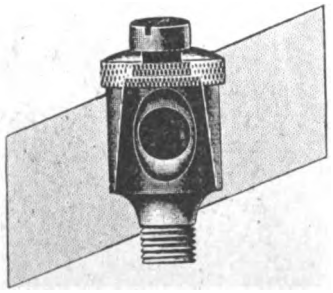


Safety First Emblem

Every rider should display one of these dignified emblems. It's decorative, timely and sensible. **Price, enameled in green on white metal 75c**

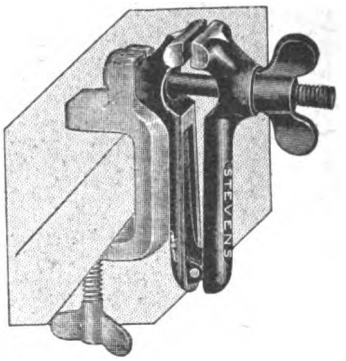
Handlebar Cross Rod

Adds strength and beauty to the handlebars. Gives more steadiness in steering. All up-to-date motorcycles are equipped with cross-rods. **Price, highly nickeled.....$2.00**



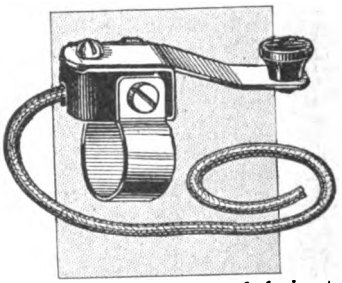
Stevens Air Valve

Insures instant starting. For "cold" motors, shut off the air a moment with the Auxiliary Air Valve, pedal, turn it on again and—Drrrrr!—she's off. A handy little jigger—should be on every carbureter. **Price 20c**



Stevens Hand Vise

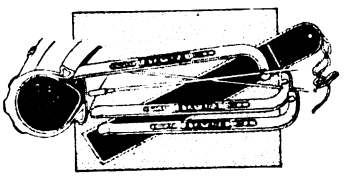
For quick chain repairs, as a temporary substitute for a broken leaf spring, for a hundred and one emergency uses, this Hand Vise has proven itself most practical.
Price, Hand Vise only.....75c
Clamp, for attaching to workshop bench, 25c extra



Simplex Magneto Cutout

The safest and most inexpensive brake. Grounds the magneto at the touch of your finger, allowing the compression to act as a smooth, powerful, instantaneous brake.
Price, complete with cable.....50c

Simplex Tire Tools



Make play out of removing the heaviest tires. Three hefty tools, made of carbon steel, nickel finish. No. 1 Set, suitable for tires up to 2½". Price, per set of 3.....25c
No. 2 Set, heavier and more efficient than No. 1; drop forged, nickel finish. Price 50c
Jimmy—the little giant—has hundreds of uses around frames and motors. Nothing better for putting on new stiff tires and taking off old ones.
Price, each 30c

Stevens & Company
New York

Accessories & Sundries

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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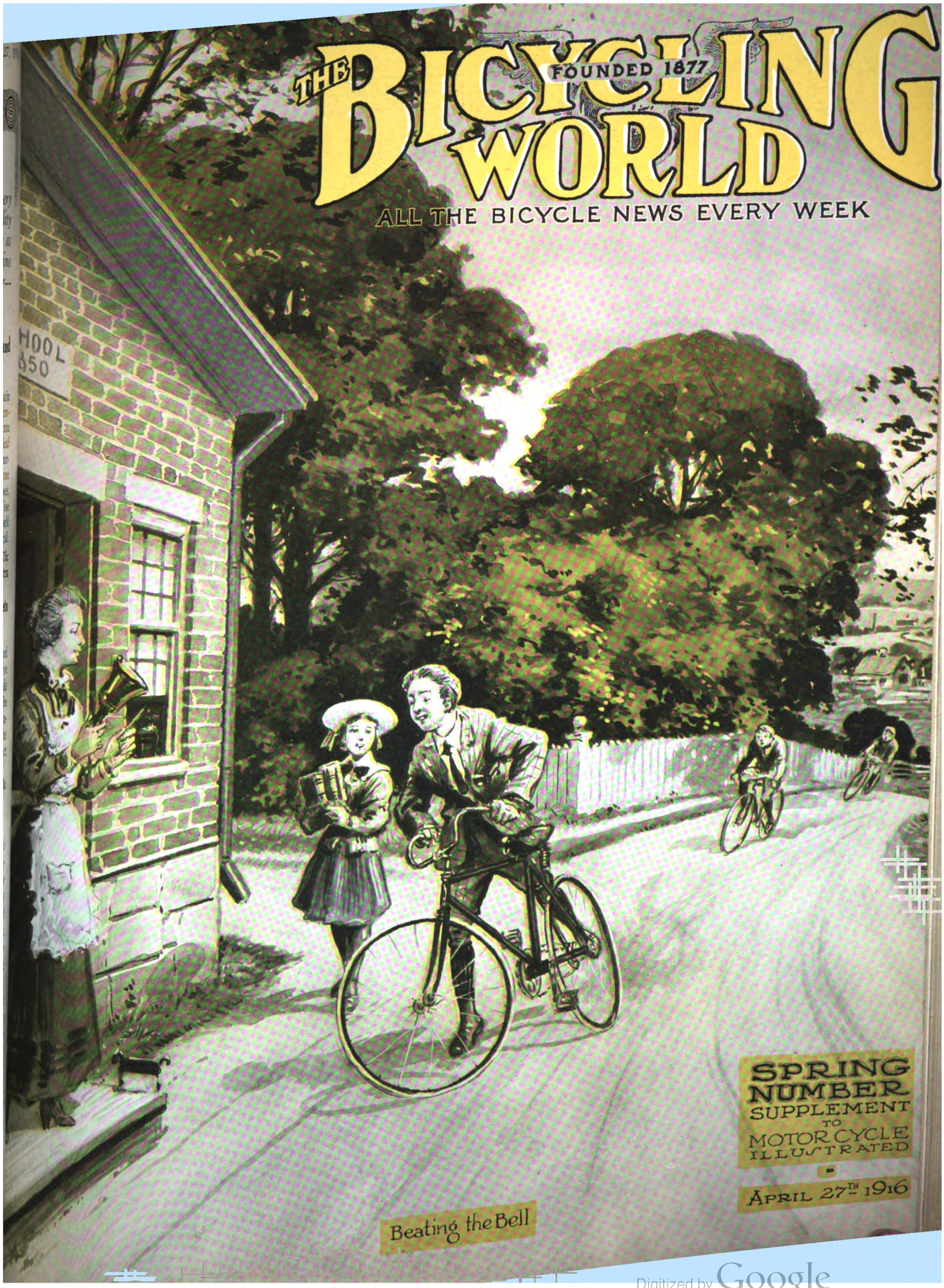

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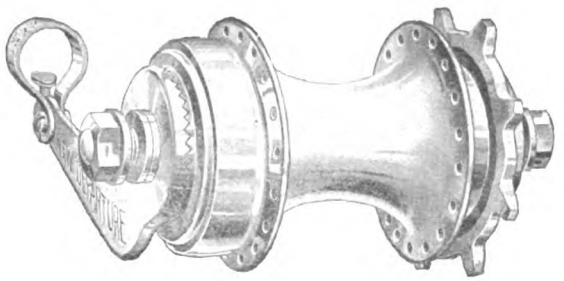

The Brake That Brought The Bike Back

Spring has come

—thousands of young people are planning to ride bicycles.

Soon the park roads will be alive with cyclists.

Whatever mount may be selected, it's ten to one you will be asked to equip it with the

NEW DEPARTURE COASTER BRAKE

Its handsome design and lasting finish add a new touch of beauty to the wheel.

It has no complicated mechanism to get out of order.

Its few, well made and thoroughly inspected parts cannot fail to respond to the will of the rider.

It is sold under a guarantee that protects you and your customer absolutely.

For these reasons, it is the best possible aid to your share of "A Million Bicycles in 1916."

Let us help you sell more bicycles. Write for full particulars.

The New Departure Manufacturing Company

Bristol, Conn., U. S. A.

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THE BICYCLING WORLD

FOUNDED 1877

DEPARTMENT OF MOTORCYCLE ILLUSTRATED

"ALL THE BICYCLE NEWS EVERY WEEK"

BENEDICITE

FROM out the heated city Cyclist takes
His way; an instant pauses at the gates,
An instant listens as the morning wakes.
The din of life he leaves behind; then waits
No more, but with a cry of pleasure flees
To where his wheeling song may freely rise
On air more pure; where floats the sweetened breeze
Between the verdant fields and azure skies.

THROUGH woody hollows carpeted with moss,
Up daisy-covered hills, o'er babbling brooks,
Down steep, uncertain paths, with vines across,
In sleep-enticing spots and ivied nooks,
Past cooling caves—from each to each he flies;
Now sinking deep amid some clover bed,
Now drinking crystal dew of summer skies
From out some lily cup above his head.

UPON a cliff, in mute amazement lost
He stands at last and listens to the roar
And rush of waters, by late tempests tost,
That crush in anger on a rocky shore.
Below him, up the beach and to the right,
Makes in a cove, one of those sheltered spots
That win a sailor's heart, a cosy bight
Safe haven for some fifty fishers' cots.

'TIS here, in the secluded fishing town,
Where hollyhocks and china-asters grow
Before the doorways weather-worn and brown,
And o'er the shelly paths their petals strow,
That wandering Cyclist, lulled by moaning sea
And sighing wind, by stormy petrel's scream
And flying mist, reposes 'neath the lea
Of an embedded wreck and dreams his dream.

HE sees a narrow street, to him well known,
Where busy men go rapidly along,
With woeful care upon their faces shown;
And lo, he, too, is of the anxious throng
Of hurrying ones; a frown of fretting thought
Sits on his forehead and unrests his eye;
Anon he passes down a sultry court,
Then gains a heated office wearily.

ALL day without he hears the roar of trade,
Within the hum and noise of laboring clerks;
Below accounts lie waiting to be made;
And though the day is done, yet still he works;
Though temples throb, yet still within his den
He lingers on, companion of dull pain,
Till fingers guide no more the stubborn pen,
And on his desk he rests a weary brain.

IN sleeping Cyclist's breast a sigh now burns;
He wakes; looks upon the land and sea;
Arises; then to beauteous nature turns
And cries aloud, in joyous ecstasy,
"God bless my wheel! It knows nor care nor strife,
For one day out of the ever-coming seven
I run with it far from the hells of life,
To find in nature's handiwork a heaven."

NOW all is silent as the falling dew;
The sun has set; the moon, ascended high,
Doth light the slumbering earth with silvery hue;
A nighthawk gives his solitary cry,
Safe in the confines of the heavenly blue,
And again doth Cyclist leave his day of weal;
And, when the city's gates he passes through,
Once more with joy exclaims, "God bless my wheel!"

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A Right Royal Ride

By Quincy Kilby

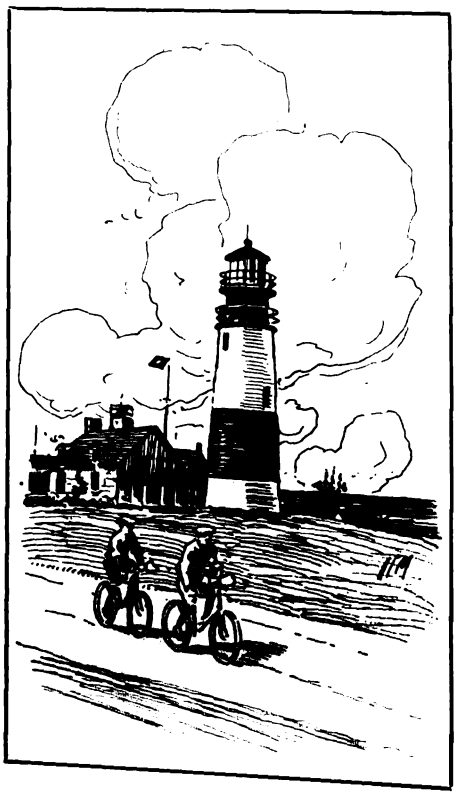
PERHAPS the best of our Sunday rides was that which took us to Aunt Mary's. She was all of our aunt, though it was Jack Fecitt who discovered her. She was a jolly, motherly ould soul who lived at the First Cliff in Scituate, and there she did feed us with lobster, or coot stew, or leggerlam, or whatever was timely, backed up by tempting vegetables from her own garden, peas, produce, potatoes, provender and pie-plant. And if we wished we could bathe in the buff by the breakwater, where the wobbly waves were cussed cold, and barnacles bit our feeble feet. Or we could bask in the sun or idle in the shade, according to the season, and gaze out upon the mighty Atlantic, which began in Aunt Mary's dooryard and hasn't ended yet. Naturally it would be calm there, for the sea in Scituate is always silent. Strike—one.

If There Were No Public Schools

About twenty-six miles, I think it was, from my front steps to the Mecca of our meanderings. Four or five of us would start at about nine o'clock, up around the corner to Massachusetts avenue, and eastward as far as Edward Everett Square, named for the man who was born thereon. George Washington spent the night in a house there, and the next day the British evacuated Boston, and there also was located the first public school this country ever saw. If there had never been any public schools, what a lot more fun you and I would have had when we were boys. Talk about the soulless drudgery of a sodden mill! That's nothing to the life a boy leads in school, an innocent prisoner condemned for no fault to never-ending hours of unillumined misery. I would rather spend a million days in trips to Aunt Mary's than one in school.

They trained us, every mother's son,
For business or for college.
We lost an awful lot of fun,
And all we gained was knowledge.

In Dorchester we would annex Jack and Gus, thus completing the roster of the Old Men's Club, as a saucy minx on the sidewalk once christened us—us the juvenile, the joyous, the gentle, and the jiddy, "in the brave days when we were forty-nine." Once we rode all the way to Aunt Mary's without a dismount, but that was only for the say-so, as there was so much to see and there was so much to instruct each other about, that haste was hated and speed was spurned. That once could not have been in the fall when apples were ripe, for we knew every apple tree along the entire route, and which were fine and which were only fair. Apples taste so much better when eaten out of doors, and these were so enticing, that we had to consume six or eight apiece on the way down, or we wouldn't have dared look ourselves in the face.



As we left Dorchester we observed the overpowering odor of chunky chocolate, and saw at Lower Mills the brobdignagian Baker buildings towering above our tops. Then came Milton Hill, where in the high-wheel days mighty men used to falteringly fail, or proudly prate their prowess, and where there was a crockery fence, brought out from China by the elder of the famous Forbesses, another of whom owned one of the islands of Gosnold, that last town in Massachusetts which took me three years to attain when I was cleaning up the state. That terminal-town Forbes married a daughter of Ralph Waldo Emerson, though it is quite as unique a distinction to own a crockery fence as it is to wed a philosopher's child. But the fence has gone now, has gone where crockery is mockery and fences an offence.

Only Cattleships and Bruisers

After Milton, Quincy, and after Quincy, Weymouth, with the Fore River shipbuilding establishment in plain view from the bridge which connects them, from whose vantage ground may at any time be seen, newly made or in the making, a large assortment of battleships and cruisers. So different from East Boston, where you see only cattleships and bruisers. Strike—tuh.

In North Weymouth there stood a refreshment shop bearing the effective sign, "Luff up!" but it came shortly before an excellent coast, and so we neglected it. There was another fine coast as we approached the bridge over Black River, where on our right stood a serried battalion of the blackest evergreens I have ever seen, the savin cedars of our southern suburbs, gloomy, yet fascinating. Before reaching Hingham we passed the polo grounds, but as they don't play that game on Sunday hereabouts, the place offered no excitement.

Kilby St. Ought to Be in Quincy

There are two ways of going through Hingham on the way toward Scituate. One takes you over Old Colony Hill, which is quite a pull, while the other takes you past the Old Ship Church, and by easier grades to the State Road, and so past Henry M. Whitney's private trotting track to Cohas-

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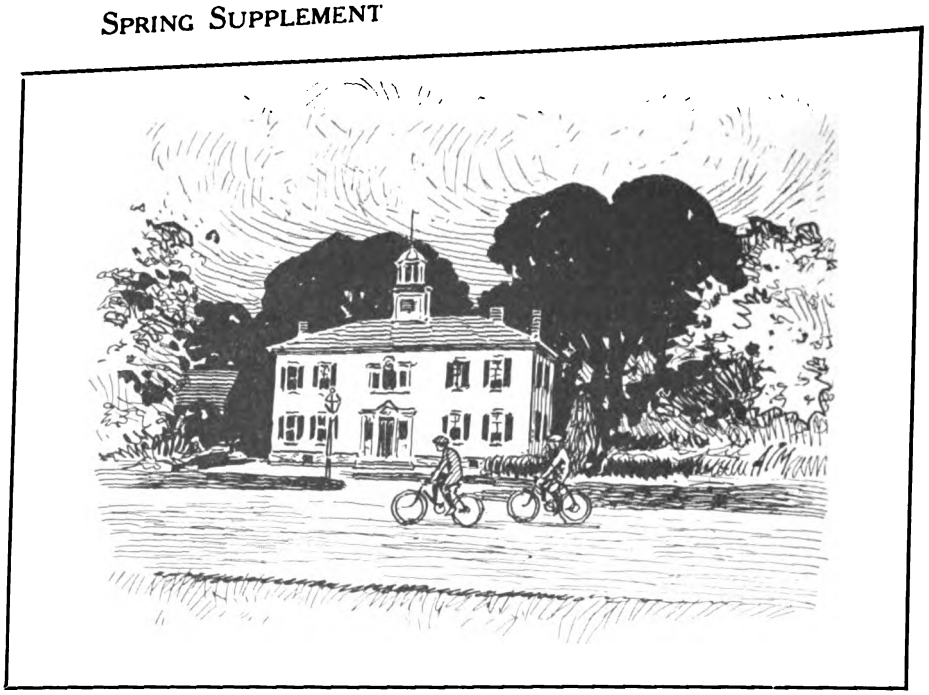
set. The latter route is beautiful, but it makes you miss the Jerusalem Road, one of the finest shore drives in the world. The two ways may be combined, however, by cutting through Kilby street in Hingham. That is a good name for a street, an excellent name, but it ought to be in Quincy.

The Old Ship Church deserves a paragraph to itself, as it is the most ancient place of worship within the original limits of the United States, and has been, and is still, in constant use. It is called the Ship because of a compass which is painted on the ceiling of the belfry, in plain sight from the street. As that belfry is situated directly over the centre of the edifice, the bell rope comes down in the middle of the congregation, a condition of which I have never heard elsewhere. Another remarkable circumstance is that in two hundred years the society had only six pastors. That is why the ancestors of so many good people, including Abraham Lincoln and myself, came from Hingham.



Fined a Peck of Corn

In 1792 the town voted to tear down the old church and build a new one, but they have not done so yet. Something must have detained them. In the old days everybody went to church, for anybody who stayed away, or who left before the service was over, was fined a peck of corn. I suppose you wonder where they all could get a peck of corn. Whisper. If you throw a grain of corn in the street, any sparrow will give it a peck. Strike—three. Batter up.

Within the old church in the centre of Hingham
Their prayers they all pray and their psalms they all sing' em.
While under the belfry adorned with a compass
Are kindness and peace without ever a rumpus.
The candlestick-maker, the baker, the butcher,
Infallibly free from the fear of the future,
Sleek citizens all, with their lovable ladies,
Sleep soundly, assured of salvation from hades.

Next came Cohasset with its beautiful common and another old church. This is one of the most beautiful of New England villages and was once the home of Lawrence Barrett the tragedian, Robson and Crane the comedians, and the Hanlon brothers, pantomimists. There were originally six of the Hanlons, and three are still living, one of whom, William, ranks among my dearest friends. It was only last fall that I accompanied him to Cohasset, to attend the auction sale of the old Hanlon studios, where were evolved and created those spectacular pantomimes, so dear to the juvenile American heart, "Superba" and "Fantasma."

A Cherished Souvenir

Friend William asked me to choose a souvenir and I took a framed woodcut of the six brothers, made more than fifty years ago, when they were the foremost gymnasts of the world, and now it hangs in my den, in the goodly company of many portraits of dramatic and operatic stars, and a banner of the Wheel About the Hub.

Just as we arrived at the beginning of the village we came to a drink of water, which always tempted us to tarry, even though we might not dismount, but rather leaned against the trough while in our rubber cups we caught the clear, cold water as it spurted to the basin. There was another drink on the edge of North Scituate, near the brook which divided the Plymouth Colony from the Massachusetts Bay Colony, where stood a pump bearing this inscription.

"Pure water here for man and beast,
Come, take a sip at Nature's feast.
If you prize this crystal fount,
Pump your share when you dismount."

Obeying the poet's injunction, I always had one of the fellows pump our proper share, while we waited for him and told him to hurry up. It must not be forgotten that "The Old Oaken Bucket" was written in praise of one such utensil which hung from a well-sweep here in Scituate. Many a drink have we had from the original well, out of a newer cedar bucket, presented by an admirer from Richmond, Virginia.

Riding Past Dreamwold

We passed Tom Lawson's estate, Dreamwold, hoping that none of his pedigreed bulldogs might get us, and rode over a bridge and alongside a short beach on which were heaped piles of Irish moss, snatched from the sea by hardy Scituaters. Doesn't "Scituaters" sound like a drug clerk drawing soda water? It is almost as bad as the Fitts Brothers out in Framingham. "My next imitation will be that of a planing mill."

In another minute we were at Aunt Mary's kitchen door, the portal by which we gained the dining room, and even the parlor. We washed from a tin basin in the kitchen sink, shook hands with the servants, spoke to the dogs—and then the food!

Succeeding which, upon the lawn
We indolently drowse,
Or twit our chosen comrades on
The lowness of their brows,
While they with aggravated tone,
And overheated blood,
Declare that Goodrich tires are prone
To skid in good rich mud.

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BICYCLING AS AN ALL YEAR SPORT

A Veteran Club Rider Tells How Interest in the Bicycle Can Be Kept Alive in Winter and Summer; Events Which Can Be Staged to Hold Riders Together

By FRED M. SANBORN
Crescent Bicycle Club, Baltimore, Md.

IN considering the question of keeping the interest in cycling alive throughout the entire year, in the dull, chill months of winter as well as in the bright, sunshiny days of early spring when enthusiasm blossoms as spontaneously in the breast of the dealer as in the bicycle rider himself and when he makes all kinds of promises as to the wondrous amount of "boosting" he is going to do for the sport "this season," too much stress cannot be laid upon the importance of organizing and fostering clubs.

The club does something for the dealer that he can never do for himself—it welds together into one unit all the enthusiasm for the sport and love of the game possessed by the individual riders who frequent his store, and many, also, who do not frequent his store but who may become valuable assets to his business through their association with the club, whose activities the dealer is willing to promote and encourage by giving a little of his time and energy.

Racing and Mileage Contests

The biggest boost for the sport and for both the riders and the dealers no doubt is furnished by road racing, and in the months when this is possible there can be no better "ad." But, of course, there is a goodly portion of the year when weather conditions are uncertain so that the staging of events is problematical. Also it is impossible in many communities through the difficulty of securing prizes and arousing sufficient interest among the riders to promote more than a limited number of races, and for these reasons a mileage contest is probably the best month-in and month-out attraction that a club can offer.

A mileage contest, of course, runs from the first of the year to the last, and even though bad weather may prevail, there are nearly always a few days in every month when cycling is possible. Consequently there is always interest as to what members are in the lead. A mileage contest to be properly conducted should have the comparative standing of the competitors, announced each month promptly, so that each may know just where he stands.

There are few better publicity getters than a mileage contest—the newspapers are usually willing to devote space to the monthly standings and the public in general always seems to take great interest in it. The club members themselves, of course, feel a keen interest in the standing—it makes no difference how long you are, you can always pass somebody else.

The dealer who "is on the job" must be himself a member of the club, and while he should act absolutely impartial in his relations with every member, whether he "hangs out" at his store or not, he should make it a point to see that each competitor receives all the credit due him in the newspaper reports and that a full account of the final standing, pictures of the winners, etc., appears in all local newspapers and cycling journals. This final account comes at a time in the year when interest is at its lowest ebb, and is a splendid means of reviving enthusiasm among the old riders and of implanting it in the new ones, to say nothing of its value as a matter of publicity.

Seeing Sights Near the City

Regular weekly runs, held preferably on Sunday, when everyone can get out, are also a splendid means of keeping up the interest throughout the year. These runs, which had best be in charge of competent officers, should be held to places near the city and the pace regulated so all can easily maintain it.

Once in a while a longer run, a two-day trip over the week-end or on a holiday, adds interest and pleases the more more strenuous riders who delight in the touring spirit and like to roll the miles behind them.

It should be made a point to hold a run in the winter months, as the bicycle rider is usually a hardy individual who takes pride in getting out each Sunday despite the cold and wind. I might mention here that the medal awards ought always to be good ones for both mileage and run attendance contests, thus serving the double purpose of pleasing the winners and arousing a desire to compete.

Racing Men the Best Customers

Racing is without a doubt the greatest interest creator of all cycling activities, and the dealer who takes an active and personal part in promoting it is doing a great deal to benefit both the sport and himself. The racing men themselves are his best customers, buying, as they do, only the highest priced bicycles and the finest grade equipment. The newspaper accounts of the races are bound to attract public attention. We in Baltimore have always found handicap road races at a distance of about ten miles best for the great majority of riders.

A run attendance contest, in which the riders are given points for attending the runs held during the entire year and medals are given those with the best score, is also attractive. Short handicap road races held on the runs, at distances at about five miles or so, also add to the interest, especially if medals are awarded. Social features can be employed to hold a club together for that quiet period between Christmas and Easter.

"Stereopticon lecture" entertainments furnish much fun winter evenings, particularly when the members get up slides of their own to be shown on the screen, as well as pictures of general interest. Comic slides can be made by members illustrating amusing incidents of the past season and containing good-natured "knocks" at the various members which often "bring down the house." A stere-

(Continued on page 112)

Dealer: Ride a bicycle! It's the best sport and exercise in the world.

Prospect: Since you're rooting so hard, why don't you ride one yourself?

Dealer: Gee whiz! B'gosh I never thought of that!

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HOE TO THE END OF EACH ROW!

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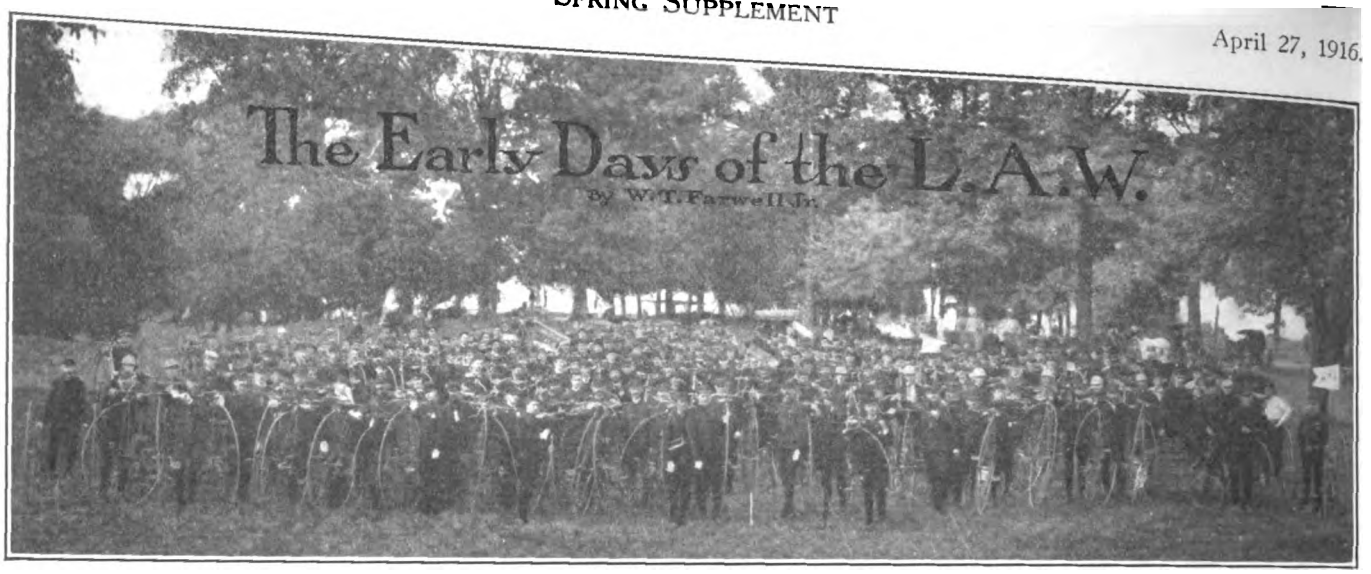

Second Annual Meet of the Pennsylvania Division, L. A. W., Fairmount Park, Sept. 13, 1884

SAY to one of the old veterans of the high-wheeler days that the bicycle has become almost entirely a utility vehicle, and you'll find that in most instances he will agree with you and then immediately grow reminiscent over the days when the trusty bicycle was meant for pleasure—and for pleasure only. His eyes will sparkle with delight as he relates crisp stories of the goodfellowship and freemasonry of the wheel, made possible largely through the club life fostered by the League of American Wheelman.

And he will be apt to tell you that the bicycle will not again become a real joy-bringing "steed" until clubs are organized on a broader scale, and united in such fashion as to stimulate a growing interest in cycling. During the past year quite a number of new clubs have sprung up all over the country, which seems to be rather a good indication that the pleasure side of cycling is again coming into its own.

It ought therefore to prove interesting to present a brief sketch of the L. A. W.'s history, in which is woven the story of many a stirring meet among rival clubs, and which recalls the days when the cyclists on the road hailed one another as comrades, and fought shoulder to shoulder to establish their rights.

The first cycling organizations were formed in England, and then in France during the 70's. The movement then spread to America where the Boston Bicycle Club was organized in 1878. Other clubs then appeared in America quite rapidly, as interest in touring and racing increased.

In England two national organizations flourished in 1878, these being the "Cyclists' Touring Club" and the "Bicycle Union." The former body is still going strong, having absorbed in later years the union, which had controlled the sporting end of the game.

Suggests Forming National Body

It was the splendid work accomplished by these national bodies, and also the desire for protection and recognition on the part of American wheelman, which led Frank W. Weston, the founder of the *Bicycling World*, to suggest in the January 10, 1880, issue of this journal, that the time was ripe for the clubs and riders in America to join hands.

Two other active minds were also busy exploiting the same idea. Early in 1880, Kirk Monroe, president of the New York Bicycle Club, suggested a "grand meet of wheelmen," and after some correspondence with the Boston and Essex (N. J.) clubs, an invitation was issued on March 20, signed by Mr. Monroe, asking wheelmen to gather at Newport, R. I., on Decoration Day, 1880.

Mr. Chas. E. Pratt, president of the Boston Bicycle Club and editor of the *Bicycling World*, was heartily in favor of this meet and its purpose, and used his able pen in presenting many strong arguments that aroused nation-wide interest. In one of his editorials, Editor Pratt said:

"We wish to suggest now for consideration in season, whether the proposed meet would not offer a suitable occasion for the meeting of delegates from all clubs for the organization of a bicycle league, which will serve to protect and to further the general common rights and interests of the wheelmen throughout the United States and Canada, and combine the best points of the Cyclists' Touring Club and Bicycle Union abroad."

Touring on High-Wheelers

150 Riders at Newport Meet

The Newport meet proved to be a great success. There were present about 150 riders, including representatives from 32 clubs, when the convention was called to order on Monday, May 31, 1880.

Thus was organized the once great and powerful L. A. W. Starting with a few hundred members, it grew apace year by year, and reached the zenith of its power in the boom days of the 90's, having then a membership of 100,000 cyclists.

Almost immediately after its formation, the L. A. W. made its influence felt in many ways. It launched a club movement and sought out every active cyclist and gave him the power to unite the riders in his section. The league stood behind the clubs and the wheelman in their fight to insure their rights on the road.

Restrictions Against Use of Bicycle

In this connection it must be remembered that the forerunner of the bicycle, known as the Velocipede or Boneshaker, had made itself objectionable to the authorities in many cities, with the result that restrictions were enacted against the use of the two-wheeler. But the laws made no distinction between the bicycle and the Boneshaker.

"Road hogs" were worse in those days than now. Horses and drivers hated the sight of the tall "ordinaries"; and even after the horses seemed to have become quite accustomed to the new type of vehicle, the drivers still continued to harbor a deep-rooted aversion to cyclists, and obstinately refused to show them any courtesy on the road. Many riders were run down and injured.

But the severe punishment administered to these unruly users of the highway, brought about through the co-operation of the clubs and the legal department of the L. A. W., eventually made cycling a safer pastime.

Most of the cities and boulevards were closed to cyclists until the L. A. W. took a hand in the matter. For the purpose of making a test case of the legality of ex-

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cluding bicyclists from Central Park, three members rode into the park on July 2, 1881, and were promptly arrested. The case was carried from court to court, and finally lost. It was Col. A. A. Pope, who generously provided the sinews of war to the tune of $9,000.

Park Opened to Riders

In 1883 the fourth annual meet of the L. A. W. was held in New York City. It was the good impression created by the orderly conduct of the wheelmen at this meet which led the park commissioners to reconsider the restrictions against cyclists, and to permit competent riders the use of certain drives in Central Park.

But the riders continued to clamour for broader rights and sought relief in the New York legislature through the L. A. W. After two months of persistent and well-directed effort, the famous Liberty Bill was passed in 1887, granting riders the use of all roads in any park of the state. Taking their cue from New York, other states passed similar "Liberty Bills."

The Good Roads Movement Started

The work of the L. A. W., however, did not stop there. Having secured the use of all roads, they soon began to demand better roads. In 1888 a standing committee on highway improvements was created, and in 1890 the league's "roads improvement bureau" was established with Isaac Potter at its head. As the result of the propaganda started and executed by the bureau, many bills were passed authorizing the construction of better roads.

One of the most important steps taken by the league in its agitation for rideable roads was the founding of the *Good Roads* magazine, which was edited by Mr. Potter, and is still in existence today. Thus the L. A. W. effectively boosted the good roads campaign, which resulted in the building of thousands of miles of "permanent" highways, long before the automobiles came into use.

Established a Touring Bureau

From the time of its inception the league actively promoted touring. It gathered and printed touring information covering every rideable section of the country. It erected sign posts along all the mainly traveled routes, and obtained special hotel rates for touring members.

The annual L. A. W. meets were big affairs, and all the large cities made an effort "to land" these conventions, which always gave promise of drawing a large crowd of visitors from all parts of the country. A grand parade was usually the feature of the program, when thousands of riders in their braided club uniforms, mounted on tall "ordinaries," made an imposing spectacle as they rode in various formations through streets that were lined with an admiring populace.

After the parade, were held the important business session and election of officers. Then followed the big banquet and the races. These meets were stirring occasions, and filled every league wheelman with a justifiable pride in his mount.

Early in its career the L. A. W. took track racing under its wing, and successfully governed it for several years. It formulated rules and defined the status of the amateur and professional when the racing game in this country was in a chaotic state.

Spectacular Parades Were Held by the Devotees of the High Wheeler During the Early Club Days

Scene at One of the Meets Held by the Massachusetts Bicycle Club, in Trinity Square, Boston, During the 80's. This Club Was Among the Wealthiest and Largest in the Country

When the L. A. W. was formed, the *Bicycling World* was made its official organ in which league notices and business were published. Later the league decided to publish its own organ, called the *L. A. W. Bulletin*, which became one of the leading cycling papers, and in 1888 was incorporated with the *Bicycling World*.

The pioneers who founded the L. A. W. devoted much of their time and effort to the good of cycling, without any thought of personal gain. In later years, however, its offices were sought for material reasons, and it was then—fortunately after the league's most important work had been accomplished—that the L. A. W. became honeycombed with politics and its influence began to decline.

Old Veterans Are Still Active

The L. A. W. is still kept alive by a few old veterans, chief among whom is the venerable Abbot Bassett, who first came into prominence as chairman of the racing board, back in the early 80's, when he professionalized a number of well-known stellar riders. In 1887 he was made secretary, and has held that office ever since.

Today cyclists have everything in their favor—thanks largely to the untiring efforts of the L. A. W. They have better roads, superior machines and little need for a protective organization—except perhaps against the lineal descendant of the early "road hog," the present-day motorist, who does not seem to know the meaning of "safety first."

But what the young cyclist today needs is more of that fraternal spirit which united the early riders, made club life and the pleasure side of cycling the most potent influence in the growth of bicycle riding as a sport and recreation.

ENGLISH STRATEGY

Rain was falling steadily as the weary cyclist plodded on through the English mud. At last he spied a figure walking toward him through the gloom.

Gladly he sprang off his machine and asked the native:

"How far off is the village of Poppleton?"

"Just ten miles the other way, sir," was the native's prompt reply.

"The other way!" exclaimed the cyclist. "But the last sign post I passed said it was in this direction."

"Ah," said the native, with a knowing grin, "but, ye see, we turned that theer post round so as to fog those ere Zeppylings!"

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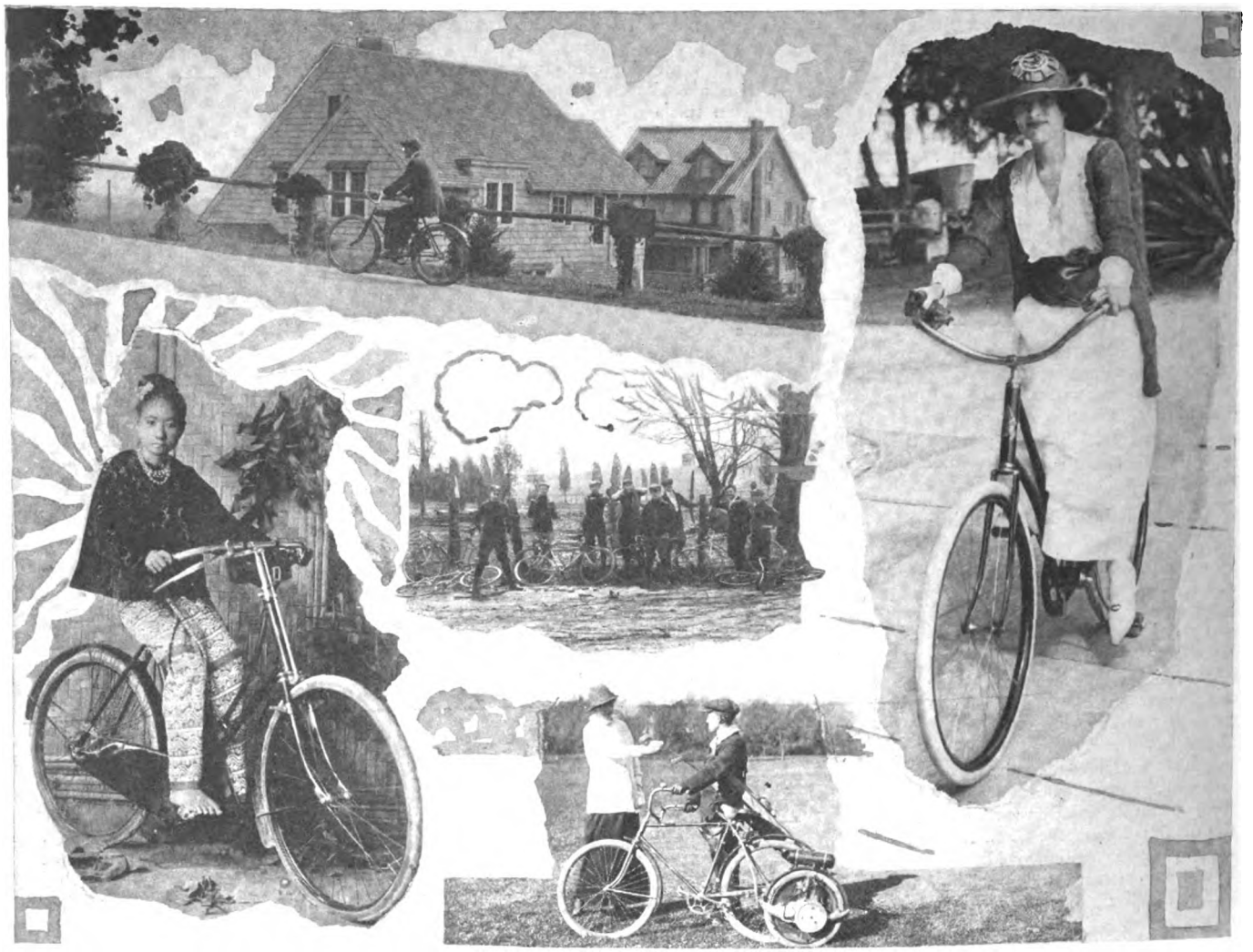
HERE'S A VERSATILE SPORT AND ITS KEYNOTE IS HEALTH



NEW CYCLE CLUB IS FORMED IN NEW LONDON

NEW LONDON, Conn., April 24.—Cycle interest here has culminated in the formation of The Flying Merkels, a bicycle club with a charter membership of nearly a score. The newly formed club is under the wing, so to speak, of Leon Posner, the Racycle and Flying Merkel dealer here, who acts in the capacity of treasurer. Other officers are: President, Walter E. Comeau; vice-president, John Regan; secretary, John Doyle. On April 13 the club staged a road race to Saybrook and return, a distance of 20 miles, which resulted in a victory for Walter Comeau astride an Iver Johnson, with D. Bain second on a Great Western.

BUFFALO DEALERS PLAN BICYCLE CADET CORPS

BUFFALO, N. Y., April 22. The Buffalo Bicycle Dealers' Association has called a special meeting at the T. M. A. Hall, 49 Broadway, April 28. "At this meeting," said President John W. Henry, "we will work out the final details for our summer's events. Also, it is our intention, at this meeting, to devise plans for a bicycle cadet corps.

"We are planning to invite the Boy Scouts in this corps. Another thing we hope to decide is the date for the first Saturday afternoon bicycle road run. All of the committees will be announced at this meeting."

BOYS FORM BICYCLE CLUB

CLIFTON, N. J.—Five youngsters from the Lakeview Heights section of the township have formed a bicycle club for the purpose of seeing more of nature. They have been provided with their two wheelers by their parents who realize the benefits to be derived from the exercise received and the inhaling of pure fresh air in the country. The boys are making an effort to enlist others in the club and this group promises to be the foundation for a large sized boys bicycle club in this section of the country.

TRIANGLE RUN TO COWENTON

BALTIMORE, Md., April 24.—The run of the Triangle Wheelmen was held Sunday to Cowenton, starting from 931 N. Broadway at 9 a. m. A special run was held on Thursday, April 20, and was much enjoyed by those taking part. Those finishing were: Capt. Horace G. Seward, Colorbearer Edward J. Kulda, Harry L. Starr, Elmer Lauer and Joseph Civish.

VIM CONFERENCE RADIATES OPTIMISM ON ALL SIDES

BUFFALO, N. Y., April 25.—The Vim Cycle & Hardware Company held a conference of its salesmen from April 22 to 25, sessions being held every afternoon and evening. This was one of the most enthusiastic conferences ever held by the firm and everyone was optimistic over present and future conditions.

A consensus reports by the Vim salesmen showed that dealers in most parts of the country were suffering from a shortage of stock. All over, however, they were found very ready and anxious to buy. The increasing demand for the higher grades of bicycles was another interesting feature of all reports.

Between sessions trips were made through the Vim plant and all hands were acquainted with the various operations and made familiar with the stock on hand.

President Henry announced that there would be a general advance in prices in the near future and that a shortage in certain lines of stock had made filling of orders very difficult. He stated that the shortage was due to slow deliveries of material. Among those present at the conference were S. D. Greene, H. W. Georger, Lou Kronson, Albert Dietrick, President Henry and members of the office and sales staff.

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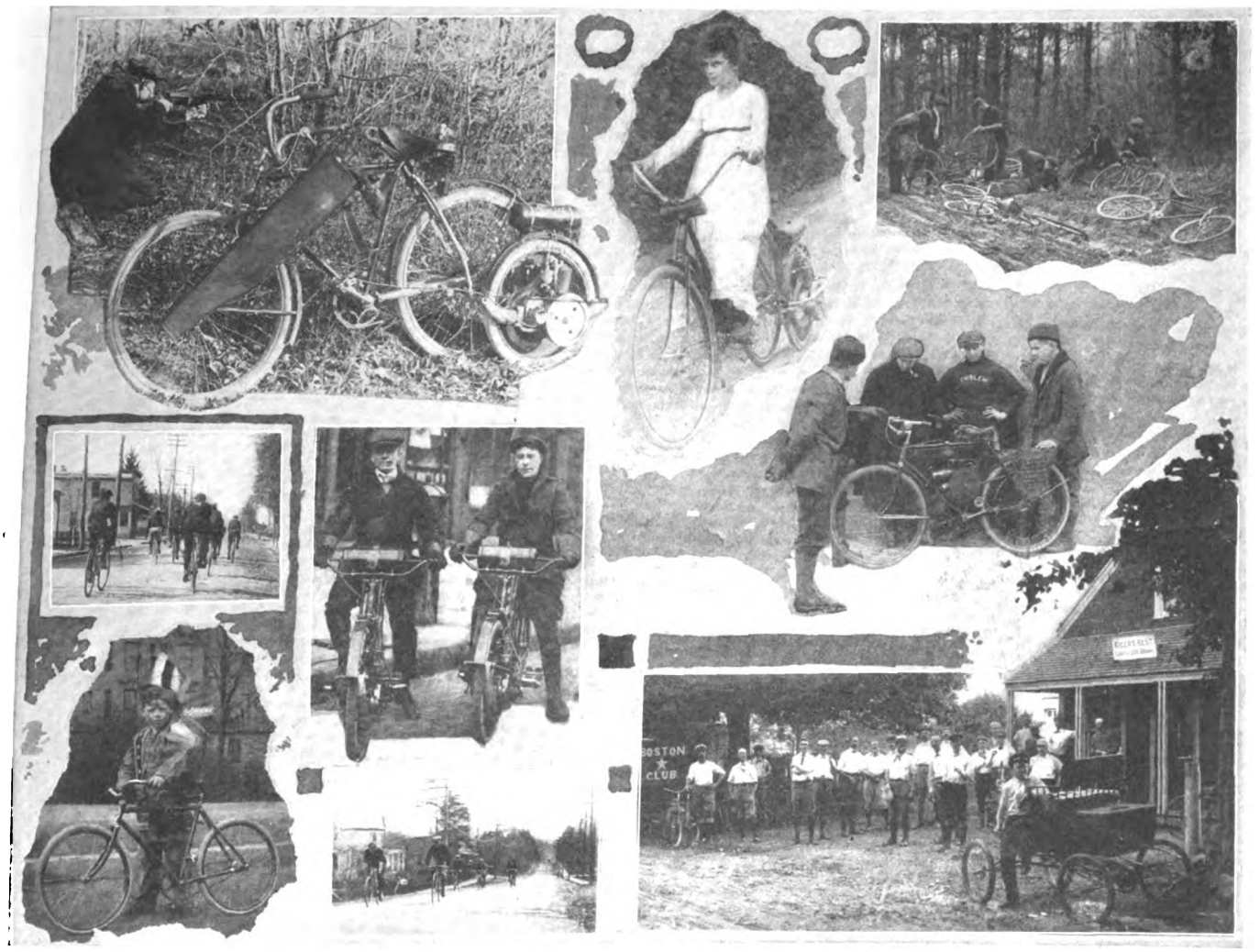
RIDE A BICYCLE—AND YOU'LL KNOW THE JOYS OF CYCLING



GREENINGER IS PRESIDENT OF C. A. C. CLUBS

SAN FRANCISCO, Cal., April 15.—Perhaps the biggest piece of bicycle news that has broken in coast circles during the past week is the election of R. A. Greeninger to the presidency of the California Associated Cycling Clubs at the annual convention of that body which was held in Sacramento. Mr. Greeninger, who is one of the "oldtimers," bicycly speaking, is the founder and now holds the presidency of the New Century Wheelmen of San Francisco. He has several times held the captaincy and presidency of that bicycle organization since its inception in 1900 and his election to the chief post of the state bicycle organization is a tribute to his ability to lead bicycle enthusiasts to worth while deeds as well as to his zeal.

Stockton has deferred to Sacramento in the matter of staging a bicycle meet on May 14. Both meets were scheduled for the same date, but since the Sacramento Wheelmen had planned the meet further ahead the Stockton boys postponed their event to take place on May 21. Other bicycle events scheduled for the near future in these parts are a thirty-mile C. A. C. C. novice relay race, a one-mile novice sprint championship and a five-mile handicap carded for April 23 by the New Century Wheelmen and a racemeet to be staged some time in May by the Olympic Club of this city.

Bicycle Day and the Bicycle Day racemeet have done much to increase the popularity of the sport in this district, with the result that events are filling better and drawing better crowds, while the local bicycle business is flourishing.

SAN FRANCISCO NEWS

SAN FRANCISCO, Cal., April 21.—Hans Ohrt, the amateur cycling champion, will leave here on May 1 for Newark. Ohrt has been training faithfully and is in fine trim. He will be accompanied to Newark by M. Burger and Harry Hoffman, both of the Olympic Club.

The Stockton Wheelmen were admitted to the California Associated Cycling Clubs at the last meeting of that body. On May 14 the Stockton boys will hold a meet that will include eight events.

RAIN POSTPONES C. R. C. A. RUN ON EASTER

NEW YORK, April 24.—Inclement weather necessitated the postponement of the nineteenth annual spring century run of the Century Road Club Association which was scheduled to be held over a Long Island course yesterday, Easter Sunday. The run will be staged, weather permitting, on Sunday next, April 30, over the same course. That the event holds promise of reaching gigantic proportions is evidenced by the fact that over 100 entries have been received.

GIVE HEARTY SUPPORT TO MICHIGAN RACES

GRAND RAPIDS, Mich., April 21.—Requests by officers of the Western Michigan Cycle Club for prizes to be given in connection with the road runs, which will be held this season, have met with hearty response here. For the meet with the local Y. M. C. A., to be held on Decoration Day, more than $700 in prizes have already been pledged for the winners, and the merchants are assisting on a large scale, for they realize the advertising value of the races.

The leading bicycle dealers in this city report an excellent trade; more machines have thus far been disposed of than during the entire season last year. Many of the buyers are men of considerable prominence who are welcoming the bicycle back as the best medium of exercise and pleasure for the summer months.

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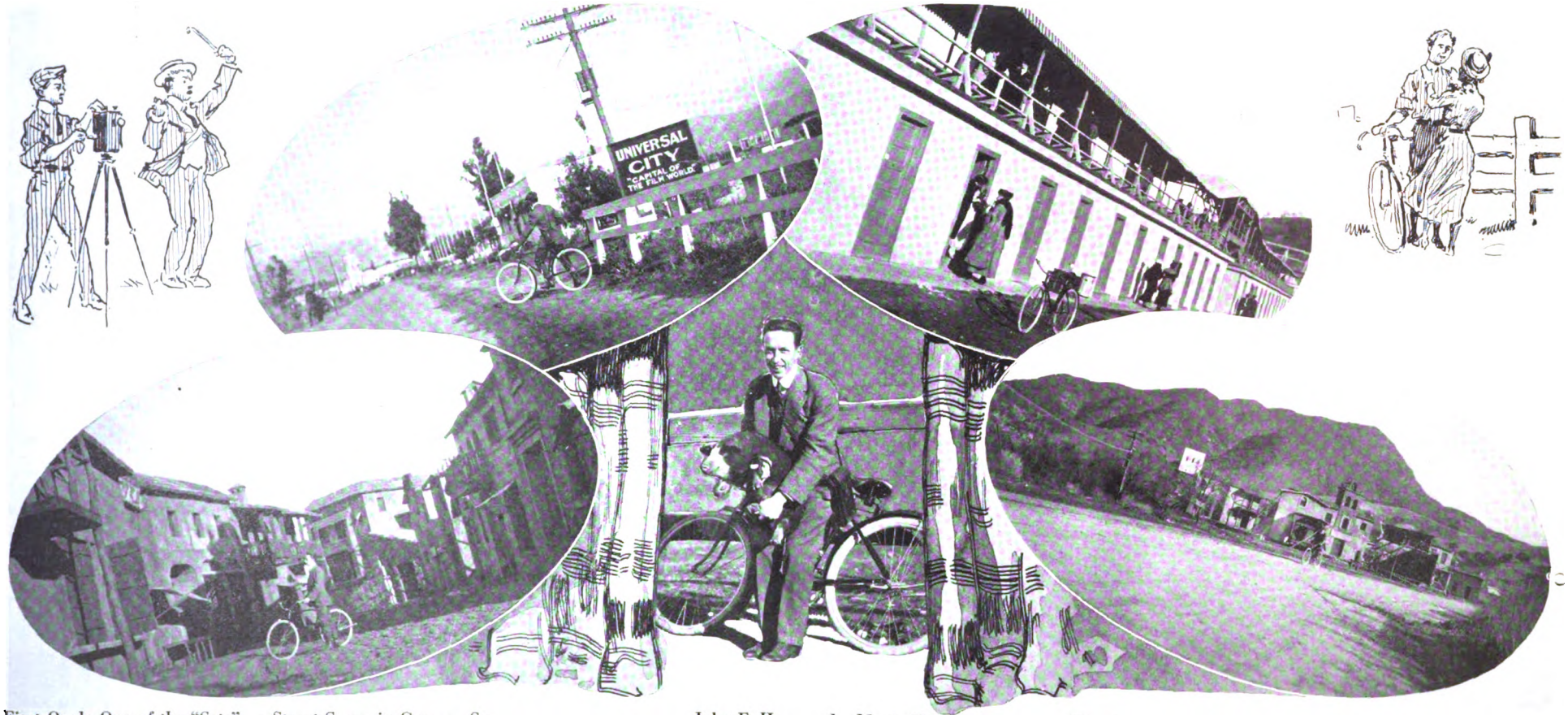
Reeling Off Miles in Filmdom

BY John E. Hogg



First Oval: One of the "Sets"—a Street Scene in Genoa. Second: Approaching Universal City from the Cahuenga Pass

John E. Hogg and a Movie Hog

Third Oval: Dressing Rooms Under the Spectators' Gallery. Fourth: In the Back Country of the City

UNIVERSAL CITY, that wonderful municipality in Los Angeles County, Cal., which is devoted exclusively to the production of motion picture films, is nestled in the southern end of the beautiful San Fernando Valley, eight miles north of the city of Los Angeles. It is separated from the hustling metropolis by the Malibu Range, and the Cahuenga Pass, breaking through this mountain range, offers the only accessible highway to the "capital of the film world," as the big movie city is called.

I followed this highway a few weeks ago on my bicycle to visit Universal City. Street and "rubber-neck" wagons were available; but my experience in riding through this section had shown that the pass need have no terrors for fallen head downward, his foot being caught in the stirrup. That spectacle certainly made my blood run cold. Then, as the men with the rifles leveled their weapons at the fleeing horse and the camera man was rapidly turning the crank, a pistol cracked in the hands of the struggling rider.

The horse stumbled, but didn't fall. Again the pistol cracked and the animal dropped, hoofs over head. There was a tangle of horse and man in a great cloud of dust. The horse kicked three or four times and then lay dead. Extricating his foot from the stirrup, the cowboy managed to get on his feet and, staggering away a few paces, he collapsed in the grass.

A variety of natural scenery is to be found in the back section of the city. There is a big arroyo—dry river—which serves to depict desert scenes; here are hills, snow-capped mountains and verdant valleys. And scattered all over are to be seen many "sets," representing villages and cities of modern and medieval times. Any kind of scenery which may be desired in a play is readily gotten up by the technical department—sometimes at an enormous expenditure of time, energy and money.

There is also a zoo filled with a wide variety of wild animals, from vicious tigers, leopards, lions and serpents to herds of camels and elephants. This zoo also includes a full supply of many domestic animals.

Having explored the back country, I toured over the fine

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City Can Best Be Seen by Bicycle

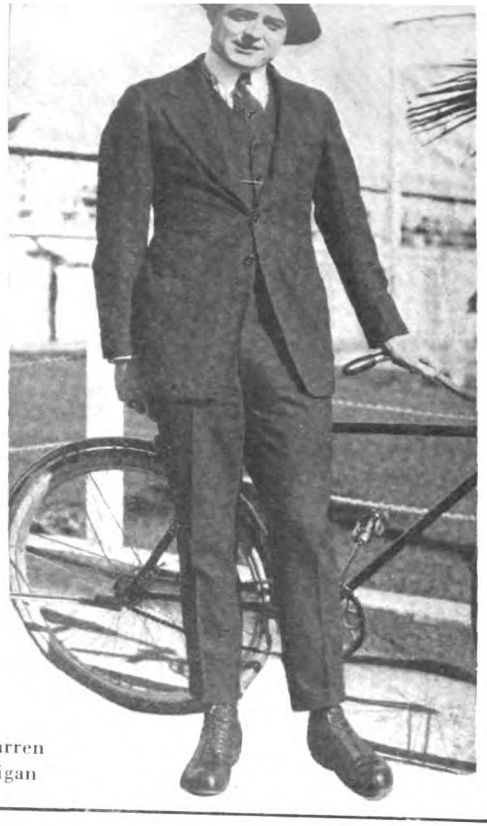
There is too much to be seen in the film city to cover it comfortably by walking, and if one journeys by the street cars or "rubber-neck" wagons he has no other method of getting about once he is landed at the city entrance. Therefore the bicyclist has a decided advantage, as he may go where he will with but little exertion and a minimum expenditure of time.

Approaching the city from Cahuenga Pass one gets an impressive bird's-eye view of it. From the distance it resembles a large amusement park with its large white buildings and "sets"—as the temporary structures erected for scenic purposes are termed.

One of the first buildings likely to attract one's attention upon entering the city proper is the hospital—a very necessary unit in a motion picture plant. For in making films the primary requirement is action; if a scene calls for a fight between men it's got to be a real battle, or the picture will be ridiculed by the audience. Scarcely a day passes but that a hurried call is sent in for the ambulance to rush some injured actor or actress to the hospital.

This element of dare-deviltry in the making of moving pictures was certainly well demonstrated on the occasion of the writer's visit to the city. I had ridden well into the back of the town among the hills, in a section where few tourists, unless mounted on cycles or horses, ever stray. I saw a number of cowboys riding to and fro on a nearby hillside. I also noticed a camera man setting his outfit up. What puzzled me, however, was the presence of about a dozen men, lined up along the hill, with Winchester rifles.

Suddenly down the incline came a horse galloping as if the devil were after him, dragging a cowboy who had



J. Warren Kerrigan

ment, housing extensive shops for various trades employed, which is provided with every facility for constructing scenery and temporary buildings. These shops may be called upon to erect a fac-simile of Rome one week, only to tear it down again the next and build it over in the form of an Indian or Igorrote village.

Opposite the technical offices is the properties warehouse, where one can find practically everything under the sun. As one enters the warehouse he is greeted with a huge sign: "Ask for what you want. We have everything from a needle to an anchor."

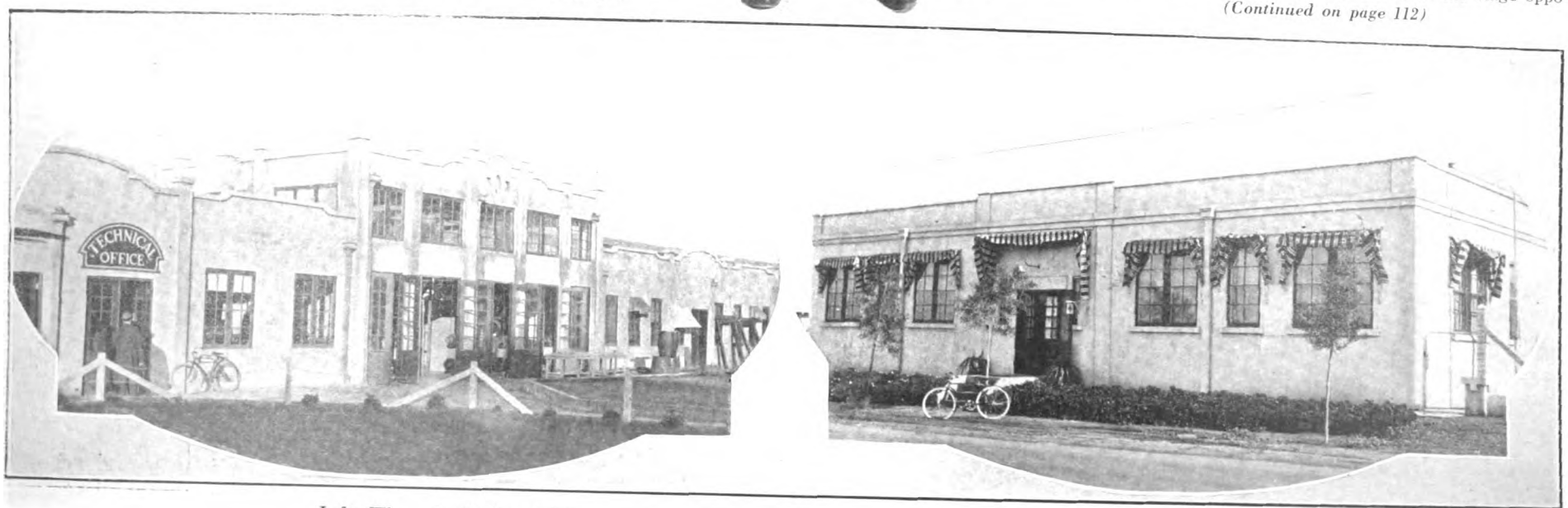
Five Huge Outdoor and Two Electric Stages

Right adjacent to the warehouse are five huge stages, and beyond these two large-sized electric stages which are used during bad weather, or when the demand for a film is so great that it becomes necessary to work night and day. Dressing rooms are conveniently located near the stages, each actor having his own room. There is a never-ending hustle and bustle about the place, and the procession of actors dressed in all manner of costumes makes one believe that a masquerade ball is in full swing.

The spectators' gallery is above the dressing rooms, and from it visitors can obtain a full view of all the stages and watch every move of the actors and camera men. From here you may see a drama being produced on one stage, while on another a blood-and-thunder show is in progress. And in the midst of all the camera men are ever busy cranking away.

Oftentimes it is required to rehearse an action several times before the director will permit it to be photographed. I had just leaned by bicycle against the fence and taken a place in the spectators' gallery when, on the stage oppo-

(Continued on page 112)



Left: Where the Technical Office and Shops Are Housed. Right: Universal City Has Its Own Hospital.

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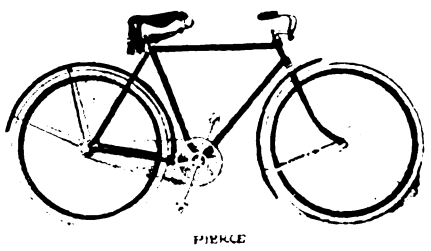
Some Leading Roadsters

PIERCE

The two-piece hanger Pierce roadster illustrated here is made by the Pierce Cycle Company, Buffalo, N. Y., in four models for boys and men, ranging from 20-inch frames to 24-inch; and in two models for ladies, these having frames of 20 and 22 inches. Eighteen-gauge steel tubing is used in the frame, which has these features: Flush joints with long reinforcements; all frames drilled for mudguards; pinch bolt seat post binder; drop forged rear fork ends; both upper and lower rear forks strongly reinforced with curved braces.

Three colors can be selected for the finish: black, blue or carmine. Four coats of the best baked enamel are used, hand rubbed. Price, $35.



IVER JOHNSON

The Truss Bridge frame is one of the outstanding features of the Iver Johnson road model shown here. It is manufactured by the Iver Johnson's Arms and Cycle Works, Fitchburg, Mass. Seamless steel tubing is used throughout and the connections in the frame are of the "tapered jaw" type.

The Iver Johnson two-piece crankhanger is another distinctive feature. Hoffman balls are used in the hanger, and the cones are of fine crucible steel. The bearings are of the two-point contact variety.

Both mudguards and a coaster brake, of standard make, are included with the bicycle here illustrated. The pedals are of the motorcycle type and when not otherwise specified a Troxel motor bike saddle, Vitalic tires, and a striped finish of ivory black with full nickeled fork, are given.

Price, including coaster brake, $40.

POPE COLUMBIA

The Westfield Mfg. Co., Westfield, Mass., offers its Columbia roadster, shown here, with a Sturmey-Archer three-speed hub and coaster brake included in the regular equipment. Spring fork and truss fork are among the extras.

Like other Pope models, the Columbia roadster has the sturdy frame head construction with thimbles in the head tube and spun to fit. The parts are then brazed by the dip process and form a perfect union.

Heavy mud guards are included, front and rear, while the finish is in black enamel with nickel trimmings and double white stripe. Fisk tires are specified, as also the Morrow coaster brake, Imperial De Luxe saddle, 81 gear, rubber pedals of motorcycle type.

Price, including the Sturmey-Archer three-speed coaster brake, $45.

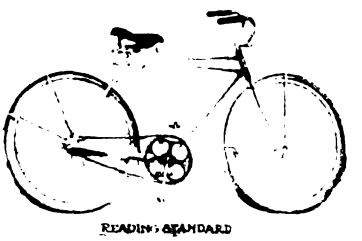
INDIAN

Combining ease in riding with ability to stand hard service is the Men's Roadster, Model No. 10, produced by the Hendee Maufacturing Company, of Springfield, Mass., under the well-known Indian trademark. This model is shown in the accompanying illustration. It has a 22 inch frame of cold rolled seamless steel, with oval and tapered stays. The head has spun reinforcements. An option of 20 or 24 inch frame is offered. Handlebars are forward-extension and are adjustable. They are fitted with sewed leather grips.

A one-piece crank-hanger is fitted with 7 inch cranks, 2½ inches drop to frame. Heavy gauge steel mudguards of ample width are fitted. Rims are of maple enameled and striped to match the frame. A Corbin duplex coaster brake is stock equipment.

Pedals are Standard No. 5 with Indian rubbers. A Troxel Eureka saddle is fitted. Finish is Indian red with double gold stripes and nickel trimmings. Goodyear Blue Streak tires, 1½ inches, and All-Weather tread are stock equipment. Pump and tool bag are provided. Goodyear single clinch double-tube tires, or G. & J. Indianapolis, tires, both of 1½-inch size, are offered at an extra cost.

Price, including coaster brake, is $30.



READING STANDARD

The Improved Brace Frame construction characterizes this model in the extensive line brought out by the Reading Cycle Manufacturing Company, Inc., of Reading, Pa. The model shown is the Reading Standard Flyer. The frame has an auxiliary curved brace leading from the base of the steering-head toward the top tube and then curving downward to meet the seat mast tube. The standard frame is 21 inches, with options of 19, 22 and 23 inches.

There is a curved brace at the crank-hanger in this model. The hanger itself is of the one-piece type, of Reading Standard special design. Rims are of first quality wood, with 36 spokes front and rear, but steel-lined or all-steel rims are offered as an option. Ample mudguards are fitted.

The saddle is a Troxel Motor Bike No. 2, but choice is offered of a Mesinger R-S cushion or a Persons Motor Bike. Reading White Flyer Black Tread tires are standard, with options of Red Tread of same make, Atlas, Fisk or Continental. Finish is white and sylvan-green head with Pointed Gothic design.

Price, complete, is $40.

EMBLEM

The frame with horizontal brace tube characterizes this model among others in the Emblem line, produced by the Emblem Manufacturing Company, of Angola, N. Y. The machine shown is Model No. 114, the Emblem Motorbike. Seamless steel tubing is used throughout and all joints are outside. Ample mudguards are fitted for both rear and front wheels.

The crown is of extra strong construction, yet light in weight. Handlebars are of the forward-extension type, with leather grips. The bars are adjustable to suit the rider. The saddle is of special design for

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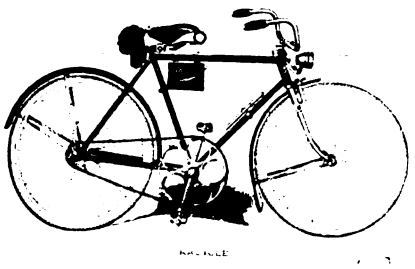
Among 1916 Offerings



this machine. The seat tube gives a wide range of adjustment for saddle-height.

An Emblem two-piece hanger is used on this model. The driving sprocket is concaved and is very light yet sturdy. Pedals are of the rubber tread type. Tires are Emblem make, extra heavy, with an option of Fisk manufacture. Rims are steel-lined. Price, complete is $40.

GENDRON

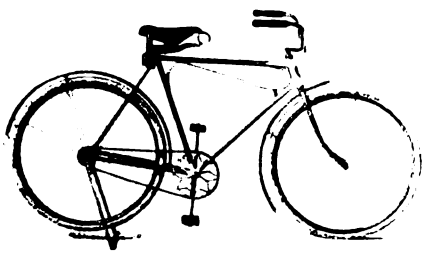
The Gendron Wheel Co., Toledo, O., offers as its leading roadster the "Climax" Motor Bike. It is built in 22-inch frame only, has 1-inch, 19-gauge tubing and outside head joints. A 3-plate crown is used in the fork, which is of the motorcycle type with reinforced braces and enameled to match the frame.

Crescent rims of hard maple, also enameled to match the frame, are specified. The spokes are the heavy motorcycle type, 36 front and rear. New Departure hubs are used in the front, while Sturmey-Archer three-speed brakes are employed, with control on the top bar.

Features of motorcycle construction are observed in the Climax in the saddle, handlebars, luggage carrier, mudguards and stand. The Everlaster studded tread tire is regularly specified, while option is given on Federal heavy studded tread.

The machine is equipped with an electric lightening outfit, including both a head and tail light. A mirroscope to be attached to the handlebars is part of the regular equipment.

Price: $63.



ADLAKE

The brace frame marks this bicycle among its brothers in the line of the Great Western Manufacturing Company, of La Porte, Ind. The machine shown here is the Adlake Model No. 77. The brace leads by a curve from the top tube to the steering-head and back to the rear of the top tube, then down to the seatmast tube a short distance below the cluster. A curved brace attaches the brace tube to the diagonal tube near the steering-head.

The standard equipment includes a choice of New Departure, Corbin or Morrow coaster brake, a stand with latch on rear guard end, and Fisk Victor tires. Fork, frame, mudguards and stays are enameled, with the stand nickeled in dead finish. Finish is blue with white striping, or a choice of black, slate, maroon or brown, and with each color, the steering head has a fancy finish. Rims are enameled to match the frame.

Price, including coaster brake and stand, $40.

RACYCLE

The Miami cushion fork incorporating coil springs and adjustable to suit the weight of the rider is one of the chief features of the Racycle Pacemaker shown here. It is made by the Miami Cycle & Manufacturing Company, of Middletown, O. The handlebars are of the forward-extension type with Racycle rubber grips, known as the Miami Box Bar.

The equipment consists of a Musselman coaster brake and mudguards, as well as a Miami electric headlight with batteries and battery box. A Troxel Climax saddle is fitted, as well as Goodyear Blue Streak tires. Finish is translucent gun blue with aluminum rims with blue centers.

Price, complete, is $60.

DAYTON

The Dayton roadster, model 130, a product of the Davis Sewing Machine Co., Dayton, O., is made regularly in 22-inch frame, the 20 and 24-inch being optional. The main frame is of one-inch steel tubing, while the rear stays and forks are oval and tapered.

The sprockets usually provided are: front, 26 tooth; rear, 9 tooth, giving an 81 gear. Options are offered on higher or lower gear. Fisk Victor tires are specified, and also adjustable handlebars, double rubber pedals, Diamond roller chain No. 71 and Troxel Eagle Easy saddle.

Price: $30.

PREMIER

Ribbed fork-sides and quick detachable Featherweight mudguards are outstanding features of the Premier Grand model, shown here. It is manufactured by the Premier Cycle Works, of Chicago, Ill. The frame is of 19-guage seamless steel tubing with oval rear stays and forks.

The saddle is a Superba of special design. Stock tire equipment is Aztec tires. Imported Brampton rat-trap pedals and Brampton chains are used. Option of rubber pedals is offered. Stock finish is national blue with white head and seat mast, but three other colors can be had on request: black with red head and seat mast, and golden brown and white with appropriate trimmings, also, all black with hair-line gold stripes. A variety of options is offered in frame sizes, and gears.

Price, with coaster brake, is $50.

RED WING

Model 10, of the Red Wing bicycles, made by J. W. Grady & Company, Worcester, Mass., is a standard diamond frame machine. The tubing throughout is 19-gauge seamless stock. All joints are heavily reinforced and brazed by the immersion process, which affords a strong and practically non-breakable union between the parts of the frame.

The finish on this model, as on all the Red Wing line, is what is known as "automobile red," which is applied over the priming or foundation coat and baked to a beautiful and lasting finish. The fork is finished with one-third nickel tips and crown.

Price: $30.

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REELING OFF MILES IN FILMDOM

(Continued from page 109)

site, I noticed a beautiful young girl staging a fall down the stairway into the parlor, where a number of guests in party costume had assembled.

The fall she made didn't suit the director. So he sent her back to do it all over again. She fell down the second and the third time, but still the director was not satisfied. When the young lady went back for the fourth time, and gathered her skirts about her feet, preparatory to stumbling over them, the director shouted:

"Now fall, damn it! If you get bunged up you can lay off for a few days."

A Film Star Awheel

The young lady sprawled the length of the stairs and the camera man caught it. "Fine work!" exclaimed the director. As she was lifted to her feet, it was found that the girl's elbows were badly bruised.

When I went into the spectators' gallery, I had left my bicycle leaning against the fence on the street below, and upon returning to get the machine I was surprised to find that it was gone. Just as I was beginning to wonder whether there were any bicycle thieves in Universal City, I spied J. Warren Kerrigan, of film fame, wheeling down the street on a two-wheeler that looked much like my own.

He rode up to me and returned the wheel, laughing:

"I ride a bike just like this one."

"Glad to hear it, Mr. Kerrigan," I replied. "And now, if you'll be kind enough to let me snap your picture with that bike, I'll let you use it for a while longer." Kerrigan dropped into pose and the kodak clicked.

Leaving the main portion of the city again, I pedaled up a long grade to a huge castle far up the hill on the western side of the town. The castle was of a "paper and glue" construction; but it was beautiful, nevertheless, from a distance. Workmen nearby explained that it was used recently for some photoplays of medieval times in which Mme. Nazimova appeared in the principal role. It must have cost thousands of dollars to build that castle, and yet it was now being permitted to crumble to ruin.

The sun was getting quite low, and I hurried to the top of Cahuenga Pass. When I reached the crest of the hill, I turned about for a farewell look down at Universal City. Far off in the valley I saw a house burning up briskly. Indians were running about on foot and horseback, and the crack, crack, crack of rifles and pistols floated up the hillside.

WRIGHT LEADS IN CRESCENT MILEAGE CONTEST

BALTIMORE, Md., April 23.—Revised figures prove that William T. Wright continues to lead in the Crescent Bicycle Club's century mileage contest up to the first of the present month, with Walter Iglehart second and Fred Sanborn third. Those from three to ten on the list are as follows, names being given in the order of their positions: John G. Strickler, John E. Nitz, Lester Nickles, Welby Sherman, Langdon M. Sanborn, Roland Bishop and Walter Doersch.

Only two changes have taken place during the last month, Nickles having changed places with Welby Sherman and Bishop having moved up from last place into ninth. The total mileage for the month of March, 8,326 miles and 12 centuries, is nearly as great as that for both January and February.

FIVE ENTRIES ALREADY IN FOR C. R. C. A. HANDICAP

NEW YORK, April 24.—With nearly a month still to pass before it becomes a reality, five entries already have been received for the annual ten-mile handicap road race of the Century Road Club Association scheduled for May 21, which leads the committee to the belief that the event will fill even better than the 1915 contest when 160 starters faced the gun. The prize list, it is pointed out, is a long and valuable one numbering 115 separate donations at the present time and always subject to enlargement. With a race of such proportions, the committee is keen to carry out strictly the suggestion of the Inter-Club Amateur Cycle Road Racing League, which calls for a halt on the acceptance of post entries. For this reason intending entrants are urged to send their entries at the earliest possible moment to A. R. Jacobson, P. O. Box 21, Station H, New York.

FIRST ROLLFAST SHIPMENT

LOUISVILLE, Ky.—The Century Cycle Company has just received a large shipment of Rollfast cycle tires from the D. P. Harris Hardware Company, of New York. These tires are the first of the new brand to be handled by the local company.

AN ALL-YEAR SPORT

(Continued from page 102)

opticon machine of this kind can be gotten for a few dollars and will more than pay for itself in the amusement it affords.

The various activities which I have enumerated in this article can, of course, be staged by the dealer alone; but I have laid stress upon the club idea, because I am firmly convinced that in no other way can the sport be fostered so well as by the formation of clubs. They draw all cyclists together because of their common interest in the sport. Riders united into one body absorb enthusiasm from each other and become effective boosters. And, speaking of advertising, there is no "ad" which returns a bigger revenue than a booster.

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VITALIC TIRES

TRADE MARK
REG U.S. PAT. OFF.

The biggest opportunity you ever had to establish yourself in the *high grade* bicycle tire business, is *right now—the Spring of the Banner Bicycle Year.* There will be more and better bicycle equipment bought this year than ever before. Think how much more satisfactory to get in on this *high grade* business than to continue along with the troubles and complaints that go with a cheap tire business. It means *more money* to you—business that *sticks to you permanently*—and a reputation for handling *quality* products.

Vitalic Tires represent the highest standard of tire value. Make up your mind *now* to be known as the Vitalic Dealer in your neighborhood.

Write for Display Material, Dealer Helps and Vitalic Testing Section

Continental Rubber Works
1817 Plum Street
Erie, Pa.

Vitalic Tires
are built with two-plies of genuine *motorcycle* fabric, frictioned with pure rubber friction. The inner tube is of *pure white rubber,* extra heavy, eliminating any possibility of leaks. The heavy tread is also made of finest quality white rubber. The Vitalic tread is absolutely NON-SKIDDING. Because of the fine quality of fabric and rubber used, the Vitalic is very resilient and *keeps its life* long after ordinary tires have dried out.
Made in single tube, single and double clinch casings, and racing tires.

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FRANK KRAMER'S LIFE STORY

The First Authorized Story of the Great American Bicycle Champion's Brilliant Career—By Harry Mendel

Fifteenth Installment

Jackie Clark once more was Kramer's strongest rival for the title in the 1911 season. At the end of the season the point score for the American Championship was: Kramer, 72; Clark, 52.

A STRONG finish gave Kramer the national championship in 1911 for the eleventh straight time. His rival was Jackie Clark, the little Australian rider who at present is running a large hotel in Newark. Alfred Goullet, the light haired Australian, also came to the front during the season of 1911, and finished third in the championship battle.

The year 1911 marked the advent of Frank Mihlon into the bicycle game and the erection of a new track, the saucer upon which the cyclists are now riding. It is a six lap affair and opposite the site of the old and famous Vailsburg board track. Frank Mihlon with John M. Chapman were the managers of the drome.

Kramer beat Clark and Lawson in match races besides winning the championship. The title holder also took a trip to Salt Lake City during the month of August. While on his trip he rode in three races, winning two and losing the other. When Kramer returned from Salt Lake City he had but a seven point lead on Clark. About a month later, when the series of championship races were ended, Kramer had 72 points against 52 for Clark.

Standing Stars on Their Heads

Kramer demonstrated that there was no limit to the wonderful things that he could do on a bicycle by uncorking two wonderful sprints, on Sunday afternoon, May 21. Kramer figuratively stood Jackie Clark and Floyd McFarland on their heads and they admitted it.

"Big Steve" with Willie Fenn as a partner defeated Clark and McFarland in two straight heats of a special match race at one mile. He then won the two-mile open professional race, again fighting off Clark and McFarland in the final sprint. In both the second heat of the match race and the final lap of the two-mile race, Kramer was forced to ride around McFarland and Clark when they were in full flight for the tape and on the last occasion he did it after he had received a switch from McFarland on the high bank of the last turn. A switch, such as was given Kramer, would have discouraged practically any other rider.

National cycling championship races were started on Sunday, May 28. Kramer won the initial event at one mile and eased up as neither Joe Fogler nor Jackie Clark, who was depended upon to give him a battle, could hold on to Frank in the final rush for the finish. Clark was second, beating out Fogler by half the length of his front wheel. On Memorial Day, Freddy Hill won the Shanley Handicap with Kramer coming home second. In the next meet a half-mile titular race was held in which Kramer beat out Clark by inches.

Kramer's gameness gave him a victory over Clark in a five-mile championship race on Sunday, June 11. The East Orange cyclist nipped Clark at the tape in a title race as Clark slowed down, thinking that the race was won. Kramer snatched victory from Clark in the last few yards and won by five inches. In the last mile of the race which was bitterly fought the champion was twice forced to work himself out of a pocket and he did it to the queen's taste. He then sprinted around the best riders on the saucer as if they were glued to the track.

Clark Took a Fatal Look

Clark feeling that victory was in his grasp as he neared the tape, turned around to see where Kramer was. It was a fatal look, for the champion was coming at an "express" rate of speed and drew up on almost even terms. Clark was riding low and Kramer riding in the centre of the track. The "Rocket" made one desperate kick—but it was too late. The champion went by and just held the lead by a scant five inches as he flashed over the tape.

In the early part of July Kramer was "off form" in the championship races and Clark was pulling up on him by winning consistently. The first championship race Kramer won in July was on the nineteenth of the month. By using a little gray matter and coupling it with speed, Kramer succeeded in outriding Clark in the quarter-mile championship race. Kramer won the race from Eddie Root while Clark could get only third place.

Frank Kramer's skill as a match rider was never better illustrated than in his contest with Alfred Goullet, the Australian, on Sunday August 6. The national champion captured the match in two straight heats and did it with the finesse of the past master that he is. He won from in front and from behind and used his head as much as his heels in bringing home the bacon.

The Battle with Goullet

A lap and one half from home in the first heat the riders quickened their action and pushed ahead of the pacemaker. Coming to the bell Goullet started to unwind and Kramer began to "ride" him. The champion would make a little spurt, then he would stall, all this time keeping Goullet under the lee of his elbow and watching for a move. Goullet did move when the back stretch was reached and then made Kramer straighten out to his work. Goullet came on gamely and for all he was worth; but he was not up to Kramer's speed and the champion won by three quarters of a wheel's length at the finish.

Kramer found riding from in front rather easy and elected to ride from the rear in the second heat. There was no pacemaker in the second heat. Kramer rode two lengths back of Goullet for the first four laps. On the fifth lap, the riders got down to work and the last half of the sixth lap saw them jump simultaneously. Both ducked their heads and put every ounce of speed and strength into their kicks. Kramer picked up a half length gradually jumping foot by foot around the turn. At the head of the home stretch Goullet still showed half a wheel in front. Kramer kept coming all the time and inch by inch gained until just as the tape was reached his last kick sent his wheel to the front. There was a mighty cheer from the crowd as Kramer proved to be the winner by inches.

On Friday, August 11, Kramer rode in Salt Lake City and beat Clark in two straight heats. Kramer won the first heat from in front and the second from the rear. He was riding around Clark and was about one foot in the lead on the last curve of the second heat when Clark carried him to the centre of the track. Kramer was too strong and when they came together Clark went down but was not injured. After the race an announcement was made at Clark's request in which he said he did not ride wide intentionally.

On Tuesday, Kramer won a four cornered match race in one of the best finishes ever witnessed at the Salt Lake track. It was run in one heat at one mile. The riders jockeyed for the first three laps and the order was Lawson, Hehir, Kramer and Clark. Lawson unwound one of his old-time sprints while he was leading with a lap and one half to go. Hehir and Kramer started at the same time, Kramer pasing Hehir and nipping Lawson at the tape. Lawson finished second, Hehir third and Clark fourth. After this race Clark, Kramer and Manager Chapman returned to Newark.

Put Out By the Jinx

Back in Newark on Sunday, Kramer won the one-mile titular race after a stiff fight with Fogler and Hill. Clark was disqualified for switching "Al" Crebs in the semi-final heat. On the following Wednesday, Kramer was put out of the championship race with a puncture. Clark won. Kramer came back strong on the first Sunday in September and increased his lead by winning the five-mile championship affair. He just nosed out Goullet at the finish. Clark was not in a position at the finish of the race to give Kramer a battle and it was not until the last few yards of the race that Kramer managed to forge ahead.

Kramer's speed carried him to an easy victory in a four cornered match race on Sunday, September 10, against Lawson, Goullet and Clark. Kramer won in straight heats. In the first one Lawson finished second, Goullet third and Clark fourth. In the second heat Goullet was second, Clark third and Lawson fourth.

It was a gala day for Kramer on Sunday, September 24, when he clinched his hold on the American championship for the eleventh year in succession by winning the two-mile championship race.

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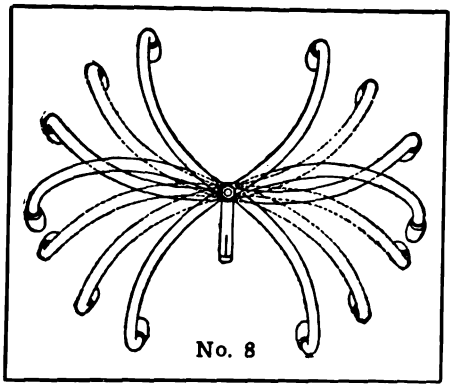
Kelly Handlebars


No. 8

"Get Busy"
"A million bicycles for 1916."

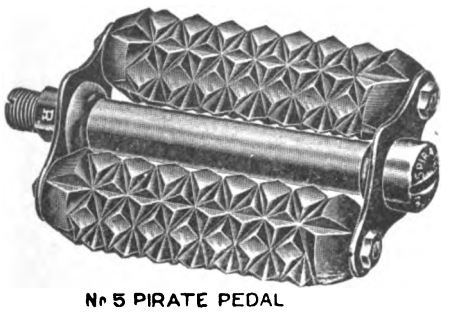
This can be accomplished by using Kelly Bars.

Jobbers and Manufacturers Who Seek Standardization

should invariably equip with KELLY HANDLEBARS—the standard of the world. No high-grade bicycle is complete without KELLY ADJUSTABLE HANDLEBARS. With these handlebars, 25 different riding positions are possible. No other bar made allows anywhere near this number of different positions. KELLY HANDLEBARS ARE THE STRONGEST SELLING POINT A BICYCLE CAN HAVE.

They are the ideal bars for racing, distance work, boulevard riding, etc. Adjustable to ANY position.

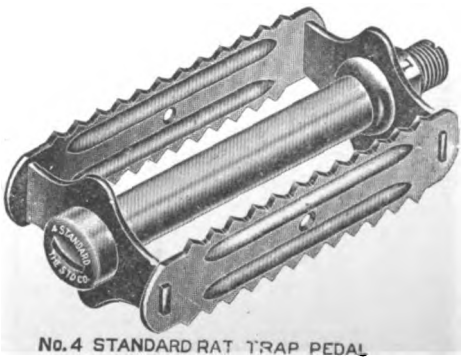
KELLY HANDLEBAR DEPT.
5017 Perkins Ave. Cleveland, Ohio


No 5 PIRATE PEDAL

Two Pedals That Are Immensely Popular

Their design and construction assure strength and comfort. Especially is this true of the No. 5 PIRATE, whose deep corrugated rubber cushions are not only soft to the feet, but absorb shocks and keep the feet from slipping.

The No. 4 STANDARD is a new addition to our large and comprehensive line of Rat Trap Pedals. It is strongly made, well designed and gives a splendid foot hold.


No. 4 STANDARD RAT TRAP PEDAL

The Standard Co. *Torrington Connecticut*

Manufacturers of

Diamond "E" Spokes and Nipples for bicycles, motorcycles, tricycles, velocipedes, invalid chairs, sulkies, carriages, cyclecars and automobiles. Pedals for bicycles, tricycles, velocipedes and motorcycles. Toe clips for bicycle pedals. Emergency axles for pedals. Screw machine products.

We are boosters for "One Million Bicycles in 1916"

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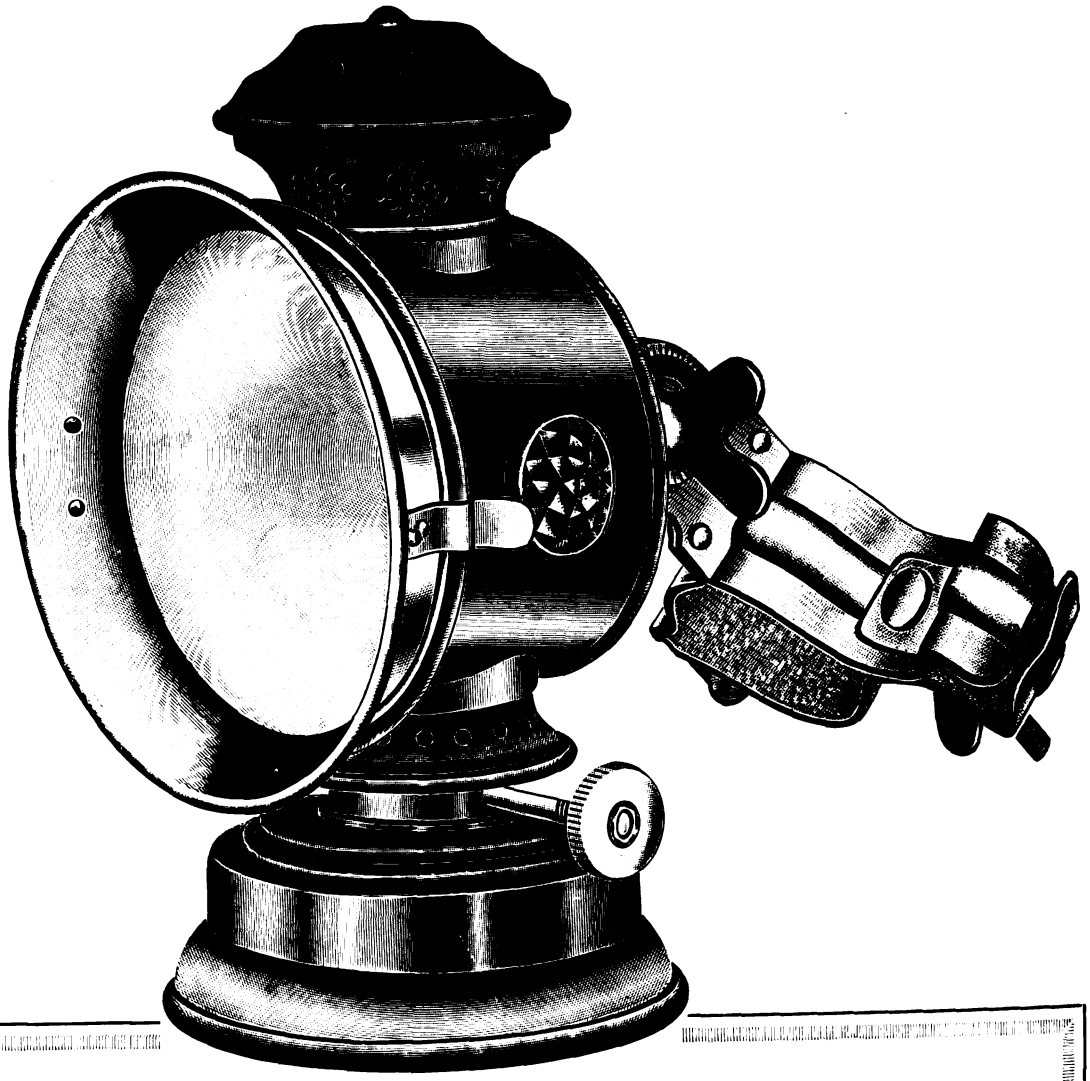

"Sterling"

The Lamp that's True to its Name

Low in price, high in quality, absolutely reliable, the STERLING is offered to meet the steadily increasing demand for a low-in-cost kerosene oil lamp.

This new lamp represents the same high quality of material and workmanship as characterize all the 20th Century products.

The STERLING burns 12 hours on one filling, giving a steady, flickerless flame. It's large enough to furnish all the service necessary, small and light enough not to be cumbersome. Furthermore, the STERLING is fitted with a combination bracket for either head or fork.
Ruby jewel on the right, emerald on the left.

This lamp is sold at the unprecedented price of $1.25

Deliveries about June 15.

Write for full details of the 20th Century Line.

$1.25

20th CENTURY MANUFACTURING COMPANY
41 WARREN STREET **NEW YORK**

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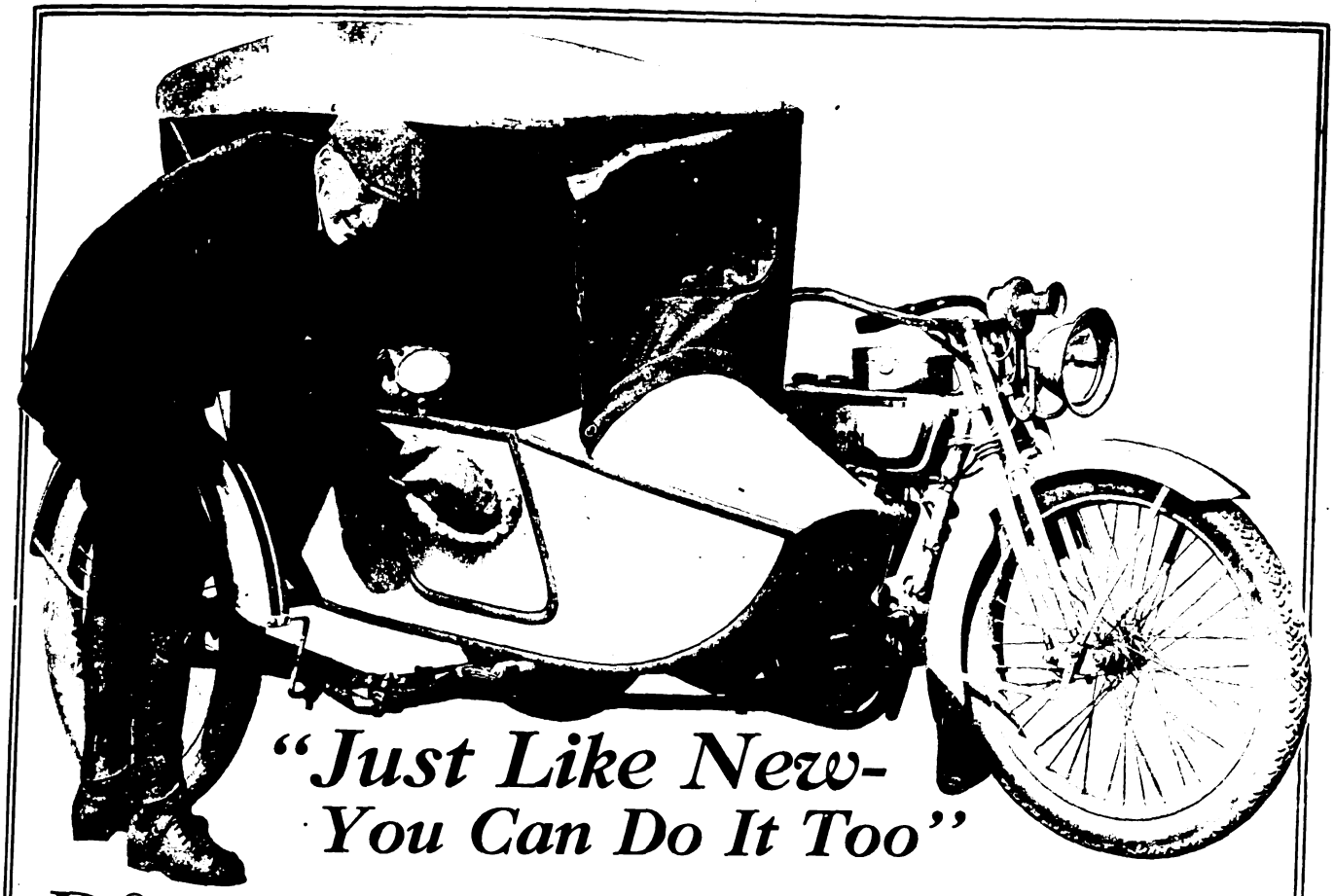

"Just Like New- You Can Do It Too"

DO your motorcycle and side car look so dull and dingy that you contemplate re-enameling? Do you know that you can save this money, and can, yourself, easily and quickly renew the original lustre? All you need is Johnson's Cleaner and Prepared Wax.

JOHNSON'S CLEANER

really cleans, it entirely removes all stains, discolorations, scum, road-oil, tar and grease. Even those spots that are ground in — mud freckles—and surface scratches that you thought were permanent — will disappear like magic under Johnson's Cleaner. After cleaning thoroughly with Johnson's Cleaner polish with Johnson's Prepared Wax.

JOHNSON'S PREPARED WAX

forms a thin, protecting coat over the varnish, adding years to its life. It covers up mars and scratches—prevents checking and sheds water like a duck's back.

A Dust Proof Polish

Mud and dust do not stick to Johnson's Prepared Wax. After a dirty, dusty trip, just wipe off your car—it isn't necessary to wash it.

USE COUPON FOR TRIAL PACKAGES

Going to sell your machine? If so, clean and polish it with Johnson's Cleaner and Prepared Wax—it will sell quicker and you can get from $25.00 to $50.00 more for it.

S C JOHNSON & SON, Racine, Wis. MI 1

I enclose 10c for trial can each of Johnson's Cleaner and Johnson's Prepared Wax—sufficient for a good test on my motorcycle.

NAME .....

ADDRESS .....

CITY and STATE .....

My Accessory Dealer Is .....

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MOTOR CYCLE ILLUSTRATED
With Which Is Now Incorporated The Bicycling World

Subscriptions—Domestic, $2.00 a year; Canadian and Foreign, $3.00 a year. Ten cents a copy.

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HARWACO EXPANDS INTO LARGER QUARTERS

Unprecedented Demand for Rollfast Tires Calls for Acquirement of 50,000 Square Feet of Space—Harris, Returned from Coast, Is Optimistic

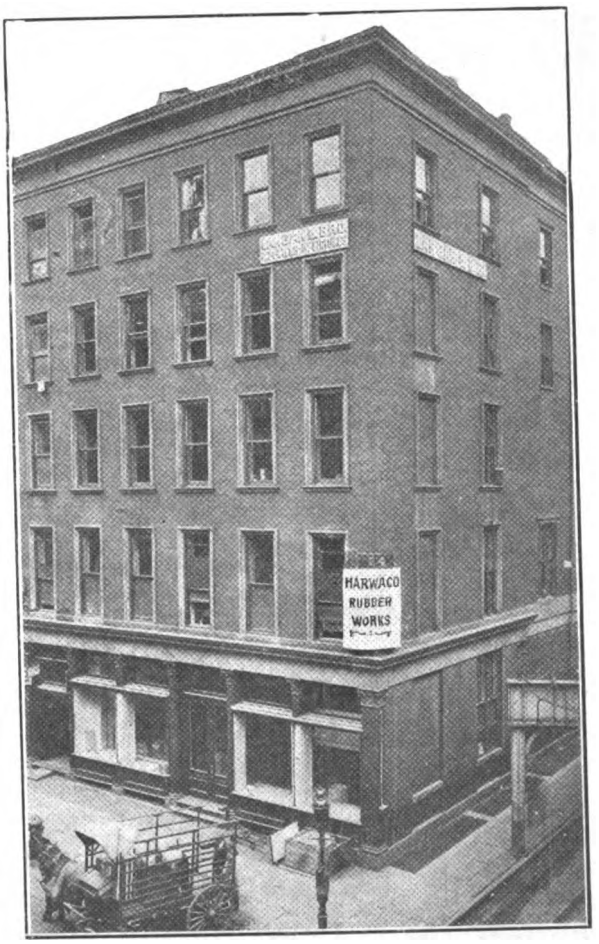
AFTER a whirlwind trip out to the Coast, our genial friend, D. P. Harris, heaved his comfortable bulk into his big desk chair and surveyed with satisfaction the depleted condition of the stock shelves.

Preparations were under way for moving the offices of the Harwaco Rubber Works Co. to more commodious quarters in the building which stands at the corner of Murray and Church streets, New York City. The company's offices and warerooms will occupy a floor space of approximately 50,000 square feet.

"Well, Sammy," D. P. said, with his deep-chested laugh, "if we'd waited another week to move we wouldn't have much *to* move." And Sam Munroe grinned a cheerful assent.

This remark was pertinent, for never before in the history of the company has there been such a tremendous influx of orders, not only for Rollfast tires, but for the other cycle accessories handled by the company.

Mr. Harris ascribes this business boom first to the war; second, to the well-known quality of the Rollfast line, and third, to the constant perigrinations of both himself and Stanley Wilson, his traveling man, among the dealers and jobbers.



Commodious Quarters Which Will Be Occupied by Harwaco Rubber Company in New York

"Every jobber on our list is wedded to the Rollfast line for life," says Mr. Harris, and further "we will not appoint any more jobbers for the Rollfast tires, for the simple reason that we can't undertake to handle any more business than these jobbers already on our list can produce. The factory, which I visited on my trip to the Coast, is running 24 hours a day."

Mr. Harris' trip, which he has just completed, covered a period of six weeks, during which time he visited the trade in Florida, New Orleans and other southwestern points to the Pacific Coast. He traveled up the coast as far as San Francisco. "I covered *some* mileage, even if I didn't use Rollfast tires," said Mr. Harris.

Rollfast distributors, so Mr. Harris reports, find the exclusive agency feature one of the strongest selling factors. When dealers realize that they can secure exclusive selling rights for their town or district on Rollfast tires they view the entire proposition from a more favorable angle.

NEW TRADE-MARK LAW IN ARGENTINE REPUBLIC

OF unusual interest to American manufacturers of trade-marked lines is the recent news from Buenos Aires of legal recourse against the pirating of registered American trade-marks.

By the recently reported resolution of the National Supreme Court of Argentina, foreign trade-marks registered without authorization of original owners can now be registered in Argentina by original owners, provided such marks are legally registered and in use in their own countries.

The Argentina law has in the past given possession of a foreign trade-mark to the individual first effecting registration in Argentina, without regard to original ownership. Under this enactment there have been frequent instances of American trade-marks registered and owned by local firms or individuals, without the knowledge or authority of American possessors, to the subsequent damage or even exclusion of original owners from this market.

The registration of his trade-mark should be among the first considerations of any manufacturer seriously interested in Argentine sales. Without adequate trade-mark protection he faces the possibility of expensive litigation, should his mark have been previously registered, which at the very least may result in disastrous delay in placing his products on the Argentine market.

MONOGRAM OILS FOR ALL MOTORCYCLE MODELS

"AN oil for every motorcycle" fitly describes the line of Monogram lubricants, produced by the New York Lubricating Oil Company, of 116 Broad street, New York. To this might be added a grease for every moving part of the machine which requires such lubricant, and it will be seen that the company has efficiently provided for all needs.

Monogram lubricants have been produced after a long series of experiments, both in the laboratory and in actual service.

MOTOR CYCLES

NAME	1916		1915		1914		1913	
	Summer	Winter	Summer	Winter	Summer	Winter	Summer	Winter
Dayton	EH	H	EH	H	EH	H	EH	H
Deluxe	EH	H	EH	H	EH	H	EH	H
Eagle	EH	H	EH	H	EH	H	EH	H
Emblem	EH	H	EH	H	EH	H	EH	H
Excelsior	H	M	H	M	H	M	H	M
Flanders	EH	H	EH	H	EH	H	EH	H
Harley Davidson	H	M	H	M	H	M	H	M
Henderson	H	M	H	M	H	M	H	M
Indian	EH	H	EH	H	EH	H	EH	H
Iver Johnson	EH	H	EH	H	EH	H	EH	H
Merkel	H	M	H	M	H	M	H	M
Pope	EH	H	EH	H	EH	H	EH	H
Reading Standard	EH	H	EH	H	EH	H	EH	H
Schickel	EH	H	EH	H	EH	H	EH	H
Thein	EH	H	EH	H	EH	H	EH	H
Thor	H	M	H	M	H	M	H	M
Wagner	EH	H	EH	H	EH	H	EH	H
Yale	EH	H	EH	H	EH	H	EH	H

In the chart show herewith the proper oil for each motorcycle is given, for models from 1913 to the present time. The letters refer to the grade of Monogram oil recommended. EH being "Extra Heavy," H being "Heavy" and M being "Medium."

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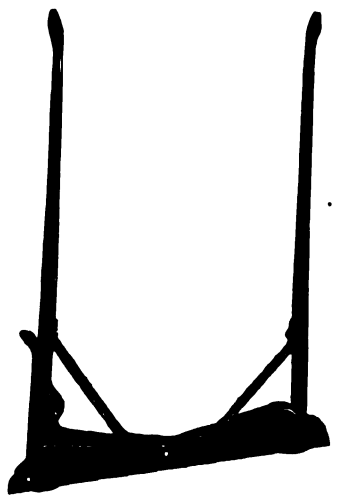
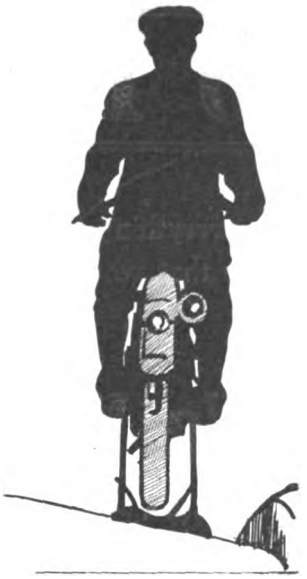
Start Your Motorcycle Anywhere!





Here's a really important improvement in stands—the MILLS adjusts itself to every road surface,- permitting the rider to mount and pedal his machine on the steepest incline.

Mills Adjustable Motorcycle Stand

Judge for yourself, from the photos shown here, what a really practical thing this new stand is! Is there any reason WHY, with the new MILLS Stand now on the market, you should be satisfied with the old-style, easily-tipped, unsteady stand—especially when the new Mills Adjustable Stand costs so very little more?

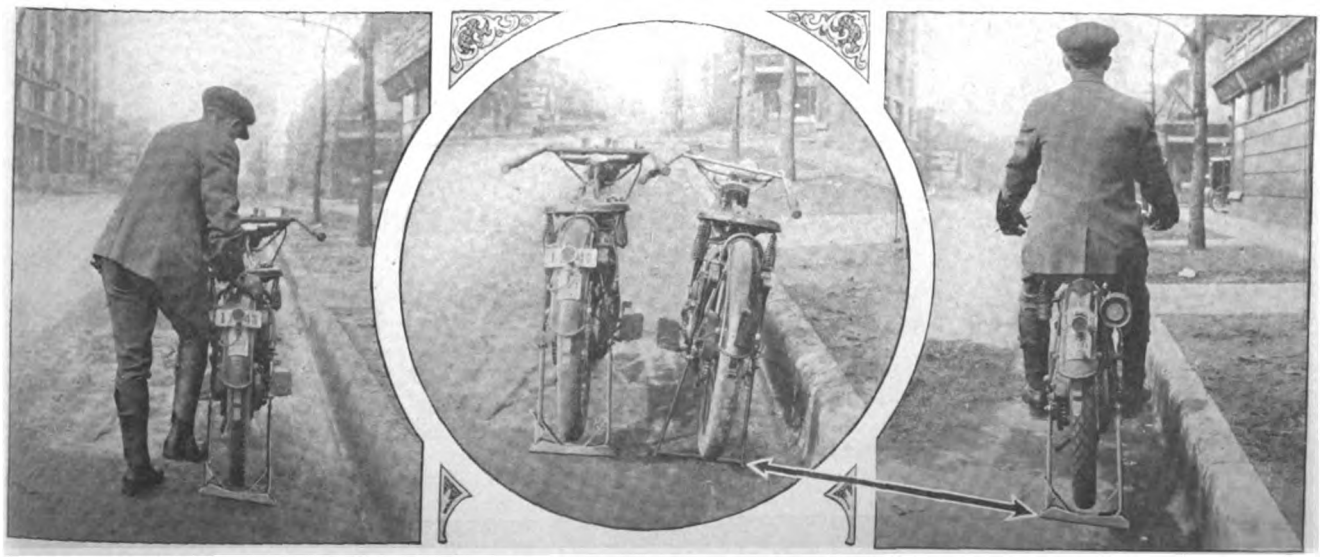
Just stop and count how many times your machine tipped over because the stand refused to hold it upright, on a slight grade. Bent handle-bars, busted hanger, maybe worse. Then think of the many advantages of the MILLS:

Can be started on any grade—made to fit any machine and can be attached in a minute—base only 12 inches—costs little more than old-style stands—simple to operate, small foot lever does it—stronger than the ordinary stand.

The MILLS Stand belongs on Every Motorcycle. If YOU Ask for It Your Dealer Must Get It for You. Insist on it.

Mills Novelty Co.

225-237 SOUTH GREEN ST. CHICAGO, ILL.



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OUT SOON

CHICYCO 1916 CATALOG

We will list therein everything in our line that is now on the market, and you can feel sure that when you order anything from our catalog, **you will receive it.**

As Usual We Will Carry in Stock the Largest and Most Complete Assortment of Bicycle and Motorcycle Supples in the United States

WE HAVE MADE ARRANGEMENTS

to obtain merchandise to take the place of a number of articles of foreign manufacture in constant demand by the riders in this country, but which cannot now be imported because of the war.

CONSULT CHICYCO CATALOG

before placing your orders—and be

Sure To Get What You Want

NO GOODS SOLD AT RETAIL

Chicago Cycle Supply Company

FACTORY DISTRIBUTORS TO THE TRADE
BICYCLE AND MOTORCYCLE SUPPLIES

815 to 823 So. Wabash Avenue **Chicago, U. S. A.**

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DIRECT CONNECTION FEATURE ON AUSTIN PUMP

WIDESPREAD use of Austin pumps in both the motorcycle and bicycle models has demonstrated the desirability of their unique features, among which may be mentioned the means of connection with the tire valve. In these pumps, there are no tube connections, an offset to the pump-barrel extremity fitting directly over the valve stem and enables air to be sent directly into the tire without chance of leakage. There is a saving of time with these pumps in getting a tire inflated.

Homer F. Livermore, of 85 and 87 Pearl street, Boston, Mass., is more than gratified with the success of his products, the Austin pumps. One of the largest users of the motorcycle type inflator, No. M-100, is the Harley-Davidson Motor Company, of Milwaukee, Wis. On all this firm's models the Austin pump is stock equipment.

FIVE TRACK RACES SLATED FOR DAYTON, O.

DAYTON, Ohio, April 24.—Dayton is to have a busy motorcycle racing season if the plans of the Miami Racing Company of that place do not miscarry. The company has planned a series of five track races for Dayton as follows: June 10, July 4, July 29, August 26 and September 9. One race meet is planned to take place on Memorial Day, May 30 on the track at Wapakoneta, Ohio, also under the managment of the Miami Racing Co.

RED HEAD PLUGS HAVE SOOT-PROOF FEATURE

MOTORCYCLE sparkplugs in both porcelain and mica insulation are being produced by the Emil Grossman Mfg. Company, Inc., of Brooklyn, N. Y., under the firm's familiar "Red Head" trade-mark. These plugs are sturdy in construction and compact in size. The insulation in the porcelain plugs has a short extension within the shell to form a firing chamber of about one-half by three-quarters of an inch, a cavity which no quantity of carbon can choke up.

The "Red Head" porcelain motorcycle plugs are made with the porcelains of selected clay, properly aged. Following the forming, the clay is accurately turned and then baked carefully to avoid brittleness and porousness. When finished, it is unbreakable through heat. The price is $0.75 each in either ½-inch, ⅞-inch or metric. The plug can be had with platinum points in the same sizes for $1.50 each.

The mica plug, like the porcelain, is of the single-point type and is of standard outside dimensions. It comes in metric thread only. The list price is $0.75 each.

JOHNSON'S PREPARATIONS GIVE HIGH FINISH

The Cleaner Removes All Foreign Matter from Enamel and the Prepared Wax Gives It a Water- and Dust-Proof Lustre of Great Durability

DIRT and grime of all kinds, including road tar, can be removed from enameled surfaces by the use of Johnson's Cleaner, the product of S. C. Johnson & Son, of Racine, Wis. This cleaner, which

is in paste form, takes out the stains by simply rubbing with a clean rag, and in no way interferes with the enamel in so doing. It has proven very effective for taking out ground-in spots, such as mud freckles and surface scratches, as well as grease of all kinds, and its ability to eliminate the various kinds of road dressing alone makes it invaluable to the motorcyclist and automobilist.

The cleaner comes in handly little tins with air-tight covers. After it removes the foreign matter, the enamel surface is left in a fine condition ready for a polishing medium. To return the enamel to its former lustre, the company has brought out Johnson's Prepared Wax, a polish which cannot gather dust and which is waterproof.

The Prepared Wax when rubbed with a rag over the surfaces forms a thin protective coating over the varnish, adding years to its life. It covers up mars and deep scratches. The resulting polish is high and remains hard and dry. The wax can be used to build up a perfectly smooth and new body in cases where the enamel or varnish has become rough. For this purpose, several coats are applied, each being well polished before the next in put on.

Johnson's Wax will not become soft and sticky in the hottest weather, and surfaces treated with it will not blister, check or crack. Its use will often save the expense of having the machine refinished.

A further use of the wax is for livening up leather upholstery. It will not come off on clothing. The makers pack the Prepared Wax in sets of six tins within an attractive box with cover in several colors.

ROGERS CONTEST TO CLOSE ON JUNE 1

IT is pointed out by the Rogers Manufacturing Company, producing the Rogers sidecars, at 337 West Madison street, Chicago, Ill., that the date of closing for its photographic contest is June 1 and not July 1, as has been stated.

"These photographs will be used in the trade publications," says the Rogers firm, "and for this reason it is advisable to send in the prints on glossy paper, so that they can be reproduced.

"The subjects desired are real road or touring scenes, not simply posed photographs in front of a store or place of business. Pictures with human interest that make prospects decide that they really want a sidecar are the ones desired most."

CANADA CYCLE INCREASES SPACE AT MONTREAL

MONTREAL, Quebec, April 24.—Owing to considerably increased business in Quebec and the Maritime Provinces, the Canada Cycle & Motor Company, Limited, has greatly increased the warehouse and shipping facilities at its Montreal branch, 427 St. James street, the manager of which is L. Quevillon. The staff of the Montreal office has been increased and arrangements have been made with the different transportation companies for special deliveries both by express and freight to dealers to insure high-speed service.

A. E. Bregent, 206 St. Catherine street, Montreal, Smith Motor Wheel distributor in Eastern Canada, looks for the sale of 5,000 Smith motor wheels in his extensive territory during the present season. He also anticipates that the aim of Canadian bicycle dealers to sell 100,000 bicycles in the Dominion this year will be realized.

GOODYEAR CO. TO DOUBLE PLANT'S CAPACITY

AKRON, Ohio, April 22.—Reflecting clearly the present healthy state of the motor vehicle industry and carrying with it a well founded prospect of future growth and prosperity is the announcement that despite addition after addition to its plant, the Goodyear Tire & Rubber Co., is still lacking room adequately to take care of its orders and that further expansion which will practically double its capacity within the next ten months is planned.

In order to provide the necessary capital for this latest and most radical addition to the mammoth Goodyear plant it has been announced that the company will issue $10,000,000 of new preferred stock.

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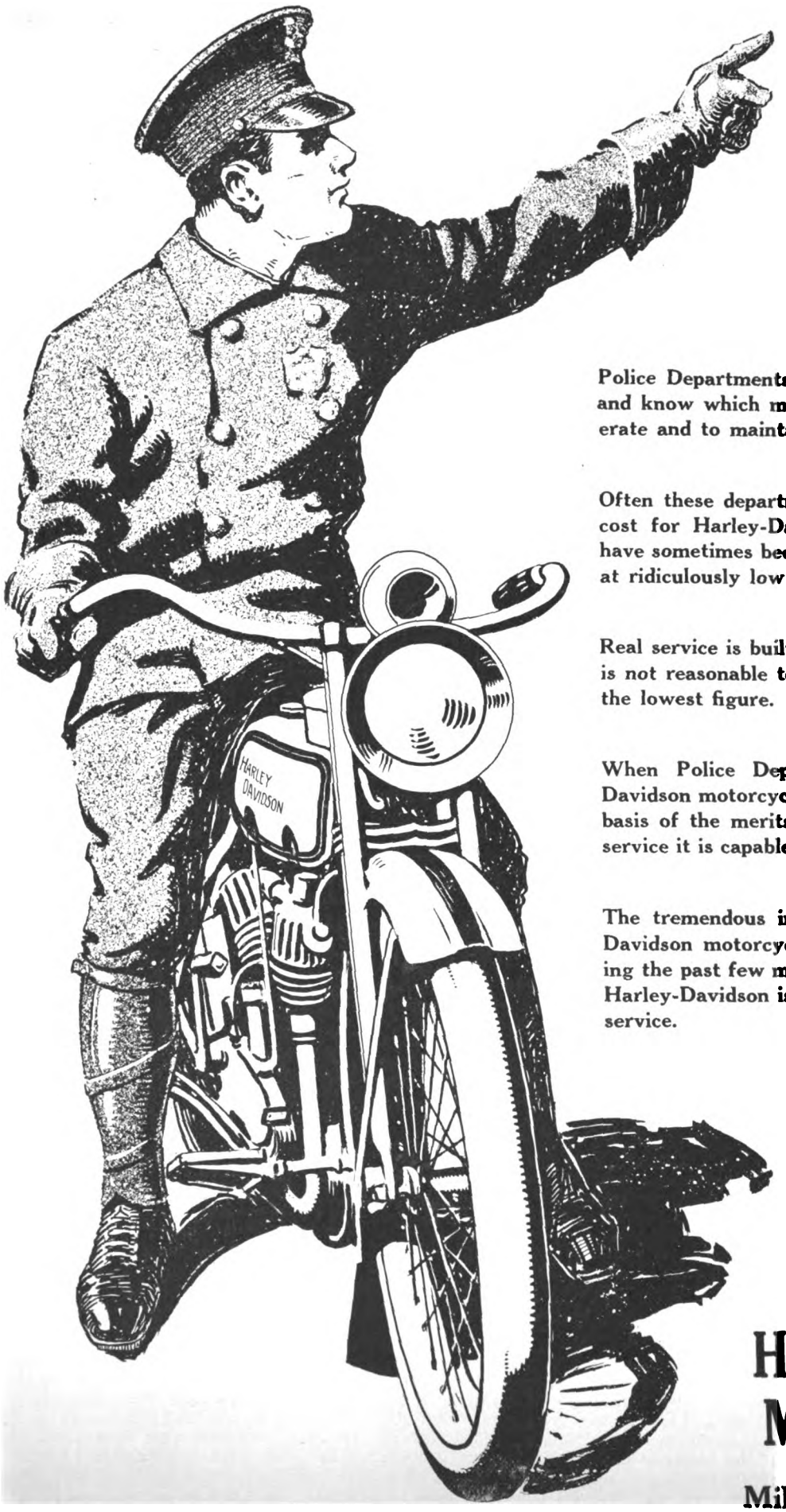

Harley for

Police Departments **that have used several makes** and know which **motorcycles cost the least to operate and to maintain, buy Harley-Davidsons.**

Often these **departments pay a little more in first** cost for Harley-**Davidsons, for competing makes** have sometimes **been quoted to Police Departments** at ridiculously low **prices.**

Real service is built *into* **a motorcycle, therefore it** is not reasonable **to expect the best motorcycle at** the lowest figure.

When Police **Departments are offered Harley-**Davidson motorcycles **they are offered these on the** basis of the merits **of the machine itself, and the** service it is capable **of rendering.**

The tremendous **increase in the sales of Harley-**Davidson motorcycles **to Police Departments dur**ing the past few **months is ample evidence that the** Harley-Davidson **is the best for Police Department** service.

Harley-Davidson Motor Company

Milwaukee, Wis., U. S. A.

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-Davidsons are Best Police Service

Recent Harley-Davidson Sales for Police Department Service

Detroit, Mich.	Rochester, N. Y.	Amarillo, Tex.
Milwaukee, Wis.	Portland, Ore.	Racine, Wis.
S. Milwaukee, Wis.	Columbia, S. C.	Appleton, Wis.
Pittsburg, Pa.	Wheeling, W. Va.	Port Washington, Wis.
Dayton, O.	San Diego, Cal.	San Jose, Cal.
Omaha, Neb.	White Plains, N. Y.	Santa Barbara, Cal.
St. Paul, Minn.	Pacific Beach, Cal.	Boise, Idaho
Buffalo, N. Y.	Colma, Cal.	Rushville, Ind.
Galveston, Tex.	Joplin, Mo.	Ossining, N. Y.
Denver, Colo.	Belleville, N. J.	Harrison, N. Y.
New Haven, Conn.	Huntington, L. I.	Port Chester, N. Y.
Hartford, Conn.	Canandaigua, N. Y.	Pueblo, Colo.
Atlanta, Ga.	Geneva, N. Y.	Hibbing, Minn.
Savannah, Ga.	Mt. Vernon, N. Y.	McKeesport, Pa.
Macon, Ga.	Essex Falls, N. J.	Paris, Tex.
Newark, N. J.	Johnstown, N. Y.	Boone, Iowa

Each star on this map represents a town where Harley-Davidsons were recently placed in Police Department service.

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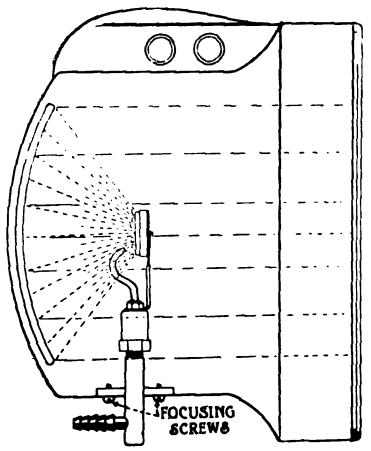
"BRILLIANT" BURNER GIVES POWERFUL LIGHT

Monosmith Product Has Novel Principle in Operation and Illumination Can Be Regulated to Suit Conditions

EXTRAORDINARY brilliance, combined with great carrying powers for the light, are obtained from "Brilliant" burners, the product of the Monosmith Brothers Company, Spencer, Ohio. These burners are unique in construction, embodying the principle used on all oxy-hydrogen lights



for projection purposes: the projection of the flaming jet of gas on an incandescing button. This type of burner has been tried out in the motor field as well as in the optical field and has proven most successful.

The manufacturers guarantee with this burner that the user can get more light and a stronger beam than with the bat-wing or other type of burner, without at the same time increasing the consumption of gas. The same light can be obtained with the new burner, moreover, at a fraction of the cost of the old burner. Should the rider fall, and the front glass of the headlight break, the "Brilliant" burner will not jar out.

The "Brilliant" burner is a simple brass burner in two parts and an incandescing button 7/8 inch in diameter. An acetylene jet is projected against the incandescing button.

To produce a full intense beam the jet or upper part of the burner is turned so that the face of the button is toward the reflector, as shown in the illustration. This is the position for ordinary driving.

To produce a diffused or spreading light the face of the button is turned toward the front of the lamp, thereby cutting out the reflector. This position enables the user to comply with ordinances requiring a reduced light. The burners are interchangeable with the ordinary acetylene jet and can be used in place of any standard size of gas burner. The price is $2 per set for motorcycles. If not obtainable from dealers, a direct order can be made to the factory at Spencer, O.

DEALER'S LOYALTY IS BIG TRADE ASSET

(Continued from page 53)

more thorough. The men in charge seek more diligently for ways of improvement and the men below them respond more readily.

The dealer will be benefited by larger sales and increased profits, for confidence will seek the prospect and grow as the sale develops. The prospect will be confident that the goods will measure up to the sample and will have confidence in the salesman's statements as to the quality of his product in all things. His efforts will create a national faith and confidence in the integrity of the manufacturer's methods. He will be pulling with the stream instead of against it. In short, it will mean a swifter and easier selling method which is the shortest and surest road to success.

STOLL TANDEM SALES HAVE REMARKABLE INCREASE

IN view of the growing tendency in the use of sidecars, the increase in sales of Stoll tandems, the product of the Stoll Manufacturing Company, of Denver, Colo., is really remarkable. It was thought by many that the increase in the use of the sidecar would seriously affect all tandem business, but such has not been the case with the Stoll products, in patricular.

The Stoll line of tandems includes the Dream Tandem No. 1, with back-rest and double set of springs. This tandem is quick detachable and is so sprung that smooth riding is had under all road conditions. It lists at $22. The other tandem is the No. 2 or combination, made with spring system which can be locked and made adjustable for different weights. This tandem has a hand-hold and, like the Dream, has cushion which snaps on or off. It lists at $11.

REEPS MFG. COMPANY IS NOW INCORPORATED

NEW YORK.—The Reeps Manufacturing Company, with offices at 50 Church street, New York, has recently been incorporated under the laws of the State of New York for twenty-five thousand ($25,000) dollars.

The firm is the inventor and manufacturer of the "Reeps" dashboard oil and gasoline gauges for automobiles; the "Reeps" warning signal for bicycles and motorcycles, and several other electrical and automobile appliances.

Chas. S. Shuman, who for several years sold Klaxon and Newtone horns throughout the country, is president and treasurer of the company.

GUTERMAN DOING WELL IN EASTERN OHIO TRIP

STEUBENVILLE, O., April 22.—Lou Guterman, traveler for the Reading Standard Company, Inc., of Reading, Pa., has been looking over the trade in this city, and will make his next big stop at Columbus. Since leaving New York State, Lou has signed up the following to handle the big brown twins: F. E. Gillette, Ashtabula; Woodland Avenue Cycle Company, Cleveland; Amos W. Dauberman, Canton, and R. M., Pearce & Co., this city.

MAKING A PAL OF YOUR MOTORCYCLE

(Continued from page 47)

whenever I feel inclined to swing a racket.

Many times my sidecar outfit has been called upon to provide double transportation to a dance, and the passenger has always thought herself lucky to have available such a convenient and satisfactory conveyance. And right here I claim a record. With my graceful form sheathed in a dress suit, well protected of course, I drove the outfit to a formal dance out at the club above mentioned through a good depth of snow and in a light snowstorm. It was done partly as a stunt; partly because it was the easiest way, outside of hiring a taxi, to get there. Can anyone beat that?

Swimming trips to the salt water, frogging excursions, fishing by day and by night, in salt and fresh water, after a score of different kinds of fish, in a hundred different places, scouting trips in search of new fields of outdoor activity—the list of ways in which my motorcycle makes good is practically endless. Do you wonder then that I regard the good old chugger as a necessity. It has become so much a part of my life that I accept it as a matter of course; without it I am utterly lost.

THREE NEW BUILDINGS FOR FEDERAL PLANT

MILWAUKEE, Wis., April 25.—The Federal Rubber Company, Cudahy, Wis., which recently passed into the control of the Fisk Rubber Company, has plans under way for an extensive expansion of the Cudahy plant that will provide three new buildings. One will be a storehouse and shipping station, 106x113 feet in size, the other two to be manufacturing departments, one 116x200 feet and the other 112x235 feet. All will be constructed of concrete and steel and the two manufacturing buildings will have foundations that will allow for seven-story buildings when occasion requires.

SHE GOT THE RUBBERS FOR HER DOLL, ALL RIGHT

NEW YORK.—One of the recent exhibits in the window of the United States Tire Company at 1790 Broadway was a display of tiny rubber overshoes, not over 1½ inches long. A sign in the window stated that a pair of these rubbers would be given to anyone that they would fit.

A small girl saw the sign and marched inside bearing her doll. She said that the doll needed a pair of rubbers. The rubbers fitted and the girl and the doll went out with them. She "called" the U. S. Tire Company.

This incident forms one of the first page features in the latest issue of *The Tire Journal*, the house organ of the United States Tire Company. Another feature is the "History of 8-0-4," being an account of how Dealer W. P. Yoerg made that number a business asset in Holyoke, Mass. He advertised the number along with U. S. tires and free service in a variety of ways and built his business to huge proportions on the strength of the three allied features.

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WE HAVE THE PLUG

Standard S. A. E. 7/8" Open End
Dayton Motorcycle Equipment

Excelsior
Motorcycle Equipment

Pope
Motorcycle Equipment

SPLITDORF COMMON SENSE SPARK PLUGS

S. A. E. 7/8" 18 Open End
Indian 1916 Equipment

Standard Motorcycle Type

Indian Metric Type
1914-15 Equipment

BEST SUITED FOR EVERY MACHINE

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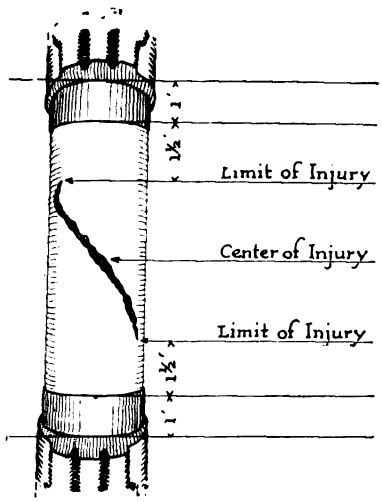
GOODRICH PROCESS REMAKES TIRE CASING

New Method of Repair Developed by Tire Firm's Experts Ensures Strong and Lasting Reconstruction of Casing at Only Slight Increase in Cost Over Former Methods

AS the result of a number of years of experiment, the experts of the B. F. Goodrich Company, of Akron, O., have developed a process of tire repair which will practically remake a casing at a cost that



How Casing Is Cut

scarcely exceeds that of the old methods. Any repairman can use this process—it is simply an adaptation of old ideas in tire repair.

The Goodrich company, in describing the new method, takes the case of a tire blown out from bead to bead. The injury is serious, but not so serious as to permit of scrapping the tire, as regards economy. In the injured tire, the fabric and tread are both torn apart.

Cutting the Tread and Plies

The first step in the repair is to find the center of the injury. If the repairman has a pattern, the center of the pattern should be placed on the center of the injury and the limits of the repair marked from the pattern. Should the repairman not have a pattern, he should leave at least 1½ inches between the end of the injury and the first cut or "step" on each side. At this distance, the tread of the tire is cut through two plies, in a four-ply tire. After cutting to the third ply and stripping the two upper plies away from each limit of the injury, the next cut should be made through but one ply on each side of the injury at one inch further away than the first cut. In other words, the "step" so formed should be 2½ inches from the limit of injury on each side. For a five-ply tire, three plies are to be taken off the top. The first step should then be cut 2½ inches away.

Now, with either the four-ply or five-ply tire, the cutting out of the fabric in steps, as mentioned above will give the repaired tire a maximum of strength. There will be, in the four-ply tire, two plies below the bead as well as two above. The inside ply must now be cut out, starting the cut one inch further from the injury than the point where the tread was cut and two inches from the cut of the first outside ply.

The tire will now present a series of steps inside and out. Without these steps, two or more splices would come one over the other and the tire would be weak at that point. When the repairman is ready for the repair proper, he should buff off all gum adhering to the fabric and dry the tire for three or four hours. If the tire is not thoroughly dry, the repair will surely go bad. The tire is then cemented, drying the first coat two hours and the second coat six hours.

To Protect the Steps

Preparatory to replacing the fabric, the Goodrich people recommend a thin strip of cement gum being placed over the edges of the fabric steps to protect them and keep them from chafing. The same precaution should be taken with the edges of the injury and enough gum used to fill up the hole in the ruptured fabric.

The fabric is to be cut so that the ends of the first two plies will butt evenly with the steps in the five-ply repair and the third ply should overlap and extend to the tread. In the four-ply job the upper ply should extend to the tread. On the inside of the tire there was but one ply removed. This is to be replaced so that the ends of the fabric butt with the splice. A reinforcing strip two inches longer than the section is put in as an added protection.

The inner and outer plies of fabric are lapped over the bead and covered with bead strip. Cushion gum is then applied, as well as side wall and tread, and the repair is ready for the vulcanizer. The repair will make the tire stronger than 90 per cent. of the repaired tires now on the road.

Secrets of Repair Success

The Goodrich company points out three secrets of repair success. These are: (1) Take the injury out of the tire; (2) use repair materials that harmonize; (3) step back the points from which plies of fabric are removed. In taking the injury out of the tire, enough fabric is to be removed to eliminate the weakness, and it is pointed out that a patch on top of an injury is a makeshift, not a repair.

NOVEL REPAIRS ARE MADE BY CLUBSTERS

National Capital M. C. Riders Use Ingenuity in Fixing Up Blowout and Improvising Substitute for a Lost Nut

WASHINGTON, D. C.—Members of the National Capital M. C. gather around the big table in club headquarters during the long winter evenings and discuss incidents of their trips. Some of these incidents contain valuable tips for riders, and two such are given herewith:

An unusual repair to an inner tube was made by a rider touring through a desolate stretch of Virginia. His inner tube blew out, resulting in a hole several inches long, and much larger than the largest patch his tool kit contained. After much puzzling he solved the problem by securing a piece of binder twine from a neighboring farmer and tying the same tightly around the inner tube about an inch or two from each end of the puncture in a direction away from the hole. He then wrapped his handkerchief tightly around the tube at the hole. This repair proved effectual and he was enabled not only to return home but also to ride the machine to a tire establishment to purchase a new tube the next morning.

On a recent trip through the Shenandoah Valley of Virginia with an Indian and sidecar, the nut came off the front axle on the side nearest the sidecar and was lost to sight. Fearing that the strain on the front wheel caused by the sidecar would eventually cause the front axle to slip out of the fork, we proceeded with great care to the nearest blacksmith shop. Nothing, however, could be obtained which would fit on account of the special thread used on Indian motorcycle bolts and nuts. However, with true Yankee ingenuity, the problem was solved by sawing the nut on the other end of the axle exactly through the middle, thus making two complete although thin nuts. With the aid of these nuts the journey was resumed and no further difficulty was experienced.

DOLLAR A POUND ORDER

Lite wait Mfg Co
Lite town

Dear Sir
I see by the papers you are selling your new lite wait 125 pounds 125 dollars "A dollar a pound" as you advertise it.
Plese send me one dollers worth of the carburetor and a dollers worth of motor

Yours truly
Bill Green

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BUILT RIGHT

BUILT LIGHT

That the ROGERS is Built Right has been thoroughly proven by the thousands in daily use.

In Design, Construction, Material and Finish, ROGERS SIDECARS have time and again demonstrated their supremacy.

It is the only All Steel sidecar with Autogenously Welded frame and One Piece All Steel body.

Every detail of construction developed to the highest mechanical perfection.

Finish, brushed and hand rubbed baked enamel that positively will not lose its lustre.

BUILT LIGHT

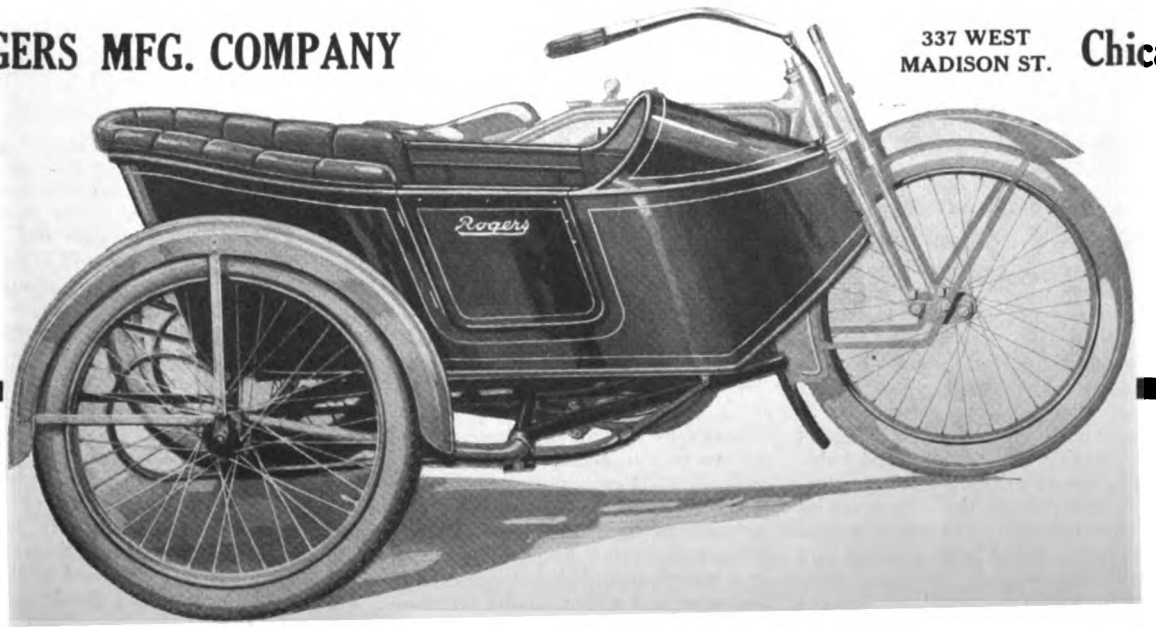
By the welded all steel construction ROGERS cars are from 40 to 65 pounds lighter and at the same time stronger and more durable than any other sidecar made.

Proof of these claims is clearly shown in the rapidly increasing sale of ROGERS SIDECARS which are now over twice that up to the same period a year ago and exceed in numbers the total of all other makes.

The owner of every ROGERS SIDECAR knows its superiority and tells his friends.

Write for catalog stating make and model of your motorcycle. We have a ROGERS car to exactly fit it that can be made to fit any other motorcycle equally well merely by changing a few inexpensive connections.

ROGERS MFG. COMPANY 337 WEST MADISON ST. **Chicago**



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ANOTHER DOZEN SIGN FOR MIAMI POWER BIKE

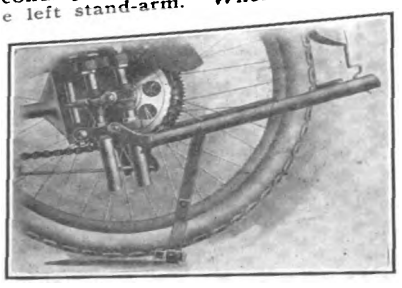
MIDDLETOWN, O.—To the long list of dealers who have signed up to handle the little belt-drive four-stroker, otherwise the Miami Power Bicycle, the Miami Cycle & Manufacturing Company announces an additional twelve. These are: Wm. E. Bascom & Smith, Lansing, Mich.; Wm. E. Metzger Co., Detroit, Mich.; Velt-man Manufacturing Co., Grand Rapids, Mich.; Harvey Williams, Lancaster, Pa.; Forster Bros., Manayunk, Pa.; A. Henry, West Chester, Pa.; Ray P. Cosgrove, Pittston, Pa.; Crawford & Wright, Manchester, Conn.; P. J. Maley & Co., New London, Conn.; C. A. Posner, New Haven, Conn.; L. Fenn, Bloomington, Ill.

MANY FIELDS COVERED IN HARLEY-DAVIDSON DEALER

HARLEY-DAVIDSON activities in various fields and in particular as regards the use of this machine with the U. S. Army in Mexico occupy most of the April issue of the *Harley-Davidson Dealer*, the house organ of the Harley-Davidson Motor Company, of Milwaukee, Wis. Feature articles of great interest are on the care of hub bearings, on tests made of different oils and on the subject of spokes. The cover shows the New Mexico Military Institute machine guns which are mounted on Silent Gray outfits.

POPE BRINGS OUT JACKSTAND FOR T-16 MODEL

AMONG the latest improvements on Pope models is an improved stand which at present is fitted only to the Model T-16. This stand, which is really a combination of jack and stand, has a secondary member which projects from the left stand-arm. When the machine



Pope Stand Ready to Operate

is to be raised on the stand, this member with the stand-arm drops down to the ground; upon foot pressure being applied to the stand proper, the stand-arms act as levers and the rear wheel is lifted from the ground. A slight rearward pull on the machine then swings the stand into the operative position.

This can be done when the rider is standing alongside the machine and holding it erect. It requires no great exertion and insures placing the mount on its stand a simple matter to even light riders. The new stand is a real improvement and yet it retains the original neat and compact form in which it was brought out by the Westfield designers.

SIDECARS DEMONSTRATE AT NATIONAL GUARD DRILL

NEW YORK.—Sidecar-equipped motorcycles gave a further demonstration of their adaptability to military service in an exhibition at the armory of the 71st Infantry, New York National Guard, on the evening of April 20. Eight combinations participated in the demonstration, made on the floor of the armory.

Seven of the combinations carried from one to two troopers, while the eighth, an Indian machine-gun apparatus, carried a Colts gun and its crew of two men. The sidecars brought the infantrymen to reinforce the firing line, while the machine gun was dismounted and put on its tripod and sent into action on the left flank. On the cease fire being sounded, the combinations again came forward and the gun was once more mounted on its traveling carriage and sent to the rear.

The demonstration was made before Major General John F. O'Ryan, commanding the New York National Guard, and that officer expressed himself as highly gratified with the performance. The motorcycles were under the direction of Lieutenant Ernest Schroder, of F Company, in charge of the headquarters motorcycle detachment of the Guard.

MARYSVILLE CLUB BANQUETS

MARYSVILLE, Cal.—The new motorcycle club in this city had an enjoyable banquet a short time ago. Nine new members were received in at the time. The idea of securing a club house was discussed and racing plans were also talked of.

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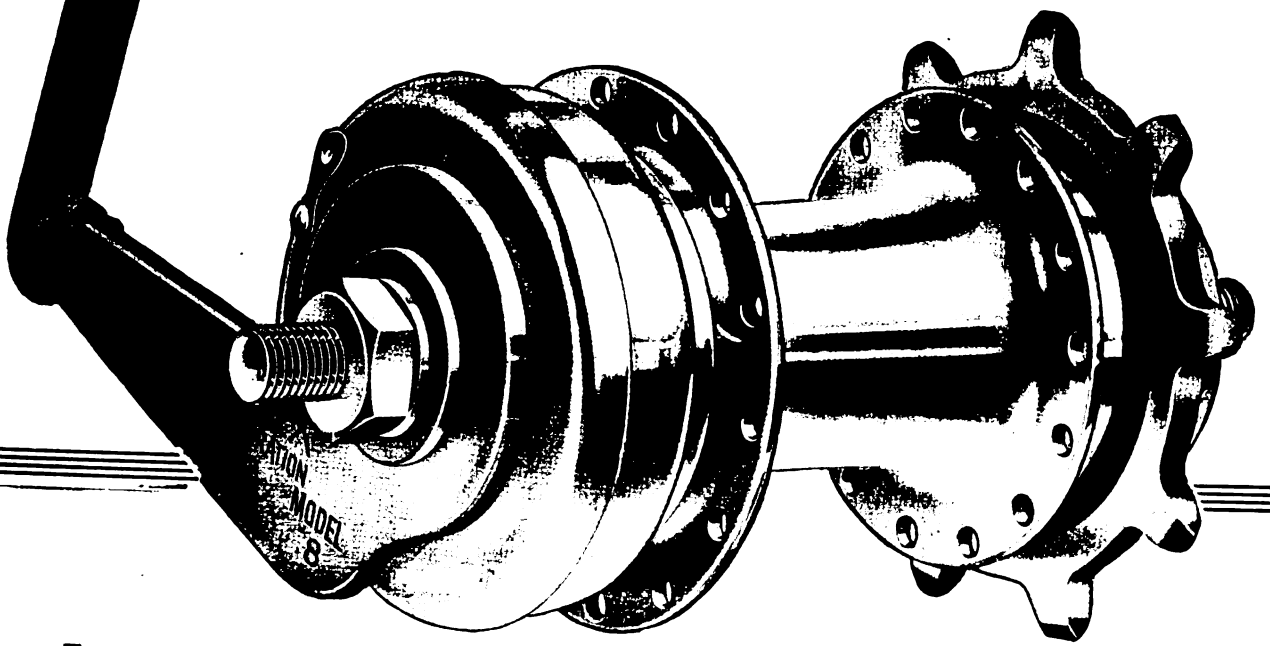
You Can't Beat The Big Brake



IT'S been tried a number of times but every time the famous

CORBIN

Duplex Coaster Brake

has demonstrated to the satisfaction of all riders its marked superiority.

And there is every reason that it should. Its large ball bearings assure smooth action, frictionless running, and durable service; its maximum brake surface gives it unequalled gripping power—this is an important feature; and its compact case prevents dirt, dust and rust from injuring the mechanism. Altogether it is a construction that can't be beaten.

Every bicyclist who has had any experience with coaster brakes knows this to be the case. The Corbin Duplex has been on the market too many years to be an experiment—*it is the standard brake equipment.* It should be on your wheel this season. See to it that it is. Your dealer will gladly equip it for you—he is used to doing this. For either the old or new bicycle specify the Corbin Duplex. Investigate today! Write for catalog.

"Corbin Control Means Safety Assured"

THE CORBIN SCREW CORPORATION

The American Hardware Corporation, Successor

NEW BRITAIN, CONN. Branches: New York Chicago Philadelphia

Makers of Corbin-Brown Motorcycle Speedometers

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Behind these catalogs is an organization trained by years of experience to handle YOUR problems. WE KNOW *from first-hand* experience, what goods sell—what articles are practical—and YOU, when you order from these catalogs, get the benefit of our years of experience, of the tremendous organization, covering 14 floors of two great buildings, with double the storage capacity elsewhere.

WHY NOT TEST THE SERVICE WE OFFER YOU?

Write us to-day, on your letterhead, for Catalogs Nos. 63 and 64, also Bargain Book No. 162

Sole Distributors of

"Pierce," "Victor," "Crawford" and "Queen City" Bicycles

Some territory still open for these agencies. Write for prices and terms.

NEW YORK SPORTING GOODS CO.

POWHATAN ROBINSON, President FREDERIC A. BAKER, Vice-President JAMES E. MURRAY, Treasurer

15 and 17 WARREN ST., Two Entire Buildings, Near Broadway, NEW YORK

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That Los Angeles Hill Climb!

"Never a Miss" says Lem Sahagin Winner in Amateur Class

And on this gruelling climb—in 16 4-5 seconds—to the mountain's top—he rode a *Henderson,* equipped (of course) with a

Berling Magneto

Worth More **Does More**

From the big, powerful 12-cylinder, 200-horsepower aeroplane motors to the little high-speed, single cylinder lightweight motors, BERLING efficiency has been definitely proven. Wherever motors are made the wonderful sparking properties of BERLING magnetos are known and admired. The fat, hot spark, just as powerful at retard as at full, the one-piece, dust—water—oil—and troubleproof frame, and other BERLING features are matters of common knowledge.

Assure for yourself a perfect riding season, so far as your ignition is concerned. See that the motorcycle YOU buy is BERLING-equipped.

Ericsson Mfg. Co., Buffalo, N. Y.

A *good* deed often means a *good* deal—Please mention MOTOR CYCLE ILLUSTRATED.

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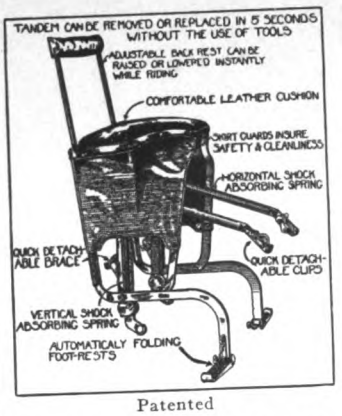
Buy A Stoll Tandem Now

IT WILL DOUBLE THE PLEASURES OF MOTORCYCLING

Each one is a complete tandem and luggage carrier in itself. "Nothing ever equalled them for comfort."



Patented

STOLL DREAM TANDEM No. 1

Price Complete $22.00

"The Easiest Riding Tandem Ever Made"

Quick-detachable.

Cushion snaps on or off.

Backrest can be raised or lowered while riding.

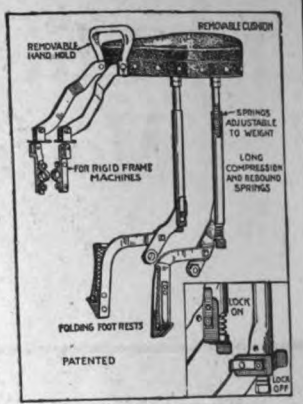
Double set of springs absorb shocks from any direction—provides smooth riding under any road conditions.

卐 COMFORT 卐

SPRING FOOTREST ATTACHMENT NO. A.

Price $3.85 complete for attaching to any 1915 or 1916 Stoll No. 2 Tandem. Relieves the feet of all jars.

卐 SERVICE 卐



STOLL COMBINATION TANDEM No. 2

Price Complete $11.00

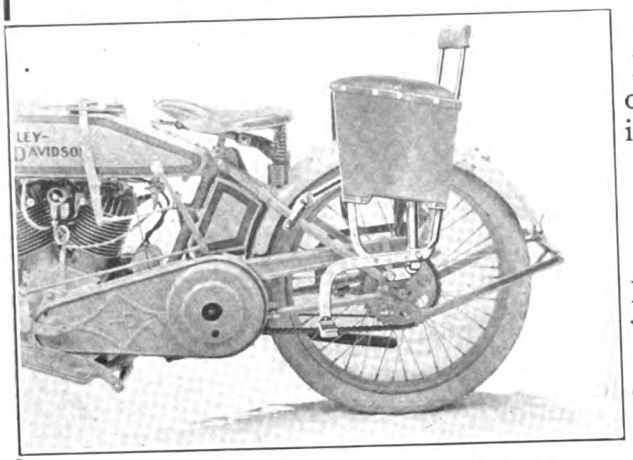
"The greatest value money can buy."

Spring system can be locked—prevents wear and rattle.

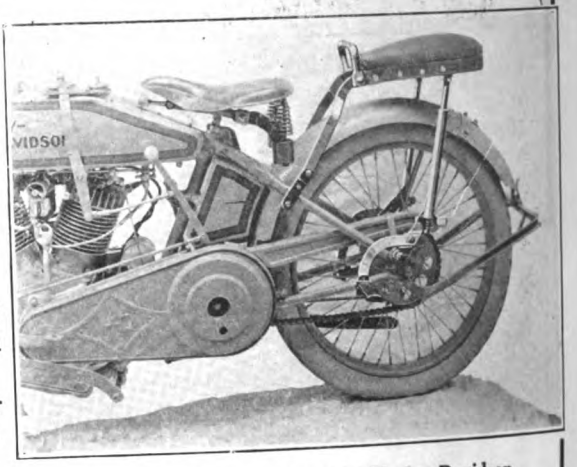
Cushion snaps on or off.

Long springs and pivoted joints insure comfort.

Springs are adjustable for different weights.

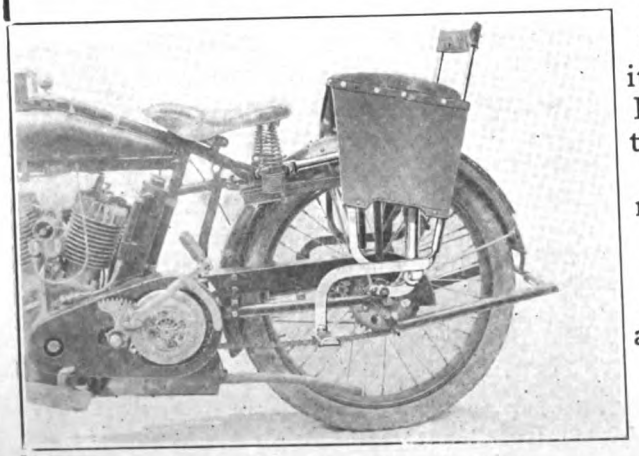


No. 1 tandem on the 1916 Harley-Davidson



No. 2 tandem on the 1916 Harley-Davidson

See your Dealer at once, and insist upon yours being a STOLL Tandem. No matter where you are located, your dealer can furnish it on short notice if he hasn't it in stock. Nearly all the leading jobbers now stock Stoll tandems. Catalogue and poster stamps mailed free.



No. 1 tandem on the 1916 Indian

No. 2 tandem on the 1916 Indian

A PERFECT FIT GUARANTEED

FOR ALL MAKES OF MOTORCYCLES

STOLL MANUFACTURING COMPANY, Denver, Colorado

(The largest motorcycle tandem factory in existence)

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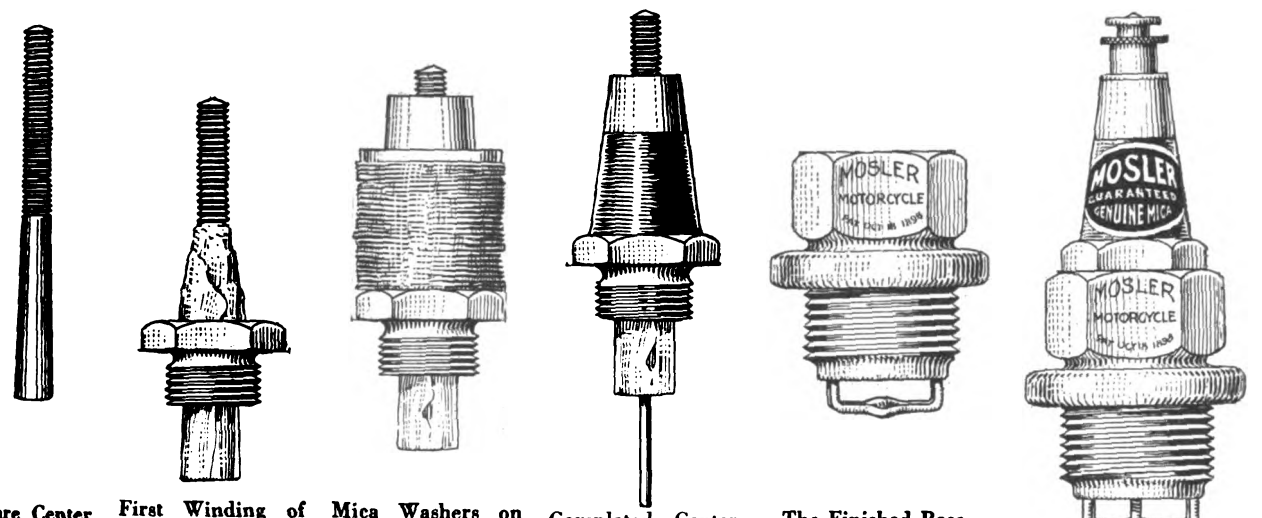
The Evolution of the Mosler VESUVIUS Motorcycle Plug



Bare Center Spindle.

First Winding of Mica — with bushing forced on.

Mica Washers on center core—before being compressed and turned.

Completed Center Core — ready for final assembly.

The Finished Base.

The Completed Plug.

The air-cooled motorcycle engine is the hardest thing in the world on spark plugs. Its plugs are subjected to extremes of temperature and the jar and vibration of the small bore, high compression, high speed engine are terrific. It takes real quality—a plug especially built—to make good.

The Mosler Vesuvius is built to meet this strain.

The core is India Mica, wound laterally by hand around the center spindle.

Over this core thin mica washers are hydraulically forced. It is then turned down and shaped, giving a finished product, guaranteed not to absorb moisture or oil, and which cannot short circuit.

MOSLER VESUVIUS PLUG

Mica Insulation

"The Indestructible Plug"

Guaranteed to outlast the Motor.

Made in sizes Metric 7/8" A. L. A. M. and 1/2". Dealers—write for prices—and a sample Plug.

Price $1.00 each

A. R. Mosler & Co. New York, U. S. A.

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Know All About the Pope Three Speed Twin?

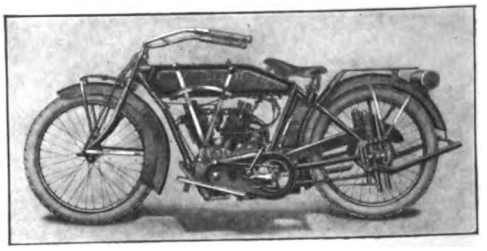
It's the motorcycle sensation of the season. You wide-awake riders mustn't miss it. From frame-head to foot-boards the Three Speed Twin is crammed with original Pope features that add to your comfort and convenience—that give you all the speed and power you'll ever call for.

With all the latest improvements which are embodied in it, this Three Speed is practically a new model.

Pope Three Speed Model T-16

has the famous Pope Twin Cylinder Overhead Valve Motor that develops more than twice its rated horsepower. The 3-speed mechanism insures immediate and correct gear change. All gears are constantly in mesh. There is no chance for you to strip the gear teeth or misapply the operating parts..

It has combination foot or hand control of clutch, brake and gear release, with automatic hand lever brake lock—absolutely original Pope features.



To keep in touch with the best in the motorcycle field find out about this new Pope today. Pope dealers almost everywhere.

Price $275.00

WESTFIELD MANUFACTURING CO.
(Successors to the Pope Mfg. Co.)

11 Lozier Ave. **Westfield, Massachusetts.**

Largest Manufacturers of High-Grade Bicycles in the World

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STERLING IS LATEST 20th CENTURY MODEL

New Bicycle Headlight Burns Twelve Hours on One Filling of Kerosene and Gives Steady Light Under All Conditions—Has Combination Bracket

NEW YORK, April 25.—Sensing what it takes for a wide call for a bicycle lamp of that type, the Twentieth Century Mfg. Co., of 41 Warren street, this city, has brought out under the trade name "Sterling" a lamp, which, despite the use of the best of materials and workmanship of the best sort, is moderately priced at $1.25.

The lamp is not altogether new, a bicycle lamp of a similar type having been included in the 20th Century line some years ago, and having proved itself to the satisfaction of jobber, dealer and user alike. In its main conception, therefore, it is not an untried experiment, but is possessed of all of the qualities that have made 20th Century oil lamps an enviable reputation in the past.

It is stated that the lamp will burn for better than 12 hours on one filling of kerosene, will not smoke or soot up, and is guaranteed to give a brilliant, steady light under all road conditions.

It comes fitted with a combination bracket that is adaptable for use for either the head or the fork-side of the bicycle, eliminating the necessity of purchasing an extra bracket. It is jeweled with a red light on the right side and a green one on the left.

Despite the fact that deliveries cannot be promised before June 15, it is said that the manufacturer already has on hand a great many orders for this new offering, which tends to prove that it was not mislead in answering the call for a lamp of the Sterling sort.

SERVICE MAN CARING FOR DIXIES IN MEXICO

COLUMBUS, N. M., April 22.—As concrete evidence of the sort of service and co-operation which the accessory and parts maker is willing and anxious to render the purchaser of motor vehicles today stands A. F. Jacobs, a Splitdorf service man who has been detailed to keep all the Dixie magnetos being used on the motor equipment in the service of the American army in Mexico right up to scratch, so to speak. Jacobs not only takes care of the ignition needs of the heavier army trucks, but also sees that Dixie equipped motorcycles are always in prime condition insofar as the ignition equipment is concerned. He is now on a trip from Columbus to Cases Grandes with a squad of military motorcycle riders mounted on Indians and Harley-Davidsons to see that there is no delay on the line that Splitdorf service can overcome.

ROCKFORD M. C. PLANS FOUR-DAY SOCIABILITY

ROCKFORD, Ill., April 25.—Featured on the card of spring events to be promoted by the Rockford M. C. is a four-day sociability run taking in Milwaukee, Chicago, Aurora and intermediate points, which is scheduled for May 27-30, inclusive. A 24-hour endurance run over a 50-mile loop course to be staged some time in June, and several track meets are also in prospect.

TAKES ON SMITH MOTOR WHEEL

GUELPH, Ontario, April 24.—L. H. Buttrey, the thoroughly capable bicycle tradesman of Guelph, has taken the local agency for Smith Motor Wheels and is pushing the line for all it is worth. He is combining bicycle and Smith sales wherever possible and gives demonstrations of the motor attachment for the education of all prospects. He carries a complete line of bicycle accessories in a well-equipped store.

PLANS COMPLETE FOR INVINCIBLE RUN

All Details Have Been Attended To for 200-Mile Sociability Event of Brooklyn, N. Y., Club on April 30

BROOKLYN, April 25.—Once again, on Sunday next, April 30, the Invincible Motorcycle Club will usher in the riding season for the riders of the Metropolitan enthusiasts with its annual spring run. The plans have all been perfected for this 200-mile event, which this year partakes more of the nature of a sociability than an endurance contest. Club members state that the only things necessary to insure the whole hearted success of the event are a clear sky coupled with a moderate temperature.

Keen interest is being taken in the contest for the silver cup donated by the Silvex Co., which is to become the property of the club having the greatest number of riders who finish on time. Adding to the heat of this little side contest is the fact that New York State Commissioner George Ellis of the Yonkers M. C., and New Jersey State Commissioner E. B. Holton of the New Jersey M. C. of Newark both are anxious that the Silvex cup shall decorate their respective club rooms.

The contest is scheduled to start at 6.30 for the lightweight and single divisions and 7 o'clock for the heavier machines from Disbrow's garage, Hillside avenue and Hoffman boulevard, Jamaica. The start will be in charge of Bob Graves, while Fred B. Chase will officiate as referee.

ONE OF THE EMPIRE STATE'S FAIR RIDERS

Miss Jessie Hines, of Batavia, N. Y., a Harley-Davidson Enthusiast

PROVIDENCE BIDS FOR F. A. M. ANNUAL CONVENTION

PROVIDENCE, R. I., April 24.—If the 1916 convention of the F. A. M. does not come to Providence, it will be through no fault of the Providence Chamber of Commerce, which, after considerable correspondence with Dr. G. B. Gibson, secretary-treasurer of the national riders' organization, has formally entered a bid with President A. B. Coffman to stage this year's annual "big event" at the winter capital of the Cranberry state.

Perhaps the strongest point, and the one which may be the deciding factor, in the Chamber's bid is the offer of the use of the new Narragansett Speedway, an asphalt saucer, which, if it has not yet been proved the fastest speedway in the world, at least proved mighty swift during the speedfest that was staged there just after its completion last year. It was further pointed out that the 1907 F. A. M. convention was held at Providence.

BUYS LIGHTWEIGHT FOR SON

Dr. E. J. Cook, one of the most prominent physicians of Los Angeles, has just purchased of the Girton-Hoffer Co. an Excelsior light-weight for his son. This is another example of tendency of the motorcycle to appeal to the best class of prospects, who could easily afford automobiles but prefer the two-wheeler.

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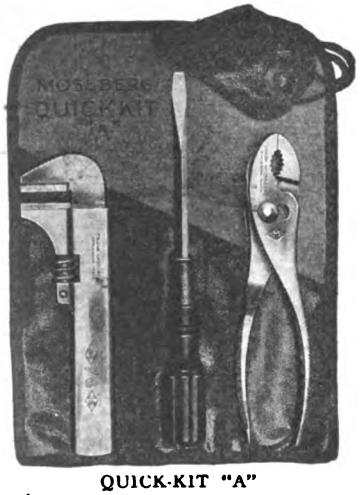
Mossberg

A Wrench.

A violent twist or a pull with twisting; a stout Iron instrument having jaws or an opening adapted to catch upon the head of a bolt or a nut to turn it. To wrest, twist or force by violence.

Wrenches

are built to do just that sort of work—to withstand hard strains, sudden wrenches. The Steel and the Tempering *must* be carefully worked. Then they *can* be "absolutely guaranteed," and *Mossberg Wrenches are!*



QUICK-KIT "A"

Efficient set of 3 tools, representing the ones most extensively used, packed in 3-pocket enamel canvas kit. Price $1.10.

MOTORCYCLE SET NO. 715

Really, size considered, the best adapted set for general use. Packed in canvas kit, 50c.

MOSSBERG NO. "74"

Absolutely the cleverest adjustable wrench for all-around use. Opening up to 1⅞", Leverage of 6⅜". Polished Nickel, 38c., Polished Mottled 35c.

All of These Tools are "Mossberg" Guaranteed

Catalogue 172C describing these tools more fully forwarded promptly without obligation attached.

NO. 741 PEDAL WRENCH

The name explains it. ⅝" and 9/16" openings. Surely a tool to be considered in your kit. Price $1.00.

NO. 710 TIRE IRONS

Self-working tools which are indispensable for occasions caused by tire troubles. Price 25c.

SOCKET WRENCH SET NO. 5

Sockets fitting the most important nuts on your machine. Specify make of motorcycle, or if for stock order general set No. 5. Either one in canvas case, $1.10.

A tool much needed and *used* at this time of year. Fits all spoke nuts on any motorcycle. Dull nickel-plated finish. 12 in carton, per doz., $1.20.

FRANK MOSSBERG CO.,
ATTLEBORO, MASS., U. S. A.

BRANCH OFFICES—Chicago; 180 N. Market St., San Francisco; 324 Underwood Bldg., Dallas, Tex.; Los Angeles, 503 Equitable Bldg.; Waynesville, N. C.

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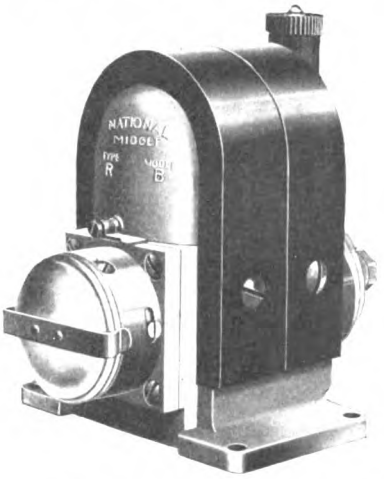

NATIONAL IGNITION

INTENSELY SNAPPY

The National "Midget" has taken the cycling world by storm. It's the one big hit of the industry. WHY?

BECAUSE THE NATIONAL "MIDGET" MAGNETO COMBINES THE ACCURACY OF A HIGH GRADE WATCH WITH THE STRENGTH AND ENDURANCE OF A STEEL BRIDGE.

Because it is the lightest, smallest, neatest and ABSOLUTELY THE MOST EFFICIENT MAGNETO ON THE MARKET. Weight 3 lbs., 10 ozs.

Because its many features, such as its one-piece frame, its water, dust and oil-proof construction, its snappy interrupter, its hot, fat spark AT ALL SPEEDS, its efficient oiling system make it an ignition-producer that is so crowded with real selling features that lightweight manufacturers find it one of their most powerful talking points.

You'll find the NATIONAL on motor-wheels, on the most popular lightweight motorcycles, on small dairy engines, on 'most every variety of small, highspeed motors.

LOOK FOR THE NATIONAL "MIDGET" ON THE MACHINE *YOU* BUY. IT'S A PLEDGE OF PERFECT IGNITION SERVICE.

National Coil Company

Lansing - - - Michigan

MB

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"NORMA" BALL BEARINGS

(Patented)

However well a motorcycle may be built, its actual performance will be no better than that of its electrical accessories—ignition apparatus and lighting generator. The pleasure-giving and service-giving capacity of your motorcycle depends upon the smoothness and silence and dependability of these accessories.

You will find, on investigation, that the high-grade ignition apparatus, lighting generators and starting motors used on the best motorcycles as well as upon the best cars, trucks and motor boats, and adopted by the best makers as standard equipment, are fitted with "NORMA" Ball Bearings—simply because these accessory manufacturers and machine builders have proved that "NORMA" stands for silence, speed and service.

Are *Your* Electrical Accessories "NORMA" Equipped?

THE NORMA COMPANY OF AMERICA

1790 BROADWAY NEW YORK

Ball, Roller, Thrust and Combination Bearings

A *good* deed often means a *good* deal—Please mention MOTOR CYCLE ILLUSTRATED.

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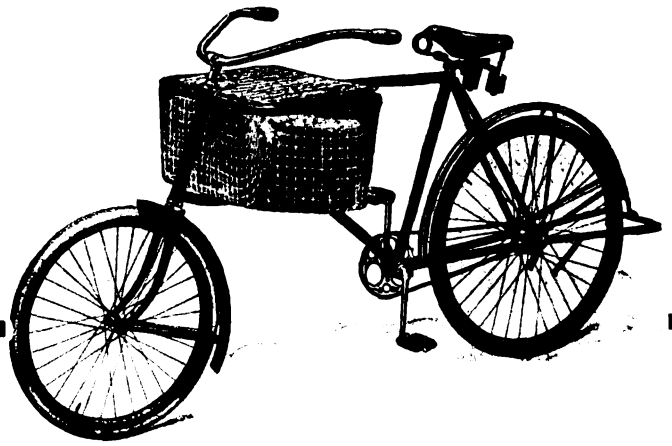


Every bicycle and motorcycle dealer has in the Commercial Bicycle a means of corralling all the live business men in his city whose business does not warrant the use of a horse and wagon, but yet MUST give prompt delivery service.

The Commercial Bicycle

is the ONLY vehicle specially built for commercial service. It is designed primarily for the quick and safe transportation of loads, and every inch of its construction is SPECIALLY ADAPTED to this service. Note the smaller wheel in front, the big roomy basket, with frame around outside to protect contents in case of a fall, the long handlebars, the large, comfortable saddle and heavy mudguards.

Dealers can secure from us the names of concerns in their own town who have written us to say they are interested in the COMMERCIAL BICYCLE.

Write today. There are prospects in YOUR section.

JONES & NOYES, 227-231 West Austin Avenue, Chicago, Ill.

CLUBS PLAN JOINT RUN TO FREDERICK, MD.

WASHINGTON, D. C.—The Washington M. C. of this city and the Maryland M. C. of Baltimore, Md., have planned a social run to Frederick, Md., for Sunday, May 7. The plans call for a dinner in Frederick and a return to Baltimore in the afternoon for a street parade. Amateur speed contests will be staged along the route and various amusements will be arranged to entertain the participants.

THREE MORE AFFILIATE

WESTBORO, Mass., April 22.—Three clubs have affiliated with the F. A. M. during the past week, as follows: Western Motorcycle Club, Denver, Colo., with 22 members; Dubois Motorcycle Club, Dubois, Pa., with 20 members, and the Moundsville Motorcycle Club, of Moundsville, W. Va., with 15 members. One new repair shop has been added to the registration list, which now numbers 1,229. It is the shop of R. S. Woods, 145 North Broad street, Trenton, N. J.

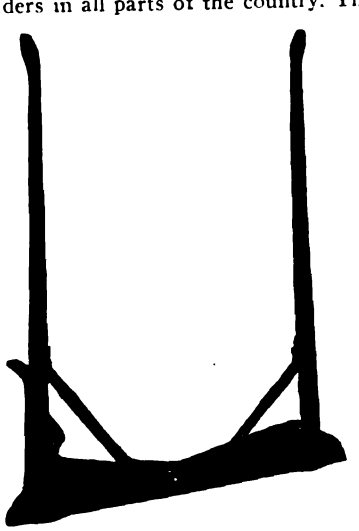
NO LAMPS FOR ATLANTA COPS

ATLANTA, Ga., April 24.—Bicycle policemen in this city will ride without lamps hereafter, in accordance with a recent order from Chief of Police Mayo.

"The headlights now in use," says the chief, "are all the warning necessary to a law-breaker that the police are approaching. They will be extinguished and we can catch our men."

KEEPS MACHINE UPRIGHT ON UNEVEN GROUND

ADAPTING itself to inequalities of the ground by the mere pressure on a small lever and thereby preventing the motorcycle overturning on any grade, the Mills adjustable stand is fast finding favor with riders in all parts of the country. This



stand, which is produced by the Mills Novelty Company, 225 South Green street, Chicago, Ill., will fit any motorcycle and can be attached thereto in one minute. It is neat and compact and has a 12-inch base.

The Mills adjustable stand has the base or lowest portion pivoted at the center. A short vertical lever is slidably pivoted at the left side on the stand arm. When the machine is jacked up on the stand, a foot pressure on the end of the lever enables the base to accommodate itself to the angle of the road and compensate for any grade, thus keeping the machine upright. It saves repair bills by preventing the machine from falling.

The cost is little more than that of an ordinary stand and its strength is superior in addition.

GRAND RAPIDS' FIRST RUN ON APRIL 30

GRAND RAPIDS, Mich., April 21.—The first run of the Grand Rapids M. C. will be held April 30, and assurances have been received that at least thirty riders will start on the route which will embrace Holland, Allegan and other cities for a distance of 250 miles. A cup will be awarded to the rider receiving the highest score.

The first six runs of the club will be of considerable importance, for the best riders in these will qualify for the big endurance run on July 2, 3 and 4.

WANTS $1,000 FOR HIS MOUNT

RENO, Nev., April 24.—Lawrence Lusich has brought suit in Judge Stoddard's court to recover $1,000 damages from Edward Barcos for the loss of the former's motorcycle in a collision with Barcos' automobile. Lusich alleges in his bill of complaint that the automobile was being operated on the wrong side of the street, which was the immediate cause of the accident.

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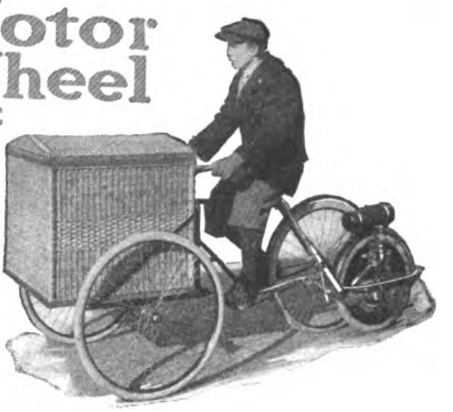
Smith Motor Wheel
DETACHABLE

Solves Delivery Problems

Big Profit Field Among Retail Merchants



Showing Smith Motor Wheel in combination with Commercial Bicycle of Machine Parts Co., Elyria, Ohio

In combination with one of the many commercial bicycles, the Smith Motor Wheel solves delivery problems for retail merchants. It attaches simply and easily in five minutes and gives immediate satisfaction. Prompt and safe deliveries are assured.

More than that, the Smith Motor Wheel, thus used, renders delivery work a pleasure for employes and enables the merchant to secure and hold the class of young man he needs for this important branch of his business.

Considering investment, operation and up-keep, it represents the most economical mode of motor-delivery obtainable.

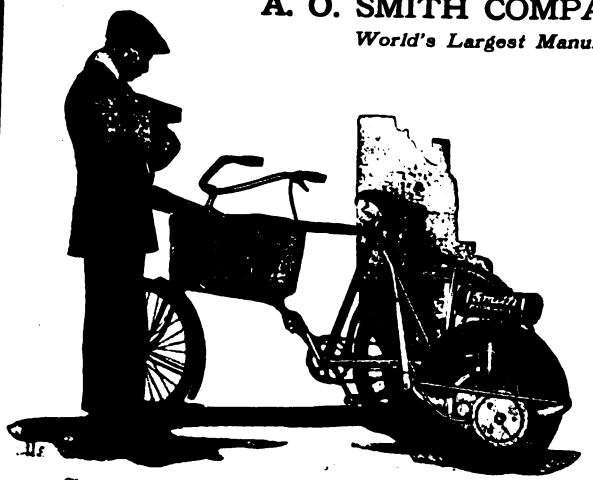
Aggressive Smith Motor Wheel dealers have discovered this new profit field and their efforts are bringing the most pleasing results. Sales to brother merchants are always satisfactory and are easily made. One morning's trial of the "Smith" with a commercial bicycle will quickly bring a sale.

Let this suggestion increase *your* profits. It is just a friendly tip. The rest is up to you.

In certain localities we have not as yet appointed representatives. We invite correspondence with established dealers.

If the name "Smith Motor Wheel" is not on the flywheel of your motor it is not a Smith Motor Wheel.

Motor Wheel Division
A. O. SMITH COMPANY, Milwaukee, Wisconsin
World's Largest Manufacturers of Automobile Parts



Showing Smith Motor Wheel in combination with Jones and Noyes Commercial Bicycle, Chicago

Showing Smith Motor Wheel in combination with Houghton Bi-Car, Marion, Ohio

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DODGE CITY RACE MAY NOT BE RUN

Promoters and Track Owners Cannot Agree on Terms Calling for Big Guarantee Whether Meet Is Held or Not—May Be Left to City

DODGE CITY, Kan., April 25.—Present indications do not look favorable for the holding of the 300-mile motorcycle sweepstakes on the track here, which during the past two years has been one of the motorcycle classics of the season. The Speedway Corporation, which promotes the race meet, and Brown Bros., of Wright, the new owners of the track, have not been able to come to an agreement on a lease for the Independence Day affair, the owners insisting on a guarantee, which will net them a tidy little sum whether or not weather conditions are such as to cause a postponement of the contest. This sum will cut very deeply into the gate receipts.

Under these conditions, the promoters are unwilling to assume the risk, and are inclined to shift the burden onto the city or the Phoenix Industrial Club, neither of which has up to this time signified its intention of staging the contest. In past years the preliminary arrangements and advertising intending to bring in entries for the contest have been gotten under way long before this so that it would seem that if the race is to be run, some one or other of the bodies must assume the responsibility and get busy on the arrangements in a hurry.

POLICE SUPERINTENDENT LAUDS USE OF CYCLES

PROVIDENCE, R. I., April 18.—In the seven precincts of the city the police department uses thirty bicycles and two Excelsior motorcycles, according to the annual report of Superintendent of Police John A. Murray, which has just been issued. These were maintained last year at an expense of $171.41.

In five of the seven police precincts there are many long beats, which would require at least three times as many patrolmen as now cover the same area on bicycles and motorcycles. The value of cycles to the police here is attested to by the statement made by Superintendent Murray:

"They (bicycles and motorcycles) have fully demonstrated that better protection is given, especially in the precincts where the posts are necessarily long. The service rendered by the officers on the Excelsior motorcycles has been especially satisfactory, particularly in responding to emergency calls."

COMMERCE DEPARTMENT BUYS AN EXCELSIOR

WASHINGTON, D. C.—The Department of Commerce has purchased a 1916 Excelsior fitted with MIDCO generator system for the use of the secretary. The machine will be used to carry documents between the various bureaus of the Department and will replace an automobile which has been used for the same purpose.

This purchase is in line with the policy now in vogue in the various departments of replacing light automobiles with motorcycles by reason of the reduced cost of upkeep and operation of the latter. Motor trucks are used for hauling heavy merchandise.

WHEELINGITES ENJOY RUN TO WASHINGTON, PA.

WHEELING, W. Va., April 21.—The run of the Wheeling M. C. to Washington, Pa., last Sunday, was well attended, there being about fifty machines and their riders in line. The procession included all forms of passenger transportation with which a motorcycle could be safely employed. All enjoyed the trip to the full.

The club has started on its Spring house cleaning and a committee has been appointed to see that everything is gone over and put into shape. Each member has been assessed 50 cents to purchase the necessary paint and other materials and when the boys get through they will have a club room of which they will be justly proud.

RIDER STOPS RUNAWAY

FREEPORT, Ill., April 25.—Julius Kegel, a motorcycle enthusiast performed the daring feat of chasing and bringing to a halt a team of runaway horses belonging to a Lancaster township farmer. The horses took fright and started through the heart of Freeport.

Indian Riders and Agents

Please write us for a new

INSTRUCTION FOLDER

ON

WICO

Motorcycle Batteries

Witherbee Igniter Company

Springfield - - Mass.

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Stewart

Motorcycle

Speedometer

$10

100,000 Stewart Equipped Motorcycles this Season

The motorcycle industry is keyed up to manufacture and sell 100,000 motorcycles this year.

And it can be done.

But motorcyclists today want something more than the ability to get somewhere and back.

They want the safety and pleasures of an automobile.

The Stewart (hand) Motorcycle Warning Signal now costs only $3.50. For safety in dense city traffic and on open country roads it is indispensable.

For real pleasure—to keep within the law and avoid the humiliation and expense of arrest—to get fair tire adjustments—a Stewart Motorcycle Speedometer is indispensable—it will save its cost of $10 complete in one season.

Stewart motorcycle accessories are leaders in quality and service.

Most motorcycle riders will take no substitute.

You can sell more Stewarts than any unknown make you have to force.

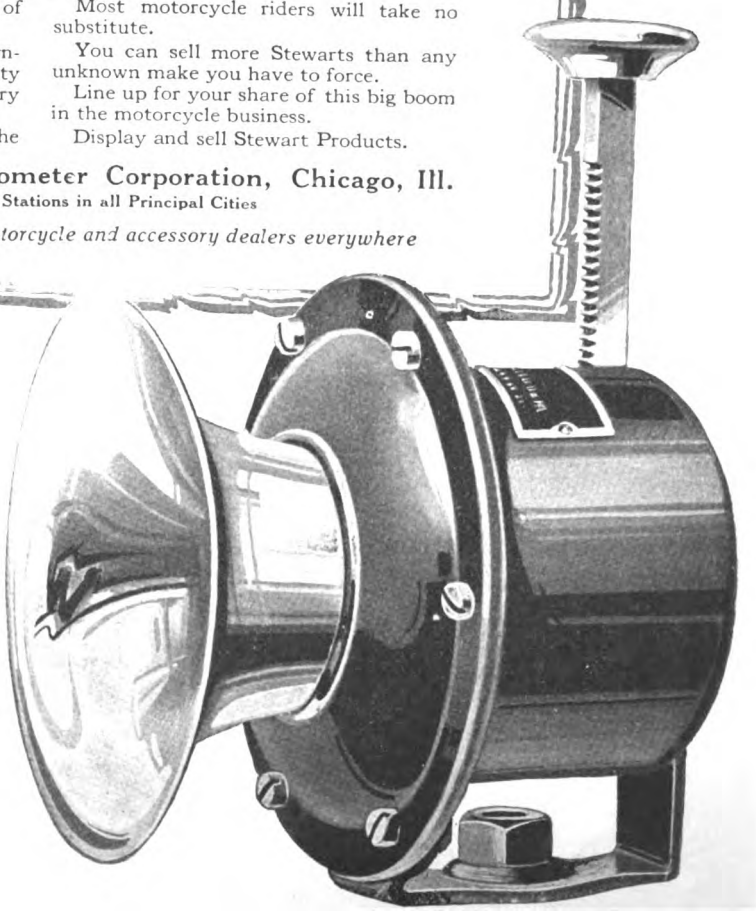
Line up for your share of this big boom in the motorcycle business.

Display and sell Stewart Products.

The Stewart-Warner Speedometer Corporation, Chicago, Ill.

Branches and Service Stations in all Principal Cities

Stewart products are for sale by motorcycle and accessory dealers everywhere



Stewart

Motorcycle

Warning Signal

$3.50

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TO FORM ALL-CANADIAN TRADE ASSOCIATION

C. M. A. President Makes Initial Move Toward Interesting Local Bodies in Dominion—Wide Organization—Other Plans to Aid Dealers

TORONTO, Ontario, April 24.—President F. A. O. Johnston of the Canada Motorcyclists' Association has taken steps to interest the various motorcycle and bicycle trade associations of Canada in the riders' organization and the present indications are that his move will bring about an understanding between the different trade units. The ultimate result may even be, according to Mr. Johnston, the formation of a Dominion-wide trade association as a part of the Canada Motorcyclists' Association. There is no intention on the part of the C. M. A. to interfere in strictly trade matters but it is the hope of the C. M. A. officers to secure some sort of united support from the many dealers throughout the country.

The C. M. A. hopes to encourage the dealers in various cities to co-operate in the matter of holding race-meets, endurance runs, rallies, picnics, meetings and other features. The dealers will also be urged to lend united support to local club organizations to insure the permanent success of the latter.

Letters are being sent out by the C. M. A. to the trade associations already in existence. These are located at Ottawa, Toronto, Hamilton, London and Vancouver.

Not only is the C. M. A. dealing with trade associations already in existence but it will seek means to urge the formation of local trade bodies in cities where none exists, such as Montreal, Winnipeg, Calgary, Regina, Edmonton, Victoria and other places. President Johnston expresses the belief that trade associations in every city will work for the benefit of sport and industry alike.

MOTOR WHEEL MANAGER IS PLEASED WITH SALES

MILWAUKEE, Wis., April 24.—W. V. C. Jackson, general manager, Motor Wheel division, A. O. Smith Company, returned last week from an eastern trip, and above his great enthusiasm about conditions in the east was his loud praise for J. W. Grady & Company, Worcester.

"I spent an afternoon with Mr. Grady and his assistant, Mr. Farrell," said Mr. Jackson. "They were enthusiastic for a big year on the motor wheel. Grady hopes to sell 1,500 or probably 2,000 this season. They are doing the biggest bicycle business of their career. They cannot get them fast enough. Their stock now inventories about $300,000, and the conditions at Grady's store are a splendid barometer of the cycle wheel business as a whole all over the country."

The standing order of ten motor wheels a week which the J. W. Grady Company has with the A. O. Smith Company has been increased to twenty-five a week, and starting with May 1 they have specified fifty motor wheels a week, with expectations of leaving a standing order for one hundred a week for the balance of the year after June 1.

PERSONAL NOTES OF CYCLE TRADESMEN

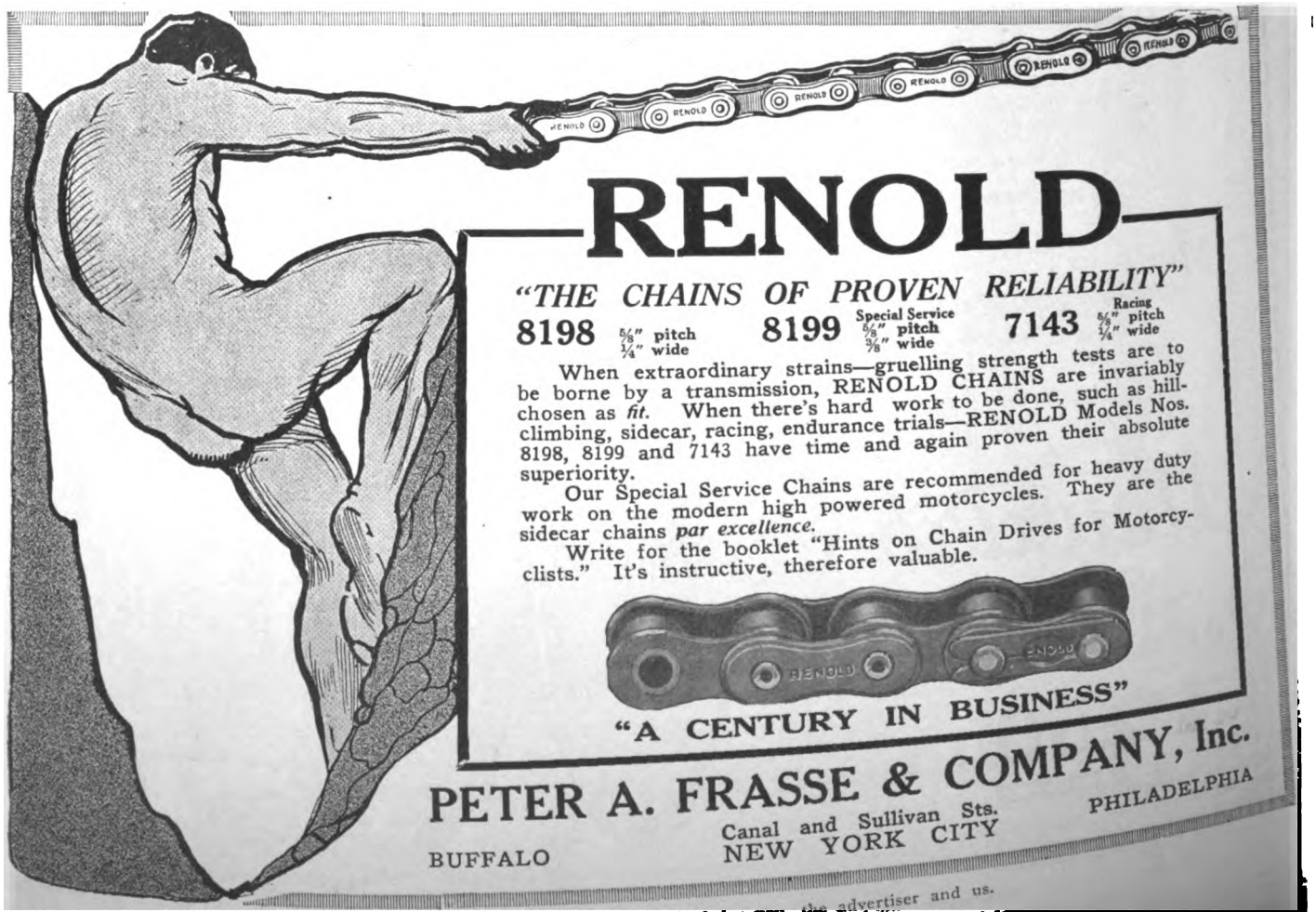
Arthur E. Linsden, European manager of the B. F. Goodrich Co., Akron, O., is in the United States on a brief business trip. He has charge of the Paris factory of the company.

O. S. Johnson, formerly with the United States Tire Co. as district manager, has joined the Gibney Tire & Rubber Co., having been placed in charge of sales and service in Detroit as branch manager.

J. A. Leatherman, of the Portland, Ore., branch of the Goodyear Tire & Rubber Company, of Akron, O., has been promoted to manage the branch in the Rose City.

F. G. Richards is now manager of the Utica, N. Y., branch of the Goodyear Tire & Rubber Company, of Akron, O. He succeeds L. H. Vaughan, promoted to manage the Newark, N. J., branch. Richards was formerly a salesman with the Utica Goodyear forces.

R. S. Herman is now managing the Salina, Kan., branch of the Goodyear Tire & Rubber Company, of Akron, O.



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BE SURE

Model WP2

Insist on ELKHART

MAGNETOS

Of QUALITY and ENDURANCE

Manufactured by

The Elkhart Manufacturing Co.

Monroe, Mich.

Made by EXPERTS with YEARS OF EXPERIENCE in factory equipped specially for MAGNETOS

Catalogs on request

UNLIMITED GUARANTEE

We make nothing but Magnetos.

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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Plain Talk to Indian Riders and Dealers

Our Pioneer Twin-Seat is a promoter of SOCIABILITY, COMFORT and PLEASURE. It places you and your companion side by side.

You can put it on or take it off in a few seconds without tools, and it will cost you less than three cents a day for the season.

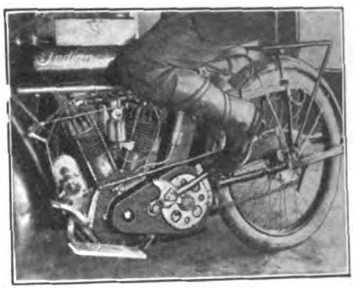
DEALERS, this Twin-Seat will sell motorcycles for you. Attached to your demonstrator it enables you to talk the fine points of your machine while it's in operation.

Deliveries now on all cradle frame Indians.

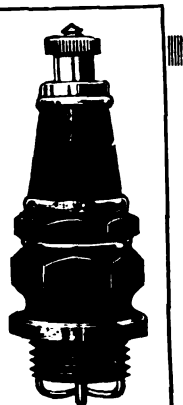
Don't bother with the old Pedals another season. Order a Pioneer Starter and get the most pleasure and the least trouble from your machine.

Get your clutch control on the right side. Start your motor with the wheels on the ground.

Ask your Dealer or send for Circular.



Pioneer Manufacturing Co. (West Allis) Milwaukee, Wis.



Motorcycle Metric

The BENTON GUARANTEE IS IN ITS CONSTRUCTION—NOT ON A PIECE OF PAPER ALONE

When your spark plug "goes bad" on the middle of a long trip, and you're 'steen miles from nowhere, you get small satisfaction out of reading the makers' guarantee. You can't get sparks out of a guarantee.

BENTON CONSTRUCTION IS YOUR GUARANTEE!

The BENTON *never* fails you.

Why? Just glance at the sectional view and you'll see how the usual spark plug troubles are made impossible.

SPARK PLUGS AND SPARK PLUGS

Perhaps you've tried this brand and that brand of spark plugs with the same result—trouble. But you know that when you buy spark plugs at a fair price you have a right to expect at least a season of Perfect Service. "The Benton" makes this service sure and positive!

By using "The Benton" on your mount this spring you'll be insured against those spark plug annoyances that so often spoil a pleasure trip.

Write for our instructive booklet, "Spark Plugs—How to Make them Give Perfect Service." Free.

L. F. Benton Company, Vergennes Vermont

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Maximum Quality at Minimum Cost

HARRIS

TRADE MARK REG. U.S. PAT. OFF.

OILS AND GREASES

You are doing business along modern lines these days and you have learned by now that customers buying Motorcycle Lubricants do not want to experiment. They want a high quality lubricant and upon finding that it gives satisfaction they stick to it.

It is this satisfying service that HARRIS Products give, due briefly to the following reasons:

1—Selected Crude—only the purest and highest quality Pennsylvania Crude oil used, insuring uniformity and dependability.

2—Careful processes in manufacture, based on thirty years' experience in solving lubrication problems.

3—Freedom from carbonaceous matter, preventing soot deposits and pre-ignition.

4—Increased power and greater mileage at lower proportionate cost—efficiency and economy combined.
That is what you hand your customer when you recommend HARRIS OILS.

"A Little Goes a Long Way and Every Drop Counts."

HARRIS MOTORCYCLE OILS are put out in the following grades: Extra Heavy Motorcycle Cylinder Oil (especially designed for high speed, air-cooled motors), Heavy, Medium and Light.

A. W. HARRIS OIL COMPANY

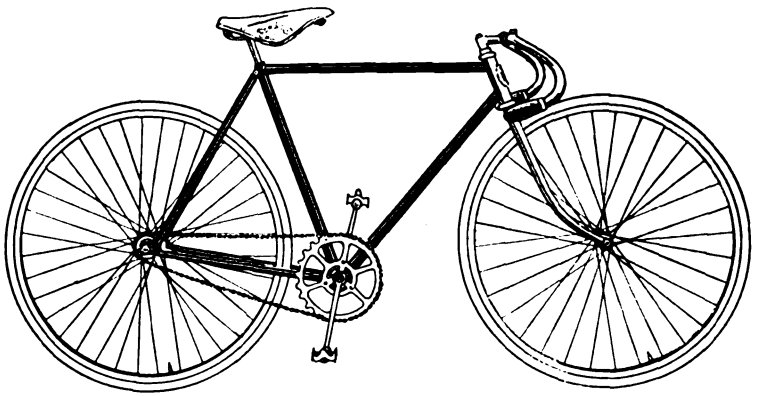
326 S. Water St., Providence, R. I. **Branch: 143 No. Wabash Ave., Chicago, Ill.**

Digitized by Google

PIERCE

BOYS' PIERCE RACER

Here is the bicycle the boys just go crazy about

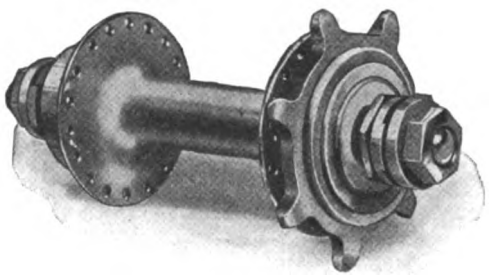


It is made up with our One Piece High Speed, Non-friction Hanger. Pierce Special Racing Hubs, front and rear (the kind Kramer uses). This bicycle, fitted with Kramer Drop Bars, Racing Saddle, Pedals and a High Grade Racing or Light Road Tire, is a whole lot the finest boys' racer that has ever been produced. This bicycle is light enough and will stand any amount of hard road work.

The Hubs are the finest ever produced and can be sold separately. Kramer, Moran, Wiley, and Ohrt use them.

Order some of these models today. Fit them up as a racing bicycle should be. Hang a $35.00 sign on them and watch the boys dig down in their banks.

Pierce Special Racing Hub



The Pierce Cycle Co.
6-22 Hanover Street, Buffalo, N. Y.

AUSTIN—The Perfect Pump

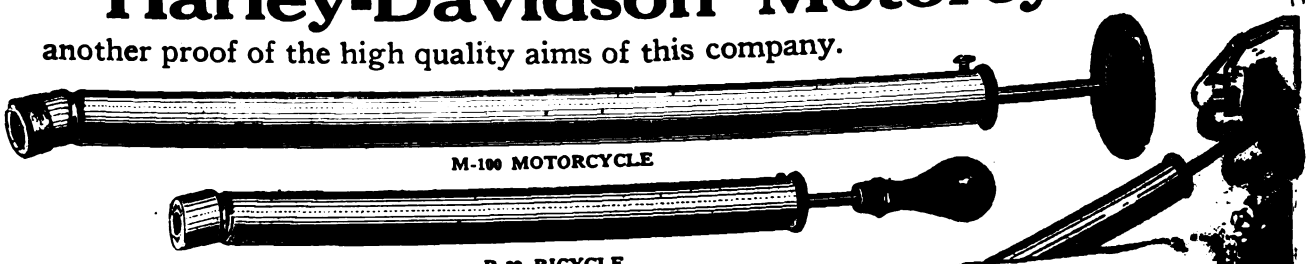
NO TUBE CONNECTION — NO LEAKY JOINTS

Quicker pumping with less effort. Every stroke counts. Instantly attached. No tubing to become porous. Fits directly on the tire valve. A tire can be pumped with the AUSTIN in ***half the time*** it takes to pump with any other.

The AUSTIN is so efficient that it is standard equipment on all

Harley-Davidson Motorcycles

another proof of the high quality aims of this company.



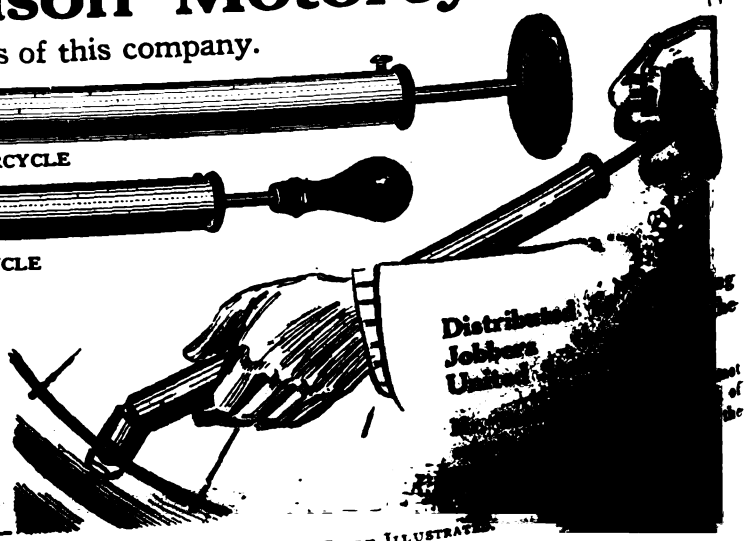
M-100 MOTORCYCLE

B-20 BICYCLE

PRICES

No. M-100 Motorcycle, with two clamps $1.20
No. B-20 Bicycle—one clamp .60

HOMER F. LIVERMORE
88-87 Pearl St. Boston, Mass.



You get quick results from advertisers when you mention MOTOR CYCLE ILLUSTRATED

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Time To Act

If you want to win one of the cash prizes we are offering this spring, a "Watchful Waiting" policy will prove disastrous.

We are offering to you and your customers

$790.00
In Gold

One hundred prizes ranging from $1.00 to $100.00 will be given away to dealers who are successful in the

NEVERLEAK

Picture-Naming Contest During May and June

The contest starts May 1st. It will cost you nothing to participate in this contest, and the advertising alone it will do for you will prove of tremendous benefit.

Send the coupon AT ONCE for full particulars.

Buffalo Specialty Co.

Buffalo, N. Y. U. S. A. — **Bridgeburg, Ont. Canada**

Buffalo Specialty Co.,
Buffalo, N. Y.

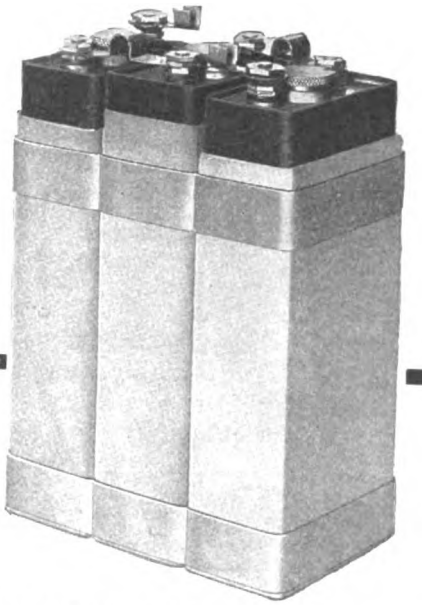
Send me full particulars about your Neverleak Picture-Naming Contest.

Name .....

Address .....

City .....

M.I.-2



The Non-Acid, Steel-Encased

EDISON
Motorcycle Special
Alkaline Storage Battery

Made of the same materials, the same rugged construction, possessing the same exclusive characteristics and giving the same steady white light, as the Edison Storage Batteries used in lighting our railroad trains and transcontinental flyers. Just as unbreakable, and absolutely reliable as the little Edison Batteries on which thousands of coal miners daily depend for the safety of their lives.

The Edison is the only battery you can charge whenever convenient and as often as required—lay it away indefinitely without injury—it's ready for use whenever you want it.

Made throughout of heavily nickel plated steel—the greatest amount of jarring "up hill and down dale" won't break the steel container, shake loose the active material, or slop over any of the solution.

The Edison is the "Don't-Worry" Battery.

Edison Storage Battery Co.

242 Lakeside Ave. — **Orange, N. J.**

Some of the New York Police Department's Edison equipped Indians.

A *good* deed often means a *good* deal—Please mention MOTOR CYCLE ILLUSTRATED.

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"I Wouldn't Exchange Seats With the President"

This is what one man said after he had finished a long, exhilarating ride on the luxurious cushions, the air-floating springs of the

F-N Tandem

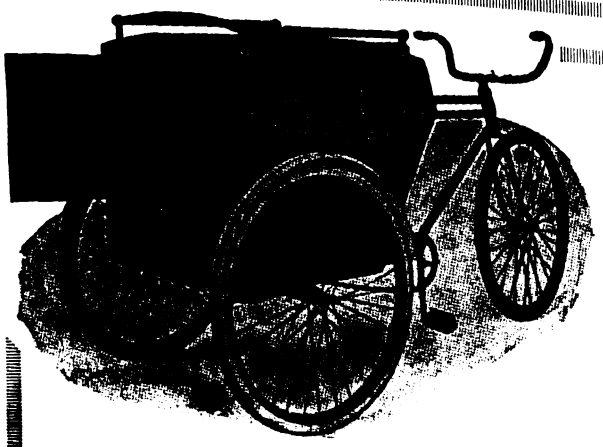
With its comfortable, wide, metal, folding footboards, nickel plated, its numerous other comfort features, the F-N offers the motorcycle rider the ideal seat for an extra passenger.

Dealers have found that a MOTORCYCLE SELLS MUCH MORE EASILY when it is fitted with the F-N. It offers so many more possibilities for enjoyment, and the prospect is quick to see this. Note the numerous F-N selling features.

The F-N is a sales and profit maker.

Fentress Newton Mfg. Co.
253 Lafayette Blvd., Detroit, Mich.

Buttoned KANTPAK Cushion, permanently shape-retaining. Spot-welded luggage carrier. Lowest saddle position. Fits all machines accurately. Metal footboards. Double springs.



Answers the Delivery Question?

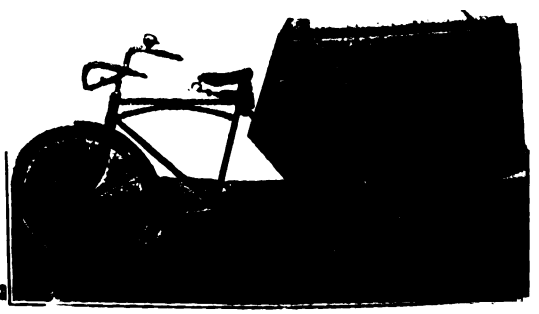
Here is the most practical, lowest in cost and upkeep, lightest and roomiest bicycle delivery van made. In every sense it is up-to-the-minute—it solves the problem of delivery for merchants everywhere.

Worksman's Merchant's Bicycle Delivery Van

Powerful, good-looking, a fine advertisement for the merchant. Every small retailer in your town is a live prospect for the WORKSMAN Van. Get full description today. The WORKSMAN Van

RETAILS FOR $75.00 COMPLETE
Get Our Proposition Today

M. WORKSMAN
16 Vesey St. New York City



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AUBURN and WRIGHT SPARK PLUGS

are known the world over. We do not sell them by the car load, but we sell them to all the leading Jobbers that handle motorcycle accessories. Also the leading motorcycle riders use them, including:

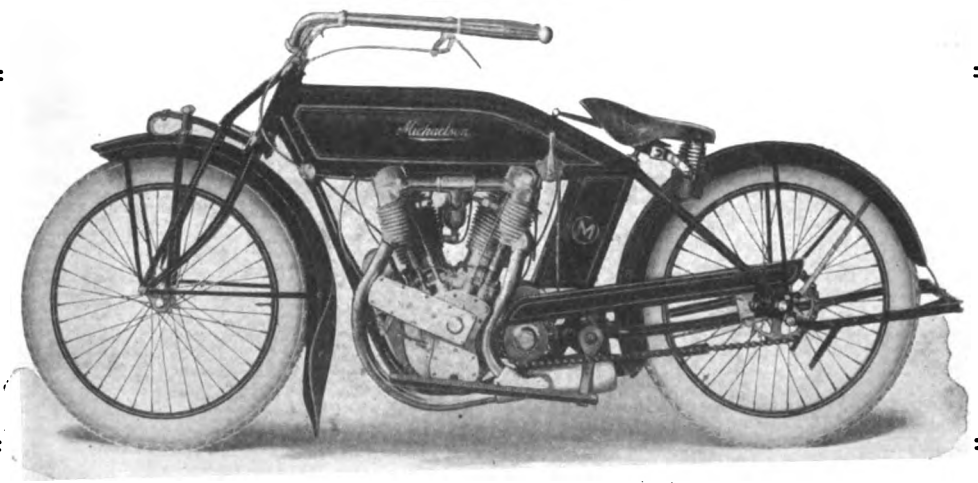
Otto Walker *Joe Wolter*
Harry Crandall *Red Parkhurst*
Al Stratton

The leading motorcycle manufacturers use them. They are the regular equipment for the ***Harley-Davidson*** 1916. If your Dealer does not handle them, write us and we will see that you are supplied. Don't start out without a "WRIGHT" spark plug. If you have a "WRIGHT" spark plug in your machine, you will be "WRIGHT" until you return.

NEW YORK MICA & MFG. CO., Auburn, N.Y., U.S.A.

1916 *Michaelson* MOTORCYCLES

Very Much Alive



Very Much Better

THE BIG TWIN

After a two years' absence the designer J. M. Michaelson has again taken charge of the factory and has developed a new model in which all the good features of the former "Michaelson" machines are retained with a number of desirable changes and improvements.

The principal changes are: **Reduced weight, Lower frame and saddle position, Geared engine starter, Drop forged parts used in place of castings.** A better machine throughout made possible by new factory equipment and better manufacturing facilities.

We have taken over the entire assets of the former Michaelson Motor Co. and are now operating in a new plant far superior to the old. We have a live proposition for dealers and riders.

410 6th Ave. So. Pan-American Motor Co. Minneapolis, Minn.

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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BISON LAMP BRACKET

Designed Especially and Only *for* Harley-Davidson Motorcycles

The Bison Lamp and Gas Tank Bracket holds the gas tank firm and secure, yet allows its instant removal. Harley-Davidson dealers will find it to their advantage to push Bison Lamp Brackets this spring.

Price $3.50

PEERLESS QUALITY

The Bison Lamp Bracket is made of the very finest cold-rolled steel, nickeled and screwed into place. It is made in a number of models to fit the many kinds of lamps on the market.

Order a sample pair now. Specify the kind of lamps you sell. We'll do the rest!

HERMAN L. PETERS 328 Pearl Street BUFFALO, N. Y.

Brilliant Burners

—THE PERFECT HEADLIGHT—

A NEW ERA IN GAS LIGHTING

Motorcycle Riders!

Do YOU know that with "Brilliant" Burners—

You can get THREE TIMES the light you are now getting.

You can get the same light for much less cost.

You always have a dependable light—absolutely steady, no flicker, no jarring or blowing out—even without the front glass in the lamp.

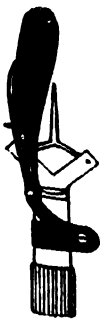
Your night riding will be safer and more pleasant with the strong "Brilliant" white light ahead of you on the road.

Thousands of these Burners are now in use. They are fully guaranteed. If not obtainable at your dealers, a set will be sent prepaid upon receipt of $2.

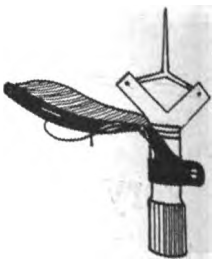
DEALERS: Write today for our proposition.

THE MONOSMITH BROTHERS CO.
Spencer, Ohio, U. S. A.

O-U-LITE DIMMER



With this dimmer, an ordinary glary headlight is changed, by a simple move of the hand, to a soft, mellow, yet effective road-guide which gives genuine pleasure to the rider and removes the danger of being "ditched."



Attached in a Few Minutes

The permanent dimmers, gas or electric, can be attached easily in five minutes. No attention required whatever.

Meets all Ordinances

No matter how severe City and State ordinances may become, the O-U-Lite dimmers more than meet the requirements, because of the scientific principle upon which they are constructed.

Write for full details

The O-U-Lite Company
Racine, Wis.

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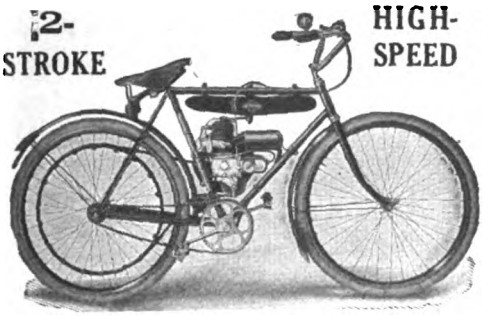
Cyclemotor

WHEELING WITHOUT EFFORT

2-STROKE HIGH-SPEED



The Cyclemotor is so obviously desirable—so evidently practical, sensible and efficient—that every bicycle rider regards it with instant favor. It attaches to any standard make, diamond frame without requiring alterations and does not affect the handling or steering of the wheel when in operation.

A few good territories are still open and interested dealers will do well to write for Booklet No. L-3 at once.

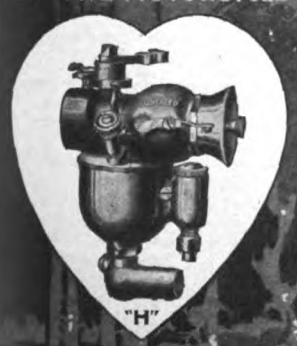
CYCLEMOTOR CORPORATION

Arlington Bldg. Rochester, N. Y.

The SCHEBLER CARBURETOR

America's Standard Supreme through Merit

THE HEART OF THE MOTORCYCLE



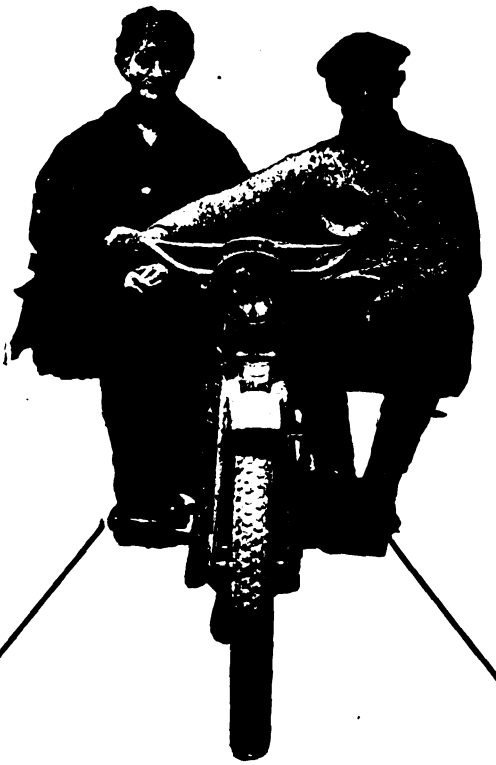
WE EQUIP

THOR
POPE
YALE
EAGLE
INDIAN
EMBLEM
DAYTON
SPACKE
DE LUXE
CYCLONE
EXCELSIOR
HENDERSON
IVER-JOHNSON
HARLEY-DAVIDSON
READING STANDARD

WHEELER & SCHEBLER

INDIANAPOLIS, INDIANA, U.S.A.

BRANCHES AND SERVICE STATIONS IN ALL PRINCIPAL CITIES



On a Sunday Afternoon

there's nothin' just like droppin' into a pair o' Side Seats—the deep, soft cushions and high form-fittin' back seem to be just right and the chummy arrangement gives you the long-looked-for chance of pourin' that little story into her ear.

FITS ALL MAKES

Guaranteed for 3 years.

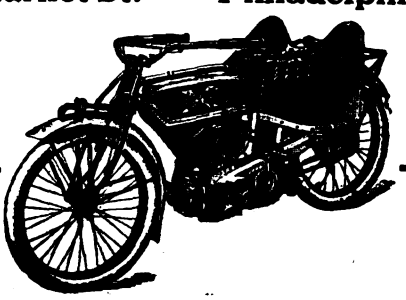
PRICE $25

TODAY order your **TRIPLEX** for **NEXT SUNDAY.** If your dealer hasn't the **TRIPLEX** send us his name and Order Direct.

Illustrated Catalogue on request

Haverford Cycle Co.

503 Market St. - - Philadelphia, Pa.



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A. B. C. GENERATORS

Are Increasing, because they are Right

MODEL B Direct Lighting **$22.50** | MODEL C Batt. Charging **$27.50**

A. B. C. GENERATOR CO., Los Angeles, Calif.

Los Angeles City Police just repeated with an order for thirty-eight more.

Red Head

TRADE MARK REGISTERED

MOTORCYCLE PLUG

The soot can't short-circuit the big firing chamber. The plug doesn't require frequent cleaning. The porcelain "laughs at the heat." Guaranteed Forever.

All sizes, 75c.

EMIL GROSSMAN M'F'G CO., INC.
Bush Terminal, Model Factory No. 20, BROOKLYN, N. Y.
CHICAGO: 1253 Michigan Avenue

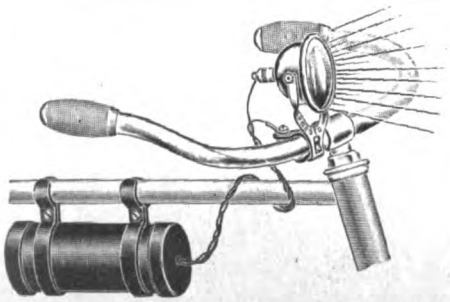
NATHAN LEATHER ONE-PIECE MOULDED PUTTEES

These leggins, although light in weight, will hold their shape and are durable, comfortable and dressy. Our Scout Leggins are made in two styles, and we have used a specially prepared material made up by our new process: It is three ply—first a layer of the best army duck, second a layer of the best rubber coating, and on the outside a layer of strong fabric of olive drab color—fast government dye. This combination of materials is then moulded into one piece, and vulcanized into shape by our special process, which is similar to that of the manufacture of automobile tires.

Nathan Novelty Mfg. Co.

84A Reade St., New York, U. S. A.

Prices Going Up? Send for Our New Catalogue and Prices

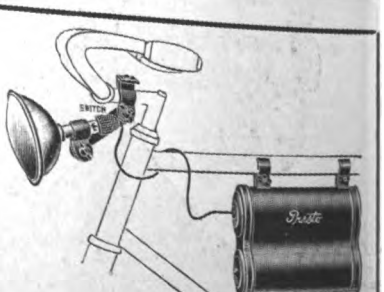


No. 1050

PRESTO-ELECTRIC BICYCLE LAMPS

$1.10 TO $1.90

Eliminate All Danger By Using a PRESTO Electric Light On Your Bicycle



No. 1082—Equipped with 3 Volt Tungsten Bulb—4" Bull's Eye Lens

The PRESTO gives a powerful, penetrating light. Adjustable pivoted reflector, throwing light in any direction desired. Any ordinary dry cell battery operates PRESTO light. Made in eight different styles. Reflectors highly polished and nickel plated. Retail prices from $1.10 to $1.90, without battery. Dealers, write today for complete information.

METAL SPECIALTIES MFG., COMPANY 730-738 WEST MONROE STREET CHICAGO, ILLINOIS

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Westing Service

means instant shipment and correct filling of every order entrusted to us. Your smallest order will receive the same consideration as your largest order.

Just Out

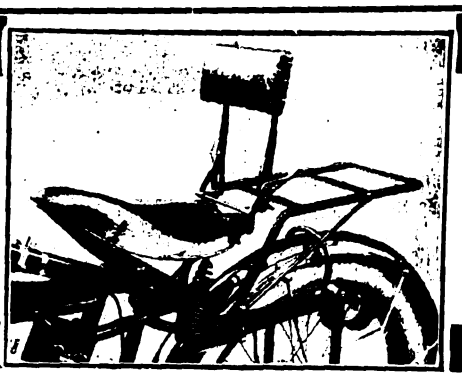
Our complete 1916 Catalogue of Bicycles, Sundries and Motorcycle Accessories. Write for this Catalogue D.

The G. H. Westing Co.

JOBBERS

INDIANAPOLIS

Guaranteed To Satisfy



Or Money Refunded

BIG REPEAT ORDERS

Signify the sales merit of any product. Our largest orders are repeat orders. Obviously our product must have merit.

The Weed Folding Spring Back Rest

gained instant popularity last year because it filled completely, a **long felt want.**

Fits the back and supports it in comfort.
Prevents backache and arm strain.
Folds into or out of position by pushing lever.
Very strong, springy and luxurious.

This Year Better Than Ever

The "Weed" this year by reason of construction improvements and more luxurious upholstery is better and more comfortable even than last year. Made to fit all makes of motorcycles. When ordering, mention make and model.

Weed Folding Back Rest Co. Stamford Conn.

Keep your hands cool

Gloves add to the pleasure of summer driving, when you keep your hands cool and comfortable by wearing ventilated gloves.

On the backs of certain styles of Grinnell Gloves there are tiny vents that let in fresh air, which evaporate perspiration, and prevent hot, sticky hands on the hottest days.

Grinnell Gloves

Best for every purpose

"Limp-Kuff" is the first choice of motorcyclists. The soft, loose, light cuffs make it a very distinctive glove. "Speedway" and "Grip-Tite" are also big favorites. The soft, flexible Coltskin used in these gloves is washable in soap and water or gasoline.

"Limp-Kuff"

The year's sensation! Loose, limp cuff—so soft it wrinkles down naturally on wrist or may be pulled over sleeve. Rolls, crumples or folds up without losing shape. Ventilated back.

For over fifty years Grinnell Gloves have shown a steady increase in popularity. Select the gloves you need from the more than 900 Grinnell styles. Sold by best dealers.

"Glove Styles" free to you

Write for "Glove Styles" and samples of leather. Please mention dealer's name.

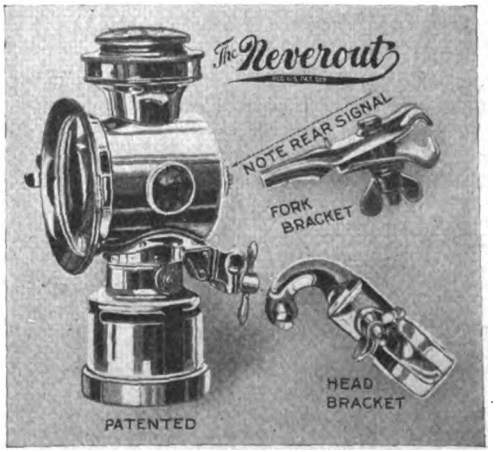
Morrison-Ricker Mfg. Co.

27 Broad Street *(Established 1856)* GRINNELL, IOWA

The Neverout

REG U.S. PAT. OFF.

BICYCLE OIL LAMP



The World's Most Famous Bicycle and Motorcycle Lamps

GUARANTEED TO STAY LIT

(or money refunded)

Made of best Quality brass—Cannot rust
Riveted and Clinched

FOR SALE BY LEADING DEALERS

Write today for complete description

ROSE MANUFACTURING COMPANY

933 ARCH ST. PHILADELPHIA, U. S. A.

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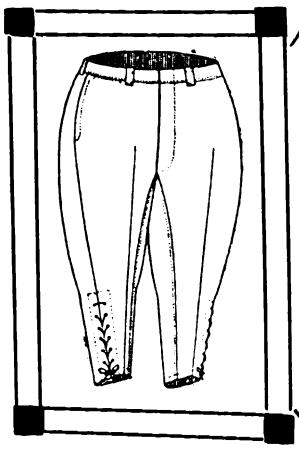

Sell the Genuine
"Kant Leak" Motorcycle Suits

We are the makers of the *"Kant Leak"* waterproof motorcycle suits, unsurpassed for fit and wear.

Be sure to look for the "Kant Leak" label.

We also make these suits in khaki, fustian and roseberry cloths.

Ladies' Norfolk jackets, plain and divided skirts made in all the above cloths.

Give us a trial order. Catalogue free to dealers who write us on their letter heads or enclose business cards.

We also manufacture "Kant Leak" Cloth: Hunting Garments, English Norfolk Coats (also made in canvas and khaki), Leggings, etc.

RICHARD F. HILL MFG. CO. 217-19 HIGH STREET NEWARK, N. J.

Perfect Service

What is **your** idea of perfect chain service? When you stop to analyze, it means the sort of service that **makes you forget you have a chain,** doesn't it? That's

"The Coventry"

"THE MOTOR'S TRUE MATE"

Put "The Coventry" on your motorcycle and forget it. But **while** you're putting it on the sprockets **remember—**

It is the strongest chain made—It is built for harder usage than YOU can give it—It is GUARANTEED.

The price is $1.00 a foot to the rider. Costs more—worth more.

H. F. L. Funke Co., Inc.
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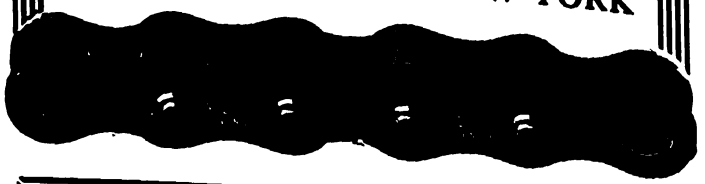


1916 CATALOG READY

MOTORCYCLE SUPPLIES and REPAIRS

MOST COMPLETE STOCK ON EARTH

Write today.

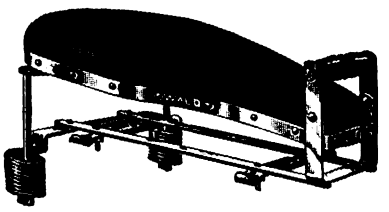
QUALITY SERVICE

Special offer to dealers.

EXPERT OVERHAULING

Best equipped repair shop in Northwest
Estimates Furnished Work Guaranteed

MOTORCYCLE ACCESSORIES CO.
ST. PAUL MINN.



No. 422 tandem to be used on rigid carriers, the price includes one pair footrests.

Retail Price
$5.50
Complete

DEALERS—Write us for our new Proposition

WALD MANUFACTURING CO.
Dept. F SHEBOYGAN, WIS.

Everything worth while in
BICYCLE, MOTORCYCLE *AND* AUTO ACCESSORIES

attractively priced for the trade.

KEYSER FRY, Reading, Pa.
The one real Bicycle Supply House in America
Ask for April 25th Supplement

Just a little more effort, Mr. Dealer, and you can sell a Quality

REAL SERVICE READING STANDARD Bicycle

as readily as the cheap machine of indifferent value and gain for yourself more profit and a satisfied customer. Attractive prices to the Trade.

Reading Cycle Manufacturing Company

Our new colored catalog will interest you. Reading, Pa.

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"EXTRA SERVICE"

Federal Rubber Manufacturing Co. - Milwaukee

NATIONAL Motorcycle and Bicycle Spokes

We are selling several of the representative motorcycle and bicycle manufacturers, as well as some of the largest jobbers in the country.

For Motorcycles—.135 x .110 and .120 x .100. Made of high grade wire, either hand buffed or regular bright nickel finish. For Bicycles—.092 x .072; .080 x .060; .072 x .056. Furnished in National hand buffed or regular finish. Finest grade of wire. Rust proof!

The National Screw and Tack Co.
Cleveland Ohio

The Oldest Supply House in America

FREE

You can't be up-to-date without it.

Write today to

MOTORCYCLE EQUIPMENT CO.
Hammondsport, N.Y.
3664 S. Main
LOS ANGELES, CAL.

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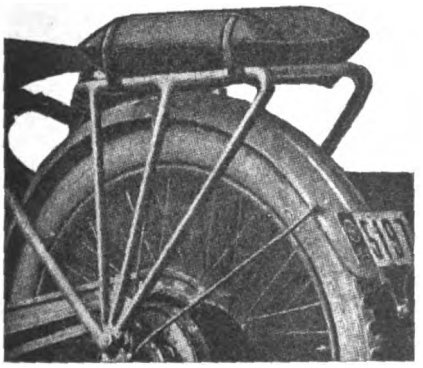

INSIST ON COMFORT AND EASE, BY USING THE PNEUMATIC AIR CUSHION.
Is inflated without use of pump and deflated and carried in pocket or tool kit. Radically different and far superior to any article used for this purpose. FITS ALL LUGGAGE CARRIERS and can also be used for any other purpose, such as camping, fishing or any other place where comfort is desired. Its durability backed by two years' practical test.

PRICE $3.50
Write for literature today.
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Price $3.25

DURABILITY is the aim of the

HANDPHONE

Only the best materials used in its construction.

Automobile Supply Mfg. Co., Inc.
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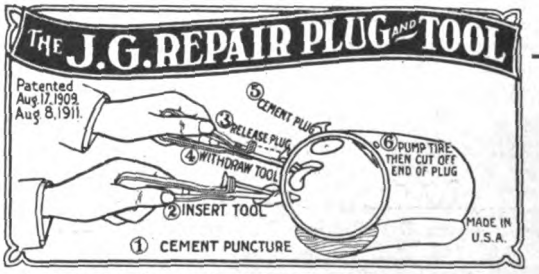
We copy official automobile and Motor Cycle records in the Capitol here and can compile a list of the auto or Motor Cycle owners for your section of the State, at lowest rates, sending you supplements, giving the additional registrations. We can compile a list of owners of any particular Motorcycle you may wish a list of.

THE J.G. REPAIR PLUG AND TOOL



The only tool and plug made that will quickly and easily repair a punctured tire so that it will stay repaired.

Find puncture and then with the cutting edge of the Tool, bore a round hole about it, to give a good, smooth working surface for the insertion of plug and cement. Work a little rubber cement into the hole. Insert small end of "J. G." Plug into slotted end of Tool and draw small end of plug back, catching it within the claw. Insert plug and end of the tool into the hole. Release plug from claw. Withdraw tool. Work a little rubber cement around the stem and head of the plug within the tire. Pump up tire and test for leakage. Cut off plug stem even with the surface of the tire.

Dealers send for Free Sample of each plug.

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PATENT YOUR IDEAS

Inventions bring fortunes when protected by good patents. New ideas in great demand. I will get a valuable patent for you and will help you make money from it. Ask about my free advice, or send sketches for free search of patent records.

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Motorcycles a specialty. All work guaranteed. Large accommodations for storing motorcycles and sidecars at low rates.
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DAYTON MOTORCYCLES
Parts for DAYTON and DE LUXE
Repairs and Supplies
DRISCOLL & JEANROY
209 W. 126th St. New York.
'Phone, 8353 Morningside.

OILS SUPPLIES
J. C. FOLEY
Agent for INDIAN MOTORCYCLES
Repairing Storing
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HARLEY-DAVIDSON
M. J. GOLDMAN
All Makes of Bicycles—Expert Repairing.
116 Greenwich Ave. Phone 3986 Chelsea.

Uptown Indian Headquarters
Parts and Accessories
Cash—Installment—Exchange
LOUIS GOLDSMITH, 92 St. Nicholas Ave.

Harley-Davidson Sales Co.
Distributing Agents for
HARLEY-DAVIDSON MOTORCYCLES
533 West 110th Street, Near Broadway, New York
15 So. Lexington Ave., White Plains, New York

Oliver's Bronx Distributing Agency for
INDIAN
All Repairs Guaranteed
993 Washington Ave., Near 164th St.
Oliver Borckheimer, Prop. V. C. Pelezmare, Mgr.

GUS. ROTHOLZ
N. Y. Distributor for Reading Standard Motorcycles. Rogers Sidecars in stock. Agent for Excelsior and Henderson
1491 Fifth Avenue Telep'one, Harlem 2337

T. J. SIXSMITH
203 W. 100th Street.
Expert Repairing. New York Agent for the EXCELSIOR.
Telephone, 8861 Riverside.

AMOS SHIRLEY, 935 Eighth Ave.
INDIAN and EXCELSIOR
Columbia, Hartford and Fay Juvenile Bicycles.
Parts for the Indian, Excelsior and Pope.
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STERN BROS.' F. A. M. SHOP
INDIAN MOTORCYCLES
MIAMI POWER BICYCLES
Storing, Repairing and Supplies
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EXCELSIOR
M. WORKSMAN, Agent
Large Stock of Parts and Supplies. Used Machines Bought, Sold and Exchanged on 5% Basis.
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Brooklyn and Long Island, 1157 Bedford Ave.; 594-596 Jamaica Ave. Exhaustive line of supplies, repairs, parts; in short, we stock everything for the motorcycle and the rider.
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All models on display.
Full line of Parts—A1 F. A. M. Repair Shop.
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155 Howard Ave. Phone: Bush 3039

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Distributor of
Excelsior-Reading-Standard and Cleveland Motorcycles, Smith Motor Wheel, Crown bicycles and the best accessories.
Two Stores—1080-82 Bedford Avenue, 713 Flatbush Avenue, near Parkside, Brooklyn, N. Y.

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MOTORCYCLES, BICYCLES AND SUPPLIES
Expert Repairing
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Near 53d St. Station Phone 4595 Sunset

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AND SMITH MOTOR WHEEL
All makes of Bicycles—expert repairing
FLUSHING BICYCLE EXCHANGE
30 MAIN ST. FLUSHING, N. Y.
Phone 496J Flush.

Plaza Motorcycle Exchange
EXCELSIOR DISTRIBUTORS
Parts and Supplies—Repairing by factory mechanics.
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Expert Repairing—Gasoline.
Full Line of Accessories—Used Machines.
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Territory—Long Island City to Port Washington on North Shore. Demonstration gladly given.
Full Stock of Supplies—Used Machines.
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F. A. M. Shop College Point.

PATERSON, N. J.

W. EDW. MACDOUGALL CO.
Dist. of Harley-Davidson Motorcycles. Drop us a line if interested in second-hand machines.
102 Van Houten St., Paterson, N. J.

INDIAN
MOTOCYCLES
Rebuilt machines. A written guarantee with each machine. Write for details and price list.
JOHN STEELE, 91 Broadway, Paterson, N. J.

PROVIDENCE

Motorcycle Repairing and Winter Overhauling. Complete repairs on any make.
INDIAN A SPECIALTY. PRICES RIGHT
Work guaranteed. 1916 Indians always in stock; any make taken in trade. All makes of second-hands on sale.
B. A. Swenson, 522 Broad St., Providence, R. I.

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Mt. Vernon Motorcycle and Bicycle Shop
Agents for **HARLEY-DAVIDSON** Reg. U.S.A.
Opposite Proctor's Theatre, Mt. Vernon, N. Y.
We Fix Everything

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Parts and Supplies
Also
BICYCLES and SUPPLIES
WHOLESALERS and JOBBERS
CITY SUPPLY CO.
56 Warren Street New York

NOTICE TO MINNEAPOLIS MOTORCYCLE RIDERS REGARDING REPAIR PARTS
We have taken over the entire stock of repair parts and machines. Prompt attention assured all orders and inquiries—prices right.
H. E. WILCOX MOTOR COMPANY
1630 Marshall St. N. E., Minneapolis, Minn.
Successors to Minneapolis Motor Co.

CLEAN-UP SALE
All slightly used and rebuilt machines, about 125 on hand, all makes, at unheard of price reductions. A new sheet, full of bargains ready for you. Don't wait longer, don't look any farther—we have what you want at the right price. Write today.
WESTERN SUPPLIES COMPANY
1448-52 Larimer Street Denver, Colo.
Largest Cycle and Motor House in West

Motorcycle Accessories
Our new 1916 Catalogue "C" describing everything new and necessary for the motorcycle at money saving prices, will be mailed free on request.
GET ONE BEFORE ORDERING YOUR SUPPLIES
E. J. WILLIS CO.
85 Chambers Street New York City

Rogers SIDECARS
NEW YORK SERVICE STATION
Sidecars and parts in stock for all machines.
Special attention to dealers.
IRVING BECK
1491 Fifth Ave. Phone Harlem 7883

Are You Looking for Bargains in Second-hand Motorcycles?
Read all the advertisements listed in the classified section of Motor Cycle Illustrated directly below.

BARGAINS IN USED MOTORCYCLES
Write for our revised list of used motorcycles of all makes and models, including the Harley-Davidson, Reading-Standard, Merkel, Thor, Indian, Yale, Shickel, Pope and De Luxe. Literature furnished on request.
The Place of Satisfaction.
MUELLER CYCLE AND SUPPLY CO.
Oldest and largest dealers in the northwest.
726 National Ave. Milwaukee, Wis.

CYLINDER GRINDING
Motor-Cycle Exclusively
New pistons and rings accurately fitted.
MUNCIE PISTON CO., Muncie, Ind.

THOR MOTORCYCLES
Complete stock of parts, over-night service. When in need of Thor parts try us. Large stock of used machines, all makes, at bargain prices.
B. RUDERMAN,
1031 Bedford Ave. Brooklyn, N. Y.

Motorcycle Accessories and Supplies
Manufacturers, Agents and Jobbers, Wholesale and Retail. Get Our Catalogue Before Buying Your Supplies.
Dealers, Attention! Send For Our Catalogue and Dealers' Price List.
HARLEY-DAVIDSON SALES CO.
533 W. 110th St., Near Broadway, N. Y.

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ONE INSERTION THREE CENTS A WORD; MINIMUM 50c. — MORE THAN ONCE TWO CENTS A WORD PER ISSUE

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FOR SALE—Well established motorcycle and auto supply depot. Handling the leading makes of motorcycles and bicycles. Situated within New York City limits, on busy automobile and motorcycle thoroughfare. Large transient trade. Gasolene depot. Splendid opportunity for the right party. Good reasons for selling. Peters, care Motor Cycle Illustrated.

FOR SALE—Motorcycle and bicycle business in live city of Middle West. Agents for most popular machine. Address G. M. M., care Motor Cycle Illustrated.

CYCLONE 3-speed, 1916 model, demonstrated only 50 miles, $225. Cyclone single-speed, 1915 model, used 500 miles, $175. Flying Merkel single-speed, 1915 model, used 1,600 miles, Stewart speedometer and horn, $125. Ashley Sport Shop, 1213 Bedford Ave., Brooklyn, N. Y.

FOR SALE—1915 Harley-Davidson, 3-speed, 11 horsepower. Has been run only a short time. Price right. American Motor Co., Fayetteville, N. C.

SNAPS—One 1915 H.-D. three-speed; one 1914 two-speed H.-D.; one single-cylinder Thor; one single-cylinder Indian; one 1914 H.-D. sidecar; one 1915 H.-D. sidecar. Every machine guaranteed in A-No. 1 shape. Write for prices. Otoupalik Bros., David City, Neb.

1912 SINGLE MERKLE, fine condition, for sale for Fifty Dollars. Shipped anywhere C. O. D. on receipt of Twenty-Dollar deposit. R. M. C. G., 343 Vermont St., Brooklyn, N. Y.

FOR SALE—Double Diamond Tandem, built to order; extra quality; must sacrifice. Name your own price. Margaret Gast, Lincoln Square Arcade, Broadway, New York.

FOR SALE—Motorcycle Trunk, best grade, worth $75.00; will sell for $25.00. Gliesman, 1777 Broadway, New York.

DEALERS!
Now is the time to dispose of those used motorcycles. You need all available space for handling new business now that the riding season is open.
Let prospective buyers know what you have to offer. Advertise HERE.

POSITIONS WANTED

WANTED—Position by traveling salesman; 3 years experience with well-known bicycle and motorcycle manufacturer in South and Central West; also factory experience. Address W., care Motor Cycle Illustrated.

HELP WANTED

WANTED—A first class repair man to work on motorcycles; state where last employed, salary expected, and send references. Canaday-George Co., 270 Hudson avenue, Albany, N. Y.

MISCELLANEOUS

BICYCLE TIRES VULCANIZED for the trade. Prompt service on Parcel Post and Express orders. Best work and lowest prices. 25 years' experience. W. M. Sharpe, 118 West Broadway, New York.

HARLEY-DAVIDSON, Indian, Excelsior, Thor and Merkel cylinders reground and fitted with our lightweight pistons and rings, $4.50; with leakless piston rings, $6. Bakeman Motor & Supply Co., St. Cloud, Minn.

THE SMALLEST AEROPLANE in the world. The motorcycle engined monoplane. Blueprints, $10 per set. Described in March Popular Mechanics Magazine, page 353. George D. White, Los Angeles.

WANTED—Demonstrators and salesmen for new article that every auto or motorcycle dealer and repair man should have. A good salesman can easily secure large orders on which we will give large commissions. Address Box C. B. Motor Cycle Illustrated.

DYKE'S MOTOR MANUAL ON MOTORCYCLES, marine and stationary engines. The most complete simplified book published, $2.00. Send for interesting descriptive circular to A. L. Dyke (Pioneer) Publisher, Box 98-M Roe Bldg., St. Louis, Mo.

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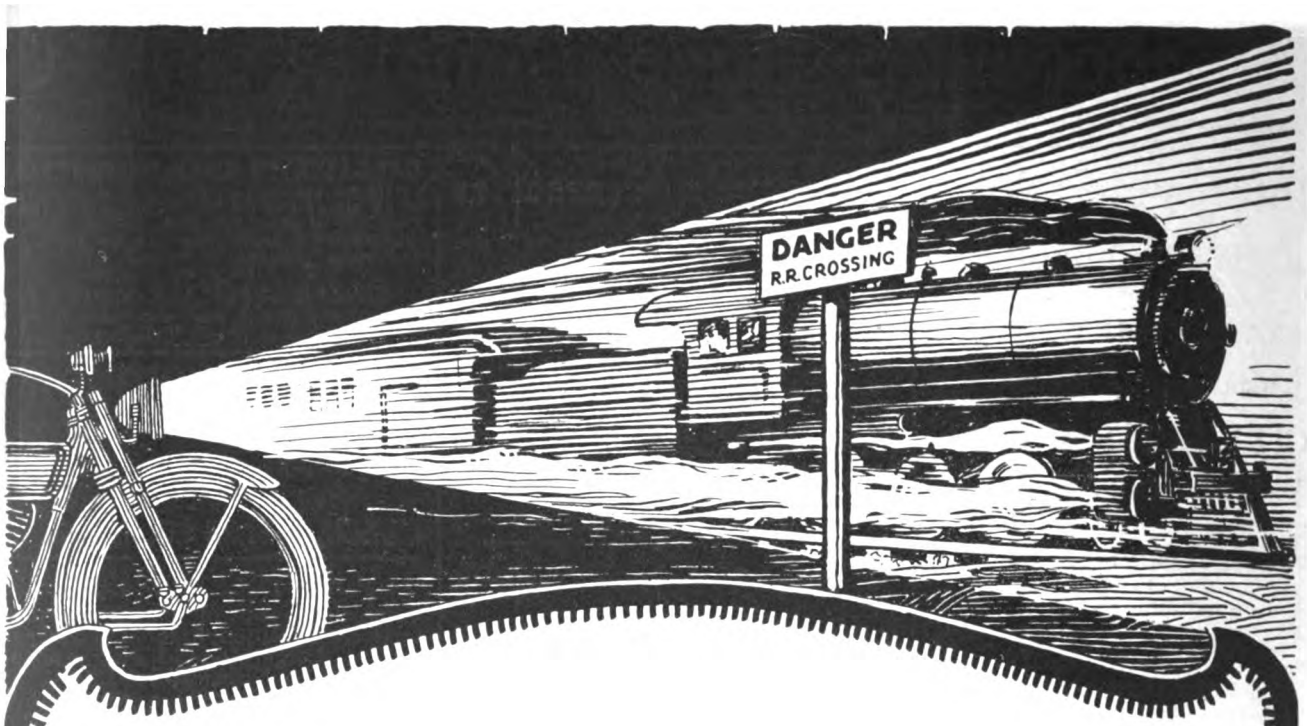


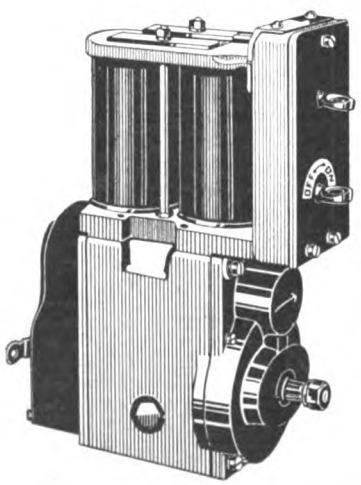
The Hidden Danger of the Road

A dangerous railroad crossing—a sudden turn in the highway—a treacherous stretch of road—there are a hundred dangers lurking in the path of the motorcyclist whose mount is not equipped with the

REMY

Motorcycle Lighting-Ignition System

Remy light makes night riding as safe as day. A turn of the switch and you can speed ahead with a steady, intense white stream of light guiding your way. The Remy System also provides strong, reliable, synchronized ignition and gives a good hot spark even when the motor is turning over slowly. Thousands of motorcycle owners use the Remy System because it is safe and reliable and adds to the pleasure of motorcycling.



Ask any Harley-Davidson dealer to demonstrate the Remy System. Service Stations almost everywhere.

Remy Electric Co.

Makers of World Famous Remy Equipment for Automobiles

Factories: Anderson, Indiana.

Sales & Engineering Offices: Detroit, Michigan.

CONSTANT REMY SERVICE

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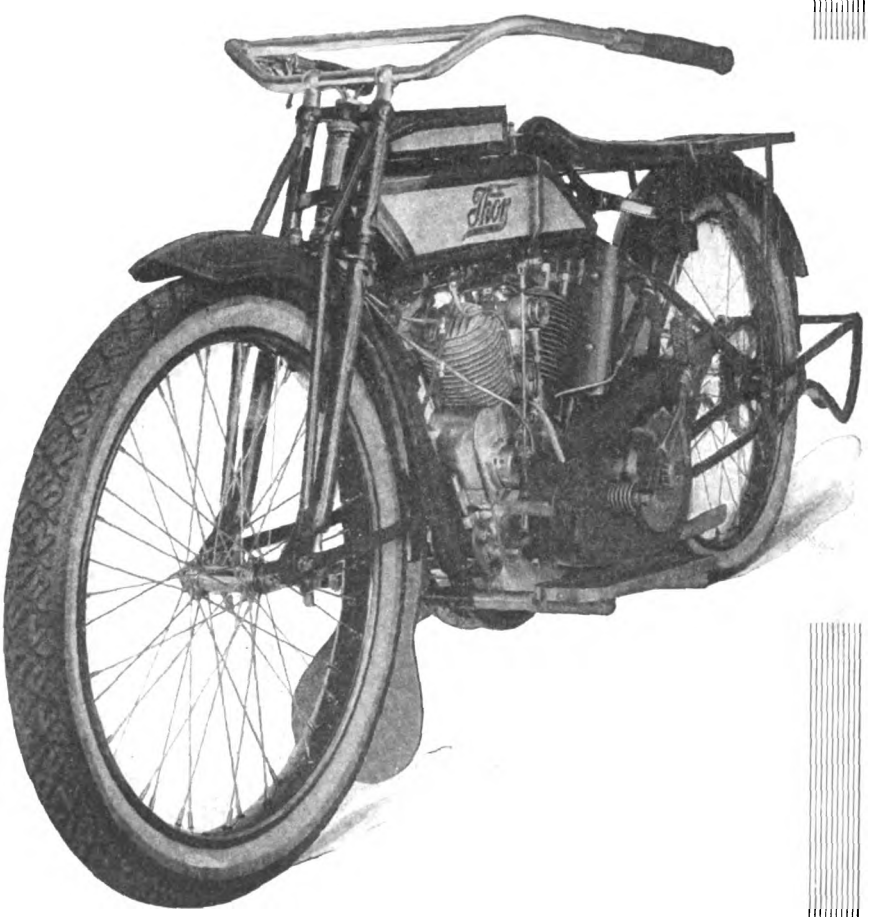
MASTER OF THE ROAD
THE
GIANT TWIN

BUILT to MEET the EXACTING DEMANDS of the MASTER MAN

EQUAL to any RESPONSIBILITY of ROAD or RIDER



Thor

12 H. P.
GIANT
TWIN
$265.00

EDDIE FOSTER SAYS: "There's Most for Your Money in a Thor"

ONE THOR, MORE THORS

Send for Complete Catalogue

AURORA AUTOMATIC MACHINERY COMPANY

GENERAL OFFICES, Thor Bldg., 1307 Michigan Ave., Chicago. SALES OFFICES AND WORKS, 361 W. Superior St., Chicago
PACIFIC COAST BRANCH, 61 Fremont Street, San Francisco

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GOODYEAR
AKRON

Bicycle Tires

A letter from you to the women and girls of your city or neighborhood, announcing the arrival of your new 1916 bicycles, will bring many probable purchasers into your store. Let us write this letter for you—we have already written over 1,000,000 letters for other Goodyear Tire Dealers. The cost to you is trivial. If the letters do not repay their cost to you in increased business, we refund the full purchase price.

Write us for Dealer Letter Service offer. Judge this plan from the results other dealers are getting.

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An Edict of Fashion

Is it any wonder that bicycling is now the favored sport for women?

Dame Fashion has recently decreed bicycling the ideal outdoor exercise. Bicycle riding is now the vogue at Palm Beach, Aiken, Daytona and San Diego.

All through the south, wherever you go, women and girls are enjoying this newest recreation. As the season advances the northern women, too, are seeking this return to girlhood pleasures.

He is a wise dealer who notes the trend of women's wishes, and caters to them. Far, far more women and girls would even now be riding bicycles in your town, if dealers had tried to interest them in the right way.

As a builder of health the bicycle stands alone. It develops that sturdy, rosy, full-blooded health that comes from exercise in the open air.

Scores of noted physicians frankly recommend bicycling as the needed exercise for girls —needed because it brings all of the muscles into play, stimulates the circulation and affords pleasure every moment of the ride.

Bicycle dealers should meet this new demand. It takes so little time to make any bike shop inviting. Clean windows, clean floors and tidy arrangements are 50 per cent of a winning sales argument to women.

And don't forget that bicycles are better made today than ever in their history. Tires are better and roads are better.

All that the bicycle needs is enthusiasm on your part. The demand is waiting—it takes you to close the sale.

We want to co-operate. That is why we offer you our Square Deal Tire Policy. Blue Streak Tires assure you permanent, satisfied customers at a permanent profit.

There are no quibbles over prices or guarantees. The Goodyear Blue Streak has one price and one guarantee, whether ten pairs or a hundred pairs are ordered. When you buy Blue Streaks you don't have to overstock in order to earn a quantity discount.

If you are in favor of the effort to standardize the bicycle you are also in favor of Blue Streaks. These are the only bicycle tires made that meet the bike dealer half way.

We can send you a stock immediately from your nearby Goodyear Branch. Write us, or talk with the Goodyear salesman.

The Goodyear Tire & Rubber Co.
Akron, Ohio.

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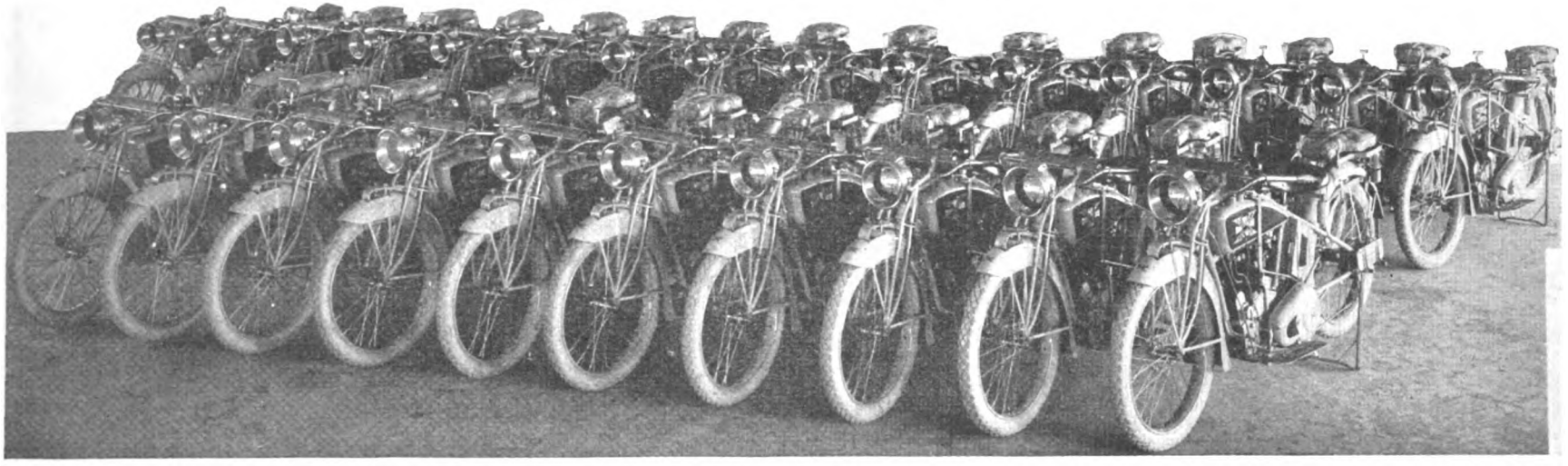
QUALITY WINS



Wisconsin's Choice

25 Model 17-3 EXCELSIOR AUTOCYCLES

Purchased by the Conservation Commission for the State of Wisconsin.

The superiority of the GOOD OLD X has been twice demonstrated during the past week.

First to the Conservation Commission of the State of Wisconsin, who, after careful consideration of all leading makes of motorcycles, selected 25 17-3 Excelsiors for the use of the Conservation Wardens of that state.

These machines were delivered in a single shipment, fully equipped with lighting systems, mechanical

Mention of MOTOR CYCLE ILLUSTRATED is always appreciated by advertisers.

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The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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The City of Chicago Confirms the Supremacy of the "X"

On April 26th, the city of Chicago ordered

150 EXCELSIOR AUTOCYCLES

comprising 100 Model 7C and 50 Model 17, as additional equipment for the Police Department.

These machines were selected by "men who know."

EXCELSIOR AUTOCYCLES to the number of nearly 200 have been in use by the Chicago Police Department for nearly seven years and have

Always Made Good

with the result that neither lower prices nor broad but unverified claims could offset their record for Service and Reliability.

Where Quality is the consideration and requirement,

The Good Old "X" Wins

and the awards of these two hard-fought-for orders are unquestionable evidence of real superiority.

WISE BUYERS CHOOSE EXCELSIORS

Excelsior Motor Manufacturing and Supply Company

OFFICE AND FACTORY: 3700 CORTLAND STREET, CHICAGO

25 F-N Tandems for Wisconsin

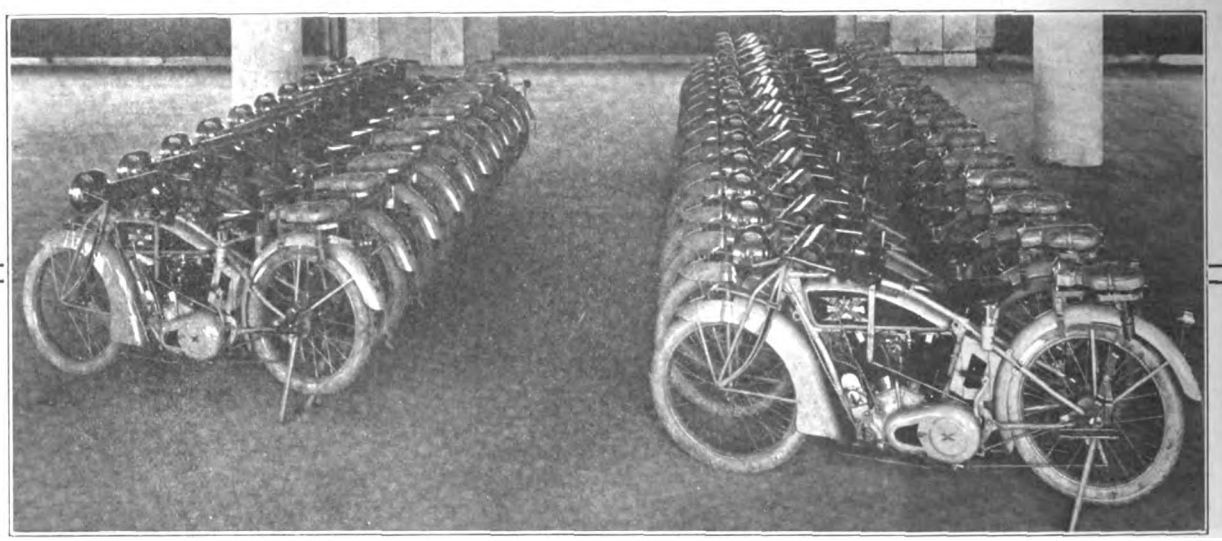
The Wisconsin Conservation Commission has just purchased 25 Excelsior Autocycles, specifying F-N Tandems *on all of them.* What is the meaning of this wholesale demand for F-N Tandems on the part of State and Government buyers?

IT IS SIMPLY A RECOGNITION OF THE SUPREME COMFORT, STABILITY and PRACTICAL SERVICE QUALITIES OF THE PREMIER TANDEM ATTACHMENT OF THE MOTORCYCLE INDUSTRY.

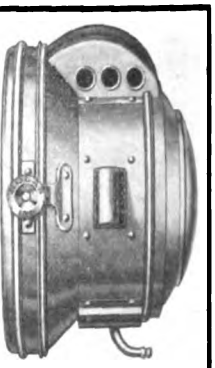
F-N TANDEMS ARE WANTED BECAUSE THEY ARE *PROVEN THE BEST.*

Are YOU Ready For the Big Demand?

Fentress-Newton Mfg. Co. : Detroit, Mich.

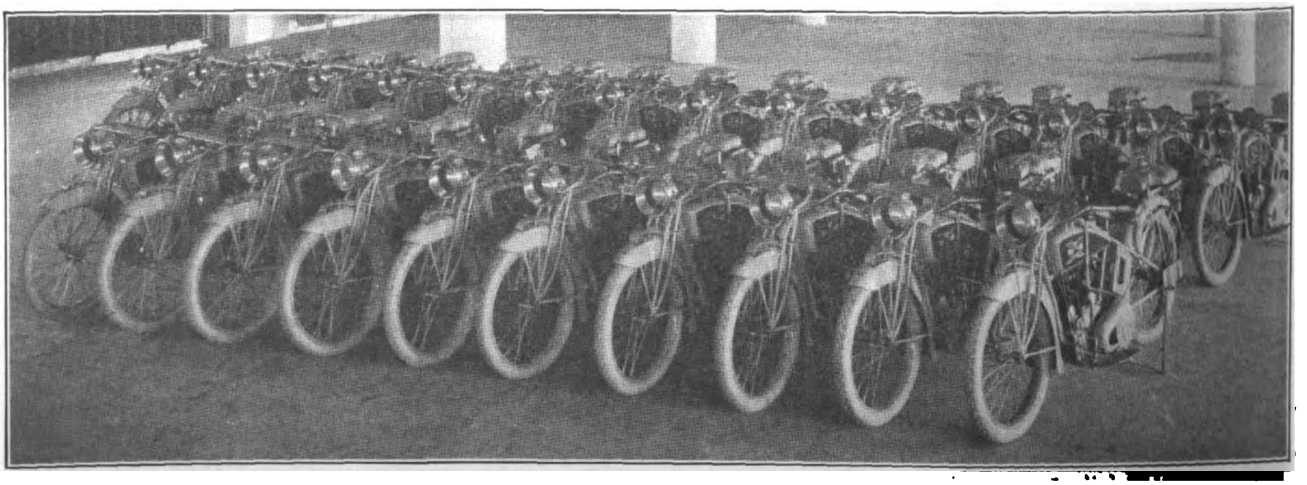


SOLAR LAMP EQUIPMENT



As Chosen for Excelsior Motorcycles

By the Chicago Police Department and Wisconsin Conservation Commission



The Badger Brass Mfg. Co., Kenosha, Wis., and New York City

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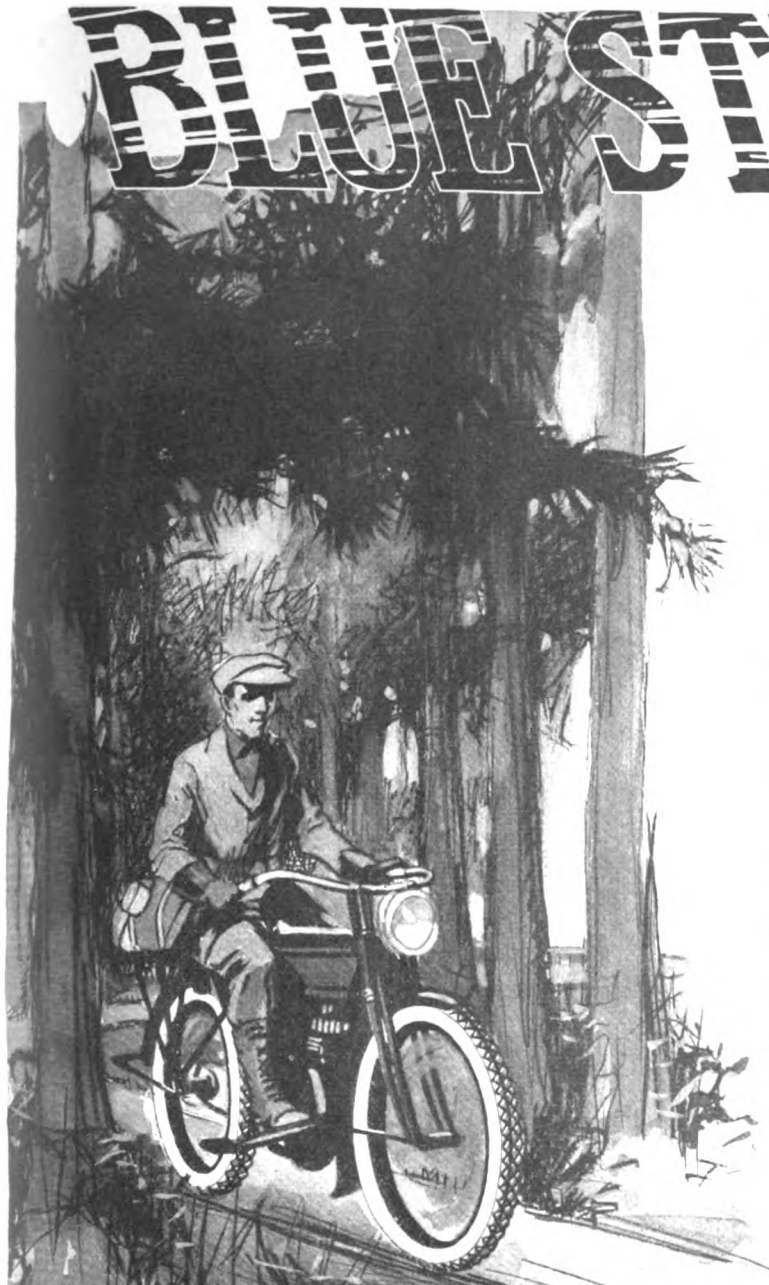
BLUE STREAKS



State and National Governments Depend on Blue Streaks

When a State and a great city concur with the U. S. Government in a choice of tires for its trusted messengers, there is ample reason for just pride on our part.

The Conservation Commission of the State of Wisconsin have specified Blue Streaks for twenty-five Excelsior Motorcycles recently purchased.

The Chicago Police Department have specified Blue Streaks on 200 Excelsiors just purchased.

This substantiates completely the purchase by the U. S. Government of forty-four sets of Blue Streaks for Indians used in the Mexican Service.

Over the sandy deserts of the great Southwest, along the forest trails of the great Northwest, and through the crowded thoroughfares of a great metropolis Blue Streaks are proving their absolute dependability.

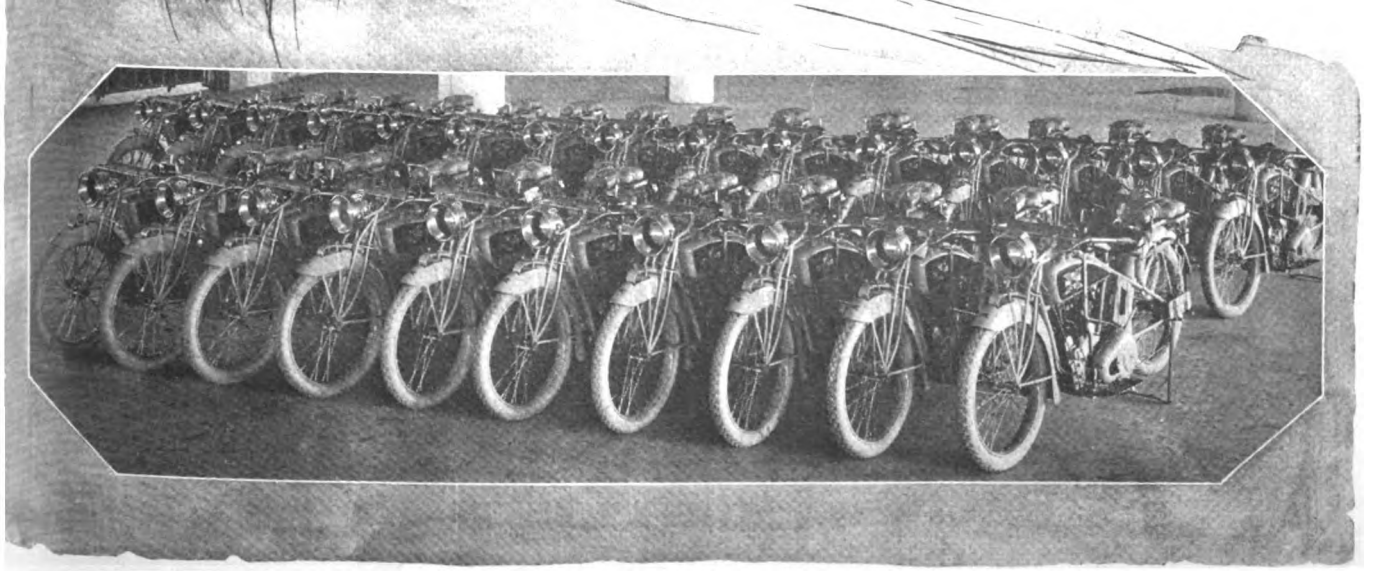
But more significant even than this, is the remarkable way in which riders themselves are demanding Blue Streaks.

Because they have become the one universally demanded motorcycle tire, they sell in larger volumes and sales are quickly made.

They are in fact, the most profitable motorcycle tire for dealers to sell.

The Goodyear Tire & Rubber Co.
Akron, Ohio

GOODYEAR
AKRON
Motorcycle Tires



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Harley-Davidson Winn

At Goulburn, Australia, April 24th, the Harley-Davidson won the Canberra Club's 50-mile road race.

At Mortlake, Australia, April 24th, the Harley-Davidson secured the fastest circuit trophy in the Victorian Club's road race, covering the 102 miles in 97 minutes.

At Fort Worth, Tex., April 23d, the Harley-Davidson, ridden by Sam Correnti, won every race on the program and broke the three-quarter mile track record by 2 4/5 seconds.

Harley-Davidson Motor Co.

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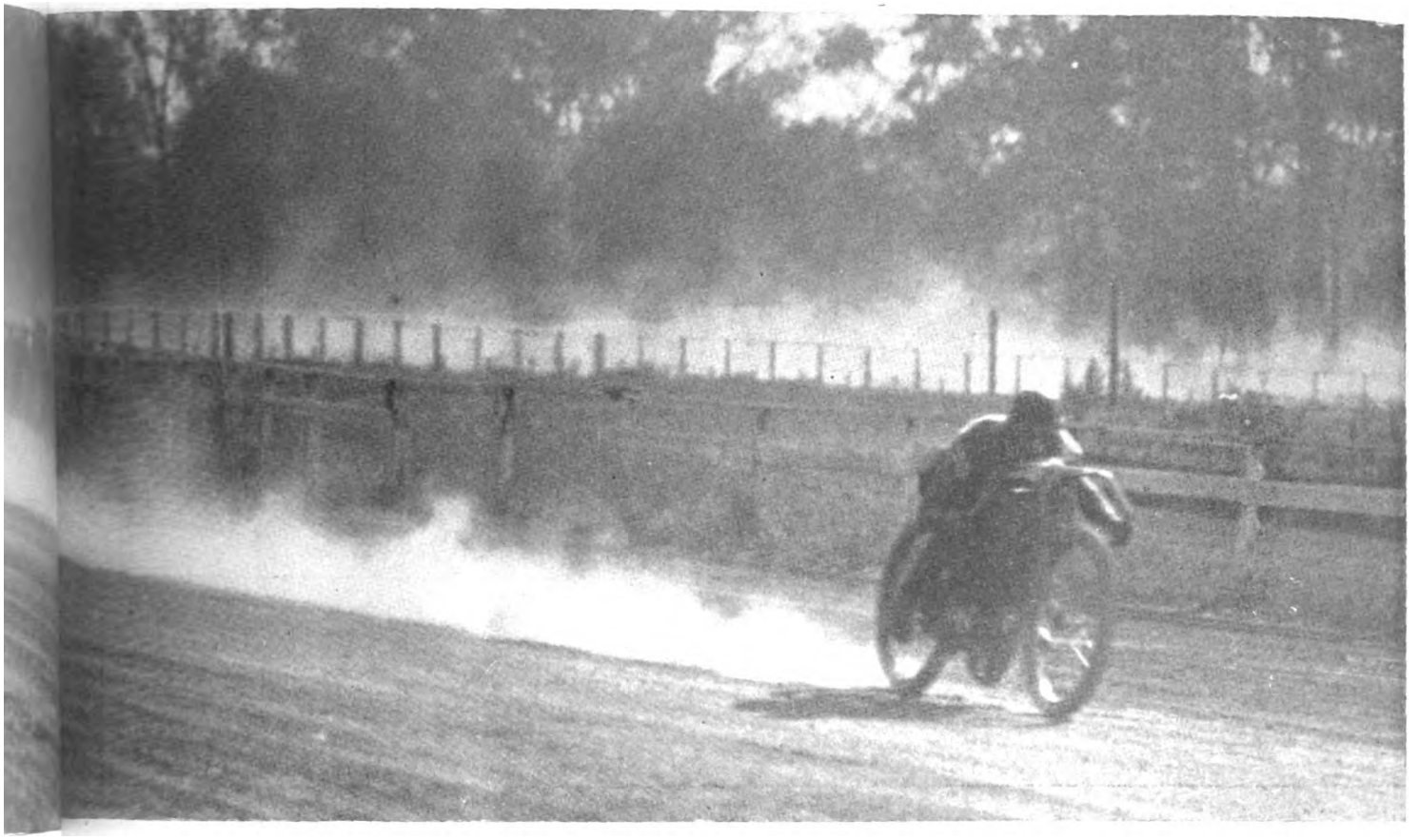

Wings Open the Season

At Roanoke, Va., April 24th, Ray Weishaar, riding a single cylinder Harley-Davidson, won three of the four races on the program, and was leading by a half lap at 8 miles when he blew a tire in the 15-mile open event. In the 10-mile open the Harley-Davidson took first and second, lapping all competitors, including a special four-valve single and a ported single of other make.

In the 1-mile open event the Harley-Davidson broke the state record.

Milwaukee, Wisconsin, U. S. A.

Mention MOTOR CYCLE ILLUSTRATED—It helps you, the advertiser and us.

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"Never Been Off the Rim"

Think of it—

For two years the United States Motorcycle Tire referred to never gave a moment's trouble.

We have records of mileages that seem almost staggering, but here is one that is remarkable for this reason,—that in two years' constant service it was "not punctured, and the fabric is not yet worn in the least."

We have the tire—we had to see it to be sure of our statement.

Perhaps you may not get as wonderful service from United States 'Chain' Tread Motorcycle Tires, but you are certain of remarkably good service, as thousands of owners attest.

United States Tire Company

'Chain' 'Nobby' 'Studded' 'Corrugated'
MOTORCYCLE TIRES

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MOTORCYCLE ILLUSTRATED
WITH WHICH IS NOW INCORPORATED
The Bicycling World
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13 PARK ROW
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MAY 4, 1916

Make the F. A. M. a Truly National Body and You Will Enable It to Protect You Against Unscrupulous Legislators

AKRON AND PROVIDENCE FILE BIDS FOR F. A. M. CONVENTION

Fine Program Would Be Assured in Either City and Federation Officials Are Figuring Hard to Make Fair Decision; Big Tire Companies Back Akron Invitation—Providence Chamber of Commerce Guarantees $1,500 Fund.

NEW YORK, May 2.—There is a movement afoot to make Akron, Ohio, the scene of the next convention of the Federation of American Motorcyclists. The tire town, and the big tire companies in it, are more than anxious to entertain the Federationists for their 1916 National Assembly, and those who know any of the boys in the automobile and cycle tire business need not be assured that Akron would entertain the visitors as an F. A. M. convention has never been entertained before.

The campaign to bring the convention to Akron was started at the recent Springfield meeting of the Motorcycle Manufacturers' Association, when the members of that organization were addressed by H. S. Quine and S. A. Falor, of the Goodyear Tire & Rubber Co. The question did not come officially before the meeting, because it is for the F. A. M. directors, and not the members of the Motorcycle Manufacturers' Association to decide when and where the F. A. M. National Convention shall be held. But after the meeting the question was formally discussed, and A. B. Coffman, president of the Federation, expressed himself as strongly in favor of accepting the Akron invitation.

It is true that Akron boasts of only a half-mile track, but it has been proposed that the convention be held in Akron, and the races, on the succeeding Saturday and Sunday, in Cleveland, which is only a few miles distant.

Akron is centrally located; in fact, it is the very hub of the cycle industry, approximately the same distance from Boston, New York, Philadelphia or Washington as it is from Chicago and St. Louis.

Saratoga, which many of the New York and New England riders seem to favor, appears to be out of the running for the reason that the owners of the track will not permit of its use for motorcycle racing until after the horse-racing season.

There is no question, however, that the convention will go to some city either in the East or the Middle West. Nor is it likely that any city further West than Akron will be chosen. In fact, it now looks as though the choice lay between Providence and Akron, and both are "good bets."

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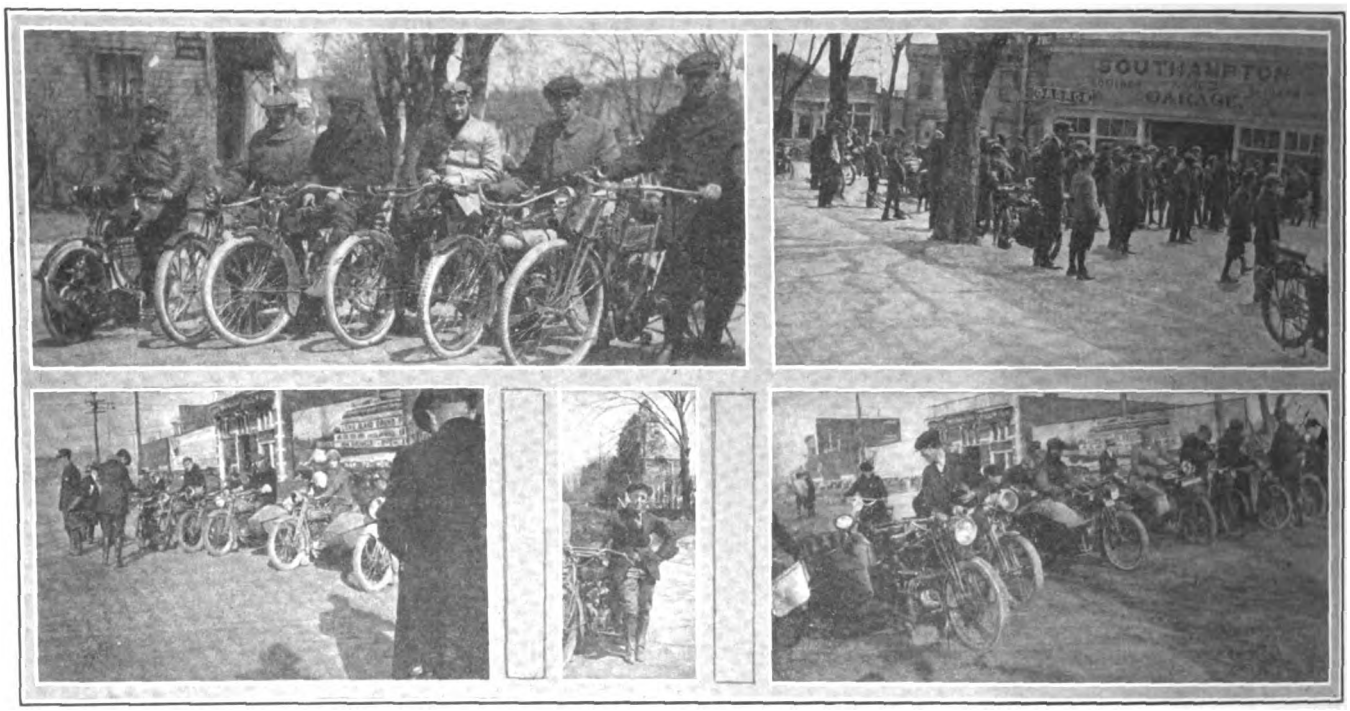
INVINCIBLE M. C. RUN BECOMES A SPEEDFEST

With Running Schedule Ignored, John U. Constant Covers 90 Miles in 1 Hour and 47 Minutes; Sidecars and Tandem Mounts Also Perform Well and Lightweights Show Ginger



Top Left--Driscoll, Funke, Barnard, Stein, Waughop and Stern—the Lightweight Division. Right—Watching the Arrival at Southampton. Bottom Left--Harley-Davidson Entrants. Center—John U. Constant, Indian. Right—Start of the First Division from Jamaica

BROOKLYN, N. Y., April 30.—Semi-official predictions that the nineteenth annual Spring run of the Invincible M. C. would give the speed boys all they were looking for in the way of a road-burning program were fulfilled today before the contestants were many miles on their way. The field went away on the jump and before the course was completed the riders were almost of one mind in saying that the affair should have been booked as the first annual 200-mile road race, instead of the nineteenth annual Spring run.

An insight into the character of the run is given in the performance of John U. Constant who rode ninety odd miles in one hour and 47 minutes on his Indian.

Motorcyclists of the Metropolitan district are evidently hard to please, if not impossible of pleasing. The annual Spring run of the Invincible club has always been an eye-opener, not only in the sense that it is the first big eastern event of the season, but also because the routes that are chosen are well calculated to sift out the "boulevard riders" at an early stage. The run held last year was, perhaps, the climax in the way of stiff endurance trials, and the "too hard" cry which went up after it led the Invincible club this year to give the boys the sort of run which they were led to believe would meet with general approval.

The course lay from Jamaica to Southampton, 90 miles, and back again to Brooklyn, 105 miles, the roads being some of the best that Long Island provides, and Long Island is right there when it comes to good roads. In every sense the contest was a boulevard affair, and the boys who had participated in Invincible runs of yesteryear, looked upon it as a sort of joke or, as they termed it, a "joyfest."

Either the contest was too lacking in endurance features to attract entries or else the lack of a prize list brought the same result, for only 48 starters in all classes, including the tandemites and the sidecar passengers, left Jamaica in the two divisions this morning. The first division pulled out at 7 o'clock and included, besides sidecar and tandem machines, a division for lightweights, in which class there were five starters. Half hour later the heavyweight division started.

INVINCIBLE RUN CONTESTANTS AND THEIR EQUIPMENT

Rider.	Machine.	Tires.	Magneto.	Saddle.	Chain.
J. U. Constant	1916 Indian	Goodyear	Dixie	Troxel	Duckworth
Horace E. Stout	1915 Henderson	Federal-Penn	Splitdorf	Persons	Renold
H. Deaue	1916 Indian	Gaulois-G'drich.	Bosch	Troxel	Duckworth
George Grant	1914 Indian	Goodyear	Splitdorf	Mesinger	Duckworth
Frank Baker	1916 Indian	Goodyear	Dixie	Mesinger	Duckworth
Wallace Stuart	1916 Indian	Goodyear	Dixie	Mesinger	Duckworth
Irving W. Barnard	1916 Indian lt. wt.	Goodyear	Dixie	Mesinger	Duckworth
Calvin R. Webber	1916 Indian	U. S.	Splitdorf	Mesinger	Duckworth
James Lake, Jr.	1916 Harley-David'n.	U. S.	Bosch		
Charles Mutter	1915 Harley-David'n.	Firestone-U. S.	Bosch	Troxel	Duckworth
William Von Lehn	1915 Indian	Goodyear	Dixie	Mesinger	Duckworth
Emil Blucher	1916 Harley-David'n.	Firestone	Bosch	Mesinger	Duckworth
Louis Timmerman	1913 Indian	Goodyear	Bosch	Mesinger	Duckworth
Murray Cohen	1916 Dayton	Firestone	Bosch	Troxel	Renold
William Driscoll	1916 Dayton	Firestone	Bosch	Troxel	Renold
Miss M. Hinchy	1916 Dayton	Firestone	Bosch	Troxel	Renold
Herman W. J. Schmidt	1915 Harley-David'n.	Firestone	Bosch	Mesinger	Duckworth
John F. Carroll	1915 Indian	Goodyear	Dixie	Mesinger	Duckworth
Fred B. Leach	1916 Indian	Goodyear	Splitdorf	Mesinger	Duckworth
J. E. Piccard	1915 Thor	F'stone-G'dyear.	Bosch	Troxel	Diamond
C. W. Waughop	1916 Cleveland	Federal	Bosch	Persons	Coventry
George Eisentraut	1916 Dayton	Firestone	Bosch	Troxel	Renold
Eugene Stein	1916 Indian	Goodyear	Dixie	Mesinger	Duckworth
Harvey Snyder	1916 Indian	Goodyear	Splitdorf	Troxel	Duckworth
Harold Pember	1916 Harley-David'n.	Firestone	Remey	Troxel	Duckworth
Julius Stern	1916 Miami	Goodyear	National	Mesinger	Spartanb'lt
Donald D. Dolan	1915 Henderson	U. S.	Splitdorf	Persons	Renold
Daniel L. R. Dresser	1916 Harley-David'n.	Sterling	Bosch	Troxel	Duckworth
John W. Beuwer	1916 Indian	Goodyear	Dixie	Troxel	Duckworth
Charles Cramer	1916 Indian	Goodyear	Dixie	Troxel	Duckworth
Arthur Chapple	1916 Henderson	U. S.	Splitdorf	Henderson	Coventry
Joseph Farrell	1915 Excelsior	U. S.	Bosch	Mesinger	Diamond
George Smith	1916 Indian	Goodyear	Dixie	Troxel	Duckworth
John Brosky	1916 Indian	Goodyear	Dixie	Troxel	Duckworth
J. R. Kellogg	1916 Eagle	Firestone	Bosch	Mesinger	Diamond
D. R. Thompson	1913 Indian	Goodrich	Bosch	Mesinger	Duckworth
H. V. Maurethe, Jr.	1913 Indian	Goodyear-U. S.	Bosch	Mesinger	Duckworth
Otto S. Rosenberg	1916 Henderson	Firestone	Berling	Persons	Renold
Harold Lemlin	1916 Henderson	U. S.	Berling	Persons	Diamond
J. Pedrosky	1916 Indian	Goodyear	Splitdorf	Troxel	Duckworth
Dexter C. Hayden	1916 Henderson	Firestone	Berling	Persons	Renold
Irving Lewin	1916 Henderson	U. S.	Berling	Persons	Duckworth
Fred C. Krensky	1916 Henderson	U. S.	Berling	Persons	Duckworth
Charles Drude	1916 Henderson	Firestone	Berling	Brooks	Renold

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The only requirements necessary for the entrant to be included in the medal winning class were that he check in at Southampton before 12 o'clock and finish at Brooklyn before 6 o'clock. He could take any route to Southampton he saw fit, and suit himself about speed.

As a matter of course, the contest soon developed into an out-and-out road race, with John Constant and Arthur Chapple leading in the fight for speed honors. Several other entrants with speed proclivities acted as runners up. It was not a day of real luck for Chapple and he blew a tire while traveling close to 70 miles an hour. The resulting fall only shook him up, but it was some time before he was able to get his Henderson in running condition again. Constant's Indian never faltered and he was able to ride into Southampton in one hour and 47 minutes; it was 37 minutes later that the second contender, Dresser, on a Harley-Davidson, checked in.

Snyder, with an Indian combination, was the first in the sidecar division to reach Southampton, having completed the distance in two hours and 44 minutes, while just one minute behind him came Stuart on an Indian with tandem passenger. In the lightweight division Barnard, on an Indian checked in first at Southampton at 9:55, having covered the course in two hours and 55 minutes.

All the riders started back in a body, leaving Southampton at 1 o'clock, and the rivalry between C. W. Waughop, on a Cleveland lightweight, and Barnard, on the Indian, was keen, a fact which developed a little lightweight road contest on the side. This contest had progressed to the full open throttle and full spark stage, when Waughop ran afoul of a speed cop and was detained some time, while that worthy made out his summons. Barnard finished in three hours and 46 minutes, and Waughop checked out 14 minutes later.

How They Finished

Constant made the homeward run in two hours and 10 minutes, being the first to check out.

Stuart checked out first in the tamdem class, finishing in three hours and 17 minutes.

Snyder won the sidecar honors, finishing in three hours and 38 minutes.

Second in the sidecar division was Lake, on a Harley-Davidson, who finished in 4:55. Practically every one of the 48 starters finished within the allotted time.

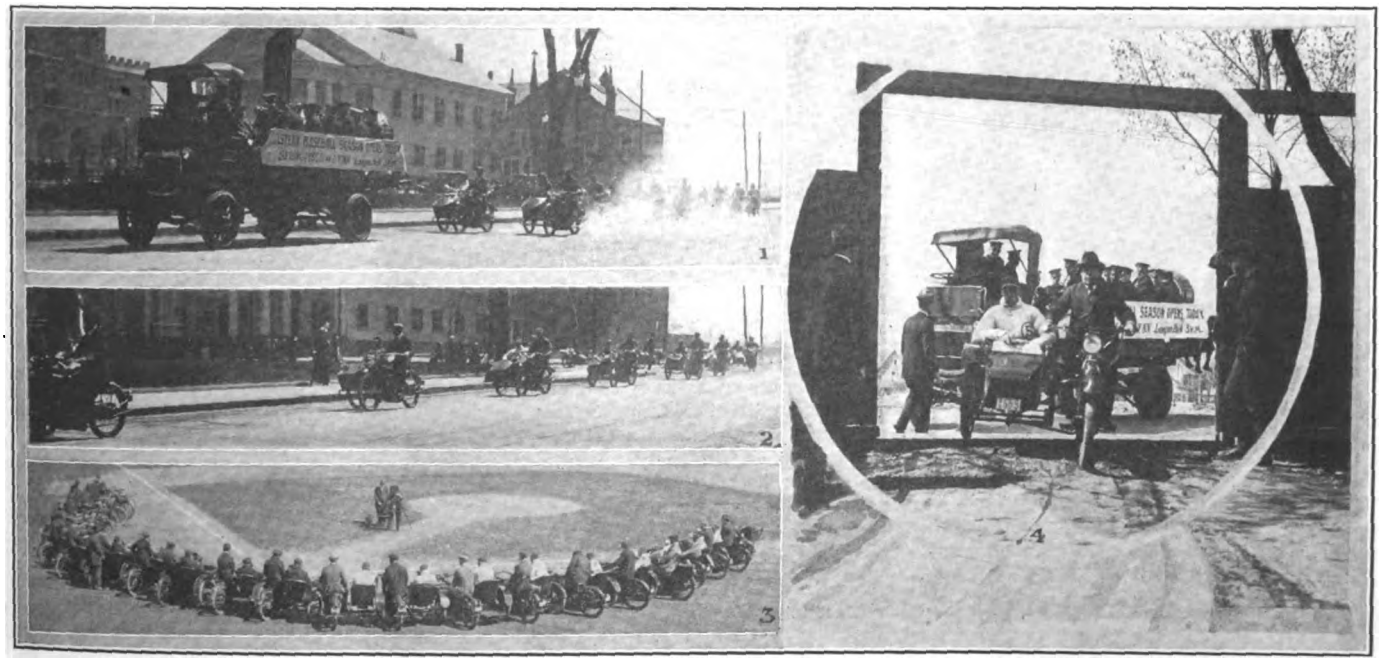
The detailed story as told by the checking sheets will not be available until the worthy checkers have had a chance to compare notes the latter part of the week.

Unless the final returns give the lie to present indications, the newly organized Speedway M. C. will take the Silvex prize which was offered for the club having the greatest number of members who finished within the allotted time. The Speedway club entered nine members, while the next best were the Empire M. C. and the Jamaica M. C. with four each. The affiliated riders and the clubs to which they belong follow:

John U. Constant, Frank Baker, Irving W. Barnard, Calvin R. Webber, William Von Lehn, John F. Carroll, Eugene Stein, Julius Stern, and John W. Beuwer, Speedway M. C.; Murray Cohen, William Driscoll, Miss M. Hinchy and George Eisentraut, Empire M. C.; Charles Mutter, Louis Timmerman, Herman Schmidt and H. V. Maurethe, Jr., Jamaica M. C.; Horace E. Stout, J. E. Piccard and J. R. Kellogg, Invincible M. C.; H. Deauc and Wallace Stuart, Audubon M. C.; Donald D. Dolan and Charles Cramer, Yorkville M. C.; C. W. Waughop and Harvey Snyder, New Jersey M. C.; George Grant, Staten Island M. C.; Emil Blucher, Riverside M. C.; George Smith, Bridgeport M. C.; Fred C. Krensky, Harlem M. C.

SPRINGFIELD BALL FANS IN MOTORCYCLE PARADE

Sidecar Cavalcade from Heart of City to Ball Grounds Ushers in the Baseball Season—"Ty Cobbs" of Eastern League Are Enthusiastic Over Two-Wheeler Ride



1, Motor Truck with Band of 24 Pieces Leading Procession of Players in Sidecars; 2, Part of the Springfield Team in Column; 3, Players in Cars Facing the Photographer; 4, A Springfield Player Entering the Grounds

SPRINGFIELD, May 1.—More Indian sidecars than most people ever saw gathered at any one time helped to give life and color to the opening of the Eastern League baseball season at Springfield, Mass., last Saturday, April 29. They were used in a street parade, each machine carrying a ball player of the Springfield or Lynn club in his new uniform. Twenty-four machines formed a double column behind a motor truck carrying the Second Regiment Band of twenty-four pieces.

The combination of the two popular sports, motorcycling and baseball, attracted the interest of a good many Springfield citizens who had never seen just this kind of a parade with motorcycles and a large crowd watched the assembling of the machines at Cooley's Hotel, the headquarters.

Everybody agreed that the parade was a pretty sight, the bright red enamel of the machines contrasting with the white sweaters of the Springfield players and mackinaw coats of the Lynn boys very effectively. When the parade was in motion it was even more impressive.

(Continued on page 60)

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N. Y. SPORTING GOODS STAFF IN CONFERENCE

Officials, Headquarters Men and Travelers Discuss Possible Price Advances, Receive New Catalogs and Lay Plans for Extending the Scope of the Company's Business

NEW YORK, April 30.—The second of a series of meetings of the New York Sporting Goods Company's sales force was held at the Hardware Club, Postal Telegraph Building, Broadway and Murray street, on Saturday, April 22. The company's travelers were present in addition to Powhatan Robinson, president of the company; Frederic A. Baker, vice-president; James E. Murray, treasurer, and Henry T. Fowler, sales manager. Anthony Nadworny, William F. Casey and Fred DeWitt were also in attendance.

President Robinson gave a brief address in which he explained that it is the intention of the company to push the sale of sporting goods at wholesale aggressively, and called attention to the firm's excellent facilities for handling big business. It was asserted that the coming merger of Abbie & Imbrie, the pioneer fishing tackle house, with the New York Sporting Goods Co., will bring the latter into the front rank of sporting goods establishments in this country.

The new 1916 athletic goods catalog was placed in the hands of the road men, together with the new dealers' price list and delivery of the Sporting Goods Blue Book No. 66D was promised for an early date.

The matter of advanced prices on bicycles and bicycle supplies was discussed and practically all of the salesmen agreed that dealers under the existing conditions expect to pay more for goods. It was also pointed out that the dealers are placing large orders in expectation of further advances which manufacturers have predicted will affect many lines in the near future.

The new series of meetings is meeting with the enthusiastic approval of the New York Sporting Goods Company salesmen who welcome the opportunity to consult with officers of the company concerning the conditions encountered in their territories, and it is stated that the conferences will be continued indefinitely.

The company's sales force at present is made up as follows: John F. Pope, covering Long Island and the State of New Jersey; Howard J. Sanborn, Connecticut, western Massachusetts and the Hudson River valley below Kingston; George A. Carey, New York State; H. K. Lister, southern New Jersey, Pennsylvania, Delaware and Maryland; Arthur Brown and Lawrence F. Peck, Metropolitan District.

After November 1st there will be five additional men on the sales force, as it is the intention of the company to retain all of the road men of the Abbie & Imbrie Co. At the next monthly meeting the new salesmen as well as the selling force of the New York Sporting Goods Co. will be present.

U. S. TIRE CO. ISSUES AN ATTRACTIVE POSTER

AMONG recent snappy aids to agents handling United States tires is a large wall poster in red, blue and white, issued by the United States Tire Company, of 1790 Broadway, New York. This poster shows a prosperous dealer behind an attractive pile of United States tire accessories, such as reliners, patching cement, gum, inner tubes and horn bulbs. The goods are shown in the packages as issued by the company, and the poster serves a double purpose in depicting the line of goods as well as familiarizing the purchaser with the containers in which each article is received by him. The poster bears the words "I recommend U. S. Tire sundries and repair materials" in the upper part.

TWO VICTORIES FOR SILENT GRAY IN AUSTRALIA

MILWAUKEE, Wis., April 29.—The Harley-Davidson Motor Company, of this city, has received a cable from Bennett & Wood, Harley-Davidson agents in Sydney, N. S. W., stating that a Silent Gray won the Canberra Club 50-mile road race held at Goulborn on April 24. It also stated that a Harley-Davidson had made the fastest circuit in the Victorian M. C. 200-mile road race at Mortlake, the time being 97 minutes for the 102 miles. The rider of this machine received the prize for the fastest lap in the event.

BOSCH CO. DONATES TROPHY FOR AUTO RACES

FOLLOWING its custom of presenting valuable cups and cash prizes for the best performances on motor vehicles each season, the Bosch Magneto Company, of 223 West Forty-sixth street, New York, has donated a Bosch Trophy to be contested for by automobile drivers in A. A. A. sanctioned events. This trophy will carry a secondary title of "Champion Motor Car Driver Trophy" and will become the property of the driver winning it.

Accompanying the Trophy will be a cash award of $2,000. This will go to the winner of the highest number of points, according to the Bosch system of scoring. The driver getting the second highest point score will get a Bosch cash prize of $1,000, while the driver getting the third best score will get $500 in cash. While the Bosch Trophy is not yet completed it is stated that it will stand 30 inches high and will be of unique design.

SWAYNE AND YATES CAPTURE POPE SALES PRIZES

WESTFIELD, Mass.—The first cash prize for increased Pope sales during March has been awarded to Frank R. Swayne, who travels the Middle West. The second prize went to J. A. Yates, Pope traveler in the Northwest.

The company's salesmen have worked up much interest in the monthly sales contests and there was keen competition during the month of March. Several of the road men were running neck and neck for a time and it was only towards the end of the month that Swayne and Yates managed to pull away from the others.

S. K. F. HEADQUARTERS ARE NOW IN HARTFORD

HARTFORD, Conn.—Owing to the great increase in business in S. K. F. ball bearings, following the establishment of the new plant in this city, the S. K. F. Ball Bearing Company has removed its headquarters to the factory in this city.

A sales office is to be maintained at the former offices, 50 Church street, New York. The removal was made from the New York offices last week.

PREST-O-LITE DIVIDEND

INDIANAPOLIS, Ind.—The Prest-O-Lite Company, of this city, has declared a dividend of $1.50 per share, payable on May 1 to stockholders of record April 24.

NOT HANDLING YALE PARTS, SAYS DAVIS CO.

DAYTON, O.—"We are not handling the parts-order business of the Consolidated Manufacturing Company, formerly producing Yale motorcycles," was the statement given out by the Davis Sewing Machine Company officials this week, in response to numerous inquiries for parts for Yale power two-wheelers. "We are making Yale and Snell bicycles, as announced in the trade papers recently.

"All orders for old bicycle and motorcycle repair parts should be addressed to the Consolidated Mfg. Co., as in the past."

MORE MILEAGE ON CHARGES IS GASOLIXER CLAIM

GUARANTEED to increase mileage from 20 to 30 per cent. by the maker, the Gasoline Elixir Company, of 98 St. Nicholas avenue, New York, has brought out a preparation to be mixed with the fuel in the tank, known as Gasolixer. This preparation is stated to gradually absorb and discharge through the exhaust all carbon in the motor and by its continued use to keep the motor free from carbon.

The Gasolixer is in the form of a powder, which is put into the tank at the ratio of one teaspoonful to five gallons of fuel. It has no acid properties and will not affect metals with which it comes into contact. It comes in tins sufficient to care for 125 gallons of gasoline. The price is $1.

SOLD 20 INDIANS WITHOUT SEEKING ORDERS

SPRINGFIELD, Mass.—Hal H. Noyes, Indian traveler for New York State, has just returned from a trip through his territory. He did not contemplate selling any machines during the trip, but found in spite of this that he was obliged to take orders for 20 of the Powerplus models, an indication of how strong was the demand for this machine.

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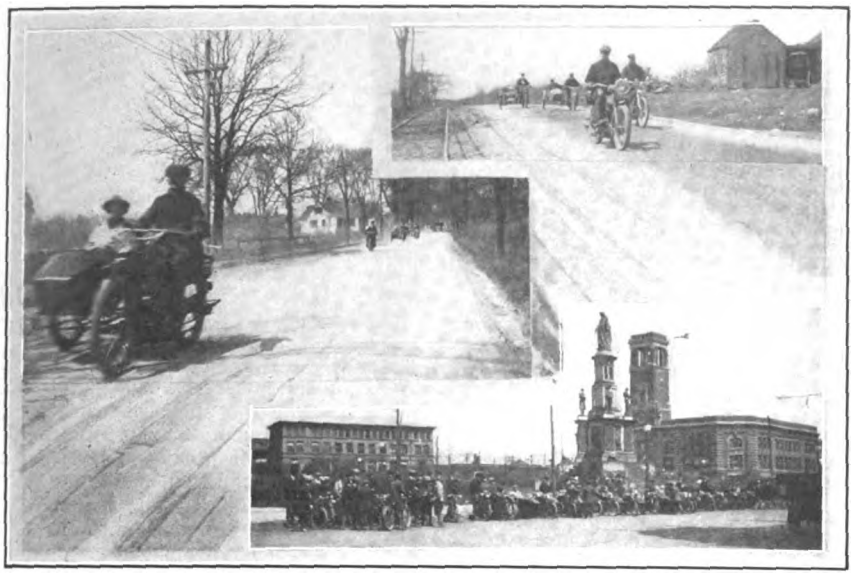
OVER 200 IN SWENSON'S "HERRING RUN"

Big Body of Rhode Island Riders Join Providence Indian Man in Annual Ride to Taunton to See Migration of Fish—Some Interesting Incidents of the Trip



Left, On Taunton Pike Near City Limits; Note Smooth Surface; Right, More Fine Going Near Taunton; Below, the Gathering in Exchange Place, Providence

PROVIDENCE, R. I., May 1.—Taunton, Mass., with its renowned "herring runs" was the Mecca of motorcyclists yesterday when B. A. Swenson conducted a huge party of riders from this city and surrounding towns to the scene of the annual journey of the fish to the breeding grounds. Yesterday's run was the 1916 affair conducted by Swenson, and was the latest in a long series of events which have been conducted by "The Indian Man" to watch the herring at about the same time each season. Like the preceding runs, it was decidedly a success.

While motorcyclists attend the runs in considerable numbers, there are always large crowds of spectators who come on foot, in automobiles and on bicycles and buggies to see the fish. However, the power two-wheelers far outnumbered the other vehicles on the spot yesterday and the riders formed no small proportion of the many spectators who lined the banks close to the weirs.

200 Riders in Line

A party of over 200 driving all types of motorcycles ranging in vintage from the 1907 model to the 1916 Indian Power-plus gathered in Exchange Place at 10:30 ready for the start. John Richards, Swenson's right hand man, was there, as was also the Swenson family. The Indian agent, however, did not show up until 10:45 o'clock, but, as is his usual custom, remained in his store on Sunday morning until 10:30. On this particular morning he was delayed because of being obliged to sell a machine, which was seen as the newest addition to the party.

The run was over College hill to East Providence for the first lap. When the party arrived at the foot of College hill, one of the steepest in Rhode Island and one which it was necessary, before a tunnel was built, to haul cars up with a dummy engine propelled by electricity, Swenson gave a demonstration of a little Indian Featherweight. He went up the long hill with a man 6 feet 4 inches tall, weighing easily 250 lbs. on the rear, the engine not once missing a beat. The party then proceeded.

Made Quick Time

The length of the trip is from 27 to 30 miles. Nobody timed themselves, but it it is known that more than one rider made quick time. Mr. DeMorris made the distance from what is known as the state line to Taunton, a distance of 22 miles, in 25 minutes. This shows what is possible on the Taunton turnpike. For miles this, road through wilderness, over hills, and through small villages, is as smooth as a carpet. It is the Mecca at all times, not alone for special runs for the motorcyclist.

The party arrived at Taunton in bunches and pairs and singly. Upon arrival there it was found that one of the party had been arrested. A vigilant copper in Taunton had found a motorcycle was minus the number plate and immediately got busy and haled the rider, who happened to be accompanied by a young lady, to the police station.

Upon arriving, Swenson was much displeased at the happening and proceeded to the station, where he was forced to remain several hours before he could make the necessary arrangements for bail owing to delay in reaching a judge. This case, however, was the only one causing any of the motorcyclists any embarrassment because of the law.

From Taunton Square many of the party proceeded to East Taunton to see the "herring run." This proved of great interest, especially to those who have never witnessed the spectacle. The long sluice-ways were alive with the salt water fish on their way up the Taunton river, several miles distant from the ocean, to spawn for the spring hatching. Cameras were working hither and yon in an attempt to "capture" some interesting pictures of the fish, but this year the water proved so muddy that many films will have gone for naught.

Many of the party returned early to Taunton, where Mr. Swenson had had prepared a lunch. This was served by the Taunton M. C. for the local Indian agent. This is always looked forward to by the participants in the party with much pleasure, and the feed set before them this year did not detract from the usual interest taken in it.

Speeding Brings Trouble

Not a few of the riders met with various forms of trouble on the trip, largely due, however, to an attempt to see just how many miles there were in each engine. There are no police officers standing guard over this long stretch of roadway and the speed mania has full sway. No less than a dozen had broken chains. Asked for causes, they replied: "Oh, just hitting her up a little too fast."

Swenson, upon returning to Providence late in the afternoon, stated that this trip was the best ever. More motorcyclists were out than ever before and many new machines were seen. He says that this will be the biggest season for the motorcycle that that machine has ever had. He stated that interest in this run was high and that the trips to take place later in the season will prove just as popular.

JAMAICA RUN IS POSTPONED TO MAY 21

JAMAICA, N. Y.—The Jamaica M. C. has postponed its endurance run from the date originally scheduled, May 7, to Sunday, May 21, with a rain date of May 28. Two sessions will be provided, a morning run to Patchogue and return to this city, and an afternoon run from Jamaica to Port Jefferson. The average speed will be about 20 miles per hour.

A time allowance is to be made for lightweight machines. The morning route will have checks at Seaford, East Islip, Patchogue, with the return via Farmingdale and Deer Park. Jamaica will be noon control. The afternoon route will have checks at Roslyn Northport, Port Jefferson, then back to Comack and Jericho.

A VETERAN RIDER

Motor Cycle Illustrated: Enclosed find money order for renewal of my subscription to your journal. This is my fourth year as a subscriber, and I must say that I am very much pleased with your weekly. It's improving every issue.

LAWRENCE BREEN, Jr.
517 N. Randolph St.,
Philadelphia, Pa.

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U. S. TIRE MEN TALK SALES IN DETROIT

Branch Managers and Salesmen Meet at Invitation of District Manager W. C. Standish and Discuss Various Phases of the Company's Extensive 1916 Campaign.

DETROIT, Mich., April 30.—W. C. Standish, district manager for the United States Tire Co., recently called a conference of the branch managers and salesmen in the district under his jurisdiction and many matters bearing upon the extension of the company's sales organization were discussed with a view of concentrating the efforts of the employees upon still more rapid progress for the current year.

The photograph opposite was taken following the meeting. Those in the top row, from left to right, are E. B. Stimpson, Detroit; M. J. Goldner, office manager, Grand Rapids branch; C. L. Sowers, resident manager, Grand Rapids branch; W. C. Standish, district manager; R. E. Sheahan, Detroit; W. B. Brady, special representative, Detroit; E. E. MacMaster, manager, manufacturers dept.

Middle Row. C. Q. Vaughn, resident manager, Toledo branch; W. C. Miller, office manager, Detroit; C. R. Gray, manager, Solid Motor Tire Dept., Detroit; E. E. Mann, office manager, Toledo branch; F. C. Grant, Detroit; S. Fleming, Detroit; W. J. Chisholm, Detroit.

Bottom Row, G. H. Wood, Toledo; F. E. Schultz, Detroit; C. S. Putnam, Detroit; E. A. Montgomery, Detroit.

CHICAGO POLICE GET MORE EXCELSIORS

One Hundred Single-Geared and Fifty Model 17 Mounts Will Go to Windy City Department—High Speed Guarantees

CHICAGO, Ill., April 27.—The Police Department of thtis city has awarded an order for 150 motorcycles to the Excelsior Motor Manufacturing & Supply Co., of this city. The specifications call for 100 single-geared machines with a guarantee of 60 miles per hour and 50 machines with a guaranteed speed of 80 miles per hour. The Excelsiors to be used will be Model 7C, single-geared and the new Model 17 with Ultra Power motor for the higher guaranteed speed.

The total number of Excelsiors now in use in the various departments in the City of Chicago is over 300. Of these the police have nearly 200 in the different branches. Excelsiors have been used by Chicago for police service since 1908, when belt drive singles were used.

Two of the new machines will be assigned to each of the 45 police precincts, and the remaining 60 will be given to officers with roving assignments. It is interesting to note that while the Excelsior figure was $13 per machine higher than the closest competitor in the bidding, the contract was nevertheless awarded to the big Chicago factory.

MISSIONARY SAYS A WORD FOR MOTORCYCLE OUTFIT

SPRINGFIELD, Mass., May 1.—That Indian motorcycle and sidecar which was presented by his classmates to Rev. William A. Junkin, an American missionary in China, is proving a revelation not only to the uninitiated natives but also to the missionary himself, take it from a letter written to one of his classmates at Austin College.

Dr. Junkin states that the machine is giving first-class service under most trying conditions on the wheelbarrow tracks that pass for roads in China, and that it never ceases to be a source of wonderment to the Chinese. It has enabled him to reach parts heretofore inaccessible and has considerably broadened his scope.

MORE HENDERSONS GO TO COAST POLICE

J. L. NICOLL and J. D. Rodman, of the Pasadena speed force, have just purchased new Henderson motorcycles of the Henderson Motorcycle Sales Corporation at Los Angeles. Another police sale has been made to F. G. Mulvihill, an oldtimer in the game, who patrols the roads of San Bernardino county. Mulvihill lives in Redlands and much of his work is over difficult roads in hilly country where he needs a powerful machine and one that handles easily.

FLEISCHER STARTS LONG SIDECAR TOUR

Nahant, Mass., Tourist Will Ride to Pueblo, Col., to Visit Parents and Expects to Reel Off About 2,500 Miles in 20 Days

BOSTON, Mass., April 30.—Walter Fleischer, of Nahant, started on April 26 with his Harley-Davidson combination on a tour to Pueblo, Col., his schedule calling for a mileage of at least 2,500 for the journey. He counts upon making a side trip to Chicago and Milwaukee, and expects to complete the outing in about 20 days.

Fleischer is 21 years old and is employed in a Nahant greenhouse. His parents live in Pueblo and he has not seen them for several years. He decided to combine a motorcycle tour with a visit to the old folks and accordingly purchased the Harley-Davidson and sidecar from W. J. Walker, the local retail representative, at 48 Spring street.

MILLIONAIRE AVIATOR CHOOSES BABY EX.

Boston Flying Man Selects Little Two-Stroker to Carry Him To and From Aviation Field—Also Interested in Twin

LOS ANGELES, Cal.—That the lightweight appeals to sportsmen of the most critical class is indicated by the purchase of such a machine by Porter H. Adams, the Boston millionaire aviator, who is planning a flight around the world. Mr. Adams is at present making his headquarters at the Alexandria Hotel in this city and has two aeroplanes at Nigger Slough, 18 miles from Los Angeles. He got his lightweight from the Girton-Hoffer Co., Excelsior representative in this city. It is an Excelsior two-stroke, with two-speed gear and induction oiling.

Mr. Adams will use his Excelsior lightweight to travel back and forth between the aviation field and his hotel. In purchasing the machine, he told Tom Girton that while in England, he had ridden a two-stroke machine which was very satisfactory and it was the similarity of the Excelsior design in many respects to the best features of this English model which first won his attention.

California mountain and desert riding is beginning to attrack the attention of Mr. Adams and he is looking with a good deal of interest at the big valve Ex. The fact that a sportsman of Mr. Adams' reputation with wealth sufficient to enable him to own any kind of automobile he might desire to drive prefers the motorcycle offers an example which should give dealers the greatest encouragement in approaching young men of this class, who in reality, are the best of prospects.

PATERSON CLUB DANCE IS WELL ATTENDED

PATERSON, N. J.—Over 400 riders and their friends attended the dance given by the Paterson M. C. of this city on April 28. In addition to a large representation of the club giving the affair there were a number of members from the New Jersey, Arrow, Passaic and Stockholm clubs with their ladies. Among the prominent guests were Elliot B. Holton, New Jersey F. A. M., Commissioner and Mrs. Holton. Dancing continued until a late hour, when the guests departed after congratulating the Paterson club members on the success of their affair.

TRACEY JOINS CANADIAN ARMY

SAN FRANCISCO, Cal., April 20.—John Tracey, one of last season's fastest riders in the ranks of the New Century Wheelmen, has joined the Canadian expeditionary forces as a cavalryman and expects to see active service at the front soon.

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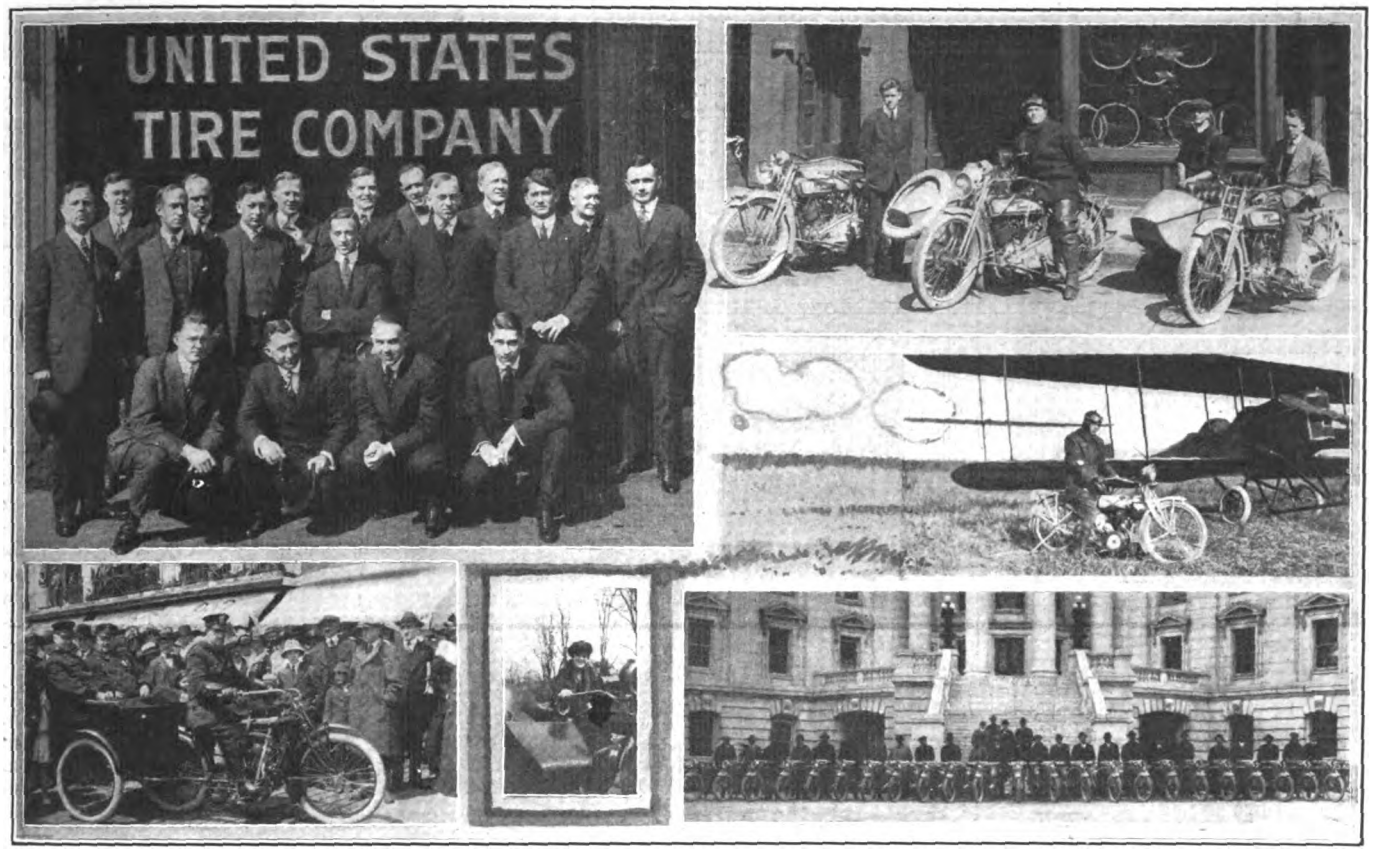
PHOTO SEXTETTE OF MOTORCYCLE ACTIVITIES



Left, United States Tire Managers and Salesmen in Detroit—Story on Page Opposite; Upper Left, Walter Fleischer (in Center) About to Start on Tour—Details on Preceding Page; Below, Aviator Porter H. Adams, with Excelsior Lightweight Near Los Angeles—See Page 16; Lower Left, Cygnet Rear Car Used by Atlantic City Police in Boardwalk Trial; Miss Anna Wechsler, of Brooklyn, a 98-Pound Rider; Right, Excelsiors Purchased by Wisconsin for Use of Game Wardens—Item Below

SCHICKEL OPENS AN EXPORT OFFICE

Pioneer Two-Stroke Motor Firm Establishes Foreign Department at 47 Broadway, New York—Selling Organization Being Built Up

NEW YORK, April 30.—Owing to the increasing demand for the Schickel line, it has become necessary for the Schickel Motor Company, of 59 Garden street, Stamford, Conn., to open an export office and show room, and this has been done at 47 Broadway, this city. This department will be in charge of J. E. Sitterly, who is one of the most capable foreign-sales managers in this country.

Mr. Sitterly's record includes, among other American products, the establishing of an international reputation and market for the Klaxon warning signals. He is a veteran in both the export and domestic fields, as well. Many sample orders are being shipped through this new Schickel department and some are of sufficient size to be a credit to any factory in the country. A selling organization is being built up as rapidly as possible in each country, in keeping with good export practice.

A recent letter from the Schickel company, makes the following interesting point concerning its export business:

"The export business of the Schickel Motor Company practically began to assume its present proportions and potential possibilities from their advertisement, which ran in the Export Number of **Motor Cycle Illustrated** last Fall. The number of inquiries received from this one advertisement was beyond all that could be expected. Actual orders came in from it without any additional expenditure whatever, except for postage (and cable services in one instance to the extent of $7) which more than paid for the cost of this advertisement, without taking into consideration at this time the connections which have been made, and on which negotiations are still pending, which will undoubtedly lead to a very large volume of business, and which has forced the company to open their export office in New York for the proper handling and development of this foreign business."

TO CONSERVE GAME WITH MOTORCYCLE'S AID

Wisconsin's New Conservation Commission Equips 25 Game Wardens With Excelsior Mounts—Will Conduct an Educational Campaign

THE state of Wisconsin has just equipped its enitre force of game wardens with Excelsior motorcycles and reports already received indicate that they are being used to good advantage. W. E. Barber, chairman of the Conservation commission, announces that this step was taken only after a thorough study of the situation, and in his opinion it is one of the wisest steps taken by the new commission.

There are twenty-five full time wardens in Wisconsin and as there are seventy-one counties it is necessary in most cases for each warden to cover several counties. Formerly the men were obliged to depend on trains and often it was necessary for them to hire a horse and carriage to take them into the rural districts where most of their work is done. With the motorcycles at their command it is believed that they will be able to make much better time and travel at greatly reduced expense.

The wardens are expected not only to prevent violations of game laws, but to carry on an educational campaign on game conservation.

FINISHES SAN JOAQUIN TRIP

LOS ANGELES, Cal.—C. L. Smith, who with Charles Tobey regularly makes the San Joaquin Valley trip in the interests of "Bear Brand" piston rings, has just covered the entire district to get better acquainted with motorcycle and bicycle dealers. Smith's products also include pistons, which, like the rings, are of vanadium iron and seasoned sixty days before final turning and finishing.

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HARN CLEANS THE SAVANNAH PLATTER

Wins All Three Events in Benefit Meet on His Indian Single; Buckner a Game Runner-Up; Proceeds Go to Policeman's Widow

SAVANNAH, Ga., April 27.—Making a clean sweep of the three races here yesterday, Roscoe Harn, astride his stock Indian single, not only won out with ease but incidentally captured the title of champion of Savannah.

The races were held as a benefit for Motorcycle Policeman McGinley's widow and her seven children. McGinley was killed while on duty and left his family penniless. A subscription had been started to build a home for the widow and the entire proceeds of the race meet, amounting to over $200, will be added to the list.

The races were at five, ten and fifteen miles, and there were five entrants in each event. The first race brought out two Indians, a Thor and two Excelsiors. Harn won without difficulty, with Schroeder, mounting his Thor, in second place. Cafiero, Indian, finished third.

The ten-mile race brought out the same five machines. Buckner took Cafiero's place on an Indian in this event. Buckner gave Harn a hard fight for first money and finished a close second. Schroeder's Thor was third.

The last race, known as the Savannah championship event, furnished some excitement. Schroeder retired and Cafiero mounted the Thor. Harn and Buckner fought desperately for first honors, changing places at least a dozen times, but Harn managed to pull away a little at the finish. Buckner second, and Cafiero third.

Harn's time in the five-mile race was 6:59 in the ten-mile event, 13:56, and in the fifteen-mile race, 20:14.

BEARDSLEY LEADS IN BIG OREGON ROAD RACE

KLAMATH FALLS, Ore.—Elmer Beardsley, mounting a Powerplus Indian, won the 225-mile race over a 71-mile course, which was staged on April 16 by the Klamath Falls M. C. His time was 5:51:30. Floyd McMillan, Harley-Davidson, came in second, six minutes behind Beardsley, and Charles Faught was third. Faught also used a Harley-Davidson. Faught had a lead of 7½ minutes at the end of the first lap, but soon afterward mixed things up with a bicyclist who tried to cross the course, and it took him 17 minutes to get under way again.

PRIZE-WINNERS IN THE BICYCLE CONTEST

ANNOUNCEMENT has just been made by the sub-committee which examined the letters submitted in the contest conducted by the Million Bicycle Committee in connection with Bicycle Day. The contest was conducted for the purpose of securing a number of good bicycle sales letters, or selling talks, and a large number of splendid letters were submitted.

To Frank Rupert of Decatur, Ill., is awarded the first prize of $100.

The second prize of $50 is awarded to the writer of a letter which, though unsigned, is written on the business stationery of F. E. Wagner, Battle Creek, Mich., and it is assumed that the letter was written by either Mr. Wagner or one of his employees.

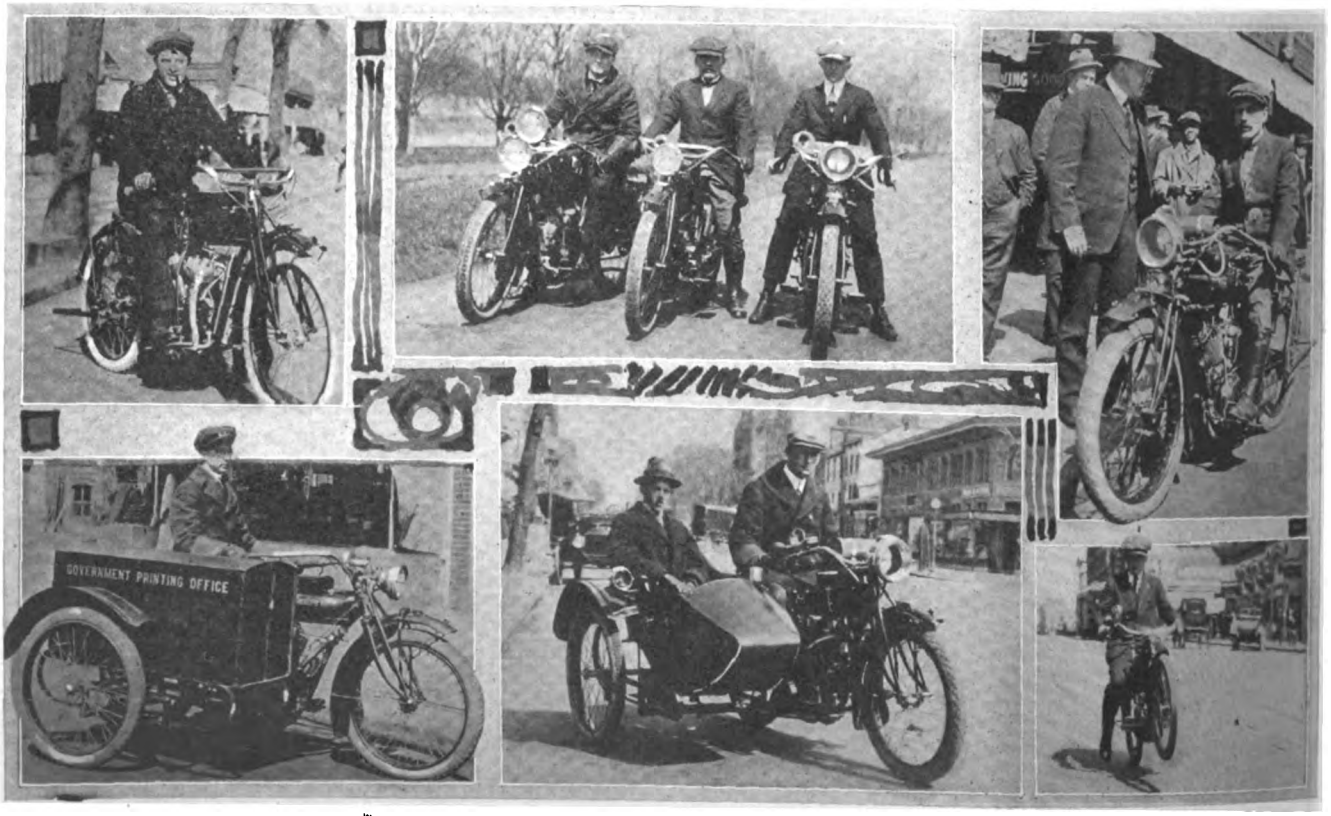
Third prize, $25, goes to E. H. Leng, of New York city, and the fourth and fifth prizes respectively, to F. H. Bell, Indianapolis, and T. N. Mudd, Jr., of Washington, D. C.

CONCOURSE CLUB HOLDS SUCCESSFUL BANQUET

BRONX, N. Y., May 1.—Over 125 riders and their guests attended the second annual banquet of the Concourse M. C. of this city, at Ebling's Casino, on the evening of April 29. The fair sex was well represented, practically every member of the Concourse and of the several other Bronx clubs participating, being accompanied by a wife or sweetheart. Dancing was indulged in between the courses of the banquet and afterwards.

The veteran president, John MacNally, of the Concourse M. C., had charge of affairs, being ably assisted by Secretary Herberger. The trade was represented by Michael E. Toepel, of the Splitdorf Electrical Company, of Newark, N. J.; M. J. Sullivan, of the Benton Spark Plug Co., Vergennes, Vt.; D. R. Hobart, representing **Motor Cycle Illustrated;** J. C. Foley, Gene

SPRING BRINGS OUT BRAVES IN THE NATIONAL CAPITAL



Upper Left—Samuel McPherson, Pioneer Repairman and Racer. Center—Teddy Noyes, Officer Charles Bartleman and J. McL. Seabrook of Howard French Staff. Right—Traveler Long Talking with Officer Bartleman. Lower Left—One of Three Indian Vans Used by Government Printing Office. Center, F. N. Perkinson, White House Messenger. Right—Proving that Featherweight Can't be Stalled by Throwing in Clutch Suddenly one of the favorite demonstrations.

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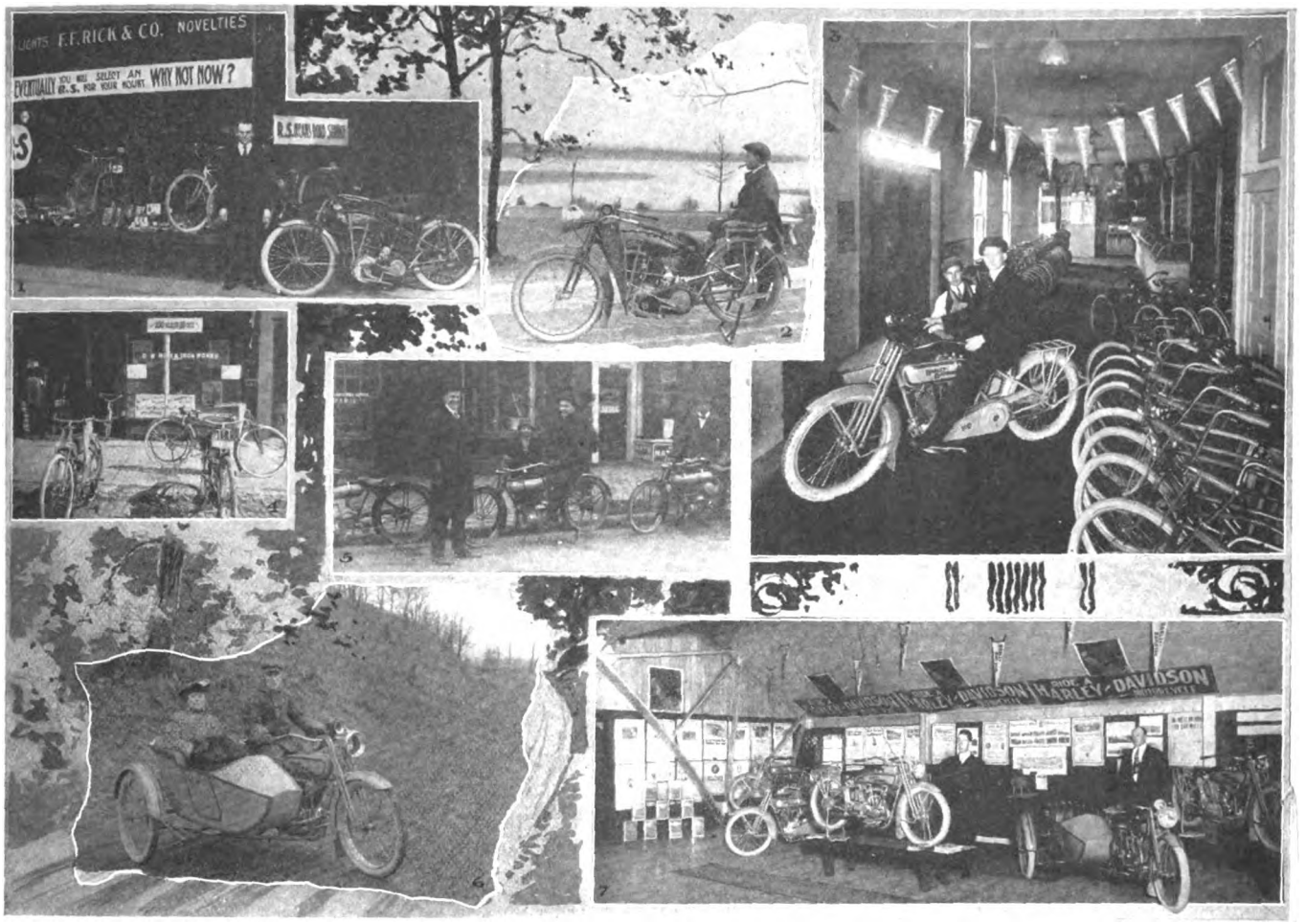
A BATCH OF LIVE DEALERS WHO ENJOY SEASON'S PROSPERITY



1, Headquarters of F. F. Rick & Co., Reading-Standard Agents in Buffalo, N. Y.; 2, H. E. Stout, R-S Agent in Toledo, O.; 3, Howard Beeny and Assistant in His Store at Newark, O., Where Harley-Davidson Is Handled; 4, Dowe Wire & Iron Works, Miami Power Bicycle Agent in Louisville, Ky.; 5, Cleveland Lightweight Boosters in Washington, D. C.; 6, George Ellis, Harley-Davidson Agent in Elmira, N. Y., with Mrs. Ellis; 7, Harley-Davidson Booth in Calumet, Mich., Show

Coughlin, Calvin Webber, Wallace Stuart, Irving Barnard, of the New York Sporting Goods Co. Addresses on motorcycle topics were made by Messrs. Toepel, Hobart and Webber, and by State Commissioner George Ellis.

Attractive souvenirs were given to each person present, the men getting neat wallets which comprised a bill-fold, stamp flap, calendar, and note book with pencil, while the ladies received a neat filigree fan.

PROVIDENCE M. C. LAUNCHES MEMBERSHIP CAMPAIGN

PROVIDENCE, R. I., May 2.—Immediately after electing its officers for the year, the Providence Motorcycle Club at its annual meeting last week decided to promote a membership campaign. Not only will they make every effort to bring new riders into their own fold, but the Rhode Island boys are particularly anxious to see the hand of the F. A. M. clock turn round at a cheerful clip.

Here are the live wires who will fill the various offices of the P. M. C.: President, Cleveland K. Joslyn; vice-president, E. L. Buffington; secretary, J. G. Edwards; treasurer, B. A. Swenson; captain, F. Shogrin; first lieutenant, D. W. Gravel; second lieutenant, Adolph LaCouture.

20-HOUR RUN FOR POUGHKEEPSIE RIDERS

They Will Travel from Midnight on Saturday, May 27th, till 8 O'clock the Following Evening; Attractive Prize List Is Assured

POUGHKEEPSIE, N. Y.—Local riders have about completed plans for a contest to be known as the Poughkeepsie twenty-hour endurance run, which will be held from midnight on Saturday, May 27, to 8 p. m. Sunday, May 28. Contestants will leave in pairs at one minute intervals, heading for Albany, where they will check in at 5 a. m. Then their wheels will roll towards Canajoharie to check at 8:45 a. m., from which point the route will lead to Oneonta, where the riders are due to check at noon. One hour will be allowed to Oneonta, but no repairs or adjustments will be permitted in the control.

The next control will be at Kingston at 6 p. m., the run to that point being made via Cooperstown, Delhi and Shokan. Leaving Kingston, the contestants will proceed to Highland-on-the-Hudson, opposite Poughkeepsie. The riders will then ferry across the river and sign the last checking sheet at 8 p. m.

The route calls for 228 miles of riding and both road and scenic attractions are strong. The run is limited to riders living within 30 miles of Poughkeepsie. There will be two classes, for solo machines and sidecar combinations, and all the entry money received from each class will be spent for prizes to be awarded to winners in that division. In addition to the prizes to be awarded by the club there are donations of tires and other accessories by the Firestone and Goodyear companies and from local dealers.

CYCLE EVENTS FOR "LIBERTY DAY" CELEBRATION

SHEEPSHEAD BAY, N. Y., April 30.—Two motorcycle and two bicycle events will be held during the "American Liberty Day Celebration" at the Speedway on June 4, by the United German-American and Austro-Hungarian-American Societies of New York and New Jersey. The first motorcycle race will be a four-mile open pro. event, and the second is a 15-mile open pro. race. Both are for the championship of Greater New York.

The bicycle events will be a two-mile amateur Metropolitan Championship and a six-mile open amateur handicap.

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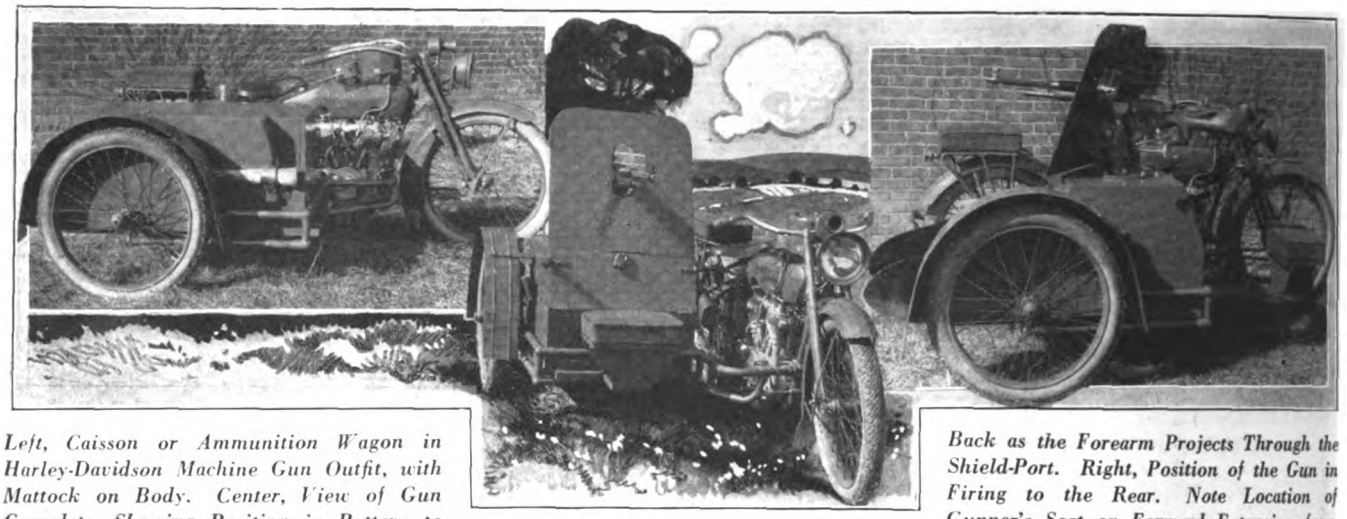
HARLEY-DAVIDSON DEVELOPS NEW MILITARY OUTFIT

Working in Collaboration with Federal and National Guard Officers, William Harley Perfects Mobile Machine Gun Equipment with Special Attention to Important Details



Left, Caisson or Ammunition Wagon in Harley-Davidson Machine Gun Outfit, with Mattock on Body. Center, View of Gun Complete, Showing Position in Battery to the Front. The Muzzle of the Piece as Far Back as the Forearm Projects Through the Shield-Port. Right, Position of the Gun in Firing to the Rear. Note Location of Gunner's Seat on Forward Extension from Chassis. There Is Also a Rear Seat.

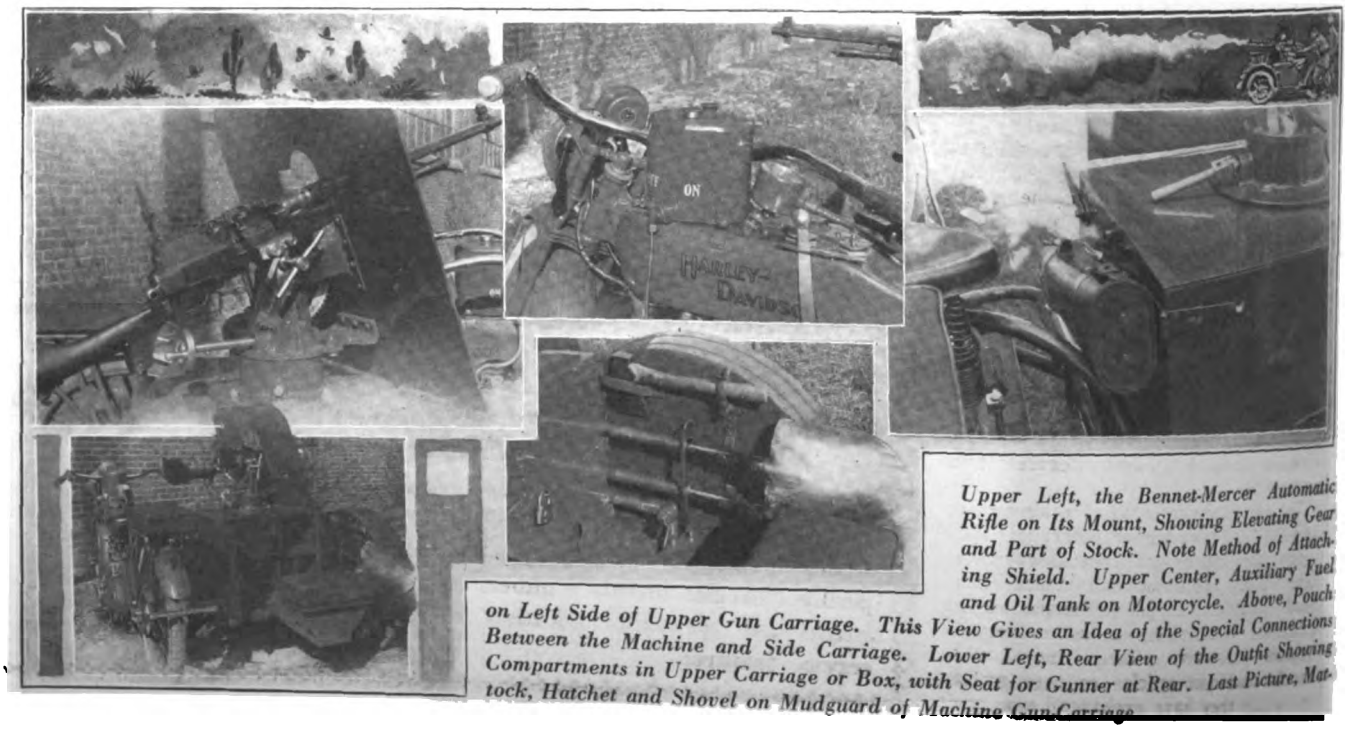
MILWAUKEE, Wis., May 1.—Sensing months ago that all of the present agitation for adequate military preparedness would lead to a thorough investigation both by the Federal Government and by State military organizations of the motorcycle and special military sidecar, the Harley-Davidson Motor Co. has developed some new machine gun equipment which has proven a revelation even to the makers in its initial tryout by the Machine Gun Company of the First Regiment, Wisconsin National Guard.

The new equipment, which consists of two special Model 16-J Harley-Davidson motorcycles, one attached to the machine gun carriage mounting a Bennett-Mercer machine gun and the other to an ammunition car, represents the combined efforts and skill of William S. Harley, Col. W. S. Pierce and other officers of the Ordnance Department of the U. S. Army and members of the Wisconsin National Guard, notably Captain Guy D. Armitage, who assisted with valuable suggestions. The motorcycle machine gun car carrying 2,000 rounds of ammunition weighs 975 pounds, and with full crew, including the rider, a tandem passenger and the gunner it scales in the neighborhood of 1,475 pounds. The gun car is designed to carry 2,400 rounds of ammunition in addition to the army spare parts case, an extra barrel for the gun, two entrenching spades and a broad ax. The ammunition car with two men weighs 1,025 pounds, and has a carrying capacity for 4,800 rounds of ammunition.

Special Construction

The chassis of the cars are of double tube construction throughout and have more than twice the strength of the regulation Harley-Davidson sidecar chassis. The enormous weights carried at high speeds along all sorts of roads make the additional strength imperative and the hard test which the outfit was subjected to by the First Regiment Machine Gun Company gave evidence that the new chassis was not lacking on the score of strength.

The gun is so mounted that it can be arised, lowered or shifted around in a circle and instantly locked in any desired position, fitting it for a variety of uses. The armor plate protector, which provides a measure of shelter for the gunner, is also arranged so that it can be shifted around to any desired position, space being left in the armor plate to permit of the use of telescopic sights for long distance work. There is a seat for the gunner in front of the gun car as well as behind, and the ammunition boxes can be taken out either from in front or behind so that the gunner is afforded the full protection of the armor



Upper Left, the Bennet-Mercer Automatic Rifle on Its Mount, Showing Elevating Gear and Part of Stock. Note Method of Attaching Shield. Upper Center, Auxiliary Fuel and Oil Tank on Motorcycle. Above, Pouch on Left Side of Upper Gun Carriage. This View Gives an Idea of the Special Connections Between the Machine and Side Carriage. Lower Left, Rear View of the Outfit Showing Compartments in Upper Carriage or Box, with Seat for Gunner at Rear. Last Picture, Mattock, Hatchet and Shovel on Mudguard of Machine Gun Carriage

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plate, come the resistance from any angle whatsoever.

Of course the speed of the motorcycle is the chief advantage of its use in military service, but it is frequently desirable to use machine guns where transportation is impossible by any sort of vehicle, and to provide for this contingency the gun has been made readily demountable. Simply releasing a ratchet permits of the gun being taken off the car almost instantly, and the replacement is every bit as quick. During the recent trials Sergt. R. H. Wood, who was sent from El Paso as demonstrator and instructor, demonstrated that he could dismount the gun and replace it again in something less than 20 seconds.

The extra gun barrel is carried on the left side of the gun mounting ready for instant use. With the Bennett-Mercer guns, which are standard equipment both in the regular army and in the National Guard, gun barrels have to be frequently changed because of the extreme heat generated when in continuous use and which impairs the efficiency of the gun. Should it be necessary to dismount the gun to take advantage of buildings, gulleys, ravines or other natural eminences, the extra gun barrel case can be lifted off, too, in an instant. The entrenching spades and ax are carried in a separate case ingeniously mounted on the right side of the gun car, the case being held by a clamp which releases readily with a sharp pull. Both shovels are held securely by double hooks on one rod.

The motorcycle itself, as was said before, is a model 16-J fitted with one of the low compression sidecar motors, three-speed transmission, Remy ignition and electric lighting outfit and Firestone tires. The machine is equipped also with a Harley-Davidson carrier cushion, Johns-Manville speedometer and an extra tank for carrying an adequate reserve supply of oil and gasoline. The extra tanks which are mounted as a unit above the main tanks, well forward, serve for the operation of the machine in case rifle shot puts the main tanks out of business.

The specifications for the ammunition car are similar to those for the machine gun car. The ammunition box opens both front and rear and mounted on the right of the box is a pick mattock. Both units of the outfit are enameled army olive drab.

GOTHAM HITS AT SECOND-HAND DEALERS

New Ordinance, in Effect Since April 1st, Requires $15 License Fee and $100 Bond—Dealers Who "Trade In" Machines Exempted

THAT the Board of Aldermen of the City of New York have adopted an ordinance so amending an older one regulating second-hand goods dealers as to include motorcycle and bicycle dealers who handle used machines in that classification came to light with the figurative "hold-up" of O. Besanna, a bicycle dealer of nineteen years standing, for his license to deal in second-hand wheels after he had contracted to sell a bicycle coming under that category to a man whom he afterwards learned was a plain clothes detective. Besanna, whose store is located at 308 West 39th street, has fulfilled the conditions of the ordinance by taking out a license at the stipulated fee of $15 a year and putting up a bond for $100, by way of assuring the authorities that the provisions of the ordinance affecting his business will be carried out to the letter.

Police Are on the Lookout

The case of Bessana, aside from calling the attention of other dealers to the fact such an ordinance was duly approved by the Mayor and went into effect on April 1st, emphasizes the fact that the police authorities are on the alert to discover dealers who have not as yet complied with its conditions. For the benefit of those dealers who have not yet heard of the ordinance, it might be well to point out that its provisions as affecting the two-wheeler trade are not as hard on the dealer as might be assumed from a casual reading of the ordinance for there are incorporated in the city law several little "jokers," so to speak, which go a long ways toward letting the bicycle and motorcycle dealer, and especially the latter, "down easy."

Undoubtedly the new ordinance, which is aimed directly at the "fence" or go-between who knowingly purchases stolen goods, will help materially in locating stolen bicycles and to a lesser degree stolen motorcycles.

The ordinance defines as a dealer in second-hand goods coming under its provisions any dealer who purchases among other things manufactured articles composed wholly or in part of metals, which, of course, includes bicycle and motorcycle dealers. However, those dealers who handle traded-in articles or used articles for which they have exchanged new ones, the old machine covering whole or part payment, or returned machines for which they have allowed credit, are not construed as second-hand dealers coming under the provisions of the ordinance. Clearly this clause exempts the dealer who simply takes old two-wheelers as part payment on new ones. Dealers who make a practice of buying outright and selling either of the vehicles must take out the $15 license, and give either a bond or other acceptable surety for $100. They must, moreover, keep a book legibly written in English, giving a description of each vehicle bought or sold, the factory number or numbers and any other identification marks, together with a general description of the seller and purchaser and his name and address. This book must be open for police inspection at all reasonable hours.

Goods must not be purchased from a minor, apprentice or servant, nor must goods be purchased between the hours of 6 p.m. and 7 a.m. The business must be conducted at the place named or described in the license. In the provision making it necessary for the dealer to hold goods purchased for a stipulated length of time before reselling, the motorcycle and bicycle are excluded along with automobiles and other vehicles. The dealer must not engage in either the junk or pawnbroking business while conducting a second-hand business, and must hold himself in readiness to give what evidence he can to the police on demand should lost or stolen articles which have been advertised come into his hands.

ELLIS FIGHTS FERRY DISCRIMINATION

New York Central's "Push Rule" Enforced on 42nd Street Ferry Arouses F. A. M. Official's Ire—Seeks Relief for Metropolitan Riders

YONKERS, N. Y., May 1.—F. A. M. State Commissioner George A. Ellis, impressed by the unfairness and uselessness of the New York Central Railroad order which compels motorcycle riders to push their motorcycles on and off the ferry-boats owned and operated by that line, has inaugurated a campaign to have the order rescinded.

Ellis points out that in times past, when motorcycles were without clutches, two and three-speed gears and easily-operated controls, the order did work for the benefit of the community in that many accidents undoubtedly were avoided by its enforcement. With the control of the motorcycle developed to the point where it is equal if not superior to the control of the automobile, however, and with motors that can be throttled down to a walking pace if need be, Ellis sees no reason for the continuance of the order, which does not apply to automobiles.

As a matter of fact, all of the other ferries in and around the Metropolitan district have long since thrown similar rulings in the discard, treating the motorcyclist and the automobilist alike. The New York Central ferry at Forty-second street is the only one that discriminates, and Commissioner Ellis is taking the matter up directly with General Passenger Agent L. F. Vosburgh of the line and is also enlisting the services of F. A. M. State Commissioner E. B. Holton, of New Jersey, to do what he can from his side of the Hudson.

DON'T MISS THE DEPARTMENTS

¶ The Motorcycle Departmental Section begins on page 35. Whether trade man or rider you can't afford to miss it.

¶ A new department for dealers, under the heading "Catching the Public Eye," begins in this number. You will find it on page 37. It is a bright and practical addition to Motor Cycle Illustrated's list of service features.

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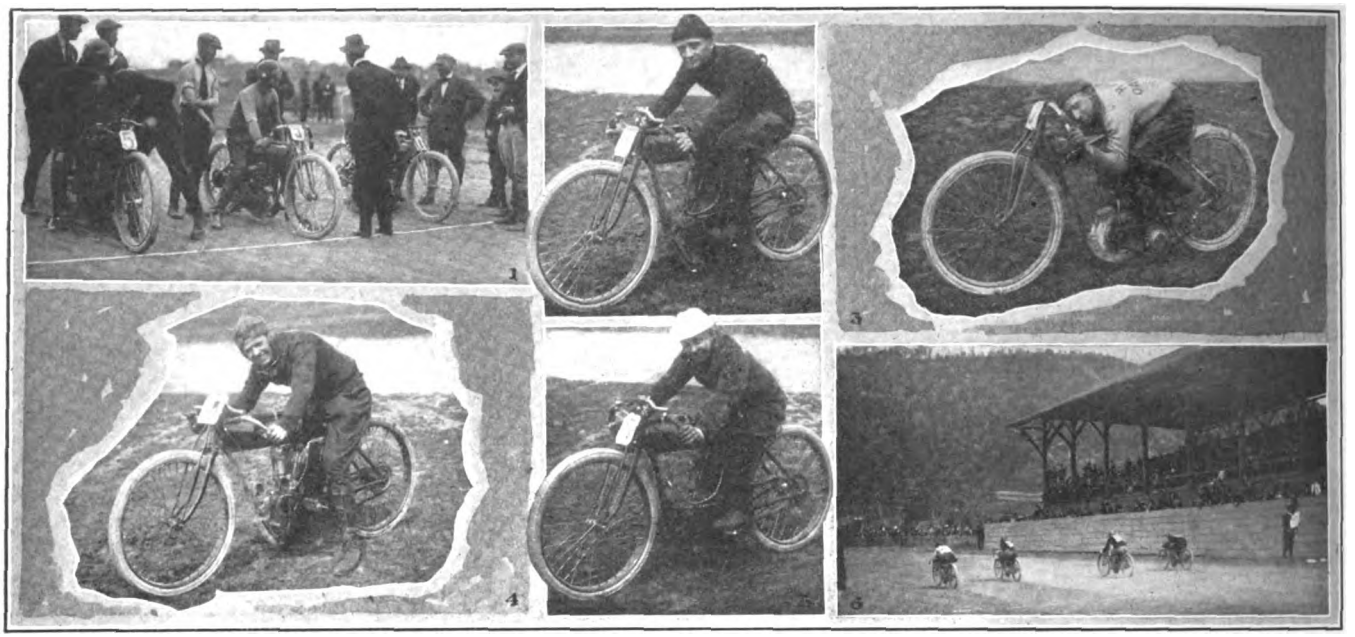
SPEED CRACKS ENLIVEN ROANOKE RACE MEET

Indian and Harley-Davidson Camps Have Well-Known Dust-Raisers on Hand for Program on Half-Mile Track—The New Harley-Davidson Four-Valve Racer Makes Its Debut



1, Start of Three Mile Match Race; 2, Lee Taylor on Indian; 3, Ray Weishaar on Four-Valve Harley-Davidson, Winner of Ten Mile; 4, Herbert Webb, Indian, Winner of Five Mile; 5, Shorty Matthews, Four-Valve Indian, Victor in Fifteen Mile; 6, Start of Match Between Matthews, Taylor, Weishaar and Bivins

ROANOKE, Va., April 30.—A successful race meet was promoted by the Dixie M. C. on Easter Monday, April 24. It was the first event of the kind held in the state on a half-mile track in which Class A Speedsters competed and a great deal of interest was shown.

Among the well-known riders participating were "Shorty" Matthews, Indian; Lee Taylor (of Savannah fame), Indian; Ray Weishaar, Harley-Davidson factory man, and B. B. Bivins, Virginia State champion, Harley-Davidson.

It is interesting to note that the new four-valve Harley-Davidsons were tried out at this meet for the first time, the two machines Weishaar and Bivins used being among the first of this type manufactured by the Harley-Davidson people. These special four-valves proved exceptionally fast.

Matthews rode a four-valve Indian stock racer, while Taylor's machine was the four-valve Indian Balke formerly rode, but this machine did not arrive until after the races on account of delay in expressing.

Five races were run off, a five-mile event closed to Roanoke riders; a three-mile match race between Matthews, Taylor, Weishaar and Bivins; a ten-mile open; a fifteen-mile open, and time trials.

In the five-mile event, H. Webb, Indian, took first in 6:54:2/5: J. W. Hollins was a close second, with H. I. McDonald third. Weishaar proved fastest in the three-mile match race—time, 3:43:3/5. "Shorty" Matthews was second, with Bivins third.

In the ten-mile event some fast riding was done. Matthews fouled a plug, giving the lead to Weishaar, who held it to the finish; Bivins second, and Webb third. Weishaar's time was 12:19.

Weishaar made the one-mile trial in 1:11:2/5, which was not lowered.

In the big race of the day, the fifteen-mile event, Weishaar led until the seventeenth lap, when he blew a tire, Matthews then holding the lead until the finish. Bivins was also out on account of tire trouble. The only other men then left on the track were Webb and McDonald, and these two local riders did some very pretty work for second and third places. Webb finished second. Matthews' time was 18:31.

The Dixie M. C. has adopted a "safety first" policy in all its race mets, F. A. M. rules concerning the condition of the track, fences, guard ropes being followed.

BUSINESS IS BOOMING IN LOS ANGELES

LOS ANGELES.—Tommy Butler opened up another carload of Indian machines last week, 50 lightweights and 25 of the Powerplus models. Butler says, "You can bet that business is looking up and we are selling them."

Santa Ana, Santa Barbara and Anaheim were all telephoning for machines, and the Los Angeles trade is showing all the indications of a very active spring season. The early opening of Long-distance touring is showing results. During the past week two riders dropped in from small towns in northern California, one on the way to Kearney, Neb., and the other bound for Houston, Texas.

A few days ago when Butler was on top of Lookout Mountain he found a couple of Indian Featherweight riders there who had gone up the steep grade, taking the double switchbacks with ease. In selling the lightweights Butler says there is no disputing the fact that they open up an absolutely new market which is not touched by the big machines.

FASTER DELIVERIES NEEDED

"If the factories do not hurry up deliveries we are going to lay in a stock of tricycles and skates," said one of the salesmen of the Pacific Motor Supply Co. a few days ago. "We simply cannot seem to get enough bicycles to satisfy our trade. Right now we are practically sold out on them, and also on second-hand motorcycles. We are hustling to get in stock to take care of the remarkable trade this season is bringing."

"17" EXCELSIORS GOING WELL

T. C. Girton, of the Girton-Hoffer Co., Excelsior distributors, stated some ten days before the carload of the 1917 models arrived that practically the whole lot was sold. At that time the distributors were completely sold out of big machines, and were waiting eagerly for the arrival of the new models.

LINING UP SPEED BOYS

L. H. Weilheimer, who is promoting the Fresno race to be held May 8, has been in Los Angeles obtaining entries of the prominent riders who are wintering here.

RISDEN'S PUBLICITY CAMPAIGN

C. Will Risden is starting a newspaper advertising campaign which will run for over three months in the Los Angeles *Tribune*, using display space and featuring copy prepared by the Indian advertising experts at the factory.

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DOINGS IN AND ABOUT SAN FRANCISCO

SAN FRANCISCO.—W. E. & W. H. Jackson, western representatives of the Davis Sewing Machine Co., last week received their first carload of Dayton motor bicycles and within a few days the shipment was practically sold out. There are indications that the only difficulty from now on will be to obtain the machines fast enough to meet orders. One of the motor bicycles has been here for demonstration for several weeks and has attracted a lot of attention among dealers.

The first repeat order came from George Faulkner, of Oakland, whose initial shipment went out as soon as the carload arrived.

The first of these machines to appear for a license caused consternation in the license office as the man in charge couldn't say what kind of a license was needed, but the State officials at Sacramento have decided that a motorcycle license is right.

CLEVELAND LIGHTWEIGHT STOLEN

The advertising inspector of the Barnes Circus, which has been in San Francisco for the last week, bought one of the first lot of Cleveland lightweight machines that arrived here and found it a great help in making his inspection of billboard advertisements, etc., besides being more convenient to handle on and off trains than the heavier models. After having it a few days, however, he called on Hopkins & Alzina, the San Francisco agents, and reported it stolen. The machine has factory number 193 and California license number N 179.

HILL-CLIMB PLANS PROGRESSING

The Gilroy M. C. is completing plans for a hill-climb to be held May 7, taking the lead of the San Jose Club's recent success at Alum Rock. The San Francisco M. C. has not yet set a date for its climb, but the committee is looking for a good place just outside the city. The present plan is to find a hill that nobody can climb and make the contest depend on the distance climbed rather than on the time taken.

FRESH PICKINGS FROM TRADE CIRCLES

The Motorcycle Sales Company, of San Francisco, has just added the Flying Merkel bicycle to its lines, which included the Reading-Standard and the Henderson motorcycles.

Carl Reuter and George Budd recently started up a new bicycle and motorcycle shop in San Francisco under the name of the Motoraid at Thirtieth and Mission streets, and are working up a very nice business.

Hopkins & Alzina of San Francisco are sending out a great many of their patent cut-out devices, which were named "Kangaroo Wallopers" by Baker, who used one on his transpacific trip. They are this week sending a shipment to Chicago.

House & Showalter, Indian agents at San Jose, have been planning to move a block farther downtown, but have now decided to keep their old store, which they are having remodeled.

Ernest Gillett, formerly with the Pacific Motor Supply Company in San Francisco, has opened a bicycle shop at San Jose.

Tony Parra, of Parra & Reed's motorcycle and bicycle store at Gilroy, Cal., has bought over his partner's interest.

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THE MANAGER OF WESTFIELD SALES

NUMBER ELEVEN IN A SERIES OF BIOGRAPHICAL SKETCHES ON TRADE LEADERS

Having Spent Twenty-Five of His Forty-Four Years in Boosting the Interests of the Bicycle, L. D. Harden Has a Sentimental as Well as a Business Regard For the Pedal Mount and His Success Proves That the Combination Is a Good One; A Keen Student of Industrial Problems, a Loyal Friend and a Strong Exponent of the Policy of Fair-Dealing and Perseverance In All Walks of Life

TAKE it from L. D. Harden, sales manager for the Westfield Mfg. Co., of that Massachusetts city, there is scant reason, judging solely by past events in Mr. Harden's life, why he should not at the age of 44 be wedded to the two-wheeler trade. He was, you might say, brought up in it; with the exception of a two years' digression, he has spent 25 of those 44 years plugging for the bicycle in general and Pope wheels in particular.

Mr. Harden first saw the light in Ellsworth, Maine, a typical New England town site, with a population of about 4,000 Yankees and a few others; the nearest place to Ellsworth discernible on the average map is Bar Harbor.

High School Diploma Pocketed

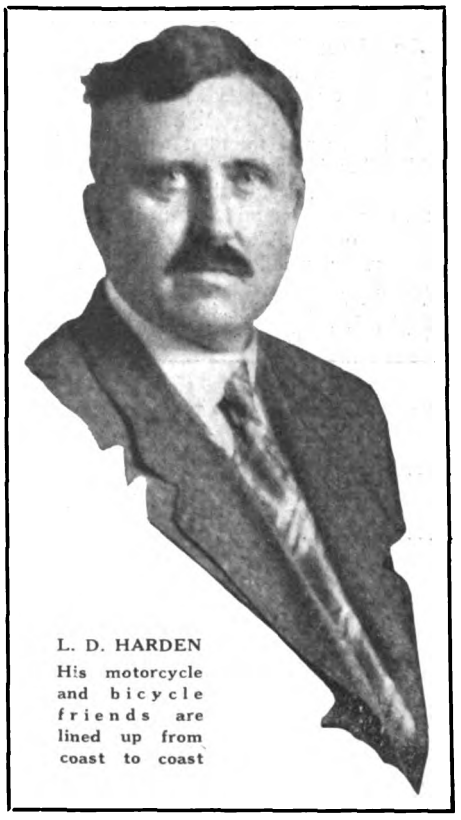
Amid those quiet surroundings, the youthful Harden wrestled with his school work when he could not "duck" it; but was off to the swimming hole when the ducking was better. In due time, no longer, nor yet shorter than the average, he completed all in the way of an education which his home town provided, and left Ellsworth and Maine with a high school diploma in his pocket and in his heart a firm resolution to prepare for college entrance in Boston.

Arrived at Boston, however, at the age of 19, the hustle and bustle of the business world impressed him and led him after some thought to give up all idea of taking a college course, except as a preparation for a business career. So that instead of being in a "prep" school laying the groundwork for a Harvard course in the year 1891, we find him enrolled with the Bryant Stratton Business Institute in Boston.

Having completed a short but pithy commercial course at the business institute, Mr. Harden readily found employment in the office of Col. Albert A. Pope, who at that time was manufacturing bicycles, both the "ordinary" and the newer safeties, on Franklin street, Boston. It was here that the foundation was laid for Mr. Harden's future career. He learned to ride a bicycle and that accomplished, he learned to love the bicycle; and until this day he has not lost one iota of the regard in which he originally held it. He had not been with Col. Pope very long before the "Father of American Cycling" made him a present of his first bicycle, and Mr. Harden still insists that despite the fact that this mount would make scant appeal to the enthusiast of today, it was the finest wheel he ever rode.

As soon as he had learned to ride, and ride well—and Mr. Harden relates many interesting as well as amusing tales anent his learning—Mr. Harden began to teach others to ride in connection with the bicycle school which Col. Pope conducted along with his ever-increasing bicycle business.

Mr. Harden followed the fortunes of Col. Pope in his move to the Columbus avenue establishment, still in Boston, and later, in 1893, to be exact, when Col. Pope decided to migrate from Boston to Hartford, Mr. Harden cast other considerations aside and followed the call of the wheel and the interests of the Colonel. He served the enlarged and ever growing concern in Hartford in many capacities, finally, after a comparatively short space of time, working himself into a post as head of the Order and Repair Department.



L. D. HARDEN
His motorcycle and bicycle friends are lined up from coast to coast

The tax on Mr. Harden's managerial and executive ability increased by leaps and bounds in this capacity as the bicycle outgrew the feeling of apathy with which it first was greeted, and the bicycle industry gamboled lightly into the boom days. As head of one of the busiest departments of one of the largest factories during that rush period, when everyone was riding, Mr. Harden had ample opportunity to learn those things anent bicycle production and bicycle construction which had escaped him when lower down the ladder, and it was while thus engaged that he laid the foundation for his selling career.

The days of great prosperity in the bicycle industry had not come without attracting attention from the world of capital. Capital flocks where business is good, and the bicycle industry was no exception in this regard. And the entrance of big capital presaged the formation of an enormous syndicate. The American Bicycle Co., by name, but more popularly known as the "Bicycle Trust," which absorbed about everything there was in the shape of a bicycle factory throughout the United States. The Pope plant entered into the combine, which was launched just after the bicycles had floated over the crest of the prosperity wave and when the business was somewhat on the wane.

His Opinion Substantiated

Mr. Harden, wary of the foundation on which the "trust" was built, forsook the industry to accept a post as superintendent with the Hartford Woven Wire Mattress Co. Events substantiated Mr. Harden's opinion, for the "trust" came to grief in a little over two years and Col. Albert Pope regained control of the Pope plant at Hartford. A short time later Mr. Harden was again installed, this time in a selling capacity.

A wide and diverse road experience, including several trips through southern territory, served to broaden Mr. Harden and in a comparatively short space of time he had worked himself into the position of assistant sales manager, under J. F. Cox.

For three years Mr. Harden continued in this capacity, finally assuming the sales managership—which he still retains—when Mr. Cox stepped out some four years ago.

KANSAS CITY TIRE CO. GETS ITS CHARTER

KANSAS CITY, Kas., April 25.—The Kansas State Board has granted a charter to the Kansas City Tire and Rubber Company, with factory and offices at Fourth street and Central avenue, Kansas City, Kas. The company is capitalized for $575,000. The officers are: Harry Goodman, of Chicago, president; Paul E. Werner, of Kansas City, Mo., vice-president; W. R. Swisler, of Chicago, secretary, and L. J. Smith, of Kansas City, Kas., treasurer.

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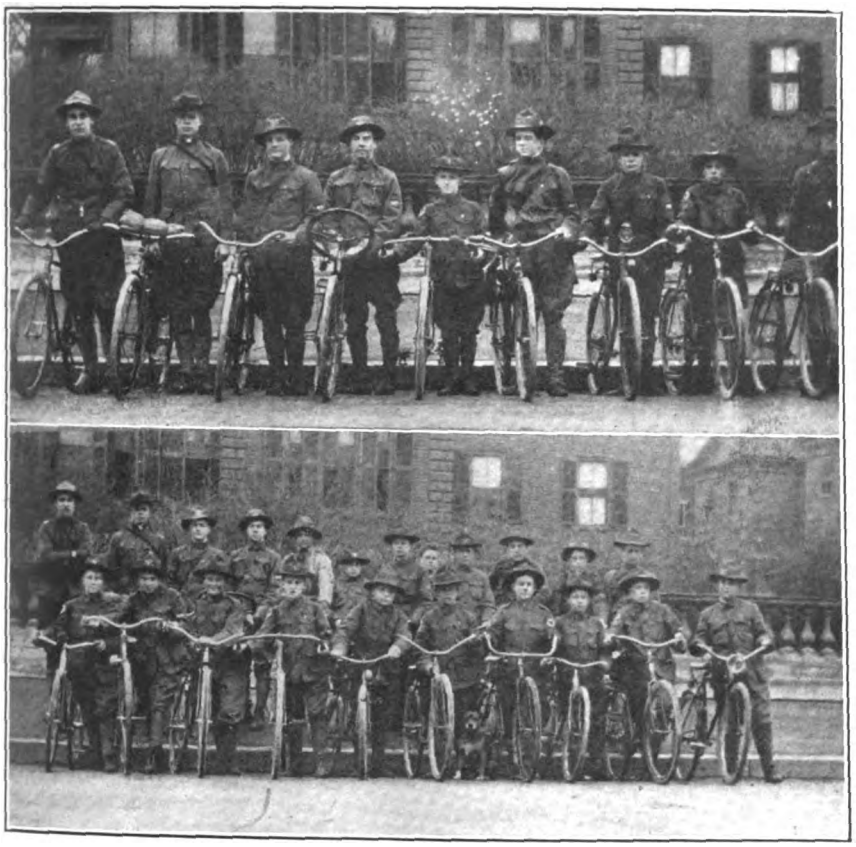
THE BICYCLING WORLD
FOUNDED 1877
DEPARTMENT OF MOTORCYCLE ILLUSTRATED
"ALL THE BICYCLE NEWS EVERY WEEK"

PROVIDENCE SCOUTS AWHEEL

Active Cycling Division Is Formed by Third Providence Troop; Ambitious Program Arranged for Summer Vacation



Upper, Officers of the Bicycle Division of the Providence Boy Scouts; Lower, Some of the Boy Scout Cyclists Ready for Their Weekly Drills

PROVIDENCE, R. I., May 2.—An active cycling club has been formed in this ity by the Third Providence Troop, Rhode sland Boy Scouts, numbering about 30 oungsters. This mounted division, the avalry of the service, will visit many parts f Rhode Island this summer in its drills, ikes and scouting trips.

Scoutmaster J. Harold Williams and Assistant Scoutmaster John D. Mitchell are i active charge of the club and they are ready mapping out an elaborate pro-am for its summer maneuvers.

The requirements for membership are iat every boy who belongs must own his wn bicycle and keep it in good repair. The oys are under the regular rules of the out organization.

The squad meets for drill and scout prac-e once each week, on Wednesday after-oons, and they go for long distance hikes very week, on Saturdays. Members of the squad wear a cycling badge on their left coat sleeves. The badge is a bicycle wheel embroidered in yellow.

The scouts attract a great deal of attention in the East Side section on Wednesday afternoons as they ride through the beautiful streets on their wheels in "company front," columns of fours, twos and single files. The lads make a neat appearance on their bicycles and have received in the short days they have been preparing for the summer much commendation for their work. Relay races, dispatch riding and various kinds of scout games on wheels will constitute part of each Wednesday's workout.

One or two hikes have thus far been held and in these the lads have been successful, having made long trips to the outskirts of Providence and to other towns. On the hikes the boys carry their cooking equipment and rations for the day, as well as signal flags, first aid kit and other scout equipment. Once out of the city the lads establish a camp in the woods for the day and practise scoutcraft and woodcraft to their heart's content.

The officers are: Scoutmaster, J. Harold Williams; assistant scoutmaster, John D. Mitchell; first sergeant, T. A. Roberts, Jr.; quartermaster sergeant, W. M. Daniels; sergeants, D. D. Armstrong, J. F. Bellows, W. C. Worthington, and corporals, R. T. Roberts, K. J. Clapp and John Langdon.

HOW DEALER DOLL FORMED A BICYCLE CLUB

AS indicating the service which our dealer-readers can secure by writing to the editors of this journal when they require information on any cycling subject, the letter reproduced below is very interesting. C. F. Doll, a bicycle dealer in Aberdeen, Wash., having read in these columns of the benefits to be derived from a bicycle club, wanted to form an organization but didn't know how. He asked us and we told him. Here's Doll's letter:

"Your letter of March 16 received, and I thank you for the help you gave me in organizing our bicycle club.

"We held our first meeting on April 6 and twenty-six riders joined the new club, which we have decided to call the Aberdeen Bicycle Club.

"I am offering a $5 prize to the member bringing in the largest number of new riders by May 1, and from the progress we have already made it looks as though we will have a couple of hundred members before long.

"Meetings are held Wednesday night at my store, at 592 East Heron street, and I invite every rider in the city to come round and see the boys. They will be sure of having an enjoyable time.

"We are going to charge twenty-five cents dues every three months, but these fees will be used to defray the expenses of our social affairs and as rewards for the return of bicycles stolen from our members."

FIRST MOTOR WHEELS GET TO SIDNEY

SIDNEY, Mont., April 30.—The Valley Hdwe. Co. has received its first shipment of motor wheels. Although the weather and roads are extremely bad, and demonstrators have been unable to get out on the street, they used the sidewalk, running the motor wheel up and down a couple of times. In exactly three minutes they sold one of the machines with a $27.50 bicycle to which it was attached, in spite of the fact that the streets are in such bad shape that autos do not use them.

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100 CYCLISTS IN C. R. C. A. CENTURY

Steady Pace Set Over Long Island Course; Strong Representation From Invited Clubs; Gold Medals Given to Survivors

NEW YORK, N. Y., May 2.—More than hundred aspirants for century bars rode in the Annual Spring Century of the C. R. C. A. last Sunday. The pleasure divisions pulled out from Columbus Circle and Bedford Rest at seven o'clock in the morning, while the fast section left from the former point an hour and a half later.

The course of the one hundred mile run lay due east through Jamaica, Freeport, Amityvile, Bay Shore and East Islip, where the cyclists stopped for dinner. The return journey took the riders to Bellmore, Hempstead, Jamaica and back to the starting points.

In the pleasure division Chief Pacemaker Louis Zeno was ably assisted by Bill Winquist, L. P. Sattler and Sylvain Segal. In the line, representing other clubs, were Harry Aron, Brooklyn Wheelmen; C. F. Seward, Empire City Wheelmen; W. Moorehead, Acme Wheelmen; William Lock and Chas. Kurdle, C. R. C. of A.; C. E. Benton, Hudson County Wheelmen; Andrew Eckrich, New England Wheelmen. George Stepello set the pace for the "fast bunch," being relieved by John Marquart, Harry Aron, William Lock and Ernest Kuno.

A large crowd watched the New York pleasure division leave Columbus Circle. The boys pedaled over the Queensboro Bridge, which spans the East River, and were soon out in the country. A steady pace was maintained which enabled all cyclists to keep with the field. The wind was strong, however, and a few of the riders had to be pushed by willing hands. The pacemakers made a fine job of it, for P. J. Lanpshear, one of the oldest riders on the run who tips the scale at 247 pounds, claimed to be in condition to start on a second century after the journey had been completed.

Most of the roads were in excellent condition, only two bad stretches being encountered. No accidents nor punctures were recorded, which is certainly a remarkable record for a one hundred mile trip. Gold medals were awarded at the finish. The cup offered for the best representation from any club was captured by the newly organized Brooklyn Wheelmen.

On the Annual C. R. C. A. Spring Century; Upper Row, The Riders Resting at the Dinner Stop, East Islip, Long Island; Second, Coming Into Forest Hills Park. Lower Row, Leaving Babylon, L. I., Behind; Second, The Pacemakers of the Fast and Slow Divisions

BUFFALO TEEMING WITH ACTION

Two Monster Events Are Being Arranged for This Month; Bison City Mayor Will Start Twenty-five Mile Road Race

BUFFALO, N. Y., May 2.—Two bicycle events of more than ordinary interest are now being actively promoted by the Buffalo Bicycle Dealers' Association, according to John W. Henry, the chairman of that hustling organization. The first affair will be a mammoth bicycle parade, scheduled for the afternoon of May 14, while on Memorial Day a twenty-five mile bicycle road race will be staged in the heart of the Bison Town.

The parade will start from the city hall and follow this route: Franklin avenue, Niagara, Front, Massachusetts, Richmond, Bidwell Parkway to Delaware Park, through the park, and thence along Humboldt Parkway to Humboldt Park. A general invitation has been sent out to all bicycle riders to enter the parade and bring their friends with them. Twenty prizes will be awarded at the end of the parade, to be divided evenly among men, boys, ladies and girls. Adolph May, of the B. F. Goodrich Company, is in charge.

Fifty Prizes Now in Hand

Local dealers believe that the twenty-five mile road race for Memorial Day will break all records here for entries. They have already secured some fifty prizes and hope to double the list before the day of the big event. Starting from Lafayette Square, the course of the race will follow Broadway, Transit road, Genesee street, and finish at Humboldt Park. Automobiles will carry the contestants' clothes to the finishing point of the road race.

At the invitation of President Henry and Charles Haberer, of the road racing committee, the Hon. Louis P. Fuhrmann, mayor of Buffalo, has consented to act as honorary referee and will start the race at 10 a. m. on Memorial Day. Other prominent city officials have also been invited to witness the race.

All bicycle riders in or around Buffalo are asked to participate. The fact that it is to be a handicap affair will put the youngster and the oldest veteran on an equal footing for the awards. Entry blanks are being handled by Charles Haberer, manager of the Gloucester Cycle Company, Genesee and Ellicott streets. The committee, which is now busy gathering prizes, consists of John W. Henry, of the Vim Cycle and Hardware Co.; George C. Strauss, of Joe Strauss & Son; Edward Beil, of the Cycle and Auto Supply Co.; and Fred Brown, of the Pierce Cycle Co.

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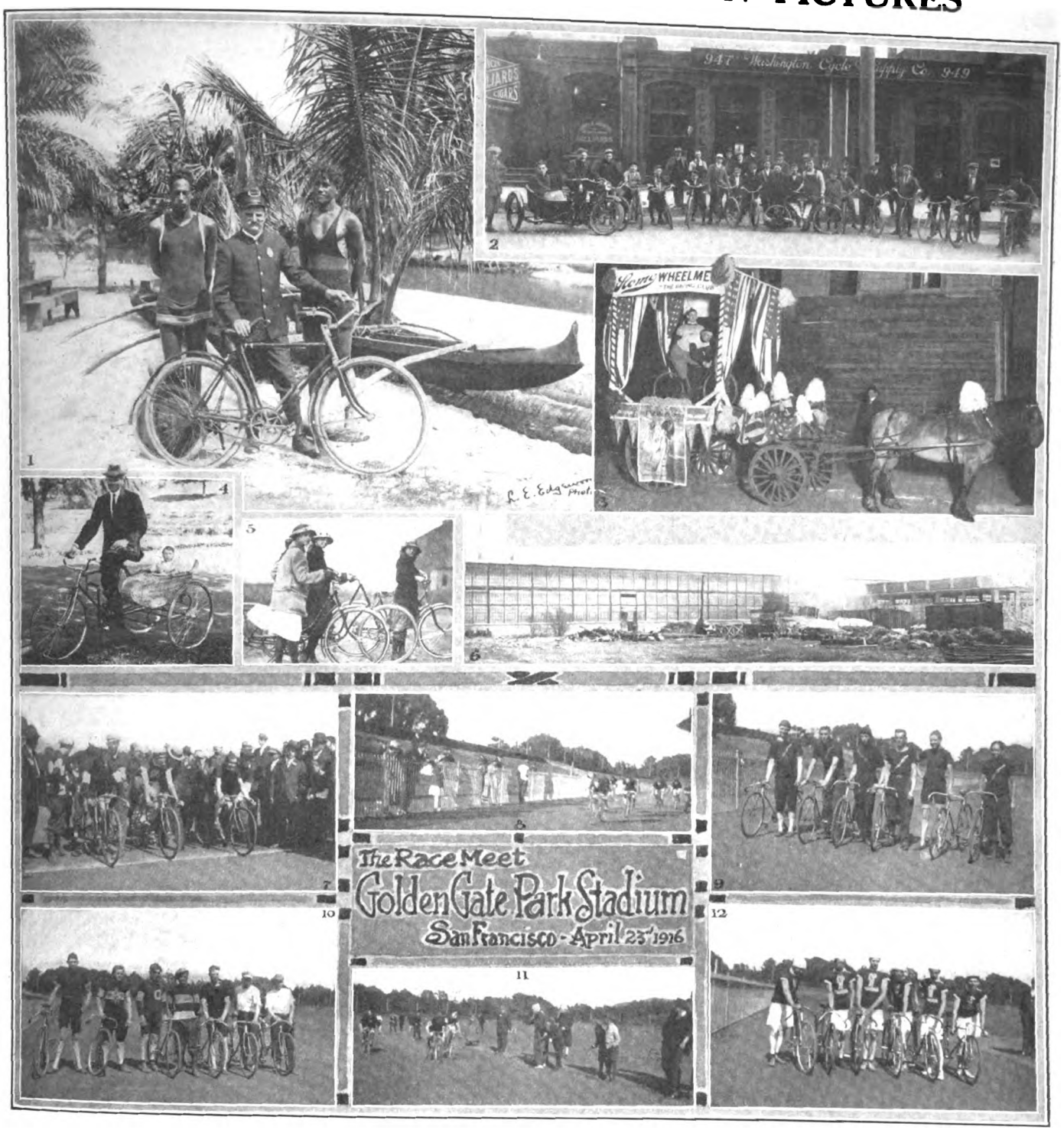
SOME OF THE WEEK'S NEWS IN PICTURES



1—The Park Police in Manila are now using Smith Motor Wheels. The officer here is seen standing between two native life savers. 2—View of the Washington Cycle & Supply Co., Tacoma, which is specializing in the Dayton line of cycles this season. 3—Float entered in the Harlem Carnival by the Acme Wheelmen of New York City. 4—How "Pedaller" Palmer, of Sydney, takes the baby out. Palmer will be remembered by the veteran fans for his track riding in this country. 5—Girl visitors to Westfield plant. 6—New extension to A. O. Smith Company plant at Milwaukee. 7—Start of 30-mile relay at Frisco. 8—Thompson winning one-mile sprint. 9—Novice team of New Century. 10—Garden City Wheelmen team. 11—Garden City winning relay. 12—Samson Wheelmen.

GARDEN CITY WHEELMEN WIN RELAY RACE

SAN FRANCISCO, Cal., May 1.—To the Garden City Wheelmen went the honor of winning the annual thirty mile relay novice race, held last Sunday at the Golden Gate Park Stadium, under the auspices of the California Associated Cycling Clubs. The New Century Wheelmen finished second and the Samson Wheelmen, of Stockton, were third.

In the third lap of the third heat Albert Hocks, New Century, spurted and got away from his opponents. A. Horner, Samson Wheelmen, made up the lead in the fourth heat and once more the teams were even. In the last lap of the sixth heat C. Hershey, Garden City, nipped W. Thompson, of the New Century, at the tape.

The N. C. W. have held the novice championship for four years and the boys put up a very hard fight to capture the honors this season. After the relay a one-mile novice was staged, which brought out 30 entries and had to be run off in five heats.

(Continued on page 60)

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SPEARS HUMBLES EAST ORANGE WONDER

Meets Frank Kramer in Two-thirds Mile Match Race and Proves Himself Too Speedy for American; Art Spencer, of Toronto, Wins His First Event as a Professional

NEWARK, N. J., April 30.—Bob Spears, the lanky Australian, created a big sensation at the Newark Velodrome on Sunday afternoon by beating Frank L. Kramer, the national champion, in two out of three heats of a two-thirds mile match race. Spears won the first heat and Kramer got the second one. The deciding heat went to the Australian.

How Spears Won the Match

In the first heat Spears jumped off the last bank and took the lead going into the last lap. Although Kramer fought him all around the track. Spears still retained a slight lead and flashed over the tape a winner by inches. In the second heat, Kramer got the jump on Spears and the East Orange cyclist shot into the last lap in the lead. Spears was up to his sprocket all the way around the track and on the back stretch the riders looked like one person. Kramer was able to stave Spears off and crossed the finish mark half a wheel's length to the good.

There was intense excitement when the cyclists came out to ride the "rubber." There wasn't a fan in the crowd who did not think Kramer would win. But once more Spears proved to have the greater amount of speed. He jumped too quick for the champion and shot down into the home stretch leading into the last lap. Kramer tried to get around Spears but was unable to and Bob led him to the finish by inches once more.

Kramer secured revenge for his defeat in the match race by winning the five-mile open for the professionals. "Big Steve" rode a splendid race and won from a field of twenty-five starters. Bob Spears who vanquished Kramer in the match race, was fifth in this event. Reggie McNamara finished second, Joe Fogler was third and Willie Hanley fourth.

Root Gets Armlet

The Brassard race, at one mile, which gives $50 to the winner, was taken by Eddie Root, who defeated Bobby Walthour, the old warhouse from Atlanta. Bobby tried hard, but was not equal to the occasion and finished about a half wheel's length back of the Boston boy.

Bob Spears of Australia

Fogler Beats Belgian

Joe Fogler won the Australian pursuit match race against Michael Debaets, the Belgian cyclist. Fogler caught and passed Debaets after riding one mile and four laps.

Arthur Spencer, the Toronto boy, made an auspicious debut into the professional class. Spencer won the half-mile handicap for the professionals and rode a fine race. He was given a great reception for his victory. Spencer had fifty-yard handicap and easily beat Eddie Madden, Steve Senhouse, Gordon Walker and Martin Ryan to the finish.

Herman Flamm and Tom Bello divided the honors in the amateur class. Flamm, who trained Walter Rutt when the sensational German cyclist rode in this country, won the half-mile handicap for the amateurs, while Bello, whose long suit is plugging, took first honors in the two-mile open race for the amateurs. The summaries of the races are as follows:

Half-mile novice (amateur)—Won by Dominick Zurilla, Newark; John Flaws, Newark, second. Time, 1:21⅗.

Half-mile handicap (professional)—Won by Arthur Spencer, Toronto (50 yards); Eddie Madden, Newark (65 yards), second; Steve Senhouse, Australia (80 yards), third; Gordon Walker, Australia (40 yards), fourth; Martin Ryan, Newark (45 yards), fifth. Time, 0:51⅘.

Australian pursuit match race (professional)—Joseph A. Fogler, Brooklyn, vs. Michael Debaets, Belgium—Won by Fogler; distance 1 mile 4 laps. Time, 3:34⅘.

One-mile handicap (amateur)—Won by Herman Flamm, Germany (145 yards); Chester Smith, Baldwin, L. I. (65 yards), second; Fred Trahmer, Newark Wheelmen (135 yards), third; Clarence Bayard, East Orange (135 yards), fourth. Time, 1:59⅗.

The Brassard race, at one mile (professional), Eddie Root, Boston, vs. Robert A. Walthour, Atlanta—Won by Root. Time, 2:37⅕; last eight mile, 0:12⅖.

Two-mile invitation (professional)—Won by George Cameron, New York; Menus Bedell, Lynbrook, L. I., second; George Wiley, Syracuse, third; Floyd Thomas, San Francisco, fourth. Time, 4:18⅖.

Two-thirds mile match race (professional), Frank L. Kramer, East Orange, vs. Robert E. Spears, Australia—Won by Spears. First heat won by Spears; time, 2:08; last eighth mile 0:12. Second heat won by Kramer; time, 2:03⅖; last eighth mile 0:11⅘. Third heat won by Spears; time, 2:04⅕; last eighth mile 0:12⅖.

Two-third mile match race (professional)—Marcel Dupuy, France, vs. Frank Cavanaugh, Newark, won by Dupuy. First heat won by Cavanaugh; time, 1:52; last eighth mile 0:12⅖. Second heat won by Dupuy; time, 1:57⅕; last eighth mile 0:12⅕. Third heat won by Dupuy; time, 1:59⅖; last eighth mile 0:12⅖.

Two-mile open (amateur)—Won by Tom Bello, Unione Sportiva Italiana; Eddie J. Carroll, Oakland, Cal., second; William Spencer, Toronto, third; Gus. J. Lang, Irvington, fourth. Time, 4:39.

Five-mile open (Professional)—Won by Frank L. Kramer, East Orange; Reginald McNamara, Australia, second; Joseph A. Fogler, Brooklyn, third; William Hanley, San Francisco, fourth; Robert E. Spears, Australia, fifth. Time, 10:43⅕.

STEALS BICYCLE TO FLEE FROM HIS WIFE

KANSAS CITY MO., May 1.—"I have been having matrimonial difficulties for a long time," Bert Colton a resident of this city told the police last week, "and I stole a bicycle to make a cross-country tour to the Pacific coast. I wanted to leave my home. When the opportunity was offered I took a wheel at the Allen school and started on my way."

The janitor of the school saw Colton take the bicycle and notified the police.

Echo of Bicycle Day Recently Celebrated in Frisco. Panorama of Cyclists Who Participated in the Celebration

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SMITH COMPANY ENLARGES PLANT TO 32,130 SQ. FT.

MILWAUKEE, Wis., May 2.—A large addition to its plant, to be 510 feet deep and 63 feet wide, is now being completed by the A. O. Smith Company, maker of the Smith Motor Wheel, and will increase the total area of its factory to 32,130 square feet. This addition will be used for steel storage. Branching out from this is a solid concrete structure, now under way, intended for a pickling room. An expanding business has necessitated the acquirement of other facilities, among which are another spur track and a third traveling crane.

In the rapid growth of the Smith plant, the motor wheel has played an important role, according to General Manager Jackson, of the company's motor wheel division. The present production is in excess of the estimate made three months ago, and the motor wheel division has enlarged to an extent that has crowded the other departments out of the main plant, thus necessitating the construction of the new additions.

And Mr. Jackson feels certain that other departments of the company will soon have to give way to the motor wheel's demands. For the company is fortunately not affected by the shortage of materials, being so large a user of steel and other materials that it has entered long period contracts, and will be able to cope with all orders received. In fact, a comfortable advance production is now in hand which ensures rapid-fire service to the trade.

MILWAUKEE WHEELMEN AT ANNUAL BANQUET

MILWAUKEE, Wis., April 30.—With songs and stories of a quarter of a century ago, before the time of the automobile and motorcycle, when their membership was in the thousands and they possessed a club house that was the finest in the northwest, the active survivors of the old Milwaukee Wheelmen gathered around the annual banquet table laid in the Calumet Club last Saturday night.

Reverence to the memories of William L. White and William Dawes, who died during the time intervened between this and last year's reunion, was paid in a silent toast. The committee which arranged for this year's banquet comprised Fred Holmes, "Terry" Andrae and William Simonds, and the latter, one of the old presidents of the Milwaukee Wheelmen, presided.

Disabled German Soldier with Artificial Hands Riding Bicycle

It was decided to revive the annual outing this year in July, the objective point to be Pewaukee Lake, and immediately the smoky air was filled with challenges to ride the old high wheelers in the annual outing.

BRONX COUNTY CLASSIC RECEIVES PRIZES

BRONX, N. Y., May 2.—The third largest borough of the Metropolis is to see a big bicycle road race staged on the Grand Concourse and Boulevard—one of the finest avenues in the city—on the morning of June 16. The race, called the "Bronx County classic," will be a ten-mile handicap, under the auspices of the Acme Wheelmen, whose headquarters are at 9 Jerome avenue.

The manufacturers and dealers have shown themselves to be liberal in their donation of prizes, an attractive list having been acquired so far, which promises to bring out the cream of the city's amateur riders. Prizes and applications for entry can be forwarded to E. O. Spillane, 248 E. 119th street, New York.

DEMAND FOR LADIES' BICYCLES

BALTIMORE, Md., April 30.—Henry Keidel & Co., local jobbers and Southern distributors for Emblem bicycles and motorcycles, Pierce and Iver Johnson bicycles, report that business has been very good thus far this year, running well ahead of this period for last year. The demand for ladies' bicycles, they say, especially has been unprecedented, an infallible sign that the bicycle is indeed coming back into its own. Juveniles also are going "great guns," so to speak, and with the opening up of the roads after a prolonged siege of bad weather prospects are bright for even bigger sales.

PERSONS HEADS PRIZE COMMITTEE

Veteran Saddle Manufacturer Will Oversee Collection of Offerings from Cycle Tradesmen for Use in Road Races—Over 5,000 Prizes Expected

WORCESTER, Mass., April 30.—Charles A. Persons, of the Persons Mfg. Co., has been appointed to head a committee to secure from bicycle, parts and accessory manufacturers and bicycle jobbers donations suitable for prize offerings for use in connection with bicycle road races the country over. It is the hope, if not the intention and expectation of the committee, that it will be able to obtain some 5,000 or more prizes, which, of course, will go a great way toward creating enthusiasm for the bicycle in general and the racing bicycle in particular.

The prize committee was appointed by the Million Bicycle Committee, headed by H. S. Quine, of the Goodyear Tire & Rubber Co., which has done so much to boost the bicycle in every possible way since its inception January last at the midwinter session of the cycle trades bodies. That it will be successful in securing the expected number of donations can be anticipated from the fact that already one jobber has placed at its disposal 100 bicycles, while the trade papers and other trade folk have given liberally. Donations should be sent to Mr. Persons.

Photo, Taken by Goodyear Tire & Rubber Company's Local Manager, Mr. Frank Carroll

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Sixteenth Installment

FRANK KRAMER'S LIFE STORY

The First Authorized Story of the Great American Bicycle Champion's Brilliant Career—By Harry Mendel

1912 was one of the most notable seasons in Frank Kramer's career. Two strong riders of international reputation competed against him—Andre Perchiot and Alf. Grenda—for the world's title.

FRANK L. KRAMER reached the zenith of his career and realized his fondest ambition in 1912, when he captured the world's championship. He annexed the honors in the final heat of the world's championship race at one mile at the Newark Velodrome on Labor Day, Monday, September 2. Kramer won the world's title by defeating Alfred Grenda, the champion of Australia, and Andrea Perchiot, the champion of France.

Grenda Finished Second

The world's championship race was one of the greatest events ever staged in Newark. Only inches separated the three cyclists at the finish. Big Alf Grenda came in second and Perchiot was third.

Though beaten, Grenda put up a hard fight. Finding his strength a great factor, Grenda from in front repelled one attack from Kramer by pulling ahead on the last turn, after having been caught down on the back stretch. Grenda only surrendered to Kramer's speed a few yards before reaching the tape. Kramer, pedalling like mad in the center of the track, finished about a foot ahead of Grenda, while Perchiot, still higher up on the saucer, came to the finish mark only inches behind the lanky Australian.

A big factor in Kramer's victory was his keen generalship in getting Grenda's wheel while the big Australian was in front on the fourth lap. Kramer all through the race tried for Grenda's wheel and wanted to have Perchiot in third place. Grenda, surmising what Kramer wanted, rode "all over the track." Perchiot, a very clever rider, also knew what such a position meant, and was anxious to swing in back of Grenda.

Beat Him by an Eyelash

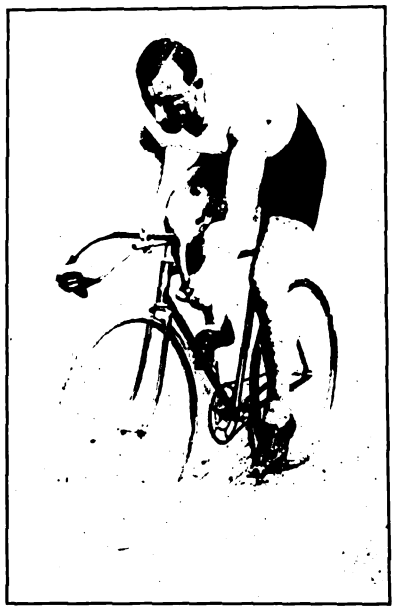
When Grenda jumped forward, Kramer and Perchiot made a dive for Grenda's rear wheel. Kramer was leading at the time and beat the Frenchman to it by an eyelash. This bit of maneuvering on the part of Kramer practically won the race for him, as it would have been almost impossible for him to pedal around these two riders.

After the race Kramer was treated to a wonderful demonstration worthy of his big victory. While still mounted on his wheel he was decorated with the world's championship sash and a wreath of flowers was placed on his shoulders, while a big bouquet was thrust into his hands. Then the band played the "Star Spangled Banner"; the crowd stood up, shouted and cheered for the new champion, while Kramer rode around the track, bowing and smiling to his host of friends.

A crowd waited outside of the Velodrome until Kramer appeared in his street attire and cheered him to the echo, demanding a speech. The champion, modest as he always is, hurried to his motor car, all smiles, waved his hat to the throng and shot away from the track.

Many Notable Victories

The winning of the world's championship overshadowed Kramer's winning of the national championship for the twelfth consecutive time. Kramer not only won the world's and national championships but scored many other notable victories during that season. In match races he defeated "Tricky" Comes, Alfred Grenda, Jackie Clark and Emil Friol, the crack sprinter of France. Friol had previously beaten Floyd Krebs, Frank Cavanagh, Alf Grenda and Pete Drobach.



Alfred Grenda

Kramer's match races with Friol were the biggest drawing cards of any events staged in Newark. The first race was run on Wednesday night, August 7, and drew 15,000 people. This is the biggest night crowd that ever turned out in Newark. The demonstration Kramer received after beating Friol was one the like of which has rarely been witnessed at any sporting event ever held in the city of Newark. The crowd went wild when Kramer, riding from the front position, led Friol over the tape a winner by three feet in the first heat, and the fans howled with delight when the American champion in the second heat, making his run from behind, showed the doughty Frenchman the way home by a scant few inches.

The match created tremendous interest because of the showing Friol had made in his match races against Krebs, Cavanagh, Grenda and Drobach. In the first heat Kramer had to display all his power and endurance to remain in front to the end, and in the second heat the East Orange boy had so little to spare at the finish that just inches separated it from being declared a dead heat.

Once more, on the following Sunday, the speed of Kramer was too much for the speed of Friol, and the American champion defeated the greatest rider in all Europe in the second of a series of match races. Kramer won in two straight heats. Kramer's margin in the first heat was twelve inches and in the second heat it was just about twice that distance. Kramer won by riding from in front in both heats, and it required the greatest effort on each occasion to lead the Frenchman to the finish mark.

Too Fast for Tandem

On Wednesday, August 14, the third and last of the series of match races was contested. Kramer won, as he had done in the two previous occasions, in two straight heats. This victory, however, was scored a good deal easier than in any of his previous races with Friol.

Kramer with Friol competed in the world's championship tandem races, but Friol and Kramer proved to be too fast a team for the machine to carry.

This star team was put out of the race on the last lap just before rounding the first turn into the backstretch, when the rear wheel of their machine collapsed. Kramer and Friol were leading at the time and would have been sure winners of the heat. Fortunately neither was badly hurt, although Friol was rendered unconscious by the fall. Kramer got off with a badly scratched arm and a good shaking up.

Frank attributed the accident to the fact that the six-lap track was not fast enough to hold the speed that he and Friol were producing. The cyclists pedaled beautifully and seemed to be flying, yet Kramer said they had not been putting forth their best efforts.

In the world's sprint championships, Friol was eliminated in the semi-finals by Perchiot. This robbed the championships of a little interest, but as things turned out, Perchiot proved to be a very worthy competitor for Kramer and Grenda.

Kramer, after winning the world's championship, repeated his remarkable riding the following Sunday, when he showed to the fore over Grenda and Perchiot in the "World's Championship Revenge." Kramer again lowered the colors of Perchiot and Grenda, after Perchiot had gotten the jump on him with a lap and one-half to go, compelling Kramer to fight him to the tape to win by inches.

The idea that Donald McDougall, the world's amateur champion sprinter, stood a chance of defeating Kramer was also exploded in the 1912 season. Kramer and McDougall met in a match race and Kramer simply toyed with the amateur kin, winning with ease.

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WENIGE'S TEN BUSINESS COMMANDMENTS

Head of Bicycle & Motor Sales Company, of London, Ont., Tells Briefly How He Reached the Top —His Salesroom Is a Model and the Other Departments Keep Pace With It

By JOHN KANUCK

Spacious Salesroom of the Bicycle & Motor Sales Company. The Office Is on the Gallery in the Rear, Just in Front of the Repair Shop

IN Canada the retail bicycle business is a respected occupation. This is not a distinctively Canadian feature, but there seems to be a particularly large number of pioneer bicycle tradesmen in the Dominion who have grown up in their respective communities and who are among the first citizens of these communities. They have sold bicycles to grandfathers, fathers and sons, and many are also selling motorcycles to succeeding generations. They are not in a rut, though possibly they are landmarks. Also, they are known beyond the rotunda of the post office in their home towns. Occasionally the word is passed around that Mr. So-and-So, of some place or other, has become wealthy through selling bicycles and motorcycles.

25 Years in Business

One of these widely-known Canadian cycle merchants is H. A. Wenige, head of the Bicycle & Motor Sales Company, of London, Ont. People buy Indian motorcycles and Canadian Brantford bicycles from him because they know him; they know his methods and they are attracted to his fine store, which is said to be a model for the trade. Wenige has been associated with the bicycle business for over twenty-five years, and has learned to carry on his business along business lines. Mr. Wenige bases the success of his work upon ten reasons which he is willing to pass along to help fellow-dealers. The reasons as outlined by Mr. Wenige are: 1. Knowledge of the business. 2. Hard work. 3. Enthusiasm. 4. Full steam ahead always. 5. Belief in the future of the business. 6. Salesmanship. 7. Good advertising. 8. Use of a prospect list. 9. Good goods. 10. Last but not least, a good store.

Right Up to Mark

These reasons are exactly as they were outlined by Mr. Wenige, and he has everything to show that he has a successful establishment. "The store and repair shop, and in fact everything in connection with the business, has always been kept right up to the mark," declared Mr. Wenige recently, in discussing the features of his house. "Stock has never been allowed to become depleted, even during dull seasons, as I have discovered that nothing is such a big hindrance to a successful business as empty shelves. For that reason our stock has always been kept right up to the mark.

"Our advertising is also a big factor in the success of our business," he continued. "We keep after it all the time. We run advertisements daily, and in other ways we keep the business before the public. I make every worker a partner. We work together. My workmen are on a profit-sharing basis. They treat the business as their own."

The Value of Neatness

Every department of the company's headquarters is operated according to the system which has been most efficient. This service is important, but Mr. Wenige believes that the neat and attractive appearance of the store at all times is responsible for the splendid patronage which he enjoys to a great extent. The company's repair department is arranged to make repairs or replacements in the most efficient manner in the shortest possible time. This saves both the customers and the company money. This service, with the reliable products sold, courteous treatment on the part of employes and the all-important feature of attractiveness of display have been responsible for the development of one of the best businesses in Ontario.

The store of the Bicycle & Motor Sales Company would serve as a model for most any kind of salesroom. Judging by the continued and persistent neatness, a visitor

(Continued on page 34)

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INDIAN E
IN 200-MIL

Indian Power
Indian Side
Indian Feather
All Victor

Over the horizon of competition season com shining Indian triumph.

It is a clean, brilliant all Indian types of machi against a true competiti

The run was made in under the auspices of th ble Club of Brooklyn halves Indian performan the same consistency.

Sm

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ANS UP EVERY DIVISION
VINCIBLE CLUB CONTEST

FIRST HALF—96 MILES

SOLO DIVISION—Indian Powerplus, ridden by John Constant, FIRST. Time: 1 hour 47 minutes—35 minutes ahead of nearest competitor.

SIDE CAR DIVISION—Indian, ridden by Harvey Snyder, FIRST. Time: 2 hours 44 minutes.

TANDEM DIVISION—Indian, ridden by Steward, FIRST. Time, 2 hours 45 minutes.

LIGHTWEIGHT DIVISION—Indian, ridden by Irving Bernard, FIRST. Time: 2 hours 55 minutes.

SECOND HALF—104 MILES

SOLO DIVISION—Indian, FIRST. Time: 2 hours 10 minutes—15 minutes ahead of nearest competitor.

SIDE CAR DIVISION—Indian, FIRST. 17 minutes ahead of nearest competitor.

TANDEM DIVISION—Indian, FIRST.

LIGHTWEIGHT DIVISION—Indian, FIRST—14 minutes ahead of nearest competitor.

FOR FIFTEEN YEARS INDIAN ABILITY TO SWEEP EVERYTHING HAS BEEN MAINTAINED. AGAIN IN 1916 INDIAN IS "MASTER OF THEM ALL." EXACT DUPLICATES OF THESE WINNING STOCK INDIANS ARE YOURS OF ANY INDIAN DEALER.

HENDEE MANUFACTURING COMPANY

(Largest Motorcycle Manufacturers in the World)

Springfield, Mass.

Indian

A *good* deed often means a *good* deal—Please mention MOTOR CYCLE ILLUSTRATED.

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(Continued from page 31)

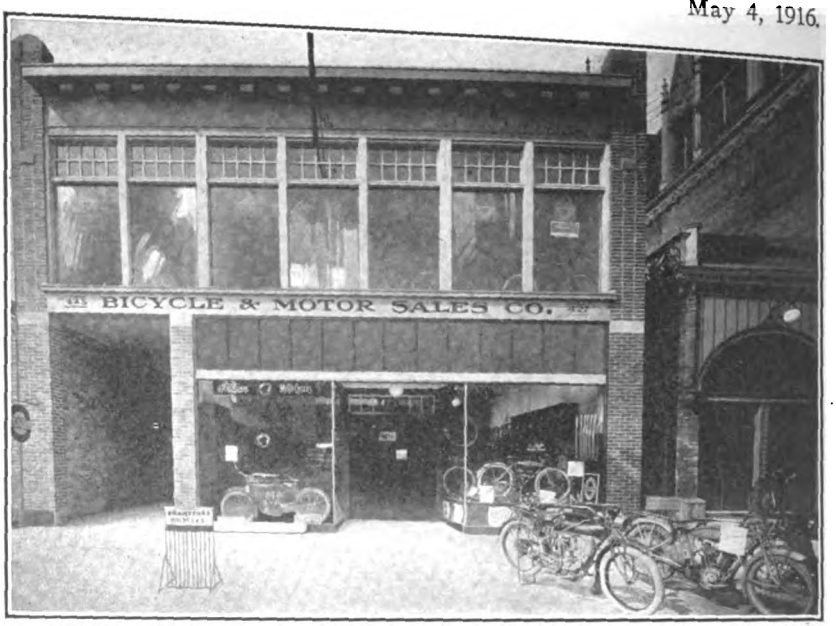
to this salesroom might, at first, imagine that little trading is carried on within the four walls, but such is not the case. The stock is complete, but an overcrowded appearance is studiously avoided. Excess supplies are stored beyond sight, and all goods within view are kept fresh-looking. A complete range of both bicycle and motorcycle models of the makes handled are kept constantly on the floor and, incidentally, it is some floor—hard maple, well oiled and always clean. The accessory showcases are spacious and well-illuminated, and contain only display samples. The large solid oak cupboards, which have many drawers, hold the supply of all kinds of small wares in systematic order. Samples of motorcycle clothing, as well as other large articles, hang along one wall, which is done in brown burlap, panelled with Georgia pine, stained brown to match the oak fixtures. The general office is on a mezzanine floor, and only those who have business reach the top of the short stairs.

Shutting Out the "Sights"

In having the structure built to order, Mr. Wenige adopted an idea which not only saves the appearance of the store from a cleanliness standpoint, but also prevents the possibility of the mingling of motorcycle or bicycles in use with those still to be sold. This structural feature is a passageway, or side entrance, leading straight into the repair shop in the rear. On account of this archway, no muddy or ill-kept machines are allowed through the salesroom, with the result that prospects are not shocked by even a glimpse of "sights" when they are in the act of making first purchases.

Front of Building All Window

The front of the building occupied by the Bicycle & Motor Sales Company is all window. The entire store-front is glass, and the whole of the second floor is faced with windows through which are seen the latest models, in simple, yet striking, array. Every sign in the windows and store is neat and attractive—else it goes into the discard. A poor poster would look out of place in the Wenige establishment.



Exterior of establishment. The second floor is used for storage. Machines for repair are brought to the shop through the passage shown at the left

The large repair shop in the rear is light and airy—there are five windows and a large door in the outside walls, while a large skylight gives the sunbeams a chance from above. There is no unnecessary junk littering the department, and intruders in the work shop are *personae no gratae*. The results speak for themselves.

The repair department of the Bicycle & Motor Sales Company. This is one of the best lighted and most thoroughly equipped shops in Canada

ATTRACTIVE PRIZES FOR F. A. M. WORKERS

Accessory Manufacturers Donate Valuable Prizes for Workers Bringing in Most New Members in 20,000 Membership Campaign.

THAT the spirit of F. A. M. progressiveness is actively at work in trade as well as riding circles is indicated by the fact that ten well-known accessory manufacturers have already come forward with donations of prizes to be awarded to those turning in the greatest number of new members. Other manufacturers have signified their willingness to carry on the good work, and it is safe to predict that the most attractive array of prizes ever lined up in connection with a motorcycle movement in this country will soon be at the disposal of the F. A. M. officials.

The list of those who have donated prizes to date is as follows: Corbin Screw Corporation, New Britain, Conn., one motorcycle speedometer; Diamond Chain & Mfg. Co., Indianapolis, Ind., one set of No. 149 chains suitable for the Harley-Davidson motorcycle; Eclipse Machine Co., Elmira, N. Y., one Eclipse clutch suitable for any motorcycle designated by the winner; Hagerstown Shoe & Leather Co., Hagerstown, Md., one pair of Artillery leggings; Hawthorne Mfg. Co., Bridgeport, Conn., one complete lighting outfit consisting of headlight, bracket and tail-lamp; International Stamping Co., Chicago, Ill., one set of motorcycle drop side mudguards and braces and one set of bicycle drop side mudguards and braces; Frank Mossberg Co., Attleboro, Mass., one set of motorcycle wrenches; Person Mfg. Co., Worcester, Mass., one Pan-Dandy motorcycle saddle; Wald Mfg. Co., Sheboygan, Wis., 24 No. 420 tandems and footrests; H. L. Peters, Buffalo, N. Y., two Bison lamp and Prest-O-Lite tank brackets.

At present the individual bringing in the greatest number of new members each week will be given his choice of the prizes donated. The contest will commence on May 7, and the first award will be made on the records shown up to and including May 13.

Later on the Membership Committee will announce the conditions of awards as regards clubs. In case of a tie for any prize, prizes equal in value to the prize tied for will be awarded to each one of the tying contestants.

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With the Manufacturers

CHAMPION DISPLAY STAND HELPS SALES

Toledo Spark Plug Concern Issues Attractive Counter Device Showing Six Models Which Can Be Examined By Customers

BELIEVING that goods well displayed are half sold, the Champion Spark Plug Company, of Toledo, O., is putting out a handsome counter display stand in the lower part of which are fitted six Champion plugs. This stand is given free to every dealer who places an order with his jobber for 100 or more Champion plugs, no matter what the size or model. For the motorcycle dealer, Champion plugs are to be had in ⅞ inch, metric and half-inch sizes, with standard reaches.

This display stand, frequently referred to as the "Little Champion Salesman," has been well received by dealers throughout the motor vehicle industries because it carries the articles which it advertises and enables the customer to see the actual plugs. The stand and its equipment involves a free gift of $5.25 worth of Champion plugs and the demand for it has been very great. The stand has the plugs in series of three, each plug being labeled with its size and model and resting in a separate recess. The upper portion of the stand is formed to represent a crown in outline, with the center a huge Champion plug giving off its characteristic spark. The whole effect is extremely striking.

SHAKESPEARE CARBURETER HAS ONE ADJUSTMENT

QUICK and easy starting at all temperatures with a wide range of speed without change of adjustments are features of the Shakespeare motorcycle carbureter, the product of the Shakespeare Company, of Kalamazoo, Mich. The mixture at all running speeds is maintained constant in quality, the air for mixing being automatically-controlled while the primary air is kept constant. Apart from the air-valve there is but one moving member, the throttle.

The Shakespeare carbureter has but one adjustment, the automatic valve taking care of every condition throughout the speed range irrespective of change in humidity, temperature or atmospheric pressure. The adjustment is for the opening of the jet, the nozzle itself being moved away from or toward a fixed needle to give the desired opening. This adjustment is made by a T-handle at the base of the carbureter. The float chamber, located at the lower portion of the instrument, has top feed from the fuel tank and is fitted with a drain-plug at its lowest part. The float chamber surrounds the jet-holder and jet, directly above which is the carbureting or vaporizing chamber.

Priming is made by moving a small lever at the upper side of the float chamber. The throttle is of the butterfly type, with the arm adjustable on the spindle to suit various conditions of fitting. A minimum stop screw is fitted to the arm. The carbureter is side-outlet, the air for the mixture passing horizontally through the mixing chamber and into the manifold.

Not only does the Shakespeare carbureter give a wide range of speed when fitted to a twin or single cylinder motor, but it also permits of obtaining great efficiency, insuring a maximum mileage with minimum consumption of fuel. The carbureter is sold with the guarantee of the firm of absolute satisfaction or money returned. The list price is $10.

PREST-O-LITE INCREASES REFILL PRICES

INCREASE in the cost of chemicals is given as the reason for an advance of ten cents in the price of refilled Prest-O-Lite tanks, by the maker, the Prest-O-Lite Company, of Indianapolis, Ind. The motorcycle tank costs 70 cents, instead of the former price of 60 cents. The price is for exchanging an exhausted tank for a fresh one.

6,347 MOTORCYCLES ARE USED IN DENMARK

IN a recent consular report from Copenhagen, Denmark, it is stated that on September 1, 1915, there were 6,347 motorcycles in use in the Danish Kingdom.

TEST SETS ENABLE RIDER TO CARE FOR TROUBLES

IN order to enable the rider to care for his own ignition troubles and thus prevent unnecessary delays and excessive repair charges, Haese & Co., of Punxsutawney, Pa., have brought out two test sets, one for the user of an electrically-equipped motorcycle and the other for the user whose mount has a high-tension magneto fitted. These sets are of convenient size and contain all articles necessary to test out for troubles and to repair the same, as well as an instruction book entitled "Care, Repair and Road Troubles." Each book refers to the troubles and remedies therefor in each case.

The test set for electrically-equipped machines includes the following: hydrometer, magneto file, pair of pliers, electrician's knife, sandpaper, small coil of rosin core solder, roll of tape, small coil of wire, screwdriver, voltammeter and the instruction book. This set lists at $5.50. The set for standard motorcycles, with magneto equipment, has a magneto file, electrician's knife, pair of pliers, sandpaper, rosin core solder, tape and small coil of wire, with an instruction book for such models. This set is priced at $3.50.

AUBURN PLUG MAKER MOVES TO NEW QUARTERS

AUBURN, N. Y.—The New York Mica & Manufacturing Company, formerly located at 38 Market street, has moved to new quarters at Green and Clark streets. Increased demand for Auburn spark plugs in all sizes made such a move necessary, and the firm selected its new location and is now in enlarged quarters.

INCORPORATIONS

COLUMBIANA, O.—The Best Service Tire Company has been incorporated with a capital of $10,000 to deal in tires. Elizabeth Hammond, Walter D. Rupert, Howard R. Orr, C. E. Shipman and Hazel Roller are the incorporators.

PLATTSBURGH, N. Y.—Banker & Martin have been incorporated in this city to operate a motorcycle station. The capital is $2,000. Incorporators are James E. Banker, Charles E. Martin and Grave C. Martin, all of Plattsburgh.

GOOD FOR RIDER, DEALER AND MAKER, SAYS EWING

Editor: Find enclosed two dollars for another year's subscription to your paper, as I get lots of good information from same. You have a good publication for the motorcycle rider, dealer and manufacturer.

LUTHER E. EWING.
Atlanta, Ga.

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Down the Stretch

May 7, Providence, R. I.—Annual run to Westerly of M. C. of Rhode Island.

May 14, Detroit, Mich.—Race meet of Detroit Motorcycle Dealers' Association.

May 14, Bronx, N. Y.—Second annual endurance run of the Crotona M. C. to Monticello, N. Y. and return, 250 miles.

May 21, Providence, R. I.—Annual photograph run to Roger Williams Park, M. C. of Rhode Island.

May 21, Newark, N. J.—200 mile observed run for lightweights, auspices of New Jersey M. C., to Philadelphia and return.

May 21, Jamaica, N. Y.—Endurance run of Jamaica M. C. to Patchogue and return.

May 21, Harrisburg, Pa.—Endurance run of Keystone M. C. to Altoona, Shamokin, Pottsville, Reading and return.

May 27-28, Providence, R. I.—Week-end run of Providence M. C. to North Adams, Mass., and return.

May 27-28, Poughkeepsie, N. Y.—Endurance run of the Poughkeepsie M. C. through Poughkeepsie and Dutchess Counties; 20 hours.

May 28, Milwaukee, Wis.—Lightweight race of Milwaukee M. C. on Cedarburg track.

May 28-30, Boston, Mass.—Three-day endurance run of Bay State, M. C.

May 30, Washington, D. C.—National Capital M. C. endurance run, 128 miles in 24 hours.

May 30, Roanoke, Va.—Race meet of Dixie M. C.

May 30, Wheeling, W. Va.—Race meet of Wheeling M. C.

May 30, Philadelphia, Pa.—300-mile race on Hatboro Speedway.

May 30, Seattle, Wash.—Run of Seattle M. C. to Portland, Ore.

May 29-30, Newark, N. J.—400 mile run, day and night of New Jersey M. C.

June 4, Sheepshead Bay, N. Y.—Motorcycle race meet in connection with "American Liberty Day" celebration.

June 10-11, Worcester, Mass.—Fifth annual 24-hour endurance run of Worcester M. C.

June 18, 19, Wheeling, W. Va.—336 mile endurance run to Bedford, Pa., and return, of Wheeling M. C.

June 25, Detroit, Mich.—Second race meet of Detroit Motorcycle Dealers' Association.

June 30, Wheeling, W. Va.—Sealed time run of Wheeling M. C.

July 2-3-4, Grand Rapids, Mich.—Michigan State F. A. M. reliability trial, under auspices of Grand Rapids M C.

July 4, Roanoke, Va.—Race meet of Roanoke M. C.

July 4, New Brunswick, N. J.—Elimination run of the New Brunswick M. C.

July 4, Savannah, Ga.—Race meet of Savannah M. C.

July 4, Galesburg, Ill.—State F. A. M. championship races under auspices of Detroit Fair Association.

July 4, Wheeling, W. Va.—Race meet of Wheeling M. C.

July 16, Wheeling, W. Va.—Tri-State endurance run and open house, distance 100 miles, Wheeling M. C.

July 30-August 12, Wheeling, W. Va.—Run to Atlantic City and return, 600 miles, of Wheeling M. C.

August 10, Colorado Springs, Colo.—Races on Pike's Peak highway.

August 11-12, Roanoke, Va.—500-mile endurance run of Dixie M. C.

August 13, Detroit, Mich.—Third meet of the Detroit Motorcycle Dealers' Association at Detroit Oval.

September 3, Harrisburg, Pa.—Endurance run of the Keystone M. C.

September 4, Roanoke, Va.—Race meet of the Dixie M. C.

September 4, Milwaukee, Wis.—Fourth annual Goodfellowship tour, Milwaukee M. C.

September 6, Wheeling, W. Va.—30 mile road race of Wheeling M. C.

September 17, Detroit, Mich.—Fourth meet of the Detroit Motorcycle Dealers' Association.

October 1, Providence, R. I.—Annual Triangle run, Providence-Boston-Providence of M. C. of Rhode Island. B. A. Swenson in charge.

October 8, Detroit, Mich.—Meet of the Detroit Motorcycle Dealers' Association at Detroit Oval.

BANQUET MARKED CLAMPING OF SAVANNAH'S LID

SAVANNAH, Ga.—The Savannah M. C. marked the clamping down of the Prohibition lid in this city with a banquet on Saturday night, April 22, and it proved to be "some" affair. It was termed a wine festival, but the drinkables were not limited to wine, and, in the words of the poet "all present had a large and luscious time." There were eats aplenty also, but with prohibition going into effect the next day, it stands to reason that no one could afford to waste much time in eating. That could be done later.

The club's annual banquet, booked for June 4, will be as dry as a bone, but the boys are preparing to make up the deficiency in other ways.

Several changes have been made of late in the officers of the club. President Scroder and Vice-President R. W. Boyd resigned and the staff is now made up as follows, pending the regular election on June 4: George A. Porter, president; J. L. Hetzel, first vice-president; Mark Silvers, second vice-president; H. C. Gould, treasurer; O. A. Meyer, secretary; J. S. Cañero, captain; Earl Williams, lieutenant.

HOFFMAN FARM RUN TO OPEN PATERSON SEASON

PATERSON, N. J., April 29.—The Paterson M. C. will open its 1916 riding season on Sunday, May 7, by making the annual trip to the William Hoffman farm at Augusta, 53 miles out of this city. Road Captain Stone and his aides have collected about 50 prizes for the winners of the different events that will be staged after dinner at the farm. Departure from the club house will take place at 7 a. m. and the route will be via Mountain View, Boonton Lake Hopatcong, Andover and Branchville

FEATURING R. F. D. USE OF SILENT GRAY FELLOW

Store Window of Mueller Cycle & Supply Co., Harley-Davidson Retail Agent in Milwaukee, Wis., Showing Carrier and Sidevan Outfit as Used by Postal Men

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Catching the Public Eye

THE first in a new series of publicity pointers and window decorating suggestions for motorcycle dealers appears below, and others will be published weekly. The purpose of this department is to place in the hands of dealers as many practical ideas as possible to assist in catching and holding that elusive element known as "public interest."

Give a thought an original twist and you make an appeal to the imagination of the prospective buyer; pound away along cut-and-dried, stereotyped lines and you may burn up a lot of energy without obtaining the desired result. It will be the aim, therefore, to co-operate with the dealer by injecting the ginger of originality into his sales arguments, and to provide him with pictorial designs and window lay-out hints that can be applied to his business at slight expense.

The idea embodied in the drawing on this page is a result-getter. There is hardly any town in which this picture will not make an appeal, and it is certain to start business men and other workers thinking along motorcycle lines. For best results the dealer should have his local sign painter make up a duplicate of this drawing—enlarging it from three to five times.. The sign, which should have some touches of red, or another bright color, in addition to the black, can be placed in one corner of the show window—or in the center of the window at the bottom. Care must be taken to see that the sign does not shut off the view of the motorcycle in the window from the street.

To the saddle of the motorcycle on display can be fastened a neatly-lettered card with the inscription: "This seat is reserved for you," and from the saddle a ribbon should be carried to the sign which will be pasted against the window. In this way the idea will be put across with a punch. The eye of the passerby will first be caught by the drawing in the window, and he will be given a strong suggestion that it is foolish to submit to the delay and inconvenience of the crowded trolley car when he can, at comparatively slight cost, have his own mount and operate it to suit himself. His eye will then be carried along the ribbon to the saddle of the motorcycle itself and it will require only a little imagination for him to picture himself on that comfortable seat—prepared to laugh at crowded trolleys and all the other annoyances of public transportation.

Motor Cycle Illustrated will pay one dollar for every contributed suggestion that is found suitable for use in this department.

If the dealer does not wish to have an enlarged sign made up, he can cut out the picture on this page, mount it neatly on a larger sheet of heavy paper, or on pasteboard, and use it in the present size. Better results will be obtained, however, by having the picture somewhat larger. But don't fail to use the idea in some form. The outlay will be trifling and the appeal that will be made to passersby is certain to bring results. Get this picture in the window today. It's yours. Make the most of it. And watch for other strong suggestions along similar lines.

OVERWORK TAXES HALL'S STRENGTH; ILL AT HOME

OVERWORK indulged in during the past two years both in his regular business and in the interests of motorcycling has resulted in broken health for J. A. Hall, former New York State F. A. M. Commissioner. Mr. Hall is now confined to his bed in his home, 322 East 22nd street, Brooklyn, with nervous prostration.

In recognition of his efforts in behalf of Empire state riders and riders of the Metropolitan district in particular, those in attendance upon the annual banquet of the Concourse M. C. last Saturday evening extended a vote of thanks to the former state commissioner and accompanied their letter with a substantial purse.

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Questions and Answers

READ SPRING NUMBER

AS a result of reading a number of motorcycle catalogs with the idea of purchasing my first machine, I am appealing to you to help me choose. I wish to know which is the best of three makes, and whether a twin or a single is desirable.

Palo Alto, Pa. J. A. LYNAGH.

Your trouble in choosing is a tribute to the forceful arguments in the makers' catalogs. Unfortunately, we cannot, on principle, advise you as to one machine being superior to another. Get a copy of our Spring Number and read pages 62 and 63; these will help you to decide which type of machine to purchase. Then go to Reading and see W. R. Schaeffer, on Penn street, and let him help you.

WRITE CHICAGO CYCLE FIRM

PLEASE tell me where the Sturmey-Archer hub gear for motorcycles can be had in this country. Also if any other three-speed hub can be fitted to my twin machine. R. E. WHEATON.

Alma Center, Wis.

We have no record of the manufacture of Sturmey-Archer three-speed hubs for motorcycles in this country. Those fitted were obtained from Nottingham, England, the home of this make. This, of course, applies to the motorcycle Sturmey-Archer and not to the bicycle type. The latter type can be had from the Chicago Cycle Supply Co., 815 South Wabash avenue, Chicago, Ill. This firm might have a motorcycle hub on hand.

The Sturmey-Archer motorcycle hub is not made to take motors of more than 6½ horsepower satisfactorily. There is no other three-speed hub obtainable for motorcycle service.

MISALIGNMENT OF GEAR

THERE is a noise in my motor which neither the local repairman nor I can remedy. It appears to be in the distribution casing, near the dynamo and has a whirring not. I would like to overcome it.

JOSEPH SULLIVAN

St. Louis, Mo.

As yours is an electrically-fitted machine, it is very probable that the noise is due to misalignment of the gear driving the dynamo. There have been lots of cases of this during 1915 and the present season, and the cause is wear of the shaft-bearing in the aluminum case cover. By this shaft, I refer to the one carrying the dynamo driving gear. The remedy is realigning the shaft and bearing in the casing, by shimming or by autogenous welding and re-machining. The fact that you have had the machine only 40 days should put it up to the manufacturer to give you a new case cover or remedy the trouble at his expense. There is no real harm in the noise, as the misalignment is not serious.

CYCLE HOME TRAINERS

I AM desirous of fitting up a home trainer for use in the show window of my place and wish you would advise me where I could get such an article. C. C. J.

Baltimore, Md.

We cannot give you the name of any maker of motorcycle home trainers, as we do not believe that such articles exist. Nor can we advise you to make one up. The use of a motorcycle on a home trainer, especially of a powerful twin, would be very dangerous, and we strongly condemn the idea.

For bicycle home trainers, apply to A. G. Spalding & Brother, Nassau near Beekman streets, New York. This answers the inquiry of Dan Willis, Canton, O., and a number of others.

AIR LEAK THE CAUSE

MY 1914 twin machine is difficult to start and will not run well at low speeds. On high speed, however, it runs finely. I have had it overhauled recently and the spark, valves and magneto are in time. The compression is also good.

HARRY SOLOMON

Chicago, Ill.

There is probably an air-leak between the carbureter and either or both inlet valves. Tighten up the collars on each end of the inlet manifold and test at all joints for leakage by squirting oil. The overhauling must have been a careless job.

SPROCKET IS SLIPPING

I AM having a peculiar action on the part of my single cylinder motorcycle. When riding solo, it runs nicely up to about 32 miles per hour, then the motor seems to run faster than it should for the speed of the machine. The same thing happens when I take a tandem passenger up.

ALFRED MILLER

Cheyenne, Wyo.

There is probably a slip in the front drive sprocket on the motor shaft, which will account for the action of the motor. This is very likely, as the sprocket has a taper fit on the shaft and is keyed also. The key has sheared and the taper fit holds the sprocket until the load is heavy or the speed rises. Put in a new key.

CLEANING THE MACHINE

HAVING tried gasoline to wash my machine after a run, I find that it soon affects the gloss of the enamel. I would like to know if there is anything which will remove stains, dirt and the like and not dull the finish. "CLUBSTER"

Harrison, N. J.

There are a number of cleansing preparations on the market which will do the work very satisfactorily, and among these may be mentioned Johnson's Cleaner. This is applied with a rag and requires little labor. We have personally used this preparation and found it very effective, as also the firm's Prepared Wax to polish the enamel afterward.

NO FOUR-CYLINDER MODELS OF FIVE HORSEPOWER

I WOULD like to get a good four-cylinder motorcycle of about 5 horsepower for solo or very light sidecar work. Please give me the names of any makers of such mounts, with the price and date of delivery.

Chattanooga, Tenn. W. J. McC.

There are no four-cylinder motorcycles made in as small a power as 5 horsepower at present. About the only one we know of is the F-N, formerly made in Liege, Belgium, but this factory is now devoted to making metal products for the German army, and no motorcycles are being made in it. The only four-cylinder machine on the American market is the Henderson, of 8 horsepower. Details of this you can get from your local agent.

SHELLAC AND PAINT KEEP NUTS FROM LOOSENING

THERE are some nuts about a machine which do not require to be removed from the beginning of the season till the annual overhaul, and if these are not fitted with lock-washers they are liable to start loose, especially on a new machine.

A touch of shellac will, however, hold them in place. If they are out of reach of the cleaning rag, cover them with paint—both the nut and the bolt thread—and this will effectively prevent any turning, as well as eliminating any chance of rust.

BUFFALO CLUB TO PICK A SUMMER HOME

BUFFALO, N. Y.—A special committee of the Buffalo M. C. has been appointed by Otto H. Peters, the president, to report on the selection of a summer clubhouse to be located within 15 miles of this city. Several sites along the lake shore are now under advisement. A full report will be made this week. The idea of a summer clubhouse is not a new one. It has been under consideration for a number of years but as yet has never come to a head. With President Peters in active leadership of the club it is fast becoming a reality.

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Along Technical Lines

WITH the widespread use of electric lighting on motorcycles comes the need of a few gentle reminders to the recent owners of this sort of illumination. One of these is to see that all connections are on and tight on, in order that serious battery trouble will not take place. This was brought very forcibly to my attention by the presence of two electric models of 1916 vintage which were reposing in a garage suffering from discharged storage cells and no apparent reason could be found—by the mechanics—for the situation.

The answer was: loose terminals, touching the frame and short-circuiting the battery. The means of detection—now known to the mechanics, after I showed them—a gentle pull on each wire and a shake close to each terminal. The remedy, careful connection of all wires and a positive coupling or attachment, not a hurried slapping together. The preventive, an examination of each cable after a run.

Get in the habit of switching off whenever you stop the motor for any length of time. This is another good point which will save batteries, no matter what the system used on your machine. One good little wrinkle which every user of an electric model should fit and watch regularly, is a voltmeter. If you haven't one, it will pay to get one and wire it in the system.

SAFE PLACE FOR CARRYING A MECHANICAL HORN

THERE are a number of places to carry a mechanical horn on a machine, but some of them are unsafe for the rider, although they may be very convenient. One of these is on the top tube just ahead of the "hump," or in other words, behind the toolbox on some models.

It's nice and convenient there, but when you come down in grease or by hitting some hulking brute of a dog, the letters on the handle of the horn will impress themselves vigorously on your bread-basket. The horn will sound—too late, in this case—and you will also make a noise, but not one that indicates joy. Then you will move it somewhere else. The object of this little warning is to prevent such a thing happening to you.

If you have the horn further forward on the top tube, you run the risk of knocking it with your eye or some other part of your anatomy which you need in your regular line of business. So put it either on the handlebar close to the grip or so far ahead that you will dodge it when you take a fall. Personally, I like it on the grip, for when the machine flops, the horn will merely move around on the bar and not be injured, and it won't damage me, either.

Speaking of mechanical horns of the push-down type, use the thumb to get the sound out of them. Put one finger under the barrel of the horn and then press with the thumb; this will make the stubbornest horn sound in short order, whereas, a pressure with the palm will take more time to start the plunger going.

KEROSENE AND SOME OTHER CARBON REMOVERS

WITH the price of gasoline soaring toward the fleecy white clouds, and the prospect of tires and other accessories taking a turn upward, it is up to the rider to take more care of his machine than ever. I am not going to give a list of dos and don'ts here, but will refer all hands to the article headed "Sensible Riding Gives Long Usage" in the Spring Number of this publication. If you follow out the dope handed out by the author, you will have a machine that will bring a good allowance from the dealer at the end of the 1916 season, or earlier, if you become enamored of a "Firefly" because it flits a bit better on the road than your present mount. The particular points that bear the closest attention are the proper use of brake and clutch, and the putting in of kerosene after a run to cut carbon.

Speaking of removing carbon, I am getting the usual spring batch of letters asking about the wonderful properties of the many carbon-removers and preventers, with which the market is annually crowded. Some of these things are absolutely harmful to use in a motor, while others are harmless to the extent of creating a feeling that the carbon is being removed or prevented without any chance of its being affected at all. To put it plainly, these liquids are like the pink water sold to farmers' wives in the good old days, to prevent kerosene oil from exploding.

GOL-DARN IT!

This Rider Has Just Discovered That He Put a Tube of Tooth-Paste Into His Repair Kit Instead of the Tire Cement. Don't Snicker—It Might Happen to You

Not having the time or the means to test out each new preventer and remover, and wishing to give everyone his due, I won't do any picking out of sheep or goats, but simply say this: Use kerosene, an oxygen flame (not oxy-hydrogen or oxy-acetylene), or a good scraper. Then you will be sure of getting the carbon out, and in the case of the kerosene, of keeping it down so low that it will have no effect on the running of the motor. All but the oxygen flame are inexpensive, and there will be no chance of damaging the valves by the presence of acid, as in some of the miraculous-virtued liquids now on the market.

DOUBLING UP ON THE IMPROVISATION BUSINESS

THE motorcyclist who can improvise things in case of trouble is the one who will keep going for the longest time. Usually, the improvising comes from lack of having proper materials on hand, such as copper wire, for instance. I recollect one case in which I figured as the improviser, due to the carelessness of an acquaintance. He was just learning to drive a sidecar, and wanted me to go along to watch his "style." He had a second-hand motorcycle as the means of propulsion.

We got along nicely until the hand oil pump let go with its check valves, and the motor promptly took one quart of oil into its internal workings from the tank. We took turns in working the oil out of her, catching it in envelopes and returning it to the tank, after fixing the pump valves, of course. Improvisation No. 1—the envelopes. Then the magneto went bad and I had to get to the contact-maker by taking off the foot-board, the clutch control rod and pedal, and a few other things. On putting them all back there was no cotter pin for the clutch pedal nut; it had been lost in the dirt. And there was no copper wire in the toolbox.

Fortunately, we were on a main road with plenty of automobile traffic. We hunted along the road and found a hair pin, dropped by some fair passenger. The hair pin became a cotter for the time being. Improvisation No. 2. We got home all right, and I saw that the man's kit had wire and a few cotter pins before I went out with him again.

If you get stuck for a cotter pin in some city, look along the sidewalk in front of any millinery or dry goods store, and your efforts will be rewarded. Hair pins are there by the dozen.

Wives who are deserted over holidays and week-ends by motorcycling hubbies may not have grounds for divorce—but almost any court would uphold their right to a little sidecar alimony.

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Our Canadian News Letter

CANADA'S FLOOD OF BICYCLE PROSPERITY

Intensive Exploitation by Advertising and Direct-Sales Boosting Has Resulted in Bicycle Demand Far in Excess of Supply—Other Two-Wheeler News from Across Our Northern Border

HAMILTON, Ont.—The bicycle sales campaign continues to surge along at a good swing and large stocks of wheels in a number of retail stores have already been disposed of. On Saturday, April 29, several local dealers almost stripped their shops and it was with difficulty that the day's demand was satisfied. In some cases the bicycles in nicely dressed windows were taken by late customers because the floors of salesrooms had been practically cleared during the rush. The dealers are experiencing the most active spring for many years and the business is due, to a great extent, to the Bicycle Week held late in March, it is believed.

A striking feature which has recently made its appearance in this city has been an array of big 36-sheet posters on the billboards. These call attention to the bicycle in an impressive manner as the large signs are clean-cut and well designed. These advertisements bear such slogans as "Bicycling is three times as easy as walking and twice as fast."

The T. Eaton Company, Limited, Toronto, which has established a bicycle assembling plant to take care of large sales this year, recently ran full-page advertisements in a number of Canadian daily papers. Many of the small dealers have also found the advisability of using newspaper space and are continuing to use the papers. This advertising idea is fast becoming general throughout Ontario province.

In other Canadian cities the bicycle trade is also very brisk and factory shipments to dealers are numerous and heavy. It is really a big bicycle year in Canada.

MOTORCYCLES IN CANADIAN NATIONAL EXHIBIT

TORONTO, Ont.—The Canadian National Exhibition will be held in Toronto for the thirty-ninth successive year during the two weeks starting August 28. As usual, arrangements are being made by the management for the accommodation of motor exhibits, including motorcycles, tires, accessories and bicycles. Considerable space has already been sold and it is reported that applications from American manufacturers in general are unusual, thus indicating that companies in the States are paying considerable attention to the Canadian market.

As usual the big annual fair will probably form the only occasion for the display of motorcycles, bicycles, etc., in Toronto or Ontario during the year and those who desire to use space so that they may reach hundreds of thousands of Canadian people in a direct manner are advised to forward applications at an early date. It is estimated that all space will be sold before May 20. The actual paid attendance at the 1915 fair in Toronto was 864,000. The city is overrun with out-of-town visitors during Exhibition time each year.

JOHNSTON ISSUES "SAFETY FIRST" EDICT

TORONTO, Ont.—In view of a number of unfortunate accidents in various cities for which motorcyclists have been held to blame, President F. A. O. Johnston of the Canada Motorcyclists' Association, has issued an offiial statement in which he has urged all motorcycle riders to employ extreme care in the operation of machines on city streets. He asks all new riders to be particularly careful in the use of motorcycles and to avoid recklessness. He urges that motorcyclists should employ judgment in operating a motorcycle so that the established beneficial effects of riding will not be offset by the appearance of lawlessness.

"Keep the name of motorcycling in high esteem with the general public by the careful control of your motorcycle," declares President Johnston in his message. The statement has made a good impression among the civic authorities and with dealers and others who are interested in the welfare of motorcycling.

TORONTO POLICE TAKE SIX MORE HENDERSONS

TORONTO, Ont.—The Toronto Police Department has decided to increase its motorcycle equipment by the purchase of six Henderson motorcycles which, with one Henderson already in use, will be employed in the regulation of traffic on Toronto's narrow streets. The local police also have nine Triumph motorcycles which are to be used, in future, for ordinary patrol work. It is estimated that one motorcycle policeman does the work of four "pavement pounders" and, in this way, the nine motorcycle constables will replace thirty-six walking policemen. At the present time, the department is short of men because of enlistments in the army.

The seven "speed cops" on Hendersons will wear civilian clothes as usual and this flying squadron will cover the whole city. The nine patrolling motorcyclists, who will wear the regulation uniform, will cover regular beats in various sections of the city.

TORONTO M. C. GETS A DOSE OF PEPPER

TORONTO, Ont.—The warmest meeting of the Toronto Motorcycle Club for the past two years was the special session called for Wednesday evening last when a real debate as to the policy to be adopted by the club was heard. Representatives of the Canada Motorcyclists' Association were present, while many of the older club officers and members turned out to give their views. That the club needed an injection of pepper was the consensus of opinion and as a number of the speakers at the meeting reached the boiling point, it is anticipated that the club will travel with a full head of steam for the remainder of the season.

A large percentage of the membership has gone to war but there was no more need for the club to close its doors, it was urged, than for the dealers to stop selling motorcycles. To give the old club another good chance, a number of former boosters have promised to do "another bit" and a programme of great activity for the entire season is being drawn up. The club was awakened practically by a sharp "note" from the Canada Motorcyclists' Association in which the organization was advised to maintain its dignity as the largest motorcycle club in Canada.

MOTORCYCLES INCREASED BY 15 PER CENT. IN P. I.

NEW YORK, N. Y., March 28.—The number of motorcyclists registered in the Philippine Islands in June, 1915, was 986, which showed an increase of 15 per cent. in six months. Motorcycle imports, while not shown separately in the statistics, are almost entirely American. The fact that motorcycles can be used on long stretches of road there, which cannot otherwise be traversed by anything faster than bullock carts, makes the power-driven two-wheeler more than ordinarily valuable in the Philippines for certain purposes.

CLIFTON COPS OUT ON CYCLES

CLIFTON, N. J.—The bicycles and motorcycles of the police department have made their appearance after a long seige of winter. The township, which covers about twelve square miles of territory, has many outlying districts and these are patrolled in an efficient manner by means of four officers mounted on Iver Johnson bicycle and two Harley-Davidsons. The Silent Greys are used for emergency calls.

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Soaring Gasoline Sells Lightweights

With the price of gasoline going up, more and more riders are beginning to warm up to the sturdy lightweight with the small appetite.

The man who is thinking of riding a motorcycle to work each day—and who expects it to run on saved carfares and show a profit besides—is the man who can't "see" any other machine than a lightweight.

So the demand is growing—growing—every hour, for the

Pope Lightweight Model H-16

After its six years of making good, there are few who will deny that it is the most popular lightweight in America.

It is an ideal machine for the man who wants a thoroughly dependable, easily-operated, low-priced motorcycle. It is not built to do any freak hill-climbing stunts, but it will do more than you expect of it on ordinary grades. It won't beat an express train—but it will go faster than most states permit—45 miles an hour.

It's not a toy or a freak, but a REAL motorcycle, built light yet strong, of the best materials obtainable. Equipped with high-grade products like Schebler carburetor, Eclipse clutch, Spartan V-belt, imported high tension magneto, and U. S. MOTORCYCLE tires.

The sooner you are stocked up on Pope Lightweights the bigger your 1916 profits will be. Write for catalog and dealers' prices.

WESTFIELD MANUFACTURING CO.

(Successors to the Pope Mfg. Co.)

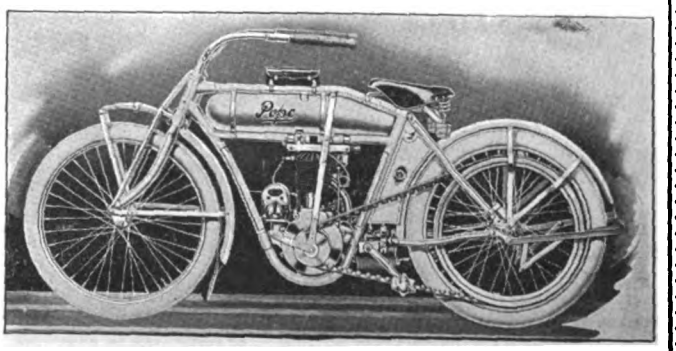
11 Lozier Ave. Westfield, Mass.

The Largest Manufacturers of High-Grade Bicycles in the World.

Model

H-16

Price $150.00



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In the Dealer's Realm

SEAMARK'S INDUSTRY WON OUT

For Seventeen Years He Was on the Job Twelve Hours a Day and Working Vigorously; Gave Square Deal to All and Guaranteed the Goods He Handled

By HARRY COHEN

SIXTH IN A SERIES OF SUCCESS STORIES ABOUT DEALERS

PERSEVERANCE and hard work, from early morning till long after sunset, brought Harry F. Seamark from a boy-of-all-work in 1889 to the ownership of one of the largest and most complete establishments in Washington, D. C., and in fact, in the whole South. For 17 years Seamark has run his own business, bringing it from a small basement quarters on F and Sixth streets to the occupancy of two large buildings at G and sixth streets. Seamark is now a heavy stockholder in one of the leading bicycle factories, and has a good cash balance in the bank.

From the first days of his business career, Seamark did two things. He gave everybody a square deal and was on the job from 7 a. m. to 7 p. m. every week day. His start was made in the employment of the old Pope Bicycle Co., and he retained his position with this firm until 1899. He then took a basement store at F and Sixth streets and opened for himself as a bicycle dealer. He kept that store open for 12 hours a day on weeks days and built up his business gradually. He handled Flying Merkel and Emblem bicycles during this period.

Ten years after opening the basement store, Seamark's business was of such a volume that he took the lease of a building at G and Sixth streets. This was in 1909. His trade had been built up by hard work and by a reputation for square dealing to all comers. In 1910, he took the building adjoining his store, and this is used as a repair shop and store room today. The old building is fitted up for a salesroom.

When the Merkel and Emblem motorcycles were put on the market, Seamark took the agency, in addition to his representation for the bicycles bearing the same names. In 1914 he added the Thor motorcycle to his other lines and sold 50 the first year. In 1915 he took on the Miami Power Bicycle. He has continued to sell the same brands of bicycles that he started with over ten years ago.

Twelve Hours a Day

With the expansion of his business, Seamark continued to keep open from 7 a. m. till 7 p. m. Until a short time ago, he himself was there to see that the doors were opened on the minute. Now his manager, T. N. Mudd, Jr., attends to the opening and Seamark does the closing. Traveling salesmen frequently remark that they meet the statement that the boss is out and will be back soon less frequently in Seamark's place than in almost any other store in the country.

Business men who complain of the frivolous attitude of their employes toward customers and the tendency of salesmen to make exaggerated statements, would do well to visit Seamark's shop. It is against Seamark's policy to make claims or promises which cannot be fulfilled. He feels that he has the right goods, and after stating their merits concisely and accurately in a business-like manner, the sale is left to the purchaser. Prices on each article are plainly marked, with both a cash and a time-payment figure and no cutting of prices is allowed. This policy has brought the establishment many customers and all are today regular patrons.

Seamark stands back of the things he sells. He has a guarantee sign conspicuously placed in his store, stating what he will and will not do in the matter of service. This sign reads: "Our guarantee on bicycles and motorcycles is against defects in material and workmanship, and same will be made good by repairs or replacement, but under no circumstances does it apply when damaged by accident, misuse or neglect. All tires guaranteed by their manufacturers. All repair work guaranteed." This sign tells every customer what to expect and all arguments are avoided. No deviation is allowed from its terms.

Seamark is a firm believer in the lightweight motorcycle and is

Seamark's Busy Establishment: Top Shows Front View, While Lower Pictures Are Scenes in the Well-Ordered Sales

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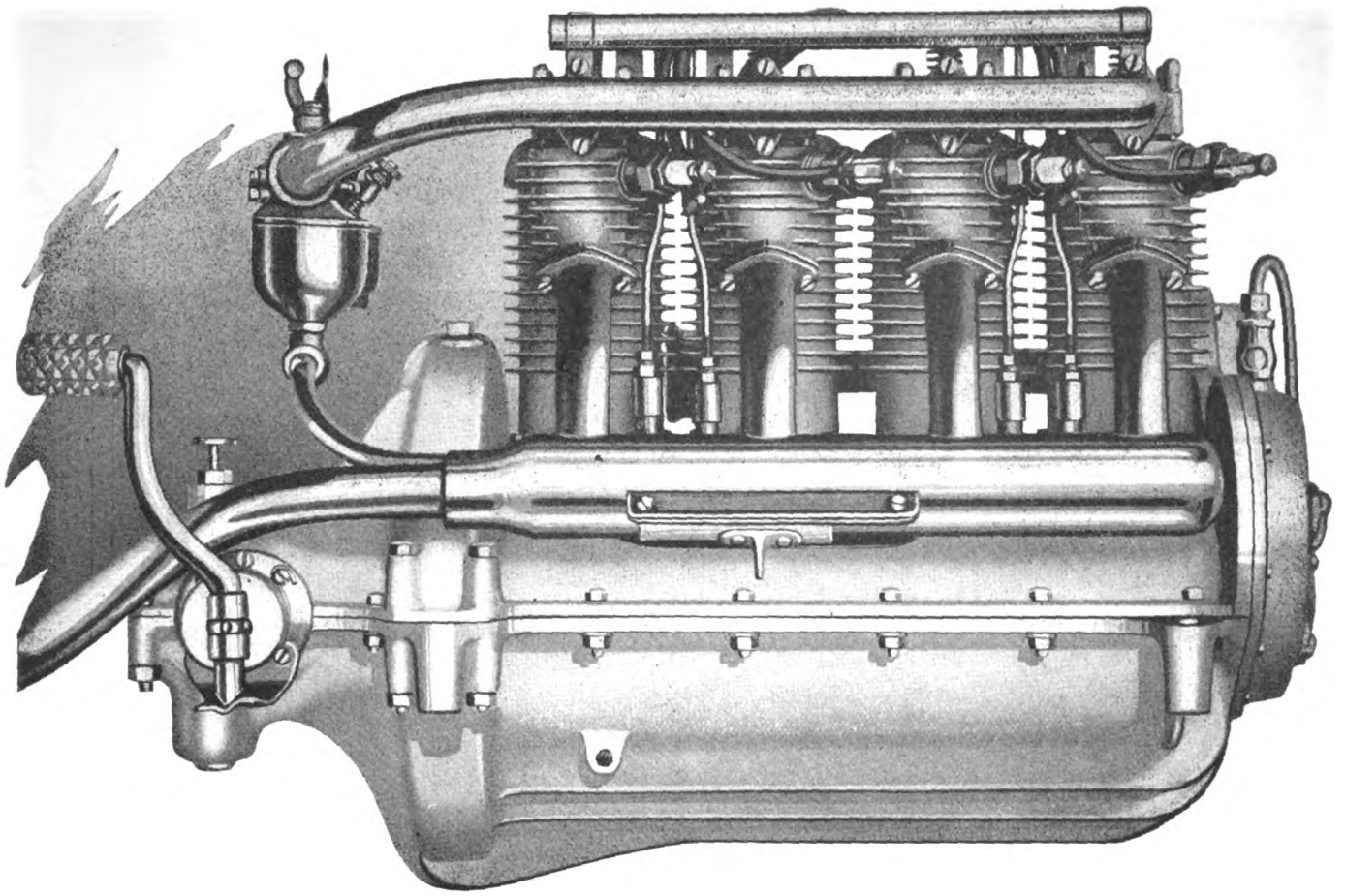

Absence of vibration not only produces greater comfort and smoother riding, but increases the life of all parts of the machine. Notice a Henderson running on the stand—there is no quiver of the handlebars, no shake nor rattle. The experienced rider understands how this elimination of vibration does away with crystallization of metal and weakening of frame and motor parts.

Such steadiness and perfect balance is, of course, possible only with a four-cylinder motor.

HENDERSON MOTORCYCLE CO.
DETROIT

You get quick results from advertisers when you mention MOTOR CYCLE ILLUSTRATED.

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SECOND-HAND SHOW FRUITFUL IN BUFFALO

Novel Method of Disposing of Used Mounts Brings Big Returns in Bison City—Auctioning Used on Private Owners' Machines

BUFFALO, N. Y., April 29.—The first second-hand show for motorcycles and automobiles has just closed its doors at the Broadway Auditorium, and has been a success from start to finish. It was the idea of the sales staff of the Spear Motor Sales Co., of this city and will undoubtedly set a precedent for further exhibitions of a like nature. In all probability, it was the first show of its kind in any part of the country.

There were no restrictions as to who could exhibit. Anyone who had a motorcycle to sell was privileged to show it upon paying a $5 entry fee. The Spears Motor Sales Company then undertook to sell the machine for its owner, charging a commission of 10 per cent. of the price set on the machine. Every evening, each machine was placed on the auction block and bidding and sales were brisk.

No admission was charged to the show. Cabaret exhibitions were held on several of the nights before the auctioning began to draw the crowds. No motorcycle was permitted to leave the building before it was entirely paid for in cold cash. Checks were refused except in cases where the managers of the show had sufficient time to have them cashed before the mount was taken from the Auditorium.

Not only were private owners invited to exhibit their machines, but dealers were also welcomed. The charge for dealers was $43.20 for 144 square feet of space and this carried with it the privilege of selling their own machines. The dealers' motorcycles were not placed on the auction block unless a special agreement was made. Neal, Clark & Neal, the Buffalo Indian agents, were the chief dealers to occupy a booth.

SEAMARK'S HUSTLE WON OUT

(Continued from page 42)

bending his efforts to popularize it in Washington. He carries a number of Miami Power Bicycles in stock in order that immediate delivery can be made. He stocks up well on the other lines for the same reason. It is characteristic of him that should he not get a machine in time for a customer he will refund the deposit, and this he has done a number of times when models did not come from the factories fast enough.

With regard to time-payments, the Seamark policy is: $100 deposit for any motorcycle in stock, with $20 per month payments and an extra charge of 10 per cent. for the accommodation. Miami Power Bicycles are sold at $50 cash and $10 a month payments. Bicycles are sold with a $10 deposit, monthly payments of $5 and a $5 charge in addition for the credit accommodation. The terms are strictly adhered to by Seamark and all his employes, and a violation of them will result in dismissal of the offender. All sundries and repairs are sold on a strictly cash basis. Interest is charged on all overdue payments.

Neat Salesroom

A neat and well-arranged salesroom is naturally in line with Seamark's plan, and his is always kept in the pink of condition. The pictures in the layout show the main showroom with large parts cabinets, each drawer being properly labeled. New motorcycles are kept on a raised platform in the center of the room, with new bicycles on one side and used motorcycles on the other.

Demonstrator motorcycles and bicycles are in neat racks at the front of the store. Palms and other decorations add much to the attractiveness of the place. The shop is equipped with the best of tools and appliances, and work is performed quickly and thoroughly. Any work on either motorcycles or bicycles can be performed in it. The reserve stock is very large and access to it is quickly had.

GEORGE MELCHER OPENS STORE

MILWAUKEE, Wis., April 25.—George Melcher, former parts department manager of the defunct Wisconsin Motorcycle Company, has opened up a store of his own at 1218 Fond du Lac avenue, one of the busy northwest thoroughfare of the city, and will handle a full line of motorcycle and bicycle accessories and repairs. Melcher managed the recent successful exclusive motorcycle show held under the auspices of the Milwaukee Motorcycle Club in February at the Auditorium.

(MORE DEALERS' NEWS ON PAGE 46)

Tips for Exporters

REQUEST FOR CATALOGS FROM ARGENTINIAN

WE are in receipt of a letter from Lionel Smith, automobile and cycle dealer, Trelew-Chubut, Argentine Republic, in which he advises that he is desirous of obtaining catalogs from American manufacturers of motorcycles, bicycles, parts and accessories. Manufacturers who are already represented in the Argentine Republic are requested by Mr. Smith to give him the name and address of their agent in that country.

BIG INCREASE IN EXPORTS IS INDICATED

AT the present rate, exports of American goods during 1916 will be valued at approximately $3,300,000,000, as compared with about $2,500,000,000 for the previous year. Of course, there have been tremendous increases in exports to the warring countries, but it is to be noted that every other part of the world is now taking more American goods than ever before.

For example, during the past eight months we have exported to North American countries goods to the value of $442,000,000, as against $309,000,000 a year ago; South America, $112,000,000, as compared with $52,000,000; Asia, $132,000,000, as against $66,000,000; Oceanica, an increase of $18,000,000, that is to say, from $48,000,000 to $66,000,000; Africa, an increase of $10,000,000, from $17,000,000 to $27,000,000.

TRADE REPORTS STATE DEMAND FOR CYCLES

MANUFACTURING conditions in Great Britain are leaving open markets for American-made goods, according to recent reports to the Bureau of Foreign & Domestic Commerce. The reports state that British manufacturers are so busy on war and domestic orders that they are obliged to pass by a great deal of foreign business, particularly with Continental countries, and that this situation is America's opportunity. It is pointed out that export restrictions, lack of shipping and railway congestion are factors which have materially aided in bringing about this situation.

One report mentions a big European demand for cycles and parts; one that has far exceeded British anticipations. Rubber goods are mentioned as being in great demand, as well as articles in leather and the hides themselves.

RUSSIAN FIRM IS LOOKING FOR CYCLES

REQUESTS for American motorcycles and bicycles for export to Russia are being made by the Robert Dollar Company, with headquarters at Petrograd. This company is well organized to care for trade throughout the Russian Empire, and controls the Dollar Steamship Line, with ships steaming fortnightly between Seattle, Wash., and Vladivostok, across the Pacific, with full cargoes for the Russian Government. Thus it is in a position to handle goods to the best advantage in Russia.

The Dollar Company requests catalogues of bicycles and motorcycles, as well as full particulars, in duplicate. This will include blueprints, photographs and any other illustrated matter for general advertising purposes. The firm also requires the weights and measurements of machines packed for export, together with prices f. o. b. the factories in this country.

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"Sure it's Safe Dad, it's got a *Morrow* Coaster Brake— the same as *you* used when you were a kid."

There you have it in a nutshell, dealers—the true reason why MORROW-equipped bicycles sell twice as quickly and easily as others. MORROW is a name to remember, to respect, to SELL. Everyone knows MORROW Coaster Brake superiority—it's as evident and understandable as the Gorham mark on silver.

Cash in on MORROW prestige! Insist upon your wheels being MORROW-equipped.

ECLIPSE MACHINE COMPANY
ELMIRA, N. Y.

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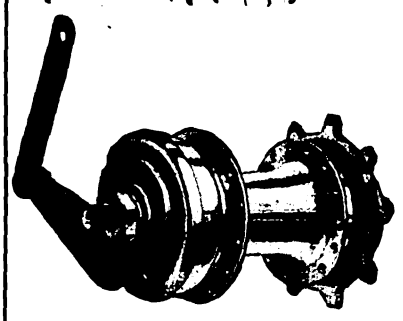
Wherever There's a Road

There will be a bicycle, and wherever there's a bicycle there will be need of a coaster brake, and wherever there is need of a coaster brake there will be a demand for the

CORBIN

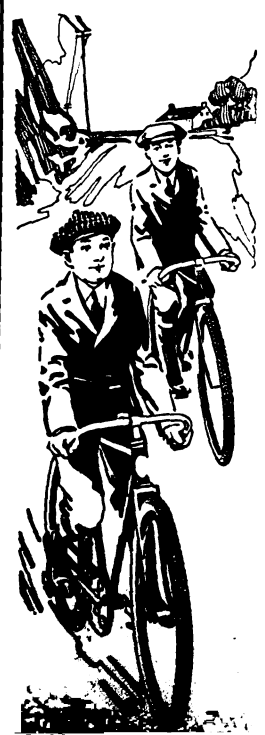
DUPLEX COASTER BRAKE

The logic of this has been felt by dealers for many years. No other brake has ever come on the market which returns the same high degree of service as does the Corbin Duplex. It is durable, it is smooth in action, it is dependable, and above all, it is powerful.



Experienced riders know all this, and others follow their example by specifying this famous brake when purchasing a bicycle.

Follow the line of the greatest profits by carrying the brake that has proved its value.



Get in touch with your jobber today. Write for price lists, discounts and catalog.

The Corbin Screw Corporation

THE AMERICAN HARDWARE CORPORATION, Successor

NEW BRITAIN, CONN.

BRANCHES:

New York Chicago Philadelphia

Makers of Corbin-Brown Speedometers

PREPAREDNESS STORY TELLS HOW TO IMPROVE BUSINESS

By PRACTICUS

UNDER the title of "Preparedness," an automobile supply house has brought out a vigorous article in its house organ to show its dealers the way toward getting a bigger and broader grasp of business. This article will apply to the motorcycle trade as well as to those who handle four-wheelers, and I am giving it below.

The main idea in this article is to keep your accessories in stock and in sight. You, yourself, probably do this, but there are others who do not and who are losing business as a result of not doing it. It's good business talk all the way through and worth the time of anyone to read. Following it means more sales and increased profits. This is the article:

"Suppose your gasoline tank stood empty for a month—long enough for every one of your customers to know that it was empty. How many calls for gasoline would you have during the next week? Maybe a few tourists would be fooled by your sign, but that would be about all, wouldn't it?

"Similarly—how long do you expect that your customers will continue to come to you for accessories that you are always 'just out of.' For the love of Mike, why *shouldn't* they buy from the mail order houses?

"If you intend to make a permanent success of the garage business you've got to use every possibility it offers to make money, or some day you will discover that the drug store, or maybe the ten-cent store, has the accessory business, a curbstone agent has the machine rights, and you have just what you are working for—a repair shop.

"This is going to be the biggest year you've ever had—*if you make it so.* Never was there a better opopportunity to make a cleaning on accessories. But you must handle them in a merchant-like way. First, put in a stock. Second, let your customers know you have it.

"Wash that window. Put in a display shelf with a background. Never mind if it does shut out a little sunshine. Electric lights are a whole lot cheaper than sunshine that comes through a window that ought to be selling enough accessories to pay your rent.

"Get a showcase or two. Put in a few shelves. Have your jobber send you circulars and window displays.

"And what will be the result? We can tell you because we've seen it happen.

"You'll increase your profits. You'll be selling accessories you never had a call for, simply because you'll have those accessories out of sight. You'll put your business on a level with merchants."

BOSTON, MASS.

HUB CYCLE COMPANY, distributing the Cyclemotor for New England, has recently signed up the following as local agents: Harry Katz, Cambridge; S. J. Beckwith, Boston; F. S. Jones, Beverly; Malden Cycle Co., Malden, and the Lynn Cycle Co., in Lynn. These Massachusetts agents were obtained by Joseph J. Hoffman, traveler for the Hub Cycle Co.

BOISE, IDAHO

CRIS MORLER has taken the agency for the Dayton Motor Bicycle for this section. He is also handling the Dayton line of bicycles. The contract was signed with the Washington Cycle & Supply Co., holding Washington distributing rights.

(MORE NEWS OF DEALERS ON PAGE 48)

For assurance of prompt attention to your wants mention MOTOR CYCLE ILLUSTRATED.

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Greatest Self-Advertiser

THE Smith Motor Wheel is the king of self-advertisers. Everywhere it is ridden it attracts instant attention—and, mind you, friendly attention. For people take kindly towards Motor Wheeling.

Any dealer may prove this for himself.

Try the Smith Motor Wheel on any town or country street, boulevard or highway. You will find the answer.

One hundred automobiles may pass—many of them the latest models and high-priced cars—but they attract comparatively little attention from the passerby.

Then let one Smith Motor Wheel chug along the same street. The spunky little motor will attract *hundreds*.

People will stop to look. They will turn about and follow the course of the novel device. And it will hold attentlon wherever it appears. That's the kind of advertising which Smith Motor Wheel dealers find their greatest asset in business. And it's the kind which brings in a multitude of inquires—all the kind which are readily turned into sales.

For when a prospect learns that the Smith Motor Wheel attaches to *any* bicycle in five minutes, when he learns its simplicity and all the joy of new travel that it will bring—the sale is half made. A short demonstration-ride finishes the good work.

Being Motor-Wheeling headquarters means big extra sales for dealers, besides, in new bicycle, tires and accessories. For the Smith Motor Wheel is the busiest business booster which dealers have ever found.

MOTOR WHEEL DIVISION

A. O. SMITH COMPANY, Milwaukee, Wis.

World's Largest Manufacturers of Automobile Parts

If the name of "Smith Motor Wheel" is not on the the flywheel of your motor, it is not a Smith Motor.

In certain localities we have not as yet appointed representatives. We invite correspondence with established dealers.

Smith Motor Wheel
DETACHABLE

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VIM APPOINTS SEVENTEEN NEW DAYTON MOTOR BICYCLE AGENTS

BUFFALO, N. Y., April 22.—The Vim Cycle and Hardware Company, distributor of the Dayton Motor bicycle, announces the appointment of the following new agents: Coleman Motorcycle Shop, Akron, O.; Towner Brothers, Rochester, N. Y.; A. H. McGraw, Syracuse, N. Y.; Quick & Thomas Company, Auburn, N. Y.; Orange County Motor Supply Company, Middletown, N. Y.; E. C. Need, Cortlandt, N. Y.; United Repairs Shop, Dubois, Pa.; John W. White, Jamestown, Pa.; Leonard Asken, Falconer, N. Y.; F. R. Campbell, Kane, Pa.; A. O. Anderson, Warren, Pa.; R. C. Searls, Oakfield, N. Y.; J. M. Antres, Jr., Elmira, N. Y.; Joseph F. Coupe, Utica, N. Y.; Lang's Hardware Store, Olean, N. Y.; Barter & Company, Watertown, N. Y., and F. W. Partiss, Bradford, Pa.

LYNN, MASS.

W. J. WALKER, of Boston, has acquired the business and store of the Lynn Motor Cycle Co., and has opened a branch in this city for the sales of Harley-Davidson products. The Lynn company formerly sold the Silent Gray and the Pope lines.

The local branch of the Walker establishment started in by selling four Harley-Davidsons to the Lynn police department, with more to come. The branch is managed by R. W. Haskell, formerly with the Boston store.

KANSAS CITY, MO.

W. BELL, handling the Pope in this city, has been obliged to sell his demonstrators as fast as he gets them from the factory, in order to meet the increasing demand for Pope machines. "It's a hard matter to keep a Model H on the salesfloor" says Bell, "for they all fall for the little belt driver and I sell it and then wait for the next. After that comes, I repeat the performance."

NEWBY BROTHERS, handling the Henderson, Thor and Flying Merkel, recently moved into their new quarters at Grand Avenue and 24th street. The agency is now better equipped and better located than ever before. Orville Newby sold 5 Hendersons during the past two weeks in the new location.

BROOKLYN, N. Y.

PROPRIETOR RANKIN, of the Rankin Motorcycle Shop, at 270 Chauncey street, has taken a sub-agency for the Reading Standard from Distributor A. H. Paterson. Rankin has received his demonstrator and started a vigorous campaign to popularize the powerful brown machines in this city.

TACOMA, WASH.

WASHINGTON CYCLE & SUPPLY CO., which has the distributing rights for Dayton Motorcycles, the Motor Bicycle and the Dayton bicycles, is well pleased with the prospects for the front-drive machine. During the last three weeks, the company has placed 12 agencies in the State of Washington.

The Fuller Cycle & Supply Company retails the Dayton Motor Bicycle in this city.

ELIZABETH, PA.

C. F. WINTERBURN has taken the agency for the Dayton Motor Bicycle for this city and vicinity. He signed up directly with the Davis Sewing Machine Co., of Dayton, O.

(MORE NEWS OF DEALERS ON PAGE 50)

A SILENT SALESMAN

that puts enthusiasm into the prospective rider, that is infectious and irresistible. The DEALER ought to have the

Pioneer Twin-Seat

attached to his demonstrator as it enables him to talk the fine points of his machine while it is in operation. It will sell a machine where ordinary salesmanship fails.

You can put it on or take it off in a few seconds without tools, and we have the price where every rider can afford to buy one. It is light and durable.

The rider will enjoy the PIONEER TWIN-SEAT because it is a promoter of SOCIABILITY, COMFORT, and PLEASURE. It places the rider and his companion side by side. It converts your motorcycle into a roadster.

DELIVERIES NOW FOR ALL CRADLE FRAME INDIANS

Don't bother with the old PEDALS another season. Order a

PIONEER KICK-STARTER

and get the most pleasure and the least trouble from your machine.

Get your CLUTCH CONTROL on the right side. Start your motor with the WHEELS on the GROUND.

STOCK PIONEER ACCESSORIES NOW AND BE PREPARED.

Send for Circular.

The Pioneer Manufacturing Co.

MILWAUKEE (West Allis), WIS.

You get quick results from advertisers when you mention MOTOR CYCLE ILLUSTRATED.

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Stewart

Motorcycle

Speedometer $10

The Call of the Open Road

A good motorcycle fills that desire to spin out into the open road, through highways and byways better than any other vehicle.

On your motorcycle you are master of distance and independent of main thoroughfares of traffic. Wherever you want to go it will take you.

But half the fun of riding a motorcycle whether it's a real speed boy or a lightweight is in knowing how far and how fast you are going.

Put a Stewart Motorcycle Speedometer ($10 complete) on your motorcycle and you'll know every moment by glancing at the big plain figures in front of your eyes just exactly "how far" and "how fast."

With a Stewart aboard there's no chance of arrest for untimely speeding—no quibbling over tire mileage—no guessing as to consumption of gas and oil.

For safety you must have a real Warning Signal—the Stewart. Only $3.50

In present day traffic conditions you dare not trust your life to an old fashioned bulb horn—a weak little buzzer or your own voice.

Install these standard Stewart Products today and make your motorcycle as complete as an automobile.

The Stewart-Warner Speedometer Corporation, Chicago, Ill.

Branches and Service Stations in all Principal Cities

Stewart products are for sale by motorcycle and accessory dealers everywhere

Stewart

Motorcycle

Warning Signal $3.50

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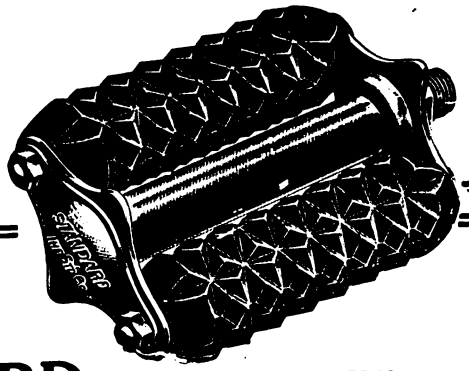

No. 3 MOTORCYCLE PEDAL

No. 3 STANDARD MOTORCYCLE PEDALS

When you buy a motorcycle, make sure that it is equipped with STANDARD PEDALS.

Most manufacturers have reasoned out that "STANDARD" EQUIPMENT means increased value on the machine.

STANDARD PEDALS are big, roomy, soft and minimize the shocks. Deeply corrugated to insure positive foot grip. Insist upon STANDARD EQUIPMENT.

Our products comprise:

Diamond "E" trade mark brand Spokes and Nipples for Bicycles, Motorcycles, Tricycles, Velocipedes, Invalid Chairs, Sulkies, Carriages, Cyclecars and Automobiles. Pedals for Bicycles, Tricycles, Velocipedes and Motorcycles. Toe Clips for Bicycle Pedals. Emergency Axles for Pedals. Screw Machine Products.

The Standard Company

TORRINGTON, CONN.

We are boosters for "One Million Bicycles in 1916"

WASHINGTON, D. C.

AUGUST ZIMMERMAN, handling the Harley-Davidson, is feeling the effects of the boom in sales caused by the arrival of real Spring weather in this city. He reports that he has already disposed of more machines since January first than during the entire 1915 season and expects to more than double last year's sales.

F. L. LEISHAAR, handling the Indian, is getting rid of them quickly. One day last week he received four Powerplus twins by express and two more by freight, and delivered all six before nightfall to purchasers.

HOWARD A. FRENCH & CO., local Indian branch, has disposed of its first carload of 1916 Indians and is awaiting the second shipment of equal size. The bicycle business is increasing by leaps and bounds.

HARRY F. SEAMARK, local representative for the Thor, Flying Merkel and Emblem, as well as the Miami Power Bicycle, has sold twelve of the little four-strokers so far this month, and has orders for Flying Merkels for May first delivery.

HAVERFORD CYCLE CO., handling the Excelsior, has received the first shipment of Series 17 models and disposed of the lot. "Sales of the 17-3 and 17-3E are measured only by ability to make deliveries," says the Haverford manager.

OAKLAND, CAL.

C. F. SOLOMONSON, handling the Thor in this city, reports the sale of more machines up to April 1, this year, than for the entire 1915 season. He attributes this partly to the fact that he has been able to get machines as he needed them and also to the generally-improved service which the Thor people are offering in this district.

CINCINNATI, O.

THE BRENDAMOUR SPORTING GOODS CO. has added to its line of cycles and motorcycles by taking on the Cyclemotor. The first Series 17 Excelsior which was received went the day after it was displayed, and the same thing happened to the next two. The Brendamour firm has also taken on the Cygnet Rear Car and is now demonstrating a van and pleasure model.

LA CROSSE, WIS.

J. E. SMITH, a well known cycle man, has taken the sales rights for the Dayton Motor Bicycle for this city and vicinity. The contract was obtained by the Milwaukee Sycle Supply & Sales Co., of Milwaukee, distributors.

ELKINS, N. C.

THE SURRY HARDWARE CO. has ordered a Dayton Motor Bicycle demonstrator from the Davis Sewing Machine Co., of Dayton, O. The firm signed up with W. H. Grover, of Norfolk, Va., holding distribution rights for the front-wheel drive machine.

TOMAH, WIS.

CENTRAL HARDWARE CO, of this city, has taken the agency for the Dayton Motor Bicycle for 1916. The contract was signed by the Milwaukee Sycle Supply & Sales Co., of Milwaukee, Dayton distributors.

(MORE NEWS OF DEALERS ON PAGE 52)

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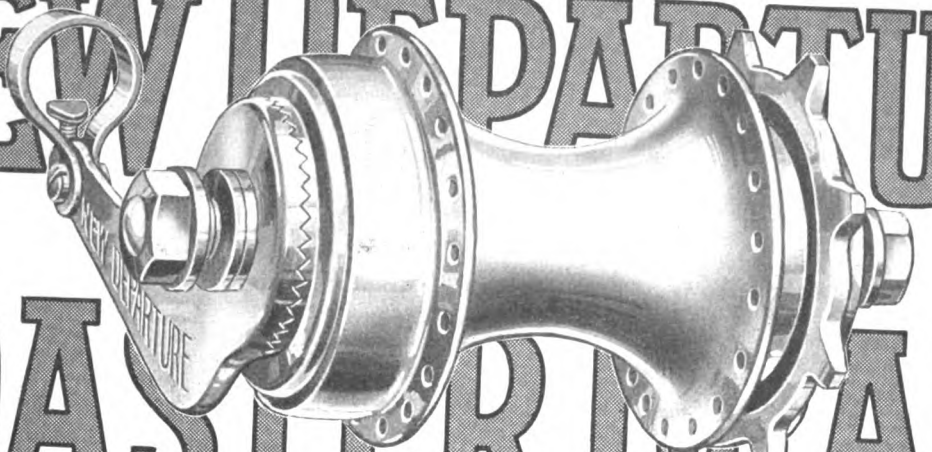
THE NEW DEPARTURE COASTER BRAKE



The Brake that will sell your share of the Million Bicycles in 1916

Write for The New Departure Catalog

—it tells you all about the New Departure Coaster Brake, New Departure Hubs, Bells, Cyclometer and Sundries.

It tells you also of our plans to help the dealer.

Every Dealer should have a copy.

The New Departure is the brake that brought the bike back. It still holds the place it then made for itself in the affections of the cyclist.

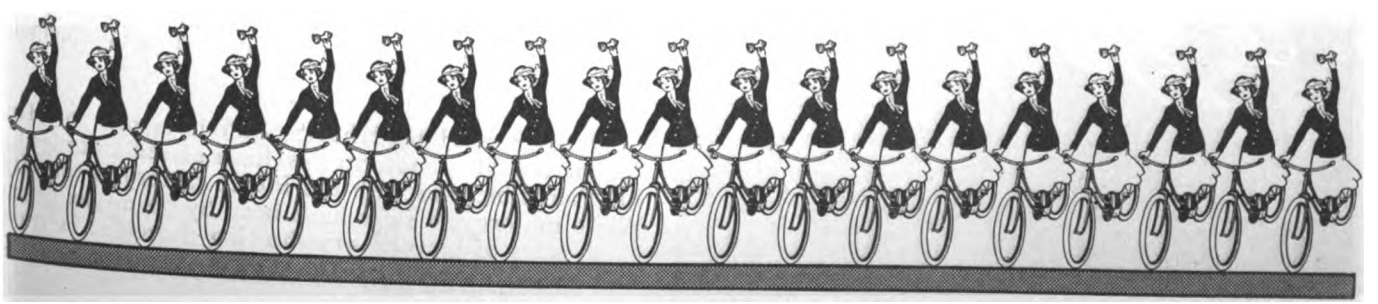
It did this by sheer force of merit.

It rounds out the utility, the sureness, the beauty, the efficiency of the bicycle of today, as completely as it did the bicycle of yesterday.

It is built for long life. Its few parts respond to the will of the rider with a certainty that we guarantee.

Let the New Departure be your biggest talking point this year, let it prove itself to you as an unequalled booster of bicycle sales, as it has to thousands of dealers in every part of the civilized world.

The NEW DEPARTURE MFG. CO., Bristol, Conn., U.S.A.



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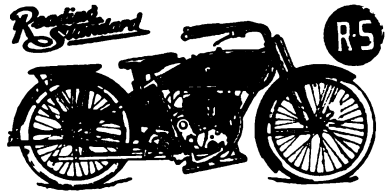
R-S

Means Real Service

As a hill climber it has no equal—it is almost impossible to stall this machine. Watch the R-S Rider and see how easy he rides up steep grades—grades that are known to stall almost every other mount.

The Mechanical perfection—exceptionally high grade material and improved design make the R-S the best and most desirable of all Motorcycles. Among experts, it is recognized as a peer without an equal—It is without a doubt the World's Master Motorcycle.

$265



$230

Write for complete catalog—just out.

READING-STANDARD COMPANY
501 Water St., Reading, Pa.

The SCHEBLER CARBURETOR
America's Standard
Supreme through Merit

THE HEART OF THE MOTORCYCLE

WE EQUIP
THOR
POPE
YALE
EAGLE
INDIAN
EMBLEM
DAYTON
SPACKE
DE LUXE
CYCLONE
EXCELSIOR
HENDERSON
IVER-JOHNSON
HARLEY-DAVIDSON
READING STANDARD

WHEELER & SCHEBLER
INDIANAPOLIS, INDIANA, U.S.A.
BRANCHES AND SERVICE STATIONS
IN ALL PRINCIPAL CITIES

EACH MAN IN A STORE SHOULD BE ABLE TO SELL MOTORCYCLES

By HARRY B. COHEN

AS an evidence of the mistaken idea held by a good many motorcycle dealers that only one or two persons connected with the establishment should be well informed about the good points of the machine handled, the experience of a Government departmental clerk will be interesting. This man, knowing nothing about motorcycles, went shopping for one recently and visited quite a number of dealers' places, seeking information regarding the machine and the service to be rendered to the customer. He had previously invited bids from the agents visited, the condition of the bids being that adequate service was to be rendered after the delivery of the motorcycle.

At the first agency he visited, the manager was sick at the time and his assistant was out making a demonstration. The remainder of the employees could not answer his questions and he left. He met with a similar experience at a second agency. At the third place he was met by the sales-manager of the motorcycle department and given a cheerful and thorough demonstration of the machine and shown through the service department of the agency. A complete description of the essential details of the machine was given by the aid of a parts-board.

The bid which the prospect had received for the machine handled by the third agency was considerably higher than those of the first two agencies visited, but the purchase was made from the third agency on the ground that he could secure better service.

This is just an instance of what might have been done by the other two agencies had they had the staff trained to care for prospects—trained to answer all questions and to co-operate with one another. Of course there has got to be a head to every business, but this idea should not be carried to such an extreme that all hands become paralyzed as soon as the head is away from the place. If the men had been informed as to what terms the visitor might expect, they would have probably been able to land the sale.

DAYTON, O.

THE B. B. L. COMPANY, of this city, is making a strong play for public favor with the Dayton Motor Bicycle, for which it holds the local agency. The firm has already sold a number of machines, all of which have proved highly satisfactory to their owners. The company has a big card just now in the high price of gasoline and its argument that the little Dayton will run 100 miles to the gallon is one of the best that it has.

BUFFALO, N. Y.

GEORGE HAIER, formerly chief accountant for a big Buffalo firm, has joined the sales staff of Herman L. Peters, Western New York agent for the Harley-Davidson. He will travel through Buffalo and adjacent territory for Peters.

Haier is one of Buffalo's pioneer riders and has been an active and popular member of the Buffalo M. C. since its start. He combines selling, accounting and riding experience in his make-up and cannot help be successful.

SEEBER & HOFFHEINS, Buffalo agents for Henderson and Thor motorcycles, have placed an order for 100 Pierce bicycles with the Pierce factory in this city. While motorcycle sales have been by no means behind hand, sales of bicycles are showing a decided increase.

(MORE NEWS OF DEALERS ON PAGE 54.)

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Prest-O-Lite For Motorcycles

The Choice of Experienced Riders

Everywhere the experienced motorcyclist uses Prest-O-Lite. Notice the mounts shown below—25 Excelsior Autocycles, bought by the State of Wisconsin for the use of their Conservation Commission. All are equipped with Prest-O-Lite.

Prest-O-Lite is used by more riders than all other systems combined. You can get it on any motorcycle you buy.

Prest-O-Lite gives perfect riding light; is simple and trouble-proof, and not injured by jolts and bumps. Prest-O-Lite will not fail in emergencies—it's as sturdy as your motorcycle itself.

From a money standpoint, Prest-O-Lite costs less to buy and less to use. It needs no attention you yourself cannot give easily and inexpensively. An attractive combination is "Prest-O-Lite, a lamp and a good mechanical horn." Ask your dealer about it.

Dealers: Start the rider right with Prest-O-Lite. Every equipment combination you sell like the above, makes a friend. You give the rider the most for his money in brilliancy, reliability and economy.

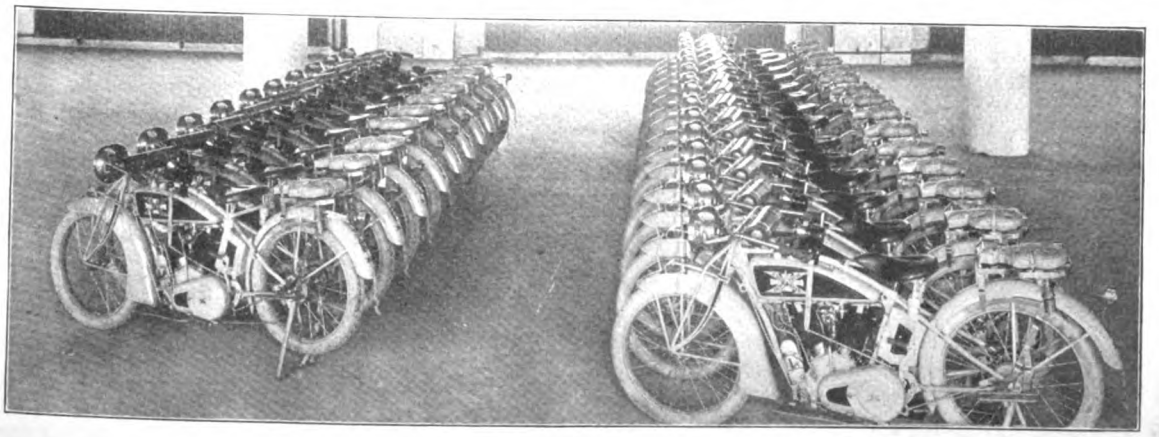
Send today for one of the most profitable and satisfactory offers a dealer can make. Details on request.

THE PREST-O-LITE COMPANY, Inc.

246 Speedway, Indianapolis, Ind.

Canadian Office and Factory
Merritton, Ontario

Prest-O-Lite Exchange Agencies Everywhere



You get quick results from advertisers when you mention MOTOR CYCLE ILLUSTRATED.

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"149"

The Peer of Motorcycle Chains

Accurate Every part is micrometer gauged for accuracy and pitch and each chain is carefully inspected and tested before leaving the factory.

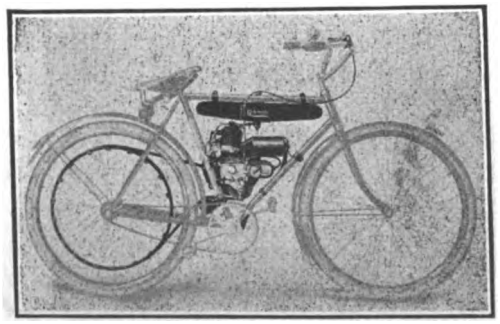
Strong The breaking strength is several times what is needed for actual service. This provides a good factor of safety.

Durable No. 149 will give steady, day after day service when operated under anything like normal service conditions.

Diamond Chain & Mfg. Co.
Indianapolis, Indiana

High Speed

in a gas engine means perfect balance of parts, resulting in total absence of vibration. It means smooth, even running with plenty of reserve power, and instant acceleration. Combined with the **two-stroke** principle it affords the highest achievement possible to engineering skill, the perfect motor attachment for bicycles.



Weight Properly Distributed

Interested dealers should write at once for further particulars and our paying proposition.

CYCLEMOTOR CORPORATION

Arlington Bldg. **Rochester, N. Y.**

1916 IS BIG MOTORCYCLE YEAR, SAYS BUFFALO SILENT GRAY DEALER

BUFFALO, N. Y.—Otto H. Peters, manager of the motorcycle department for H. L. Peters, the Buffalo Harley-Davidson man, figures 1916 as one of the biggest and best years in the history of the Peters' business. "In order to keep pace with things," says Otto, "I have been down to the store at 8 a. m. each day and remained until nearly midnight every day for the last two months. Our business, taking into consideration the repair department, sales department, and the making of Bison brackets, has swelled to vast proportions. This year, to date, we have sold 172 machines as well as 72 sidecars and every second-hand machine we had on hand.

"From the big sales which we have made this year, I am convinced that the Harley-Davidson is becoming more popular and is every day creating a greater demand for itself than at any time in its history. Last week, we delivered seven electrically-equipped twins to the Buffalo police department. Thus far, we have supplied the majority of motorcycles used by the local police squad."

PATERSON, N. J.

W. EDWARD MACDOUGALL CO., Harley-Davidson agent in this city, is moving to 131 Broadway from Washington and Van Houten streets, its former location. The new place is much more spacious and has better accommodations than the Washington agency.

Manager Elmer G. Havenstrite who came to this city over a year ago, admitted that he settled in too small a place at the start, but by making the change he will profit exceedingly. The Broadway location is on the main thoroughfare between New York and this city.

FRED VASTANO, formerly repairman for the Excelsior Auto Cycle Co., of this city, will shortly open a store at 392 Union avenue, as a sub-agency of the MacDougall Co., distributing the Silent Gray in this city. Vastano will handle the same line of motorcycles and will carry a complete stock of accessories and repairs.

ANAHEIM, CAL.

HARRY BOON is continuing to have splendid sales of motorcycles and lots of business in the repair shop. Until about a month ago, Boon's establishment was run by the firm of Minyard & Boon, but Minyard retired to go into another line.

MARION, IND.

MOTORCYCLE DEALERS in this city are experiencing the opening of the Spring season with a vengeance. There are three at present, and all are kept busy in demonstrating. They hardly get a chance to uncrate the machines before they go to customers.

WASHINGTON, D. C.

F. L. LEISHAAR, handling the Indian in this city, has just sold five of the Powerplus models to Hecht & Company, large department store owners, for the use of their investigators and collectors. Last year, the Hechts bought two Indians for their credit department men, replacing two automobiles with the red twins. The results shown by these two machines have caused the new order for five, to mount all collectors and investigators.

(MORE NEWS OF DEALERS ON PAGE 56.)

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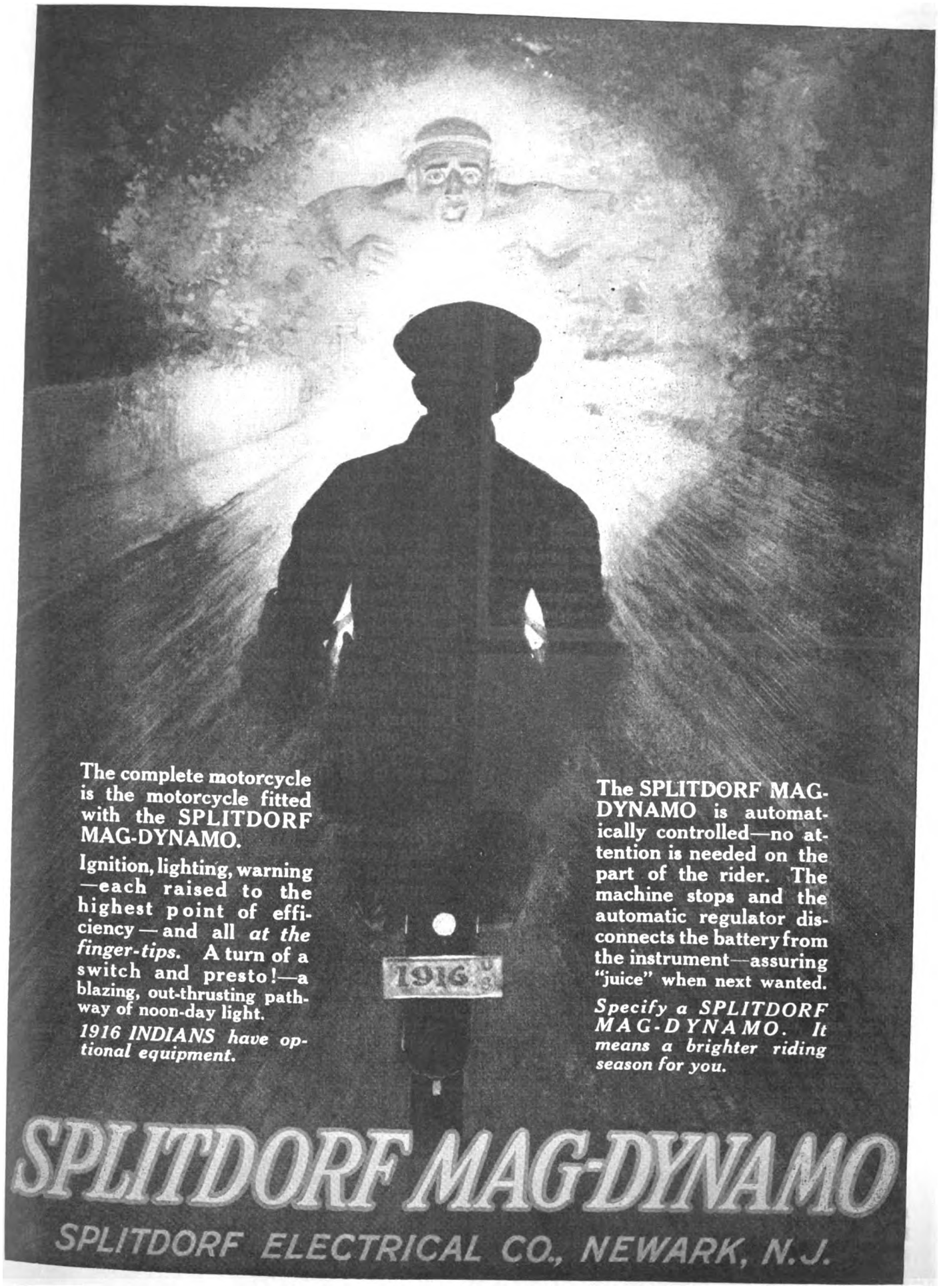

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REFLEX

Baby Reflex

The Plug that Every Motorcyclist Needs

Baby Reflex Spark Plugs

Porcelain $1.00
Mica $1.25

Postpaid or at your Dealers.

Designed especially for use on Motorcycles, hundreds of Reflex Dealers rank this plug the easiest selling accessory on the market. Baby Reflex Spark Plugs are packed in sales-boosting counter-display cartons that state in large bold type—

"Buy a Reflex—Use it 30 Days. If not entirely satisfied return it and get your money back."

Your customer is the judge. If 30 days' use doesn't more than convince him that the Baby Reflex is the plug he has long been wanting—he can return it and get his money back. We in turn will gladly refund your money.

A Right Quality Reflex Plug for Every Motorcycle.

Let us give you our most attractive dealers' proposition. Write us today.

The Reflex Ignition Company
1718 Payne Ave. Cleveland, Ohio

HARRIS
TRADE MARK REG. U.S. PAT. OFF.
OILS
AND
GREASES

Make a Good Motorcycle Better

Because they increase its efficiency. Motorcycles are especially susceptible to poor lubrication—likewise, they quickly respond to good treatment. Cheap oils not only give poor results, but injure your machine. Special care is taken in making our motorcycle oils, and the same high standard of quality found in our other products is maintained. Only the *best* crude stock is used, and every process of its manufacture is carefully tended by experts.

Treat your motorcycle right—lubricate it with HARRIS OILS—it will fully repay you in service.

"A Little Goes a Long Way And Every Drop Counts"

A. W. HARRIS OIL CO.
326 S. Water St., Providence, R. I.
Branch: 143 No. Wabash Ave., Chicago, Ill.

INDIANAPOLIS, IND.

LIGHTWEIGHT motorcycles are going well in this city, these days, practically all the local dealers having sold several. The Merz Motor Company has just placed one of the Excelsior lightweights in the service department of the Indiana Inspection Bureau, to be used by inspectors in their work through the streets of Indianapolis and its suburbs. Several more lightweights are to be installed if the little fellows stand up under the service they will be called upon to do.

THE DOUGLAS & TALBOTT COMPANY, handling the Cleveland, has sold several of the worm-and-chain drive two-strokers. It uses one in its service department, also.

G. H. WESTING CO., has sold all the Featherweight Indians it has been able to get to date. Several of the machines have gone to riders who work at the local post office for delivery service. Orders for several more Featherweights are on the books of the company and will be filled as soon as the next shipment arrives.

CARR SALES COMPANY, handling the Dayton Motor Bicycle, is busy showing the little front-drive four-stroker to agents in Indiana, many of whom are visiting Indianapolis for the purpose.

PROVIDENCE, R. I.

B. A. SWENSON, the Indian Man, has sold the Providence *Journal* two more Indians with vans attached for delivery purposes. He also sold Reverend Father Joseph Sauteux, of one of the Woonsocket congregations, a Featherweight for use in making parochial calls.

The following firms have added 1916 Powerplus models to their equipment: Newport Telephone Company, Narragansett Pier Telephone Company, Narragansett Electric Lighting Company, Providence Gas Company, Providence Telephone Company, Pawtucket Gas Company, and Pawtucket Telephone Company. The city of Providence is now figuring on two machines for use in the Highway department.

EGG HARBOR, N. J.

OSWALD BOTT has got his store ready for the Spring season, and has ordered a large shipment of Pierce and other bicycles as a preliminary. Bott has an agency for the Indian motorcycle and line of bicycles, also.

PASADENA, CAL.

H. A. GOULD, who represents the Thor in Pasadena, made one of his first sales of a V-6 model to a lady rider. In this city, says Gould, the ladies are taking a great interest in light motorcycles and the 6 horsepower Thor twin seems to fill the bill for them, judging by their comments.

PULLMAN, WASH.

THE PULLMAN TIRE SHOP, which recently took the agency for the Thor, sold its first two machines within six hours after arrival. The next day, the firm wired a repeat order to the San Francisco branch of the Aurora Automatic Machinery Company.

HAYWARD, CAL.

S. C. EDWARDS has bought the stock, good will and fixtures of Frank Bodoures, of this city. Edwards has the Indian agency here.

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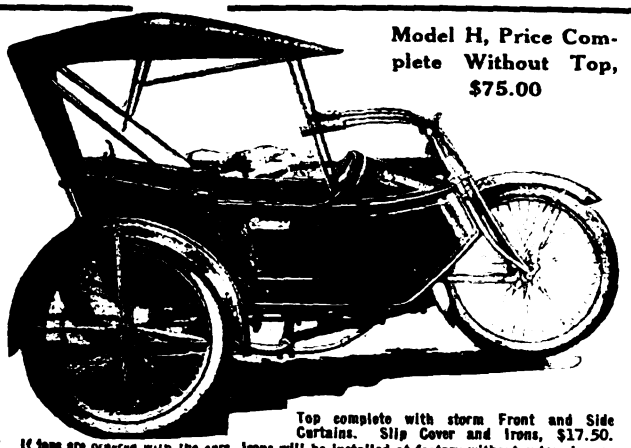


Model H, Price Complete Without Top, $75.00

Top complete with storm Front and Side Curtains. Slip Cover and Irons, $17.50.
If tops are ordered with the cars, irons will be installed at factory without extra charge.

Rogers SIDE CARS WITH AUTOMOBILE TOPS

No sidecar is complete without a top and we are now furnishing ROGERS SIDECARS with the first

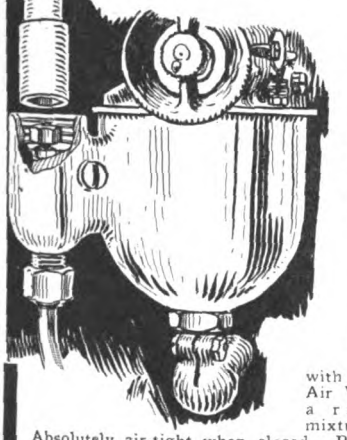
REAL SIDECAR TOP OF AUTOMOBILE TYPE

ever put on the market.
The Design, Construction, Material and Workmanship is right in every detail.
Mr. Dealer: These tops will not only sell themselves, but will make more sidecar sales than a world of argument.
GET IN LINE NOW AND GET THE BUSINESS.
Write for circular giving full details.

ROGERS MFG. CO., 339 W. Madison St., Chicago
Irving Beck (Service Station), 1493 Fifth Ave., New York

Perfect Carburetor Adjustment

There's only one tool made that will perform all the delicate operations necessary on the carburetor to bring it back to its original "pep"—and that's the



STEVENS CARBURETOR WRENCH

This handy little tool takes care of all adjustments. Combines chuck for reseating float valve and socket wrench for the float valve lock-nut. At your dealer's—40c.

STEVENS AIR VALVE

When your valve drops and all your motor says is "Phu-u-t!—shut off the air with the Stevens Air Valve. Gives a rich starting mixture at once. Absolutely air-tight when closed. Price, 20c.—at your dealer's.

Dealers—get that catalog to-day. Ask your jobber about STEVENS

Stevens & Co.
375 Broadway New York

Perfect Service

What is **your** idea of perfect chain service? When you stop to analyze, it means the sort of service that **makes you forget you have a chain,** doesn't it? That's

"The Coventry"

"THE MOTOR'S TRUE MATE"

Put "The Coventry" on your motorcycle and forget it. But **while** you're putting it on the sprockets **remember—**

It is the strongest chain made—It is built for harder usage than YOU can give it—It is GUARANTEED.

The price is $1.00 a foot to the rider. Costs more—worth more.

H. F. L. Funke Co., Inc.
112 Broad St. NEW YORK

A. B. C. GENERATORS

Are Increasing, because they are Right

MODEL B Direct Lighting **$22.50** | **MODEL C** Batt. Charging **$27.50**

A. B. C. GENERATOR CO., Los Angeles, Calif.

Los Angeles City Police just repeated with an order for thirty-eight more.

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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Ever Happen to You?

Ever try to start your motorcycle on a slope and get a nice spill for your pains? It's all the fault of your stand, that cannot adjust itself to any slope or incline. You MUST start your machine on a level spot. With

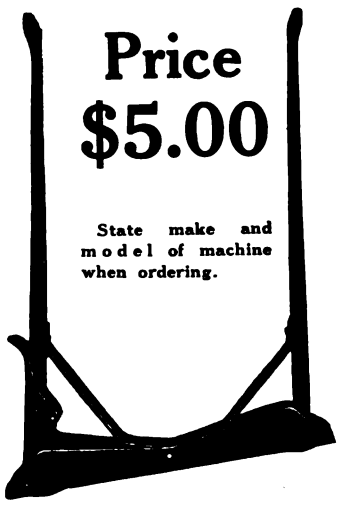
The MILLS ADJUSTABLE STAND

you can start your motorcycle *anywhere*. It *automatically* adjusts itself to any road slope. No more pushing to a level spot. The MILLS STAND holds the motorcycle upright *at any angle*. It's all in the foot lever.

Made to fit any motorcycle. Attached in a minute. Base only 12 inches—costs little more than old-style stands. Much stronger than the ordinary—and better looking.

Price $5.00

State make and model of machine when ordering.



Mills Novelty Co.
225 S. Green St.
CHICAGO

WRIGHT SPARK PLUG

NONE BETTER MADE

Once Used

Used as Regular Equipment on

N.Y. Mica Mfg. Co.

Always Bought

the 1916 Model of Harley-Davidson.

Auburn, N. Y.

Thousands of Prospects

Are reached each week through the classified columns of Motor Cycle Illustrated. And the cost of putting your proposition before this great buying power is only three cents a word per single insertion and two cents a word per insertion for two or more insertions.

If you've got something to sell—don't delay, send your ad to the classified department—THE BIG RESULT GETTER.

Motor Cycle Illustrated
13 Park Row, New York

PRIZE WINNERS IN DRESS-UP PARADE

Ray Day, Indian Dealer, and Charles Sanders in Full Dress Clothes After Riding in Celebration Display in Tacoma, Wash. Rain Necessitated the Use of an Umbrella at End of Trip

ELLSWORTH, KAS.

PAUL WARNER, Indian agent in this city, has sold 25 Powerplus models so far and 6 Featherweights. His repair business is very brisk and there is a considerable demand for accessories. "Motorcycle sales are on the boom now," says Warner, "and they will boom well into the Summer."

SAN FRANCISCO, CAL.

MAGINNI & PERKINS, handling the Harley-Davidson in this city, have made a number of commercial sales recently and the latest has been to the F. J. Heinze Shoe Hospital Company. This company operates three cobbling shops and shoes stores in the Mission District. The sale was of a Harley-Davidson van combination.

COLUMBUS, O.

THE BELT MOTOR COMPANY, Indian agent in this city, has just sold the local office of the Fleishman Company two Featherweight two-stroke models to be used in conducting a coupon-saving contest. The two machines will be awarded as prizes in connection with the giving away of several ponies.

LEWISTON, PA.

J. RALPH McCOOK, Wigwam representative in this city, has sold nine of the Powerplus and Featherweight models during the past month. He has delivered five Powerplus twins of this lot, as well as one sidecar. Business is so good that McCook has taken on an assistant and will keep open day and night.

READING, PA.

HETTINGER BROTHERS, dealers in motorcycles and bicycles, have taken on the Dayton line of motorcycles for 1916. They report a fine demand for both the power and pedal two-wheelers.

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The Greatest Horn Value of the Year

SEISS $3.75 SEISS

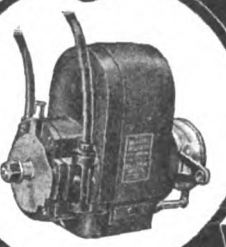
A powerful, commanding warning signal—the surprise in Mechanical Horns. Operated by touch of hand—turning either to right or left—for short low or sharp blast—or for long continuous sound same as a motor driven Horn to demand attention and right of way.

The Only Hand Operated Horn With the Motor Driven Sound

A Horn to be used—a Horn to be proud of and guaranteed for 10 years. Finished in Black Enamel with Nickel Bell. Universal Bracket for attaching to frame or handle bar tube. Write today for printed matter.

The Seiss Mfg. Co. 432 Dorr Street Toledo, Ohio

Berling Magneto



This "B" type will carry the motorcycle maker to Success because it will carry the rider to his destination.

ERICSSON MANUFACTURING CO. 1116 MILITARY RD., BUFFALO, N.Y.

1916 CATALOG READY

MOTORCYCLE SUPPLIES and REPAIRS

MOST COMPLETE STOCK ON EARTH

QUALITY Write today. Special offer to dealers. SERVICE

EXPERT OVERHAULING

Best equipped repair shop in Northwest
Estimates Furnished Work Guaranteed

MOTORCYCLE ACCESSORIES CO.
ST. PAUL MINN.

NEW YORK SPORTING GOODS CO.

FREE TO DEALERS

Write us on your letter head or enclose your business card and we will send you our new catalogs.

No. 60 Motorcycle Supplies
No. 64 Bicycle Sundries

A few agencies still open for live dealers of "Victor," Pierce and "Crawford" Bicycles. Prices and terms on application.

New York Sporting Goods Co.
15 and 17 Warren St., near Broadway New York

Firestone

Motorcycle Tires

The stunning red and black, the trade-mark of Firestones, should be your equipment for Most Miles per Dollar.

More rubber than in any other motorcycle tire! Same quality and materials as in Firestone Automobile Tire.

Firestone Tire and Rubber Company
"America's Largest Exclusive Tire and Rim Makers"
Akron, O.—Branches and Dealers Everywhere

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LIFE OF KRAMER

(CONTINUED FROM PAGE 30)

Then, to top off the afternoon of strenous endeavor, Kramer returned to the track for the five-mile open and this time he defeated everyone, American and foreigner, by finishing first after a good ride.

On Sunday, September 16, Kramer vanquished Jackie Clark in two straight heats at three-quarters of a mile, and a few weeks later defeated Perchiot in straight heats of a match race.

On Saturday, December 7, Kramer won the indoor professional championship by defeating Gordon Walker and Joe Fogler at Madison Square Garden. Kramer competed in the six-day race with Frank Moran and finished seventh. On the last day of the long grind, at 1:19 in the morning, while Moran was on the track, the team was lapped. The judges accused Moran of throwing himself deliberately off his wheel.

(To be continued)

BUTLER COUNTY MEET ON JULY 4

HAMILTON, O.—Four events are to be run off at the Butler County Fair Grounds, this city, on July 4, at the meet of the Hamilton M. C. in connection with the annual outdoor entertainment of Butler Aerie, F. O. E. The first event is for the five-mile amateur championship of Butler County, and the other three are respectively 5, 10 and 25-mile pro. races, for which large money prizes are offered. Entries for these races will close July 1, and application should be made to the Hamilton M. C., at Hamilton, O.

SPRINGFIELD BALL FANS IN MOTORCYCLE PARADE

(CONTINUED FROM PAGE 13)

No difficulty was experienced in holding the motors to a reasonable parade pace of about ten miles an hour, which with the length of the parade, gave all the spectators an eye-full. The parade leaving Cooley's went south through Main street, detouring around Court Square and back up Main street to the ball park. Old timers along the street thought it was as good as a circus parade. The ballplayers enjoyed the ride.

J. H. O'Brien was chief marshal with H. H. Noyes as first assistant and the following riders contributed their machines and services: Z. Godin, Eugene Madden, William Gurley, Bert Barrows, A. G. Gruendler, Richard Malone, Lester Miller, Eugene Pomponio, G. F. Dutton, Ted Driscoll, Baxter Potter, Thomas Crombie, Charles Cooley, Carl Modig, Michael Johnson, Bert Edgerton, Gene Walker, Fred Corbin, Emil Thereault, Donald Kain, Frank Record and C. V. Pendleton, Jr., of Norwich, Conn.

GARDEN CITY WHEELMEN WIN RELAY

(CONTINUED FROM PAGE 27)

Two gold medals were hung up for this event by Walter Hammitt. W. Thompson won the sprint easily, while C. Hershey was second and R. Johnson, N. C. W., third. Summaries:

Relay race—First heat—Won by W. Cassilles (S. W.); J. Stalker (N. C. W.), second; R. Rondoni (C. C. W.), third. Time—15:47⅘.

Second heat—Won by E. Shinglee (S. W.); W. Hafley (G. C. W.), second; R. Gillette (N. C. W.), third. Time—16:16.

Third heat—Won by M. Almerson (S. W.); A. Slocks (N. C. W.), second; W. McGettigen, third. Time—15:01.

Fourth heat—Won by A. Sterner (S. W.); J. Bell (N. C. W.), second; O. Wink (G. C. W.), third. Time—14:28.

Fifth heat—Won by M. Cassilles (S. W.); H. Warden (G. C. W.), second; M. Bernberger (N. C. W.), third. Time—14:37.

Sixth heat—Won by C. Hershey (G. C. W.); W. Thompson, second; H. Horner (S. W.), third. Time—15:05.

One mile sprint—Won by W. Thompson (N. C. W.); C. Hershey (G. C. W.), second; R. Johnson (N. C. W.), third. Time—2:28.

MANY LIGHTWEIGHTS ARE OUT

Kansas City., Mo., April 25.—Sunday trips and week ends in the small towns about Kansas City have begun in fine style. One of the most noticeable features of these trips is the number of lightweights that are seen on the road. It is a common sight to see suburban dwellers riding their lightweight machines to and from the city and it is obvious that their friends, the "strap-hangers," have also taken notice.

DECIDE RUN DETAILS

WHEELING, W. Va.—The regular weekly meeting of the Wheeling M. C. was held on April 25, and plans for the annual endurance run to Bedford, Pa., were approved. It was also decided to have the Uniontown, Pa., run in two sections on May 7, one section to be for old riders and the other for new riders and sidecars.

Avoid the dangers of riding with a dim light at night, by

using a 20th Century *lamp*

Their clear rays add much to the safety of bicycling and motorcycling. Neat in appearance. Easy to care for. Reasonable in price.

We are Boosters for "One Million Bicycles in 1916"

20th Century Mfg. Co. 41 Warren St. New York.

RENOLD

Look up the equipment of last year's record-breakers. You'll find RENOLD Chains on the majority. RENOLD SPECIAL SERVICE Chains give the sort of service you deserve in a chain—perfect.

8198—8199
⅝" pitch ¼" width
⅝" pitch ⅜" width

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Peter A. Frasse & Co., Inc.
419 Canal St., N. Y.

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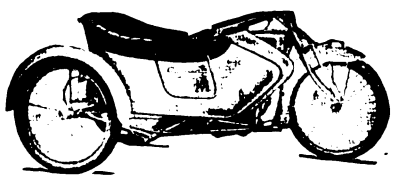
THE HARRY SVENSGAARD SALES CORP. DETROIT

This Name Guarantees Satisfaction



See that it is on the sidecars you sell in 1916!

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When you say to your dealer: "I want a Benton Plug—the case-hardened kind"—you AUTOMATICALLY CANCEL YOUR SPARK PLUG TROUBLES. Our valuable booklet, "Spark Plugs—How to Make Them Give Perfect Service," is yours. Get it.

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"EXTRA SERVICE"

Federal Rubber Manufacturing Co. - Milwaukee

Champion

"TOLEDO MADE FOR THE WHOLE WORLD'S TRADE"

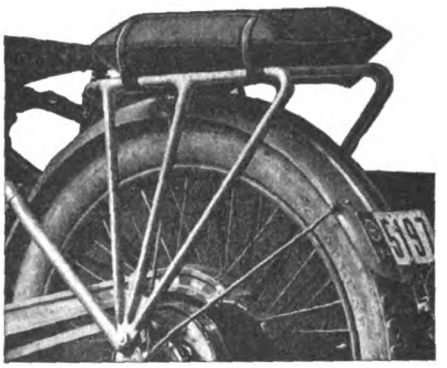
Motorcycle Mica

75c Can't Break

Special Oil Resisting Construction

Champion Spark Plug Co. 2308 UPTON AVE. TOLEDO, OHIO

TRAVEL ON AIR



INSIST ON COMFORT AND EASE, BY USING THE PNEUMATIC AIR CUSHION.

Is inflated without use of pump and deflated and carried in pocket or tool kit. Radically different and far superior to any article used for this purpose. FITS ALL LUGGAGE CARRIERS and can also be used for any other purpose, such as camping, fishing or any other place where comfort is desired. Its durability backed by two years' practical test.

PRICE $3.50

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NATIONAL Motorcycle and Bicycle Spokes

We are selling several of the representative motorcycle and bicycle manufacturers, as well as some of the largest jobbers in the country.

For Motorcycles—.135 x .110 and .128 x .100. Made of high grade wire, either hand buffed or regular bright nickel finish. For Bicycles—.092 x .072; .080 x .060; .072 x .056. Furnished in National hand buffed or regular finish. Finest grade of wire. Rust proof!

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The Oldest Supply House in America

You can't be up-to-date without it.

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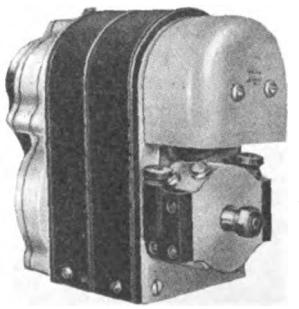
We copy official automobile and Motor Cycle records in the Capitol here and can compile a list of the auto or Motor Cycle owners for your section of the State, at lowest rates, sending you supplements, giving the additional registrations. We can compile a list of owners of any particular Motorcycle you may wish a list of.



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How many times have you been stranded miles away from a garage and your magneto or your electrical equipment would need a slight adjustment that you could not give it? With our Test and Repair Set with tools, and a book of instructions on "Care, Repairs and Road Troubles" on all makes and models of magnetos, generators, storage batteries and electrical equipment on your motorcycle, complete in a traveling case you can locate and repair all your electrical equipments and save the price of this set many times. Order early as we are working night and day meeting the demands for this test set that are pouring through every mail. Price for electrical equipped model $5.50 and price for regular stock model $3.50.

HAESE & CO., ELECTRICAL SERVICE STATION

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Inventions bring fortunes when protected by good patents. New ideas in great demand. I will get a valuable patent for you and will help you make money from it. Ask about my free advice, or send sketches for free search of patent records.

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Motorcycles a specialty. All work guaranteed. Large accommodations for storing motorcycles and sidecars at low rates.
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Parts for DAYTON and DE LUXE
Repairs and Supplies
DRISCOLL & JEANROY
909 W. 126th St. New York.
'Phone, 3352 Morningside.

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J. C. FOLEY
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HARLEY-DAVIDSON
M. J. GOLDMAN
All Makes of Bicycles—Expert Repairing.
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Distributing Agents for
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All Repairs Guaranteed
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T. J. SIXSMITH
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Brooklyn and Long Island, 1157 Bedford Ave.; 594-596 Jamaica Ave. Exhaustive line of supplies, repairs, parts; in short, we stock everything for the motorcycle and the rider.
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FRANK P. BAKER
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All models on display.
Full line of Parts—A1 F. A. M. Repair Shop.
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Distributor of
Excelsior-Reading-Standard and Cleveland Motorcycles, Smith Motor Wheel, Crown bicycles and the best accessories.
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MOTORCYCLES, BICYCLES AND SUPPLIES
Expert Repairing
B. SLOTNICK, 5306 Fourth Ave., B'klyn
Near 53d St. Station Phone 4585 Sunset

WINGES BROTHERS, 1315 Bushwick Avenue, Brooklyn, N. Y., Brooklyn and Long Island distributors for the Dayton; also Indian agency. Expert repairing on all makes of motorcycles. Complete line of supplies. Prompt and satisfactory service a feature of this establishment.

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AND SMITH MOTOR WHEEL
All makes of Bicycles—expert repairing
FLUSHING BICYCLE EXCHANGE
30 MAIN ST. FLUSHING, N. Y.
Phone 496J Flush.

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EXCELSIOR DISTRIBUTORS
Parts and Supplies—Repairing by factory mechanics.
Bridge Plaza, Long Island City.
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D. & D. MOTOR SUPPLY CO.
INDIAN MOTOCYCLES
Phone: 2045 Astoria.
Expert Repairing—Gasoline.
Full Line of Accessories—Used Machines.
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Territory—Long Island City to Port Washington on North Shore. Demonstration gladly given.
Full Stock of Supplies—Used Machines.
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W. EDW. MACDOUGALL CO.
Dist. of Harley-Davidson Motorcycles. Drop us a line if interested in second-hand machines.
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MOTOCYCLES
Rebuilt machines. A written guarantee with each machine. Write for details and price list.
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Motorcycle Repairing and Winter Overhauling. Complete repairs on any make.
INDIAN A SPECIALTY. PRICES RIGHT
Work guaranteed. 1916 Indians always in stock; any make taken in trade. All makes of second-hands on sale.
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Mt. Vernon Motorcycle and Bicycle Shop
Agents for HARLEY-DAVIDSON Dep't F.A.M.
Opposite Proctor's Theatre, Mt. Vernon, N. Y.
We Fix Everything

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Motorcycle Tires
Parts and Supplies
Also
BICYCLES and SUPPLIES
WHOLESALERS and JOBBERS
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NOTICE TO MINNEAPOLIS MOTORCYCLE RIDERS REGARDING REPAIR PARTS
We have taken over the entire stock of repair parts and machines. Prompt attention assured all orders and inquiries—prices right.
H. E. WILCOX MOTOR COMPANY
1630 Marshall St. N. E., Minneapolis, Minn.
Successors to Minneapolis Motor Co.

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All slightly used and rebuilt machines, about 125 on hand, all makes, at unheard of price reductions. A new sheet, full of bargains, ready for you. Don't wait longer, don't look any farther—we have what you want at the right price. Write today.
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1448-52 Larimer Street Denver, Colo.
Largest Cycle and Motor House in West

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Our new 1916 Catalogue "C" describing everything new and necessary for the motorcycle at money saving prices, will be mailed free on request.
GET ONE BEFORE ORDERING YOUR SUPPLIES
E. J. WILLIS CO. 85 Chambers Street New York City

Motorcycle Accessories and Supplies
Manufacturers, Agents and Jobbers, Wholesale and Retail. Get Our Catalogue Before Buying Your Supplies.
Dealers, Attention! Send For Our Catalogue and Dealers' Price List.
HARLEY-DAVIDSON SALES CO.
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Rogers SIDECARS
NEW YORK SERVICE STATION
Sidecars and parts in stock for all machines. Special attention to dealers.
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THOR MOTORCYCLES
Complete stock of parts, over-night service. When in need of Thor parts try us. Large stock of used machines, all makes, at bargain prices.
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1031 Bedford Ave. Brooklyn, N. Y.

BARGAINS IN USED MOTORCYCLES
Write for our revised list of used motorcycles of all makes and models, including the Harley-Davidson, Reading-Standard, Merkel, Thor, Indian, Yale, Shickel, Pope and De Luxe.
Literature furnished on request.
The Place of Satisfaction.
MUELLER CYCLE AND SUPPLY CO.
Oldest and largest dealers in the northwest.
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CYLINDER GRINDING
Motor-Cycle Exclusively
New pistons and rings accurately fitted.
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Are You Looking for Bargains in Second-hand Motorcycles?
Read all the advertisements listed in the classified section of Motor Cycle Illustrated directly below.

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ONE INSERTION THREE CENTS A WORD; MINIMUM 50c.

MORE THAN ONCE TWO CENTS A WORD PER ISSUE

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FOR SALE—Well established motorcycle and auto supply depot. Handling the leading makes of motorcycles and bicycles. Situated within New York City limits, on busy automobile and motorcycle thoroughfare. Large transient trade. Gasolene depot. Splendid opportunity for the right party. Good reasons for selling. Peters, care Motor Cycle Illustrated.

FOR SALE—Motorcycle and bicycle business in live city of Middle West. Agents for most popular machine. Address G. M. M., care Motor Cycle Illustrated.

CYCLONE 3-speed, 1916 model, demonstrated only 50 miles, $225. Cyclone single-speed, 1915 model, used 500 miles, $175. Flying Merkel single-speed, 1915 model, used 1,600 miles, Stewart speedometer and horn, $125. Ashley Sport Shop, 1213 Bedford Ave., Brooklyn, N. Y.

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Now is the time to dispose of those used motorcycles. You need all available space for handling new business now that the riding season is open.
Let prospective buyers know what you have to offer. Advertise HERE.

POSITIONS WANTED

WANTED—Position by traveling salesman; 3 years experience with well-known bicycle and motorcycle manufacturer in South and Central West; also factory experience. Address W., care Motor Cycle Illustrated.

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WANTED—A first class repair man to work on motorcycles; state where last employed, salary expected, and send references. Canaday-George Co., 270 Hudson avenue, Albany, N. Y.

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HARLEY-DAVIDSON, Indian, Excelsior, Thor and Merkel cylinders reground and fitted with our lightweight pistons and rings, $4.50; with leakless piston rings, $6. Bakeman Motor & Supply Co., St. Cloud, Minn.

THE SMALLEST AEROPLANE in the world. The motorcycle engined monoplane. Blueprints, $10 per set. Described in March Popular Mechanics Magazine, page 353. George D. White, Los Angeles.

WANTED—Demonstrators and salesmen for new article that every auto or motorcycle dealer and repair man should have. A good salesman can easily secure large orders on which we will give large commissions. Address Box C. B. Motor Cycle Illustrated.

DYKE'S MOTOR MANUAL ON MOTORCYCLES, marine and stationary engines. The most complete simplified book published, $2.00. Send for interesting descriptive circular to A. L. Dyke (Pioneer) Publisher, Box 98-M Roe Bldg., St. Louis, Mo.

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Back Again!

—refreshed by the invigorating night air—better fitted for the morrow's work. It's healthful pleasure—nothing but *pleasure*, if your mount is equipped with the

REMY

Motorcycle Lighting-Ignition System

The REMY System is trouble-proof. It furnishes perfect ignition always—truly synchronized sparking at the plugs—whether your motor is running at top speed or turning over slowly. Always dependable for quick starting. Guarantees a quick, snappy pick-up. Battery is kept charged by the generator and you get a good, hot spark, regardless of speed.

REMY Light, like REMY Ignition, never fails. A turn of the switch gives a bright, intense white light. You can ride in comfort and safety. The REMY System is endorsed by thousands of motorcyclists.

Ask your nearest Harley-Davidson dealer to show you the advantages of the REMY System. Service stations nearly everywhere.

Remy Electric Company

Makers of World Famous REMY Equipment for Automobiles.

Factories: Anderson, Indiana.

Sales & Engineering Offices: Detroit, Michigan

CONSTANT REMY SERVICE

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EXCELSIOR AUTO-CYCLE

BEST For ALL Service

When the State of Wisconsin wanted motorcycles, they wanted the best.

The buyers were men of experience who valued records of accomplishment higher than manufacturers' claims of superiority.

They investigated the Official Records of public performance and the reputation of the several makes in private service.

The result was never in doubt and the Conservation Wardens of Wisconsin

will ride Model 17-3

EXCELSIOR AUTOCYCLES

the motorcycle that ALWAYS MAKES GOOD

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150 more EXCELSIORS for the Chicago Police Department

ordered at a price averaging $13.00 per machine higher than the closest competitor—is the best possible proof that the nearly 200 EXCELSIORS now in use by the Chicago City and Park Police Departments have

ALWAYS MADE GOOD

Think it over before you buy your new motorcycle.

Excelsior Motor Mfg. & Supply Company

Office and Factory, 3703 Cortland Street, Chicago

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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THE BEST DRIVE SPARTAN FOR LIGHTWEIGHTS

Mr. Dealer—Be Particular In Your Specifications

When selecting the Lightweight you are going to add to your selling line this year, you naturally will select one having belt transmission—belt drive because it will be free from numerous additional parts, and have that much desired appearance of simplicity.

However, there is one point you must consider carefully. It is the kind of belt supplied with your Lightweight. It is obvious that belt transmission is just the drive for Lightweights, but belt transmission is made or marred by the kind of belt used.

Therefore, to be sure of your Lightweight's success, see that its silky smooth belt transmission is assured long life and positiveness by giving attention to the kind of belt supplied —an ordinary belt won't satisfy your type of knowledge, your kind of customer. You only will be satisfied if your Lightweight is fitted with the long-lived moisture-proof

SPARTAN BELT

THE CLEAN, SMOOTH, NOISELESS TRANSMISSION

Made only by
THE GRATON & KNIGHT MFG. CO.
Worcester, Mass.

For assurance of prompt attention to your wants mention MOTOR CYCLE ILLUSTRATED.

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"I Specify Morrow Brakes on all Bicycles that I buy"

"I find that the Morrow is the easiest running, most positive brake on the Market"

Cordele, Ga.

Eclipse Machine Company
Elmira, N. Y.

Gentlemen:

I am mailing you under separate cover a few MORROW Coaster Brake parts for which please ship new parts and oblige.

I specify Morrow Coaster Brakes on all bicycles I buy, and I use them altogether in repair line.

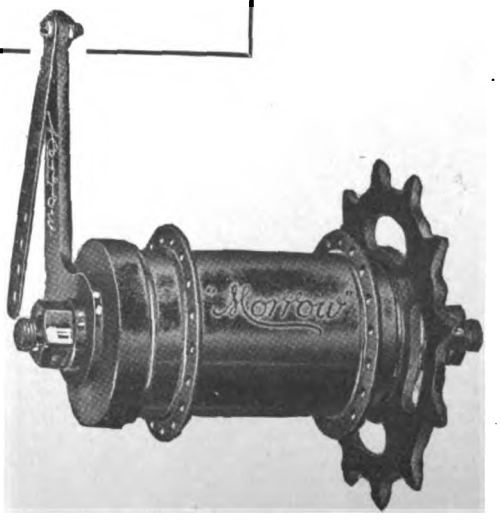
I have been in the bicycle business about twelve years and have used all kinds of coaster brakes, and I find that the MORROW is the easiest running, most positive working brake on the market; in applying the brake it don't hold with a jerk as most other brakes do, but it takes a firm hold and with very little pressure on the pedal it will stop the wheel instantly.

Trusting that you will ship me the new parts at once, I remain,

Yours truly,

G. L. RILES.

Sufficiency!



Eclipse Machine Co.

Elmira, N. Y.

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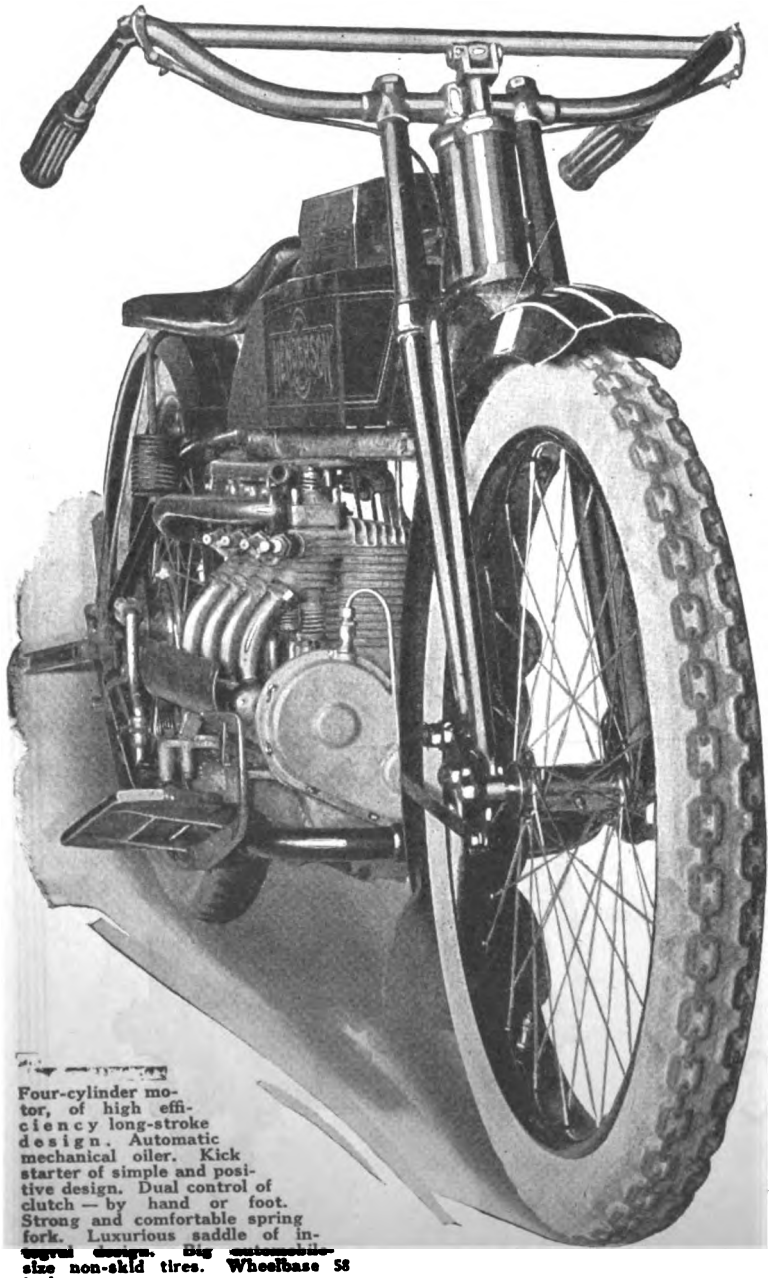
Fitness

EVERY detail of the four-cylinder Henderson is marked by the strength, dependability, and effectiveness that are essential to success in active service. The super power of the four-cylinder motor wins over seemingly impossible difficulties. Its absence of vibration gives freedom from derangement, and reliability of service that is so important when the mission is vital and service stations far away.



Four-cylinder motor, of high efficiency long-stroke design. Automatic mechanical oiler. Kick starter of simple and positive design. Dual control of clutch — by hand or foot. Strong and comfortable spring fork. Luxurious saddle of integral design. Big automobile-size non-skid tires. Wheelbase 58 inches.

Full detailed information will be furnished on request.

HENDERSON MOTORCYCLE CO.
1158 CASS AVE., DETROIT, MICH.

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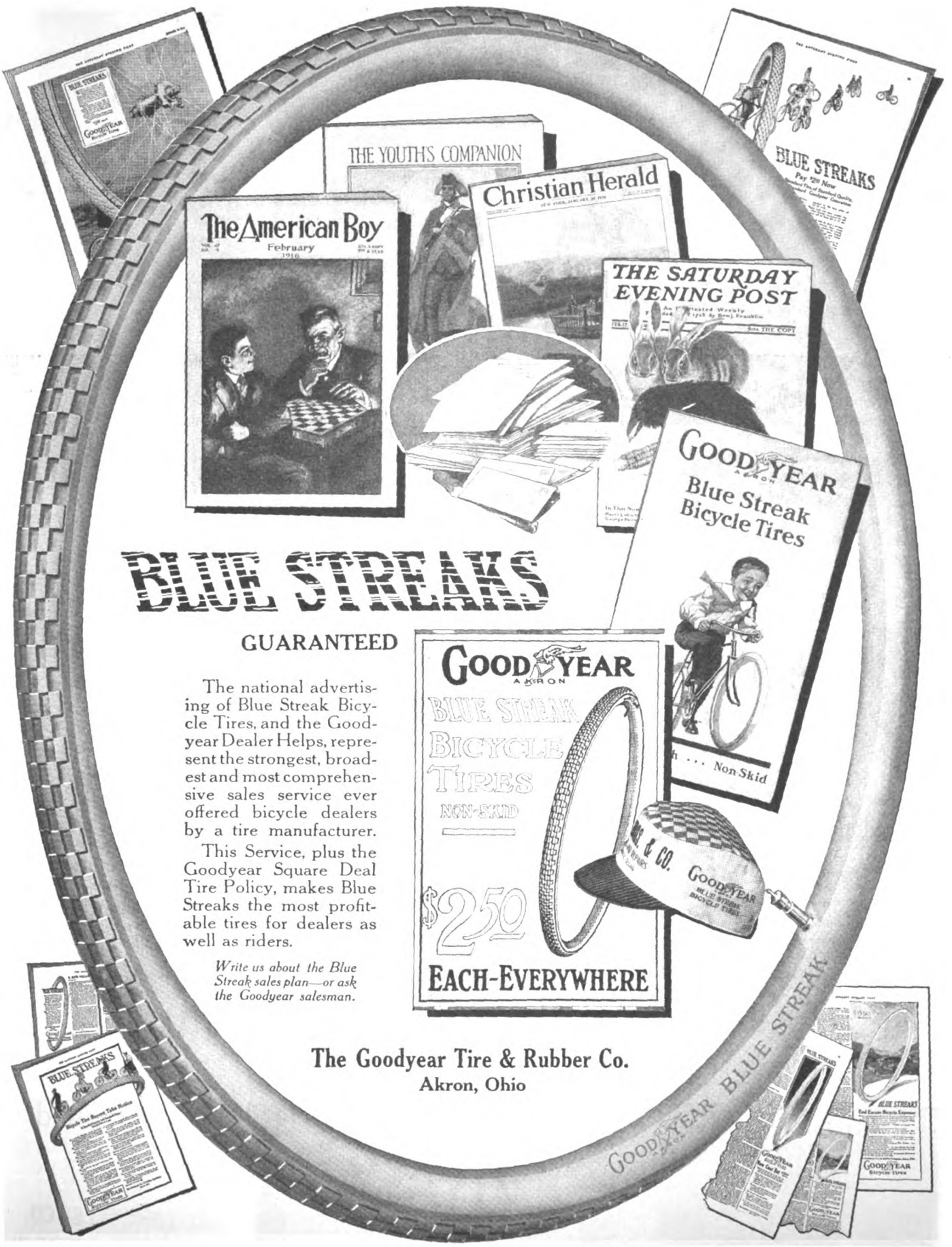

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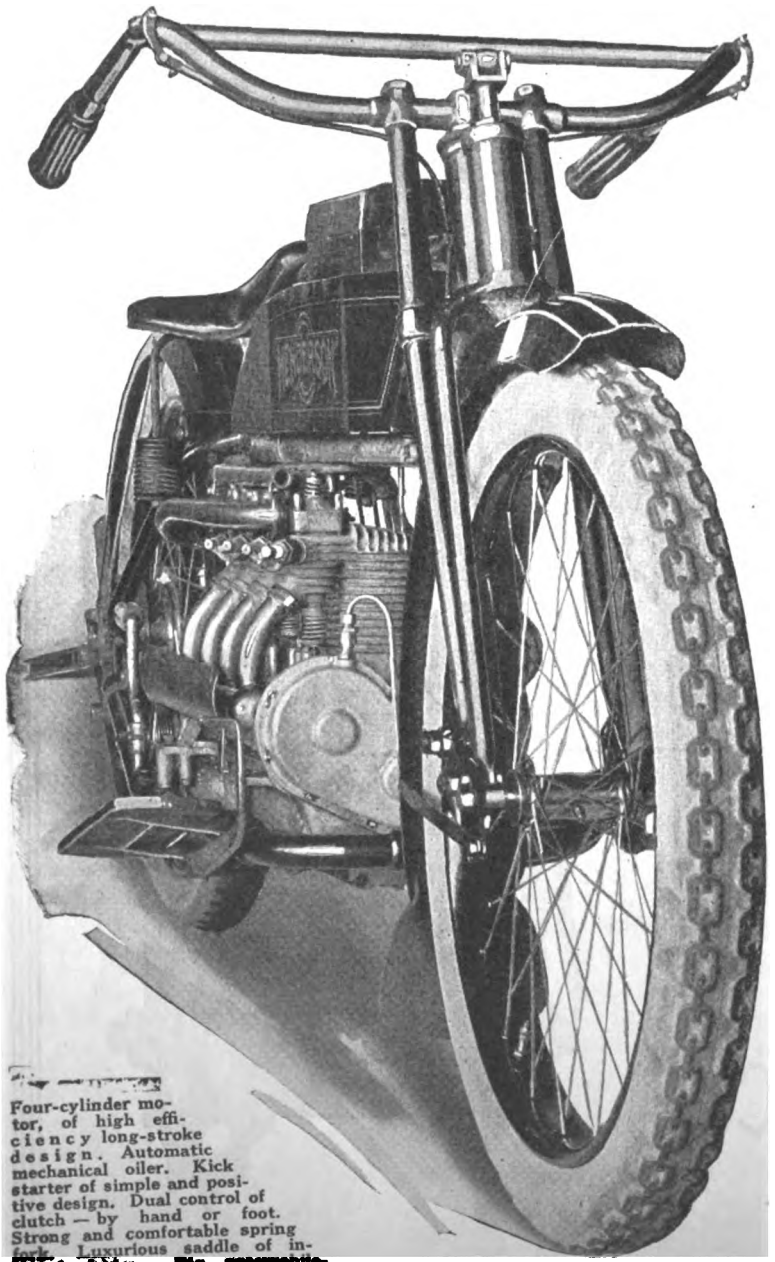

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Full detailed information will be furnished on request.

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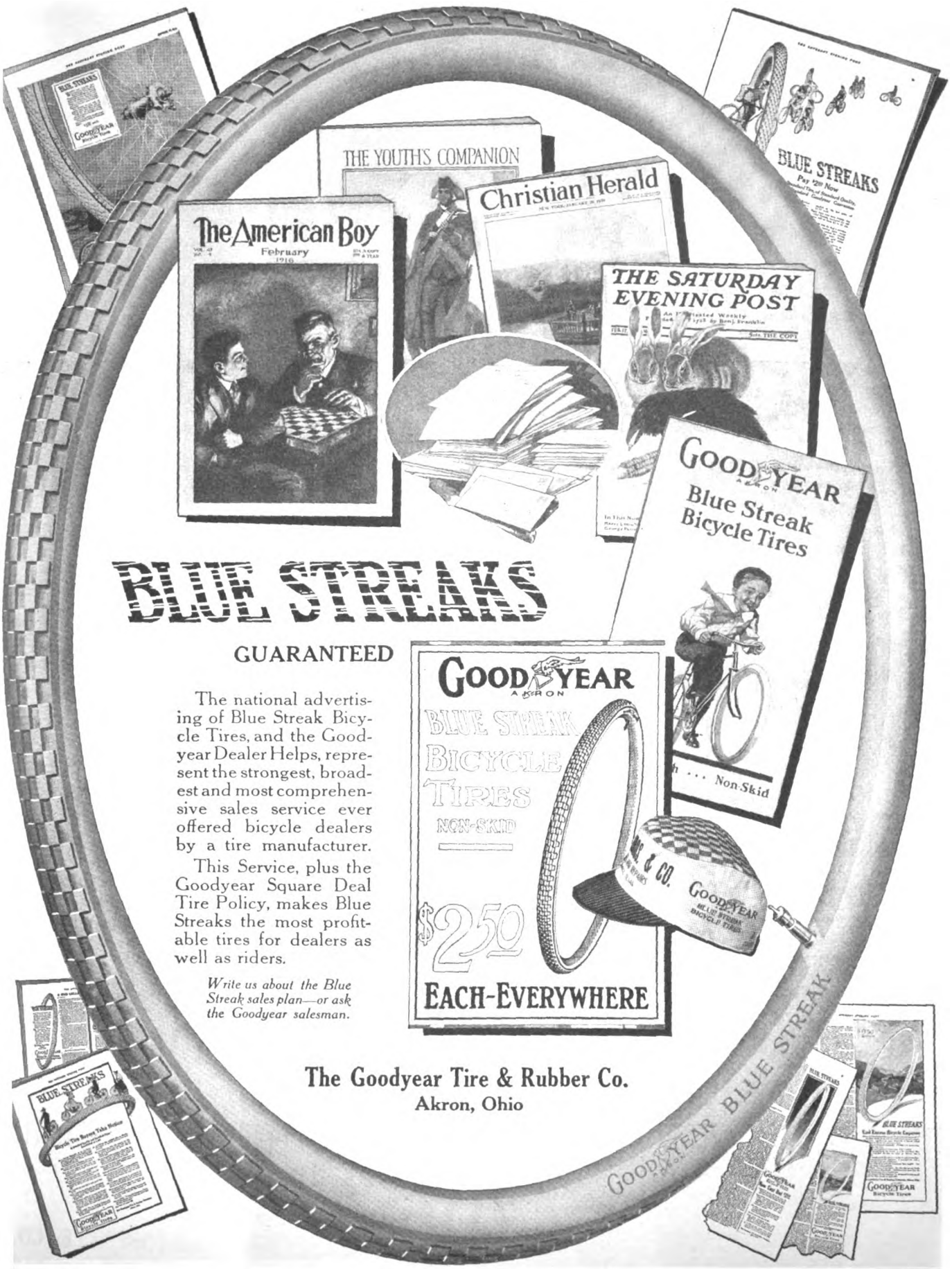

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United States 'Chain' Tread Motorcycle Tires stand for preparedness—preparedness against skidding—preparedness for long, faithful, efficient service.

That is why so many of the motorcycles now in use in the United States Army and in the organized militia are equipped with 'Chain' Treads.

For long, hard service there is no better tire made.

See that your motorcycle is equipped with 'Chain' Treads, and prepare to receive thorough tire satisfaction.

United States Tire Company

'Chain' Tread MOTORCYCLE TIRES

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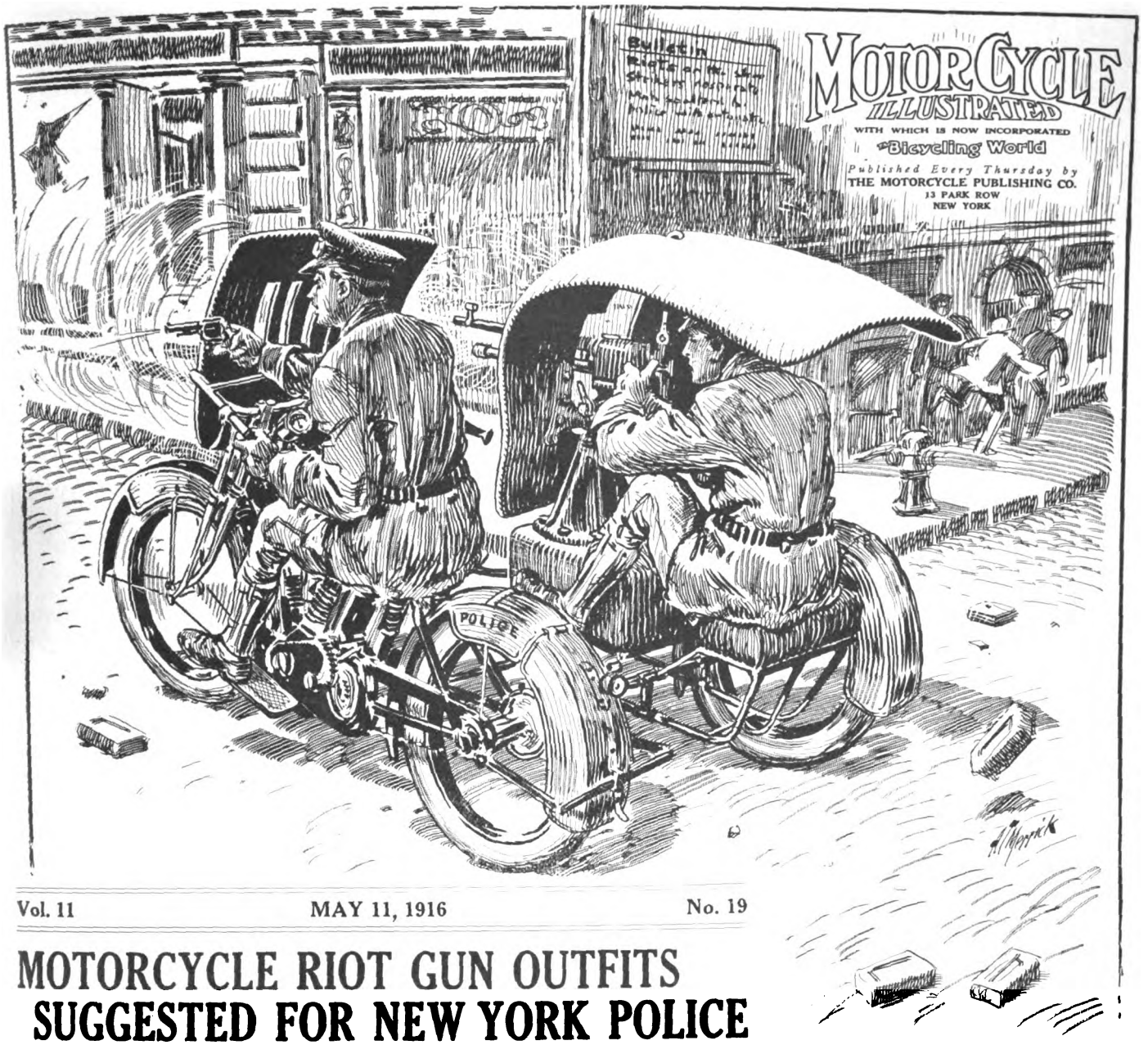

Vol. 11 MAY 11, 1916 No. 19

MOTORCYCLE RIOT GUN OUTFITS SUGGESTED FOR NEW YORK POLICE

Member of Metropolitan Motor Squad Has Completed Design of a Combination Intended for Everyday Use in Department With Van or Sidecar and for Machine Gun Service in an Emergency

NEW YORK, May 10.—Preparedness, with a capital P, has struck the New York City Police Department, and one of the brand new ideas that has been called to the attention of the officials within the last few days involves the use of a specially-equipped motorcycle sidecar body to carry a machine gun for riot service. The details of the outfit have been carefully worked out by a member of the New York motorcycle police squad, who is prepared to superintend the designing of the combination if the authorities give their O. K.

The striking illustration which heads this page shows how the proposed outfit would appear in action. It will be noted that the shield on the sidecar is intended to safeguard the gun-operator against missiles thrown from upper windows and roofs, the experience of the police having demonstrated that those are the greatest sources of danger. In this connection, it should also be stated that the machine gun is to be capable of firing almost vertically, this high-angle arrangement enabling the operator to clear rioters from windows and roofs.

It is the intention to use the motorcycle combinations in everyday service in the department, with either regulation sidecars or vans, and to have the machine guns stored at a central point where they could be quickly attached with the shields in an emergency. Motorcycle policemen who have had the matter brought to their attention are of the opinion that the machine gun oufits would prove invaluable to the department in the event of an uprising in the city following a possible declaration of war, or a serious disturbance of any other character. They argue that the mere appearance of ten or a dozen machine gun motorcycle outfits would quell almost any riot, and that it would not be the intention to open fire except under the most extreme conditions. The remarkable mobility of the motorcycle which would enable a handful of officers to man the machine gun combinations in a jiffy and reach the scene of an outbreak before there had been serious loss of life is the feature that naturally makes the strongest appeal to police advocates of the idea.

It is pretty well known, even outside police circles, that the New York City force has for months past been going through a special "Preparedness" campaign and that the department could be placed on practically a military basis on a moment's notice. This determination to be ready for any emergency has led to numerous suggestions for equipping the men more effectually, and the motorcycle machine gun idea is one of the most practical and at the same time sensational propositions that has come to light.

Police Commissioner Woods is strongly in favor of increasing the New York motorcycle police squad, owing to the excellent results obtained through the two-wheelers, but he has had nothing to say concerning the machine gun phase of the matter as yet.

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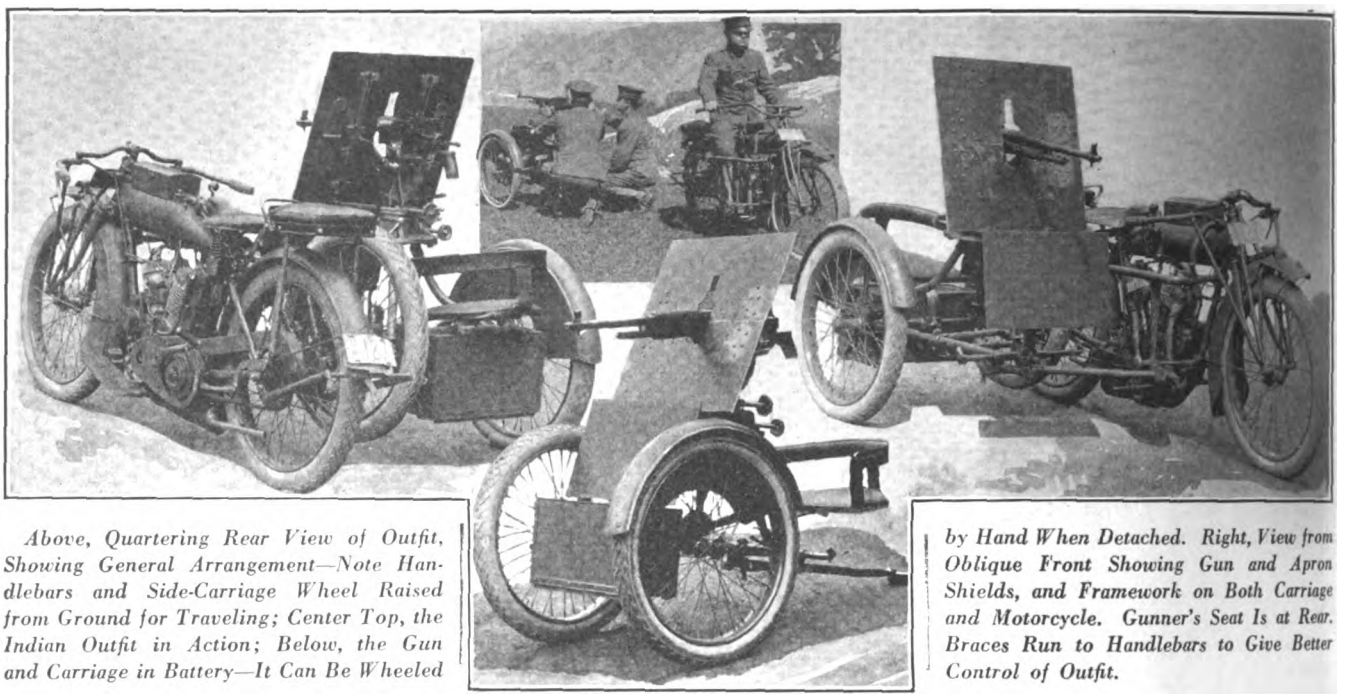
BRAND NEW INDIAN GUN OUTFIT IS UNIQUE

Carriage Is Fitted with Two Wheels Which Remain in Position for Action and When Traveling—Special Frame on Motorcycle for Attaching, With Quick Action Connections



Above, Quartering Rear View of Outfit, Showing General Arrangement—Note Handlebars and Side-Carriage Wheel Raised from Ground for Traveling; Center Top, the Indian Outfit in Action; Below, the Gun and Carriage in Battery—It Can Be Wheeled by Hand When Detached. Right, View from Oblique Front Showing Gun and Apron Shields, and Framework on Both Carriage and Motorcycle. Gunner's Seat Is at Rear. Braces Run to Handlebars to Give Better Control of Outfit.

SPRINGFIELD, Mass., May 8.—Extreme mobility both when in action and when attached to the motorcycle is a feature of the machine gun carriage just put out by the Hendee Mfg. Co., maker of Indian motorcycles, from its big works in this city. The mobility of piece and carriage when detached from its motorcycle is obtained by the use of side wheels, both of which remain in place when the carriage is again "limbered" to the motorcycle. This is a distinctly new feature in both carriage and military construction, and its operation in service will be watched with interest by all military men.

The Hendee machine gun carriage consists, briefly, of a two-wheeled frame on which is fitted a tripod. There is a tubular portion of this frame which extends forward when the carriage is attached to the motorcycle, and this carries a gunner's seat on a curved piece of flat section. Attached to the narrowed front end of this framework is a tubular trail ending in a blunt spade, somewhat on the lines of that used in field pieces. This trail forms one of the connections to a framework on the motorcycle for attaching the carriage.

Frame on Motorcycle

To the motorcycle on the right side is fitted a tubular frame, leading horizontally from the diagonal tube below the steering head cluster to the right and then to the rear. At a point opposite the rider's knee this framework inclines downward and is attached to the rear construction of the Indian motorcycle, which, by the way, has a rigid frame. A second and lower frame attaches to the diagonal tube and extends to the right, terminating in a knob. This is attached to and braced by a special forging to the upper frame and to it is attached by a special clamp the trail for the carriage.

The carriage chassis is designed to attach to this on its left side and the carriage when on the road is transported with its left-hand wheel in the air and its right-hand wheel doing duty as a regular sidecar wheel. This is an innovation in carriage construction, and has great advantages in enabling the gun to be brought into action over a considerable distance by hand as soon as it is detached from the motorcycle.

Carriage Construction

To return to the carriage. On the upper carriage is a pedestal carrying a rifle-calibre machine gun, with means of traversing and elevating it, these movements being controlled by hand-wheels. There is a gun shield fitted, although this can be folded on the upper carriage and swung away from the gun, thus giving the crew unimpeded view. There is an apron shield to protect the tripod and pedestal, as well as the gunner, when in his seat.

Below the gunner's seat when the carriage is limbered is a steel chest for ammunition. At each end of the chassis, at the center of the end member, is a square socket bracket. In traveling position the gunner's seat and its arm fits into the bracket on the main axle and the apron shield into the socket on the other end member. When in action the gunner's seat and apron shield are exchanged in their sockets. Clamps hold the parts when in place. There is a steel mudguard over the right-hand wheel of the carriage, this guard having a valance in one piece.

Motorcycle Details

The motorcycle, a Powerplus, with rigid frame, is fitted with a tandem attachment and foot rests for the gunner. The seating arrangement of the whole apparatus enables three to be carried—driver, gunner on tandem and gunner on carriage seat. The handlebars are of the semi-T. T. type, braced to the axle ends at each side. Finish is standard army color all over. All wheels are the same size and carry the same profile of tire.

With the new Hendee carriage, the gun has universal fire when in battery, as it has a wide traverse on the pedestal, and the whole carriage can be moved. When limbered it can be fired without the gun shield in a wide arc and with the shield up in over 180 degrees from front to rear in a clockwise direction. The shield arrangement protects those serving the piece from rifle fire. All clamps on carriage and connections are made for quick detachment or attachment, so that no time shall be lost in going into action or limbering for travel. Details of the caisson have not as yet been announced from the Wigwam.

LISTS OF NEW YORK STATE RIDERS NOW OBTAINABLE

THE attention of manufacturers, jobbers and dealers who are doing business in New York State is called to the advertisement, elsewhere in this issue, of the Capitol Auto List Company, Room 233, Capitol, Albany, N. Y. This concern makes a business of compiling automobile and motorcycle lists. In view of the fact that the New York State motorcycle registration law went into effect only recently, it was impossible until now to secure the names and addresses of New York motorcyclists.

Lists, containing any number of names desired, or of riders in any particular section of the State, or of any special make of machine, can now be obtained at a low price from the Capitol Auto List Company. Dealers will find the lists useful for circularizing prospects in their territory, for example, in soliciting their repair and accessory business.

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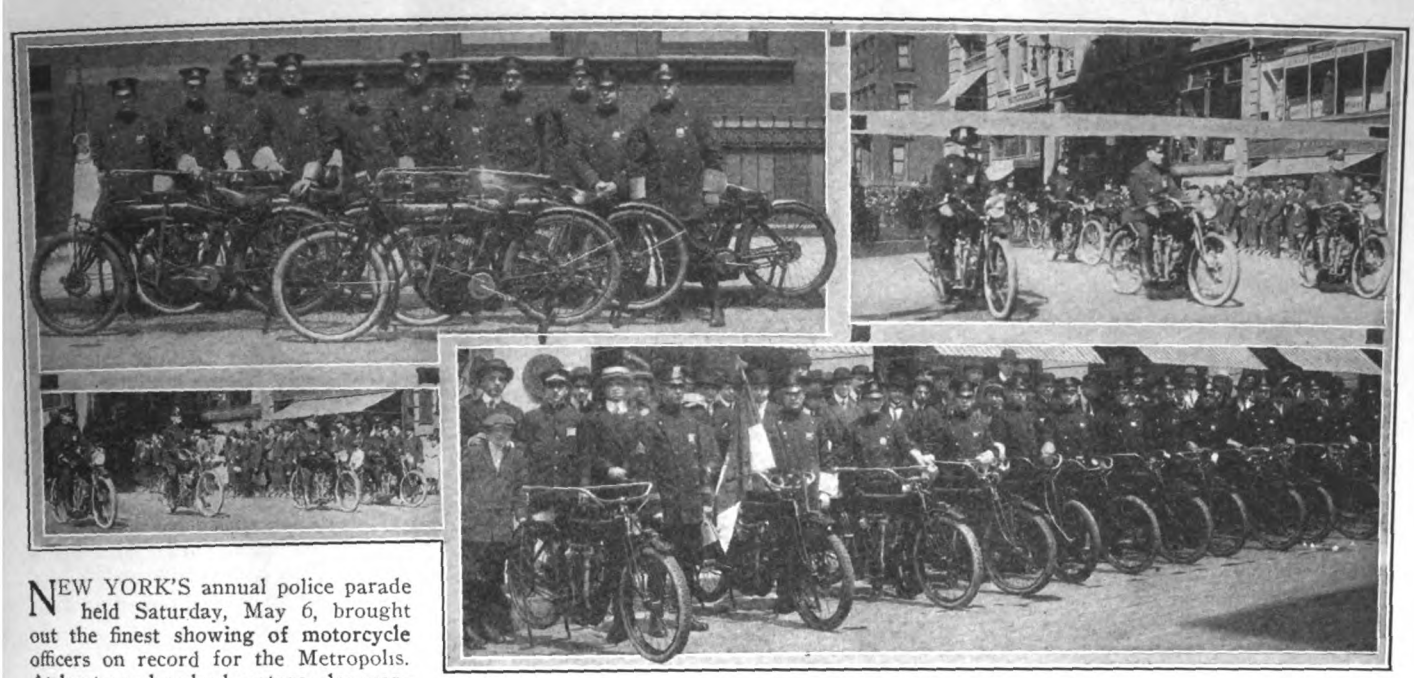
NEW YORK'S MOTOR COPS IN ANNUAL PARADE

Motorcycle Division Was One of the Most Interesting and Impressive Features of Big Police Demonstration; Skill of Riders Evoked Commendation from Department Officials



NEW YORK'S annual police parade held Saturday, May 6, brought out the finest showing of motorcycle officers on record for the Metropolis. At least one hundred motorcycles were in line at various stages of the program, and the skill of the riders in jumping their mounts into action like a flash or ticking along at a walking pace, as the circumstances required, won them the unqualified commendation of the department officials. The accompanying photographs, taken along the line of march and at the starting point, give only a faint idea of the success of the motorcycle end of the program.

New Yorkers are justly proud of their motorcycle police, and their feeling is shared by the men themselves. Enthusiastic applause of this branch was given by thousands of spectators along the streets.

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SOLVE INSTALMENT PROBLEM FOR INDIAN DEALERS

Indian Motorcycle Guaranty Co. Has Been Formed to Finance Time-Payment Sales; Hendee Mfg. Co. and Edwards-Crist Mfg. Co. Subscribe Equally to Capital Stock of $200,000

CHICAGO, Ill., May 9.—With a paid up capital stock of $200,000, the Indian Motorcycle Guaranty Co. has been organized, and incorporated under the laws of Illinois, to finance Indian motorcycle dealers in selling new and used machines on the time payment basis. Many dealers have seen opportunities during the last year or two to stimulate their sales by operating on the instalment plan, but have been deterred by lack of ready capital. The Indian Motorcycle Guaranty Co. aims to give these dealers the backing they need and place them in a position to take advantage of every business opportunity that presents itself.

The officers and directors of the company are as follows: President, Jesse Edwards, of the Edwards-Crist Mfg. Co.; vice-president, George M. Hendee, of the Hendee Mfg. Co.; secretary, Richard J. Collins, of the Edwards-Crist Mfg. Co.; treasurer, Frank J. Weschler, of the Hendee Mfg. Co.

Messrs. Hendee and Weschler spent several days in Chicago going over the details of the new proposition with Mr. Edwards, who, by the way, is recognized as the pioneer in the field of motorcycle instalment sales in this country. Mr. Edwards has for some time past been operating a highly satisfactory system of financing instalment sales for Indian dealers in the five states controlled by the Chicago Wigwam, and although Mr. Hendee had considered various instalment methods, including that commonly used in the motor car field, it was finally decided that the Edwards system perfectly met the requirements of the motorcycle industry, and it was formally adopted.

Stock Is Equally Subscribed

The capital stock of the new company was subscribed equally by the Hendee Mfg. Co. and the Edwards-Crist Mfg. Co. The headquarters will be at the Chicago Indian branch, 1255 Michigan avenue.

In order to give the dealers as great an opportunity as possible to benefit by the instalment plan during the current buying season, it was decided to put the proposition into effect at once. Dealers who wish to avail themselves of the financing plan are invited to communicate with the Indian Motorcycle Guaranty Co. at the address given above. The necessary documents and full instructions concerning the proposition will be forwarded promptly, so that instalment sales now in prospect can be put through without further delay.

It is also stated that Indian dealers who have made instalment sales of late are at liberty to apply the new system to those deals as well as to business obtained in the future. In other words, the policy of practical and prompt co-operation for the dealer will be given its broadest application.

The financing plan will entail no additional cost to the dealer. In fact, as soon as the sale is made the agent will receive through his customer and the Indian Motorcycle Guaranty Co. more than the cost of the machine. This will also tend to increase the satisfaction of the purchaser, as it will be possible for him to take the motorcycle away at once if the agent has the mount in stock. If the machine is not in stock the buyer can have one shipped to him immediately by simply forwarding the necessary deposit and the documents properly filled out. The financing company will apply the money it furnishes on the purchase price of the machine.

Mr. Edwards is authority for the statement that about 75 per cent. of the motorcycles sold by his company during the past few years have been put out on the instalment basis, and that the percentage will be much higher this year.

The principals in this new and radical proposition freely predict that it will materially increase the sale of Indians.

EDWARDS-CRIST EXPANDS; KIRK INSTALLED

Former Thor Sales Manager Goes to Head Jobbing Department for Chicago Indian Distributor—Will Reach Out for Country-Wide Trade

CHICAGO, May 9.—Coincident with the announcement that the Edwards-Crist Mfg. Co., Indian distributor for five states, is broadening the scope of its motorcycle and bicycle sundry jobbing department to include the entire country, comes word that H. N. Kirk, formerly sales manager for the Thor, has been selected to manage the sales of the jobbing end of the business. Mr. Kirk's broad experience in the cycle trade, of which he has been part and parcel since the early nineties, including jobbing experience with the Excelsior Supply Co., one of the pioneer cycle jobbers fits him ideally for the post he is about to assume. At the same time, having kept right in touch with the motorcycle dealers through his connections as sales manager of both the Excelsior Motor Mfg. & Supply Co. and the Aurora Automatic Machinery Co., he has an intimate working knowledge of the dealer's needs which cannot fail to stand him in good stead in his new berth.

H. N. Kirk, Now with Edwards-Crist

In connection with the announcement of the broadening of the scope of the jobbing department of the Edwards-Crist Mfg. Co., it is stated that a large and varied stock of both motorcycle and bicycle parts and fitments will be carried on hand at all times, and that rapid deliveries and painstaking service, such as have made the company a factor in the more or less localized jobbing business which it has confined its efforts to in the past, will be extended to include its entire business.

CHAMP. RACE FOR NEW YORK CONVENTION

State F. A. M. Meeting Plans Incorporate Star Pro. Event with $1,000 in Cash as Prize to Winner on July 4

SHEEPSHEAD BAY, N. Y., May 8.—Plans are now being perfected for a meet of the Speedway M. C. on July 2 and 4, in connection with the New York State F. A. M. Convention, which is to be held on those dates. The meet and convention will be held at the big speedway in this city.

For the July 2 date there are seven events on the card. These include a one, two, five, 10 and 25 mile amateur New York championships, a two mile national professional championship and a 10 mile pro. open event. For these prizes to the value of $1,000 will be offered. Aeroplane flights, races between aeroplanes and motorcycles, etc., will also be given during the day.

On July 4 there will be held a 200 mile international championship race for pro. riders. This will have $1,000 in cold cash for the winner, with an additional $1,000 in cash to be divided up for second, third and fourth places. This race will be the biggest race ever pulled off in this country, and will undoubtedly attract the cream of speedsters in this country. In no other major event has $1,000 been offered for first place in motorcycle circles.

Details of the State convention have not yet been given out. Clubs and parties desiring touring information, reservations as to space at the track, etc., should communicate with **Motor Cycle Illustrated.**

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FEBRUARY FIGURES SHOW EXPORTS BOOMING

Foreign Sales of Both Motorcycles and Bicycles During Second Month of the Present Year Indicate Marked Increase—February Cycle Imports Also Jump

NOT only did foreign buyers take more of our motorcycles during the month of February, 1916, to the amount of 110 per cent., than during the corresponding month of 1915, but they also paid a higher price for them, the average valuation of the machines shipped during the second month in 1916 being $195, as against the average of $185 for those shipped during that month a year ago. The total number of machines shipped during February of the present year was 1,689, as against 724 for the year previous, and the valuation of the shipments during February of this year reached the enormous total of $329,825, showing an increase of approximately 195 per cent. over the valuation of the shipments made during February of last year, which totaled in value $134,424.

Some Startling Increases

Even more interesting are the figures dealing with the eight months ending with February, as contrasted with the similar period ending with February of last year. During the eight months ending with February just past we shipped to foreign buyers 10,826 motorcycles, valued at $2,125,230. In point of valuation this shows a percentage increase of better than 320 per cent. over the machines shipped during a like period ending with February, 1915, and in point of numbers the percentage increase is just slightly greater than 300 per cent., a fact which also reveals that the average price of the motorcycles shipped out during the eight-month period ending with this year is somewhat higher than the value of the motorcycles shipped last year. During the eight-month period ending with February, 1915, 2,388 separate machines were exported, which totaled in value to $498,643.

Bicycle Exports Encouraging

The figures dealing with the bicycle export trade, while encouraging, are not so pyrotechnic in character. During February of the present year, for instance, we exported bicycles and parts to the value of $64,302, which is just about a 30 per cent. increase over the business done during February of 1915, which totaled $49,598. More inspiring are the figures which cover the totals for the eight-month periods ending, respectively, with February of 1915 and February of 1916. The figures for the first period show that bicycles and parts to the value of $258,254 were exported, as against a valuation of $490,580 placed on the exports for the latter period. The percentage increase is just a bit better than 90 per cent.

The more than ordinarily healthy condition of our domestic cycle market is reflected in the fact that the imports of bicycles and motorcycles during the month of February showed an increase of better than 150 per cent. over the imports of February last year. The valuation of such imports during February, 1916, was $4,602, as against $1,494 for the second month of 1915. That there is no cause, however, for the American manufacturer to take alarm at this increase in cycle imports is revealed by the figures covering the eight-month period ending with February. During that period ending in 1915 the total imports of such goods were valued at $65,410, whereas during a like period ending with 1916 the valuation was only $22,163, showing a falling off of 66⅔ per cent.

Hawaii took a few more cycles and cycle parts during February of 1916 than during the same month of last year, the valuation for the respective months being $6,201 and $5,980, showing an increase of approximately 8 per cent. During the eight-month period ending with February, 1916, the total valuation of such shipments to Hawaii was $61,963, as against $41,148, the figures for the corresponding period ending with February, 1915. The percentage increase amounts to very nearly 50 per cent.

While our trade with Porto Rico showed a slight jump during February of this year over the business done during February, 1915, this is offset by a considerable slump in the business transacted in cycle goods during the eight-month period as contrasted with the same period of last year. Cycle goods to the value of $1,927 were shipped from American ports to Porto Rico during last February, as against a valuation of $1,377 on the goods shipped during February, 1915. However, the valuation of cycle goods shipped during the eight-month period ending with February, 1916, was only $17,494, as against $19,697 for the corresponding period ending with February of 1915.

Philippine Exports Drop

Just the reverse seems to have occurred in our trade with the Philippine Islands. The valuation of the exports during February fell off from $1,438 for February of 1915 to only $475 for the February just past, while during the eight-month period ending with February, 1915, we shipped cycle goods to the value of $21,844, as against $35,242, the valuation of such goods shipped during the eight-month period ending with the present year.

STOLL TANDEM SALES ARE HUMMING

Dealers All Along the Line Bombard M. Walter Stoll With Orders as He Makes Business Trip; Factory Staff Enlarged

NEW YORK, May 9.—M. Walter Stoll, of the Stoll Mfg. Co., Denver, Colo., producer of the well-known line of Stoll tandems, breezed into New York today on the most successful business trip he has ever made. Mr. Stoll has been on the road about a month and he has at least another month of traveling ahead of him before he can get back to Denver and draw a full breath. He has been striking all the large cities throughout the East and will follow the same policy as he moves westward.

M. Walter Stoll

"In spite of the 10 per cent. increase in the prices of our tandems which recently went into effect," said Mr. Stoll, "our business is exceeding all expectations. The fact that our advance in price has had no unfavorable effect upon sales, and that our increase in business has been even more rapid since the advance than before it, is sufficient proof that we are giving the riders a dependable product that meets all the requirements of the road.

"We have enlarged our factory staff several times of late and are still taking on men. In fact, it has become necessary to put on a night force in order to live up to our reputation for prompt shipments. We will continue to make prompt deliveries no matter how many men we have to take on. As long as the riders are so anxious to obtain our tandems, we will see that they get them and get them on time.

"An idea of how business has been piling up with us will be gained from the case of W. J. Walker, the Harley-Davidson representative in Boston, Mass. Up to the time when I arrived in Boston a few days ago Mr. Walker had sold 150 Stoll tandems of this year's output, and he has given me a repeat order for 118 more. Mr. Walker is of the opinion that he will dispose of nearly 500 of our tandems this year, judging from the present demand.

"All the dealers along the line are placing repeat orders and howling for quick deliveries, and many of them tell me that they expect to sell out on our tandems about as fast as we can ship them from the factory."

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FIRST ALL-LIGHTWEIGHT RUN TO BE HELD MAY 21

New Jersey M. C. To Conduct Officially-Observed Two-Stroke Event from Newark to Philadelphia and Return on That Date—Consumption and Condition to Be Noted

NEWARK, N. J., May 6.—What will undoubtedly be the first officially-observed motorcycle run and the first all-lightweight run in the United States is to be held from this city to Philadelphia and return on May 21. It will be a limited event for lightweights having two-stroke motors of less than 25 cubic inch piston displacement. The organization holding the run is the New Jersey M. C. of this city.

Each entrant in this run will have an observer who will watch the performance of the entrant from a sidecar which will accompany the entrant at all times. The observer, a technical man in each case, will be with an entrant on a different make of machine from that ridden by the entrant, and will in addition not be a rider of the same make of machine as the entrant.

The observer will see that the contestant's tank is filled at the start and will measure the amount of fuel put in. He will note in writing the cause of all stops and the duration of the same. He will see that the contestant does not have outside assistance in making roadside repairs or adjustments, and that the contestant does not make repairs to his machine during a noon stop. After the run is over, the observer will measure the amount of fuel left in the tank and report on the fuel consumption.

Each machine will be examined at the end of the run for condition and any loose or broken parts will be noted in writing. A certain penalization will be inflicted for such parts.

At the present writing the contestants will be: E. A. Robertson, of the Splitdorf Electrical Company, Indian featherweight; Jack Neis, of the same company, Excelsior lightweight; C. W. Waughop, Cleveland lightweight. The observers will be: D. R. Hobart, of **Motor Cycle Illustrated,** for Robertson; E. F. Hallock, for Neis, and Elliot B. Holton, for Waughop.

The start will be made from the New Jersey M. C. headquarters on Broad street at 7 a. m. A scheduled speed of 20 miles per hour has been proposed, but the final rate has not as yet been decided upon.

HOTEL PHISTER FOR M. M. A. MILWAUKEE MEETING

MILWAUKEE, Wis.—Announcement is made that the Motorcycle Manufacturers' Association in this city, June 14, will be held at the Hotel Phister. This is one of the older Milwaukee hotels, but it has more available room and the trade visitors will be assured of comfortable accommodations.

The manufacturers located in Milwaukee have already worked out a tentative program for entertaining the visitors following the business session, and it is stated that several of the M. M. A. members contemplate having their wives accompany them on the Milwaukee trip.

FISK APPOINTS SULLIVAN AS ADVERTISING MANAGER

CHICOPEE FALLS, Mass.—The growth of business for the Fisk Rubber Company has brought about increases in various departments, and this has been the case as regards the advertising department in particular. On June 1, 1916, George L. Sullivan, formerly with the Bromfield-Field Advertising Agency, in New York, will become advertising manager of the Fisk firm.

Miss M. G. Webber, who has supervised Fisk advertising in the past and who has been responsible for many of its ingenious ideas, will act as an assistant to Manager Sullivan, as will also George B. Hendrick, who was in charge of Fisk publicity.

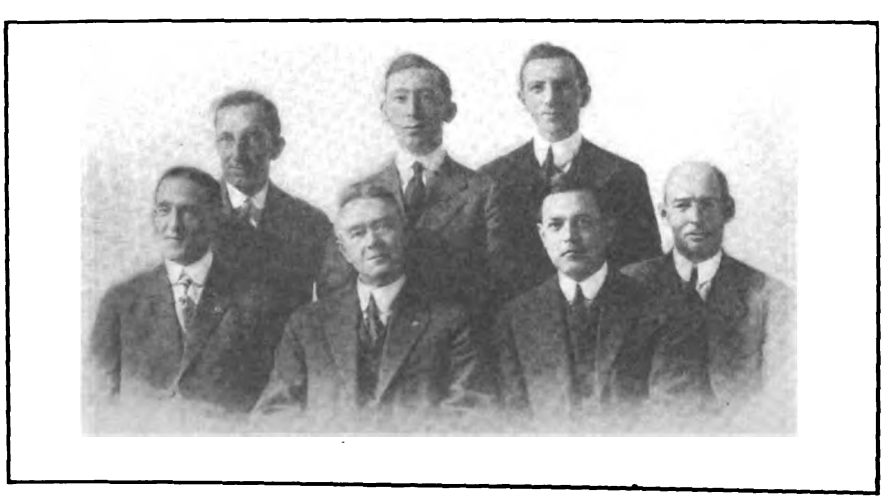
Mr. Sullivan has had advertising and sales experience with the American Locomotive Company and with a number of tire and rubber concerns.

KANSAS CITY COPS WILL GET NEW MOUNTS

KANSAS CITY, Mo., May 8.—The Kansas City Police Department recently asked for an appropriation of about $800,000, and according to the chief and those who know, a large slice of this melon will be bestowed upon motorcycle dealers in Kansas City.

Last year the Police Department bought seventeen new Indian motors, but since that time the force has grown, and some of the machines are doing service twenty-four hours a day, while others are on duty only for the half day shift.

LIVE ROADMEN OF NEW YORK SPORTING GOODS CO.



Back Row, Left to Right, H. K. Lister, L. F. Peck, A. C. Brown; Front Row, Left to Right, H. J. Sanborn, J. F. Pope, H. T. Fowler, G. A. Carey

LACK OF INTEREST CANCELS ALBUQUERQUE RUN

ALBUQUERQUE, N. M., May 2.—Lack of co-operation and even interest on the part of both the motorcycle factories and other motorcycle clubs has resulted in the Albuquerque M. C. calling off its record breaking endurance run which has been scheduled for May 28. The run, which was to have gone for 1,347 miles, and which would have been the longest run of its kind yet staged, was announced a couple of weeks ago.

Despite repeated letters and telegrams to both factories and other clubs, however, no great amount of interest seemed to be stirred up in the long event, so that at its meeting last night the Albuquerque M. C voted to call off the contest.

CORCORAN-VICTOR COMPANY IS NOW IN FULL SWING

CINCINNATI, Ohio.—The Corcoran-Victor Company, the result of the consolidation of the Corcoran Lamp Co. the Victor Lamp Co. and the Victor Auto Parts Co., has been formally incorporated with a capital stock of $2,250,000, and the plants involved are doing business under the new organization.

The incorporators of the company are John Grau, Clifford Wright, F. G. McLaughlin, C. H. Richards and Charles McKnight.

$300 IN PRIZES FOR THE HILLSGROVE RACE MEET

PROVIDENCE, R. I., May 6.—B. A. Swenson, local Indian agent, who is promoting the Decoration Day motorcycle races at the Hillsgrove track, states that some substantial prizes will be offered the competitors, about $300 having been contributed by the Hillsgrove Racing Association.

Following is the program: 5 miles for lightweights with two-cycle motors rated at not more than 2½ h.p.; 5 miles for professionals on non-ported single-cylinder mounts; 10 miles for amateurs on singles; 5 miles for twins with sidecars; 10 miles for professionals, with non-ported singles.

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FIRESTONE HOUSE ORGAN IS BRIGHT AND NEWSY

AKRON, O.—The May number of the Firestone, the house organ of the Firestone Tire & Rubber Co., maintains the pace set by preceding issues and is readable and artistically illustrated throughout. News of men and developments in the big Firestone factory occupies considerable space, and in addition there are snappy stories and photographs dealing with service given by Firestone automobile and motorcycle tires under unusual conditions all over the country.

One of the most interesting motorcycle features is a photographic layout showing the Firestone-equipped machines now with the United States expeditionary force in Mexico.

ALTOONA TO HAVE MEET ON MEMORIAL DAY

ALTOONA, Pa.—The newly-formed Altoona Racing Association is planning what will probably be the biggest race meet ever held in this city. The place will be the Altoona Driving Park track and the date will be Tuesday, May 30. The program has not as yet been completed, but at least five motorcycle races will be held.

The track is being banked and widened for the affair. Extra large cash prizes are being offered for each event and entry blanks will be ready for mailing in a few days. Applications should be made to W. A. Morgan, of 1211 Third avenue, Altoona.

SIX EVENTS IN WHEELING MEET ON MAY 30

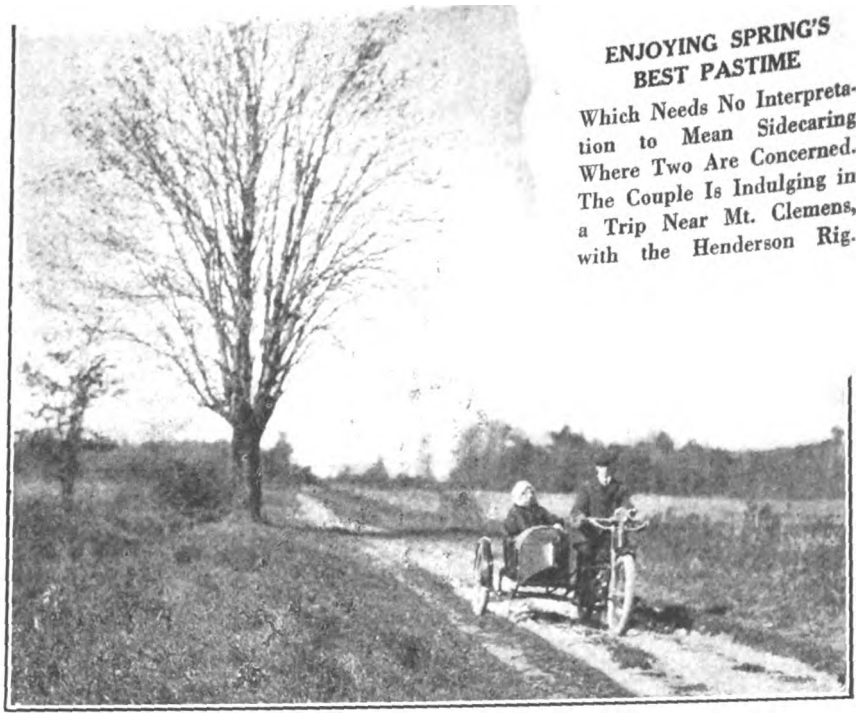
WHEELING, W. Va.—The Wheeling M. C. will hold its first race meet of the 1916 season on May 30, the following events being booked: Two miles, for lightweights; 5 miles, for motorcycles with ports and pocket valves only; 10 miles, for machines of same class as those in preceding event; 2 miles, for sidecar combinations; 5 miles, free for all; economy contest for 61 cubic inch machines.

The races will be exclusively for local riders and a number of cups will be awarded in addition to medals.

ABOVE THE SNOW-LINE ON A FEATHERWEIGHT

STOCKTON, Cal.—The first lightweight motorcycle trip to the Calaveras Big Trees was accomplished April 23 by W. F. Horr of the Stockton Motorcycle Supply Co. on an Indian Featherweight. The Big Trees are in the Sierra Nevada Mountains at an elevation of 4,702 feet and 170 miles from Stockton. There are some long, steep grades, and, as a rule, the air is very still and of little help in keeping the engine cool.

Mr. Horr, who weighs 190 pounds, did not walk a step with the Indian, and stopped only once to let the engine cool. That was on a three-mile grade from 10 to 25 per cent. The two-stroke motor ran sweetly all the way, requiring no adjustments. Mr. Horr states that it was in first-class condition at the finish and ready to do the same thing over again.



ENJOYING SPRING'S BEST PASTIME

Which Needs No Interpretation to Mean Sidecaring Where Two Are Concerned. The Couple Is Indulging in a Trip Near Mt. Clemens, with the Henderson Rig.

CROTONA RUN PLANS ARE COMPLETED

Course Is Posted For 256-Mile Endurance Event of Active Bronx Club on May 14, and Other Details Arranged—Valuable Prizes

BRONX, N. Y., May 8.—Final details regarding the endurance run of the Crotona M. C. of this city, on May 14, have been arranged and all is practically in readiness for the event. The course has been thoroughly posted and has been examined by club officials twice a week since posting to see that no markers have been displaced.

The run will total 256.3 miles, divided into two periods. The first period from 5:45 a. m. till 12:10 p. m. will lead from this city through Greenwood Lake Junction, Sussex to Monticello, where lunch will be served. As in the 1915 run, the Monticello people will provide the Crotona run contestants with the lunch. The second or afternoon period, starting officially from Monticello at 1:10 p. m., will include Cuddebackville, Crows Nest, Newburgh and back to the Bronx. Ample time is allowed in the schedule for both ferries across the Hudson, and special arrangements have been made for the boats.

Four silver cups are offered as trophies for the run. The Coughlin Cup, donated by Gene Coughlin & Co., will be awarded to the sidecarist making the highest score. The Hendee Trophy, donated by the Hendee Mfg. Co., will be given to the Indian rider making the highest individual score. The Harley-Davidson Cup, donated by the Harley-Davidson Motor Co., will be awarded to the professional solo rider making the highest score. For this cup no team member is eligible. Another cup will be given to the club having the greatest number of riders to finish.

Solid gold medals will be awarded to each contestant getting a perfect score (1,000 points). Gold plated medals will be given for scores of 900 to 999 points and bronze medals for riders who score from 750 to 900 points. A long list of accessory prizes is on hand, and these will be distributed among all contestants finishing.

There will be two secret checks in the run, one in the morning and the other in the afternoon period. These will be used in making consistency awards.

TWO RUNS ON SCHEDULE FOR READING M. C.

READING, Pa., May 9.—Two runs are scheduled to make May an interesting month for members of the Reading M. C. The most important of the events will occur on Memorial Day, May 30, and will be to Lebanon, to witness the match racemeet which the Lebanon motorcyclists are to engage in with picked riders from Harrisburg.

The other run will precede this one, occurring on Sunday, May 28, and will carry the riders to Harrisburg. At its meeting last night, the Reading M. C. gained another member in Raymond Spangler, a newly-made motorcycle enthusiast.

COLLEGE POINT CLUBSTERS HOLD SUNDAY RUNS

COLLEGE POINT, N. Y.—The last three Sundays have been spent by members of the College Point M. C. in sociability runs, that on April 23 going to Springfield, Mass., while the April 30 run was to Albany, N. Y., and return. These two runs total 640 miles and all participants enjoyed a fine time on both occasions.

Vice-President Clarence Horn has started a tour of New York State and expects to cover some 1,800 miles within a week. He will stop at Albany, Plattsburg, Watertown, Malone, Niagara Falls and Syracuse on his trip.

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NEW YORK STATE DEALERS ARE HAMPERED

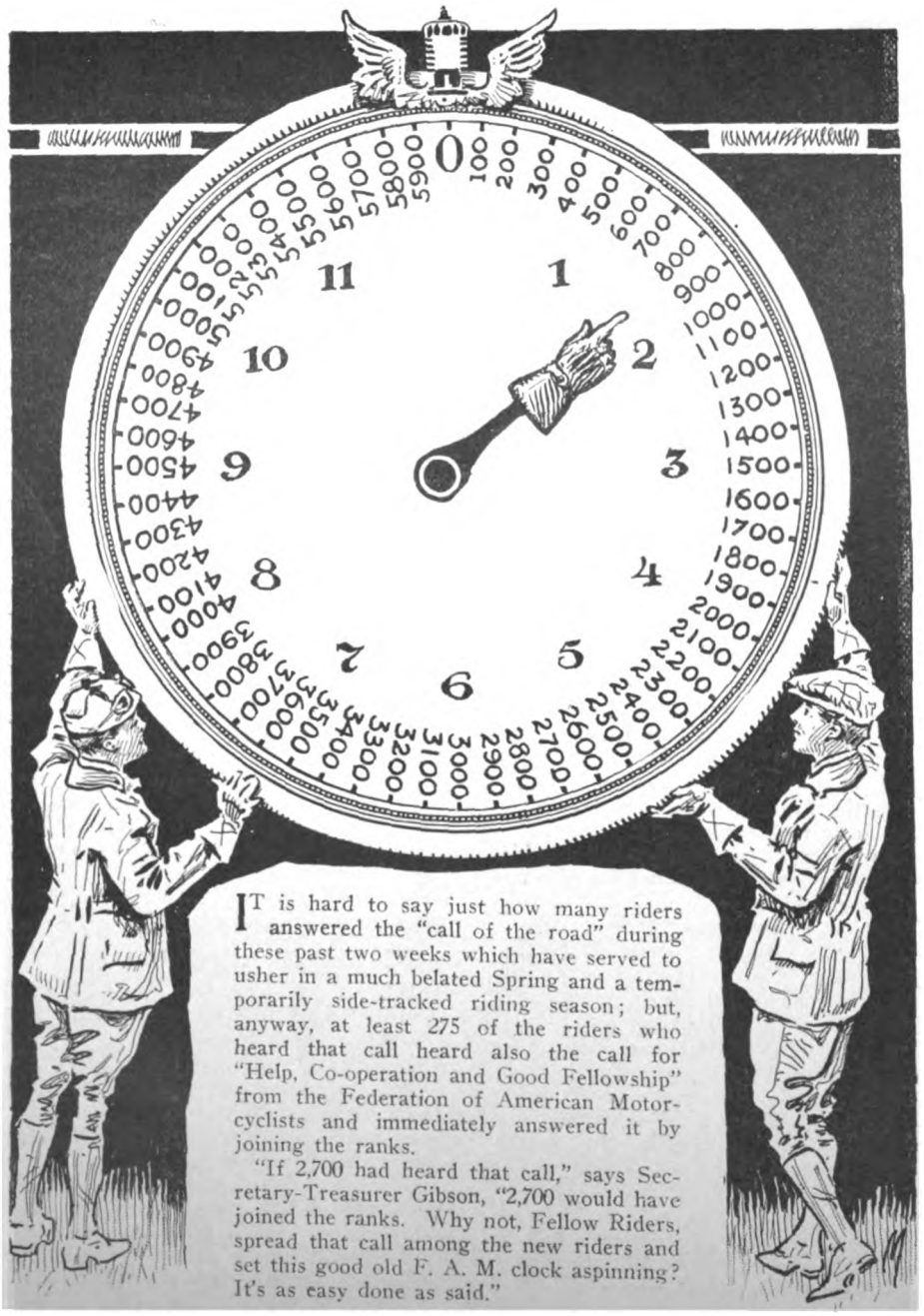
Motorcycles in Stock Need Not Be Registered Under New Law, But Every Demonstrator Must Carry Separate License; Ellis Suggests Fee for Dealers Covering Three License Plates

NEW YORK, May 9.—Several motorcycle dealers in New York State, who had interpreted the new motorcycle registration law to provide for registration of every machine in an agent's stock, brought the matter to the attenion of Chairman Johnson, of he F. A. M. legal action committee, and have been informed that no such course is necessary. Chairman Johnson took the matter up with Secretary of State Hugo, and has been advised that motorcycles in a dealer's stock do not come under the provisions of the new law until they are taken out and operated on the highway.

It should be understood, however, that as soon as a machine is taken from stock and demonstrated on the road, it requires registration and a license plate. Under the circumstances the average dealer will find it advisable to use only one machine as a demonstrator, and have it properly registered. When a motorcycle is sold it will be necessary for the purchaser to obtain a license for it before he can ride it away from the agency.

State F. A. M. Commissioner George A. Ellis is framing a petition which he will submit to Secretary of State Hugo, recommending that a $5 license fee be imposed upon motorcycle dealers, that fee to cover all the machines in stock, and to provide for three license plates for use on demonstrators. If additional license plates are desired it is suggested that they be supplied to dealers at one dollar each.

OVER THIRTEEN SCORE ANSWER THE F. A. M. CALL; KEEP THIS HAND ASPINNING!



IT is hard to say just how many riders answered the "call of the road" during these past two weeks which have served to usher in a much belated Spring and a temporarily side-tracked riding season; but, anyway, at least 275 of the riders who heard that call heard also the call for "Help, Co-operation and Good Fellowship" from the Federation of American Motorcyclists and immediately answered it by joining the ranks.

"If 2,700 had heard that call," says Secretary-Treasurer Gibson, "2,700 would have joined the ranks. Why not, Fellow Riders, spread that call among the new riders and set this good old F. A. M. clock aspinning? It's as easy done as said."

THE BEST OF 'EM

Editor Motor Cycle Illustrated:

Here's wishing your magazine continued success, and that I may never be placed where it cannot reach me, —as I consider it the best of the motor magazines.

JAMES W. PAUL,
Bogalusa, La.

GOODYEAR COMPLETES "OLD GUARD" TOWER

AKRON, O.—An innovation in the method of paying tribute to the faithfulness and loyalty of veteran employees is the completion of the eight-story tower, known as the "Old Guard" tower by the Goodyear Tire & Rubber Company. This tower, which stands on the site of an old mill, has a mammoth clock with four dials on the top floor; the clock being a memorial of the faithfulness of employes who have been with the company ever since its start.

The "Old Guard" was organized about three years ago, and its membership consists of men who were with Goodyear nearly 16 years back. President F. A. Sieberling is one of its members. Ever since its organization the Guard has held an annual dinner in some portion of the factory and in future all functions of this body will take place in the observation room of the tower. In this room a bronze plate with the names of the "Old Guard" will soon be placed.

When these men first became associated with the Goodyear company only carriage tires and bicycle tires were being made. For 1916 Goodyear will equip one of every three automobiles manufactured.

DAYTON FROWNS ON SPEEDING

DAYTON, Ohio.—Motorcycle policemen and motorcycle and automobile speeders have been busy during the past week or so in Dayton, the motor cops especially so, in consequence of the determined efforts of the municipal authorities to eliminate speeding. The court has declared that suspended sentences in speeding cases are a thing of the past, and that hereafter speeders must go to jail. The result has been a natural emphasis on the soft pedal by those inclined to try out their engines, and everybody except the mile-a-minute fiend is happier.

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LOUIS SCHWAB'S CONSISTENT CLIMB

NUMBER TWELVE IN A SERIES OF BIOGRAPHICAL SKETCHES OF TRADE LEADERS

The Youthful Schwab Had Been at Work Only a Week on His First Job When He Received a Raise in Wages and as the Unfailing Business Generator of Stevens & Co. Today He is Applying the Same Principles of Thoroughness, Integrity and Fairness That Won Him Early Recognition; His Conservative Buying Policy For Jobbers

"IT is quite a long while ago, but I remember very distinctly the time of my first raise," remarked Louis Schwab, of Stevens & Co., in speaking of his business career. "It was in January, 1893, when I got my first job at $4 a week with Butler & Ward, saddle manufacturers, in Newark, N. J. I was being 'broken in' to act as shipping clerk. When my first Saturday came 'round, I found besides my four, a raise of fifty cents a week, and the second week a raise of the same amount. I was some pleased boy, believe me. I worked for the B. &. W. Co. for five years, during the fifth year doing a little road work. One of the best orders I booked was John S. Leng's Son & Co.'s contract for their next season's supply of saddles."

Seeking a Broader Field

It was through securing the contract mentioned that Schwab became acquainted with C. W. Leng, of whom he speaks in the highest terms. Butler & Ward failing to appreciate that the boy had grown up, young Louis stepped out and accepted a position with John S. Leng's Son & Company in the capacity of salesman, on a salary basis. The Leng Co., having received a share of the export bicycle business which this country enjoyed at that time, Schwab was sent, after six month of road work here, to Europe, to increase their foreign business.

"I well remember my feelings on shipboard going over," said Mr. Schwab; "I was only a dub salesman 22 years old, remember, but I felt that I was no ordinary drummer, but a world-wide traveler, and my hopes and ambition ran accordingly high. My trip was a flat failure, as far as orders were concerned, for the European market was almost stagnant, but that same trip was worth an incalculable amount to me, for all my conceit and high-and-mightiness were knocked clean out of me and I returned with my tail between my legs, but a man nevertheless."

His Policy Won Recognition

When he came back, after three months' visit to France, Holland, Belgium, Sweden and Germany, Mr. Schwab was put on the road again, covering eastern Pennsylvania, northern New Jersey and southern New York, but it took him almost two years to educate his trade into buying his way. Schwab advocated a policy of buying only when goods were needed and only sufficient to cover those needs, repeating when necessary, rather than buying in large quantities at one time. It is interesting to note that he still advocates this policy. At the beginning of the third year Schwab began to reap the benefit of his good missionary work and a true recognition of his honesty and integrity were being realized by the trade.

"We passed through some awfully lean years," said Mr. Schwab, "and many a time I encouraged some of the boys who were blue with discouragement. 'Boys,' I used to tell them, 'I'm going to stick if I have to be the last man in the game. There will be bicycles sold as long as there is any use for baby carriages.'"

"But you made good with Leng," interpolated the scribe; "on what do you base your success as a jobber's salesman?"

His Success Formula

"Mainly because I tried to give my customers a square deal, and, secondly, hard work. But I can see now that the fundamental reasons go back years before the work began. I would advise every young man when starting out on his business career to take an inventory of his stock

LOUIS SCHWAB

in trade—himself. He should try to estimate accurately what he can do, what he would enjoy doing, what he wants to make of himself, if possible to set for himself a definite goal, an ideal. He should try to decide which is the shortest and straightest road to that goal and then work hard to travel it, not permitting himself to be turned aside, except as temporary emergencies may make necessary. The boy who will do that will succeed.

"This may sound like preaching to your young readers, but it is the naked truth. There is a greater opportunity today than when I started for a boy or young man to succeed. This holds true not only of the individual, but of a business concern as well. How many of our dealers and jobbers are working without a plan, sailing the sea of business without a chart? Many a dealer is tinkering with side lines when he should concentrate on making himself the best bicycle dealer and repairman in his town; the jobber may be doing the the same thing or trying to cover six states when if he would calmly study himself, his business and his conditions, probably the logical thing to do would be to make himself *the* jobber in only three states.

Of course, there are some exceptions; some dealers wisely handle sporting goods, some bicycle dealers can profitably add motorcycles, some motorcycle dealers can sell bicycles, and so on. The Simmons Hardware Co. successfully covers the entire country, more so than some jobbers do their own natural territory—but my plea is for the principle involved. Find out what you want, use every means within your power to fit yourself for it, and then stick to it until the cows come home, *and they will.*"

A Plug and a Plugger

It was while filling in at the Boston branch for the Leng Company that Mr. Schwab met R. W. Sampson and became deeply interested not only in this young man's personality, but also in the brass plug that he had invented and was marketing. Schwab decided to try and sell some and began in a modest way by traveling some of the Eastern States on his bicycle with his wares upon the small of his back, so to speak.

Encouraged by the moderate success of his first year's effort, he repeated the experiment the next year, covering much of the country north of the Ohio River and east of the Mississippi. This time he used a motorcycle, Joe Merkel's first model, of which experience he has some interesting recollections. Those were not the days of magnetos, three speeds, twin cylinders, free engine clutches, etc.

This was the humble beginning of marketing, in a national way, the "Sampson Brass Plug," today one of the livest items in the trade and to be found in every bicycle shop in the country.

It is interesting to trace the growth and development of Mr. Schwab and his business enterprise, from the young hustler full of dogged determination, ambition and persistence, starting with his small room at home as his business office, packing and shipping department and storehouse all in one, to the serious young man with

(Continued on page 58)

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FIVE SCORE IN RUN FROM QUAKERTOWN

Promise of Inclement Weather Fails Materially to Affect Entry List for Motorcycle Club of Philadelphia's Easter Sociability.

PHILADELPHIA, Pa.—An early morning rain which continued until after eight o'clock and dampened the spirits of many riders as well as the surrounding country, did not materially reduce the number of participants in the annual Easter Sunday sociability run of the Motorcycle Club of Philadelphia to Atlantic City. More than five score riders lined up at the starting point before nine o'clock, the appointed hour, and escorted by a squad of motorcycle police wound their way slowly to the Camden ferry.

The ride to Atlantic City was accomplished in something less than three hours, and souvenirs in the shape of a neat little vanity case for the ladies and a pocket pencil and comb set for the men, coupled with a most enjoyable luncheon, made the stay at the seaside resort most enjoyable.

On Tuesday evening, April 25th, a reception was given to the non-members of the club who took part in the run with the result that several of the guests applied for membership.

Sunday, June 4th, has been set aside as the date for the club's annual secret time run to Reading and back, and this affair bids fair to be a forerunner of a season of big event.

PLANS MATURING FOR THE C. M. A. FALL RALLY

DUNNVILLE, Ontario.—Further arrangements have been made for the motorcycle rally of the Canada Motorcyclists' Association to be held at this place. The date set for the attractive event is Friday, September 15, with a possible extension of special activities on the following day. Five races will be staged on the local half-mile track, and these events will be the feature of the Dunnville annual fall fair.

Invitations to participate in the tours from Hamilton, Toronto, Guelph, London, Buffalo and other places are being prepared and will be sent out to the riders very shortly. A very attractive prize list is also being arranged.

CHIPPEWA RIDERS ORGANIZE AND ELECT

CHIPPEWA FALLS, Wis., May 12.—Walter Schwaner was elected president of the newly organized Chippewa Motorcycle Club, which held its initial meeting last week in the store of Lueck Brothers. The other officers chosen are: Vice-president, George Camastral; secretary, Walter Schaller; treasurer, Walter Lueck; photographer, H. E. Magnus; directors, Fred Zeck, A. J. Ickstadt, George Murphy, E. Stuart and I. Finstad.

While the purpose of the Chippewa organization is largely for pleasure, the members intend to make the club a strong booster for better roads in the vicinity of Chippewa Falls. The club starts out with a good membership.

No effort will be made to secure club rooms until the riding season is over.

ATLANTA CLUBSTERS BUCK A RAINSTORM

Deluge Strikes Them in Red Clay District and Some of the Boys Considered Themselves Lucky to Get Home Next Day

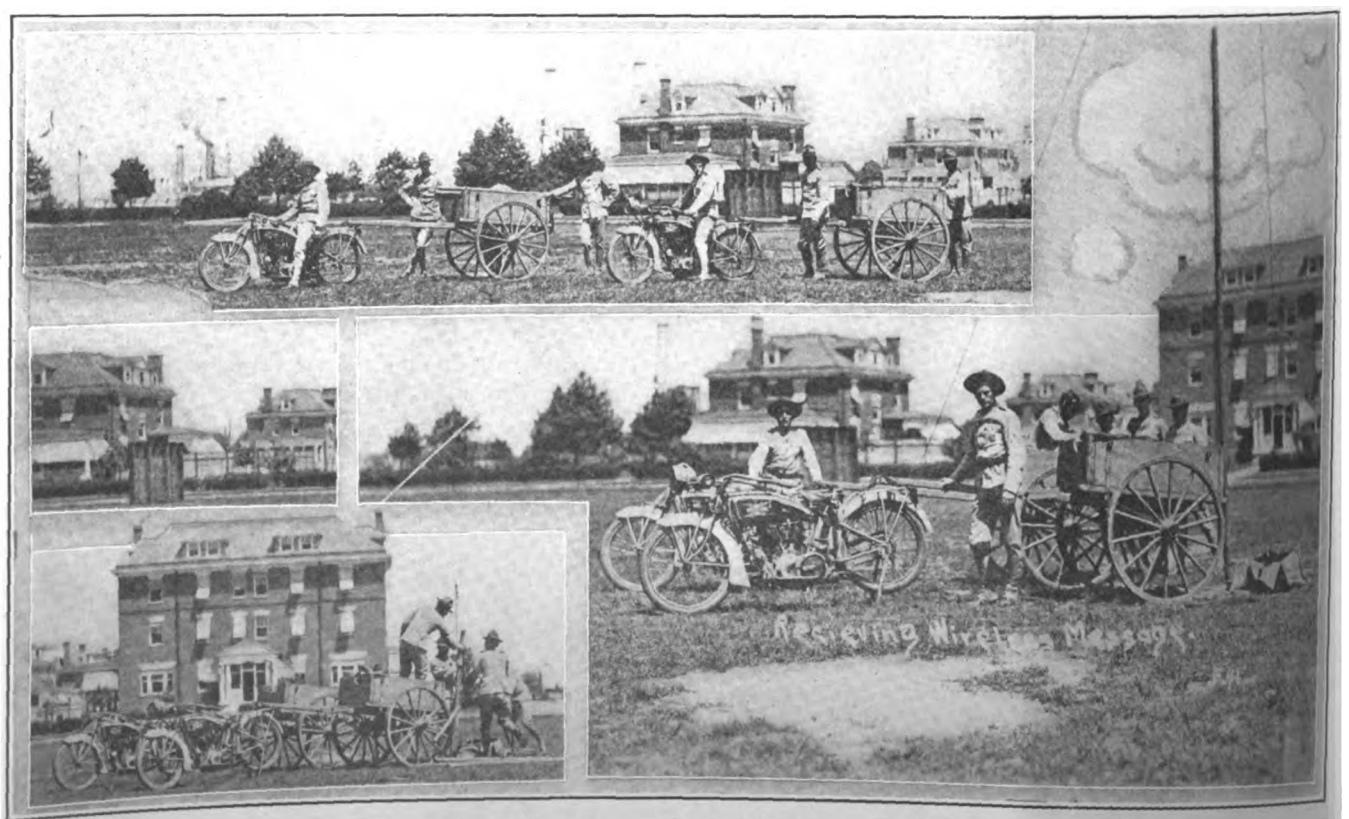
ATLANTA, Ga.—Several members of the Atlanta Motorcycle Club recently ventured into the red clay hills of northern Georgia for a pleasant Sunday spin. A stop for dinner and rest was made at Canton, Ga., far off the top roads and deep in the foothills of the Blue Ridge range.

While the riders were distributed over the hotel furniture in various more or less comfortable positions a rainstorm stole up on them. The return trip became a wild dash for the top roads and good riding, but the rain struck them just out of Canton. Driving into their faces in torrents, it almost blinded them. Rider after rider came to grief as the sticky red clay clogged his wheels. Mudguards were removed and placed in Captain Aiken's sidecar and ropes and wires were tied around tires to prevent skidding—but it couldn't be done.

About 5:30 Sunday afternoon, Captain Aiken arrived at the club, his sidecar loaded down with mudguards. He was followed one hour later by Luke Moon, the first solo rider to return. The others drifted in at irregular intervals, some not returning till next day.

No serious accidents were reported, although every man had at least three bad falls. H. L. Johnson took the wrong road and didn't get home till next day.

EXCELSIORS PROVE EFFECTIVENESS IN RADIO WORK FOR NAVY



Scenes at League Island Navy Yard, Philadelphia, Pa., Showing Service Rendered by Big X Machines in Drawing Wireless Ap... and in Generating Current for Transmitting Messages. The Carts Carry Dynamo and Antennae

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THE MOTORCYCLE'S BRIGHTEST YEARS ARE AHEAD

Power Two-Wheeler Has Established Itself in a Definite Field and Is Daily Becoming More a Part of Our National Life; Great Middle Class of Buyers Offers Wonderful Opportunities

By FRANK J. WESCHLER
Treasurer and Sales Manager the Hendee Mfg. Co.

Frank J. Weschler

THE best years of the motorcycle are those directly ahead of us. I believe that I can tell you why. I believe I can point out clearly the permanent elements in the motorcycle business—the thing that all of us can tie to and build big things on.

At the present time a good many people are making mistakes in their motorcycle thinking. They are trying to lay out the motorcycle's future according to conditions of today. Obviously this is wrong and I intend to get away from this fundamental error at the start. If we are to have a correct idea of the motorcycle for the next five years we should base our conclusions on what will probably take place during that time—and not what is going on now.

One of the important things which we must consider is the automobile.

The development of the low priced four-wheeler has undoubtedly brought about a condition wherein the automobile market and the motorcycle market touch, but these two can hardly be called competitive.

They will, rather, from now on make parallel progress—a condition which I venture to say is a help more than a detriment to the motorcycle's future. And the reason that it is a help is this: The motorcycle market thus becomes sharply defined and we can now proceed within our own outlined field without the waste of effort which always attends the hit-or-miss method of marketing a product.

In other words, we are going to know more and more just where we are at. We are going to know positively just what our channels of sales are. We are going to be in a position to sail a perfectly chartered course. Guess work is eliminated.

Isn't this a very important point for the motorcycle trade to have settled? Isn't it going to mean a great deal for us to be able to decide just what our own field is and then to develop every inch of it? I think so.

At the present time the heavy increasing demand for sidecars shows for one thing how little the low-priced car affects the motorcycle.

And the sidecar success today means surely a continued vogue in the future, because women are favoring it to a greater degree than ever before.

Low up-keep cost I need only to mention. The smallness of motorcycle running charges draws a marked line between it and the automobile, which the motor car can never hope to cross.

Transportation—both for business and pleasure—is today as much of a demanded commodity as soap. It is a great concern with rich and poor alike. It is one of the foremost considerations of modern mankind. It is a universal need.

How, then, can the motorcycle go unheeded in the future? It can not. Millions of people are bound to give it the recognition it deserves. It is a truly wonderful mechanical achievement. It gives the owner more speed, more power, more comfort, more satisfaction per dollar of cost than any motor vehicle in the world. Nobody disputes this.

Millions of people have not yet realized the motorcycle facts; but I expect that more and more people will realize them as time goes on.

LET us agree, then, that from now on the bulk of motorcycles will be sold to that class of people which cannot afford even the low-priced automobile. This gives to the motorcycle a market of millions of people whose incomes range from $25 per week downward—the very market, in fact, which the majority of American manufacturers of and dealers in popular-priced products have found, and will continue to find, substantial and wealth yielding.

The motorcycle doesn't need a better and richer market than this to prosper. With hard times disappearing and with the smoothing out of unsettled world conditions not a long way off, that vast group of people who are the workers and wage-earners will become once more active buyers of merchandise of all kinds. Even this year I believe that the people will have more available purchasing money than they have had for years back. I furthermore believe that in another year the total producing capacity of the motorcycle industry will be taxed to its utmost.

The motorcycle has never been overproduced. In no single year has it put out a total of 100,000 machines. The great advantage of this lies in the fact that motorcycle sales have nowhere reached the point of saturation—the larger part of the motorcycle-buying public still remains unsold. In other words, our market is still fresh and new and capable of very extensive development.

The motorcycle dealer can figure out his future sales possibilities according to his territory. In the small towns and villages he can conservatively count on the sale of one machine per three hundred population. Our own records indicate this. In the large cities the percentage is not so great—it should be, roughly, one machine per thousand population. These figures make allowances for women and children who, of course, are not prospects except indirectly. Surely one hundred machines per one hundred thousand population is not an unreasonable expectation, because even today Indian sales show this percentage in a number of districts.

Other factors in the future of the motorcycle are the decreasing of price, the utility side which is coming into widespread recognition, and the extension of the part payment plan. I expect to see the part payment plan highly perfected during the next few years—and with it we shall also see hundreds of dealers, who are only doing moderately well now, become extremely well-off merchants. The decrease in price will undoubtedly enlarge the market by tens of thousands each year. The adoption of the motorcycle for utility reasons will likewise open up a rich field.

My use of the word "utility" does not in this instance mean "commercial"—the commercial application being a big subject that needs separate treatment—but refers, rather, to the use of the solo machine in going to and from work, in covering a sales and collection route, and in doing those hundred and one things where quick, cheap, comfortable transportation is essential.

A good example of utility is this: The bicycle is a fixed part of the English workingman's equipment in going to and from the factory—so much so that most factories provide big sheds with row after row of racks for the accommodation of their employes' wheels. The English workingman would no more be without his bicycle than without his shoes.

When it comes to the American workingman, I expect to see him adopt the motorcycle instead of the bicycle. He earns more and can afford the motor machine. He wants better things—is used to having them. American workingmen will take to the motorcycle in the future in large numbers, not only for its pleasure value, but for its great essential usefulness.

Motorcycle racing cannot, I believe, ever lose its vogue. It has those elements which make for permanent popularity—speed, power, gracefulness, excitement, and all

(Continued on page 64)

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JERSEY CLUBMEN HEAR PREPAREDNESS TALK

Big Newark Organization Turns Out in Numbers to Hear Addresses on Motorcycle Warfare and Need of Defense Measures

NEWARK, N. J., May 3.—A rousing big patriotic meeting was held by the New Jersey M. C. last night in the club rooms, when over 80 members and friends heard Dr. David Kraker, of the National Guard Hospital Corps talk on "First Aid." Dr. Kraker also spoke on the part that the motorcycle can play in modern warfare. He was followed by George D. Love, of the National Security League, who enlightened the audience on the grave dangers which beset the United States from lack of organization and equipment for a defensive war against a possible foreign invader.

That the meeting will bear fruit in the formation of a motorcycle detachment is probable, the only hitch at present being the fact that the State will not recognize an organization unless it is part of the militia. The New Jersey boys fear that after they have enlisted they will not be used as the nucleus of a motorcycle company, but would, in all probability, be mustered into the unfilled ranks of an infantry regiment.

Were the State to guarantee the boys an enlistment in the Signal Corps, a stampede to sign papers would follow, but the military authorities will not commit themselves, and the indecision of the riders is the result.

SIDECARS EXEMPTED FROM THE FERRY "PUSH RULE"

NEW YORK, May 9.—State F. A. M. Commissioner George A. Ellis announces that the New York Central Railroad Company has made a concession with reference to sidecar combinations carried on its ferryboats, as a result of his objection filed recently against the rule which required motorcyclists to push their outfits on and off the boats without motor power. Hereafter the sidecar combinations can be run on and off the boats under power, but solo motorcycles must still be pushed on boarding and leaving the boats.

Commissioner Ellis took a strong stand in favor of granting the same privilege to solo riders as to sidecarists, but General Passenger Agent Vosburgh turned a deaf ear to such arguments.

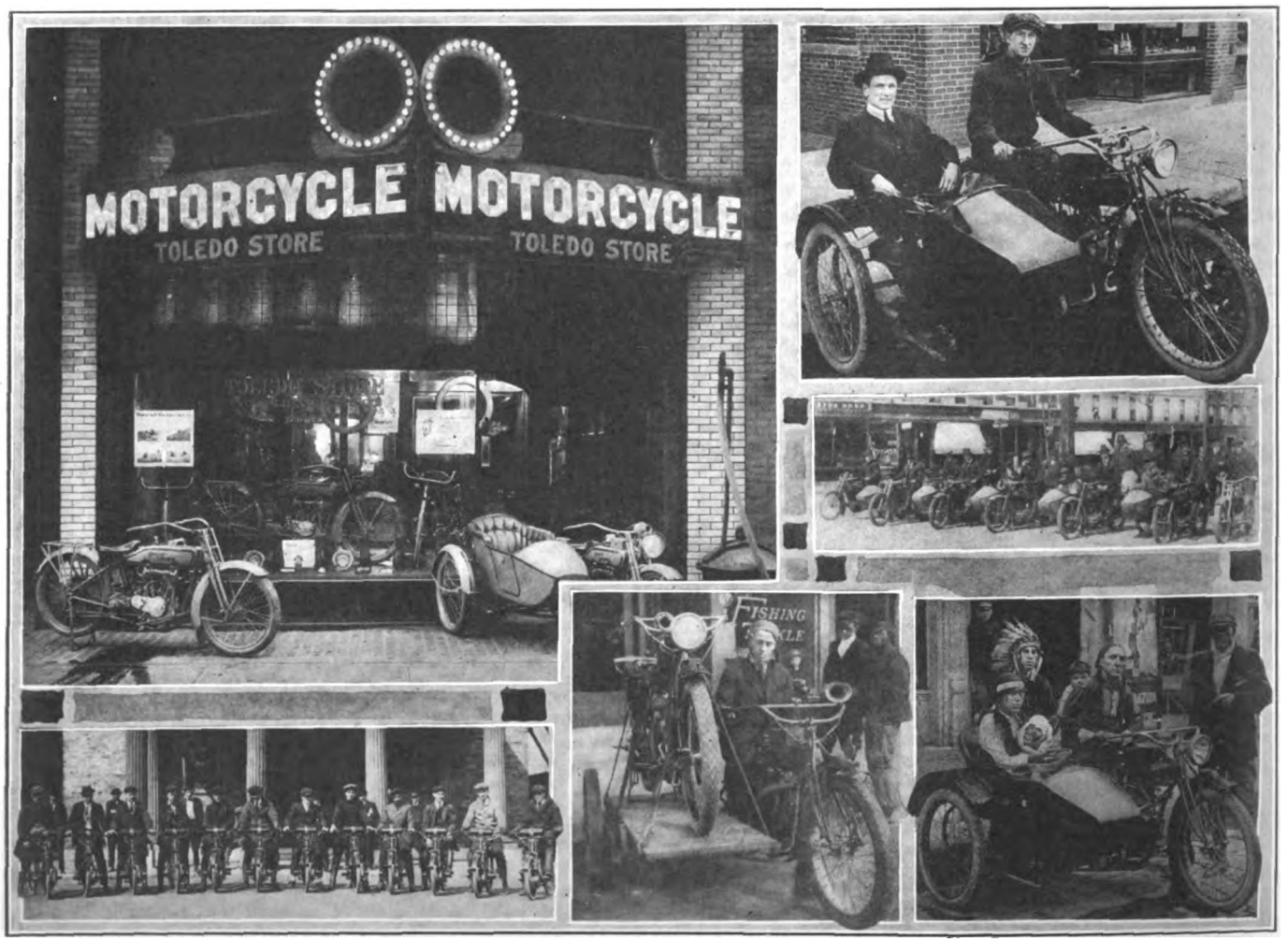
THREE EVENTS ON CARD AT COSHOCTON MEET

COSHOCTON, O.—The Coshocton Motor Club has arranged to hold three motorcycle events at the Fairlawn Park meet scheduled for May 30. The first event will be a five-mile open, with prizes of $20, $10 and $5. The second will be a ten-mile stock, with prizes of the same value, and the third will be a 25-mile open, with $50, $30 and $10 awards.

MORE ROAD CONTRACTS ARE LET IN OHIO

COLUMBUS, O.—Contracts have been awarded by the Ohio Highway Commission for the improvement of 175 miles of highways in various parts of the State. The work is being done under the State-aid law at an expenditure of $3,000,000.

VISUALIZING SOME ACTIVITIES OF WIDEAWAKE DEALERS



Upper Left, Store of H. D. Capron, Sub-Agent for Oberwegner Motor Co., in Toledo, O., Handling Harley-Davidson; Next to Right, Indian Dealer John Treat of Bangor, Me., Ready for a Demonstration; Below, Gene Coughlin and a Line-Up of His Customers in Bronx, N. Y. Lower Left, Dayton Motor Bicycle Enthusiasts at Union Station in Dayton, O.; Next, How B. A. Swenson, Indian Man in Providence, R. I., Carries Machines from Station; Right, Real Indians in Hopkinsville, Ky.—Chief Red Fox in Saddle, Chief Yellow Thunder on Tandem, Dealer Hester at Right

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FIVE EVENTS IN SAVANNAH MEET JULY 4

Club Decides to Abandon Road Races and Go in for Track Programs; Application Made for Several F. A. M. Championships

SAVANNAH, Ga., May 6.—One of the most important flat track meets ever slated for this section of the country will be held here on July 4, under the auspices of the Savannah M. C. At least five events will be run off and about $200 in cash prizes will be offered in addition to minor awards. At the latest bi-monthly meeting of the club it was decided to stage the racemeet instead of a road contest; this means that the club has run its last road race over the Grand Prize course.

The club, through Secretary Meyer, has taken up with President Coffman, of the F. A. M., the matter of obtaining several national championships for the July 4 racemeet. This is the first application of the kind that the club has made to the F. A. M., and it is hoped that the national body will grant the club's request.

Should the half-mile track races on July 4 prove successful, it will mean that a big speed card will be arranged for Thanksgiving Day, with at least $500 up in cash prizes.

At the latest meeting the club decided to move to larger quarters. The present ones have been occupied nearly three years and the club has outgrown them. A committee is looking for new and more commodious rooms.

A number of city and county officials have accepted invitations to speak at the seventh annual banquet of the club, which will be held next month in connection with the election of officers.

DARING ATHENIAN RIDES UP STONE MOUNTAIN

ATHENS, Ga.—Harmon C. Rorison, one of the most enthusiastic motorcyclists of this vicinity, recently attracted much attention by riding his three-speed Indian to the summit of Stone Mountain, known as the largest solid rock in the world. Not only did Mr. Rorison make the perilous ascent successfully, but he managed to complete the down trip, which in some respects was even more hazardous than the upward climb.

At times it was impossible for the machine to get traction in going up, and it was necessary for the rider to back up a little and then strike the sheer rock on the bias in order to make headway. Stone Mountain has been climbed only three times by motorcyclists, Rorison being the third successful aspirant. Both the other climbers were factory men, and were thus considered somewhat in the light of professionals.

A STRIKING ISSUE

Editor Motor Cycle Illustrated:

Permit me to take this opportunity of congratulating you on your very excellent Spring number, which I have read with a great deal of interest.

The issue was striking, not from a standpoint alone of being a complete resume of everything of interest to the motorcycling fraternity, but also because of the convenient and artistic composition that the entire issue exhibited.

With best wishes, I am
Cordially yours,
FELIX LEWIN,
Manager New York Branch
Henderson Motorcycle Co.

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Of a Personal Flavor

George K. Culp, special representative of the Cycle Tire Department of the United States Tire Company, has been attending conferences at the general offices at 1790 Broadway, New York. Mr. Culp is exceedingly enthusiastic over the business outlook in his territory, which includes everything west of Buffalo, N. Y., as far as Denver, Colo., for both United States motorcycle and bicycle tires.

R. M. Linnell, manager of the Hub Motorcycle Company in Providence, R. I., said this week that he is planning to form a Cosmopolitan Motorcycle Club, the officers of which would not be affiliated with any agency. He has been approached on the subject by so many enthusiasts that he has been really forced to form the organization.

C. H. Williams, who recently was transferred from the Portland (Ore.) branch of the Goodyear Tire & Rubber Co., to take charge of the Chicago branch, had the pleasure of entertaining W. J. Cameron, assistant sales manager of the motorcycle and bicycle tire department last week. Mr. Cameron jumped from the Rubber City to the Windy City for a conference with the Chicago branch manager.

L. S. Pugh, representing the Eclipse Machine Company, spent a few days in Cincinnati recently showing Morrow coaster brakes to dealers. He reports spotty conditions in the bicycle trade, some cities showing more bicycles on the streets than ever before, while others are comparatively slow. The hills in Cincinnati have operated to hold down the bicycle business, he has found, but he declares that dealers are going after customers more energetically than ever before, and prospects seem to indicate a growing success for their efforts.

M. E. Morris is now manager of the salesmen's department of the Goodyear Tire & Rubber Company, of Akron, O. He was formerly Pacific Coast manager for the company.

Harry C. Miller, sales manager of the pneumatic tire department of the B. F. Goodrich Company, of Akron, O., is now convalescing after a minor operation. He will resume his activities in a short time.

E. M. Ford has been appointed sales manager for the National Coil Company, of Lansing, Mich. He has already entered upon his new duties

Eddie Swenson, the 14-year-old son of B. A. Swenson, the Indian man in Providence, R. I., lays claim to being the youngest demonstrator in the United States. He delivered an Indian Featherweight to one of the Providence policemen recently and in two hours left the officer fully capable of handling the machine. Eddie is following in his dad's footsteps.

Arthur O. Lemon, traveler for the Henderson in Ohio, was in Akron last week looking over things and giving expert demonstrations on the four-cylinder mount. He co-operated with the local Henderson company to such good effect that the books show a considerable number of fresh orders.

Albert H. Brandt, formerly with the Hearsey-Willis Company, of Indianapolis, Ind., is now in charge of the automobile accessories department of Hurst & Co., of the same city.

DATES SET FOR SEASIDE TRADE CONVENTION

ERIE, Pa., May 9.—W. J. Surre, of the Continental Rubber Works, and Chairman of the Committee of Arrangements of the Cycle Parts and Accessories Association, comes forth with the welcome news that instead of four as usual, five days are needed for the full enjoyment of the program which the Parts Makers are arranging for the Tenth Annual Convention of the Allied Cycle Trades bodies at Atlantic City. Those five days are July 31 to August 4 inclusive, and if the program of yesteryear can be taken as a criterion they will be a quintette of thorough enjoyment from sun up till moon down tempered just slightly with some real serious business that will undoubtedly be accomplished by each of the associations.

As usual, the St. Charles will be the headquarters but the visitor will find it a remade hotel, for the management has recently completed a 10-story modern fireproof addition which undoubtedly will accommodate a greater number of the trademen than in years gone by.

Mr. Surre states that the program for the festivities is well under way and that undoubtedly it will prove the most attractive one that the commitee has yet had the pleasure of arranging—which is going some, as any trademan who has attended former conventions can attest.

1, Handsome Exterior of Lanfranchi Establishment, Showing Lines Handled: English Williamson and Douglas, Indian and Dunlop Tires; 2, Where Parts Are Displayed—Note Characteristic Neatness of This Room; 3, Head Offices, with President's Desk; 4, A Corner in the Display Room, with Sidecar Combinations in Foreground; 5, Proprietor F. V. Lanfranchi in His Car; 6, Reception Room for Visitors—Note Trophies in Case

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With the Manufacturers

STOLL BRINGS OUT SPRING FOOT-REST DEVICE

IN order to further add to the comfort qualities of the No. 2 Combination tandem, the Stoll Manufacturing Company, of 3234 Walnut street, Denver, Colo., has brought out its spring foot-rest attachment No. A, listing at $3.85. This attachment, which can be fitted to any 1915 or 1916 Stoll No. 2 tandem, attaches to the main seat frame on each side and to the lower part of the tandem frame. There are springs incorporated in the attachment, and the passenger is thus carried with a smooth, springing action. As the tandem and the foot-rests move as one, the feet are relieved of all jars and shocks.

The attachment incorporates folding foot-rests and is pivoted at all joints. The springs are enclosed and are long to give an easy action. Application should be made to the factory by dealers and jobbers for prices, etc.

NEW AUBURN SPARKPLUG HAS GIANT PROPORTIONS

BUILT along the lines of the familiar Auburn mica motorcycle sparkplug, but in giant proportions is a new plug, the latest offering of the Auburn Ignition Manufacturing Co., Inc., of Auburn, N. Y. This plug, shown in phantom herewith, is constructed of Indian ruby mica as in the type previously issued. It has a larger shell, one that will take a ⅞-inch wrench instead of a ¾-inch, and there is much more room for insulation and clearance.

Advantage of the increase in sizes has been taken to incorporate more insulation in this plug than in the previous Auburn models. The new Auburn plug is furnished with a combination terminal to fit all connections.

The output of the Auburn firm has steadily increased since the new management took charge in 1913, and an expansion has been found necessary. The capital stock has been increased from $25,000 to $60,000 in order to secure more efficient manufacturing facilities and working capital.

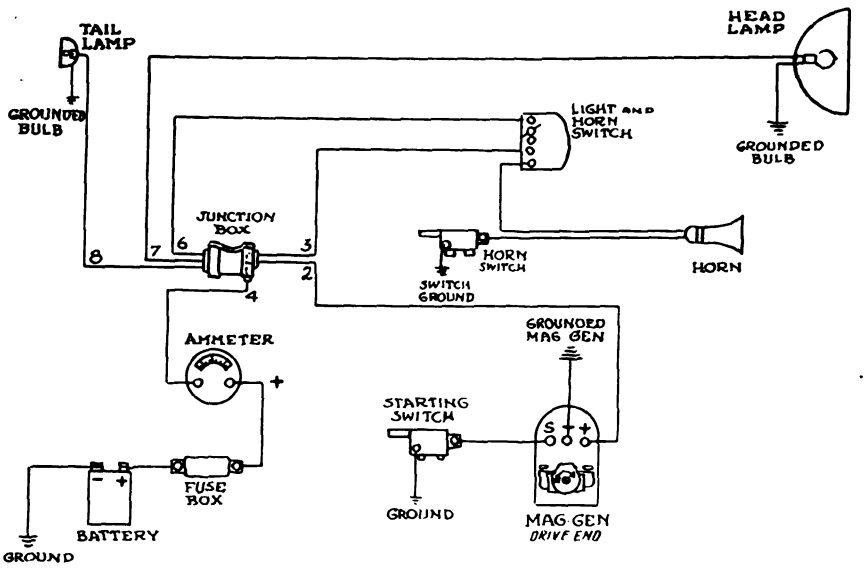
The management will be unchanged for the increase. It is as follows: S. M. Kitchin, general manager; C. A. Franke, productive manager, and H. G. Kitchin, sales manager.

MARKO INCORPORATES

NEW YORK.—The Marko Storage Battery Depot of New York has been incorporated, with a capital of $5,000. Incorporators are Paul M. Marko, M. H. Tuttle and Jos. Kresse, all of Brooklyn, N. Y.

SPLITDORF ONE-WIRE SYSTEM FOR INDIAN

Newark Company Introduces Wiring Scheme to Replace the Two-Wire Arrangement Used on 1915 Machines of Hendee Make



FOLLOWING its policy of improving its apparatus in every possible way for the benefit of both rider and dealer, the Splitdorf Electrical Company, of Warren street, Newark, N. J., has perfected a single wire system for the 1915 model of electrically-equipped Indian. This system replaces the two-wire system previously used and can incorporate an ammeter in the circuit or omit the ammeter as desired However, the ammeter is recommended for excellent reasons.

The new system is shown clearly in the accompanying wiring diagram. The ammeter, it will be noticed, has its positive post connected to the wire from the fuse box, while a wire from its negative leads to 4 on the junction box. When the ammeter is omitted, a wire from the plus connection on fuse box leads direct to 4 on the junction box.

The diagram can be readily followed by any rider or garageman. The grounds marked are, of course, on the frame and in the case of the lamps are through the body and brackets with frame return. Applications for this diagram should be made to the Splitdorf company at Newark.

ANOTHER GOODYEAR WINDOW DISPLAY CAMPAIGN

ONE of the most elaborate and comprehensive window display campaigns ever launched in this country, featuring tires, is the one just inaugurated by the Goodyear Tire & Rubber Company, of Akron, Ohio. Some time ago the Goodyear folks became interested in window displays as a means of increasing tire sales, and secured the services of Charles Speed, an expert window display man from the Marshall Field forces in Chicago. A national window display campaign was prepared and carried out with such satisfactory results that a Window Display Department was organized as a regular part of Goodyear sales activities. The Goodyear company has proved conclusively that tire buyers are as susceptible to the influences of an attractive display of tires as are the shoppers by tasty displays of wearing apparel and other necessities of life, and that the dealer's window, if properly used, is a valuable factor in promoting sales.

Goodyear's present national display campaign is being conducted on a scale not heretofore attempted by any tire company and involves the use of 28 carloads of materials. Six separate and distinct displays are provided, featuring automobile tires, both fabric and cord, motorcycle tires, bicycle tires, lawn hose, and tire accessories, and so arranged that the setting for any one of the six displays may be used in making up the other five, so that a dealer may feature all of the six different products.

"A CRACKER-JACK"

Editor Motor Cycle Illustrated:

Just received a copy of your special Spring Number and must say it is a cracker-jack. You can feel justly proud of it.

C. B. Colin,
Deepwater, W. Va.

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Questions and Answers

PISTON DISPLACEMENT

PLEASE tell me how to figure out the piston displacement of a motor. When I worked out the bore and stroke of my motor according to the dimensions given in the catalog, I fell shy just 9 cubic inches. I presume the makers included the capacity of the valve chamber in their calculations. INQUISITIVE.

Liberty, N. Y.

If your calculations were correct, the error was in the maker's catalog. The piston displacement is the volume of the cylinder itself, and does not include the valve or combustion chamber. It is reckoned as follows: Bore X bore X stroke X 0.7854 X number of cylinders. For the cubical capacity of a cylinder the entire volume of that cylinder (including valve chamber and combustion space) is figured. This is usually found by placing the piston at the top dead center and pouring in kerosene until the space is filled. The kerosene should come from a graduated vessel so that the amount filling the space mentioned can be read directly. If in cubic centimetres, divide by 16.38 to get cubic inches. Add the figure obtained to the piston displacement to get cubical capacity.

DRY CELLS CAN BE USED

A RECENT law in this state calls for sidecar lamps. I propose using dry cells with an electric lamp for the purpose and am asking whether such a battery would be suitable.

Newark, N. J. P. L. GALLEGHER.

We think that the dry cells will be all right for the purpose, provided that examinations of the cells are regularly made to see that they are not exhausted. Dry cells are of 1.2 to 1.5 volts and run from 20 to 30 amperes, so that if a four-volt bulb is used, the battery should consist of three cells. A set of cells will give all the light required by the law.

ACTION OF RUBBER BUMPERS

FELLOW-RIDERS with machines like my own use rubber bumpers in the scrolls of the front springs and claim that their action is beneficial. I say that the bumpers deaden the spring action and that the springs were not designed to use such devices. F. X. SULLIVAN.

Chicago, Ill.

If the bumpers are soft enough they will act as additional springs in preventing too great a closing of the scroll and consequent breakage close to the end of the leaf spring portion. If the bumpers are not soft, they deaden the action of the spring and make riding somewhat harder as regards spring action. The bumpers are supposed to act as shock-absorbers when in position. They are certainly an auxiliary device to the spring, for the latter was obviously not originally designed for their use.

NOT OVER A 2 C.P. BULB

I AM thinking of putting a sidecar light on my electrically-equipped machine. Will the battery stand the extra light? I am using tail and head lights and horn. C. WILBUR GATES.

South Bend, Ind.

If the sidecar light is not more than two candlepower, the battery and generator will take care of the extra load, but possibly the horn would be a little weaker in tone. Generally speaking, we hesitate to advise adding another light to an electrically-equipped machine, as the extra current used has to be drawn, in part at least, from some of the regular lighting or signalling equipment.

NO SUCH RECORD

PLEASE tell me the present coast-to-coast and return record, who it was made by and when. I have ridden a motorcycle for several years, and think I should like to try for that record (Los Angeles to New York and return) this season. Flagstaff, Ariz. ALAN T. BEDELL.

There is a coast-to-coast record, Pacific to Atlantic, but none for the round trip. The one-way record is held by Erwin G. Baker, 7 h.p. twin Indian, his trip leading from the Pacific Coast east. If you are going to try for the round-trip record, let us know when you will start.

GRAPHITE GREASE IS O. K.

I HAVE heard that graphite grease is first rate for lubricating my three-speed gearset and would like to know if this is so. ALBERT L. PERSON.

Denver, Colo.

Provided that you get a grease suitable for such work we can unhesitatingly recommend it for gear-box use. The grease must get more or less fluid when the shafts and gears are in motion and must not pack so that the wheels will merely cut a path through *without* taking off any lubrication. There are a variety of fine brands on the market for this purpose, and you should be able to make a choice with the advice of the makers. It would not be a bad idea to use oil mixed with the grease.

USING MOTOR AS AN AUXILIARY BRAKE

It Is Particularly Valuable When Sidecar Is Attached and Exhaust Valves Are Lifted—Better Effect Than Magneto Cut-Out

By D. B. PANGBURN

IN descending any long and steep hill, there is a large heating effect and a great strain on the brakes, particularly when a sidecar is fitted to the motorcycle. In fact, the brakes, designed primarily for solo work, are subjected to the extra strain of holding back the weight of the passenger and the sidecar. For this reason, many sidecarists use a magneto cut-out and put the motor in gear, so as to let the latter act as a brake.

If you have ever spun a motorcar motor over against compression, or whirled a motorcycle motor without lifting the valves, you will remember that while it takes some effort to get it started it takes comparatively little energy to keep it going. This is because the work done in compressing the charge in the cylinder is nearly all expended again when the charge expands without exploding.

The same effect takes place when the motor is used as a brake with a magneto cut-out. At first it brakes well and then acts less and less to retard the outfit. A better retarding effect, and a continuous one, will be found to take place if the exhaust valves are lifted, so that the motor has actually to do the work of filling the cylinders with air and pushing the air out again at *every* stroke instead of alternate strokes as when using the cut-out. In other words, the braking effect will be about twice as great as when using the cut-out and there are very few hills indeed, where the motor in low gear and with the exhaust valves lifted will not prove a sufficient brake.

BIG FEATURES BOOKED FOR COLUMBUS TRACK

COLUMBUS, Ohio. — The Interstate Racing Association has closed a contract with the lessees of the Columbus Driving Park for holding motorcycle meets during the current season and the following dates have been selected: June 4, June 25 and September 3. Elaborate plans have been worked out for the season's racing here, and it is announced that such features as a 200-mile Ohio sweepstakes race, a 100-mile interstate championship and a 100-mile handicap will be put on in addition to the less important events.

The mile track at Columbus is regarded as the best course on the Interstate circuit and it is for that reason that the Association has switched the big speed features to this city.

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Along Technical Lines

SUGGESTING A NEW FORMULA FOR HILL-CLIMBING

Professor Callender's Calculations Give Unfair Advantage to Motors of Small Displacement at High Speeds and a Better Rating Means Is Suggested—This Includes Air and Tractive Resistances

By PERCY P. CHARLES

THERE has been considerable discussion with regard to hill-climbing, and I have noticed that Professor Callender's formula is used in the majority of cases. The first notice this year was in the article by Arthur Chapple, a few weeks ago, in relation to classifying the lightweight. This formula, as the reader is probably aware, includes the weight of the rider, the weight of the machine, the piston displacement and the time consumed in making the ascent, as follows:

M equals W_1 plus W_2 divided by C × T, when M is the figure of merit, W_1 is the weight of the rider, W_2 is the weight of machine, C the piston displacement and T the time of the ascent. The highest figure of merit wins.

An Unfair Advantage

Now, I cannot see the advisability of using this formula. After calculating the results of some recent hill-climbs in the 30½ and 61 cubic-inch classes by the Callender formula, I find that it gives the 30½ cubic-inch machine an unfair advantage. The formula, furthermore, does not take into account a very important factor—the air resistance.

The weakness of the Callender formula lies in the higher speeds. At speeds about 25 miles per hour, for example, a 61 cubic-inch machine would have to go twice as fast in the climb as a 30½ cubic-inch mount to win. On most hills, when the smaller motor makes the ascent in 30 seconds, the 61 cubic-inch machine seldom climbs the same grade in less than 20 seconds, or 50 per cent. faster. Hence, I would like to submit a more accurate formula. This is:

M equals (R_1 plus R_2 plus R_3) T divided by C, when M is the figure of merit, T the speed in miles per hour, R_1 the tractive resistance, R_2 the air resistance, R_3 the force of gravitation. The highest figure of merit to win.

Factors Considered

Now, R_1 is the weight of the rider multiplied by the resistance per pound of weight. The latter is 0.03 pounds. R_2 is the product of the surface offered by rider and machine (4½ square feet) and the resistance at the speed traveled. See Kent's Engineers Pocketbook, page 597. R_3 is the weight of the machine and rider divided by the percentage of the grade. C is the piston displacement in cubic inches. We now have:

M equals R T divided by C, when R is the sum of R_1, R_2 and R_3.

You can get the value of R from a series of curves plotted for different weights, say, 300 to 500 pounds. The ordinate would be the speed in miles per hour and the abscissa would be the value of R in pounds. The curve itself would be that for a given grade, say, 5 per cent., and the intersection of the speed with the point of the curve would give the value of R at once. Naturally, there would be a different curve for every different weight of machine and rider combined represented as W in the formula.

Two other changes that I think are desirable in the existing rules are the formation of four classes: a 15¼, a 30½, a 45¾ and a 61 cubic-inch class, in place of the 30½ and 61 classes. The other would be to have but one machine used by one rider in hill-climbing or any record trial.

MORE ABOUT THE FAITHFUL PLUG

Also a Few Words on the Magneto and Sharp Edges

By COURIER

PERHAPS you thought that material with regard to the spark plug was about exhausted, after a whirl of it in two or three numbers recently. Well, it isn't. There's lots more to write about the little red-hot proposition that gives zip to the compressed gas—red-hot when you touch it with the naked fingers, for the most part. For instance, it has a gasket to keep the gas from leaking past the screw threads, and this gasket often acts like a spoiled child. As our dictionary-educated brethren would say, it has its vagaries.

The copper-asbestos spark plug gasket or washer is a faithful friend when new, but appears soon to tire of its care of the joint between the plug and the motor and goes on strike, so to speak. It gets hard and allows gas to leak past it. On the first sign of a weak motor, I ring the spark plug gaskets around with oil and then "turn her over" to watch for the bubbles that show leaks. These washers can be brought to terms after becoming hard by heating them to a dull red and then allowing them to cool. After that they will be ready for use again, unless burnt by escaping gases. A blackened and flattened washer should be discarded, and a new fat washer fitted in such cases, as riders and repairmen often screw the plug in harder than is necessary to make the joint gas-tight.

Occasionally, you get hold of a gasket that will not take a heat and the cooling which should follow and remains fat, but minus its joint-plugging qualities. It is best not to do anything to it, but spin it into the discard and unbelt for the price of a new one. And, here's a nice little thought: carry an extra one along.

Concerning the Magneto

I have said nothing about the ignition system, as this very seldom gives trouble except through the carelessness of the rider. Beyond feeling the cables for tightness in the terminals and posts, little need be done, unless there has been gasoline or oil spilled on them. Feeling them with the fingers will show where any insulation has rotted, and under such conditions a new cable is the best remedy. If the magneto has not been oiled for 500 miles, a few drops of 3-in-1, or magneto oil (not cylinder oil) will be desirable. It should be put into the little cups at each end of the casing. See that the felt pad on the armature shaft where it enters the drive casing is in good condition, so that leakage of oil past it will not cause the armature windings to become oil-soaked.

Sharp Edges

This is just about the right time of year to create a demand on the part of riders for cleanly-finished fittings on every motorcycle. To the experienced rider, sharp edges are abominable looking anywhere and show too much hurry or slipshod work. These edges are unpleasant, especially on the control fittings, where the bare hands are likely to be cut or torn by contact with them. On wire mechanism, the corners cut the strands in course of time, and then there is a howl about the unreliability of wire in general and the good kinds are cursed with the failures of the bad.

THE EVOLUTION OF A PRIMING CUP

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Down the Stretch

May 14, Detroit, Mich.—Race meet of Detroit Motorcycle Dealers' Association.

May 14, Bronx, N. Y.—Second annual endurance run of the Crotona M. C. to Monticello, N. Y. and return, 250 miles.

May 21, Providence, R. I.—Annual photograph run to Roger Williams Park, M. C. of Rhode Island.

May 21, Newark, N. J.—200-mile observed run for lightweights, auspices of New Jersey M. C., to Philadelphia and return.

May 21, Jamaica, N. Y.—Endurance run of Jamaica M. C. to Patchogue and return.

May 21, Harrisburg, Pa.—Endurance run of Keystone M. C. to Altoona, Shamokin, Pottsville, Reading and return.

May 27, New York, N. Y.—Six-mile motorcycle race at Sheepshead Bay Speedway, in connection with naval and military demonstration.

May 27-28, Providence, R. I.—Week-end run of Providence M. C. to North Adams, Mass., and return.

May 27-28, Poughkeepsie, N. Y.—Endurance run of the Poughkeepsie M. C. through Poughkeepsie and Dutchess Counties; 20 hours.

May 28, Milwaukee, Wis.—Lightweight race of Milwaukee M. C. on Cedarburg track.

May 28-30, Boston, Mass.—Three-day endurance run of Bay State M. C.

May 29-30, Newark, N. J.—400-mile run, day and night, of New Jersey M. C.

May 30, Washington, D. C.—National Capital M. C. endurance run, 128 miles in 24 hours.

May 30, Providence, R. I.—Races at Narragansett Speedway.

May 30, Coshocton, O.—Race meet of Coshocton Motor Club at Fairlawn Park track.

May 30, Roanoke, Va.—Race meet of Dixie M. C.

May 30, Wheeling, W. Va.—Race meet of Wheeling M. C.

May 30, Philadelphia, Pa.—300-mile race on Hatboro Speedway.

May 30, Seattle, Wash.—Run of Seattle M. C. to Portland, Ore.

June 4, Sheepshead Bay, N. Y.—Motorcycle race meet in connection with "American Liberty Day" celebration.

June 10-11, Worcester, Mass.—Fifth annual 24-hour endurance run of Worcester M. C.

June 14.—Meeting of the Motorcycle Manufacturers' Association, Hotel Phister, Milwaukee, Wis.

June 18-19, Wheeling, W. Va.—336-mile endurance run to Bedford, Pa., and return, of Wheeling M. C.

June 25, Detroit, Mich.—Second race meet of Detroit Motorcycle Dealers' Association.

June 30, Wheeling, W. Va.—Sealed time run of Wheeling M. C.

July 2, Sheepshead Bay, N. Y.—New York State F. A. M. meet at Speedway and amateur championship races, auspices of Speedway M. C.

July 2-3-4, Grand Rapids, Mich.—Michigan State F. A. M. reliability trial, under auspices of Grand Rapids M. C.

July 4, Sheepshead Bay, N. Y.—New York State championship races, under auspices of Speedway M. C.

July 4, Roanoke, Va.—Race meet of Roanoke M. C.

July 4, New Brunswick, N. J.—Elimination run of the New Brunswick M. C.

July 4, Hamilton, O.—Meet at Butler County fair grounds of Hamilton M. C. in connection with F. O. E. annual entertainment.

July 4, Savannah, Ga.— Race meet of Savannah M. C.

July 4, Galesburg, Ill.—State F. A. M. championship races under auspices of Detroit Fair Association.

July 4, Wheeling, W. Va.—Race meet of Wheeling M. C.

July 16, Wheeling, W. Va.—Tri-State endurance run and open house, distance 100 miles, Wheeling M. C.

July 30-August 12, Wheeling, W. Va.—Run to Atlantic City and return, 600 miles, of Wheeling M. C.

August 10, Colorado Springs, Colo.—Races on Pike's Peak highway.

August 11-12, Roanoke, Va.—500-mile endurance run of Dixie M. C.

August 13, Detroit, Mich.—Third meet of the Detroit Motorcycle Dealers' Association at Detroit Oval.

September 3, Harrisburg, Pa.—Endurance run of the Keystone M. C.

September 4, Roanoke, Va.—Race meet of the Dixie M. C.

September 4, Milwaukee, Wis.—Fourth annual Goodfellowship tour, Milwaukee M. C.

September 6, Wheeling, W. Va.—30-mile road race of Wheeling M. C.

September 17, Detroit, Mich.—Fourth meet of the Detroit Motorcycle Dealers' Association.

October 1, Providence, R. I.—Annual Triangle run, Providence-Boston-Providence of M. C. of Rhode Island. B. A. Swenson in charge.

October 8, Detroit, Mich.—Meet of the Detroit Motorcycle Dealers' Association at Detroit Oval.

SWENSON ENTHUSIASTIC FOR F. A. M. CONVENTION

PROVIDENCE, R. I., May 1.—B. A. Swenson, the Indian agent here, in an interview this week stated that he was quite enthusiastic over holding the F. A. M. convention here this year, providing he has assistance in arranging the local programme. "B. A." is one of the busiest men in Providence and within five minutes after making a statement that he would like to have the convention in Providence, he said he had sold more machines up to the present time this year, than he did in all last year put together.

Regarding the convention, Mr. Swenson said: "In 1907 it was a big success here and I believe the Providence Motorcycle club is anxious to have it again. We had good facilities for taking care of our visitors at that time and a good track for our races. We have now a far better track in the Narragansett Speedway and with the experience gained through the former convention this ought to be made a hummer.

"In case the national officers decide to hold the meet here I shall do my utmost to arrange as successful a programme for the convention as it is possible."

HEAVYWEIGHT RIDER PROVES FEATHERWEIGHT

HARRISBURG, Pa.—The claim that the Indian Featherweight is a machine for universal use is borne out very strongly by Samuel A. Froelich, of this city. Froelich tips the beam at 340 pounds and has for several years ridden Indians of the big twin types, but on the appearance of the Featherweight he immediately became much interested. It carries him with ease and is a good proof that the machine has ample power for heavy riders.

UP-TO-THE-MINUTE FISK TIRE SERVICE

Two of the Many Motorcycle Van Outfits in Use at Fisk Branches Throughout the Country; They Have Saved Both Time and Money

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Our Canadian News Letter

QUEBEC LUKEWARM TO THE MOTORCYCLE

Report of the Provincial Secretary Shows That Only 296 Machines Were in Use in 1915—Probably Because License Fee Is $12

QUEBEC CITY, Que.—The official report of the Provincial Secretary for the French-Canadian Province of Quebec for 1915, shows that only 296 motorcycles were in use in the whole province, of which 173 were owned by residents of Montreal, the largest city in Canada. In 1914, there were exactly 205 motorcycles in use in the whole province.

The motor cycling situation in Quebec has always been a real enigma. The Government has spent millions of dollars for the improvement of roads—more in the past few years than any other Canadian province. The population is slightly more than two milions—almost equal to the population of Ontario. Montreal, the largest city has over 700,000 people and is said to be the sixth city on the American continent. The scenery of the province is most attractive and the people most interesting. Yet the number of motorcyclists is almost negligible.

One hindrance to motorcycle enthusiasm probably is, however, the registration fee exacted by the government, which is $12 per year. At the same time, the provincial authorities claim that the riders have never made a complaint about this tax.

According to the dealers of Quebec City, the motorcycling prospects for 1916 are very fair, however. The Quebec Skate Company, handling the Indian, is enjoying a good measure of trade while a new motorcycle dealer here, Rod Douville, has already taken orders for twenty-five Excelsiors this year. This is the first season in the motorcycle business for Douville. The Miami power-bicycle has made a hit in this, its first, year here. Not long ago J. E. Poulin took the agency for this make of lightweight, and he has already disposed of eight machines. He has also made arrangements for the early delivery of five more. This showing is somewhat surprising in view of the hilly nature of Quebec's streets and environments. Quebec's population does not exceed 100,000.

TEACHING TORONTOITES TO AVOID ACCIDENTS

TORONTO, Ontario.—The proposal has been made that Toronto have a "Walk Right Day" on which all pedestrians will endeavor to observe every traffic regulation and so learn how to use Toronto's narrow streets without walking into dangers. The special day is to be preceded by a campaign of education so that everybody will know the proper way to cross at intersections and to be on the lookout for vehicular traffic. The proposal was first made to the civic authorities by the Canada Motorcyclists' Association.

LIVELY MEET PLANNED FOR WINNIPEG M. C.

WINNIPEG, Manitoba.—Although many of its riders have gone to war, the Winnipeg Motorcycle Club has decided to go ahead with arrangements for holding the annual spring race-meet on May 24 this year. As usual the events will be staged on Exhibition track and to F. W. Marples has been entrusted the duty of having the track repaired, as the local speedway is now in very poor condition. The card consists of eight events, three of which are for professional racers. There will be a five-mile sidecar race and a one-mile time trial feature for both amateurs and professionals. Both classes of riders will be allowed to use motorcycles having engines of 61 cubic inch displacement. The distance of any race does not exceed ten miles.

Several fine trophies have again been brought into commission for the coming speed-tests, including the Empress, Olympia and Birks cups. The handsome Olympia cup is awarded each year to the rider making the best time in the time trials. Other prizes, such as tires, saddles, etc., are also given along with the cups.

HERE'S RECIPROCITY WITH CANADA AFTER ALL!

TORONTO, Ontario.—Local motorcyclists are planning to unite with the automobile enthusiasts in a celebration to commemorate the enactment by the Ontario Government of the measure to provide for the reciprocal recognition of motor licenses belonging to international tourists. The long-expected announcement by the Provincial authorities will be made within the next two or three weeks, it is understood, and the motorists of several large Ontario cities will celebrate the occasion by a tour to the Niagara River boundary line for the purpose of a formal handshake with the autoists and motorcyclists of Buffalo, Rochester and other nearby American points.

It is hoped to have present at the ceremony two important Government officials in the person of the Hon. Francis M. Hugo, of Albany, Secretary of State for New York, and the Hon. Finlay Macdiarmid, Toronto, Minister of Public Works and Highways, under whose jurisdiction is the issue of motor licenses in Ontario.

RUELINS, CRACK CANADIAN CYCLIST, WOUNDED

OTTAWA, Ontario.—The name of the first Canadian bicycle racer now at the front has appeared in the official casualty lists issued by the Militia Department, Ottawa. The rider is Private Fred Ruelins, 2nd Canadian Pioneer Battalion, a former resident of Toronto. He was wounded in action late in April somewhere in France. Reulins comes of Belgian parentage and he also has a brother in the Canadian army overseas, who is also a crack cyclist. Probably more than forty Canadian racing cyclists are with the colors.

HAYWARD SETS GOOD EXAMPLE

CALGARY, Alberta.—Private C. L. Hayward, of Calgary, a member of the 137th Overseas Battalion, has offered his services to the country as a despatch rider and has donated a 1916 Power Plus Indian for his own use with the colors. Hayward is one of the most prominent motorcycle enthusiasts of Western Canada.

PORT CREDIT'S ROADS NO CREDIT

PORT CREDIT, Ontario.—Residents of Port Credit and other nearby towns along the shore of Lake Ontario declare that the roads are positively the worst that they have ever been during the past forty years owing to the great depth to which the frost descended last winter. What there was of a road surface on a number of highways has been broken up on this account and quagmires have resulted.

MILITARY STADIUM FOR ONTARIO

ALLISTON, Ontario.—The latest plans for the establishment of a large military training camp near this place provide for the erection of a large stadium to accommodate more than 5,000 people, according to an announcement by Captain T. C. Flanagan, the director of military sports in this district.

One of the interesting features of the stadium is to be a four-lap bicycle track on which soldier-riders will engage in cycling events at frequent intervals.

LONESOME WITHOUT IT

Editor, Motor Cycle Illustrated:

Enclosed find three dollars for a year and a half subscription to Motor Cycle Illustrated. I have been a reader of your valued journal for many years, and upon being transferred to the Philippine Islands from the States I neglected to renew my subscription. But I certainly feel very lonesome without it; hence the renewal.

WM. J. GROTH,
1st Sergt., 42nd Co., C. A. C.
Fort Mills, P. I.

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—And The Indian Keeps On Winning

MORE victories! More of the same old famous Indian stuff! More repeating on the very spot where so many Indian triumphs have been celebrated before!

At the Fresno meet May 7, Indian took FIVE FIRSTS—carrying away the honors in the expected Indian dashing style.

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Don Johns

Morty Graves

Here are the events:

Five Mile Open—Don Johns, Indian, FIRST.

Ten Mile Open—Morty Graves, Indian, FIRST.

Ten Mile Club Race—Tice, Indian, FIRST.

Fifteen Mile Event for County Riders—Tice, Indian, FIRST.

Twenty-five Mile Australian Pursuit—Don Johns, Indian, FIRST.

In addition, Don Johns also lowered the track record to 48 3/5 seconds.

The most significant fact about Indian winnings is the regularity with which they occur. Each week heralds a conspicuous triumph for the justly famous red machine.

INDIAN SHOWS ITSELF SUPERIOR IN ALL FORMS OF COMPETITION. IT IS THE STAR PERFORMER WHENEVER IT IS ENTERED. IT HAS BEEN THE BIGGEST SPORT FACTOR MOTORCYCLING HAS EVER HAD. FIFTEEN YEARS OF RACING — AND EVERY YEAR AN INDIAN YEAR!

Indian

HENDEE MANUFACTURING COMPANY

(Largest Motorcycle Manufacturers in the World)

Springfield, Mass.

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British Sport and Trade

By OLD RAMBLER

LONDON, Eng.—I won't worry you with the lengthy personal reminiscences here and now, but in my collection of "antiques" I have a photograph of an 1878 "Coventry Express" tricycle (unreproducable, alas!) which has some interesting features. This progenitor of the modern motorcycle and bicycle had a sprung seat with back-rest, tiller steering (like the early automobiles), and hand brake (though this acts on the road instead of on the wheels). A glance at such ancient curios ought to make the modern youth thankful that he has entered this mundane vale of tears at a time when motorcycling and cycling are shorn of most of their physical tortures.

One of the most noticeable advances in British motorcycle design, as soon as the war allows of ideas being put into practice, will be the springing of the rear construction. The front wheel is pretty adequately provided for already on every British mount of any importance; but it has rested with the Hendee people to set us a rousing example of how to do the whole job properly, by fitting shock-absorbers "somewhere" under the saddle. It doesn't matter whether the springs are affixed to the saddle lug or to the back fork ends; theyv'e got to come.

Front Brake Fittings

Some American firms are as interested as European concerns in the effective equipment of motorcycles for war as well as peace times. One thing that calls for a revolution is the front-brake fittings. As it is, it forms a veritable curse and provokes many a thousand others. War experiences have brought out the weakness of the usual front brake. Makers point out that there is a positive danger in a too-powerful front wheel brake; that the rider is liable to do a somersault over the handlebars and all that sort of thing. But the mischief is that many models are not powerful enough, except for the lightweights that are so much "in the air" just now. The standard type is a horseshoe pattern of brake, worked through guides and acting by means of fibre blocks on the wheel rim. There is too much liability for the brake shoes or blocks to get out of order and foul the spokes, thus leading to worse accidents than a "header" over the handlebars.

Front Brake Troubles

There are drivers in the motorcycle gun section of the army who regard the average front brake as a tom-fool fitment, not fit for hard service, and machines on which army recruits are taught are actually stripped of the brake shoes. These blocks give infinite trouble to a man who wants to take out the wheel, for tire or other repairs.

The type that ought to be fitted, for simplicity and efficacy alike, is the band brake, of the metal-to-metal type, or with fibre or leather acting on a metal drum. The orthodox rim brake for motorcycles is a survivor of the bicycle type. The latter is good enough for its purpose—and bad enough, also, when one wants to remove the wheel. This, of course, leads one to say that American practice—the fitting of back-pedaling hub brakes, such as the New Departure and good old Morrow types—is highly commendable.

Watching the Rookies

For a bit of riotous fun, a motorcycle enthusiast could want nothing better than to see recruits receiving their lessons at our instructional school. Some of the fellows come along without any previous experience, but they are as keen as mustard and pick up the tricks of the trade with amazing alacrity. Other chaps come along with really expert knowledge and soon learn all the ins-and-outs of motor machine guns on sidecars. The novices, however, make an onlooker's sides ache with laughter. There's a good deal of the spirit that an N. C. O. who has to put "rookies" through their places in the cavalry—you must learn as quickly as you can, in any way you care to adopt. If you have a nasty fall, what on earth did you do it for?

It's a bit rough on a recruit to be put on a machine that has already been battered and knocked about by a score or hundred other ignoramuses. True enough, he first goes out in a sidecar with an expert driver, but with the music of the exhaust, the whistle of the air and the novelty of all things, the tyro misses a lot more than he hears of the advice yelled out by the instructor. However, they soon change places and of all the bungling and boggling of levers the army recruit's display beats everything.

Of course, the kick-starter fails to kick through the exhaust lifter and carbureter controls getting confused in the "rookie's" mind. When he is told to declutch, he gets into an absolute fog. The instructor howls: "Let the clutch in gen——" but the words do not get finished, for Private R. E. Cruit feels a sudden and fearful lurch; he changes up when told to change down and at cornering some fearful things happen.

You will be familiar with the name and exploits of Hugh Gibson, the British speed and long distance merchant—he of the 20,000 miles in 20 weeks and 40,000 miles in 40 weeks, as instances—who did big things with Bradbury, Singer and Clyno machines. Well, he was shot out of the sidecar three times in one morning recently by recruits whom he was tutoring. There are places as lively as the battle-zone.

Talking of sidecars, they are so much a fixture on a big proportion of machines in Britain that some parts of the motorcycle ought to be more accessible. What was right enough for solo mounts brings a heap of trouble to the sidecar owner. If anything goes wrong with the transmission, the contact-breaker on the magneto, the clutch and its control, a man has to be a bit of a contortionist to get down to the affected parts. To put the thing in a nutshell, we ought to have most or all parts accessible from the side of the cycle which is away from the sidecar. Of course, there are difficulties in bringing this about, and it may hurt some conservative firms to make drastic changes, but the firm that complies with the public want is the one that will collar the trade.

More Accessibility Needed

What does a mechanic at a garage do if he wants to get at the clutch or transmission? He removes the sidecar to do his work properly, which proves clearly enough that the working parts of cycles need to be fitted more accessibly. A man stranded on the road doesn't want to begin by detaching the sidecar. You hear fairy tales about sidecars that can be detached in 3 minutes, 2½ seconds, but practical riders who have been in trouble know otherwise.

But for the war, a good deal would probably have been known by this time of W. S. R. Ridgeway's two-stroke engine. He's, by the way, no novice at clever designing and he was the inventor of the well-known Saxon forks. The feature of the new engine is its oscillating movement; its first adaptation to an internal combustion engine. The connecting rod is rigid with the piston and as the bottom end of the cylinder is closed, a much better pump is provided for incoming gas than the crankcase of an ordinary two-stroker. Gases are absolutely expanded by the descending piston and immediately upon the upward movement beginning, there is a strong suction in the inlet pipe. The gases reach the lower half of the cylinder through the hollow bearing shaft on which the cylinder oscillates.

Experts unhesitatingly consider the Ridgeway engine the best two-stroke of all the bunch, but they forsee possible anxieties as to perfect lubrication.

Apropos of engines the Hendee company has made some European firms put on their thinking caps. The abolition of inlet-over-exhaust valves on Indians has been a blow for those who deemed the said type of valve arrangement to be indispensable.

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Tips for Exporters

NEW ZEALAND CLASSIFIES VEHICLE PARTS

ACCORDING to a recent Governmental classification, a number of accessories have been made subject to duty as parts of motor vehicles, cycles and motorcycles, even when imported separately, in New Zealand. These are: bells for cycles and motorcycles, dress guards, gear cases, inflators (hand, foot and power), connections for inflators, lamp brackets, luggage grids for motor cars, parcel carriers for motorcycles and bicycles, pump clips, saddles and parts therefor, sirens and horns, horn bulbs, toe-clips, tool bags or tool boxes, tool kits or tool rolls with contents (oil cans and brushes), and watch holders.

The following articles are dutiable as parts of motor vehicles, etc., only when they accompany the motor vehicle or cycle, and if imported separately will be classified under their appropriate tariff numbers: cyclometers, speedometers, recorders, electric batteries and switchboards, funnels for motorcycles, handlebar baskets for cycles, lamps and lamp covers and acetylene generators, lubricators, mascots, handlebar mirrors, reflectors, spiral springs, watches and clocks.

CHINA'S BICYCLE IMPORTS SHOW SMALL GAIN

IMPORTS of bicycles into China have heretofore never been large, and for a number of years they have represented practically the same annual value, as follows:

1912	$75,475.00
1913	82,115.00
1914	95,847.00

The United Kingdom furnishes the greater portion, while Japan, Germany, Austria, Belgium and the United States have, up to the present, supplied the balance. Cheap machines are chiefly in demand.

A small number of motorcycles have been imported in recent years, and their employment seems to be increasing, though they are used only by foreigners in the country. Imports in 1914 totalled in value $23,703.00, nearly three times as much as in the preceding year. Practically all the motorcycles used in China come from Great Britain and the United States.

MOTOR IMPORTS INCREASING IN VENEZUELA

THE importation of motor vehicles is one of the most striking of recent trade developments in Venezuela. This business may be said to have begun in 1911, but importations that year were not sufficiently important to be included in the consulate's trade report. In 1912 they totaled $117,000; in 1913, $202,000; in 1914, $157,000, and in 1915, approximately $200,000. Practically all of this business is now done by American manufacturers.

Realizing that better transportation is the supreme need of Venezuela, the government encourages the import of motor vehicles by putting them in the lowest or first custom's class, the duty amounting to only 68 cents per hundred pounds gross weight. There appears to be a bright future for American motor vehicles in Venezuela. The government is building a number of good roads, and every few days the newspapers publish items to the effect that some journey has been made by motor vehicles in two days which formerly required approximately two weeks.

AMERICAN TRADE METHODS IN NORWAY

IMPORTERS and local agents complain that American firms often change their representatives in Norway. The result is that Norwegian import agents and importers do not know how long they will be in possession of agencies or in connection with their respective American exporters. Importers and agents state that such treatment would never happen from Germany or England, except for very good reason.

This consulate has repeatedly informed exporters and manufacturers in the United States, in replying to their inquiries, that only one agent or one dealer should be addressed at a time. The city of Christiania—the population of which is 251,000—is a comparatively small city, where all these dealers and agents have some knowledge of one another. They inform one another that they have been addressed by such and such a firm, and the result is that such goods will not be handled and the exporter, perhaps, not answered.

All the local agents belong to an organization, the object of which is to see that no one acts dishonestly or unfairly. The agent or dealer whose actions are unsatisfactory to the organization is expelled and practically put on the blacklist. All adhere to the rule that no two agents must represent the same American exporter at the same time.

A prominent business man, member of a well-known automobile firm in this city which represents a certain American motor car, stated that a man of this city left for the United States a month ago to secure the sole agency of said car in Norway, after the firm in question had had the trouble of introducing the car for three or four years, and he further stated that his firm gradually had worked this special motor car successfully on the Norwegian market. Said firm is of good financial standing and of excellent repute.

BETTER PACKING IS NEEDED, SAYS ATTACHE IN CHINA

"CONSIDERABLE evidence of bad packing on the part of American shippers has been in evidence here," says Commercial Attache Julean H. Arnold, of the American Legation, Peking, China, in a recent announcement. "Bales of American cotton sheetings have arrived in Shanghai in very bad condition, owing to inferior packing, while alongside these poorly packed American bales were beautifully wrapped British bales. Machinery has arrived in Shanghai with parts broken on account of careless packing. I have myself received furniture from American manufacturers in a most dilapidated condition on account of the packing. All our consuls in China have probably had specific instances brought to their attention.

"There is one phase of American packing for foreign shipment which does not seem to have been included in criticisms directed against American shippers. Perhaps, instead of using the expression 'bad packing,' it would be better to say 'unintelligent packing,' for there have been numerous instances in which goods were packed too well, involving unnecessary expense. For instance, recently in Shanghai, American hardware-trade possibilities were investigated, and several dealers said that much American hardware came to China packed too well, materially increasing the cost of the goods in this market. Some articles which would carry easily without any chance of breakage were packed like glassware. Packing boxes were placed within packing boxes, adding to the freight charges.

"In several instances American manufacturers and exporters have taken the liberty of adding charges for crates and packing without much consideration for the proportionate cost which these items bear to the articles shipped. One big American mail-order house, which has a very extensive trade throughout the Orient, is credited with being extremely careful in regard to its packing, but is criticised because its added charges for crates and packing are disproportionately high.

"I would suggest that American shippers place in packages shipped a printed slip calling for comments from the consignees on the packing of the parcels received by them, and in this way, in course of time, they will probably receive valuable suggestions. The only way to overcome this criticism is to understand wherein the fault lies in each specific instance."

A BRAZILIAN OPENING

Motor Cycle Illustrated is in receipt of a letter from Armando Dias, Rua De Malcher 31 A., Belem, Brazil, who desires to obtain the agency for an American motorcycle.

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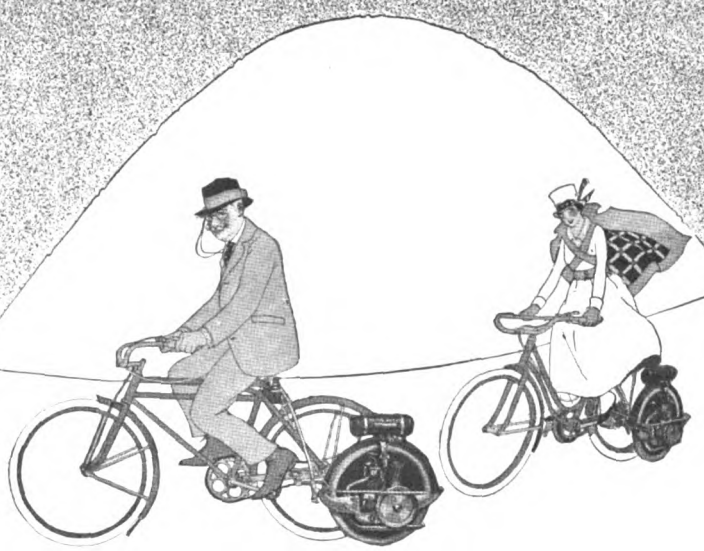

Let Motor Wheelists Do Your Selling

The best salesman for a SMITH MOTOR WHEEL is a SMITH MOTOR WHEEL. What do we mean?—Why, just this—

Ten SMITH MOTOR WHEELS standing bright and shiny in your salesroom are a certain asset. But they are not as valuable as real sales boosters as ONE SMITH MOTOR WHEEL in use on the streets of your city.

The livest SMITH MOTOR WHEEL dealers are finding that it pays best to discover the kind of prospect who will help sell more wheels after he buys his own.

For example—a dealer in a big middle west city picked out the company in his town which employed the biggest number of collectors—men who needed to get about their business quickly and conveniently. Many of them were using bicycles. He sold one man and within ten days he had signed up twelve for SMITH MOTOR WHEELS.

The Motor Wheeling bee is one that is passed on in a cheerful, neighborly way. One man uses a SMITH and soon his friends in the same line of business find that they can't do without one.

All the dealer does is to discover the logical direction in which to extend his efforts. As soon as he gets a start the ball is rolling and sales come in just as easy as he could wish.

The SMITH MOTOR WHEEL attaches in five minutes to any bicycle, gives instant and consistent satisfaction. Sales, the Motor Wheel Way, run along just as easily and you sell more bicycles, tires and accessories, too.

SMITH MOTOR WHEEL dealers are a big family of money-makers. Don't keep your private brand of selling schemes all to yourself. Be neighborly and pass the good word along to us. We'll help your brother dealers cash in the same way you are doing.

In certain localities we have not as yet appointed representatives. We invite correspondence with established dealers.

If the name "Smith Motor Wheel" is not on the flywheel of your motor, it is not a Smith Motor.

Motor Wheel Division—A. O. SMITH COMPANY, Milwaukee, Wisconsin

World's Largest Manufacturers of Automobile Parts

Smith Motor Wheel
DETACHABLE

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SUPPLEMENT TO MOTOR CYCLE ILLUSTRATED

THE BICYCLING WORLD

FOUNDED 1877

ALL THE BICYCLE NEWS EVERY WEEK

MAY 11, 1916

CENTURY ROAD CLUB ASSOCIATION IN NEW YORK STARTING ON WEEKLY RUN

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We'll Throw Money Your Way

as we have already thrown it in the way of a vast army of Dealers who regularly specify and sell THE

NEW DEPARTURE COASTER BRAKE

These dealers rely on The Brake That Brought the Bike Back and upon New Departure co-operation as the surest means to a bigger and more profitable bicycle business.

Ask us to co-operate with you in carrying the gospel of cycling to every possible prospect in your territory—in building your business to a point where the increased profits will land the money in your hands.

Write us today for the plan

THE NEW DEPARTURE MFG. CO.
Bristol, Conn., U. S. A.

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BRINGING GROWN-UPS INTO THE RANKS

Jack Brady Tells How a Live Merchant Blazed a Trail to Bigger Profits

By FRANK HARDY

IT was a bright, cool morning in the early part of May that Jack Brady, sporting his usual smile that won't come off, stepped into the spacious bicycle store of Hap. Raffles in Uniontown. Brady had been on the road for several weeks and beat all his previous sales records in landing fat, juicy bicycle contracts with dealers.

"Promises to be a corking fine bicycle year!" Brady greeted Raffles, wringing the dealer's hand until the poor chap winced.

"Leggo my paw!" yelled Raffles. "'Course it's going to be a fine year. Fact is, I'm having a crackerjack season right now, so you needn't talk about 'promising to be a corking fine year.'"

"Does my old heart good to get such an earful," sang out Brady, dropping his huge bulk into a comfortable chair. "Everybody's saying the same thing all along the line. But, you know, there's one point I'm a bit doubtful about—a sort of little cloud on an otherwise bright horizon, as the poet might say."

"Gosh, that's talking some, Jackie, m'boy." Raffles started to jolly the genial traveler. "When there's actually a season that the guy Jack Brady can find only one point to be doubtful about, then the bicycle business must sure be riding on the crest of the prosperity wave! Yes siree, take it from me. And now, m'lord, what may the doubtful point be?"

And Jack Brady Told Raffles the Interesting Experience of the Pennsylvania Dealer.

"DO you honestly believe," asked Brady, "that dealers are making the most of the growing demand for bicycles which one sees everywhere? Are they exploiting all possible prospects? Or, to paraphrase a popular song, are you fellows half the dealers that the manufacturers thought you'd be?"

"Soft pedal on the sentimental stuff!" rumbled Hap. Raffles. "If we were but half the dealers that the manufacturers thought we'd be, then by heck we'd be traveling a bit. Now, I think that most dealers are doing their utmost. Why shouldn't they? The more we boys sell, the more sheckels pour into our cash register, the ring of whose bell is sweet music to our ears."

"Of course," smiled Brady, "the majority of the dealers are striving hard. But from what I've seen this year the bicycle is not making as broad an appeal as it should. We have all of us been aiming at the boy and the girl, and also hammering at commercial business. But have we accomplished much in attracting the attention of adults to the pleasures, joys and health-building qualities of cycling?"

"Now, say," interposed Hap., "isn't it a fact that the bicycle today is being used almost entirely by kids and for utility purposes? You don't see many grown-ups ride—and one naturally concludes that adult people do not care for cycling."

(Continued on page 60)

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BEST LETTERS IN "MILLION BICYCLES" CONTEST

Dealers and Clerks Show Keen Insight Into Selling Methods by Essays Submitted in Sales Talks Contest; Two Best Letters Received by Committee Are Reproduced Below

FIRST PRIZE LETTER

By FRANK RUPERT

I HAVE been in the bicycle business as a clerk and also as a repairer, for the past seven years, and I am always interested in display windows or advertisements, or in fact anything that I think can benefit me in selling more wheels.

The Million Bicycles Campaign is a movement advertising bicycles that I have often thought of myself, and in which I think every dealer ought to co-operate in an effort to make it one big yearly boost.

I am speaking as a clerk only, and not as a proprietor, although I have handled the business, in the way of selecting my stock and the quantity that I thought would be a benefit to both proprietor and myself. If I selected goods that the trade did not care for just in order to have an assortment I would be doing injustice to his business financially and to my own salesmanship.

Display of Machines Important

I have always found it easier to sell bicycles, when they were of up-to-date patterns, and when they were shown in the proper way, than when they are put into a corner where no one pays any particular attention to them except when someone may ask to look over your wheels. I have found it very convenient to have wheels placed on the floor in stands or, setting on stands that originally belonged to the wheels.

When a person comes into your place of business, whether it be a man, woman, or child, with no intention of buying anything except what they came for, and you have your goods displayed in the right way before their eyes, invariably you will make a sale.

This applies to bicycles, as to everything else. If you have floor space large enough to arrange a first class line of bicycles with all the flashy colors, you are going to sell bicycles.

Know Your Line Thoroughly

But here is where the most important part comes in: After a clerk has all of the above named conveniences in his favor and a good place to show wheels he must know his line. Unless he does know it, he is going to lose sale after sale, by not knowing how to explain a wheel satisfactorily to his customer.

That is exactly the reason why I am writing this letter, for I hope to be able to pick up some new ideas from other clerks. The old saying, "We are never too old to learn," is a good one. I have found it to be full of helpful truth.

I have pretty strong competition to contend with, there being eight firms to compete with, in this city of 40,000 inhabitants. However, making sales of over 100 bicycles a year isn't so bad as it might be, but I believe I can do even better. I am not satisfied with doing as good as my competitors. I want to do better if it is possible for me to do so.

I believe two-thirds of all sales are made by a salesman's knowledge of how to handle his customers, and by his clear explanation of the mechanical points and the guarantee.

The time of guaranteeing an article to a customer is a big one. If you know what a guarantee really covers it is well worth while to thoroughly explain everything that is at all necessary. Otherwise if you are not familiar with the bicycles and what the guarantee really covers you had better get busy before you say too much, or you may have trouble with a dissatisfied customer.

When a customer comes in our place to look over the line of wheels, I do all I can to show him the stock. But I have been in stores in which about the first thing the clerk would say to a caller would be: "About what price do you desire to pay?" That may be all right in some cases, but the majority of people that I have dealt with—and I think they are all about alike—don't really know what kind of bicycles they want or much of anything about prices. They don't know the price they will have to pay until they decide what suits them best.

The third and fourth prize letters are now in type and would have appeared in this issue but for lack of space. These will be produced in full in next week's issue.

Whenever a clerk asks that question it always strikes me that he is too lazy to show his other wheels, and that if he can find about what price the customer desires to pay it will save him extra trouble.

It has always been my policy to show what I have, and if you have sold many wheels and given your customers the prices as you go along, you can "feel out" each customer and readily learn about what they want.

I have found also that some customers can best be handled by deferring to their own judgment, by which, I mean, that if they make up their minds to buy a certain wheel, sell it to them. Don't persuade them to buy something that they do not want.

Emphasizing a special feature of the frame forks, handlebars, or tires or offering to make a change in equipment often makes a good talking point that takes well with the trade.

I am not much of a writer on such topics, but I do say that if you come into our store with the intention of buying a bicycle, I will give you a hard tussle to escape me.

SECOND PRIZE LETTER

By F. E. WAGNER

WHEN customers enter your store see that they are waited upon at once. Do not make it necessary for them to wait and rap on your show case or travel the full length of your store and possibly into your repair shop and ask you to show them your line of bicycles; instead show them that you are interested in serving them in the best possible manner.

If known to the salesman, address your customers by their names, as this makes them feel at once less like a stranger; also it helps to get the confidence of the customer, which is a great advantage.

Study your customers closely and you will find that in looking over your line of bicycles they unconsciously will give you ideas upon which to work by their marked attention to some particular bicycle or equipment which, not having been mentioned, makes your customer feel that you know just about what he wants and which will be found to be a great advantage. Explain the good qualities and features of your own bicycle instead of the faults and defects of your competitors, as this only arouses the curiosity of your customer to see the other fellow's line, which often results in a sale for your competitor.

Show and Explain Equipment

Do not be afraid to show and explain your different grades of tires, saddles, pedals and other equipment, as this often results in a better sale, which possibly would not have been made had you not taken the trouble to show them.

To the customer who has not used the coaster brake explain and demonstrate the pleasure, safety and comfort that can be found in its use and to the customer who has used the coaster brake show him the improvements, such as thicker hub shells, larger spoke holes and non-slip clutches, which are undoubtedly all improvements over his old brake, and which are sure to interest him.

Do not make it necessary for your customer to ask you in regard to all of these things, and in fact, sell himself a bicycle, for this is exactly what he expects you to do.

Do Not Argue With Customer

Do not let your customer arouse the wrong side of your disposition should he happen to differ with you on some particular part of the bicycle or equipment, in fact, do not argue with customers at all, as you are there to sell them as near as possible what they want; explain what in your honest judgment will give them the best service, and if you still find that they do not agree with you, agree with them; sell them what they want and they will be better satisfied.

When your customer tells you that he can send out of your city and buy a bicycle for less money do not tear down the foundation you have already built by telling your customer that he cannot do anything of the kind and that you do not compete with mail order houses, or that if he can buy somewhere cheaper, that is the place to buy it; instead explain how in a very short time his cheap wheel will cost him as much in the way of replacing cheap spokes, chains, rims that are seconds and not properly cured and other cheap equipment as the bicycle you have shown him, also that you are in a position to make replacement on any part of his bicycle which might prove defective without being out the use of a wheel.

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Explain the necessity of keeping the tires well inflated which will avoid rim cuts and give your customer better satisfaction, also how an occasional application of some non-rust preparation, which by the way you might carry in stock, will prevent the nickel parts from rusting, keep his wheel in better condition and make a better advertisement for yourself.

Insure Full Satisfaction

Before turning a wheel over to the customer care should be taken to see that all cones are properly adjusted, all nuts are tight and that the handle bars and saddle are adjusted to the proper height and position to give your customer the most pleasure and comfort in riding.

Do not drop your customer as soon as he has paid you for the bicycle, but show the same interest that you did in making the sale by seeing that the door, which is usually equipped with a heavy spring door check, is held open for him, and the little courtesy which is so often forgotten, the "I thank you, Mr. Jones, and should you find that your wheel needs any further adjustments we will be very glad to make them for you." It will make your customer feel that you have taken a personal interest in him and that when he finds himself in need of anything in your line he will know exactly where to go for it.

PRIZES COMING IN FOR "ONE MILLION" RACES

WORCESTER, Mass., May 10.—Mr. Chas. A. Persons, of the Persons Mfg. Co., who is chairman of the "One Million Bicycles" road racing committee, is meeting with considerable success in his efforts to secure prizes for road races which will be held throughout the country the entire season.

Sets of prizes will be guaranteed to organizations promoting races in various cities and towns, the number of prizes to be given by the committee being dependent on the size of the town and the entries. Mr. Persons, among other donations, has just received one hundred subscriptions to **Motor Cycle Illustrated.**

GOOD DEMAND FOR BIKES, SAY COLUMBUS DEALERS

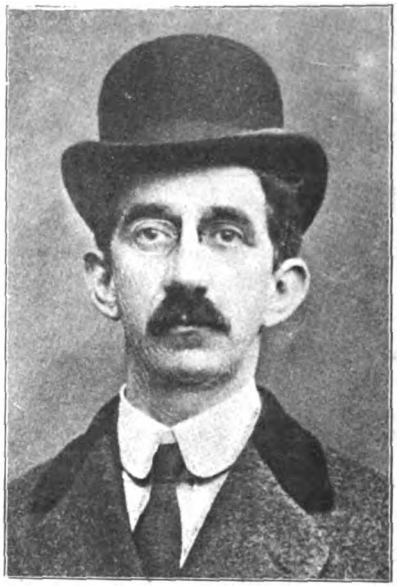
COLUMBUS, O.—All retailers of bicycles in this city report a good demand for the two-wheelers these days. As the Spring opens, more and more of the pedal two-wheelers are purchased for utility, especially by workmen and salaried men going to and from work. It is held on all sides that 1916 will be the best in years.

RAIN PREVENTS MEET AT NEWARK VELODROME

NEWARK, N. J., May 9.—Inclement weather, which in the East, at least, has been in the nature of a drug on the market for weeks past, caused the postponement of the bicycle meet at the Velodrome track yesterday. Along with the dark clouds, however, came a bit of silver lining in the shape of Harry Kaiser and George Cameron of New York, and Martin Ryan, of this place, who have defected from the ranks of the "outlaw" bicyclists and come back into the folds of the N. C. A.

WINNERS IN THE SELLING TALKS CONTEST

F. E. Wagner, Battle Creek, Mich.
Second Prize



E. H. Leng, New York City
Third Prize

H. Bell, Indianapolis, Ind.
Fourth Prize

T. N. Mudd, Jr., Washington, D. C.
Fourth Prize

THIS contest was staged in connection with Bicycle Day by the "One Million Bicycles" Committee. The first prize was $100 (this was won by Frank Rupert, of Decatur, Ill., who has failed to send in his photo); second prize, $50; third prize, $25; fourth prize, $25 (this was divided between Bell and Mudd, for their letters were considered of equal merit by the judges). One hundred handsome toilet sets were given for the best one hundred letters not winning prizes. Honorable mention in this contest was awarded to H. Cline, with Geo. W. Nock, Philadelphia, for a selling chart; and special mention was given to F. H. Fyffe, with Jones & Noyes, Chicago, for a commercial bicycle talk, and to L. Maggini, with Bean Sons Co., San Francisco, and J. F. Wandstrat, with Brendamour Co., Cincinnati.

ALL VIM SALES RECORDS BROKEN IN APRIL

BUFFALO, N. Y., May 6. — "Last month," declared John W. Henry, president of the Vim Cycle and Hardware Company, "we did more business than in any previous month in our many years of existence. In fact we ran over 25 per cent. ahead of any other month."

"This is very encouraging, of course, and is proof that the bicycle is again coming back to its own. Another reason for this wonderful increase in our business is that we had the merchandise to ship promptly. Judging from the orders coming in at this early period of the month," he said, "it is safe to predict that this month will be another record breaker."

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News of the Bicycle Trade

MOVE TO ORGANIZE KANSAS CITY DEALERS

Goodrich Tire Man and Local Newspaper Writer Are Getting Together Bicycle and Accessory Agents to Form Association

KANSAS CITY, Mo., May 4.—H. C. Smith, the Goodrich tire man in this city, and Charles Stevenson, a newspaper man, have been endeavoring to organize the bicycle dealers and bicycle accessory men to form an association.

Stevenson says that so far nearly every dealer has been invited to join the association, which will be formed next week at a luncheon, and each dealer has signified his intention of joining.

The plans of the organization, however, are not yet quite complete. Smith and Stevenson and the dealers have worked out a rough draft which they expect to follow. The main organization will be the Retail Bicycle Dealers and Bicycle Accessory Dealers' Association. This association will grant charters to bicycle clubs in the various residence sections of Kansas City; probably based upon the present school division of the city. Each one of these clubs will hold road races or hikes over the hills every other Sunday and finally near the close of the season the main organization will promote a large road race for the best riders among these clubs. Over 100 men and boys have already signified their intention of joining. Enthusiasm among youngsters here is on the increase.

WESTFIELD CO. GIVES TIMELY ADVICE TO DEALERS

WESTFIELD, Mass., May 3.—"All through this 'Million Bicycles Year' the sale of women's bicycles is running that of the men's models a close second," says the Westfield Mfg. Co., in its circular letter for May. "But when May comes, it swings the balance in favor of the women's machines, and gives you the biggest opportunity of the year to pile up profits from sales to the women and girls in your city.

"For the thirty-one days of May you must forget that man is the only important creature on earth. You must plan your picnics and outdoor events to include the fair sex. You must consider all the women and girls who ride, or could ride, bicycles to the golf course, to the tennis courts, to business, to school. It is to your interest to cultivate women prospects to your window displays and by keeping women's bicycles out on the best part of your floor space. And last but not least, be sure that your store and repair shop is not the kind of place that a woman is afraid to enter."

PLAN JUNIOR BIKE COPS

MILWAUKEE, Wis., May 9.—Frank Duke has been made marshal of the newly organized junior mounted civic police force to comprise 100 Milwaukee newsboys with bicycles. The city will be divided into six sections to be patrolled by a captain and squad. This is to aid the trial court of the Newsboys' Republic of Milwaukee.

CYCLE JOBBERS WILL MEET AT BUFFALO

BUFFALO, N. Y., May 10.—Keyser Fry, president of the Cycle Jobbers' Association, has requested Secretary J. W. Henry to notify directors of that organization that the next meeting will be held in Buffalo, May 15, instead of at Hot Springs, Va., as was planned originally. In his letter Mr. Fry stated that some of the directors of the association preferred a cooler place than the Virginia resort at this time of the year.

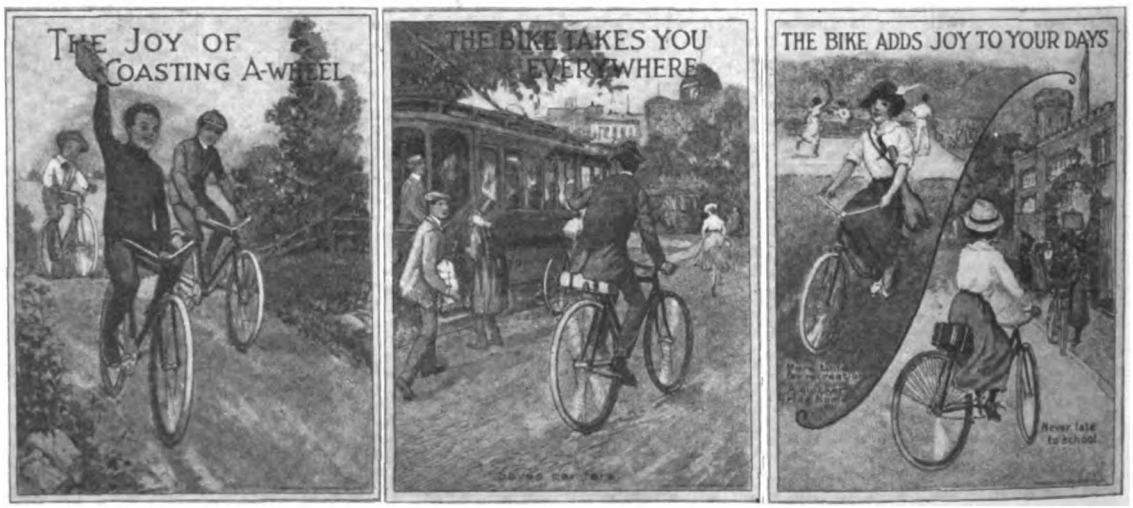
Though the first session of the jobbers' meeting will be held at the Lafayette Hotel on the morning of May 15, Mr. Henry will ask the members of the association to be in the Bison City the day before, when the big Buffalo bicycle parade will be held.

HARRIS IS ARRANGING HIS NEW HEADQUARTERS

NEW YORK, May 6.—The new quarters of the D. P. Harris Hardware Company, at Murray and Church streets, this city, will be ready in a week or so for the transaction of business in even greater volume than heretofore. The offices will be new throughout, both as regards fittings and arrangement, and will be most luxurious.

Show cases will be placed in position around the entire balcony and everything done to make the establishment look and act the part of a big business house doing a big business and doing it efficiently.

SOME MORE EFFECTIVE SALES HELPS FOR LIVE DEALERS



BRISTOL, Conn., May 9.—The New Departure Mfg. Co., maker of the New Departure coaster brake, has just gotten up a new and attractive series of folding mailing cards that will form a part of the advertising material which this company is furnishing to dealers. There are three sets of cards—and three cards in a set—one being for boy prospects, another set for girls and the third for men.

All the dealer has to do is to supply the New Departure company with a list of the names of good bicycle prospects, and the company will then print the dealer's advertisement on the fourth page of the folder and mail it to the addresses given. One card, of whatever set would be appropriate, is mailed each week, so that the prospect received a message three times as coming from the dealer.

There are, of course, four pages to the folder, one being for the address of the prospect; the second bears a striking picture in three colors to illustrate the bright, breezy text on the third page; the last page, as stated above, is for the dealer's ad. New Departure coaster brake is mentioned only incidentally.

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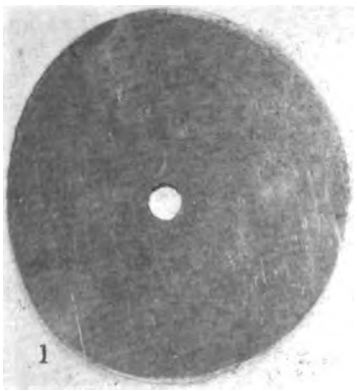
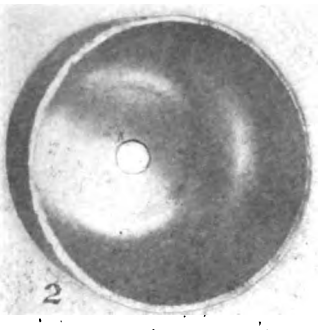
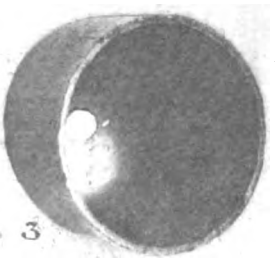
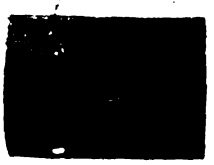
EIGHT STAGES IN EVOLUTION OF POPE BOTTOM BRACKET









THE fellow who imagines that the bottom bracket of the bicycle he rides is simply a section sliced off of a length of steel tubing of suitable diameter and suitable thickness is dead wrong—that is, at least, if he happens to be astride a Pope bicycle or any of the wheels turned out by the Westfield Mfg. Co. Strange as it may seem, the bottom bracket of the Pope bicycle, which, of course, is tubular in shape, is as a matter of fact formed from a flat disc of steel.

Passes Through Press

The evolution of the Pope bottom bracket is well illustrated in the accompanying photo plate. A circular steel plate, of suitable size and thickness, first is stamped from the raw stock, the disc being pierced with a central hole during the stamping operation—this hole serves as a vent to prevent trapping the air when the plate is formed over the dies in subsequent operations.

Next the disc is passed through a press in which suitably formed dies act to "cup" it, as shown at (2) in the plate. This "cupping" operation acts just the same as tempering and renders the metal brittle, so that before passing on to the next operation it must be "annealed." This includes heating and slowly cooling, and leaves the metal soft and easily worked.

Finishing Operations

The piece then passes on to smaller cupping dies, which in three more operations, between annealing heats, bring it down to the shape of an elongated cup, just the diameter of the finished bottom bracket. The ends of the cup are then cut off to just the proper length, leaving a perfectly shaped steel tube which then is pierced at the points where the frame tubes are to be attached and the edges of the holes are formed into lip-like extensions, as shown at (7) in the plate. The bracket is then ready to receive the frame branches which are forced into place and held by means of flanges. Over these branches, the frame tubes are forced and the whole is brazed into a solid piece.

RAMSEY REPORTS BICYCLE SALES ACTIVE

BALTIMORE, Md., May 12.—Frank Ramsey, the genial and popular salesman for the newly organized Holland-Baden-Ramsey Co., bicycle jobbers, has just returned from a trip to York, Harrisburg, Waynesboro, Shippensburg and other towns of the Cumberland Valley, and Frederick and Hagerstown, Md. He reports bicycle business in this territory as being excellent indeed, and showing a marked increase over previous years, indicating that the bicycle has really come back into its own again. Mr. Holland, manager, states that the firm's other salesmen are on the hop.

COMBINES LOAD-CARRYING WITH STAND FEATURES

COMBINING load-carrying with all the desirable features of a stand, the Simplex Bicycle Stand occupies a unique position in the commercial field for the pedal cycle. The upper portion consists of a substantial wire basket, while the lower part incorporates a stand. The article is made by the Simplex Specialty Company, 2721 Lincoln avenue, Chicago, Ill. It is reasonably priced at $1.75.

The basket or upper portion of the Simplex stand is carried on a vertical yoke of flat stock, reaching to the axle ends of the front wheel. Pivoted on the axle within the first yoke is a double U structure, also of flat steel stock, the pivot being at the center. One portion of the structure arches over the wheel, while the other forms a stand with a broadened base.

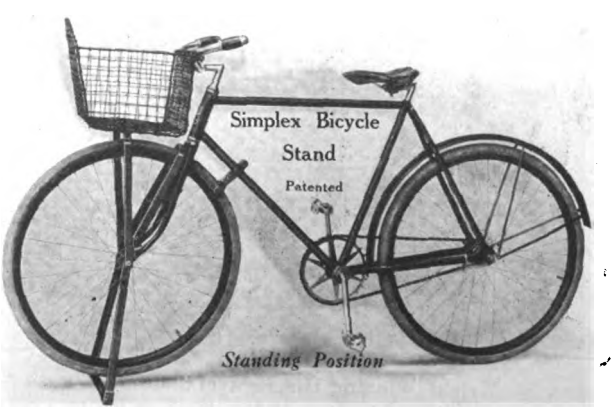
In the normal position, the stand portion is up at an angle in rear of the front wheel and the opposite portion leans forward. To use the stand, the broadened part is brought forward and downward and the front wheel lifted. There is a clip to be attached to the diagonal tube which is unfolded to hold the front wheel from turning to one side when the machine is on the stand.

The use of the stand does away with the necessity of purchasing special bicycles for delivery purposes, for it will fit any machine. If not obtainable from the nearest bicycle dealer or jobber, direct application should be made to the company at Chicago.

HUB CYCLE TAKES BIG TERRITORY FOR CYCLEMOTOR

ROCHESTER, N. Y.—The most recent and one of the largest additions to the long list of Cyclemotor representatives announced by the Cyclemotor Corporation, of this city, is the Hub Cycle Company, of Boston, Mass. The Hub firm will act as exclusive distributors for the Cyclemotor in Massachusetts, Rhode Island, Connecticut, New Hampshire, Vermont and Maine.

"The action of the Hub Cycle Company is another case where an old-established concern has been cautious to feel out and test merits and the practicability of a device before adopting it," say the Cyclemotor people. "Before recommending the Cyclemotor to its trade, this firm made careful examinations and finally endorsed our bicycle motor device as the most popular equipment for its riders."



Simplex Bicycle Stand in Operative Position

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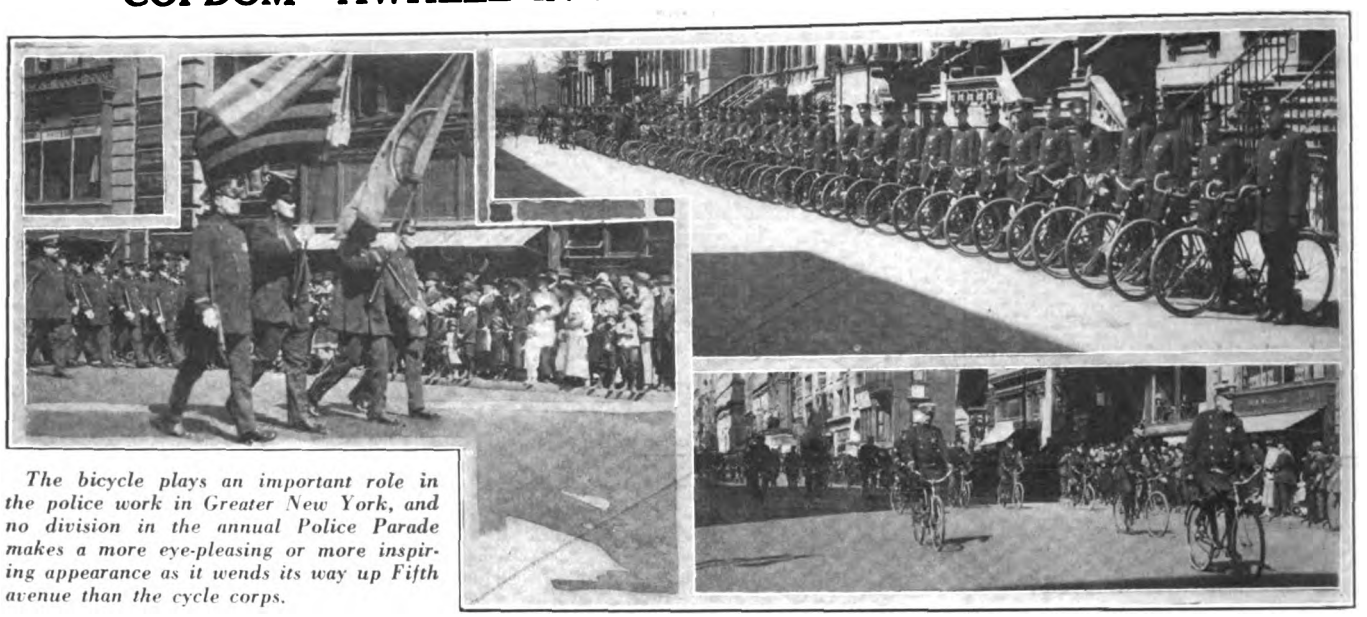
"COPDOM" AWHEEL IN PARADE OF GOTHAM'S "FINEST"



The bicycle plays an important role in the police work in Greater New York, and no division in the annual Police Parade makes a more eye-pleasing or more inspiring appearance as it wends its way up Fifth avenue than the cycle corps.

ORIOLE DEALERS HOLD GALA DAY

Three Races Are Run Off For Boys Under the Auspices of the Local Cycle Merchants; Big Day for Crescent Club Riders

BALTIMORE, Md., May 9.—Favored by a perfect May day, the Gala Day of the Cycle Dealers' Association of Baltimore on Saturday last was a big success. Two races for boys aged up to 14 years and from 14 to 18 held on the seven-eighths of a mile lake drive course were the magnets that attracted 75 boys of all ages and sizes, ranging from the little fellows nine years old to the youths of 17 and 18. The gravel course, which had been rolled, was in splendid condition and lightning fast.

Walter V. Iglehart of the Crescent Bicycle Club, who won the boys' race on Bicycle Day, February 29, was the winner of the race for boys aged up to 18 years, defeating by inches Wilbur Wright, son of Wm. T. Wright of Crescent Club mileage fame. It was a big day for the Crescents, whose junior members also accounted for the fourth and sixth positions, Walter Doersch and Ernest Nitz being the other point winners. Amos Wright, who was entered in the 14-year-old class, finished first in his heat and third in the final, while even little nine-year-old Herbie Wright managed to qualify in his heat, although unable to place in the final. In fact, it might be said that the Crescents were "all wright."

Abe Harrison won the race for 14-year-olds, M. Zbar finishing second. Owing to the large number of entries it was necessary to run both races in heats, three heats and a final decided each event. A large crowd turned out to watch the racers, who were well rewarded for their efforts, fifteen prizes being hung up in each event. Spirited sprints marked each heat except those won by Iglehart and Wilbur Wright, who defeated their respective fields by big margins.

Nicholas G. Grimmell, the "one-armed wonder" of the Curbstone Cycle Club, gave an exhibition ride against time between heats, covering the distance in 2 minutes and 3 seconds.

Upper, W. Wright Winning His Heat of Baltimore Race for 18 Year Old Boys; Below, Starting Point; W. Igelhart, Victor of Race

LADIES' CYCLE CLUB FORMED BY TOLEDO MISSES

TOLEDO, O., May 10.—A ladies' bicycle club has been organized by the Toledo Sporting Goods Co., which has furnished a clubroom for the girls, where they meet several times each week and plan trips.

The ladies' club was started as an experiment, but it has already proven a great success and exceeded even the most sanguine expectations of Mr. Rivers, manager of the sporting goods store. The club has a membership of fourteen girls, and Mr. Rivers looks forward to having about fifty members by June 15. Mr. Rivers' claims that he has been able to form a ladies' club as the result of a well-thought out plan formulated by him. In a near future issue of this journal he will explain his plan.

QUAKERS ON RUN

PHILADELPHIA, Pa., May 9.—The Pennsylvania division of the Century Road Club of America held a pleasure run to Three Tuns, Pa., and return last Sunday. Rain overtook them and the return was made in a heavy downpour. Those finishing were Yorke, Franklin, Worthington and Canzannelli. Runs are called for every Sunday in May, and there will be a tour to Bushkill, Pa., over Decoration Day.

MORE BICYCLE NEWS WILL BE FOUND ON PAGE 64

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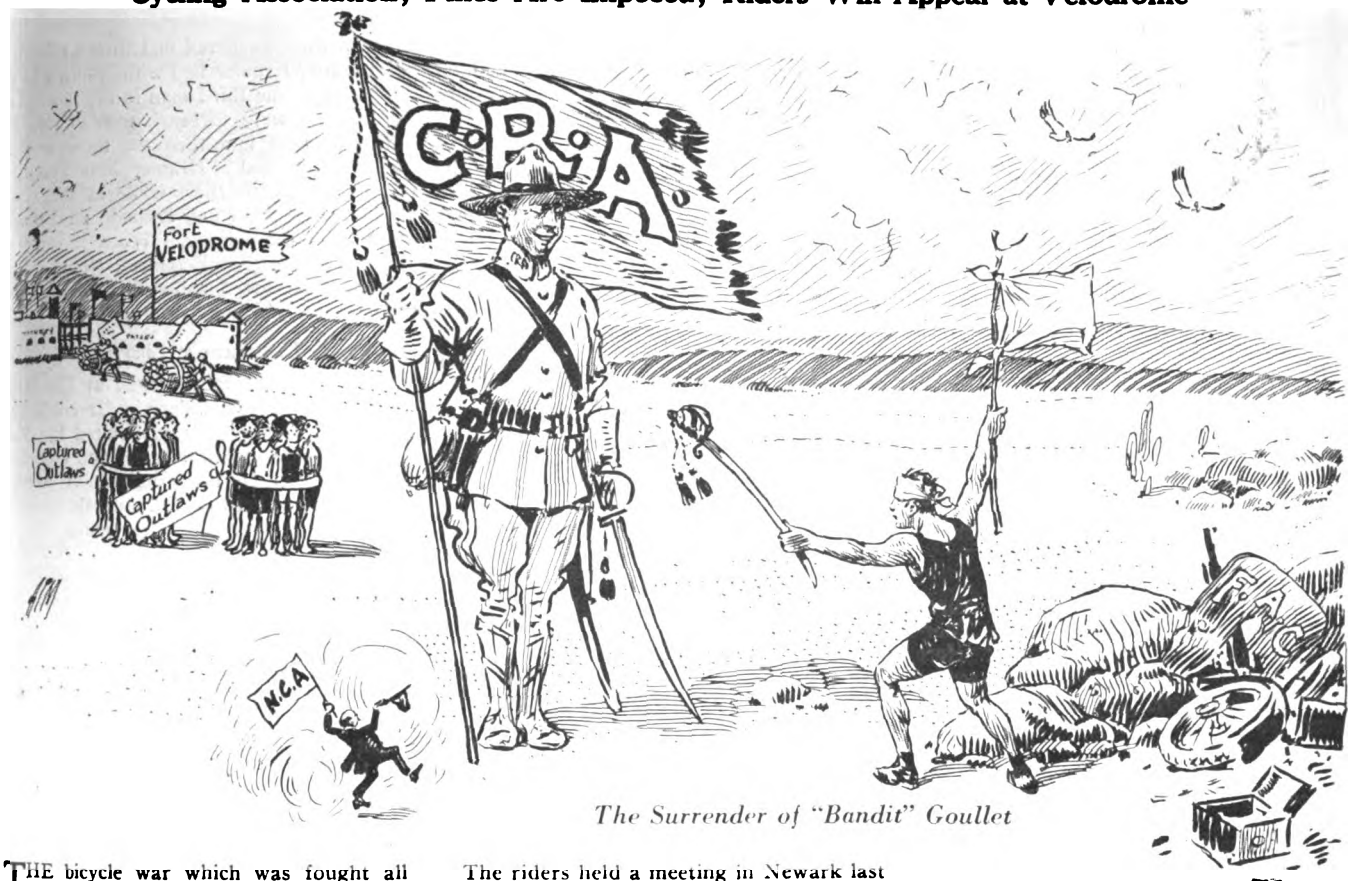
OUTLAW MOVEMENT BROUGHT TO ABRUPT END

Inability of the F. A. C. to Build Tracks Causes Outlaws to Apply for Reinstatement by the National Cycling Association; Fines Are Imposed; Riders Will Appear at Velodrome



The Surrender of "Bandit" Goullet

THE bicycle war which was fought all winter is over. The outlaw cyclists who broke away from the National Cycling Association and joined the rival body, the Federation of American Cyclists, have thrown up the sponge and are ready to compete at Newark once more. It is expected that by Sunday all the outlaw cyclists will be reinstated by the National Cycling Association and that they will ride at the Newark Velodrome. Harry Pollok, who is supposed to be erecting a track in Brooklyn, has raised a "holler" since he heard that the riders have all returned to the fold, but it is doubtful if anything will come of it. Pollok's Brooklyn track has not yet begun to take shape.

The riders held a meeting in Newark last week when Goullet talked to the cyclists. He told them that it did not look as if the New York promoters intended going through with the erection of tracks, and that the wisest thing to do was to get "back on the band wagon."

The riders applied for reinstatement into the N. C. A., and will be taken back on the payment of the following fines: Goullet, $300; Drobach, Kopsky, Verri and Lawson, $100 each; Magin, Lawrence, Madonna, Ohrt, Young, Coburn, Smith, Corry, Wohlrab, Anderson, Ruddi-Russe and Grimm were each fined $50. The fines, when collected, will be turned over to the Newark City Hospital.

ACCESSORIES WANTED BY BIG JOBBER

Complete List of Articles Desired by a Reputable Concern Is Given Below; Quick Response Requested from Manufacturers as the Goods Are Needed at Once

MOTOR CYCLE ILLUSTRATED is in receipt of a bona-fide order for a long list of bicycle accessories. If the concerns who manufacture the articles listed herewith, and who are in a position to supply them immediately, will write to us at once, we will send them the name and address of the company by whom the goods are wanted. Part of the order which they have asked us to co-operate with them in filling, is as follows:

Twelve doz. Liberty bells, No. 35C; 12 doz. frame pumps, No. 12; 6 doz. telescoping frame pumps with clips, 19 in.; 100 ft. rubber tubing, ¼ in., black; 2 doz. Nassau road saddles, No. 8; 3 doz. pcs. forward extension handlebars, No. 16E or 18E; 3 doz. Perfect grips, plain; 3 doz. rubber corrugated grips; 6 doz. cowhide grips; 12 doz. wound leather grips; tire tape; 1 grs. foot pumps, No. 17; 6 doz. Expert pedals; 10,000 spokes and Nipples, No. 5B.

Twelve pcs. Universal saddle springs, No. U; 12 pcs. Perfection saddle springs, No. P; 1 doz. roller block chains, assorted sizes; 1 doz. Diamond tool bags, brown leather, No. 2; 1 gross No. 40 hand pump connections for telescoping pumps, Nos. 12 and 20; 1 gross Acme rubber tire setters, No. A; 100 lbs. Grade C Hartford baby carriage tires; 50 lbs. Grade H Hartford baby carriage tires; 1 gross G, & J, valves complete; 6 doz. valves and stems; 6 doz. Tom-Tom bicycle horns, No. TT; ½ doz. Double Chime horns, No. 60.

Two doz. right angle style horns, No. 1 nickel; 1 doz. Bull Frog horns, No. 30 nickel; 5 gross black enamel trouser guards; 3 gross nickel plated trouser guards; 1 pc. complete tire vulcanizer.

AMERICA'S HANDICAP RACE IS POSTPONED

WEST HOBOKEN, N. J., May 12.—The twenty-five mile bicycle handicap road race of the New Jersey division of the Century Road Club of America, which was to have been held over the Hudson County Boulevard last Sunday, was postponed because of inclement weather, until next Sunday, May 14. Post entries, costing $1.25, can be had from Emile E. Fraysee, 724 Syms street, West Hoboken.

CANTON SEES PROOF OF BICYCLE ACTIVITY

CANTON, Ohio.—A bicycle club, which in numbers recalls the flourishing organizations of the palmy days of wheeling, has been formed in the Canton Y. M. C. A. Already sixty boys have registered, and others are coming in rapidly, lending color to the assertion that there is more bicycling right now than ever before.

The club will make long runs into the country every week, on Saturday. John Brothers is captain, Richard Buchman chaplain while Tom Witter serves in the capacity of lieutenant.

TRACEY JOINS CANADIAN ARMY

SAN FRANCISCO, Cal., April 16.—John Tracey, one of last season's fastest riders in the ranks of the New Century Wheelmen, has joined the Canadian expeditionary forces as a cavalryman and expects to see active service at the front soon.

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FRANK KRAMER'S LIFE STORY

The First Authorized Story of the Great American Bicycle Champion's Brilliant Career—By Harry Mendel

Seventeenth Installment

In 1913 Kramer took another trip to Europe, riding against some of the best riders abroad. He also rode the full season in America.

THE year of 1913 held no fears for Frank L. Kramer, who, not in the least superstitious, went out and won the professional championship of America for the thirteenth time. Even this double hoodoo could not stop the American champion's speed astride a wheel. Kramer made his third trip to Europe that year and, competing for the most part in France, had a highly successful season.

The Men Frank Encountered

In Europe the American champion scored notable victories over Leon Hourlier, Thorwald Ellegaard and Andre Perchicot. Here in America his biggest victories were scored over Jackie Clark, Alfred Goullet and Francesco Verri, one of the best cyclists Italy has ever produced.

Kramer was very much pleased with France and said the people were very enthusiastic over cycling. All in all, Kramer said they treated him royally in Europe. "Of course, they did not like to see their best men beaten," Frank declared recently, "but once I proved that I was superior, they became my friends and applauded my efforts."

Kramer is known for his modesty, but he confessed he grew rather fond of the hero-worshiping of the foreigners. "You just can't help liking the Franch way of applauding you and making much of you, and after awhile you get used to it and really expect it. And if you want their friendship and their demonstration you must show appreciation, so during that season I learned to smile and to bow as well as to say *mercez bien*."

Leaves for Europe with Mihlon

It was on January 11 that Kramer left for Europe. He sailed along with Frank Mihlon on the steamer *Rochambeau*. A party of more than a dozen friends gathered about the boat to see Kramer and Mihlon off. Flowers were there in profusion for the two men.

Kramer rode his first race in Paris on Sunday, February 9. He crossed the tape a winner in the quarter-mile handicap, in which he started from scratch. The American champion overhauled the field easily and won with plenty to spare. Kramer's time was 34 seconds. There was a great ovation for the East Orange rider for this victory.

Leon Hourlier was vanquished in a match race the following Sunday. The race called for the best two out of three heats, and Kramer won in straight heats, but only by inches each time. Hourlier, who has been killed in the present war, was looked upon as the best man in France at that time. His defeat at the hands of Kramer brought forth volumes of applause.

Kramer was in rare form and he rode a brilliant race. He outmaneuvered the Frenchman at every angle and forced him to take the lead in both heats. Kramer jumped in the first heat when sprinting time came, but Hourlier was with him to the tape and there was very little to choose between them at the finish. About the same tactics were employed in the second heat and the result was even closer, but the American was again a few inches in front when the men dashed over the finish line.

Defeats Danish Champion

On Sunday, February 23, Kramer's marvelous speed again defeated Thorwald Ellegaard, the Danish rider and former world's champion in two straight heats of a special match race. Kramer's victory was more pronounced than his triumph over Hourlier the week previous. Kramer won each heat with enough to spare. He rode from behind as he usually does in match races and confined his battle to the final sprint. He came around Ellegaard each time and won with lots of leeway. There was the usual big Sunday crowd to witness the match and Kramer got a tremendous hand after the victory.

Kramer's first defeat occurred when he finished third to Hourlier and Ellegaard on Sunday, March 9. The race was decided at the Velodrome d'Hiver. Hourlier won the race, with Ellegaard finishing second. Kramer was up against a combination, the two Europeans teaming against him. In the final dash he was given a rough ride, and when it came time to dig for the tape Kramer was unable to get around his opponents.

A big crowd turned out to see that race and there was much jubilation among the fans over the victory of Hourlier. A little "booing" was also indulged in because of the treatment handed out to the American cyclist.

Lowers Hourlier's Colors

Kramer squared accounts the following Sunday with Hourlier by lowering the Frenchman's colors in two straight heats of a match. The affair was a "match revenge" put on to give Hourlier an opportunity to even up with Kramer for the defeat the Americon rider administered to him on the occasion of their first meeting.

While the match only went two heats, it was no easy job for the East Orange rider to win. He had to ride hard each time coming from the rear. The race was fought out in the last lap, Kramer employing his usual tactics of tacking behind and then coming from the rear down the home-stretch.

Kramer showed at that time that he was as fast as ever by establishing a new track record, doing the final lap in 14⅕ seconds.

In a three-cornered match race ridden at Bordeaux, Kramer tied with Hourlier; Perchicot was the third man in the race. The conditions were for each man to ride the other a heat and then the three men to meet in a final. Kramer beat Perchicot and so did Hourlier, while in the battle between Hourlier and Kramer, the Frenchman was the winner. When it came to final heat between Perchicot, Hourlier and Kramer, Kramer finished first, thereby creating a tie which was not run off.

Last Race at Charleroi

Kramer's last race, staged at Charleroi, Belgium, was run under similar conditions only that Duprey was substituted for Perchicot to ride against Kramer and Hourlier. Kramer won all three heats. A pursuit race followed between the same three riders and Kramer won this after going a little over three miles.

Kramer arrived home on Wednesday, April 16, on the *Kaiser William de Grosse*. His first appearance at the Newark track was on Sunday, April 21. The season was scheduled to get under way much earlier, but the opening day was put off continually on account of rain. Kramer in his first event rode a one-sixth mile against time. He turned the distance in 16 seconds.

Frank scored his first big 1913 victory in this country early in May, when he beat Jackie Clark and Alfred Goullet in a three-cornered team match race. In the first heat Kramer, Goullet and Clark went over the tape almost simultaneously. The finish was very close, but Kramer won out by inches over "Goullie," with Clark third. Cavanagh was Kramer's partner, Clark had Grenda, while Goullet and Fogler comprised the other team. In the second heat Kramer again was the winner, with Clark second and Goullet third.

Match with Alf. Goullet

Kramer showed his heels to Goullet in a match race and proved conclusively to the crowd that whatever may be the result in other events, when the field was larger, he was always capable of outriding Goullet with only two men on the track. The match went to Kramer in straight heats, and at no time in the race did Goullet ever have a chance.

Frank rode the race pretty much to his own liking. He made his finish from the front in the first heat and after trailing Goullet slowly for four and one-half laps he caught the Australian asleep with a "jump" on the middle of the backstretch, and by doing some clever stalling and sprinting alternately, carried Goullet on his hip all the way around and into the last turn. Kramer then put on full speed in his dash to the tape. In the second heat Kramer kept behind all the way to the twelfth pole. Kramer came around Goullet on the last turn and won by half the length of his wheel.

The name of Francesco Verri, of Italy, was added to the long list of those who

(Continued on page 58)

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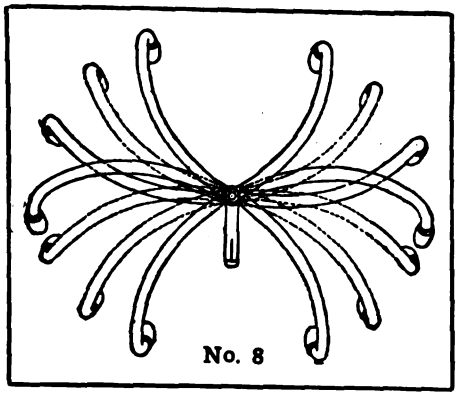
Kelly Handlebars



No. 8

"Get Busy"
"A million bicycles for 1916."

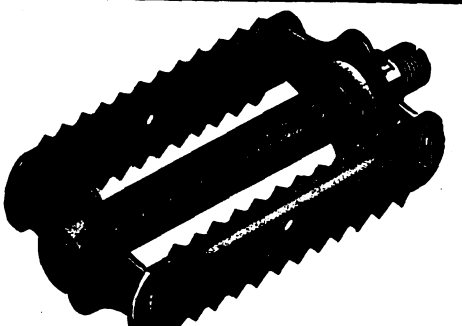
This can be accomplished by using Kelly Bars.

Jobbers and Manufacturers Who Seek Standardization

should invariably equip with KELLY HANDLEBARS—the standard of the world. No high-grade bicycle is complete without KELLY ADJUSTABLE HANDLEBARS. With these handlebars, 25 different riding positions are possible. No other bar made allows anywhere near this number of different positions. KELLY HANDLEBARS ARE THE STRONGEST SELLING POINT A BICYCLE CAN HAVE.

They are the ideal bars for racing, distance work, boulevard riding, etc. Adjustable to ANY position.

KELLY HANDLEBAR DEPT.
5017 Perkins Ave. Cleveland, Ohio



No. 4 STANDARD RAT TRAP PEDAL

THESE STRONG SUBSTANTIAL MOTORCYCLE TYPE PEDALS

have that sturdy look that comes only from correct design and first class construction.

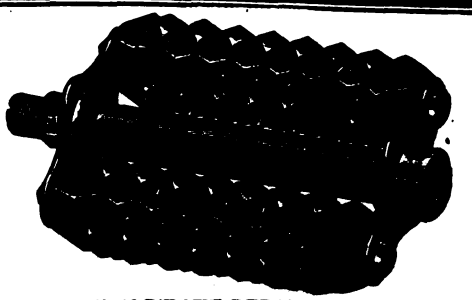
THE NO. 4 STANDARD is a new type of rat trap pedal added to our line this year, making it the most comprehensive line of rat trap pedals offered to the trade.

THE NO. 5 PIRATE has such big, soft, easy rubber cushions! It minimizes the jars and bumps. Try a pair and find out for yourself.

Our cycle parts and accessories appeal to the mechanical expert. They have been standard from the beginning, and mark the utmost in the industry.

Our products comprise: Diamond "E" trade mark brand, Spokes and Nipples for Bicycles, Motorcycles, Tricycles, Velocipedes, Invalid Chairs, Sulkies, Carriages, Cyclecars and Automobiles. Pedals for Bicycles, Tricycles, Velocipedes and Motorcycles. Toe Clips for Bicycle Pedals. Emergency Axles for Pedals.

THE STANDARD COMPANY, TORRINGTON, CONN.
We are boosters for "One Million Bicycles in 1916"



No. 5 PIRATE PEDAL

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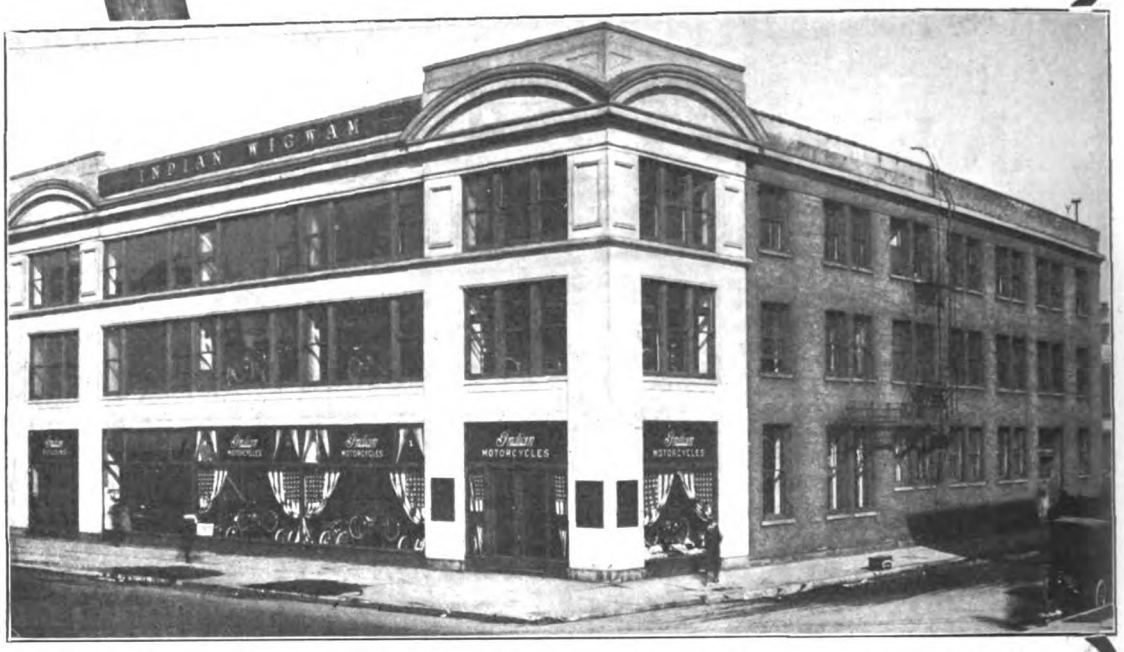
Another Big Rollfast Distributor



This is the home of the Edwards-Crist Company of Chicago, a monument to the business sagacity of men who have made their success due to their ability to discriminate in the selection of the *proper goods to handle. They handle ROLLFAST.* They will give YOU the Exclusive Agency—as will any of the other big men listed here. Write to-day —or you may lose this tire bonanza.

Rollfast Distributors

Atlanta, Ga., Walthour & Hood.
Baltimore, Md., Holland, Baden, Ramsey Co.
Boston, Mass., Hub Cycle Co.
Buffalo, N. Y., Vim Cycle & Hardware Co.
Chicago, Ill., Edwards & Crist Mfg. Co.
Denver, Colo., M. L. Foss.
Detroit, Mich., Detroit Cycle Supply Co.
Indianapolis, Ind., Geo. H. Westing Co.
Jacksonville, Fla., McGraw Bros.
Kansas City, Mo., Townley Metal & Hardware Co.
Los Angeles, Cal., Appeal Mfg. & Jobbing Co.
Memphis, Tenn., Johnson & Meyer Co.
Minneapolis, Minn., Hall Williams Co.
New York City, City Supply Co.
New York City, N. Y. Sporting Goods Co.
Omaha, Neb., Lee-Colt-Andreesen Hdw. Co.
Philadelphia, Pa., Geo. C. Miller & Co.
Philadelphia, Pa., Geo. W. Robb.
Pittsburgh, Pa., Sportsmen Supply Co.
Reading, Pa., Keyser Fry.
San Francisco, Cal., Appeal Mfg. & Job. Co.
Syracuse, N. Y., The Olmsted Co.
Tacoma, Wash., Washington Cycle Sup. Co.
Worcester, Mass., J. W. Grady & Co.
Youngstown, O., Stambaugh Thompson Co.

Rollfast
TRADE MARK
-made to last

Harwaco Rubber Works Co.
Office, Church and Murray Streets, New York

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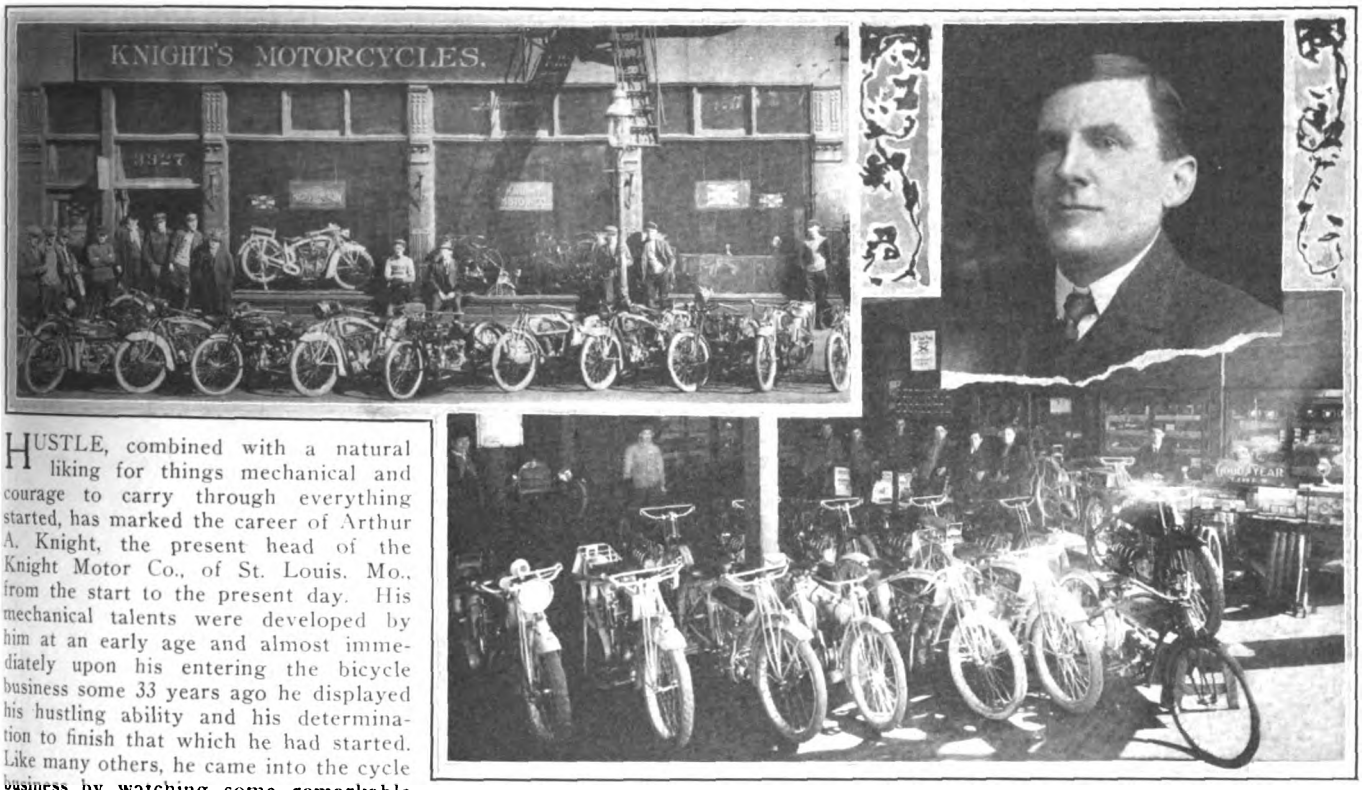
In the Dealer's Realm

KNIGHT'S HUSTLING ABILITY DID THE TRICK

From His First Cycle Racing Experience to the Present Day, This St. Louisan Kept Right On the Job and Won Out Handsomely—Big Percentage of Sales on Time Payments

By LOUIS RESNICK

SEVENTH IN SERIES OF SUCCESS STORIES ABOUT DEALERS



Interior and Exterior Views of Knight Store; Above, Arthur A. Knight

HUSTLE, combined with a natural liking for things mechanical and courage to carry through everything started, has marked the career of Arthur A. Knight, the present head of the Knight Motor Co., of St. Louis, Mo., from the start to the present day. His mechanical talents were developed by him at an early age and almost immediately upon his entering the bicycle business some 33 years ago he displayed his hustling ability and his determination to finish that which he had started. Like many others, he came into the cycle business by watching some remarkable performance.

Arthur A. Knight, now just passing his 56th year, was born in Owen Sound, Ontario, in 1859. He entered the bicycle game as a result of watching the performance of Jack Prince on a bicycle in racing a dummy train from Spanish Fort to New Orleans, La. The possibilities of the wheel as a racing proposition appealed to him right away, and he took the train for St. Louis in short order. At the big city on the Missouri he purchased a Columbia light roadster and took up racing. This was in 1881.

Early Racing Experiences

"They tell me I displayed some of my youngster's recklessness during this period," said Knight. "I used to be pretty careless and take long chances, but I cut that out very shortly afterward. From that time on I saw the coaster brake come into being; I attended the L. A. W. meeting at Buffalo and saw the first safety with pneumatic tires win a race over all solids. Those were the happy days when Willie Windle cleaned up everything, and later, Arthur Zimmerman got 100 firsts in a season against all comers."

Knight entered the selling end in due course, following the example of most of the other racers. He boomed with the boom and slumped right afterward with the slump in bicycles. Then he took up sewing machines, talking machines and typewriters in turn. In 1903 he went into the automobile business as a side line, still running the Knight Mercantile Company, which dealt in the sewing, talking and typing machines, and bicycles by that time. The automobile was crude and Knight soon closed out his agency and went in strong for bicycles.

This was at the old store at Olive and Twelfth streets. It was one-story high and "no great shakes" for looks. Soon business grew under Arthur Knight's vigorous application and a move was made to a 150 x 50 foot building, with three stories and basement, at 3325-3329 Locust street. In this building, the Excelsior motorcycle agency was taken on. But within six months after moving, Knight's business had expanded so that he was pressed for room and again had to look for larger quarters.

So he moved the whole outfit to the present quarters, within a few feet of the Lindell-Locust Cut-off, or the gateway to Automobile Row. The store is within two blocks of St. Louis' busiest corner, at Grand and Olive streets. Fully half the motorcycles in St. Louis pass the Knight place each day.

With the expansion of business came an increase in territory for his motorcycle and bicycle lines. He became a distributor for the eastern half of Missouri and part of Illinois for the Excelsior and then added the Reading Standard, Henderson and Flying Merkel lines. His latest addition was the Tiger lightweight, taken on late in 1914. An automobile agency is also held.

The Knight plant is equipped with two elevators, a steam heating set, and full automatic sprinkler equipment. The 18,000 square feet of floor space con-

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tains one of the largest stocks of motorcycles west of New York. The fronts of the first and second floors are used as show-rooms, the lower for new machines and the upper for used mounts. In the rear of the first floor is Knight's office and directly over this is the repair shop. The third floor is used for storage.

The Knight Bulletins

Knight issues bulletins at regular intervals, regarding the used machines he has on hand. In no case will he allow the merits of the machine to be overstated. In his bulletins he gives the present price, the original price, the year made, the condition of engine and compression, the state of the tires, the condition of frame and forks and of the nickel and enamel. For the very old mounts he adds to this whether there is a clutch fitted on or not, the type of ignition and the form of drive. From this bulletin, the intending purchaser can get an excellent idea of what he can buy without chance of being deceived, and as a result the Knight business by mail has been huge. Another form of advertising used is a series of snappy catch-phrases which are used in the regular newspaper advertisements of the company. These also have proved good business-getters.

"I have always sold on the installment plan," says Knight, "and have given the riders ample time to pay for their mounts. Thousands of dollars have yet to be charged off my books, it is true, but I don't expect I'll lose even a small percentage of the sum. I maintain that there are piles of people who have not the continuity of purpose to save enough for the price of a machine. While the installment business is not a sure one, it is absolutely necessary to success in many sections of the country.

"Speaking of installments, one little slogan brought in a number of customers. This was Number 10, referring to the heading 'Pay us 10 cents for every mile you go till paid for.' We tried the plan out and it worked finely with a bunch of riders."

NEW DEAL ASSURES RUNNING OF DODGE CITY RACE

DODGE CITY, Kans., May 9.—Despite conditions, which a week ago seemed almost insurmountable, the Third Annual 300-Mile Motorcycle Sweepstakes will be run on the two-mile speedway here on July 4. Some sort of a deal has been entered into between the new owners of the speedway and the Dodge City Motor Speedway Corp., which is to promote the contest, and preparations are now well under way for the running of the classic of the Middle West. While the date is too early to predict the "bigness" of the event, it is stated that entries are already coming in in first class style.

SERIES 17 EXCELSIORS GET HEARTY GREETING

LOS ANGELES, Cal.—There was a big crowd on hand to join with Tom Girton and Fred Hoffer in welcoming the Series 17 Excelsiors in this city, where, it is understood, the first machines to go on the road under their owners were received from the factory. The salesmen were so crazy to ride that they had hard work to keep off the machines while they were helping the owners uncrate and set up those that were on hand to ride back home.

As soon as they could Wells Bennett and L. E. Reed got on a couple and tried them out in fine shape. Reed says the combination clutch and brake pedal on the left side are what he has been looking for. He threaded the Broadway traffic in the densest hour and never touched his hand clutch or foot brake all the way through the tangle. Reed used only the combination lever and found, as he says, that the machine handles better than any control he ever saw.

MILES AND MARTIN TO DEAL IN USED MOUNTS

LOS ANGELES, Cal.—Lester Miles, formerly sales manager for Passmore & Sayre, retailing the Harley-Davidson in this city, has opened a store in partnership with Gus Martin under the name of Martin & Miles. They will deal in used motorcycles.

The second-hand motorcycle business in this city has been very active this Spring, and Miles has been making a careful study of it. He believes that there is a good field for a firm which will conduct this kind of business in a high-class way, giving men real value for their money, and handling only such propositions that are in shape for the buyer to get real service from.

(MORE NEWS OF DEALERS ON PAGE 46)

Over 11,000 Miles

On Vitalic Tires!

What ordinary bicycle tire could come anywhere near that record? None! It took VITALICS to do it.

Out of over 60 tires used during a period of 25 years by Dr. F. S. Cate of Florence, Cal., the Vitalic was the only one to reach anywhere near this mileage. Among the 60 tires used were the *very best* of other makes, a number of them much higher priced than the Vitalic. But Vitalics ran *more than three times* the average mileage of the seven next best makes of tires used (based on an accurately kept mileage record sworn to before a notary).

It is this unmatched *mileage* which Vitalics are giving wherever used that proves beyond question their unequalled standard of construction; highest quality of rubber instead of the cheaper grade put in ordinary tires; two plies of heavy *motorcycle* fabric, frictioned with pure rubber, instead of common *bicycle* fabric; an extra heavy inner tube of pure white rubber.

Write for the testing section and examine these features of construction thoroughly.

VITALIC TIRES

TRADE MARK

For Bicycles

Dealers—

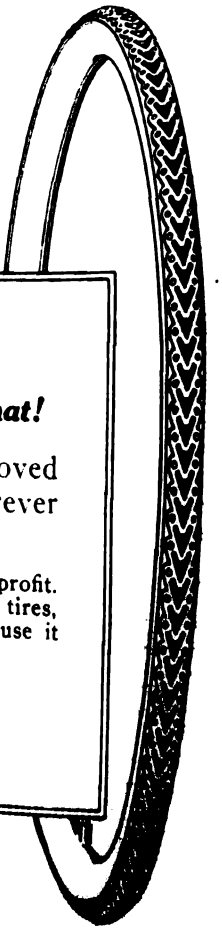
Think what you could do with a tire like that!

There isn't any room for doubt—Vitalics have proved their supremacy over all other bicycle tires wherever comparison has been made.

Thousands of dealers rely on the Vitalic to make their tire profit. Once introduced, it easily brings a better price than ordinary tires, and always sells over and over again to the same trade, because it never disappoints.

Write for attractive Display Material and Dealer Helps.

Continental Rubber Works
1718 Plum Street, Erie, Pa.



The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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"BAREFOOT" RUBBER

There is only ONE Motorcycle Tire made of the genuine Black "Barefoot" Rubber —and that's the GOODRICH. It's the identical tread, mind you, that goes on the big Goodrich "Barefoot" Automobile Tire—the strongest tire ever turned out of the big Akron factories. "Barefoot" Rubber is a distinct advance in the compounder's art. It CLINGS (like your bare foot) to a surface—doesn't GRIND over it. It DOES NOT gain Traction at the expense of Mileage. It is harder to puncture—harder to wear out. And note this—NOT ALL BLACK TREADS ARE MADE OF "BAREFOOT" RUBBER. The Market is full of "Me-too-Black Treads." Look for the name "GOODRICH" molded on the sidewalls —THAT points out the genuine.

Goodrich

BLACK "BAREFOOT" RUBBER

Safety Tread Tires

The B. F. Goodrich Company

AKRON, OHIO

Branches and Dealers Everywhere

The World's Largest Rubber Factory

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Now Come the Days—

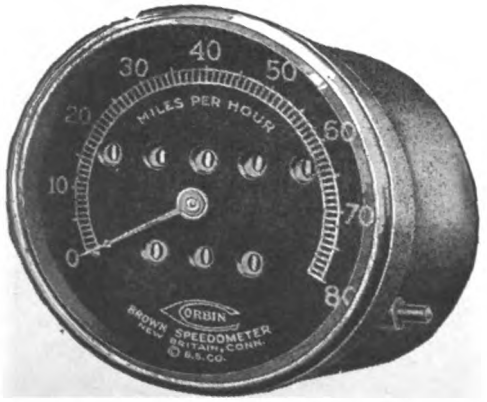
the ones we've all been waiting for, when a good natured breeze slides across the fields and the long, white road streaks into the hills. They are already here, these days, and a lot more of them are ahead. But are you ready for them? You are if your motorcycle is equipped with the

CORBIN-BROWN SPEEDOMETER

"The Speedometer of Absolute Accuracy"

You are ready to go out on the roads and measure the miles of enjoyment that are waiting for you there. You are ready to measure these miles as they should be—with undeviating accuracy no matter what the climatic conditions may be. Remember, the Corbin-Brown is an instrument that has proved itself thousands of times over and every day thousands of accurate miles are being added to its service record.

Investigate the speedometer at once! Your dealer will gladly show it to you. Catalog on request.



The Corbin Screw Corporation
THE AMERICAN HARDWARE CORPORATION, Successor
NEW BRITAIN, CONN.
BRANCHES: New York Chicago Philadelphia
Makers of Corbin Duplex Coaster Brakes for Bicycles

A good deed often means a good deal—Please mention MOTOR CYCLE ILLUSTRATED.

NEWARK, N. J.

THE SMITH-FRASER MOTOR CO., of 284 Halsey street, has taken the agency for the Cleveland lightweight. The firm has opened up with Leslie Wintsch, the former agent, and Douglas Shotwell as salesman.

The firm is composed of Leonard B. Smith and E. W. Fraser, both of whom have been employed by the Bosch Magneto Co. for five years. The new store will be the headquarters of C. W. Waughop, traveler for the H. F. L. Funke Co., distributing the Cleveland in the Middle Atlantic States.

CARL W. BUSH CO., distributing the Harley-Davidson in Essex and Morris Counties, has disposed of 130 machines so far and has a carload on the way from the Milwaukee factory. The first carload since the incorporation was received on March 25. Over 40 sidecars have been sold since that date.

Bush is selling a $20 equipment consisting of X-Ray headlight, Old Sol tail-lamp, Prest-O tank, and Handphone, and a $25 outfit consisting of Old Sol head and tail lights, Bison brackets, Prest-O tank with copper tubing and a Stewart-Warner hand horn. Both outfits have proven very popular with customers.

Rear of Showroom in Harley-Davidson Agency of August Zimmerman, Washington, D. C., with Parts Cabinet and Office

EASTON, PA.

A. W. SMITH, proprietor of the Indian Service Station, has sold 7 Powerplus models to date. This is the first year the firm has sold motorcycles and the number is considered by Smith as good. The machines were all fitted with Splitdorf Mag-Generators and two had sidecars attached. Smith is trying to organize a club among Easton riders and has given a room over his store as a first step.

SAN DIEGO, CAL.

SAN DIEGO MOTORCYCLE SHOP reports the sale of 55 Harley-Davidsons of 1916 model to date. Twenty-two went to sailors on the warships which are anchored in the harbor of San Diego.

JERSEY CITY, N. J.

MORTON D. LANTZ, distributing the Harley-Davidson in Hudson County, has added the Cleveland two-stroke lightweight for the 1916 season.

(MORE NEWS OF DEALERS ON PAGE 48)

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THE 20th CENTURY IGNITION

A DEMONSTRATION OF MAGNETO RELIABILITY

A report by A. F. Jacobs, Splitdorf Service Man, sent in from Columbus, N. M., upon his return there after a trip to Casas Grandes with the first train of trucks to cross the Mexican border in the hunt for Villa:—"On my trip with 23 DIXIE Equipped *Jeffery Quad* Trucks from Columbus to Casas Grandes only had one case magneto trouble which was adjusted in a few minutes. They have ordered a hundred and eight DIXIE equipped *Jeffery Quads* on the strength of the wonderful showing through desert and mountain trails. Likewise they are keeping all parts and extra DIXIE Magnetos for trucks carrying other forms of ignition to act as replacements. Am now returning to the front with DIXIE equipped *Indians* and *Harley-Davidson* Motorcycles to see that there is no delay anywhere on the line that Splitdorf Service can overcome."

The Packard Motor Car Company report to us that there are now 56 *Packard* Trucks on Mexican soil, more than half of which are DIXIE Magneto equipped—the DIXIE Magnetos are giving remarkable service, standing up where other makes are giving trouble.

The Hendee Manufacturing Company report that the 30 DIXIE-equipped *Indian* Motorcycles, shipped to the Mexican border for the U. S. Army, are making a splendid record for reliability and dependability.

DIXIE equipped trucks have demonstrated magneto reliability where real speed and power under terrible disadvantages were necessary to save human life.

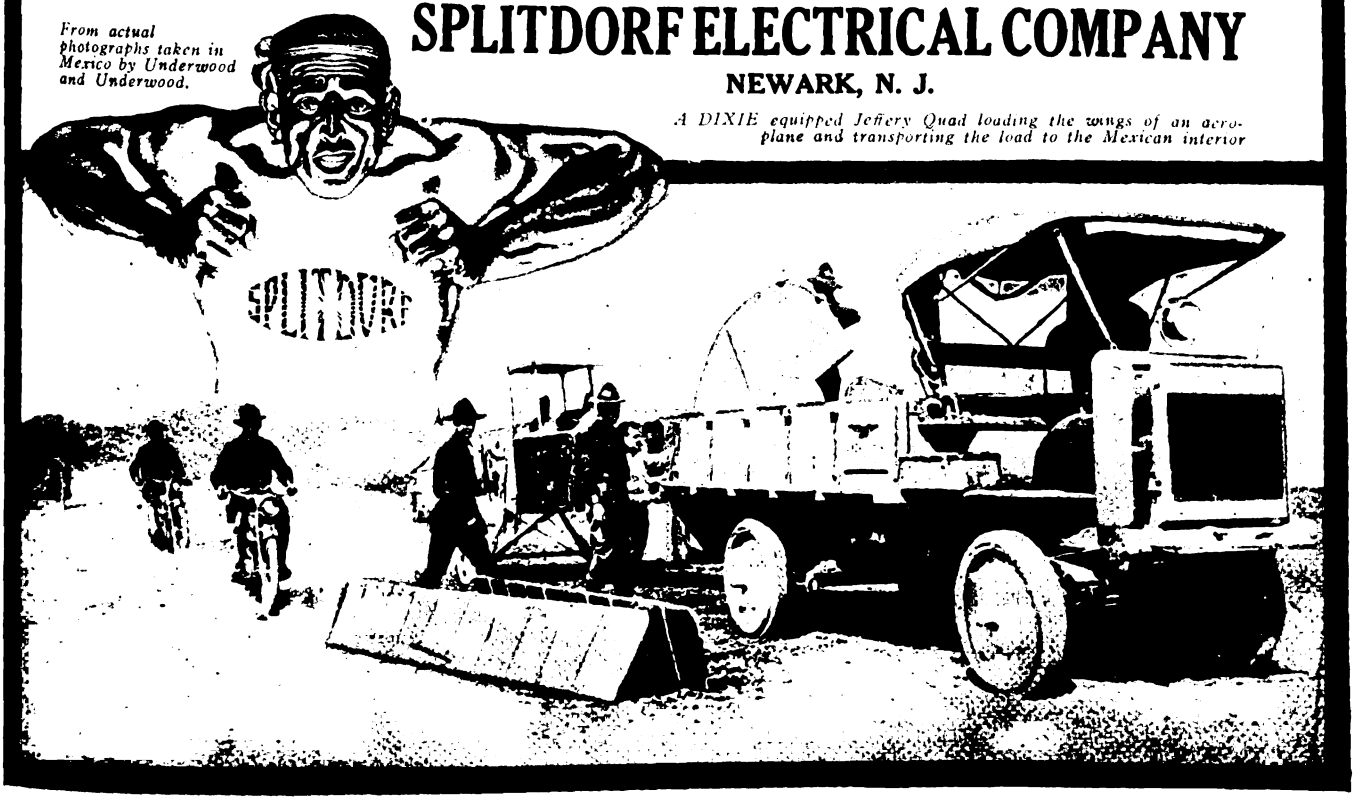
DIXIE equipped motorcycles have furnished the information for advance—the scouting for innumerable purposes where the ignition pick-up and get-a-way meant the difference between success and failure.

DIXIE Magneto equipped automobiles can be relied upon for dependable ignition—the ignition that gets the most of the motor—the ignition that conserves gasoline usage—a self-contained unit independent of auxiliary batteries and outside contraptions.

From actual photographs taken in Mexico by Underwood and Underwood.

SPLITDORF ELECTRICAL COMPANY
NEWARK, N. J.

A DIXIE equipped Jeffery Quad loading the wings of an aeroplane and transporting the load to the Mexican interior



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TACOMA, WASH.

RAY DAY, handling the Indian in this city, recently sold two of the Powerplus twins to the Standard Oil Company, and so well have these stood up that he received a re-order for two a short while afterward. Day has been busy in demonstrating the ability of the side-by-side-valves Indian in a number of ways, and a recent one was in the motorcycle division of the motor vehicle parade which opened the baseball season. With seven people up on his sidecar, Day negotiated the severe Carr street hill in fine style, showing that the claim "no hill too steep" is a legitimate one.

NEW DAYTON motorcycles have arrived at the headquarters of the Fuller Cycle & Supply Company and are now being shown in company with the Henderson models, the firm being agent for both lines. The four-cylinder machines came in a carload last week. Both the red twins and the blue four-cylinders are gradually decreasing in number under the onslaughts of customers, and a new line will soon have to be formed.

FRED AMBLADE'S place is getting to look like a club-room more and more, each night in the week. There are over 50 machines at the curb, on an average, and their riders are packed into the two rooms, swapping yarns and discussing 1916 models. Fred has just put up a bright red sign with his name in white letters, and this can be read several blocks away.

E. J. BERGSTROM, a newcomer on "Motorcycle Row" set a new record last week by selling three Miami Power Bicycles in one hour. They were three separate sales, not bunched, says Bergstrom. "Miami general business is good" says Bergstrom, "and I am getting my share in both the Power Bikes and the Flying Merkels."

EXCELSIOR headquarters is at present in a chaotic state, as Harry Goble is no longer with the General Cycle & Supply Company, and the new management is not yet announced. However, sales are being made and it is expected that things will soon be back to the normal and sales will boom.

F. M. BAILEY, who is handling the Smith Motor Wheel, has sold his entire stock of Pierce bicycles as a result of taking on the little booster. He is now awaiting another carload of Pierces from the Buffalo factory. Bailey keeps his show window full of Motor Wheels, and there is always a crowd around, for the exhibit catches the eye right away.

RED BANK, N. J.

LOU TETLEY, handling the Indian for Monmouth County, is having a fine season with the Powerplus. Fourteen sales of this model were recently made by him to employees of a nearby powder mill. His sales include two Featherweights also.

ELIZABETH, N. J.

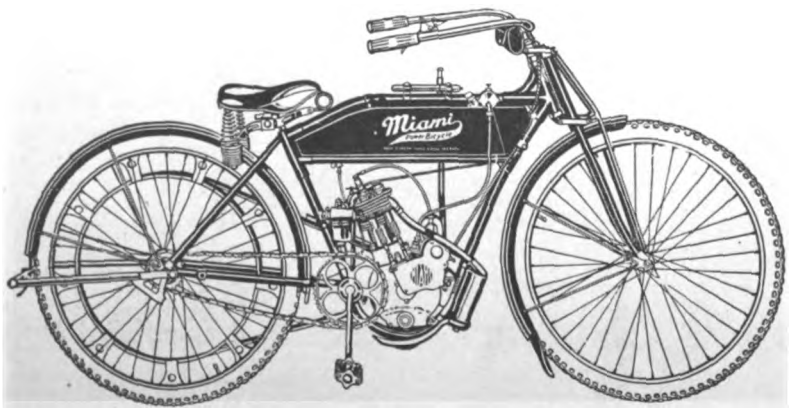
A. MANZO & CO., have taken the agency for the Harley-Davidson for this city. The headquarters is at 1151 Elizabeth avenue.

LEWISTON, PA.

L. A. NIGHTHART, at 318 Valley street has taken the local agency for the Dayton line of motorcycles.

(MORE NEWS OF DEALERS ON PAGE 50)

Miami PowerBicycle



SAFE
SILENT
CLEAN

List Price $115.00

F. O. B. Factory

Miami Power Bicycles are actually being sold in quantities to riders all over the U. S. and our Agents everywhere are enthusiastic. We have a real money-making proposition to offer Dealers in some territory still open. We are making prompt deliveries.

Miami Cycle & Manufacturing Co.
Middletown, Ohio.

Mention of MOTOR CYCLE ILLUSTRATED is always appreciated by advertisers.

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WITH THE HARLEY-DAVIDSON AT THE POLO GAMES.

BOSCH MAGNETOS have been used seven years by THE HARLEY-DAVIDSON

THE best proof of the superiority of Bosch Magnetos is found in the fact that most motorcycle makers use Bosch and that one of the largest and best known, the Harley-Davidson Company, has used Bosch regularly since 1910.

The reason for this continuous use seems obvious, just a well directed desire on the part of the Harley-Davidson engineers to produce a dependable product, a product that would give them a permanent and lofty position in the motorcycle world.

Bosch Magnetos must be good to be so widely and so regularly used. They cost the motorcycle makers a trifle more, but they eliminate the puzzling ignition troubles, and, through their extraordinary reliability and efficiency, give the Bosch-Equipt motorcycle a higher value.

Be Satisfied — The motorcycle you sell CAN be Bosch-Equipt, too. Insist if you must. — Specify Bosch

Correspondence invited.

BOSCH MAGNETO COMPANY

206 WEST 46th STREET — NEW YORK CITY, N. Y.

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GET POSTED ON COSTS AND USE THEM TO CLINCH SALES

By PRACTICUS

THIS little lecture might be entitled "Selling a Motorcycle from An Automobile Agency," and the title would be partially right. However, the main idea is that the automobile man lost the sale through not being thoroughly posted as to the real cost of operating the car he sells. Here goes.

I have a friend with aspirations for something big and impressive-looking. He wanted a car; the appearance took him and he hoped to graduate from the motorcycle class. But—here he showed the best kind of sense—that car must not be too expensive to run and must not beat the sidecar rig by more than one or two cents a mile. After hearing his raptures at the idea of getting a car which should be economical and a "good looker," I consented to go with him to an agency for a moderate-priced automobile.

Running Costs Only

We went. The salesman showed us figures which stated that several owners had used his make of car for 2½ cents a mile. This included gasoline, oil and wear and tear for 5,000 miles. This statement interested my friend, but then the business part of his brain began to work and he asked some questions. What would it cost to insure the car? The license fees? Garaging? Depreciation?

The salesman figured it out for him. Then my friend took a pencil and divided the total of the interest on his money, the cost of licenses and insurance and the estimated cost of garaging by 5,000 and showed the salesman that he was about 5¾ cents out of the way per mile. Salesman had never been up against that way of figuring before and went dumb. No sales. He couldn't give figures on the sidecar outfit, for he didn't know anything about that kind of a vehicle. My friend now owns a sidecar combination as before.

Now, Brother Dealer, what would you do if someone came in and asked you these questions? You wouldn't know, eh? And you'd lose in two ways: a sale for yourself and a motorcyclist turned automobilist. You would be minus a nice little dealer's percentage and you would have added another member to the big list of car owners who are pinching to keep up the white elephant that they bought so easily and which is putting the kibosh on their salaries. If you are not primed on this material that's what happens.

Have It Ready

Now, you don't need all this for every customer, but when you do need it you want it as bad as the Texan said about his revolver. Have it ready for him in black and white when he springs the question about overhead cost. Overhead costs are interest on money invested; license fees; insurance and garaging. Figure interest at 6 per cent. Add the overhead costs and divide by 5,000 for the average rider will cover at least 5,000 miles a season. You get the overhead cost per mile. The factory will furnish you with the running cost per mile and the total will be the sum of overhead and running.

To get back at the would-be automobilist, make up a chart of overheads for the automobile and also the running costs and show the prospect the totals and the costs per mile of both your motorcycle and the automobile. Show him that he saves so many dollars a season by using the motorcycle and sidecar, and if he has any sense at all he will think matters over seriously.

A good deed often means a good deal—Please mention MOTOR CYCLE ILLUSTRATED.

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More Speed Than The Fastest Stock Machine

The Pope Single Speed Twin has long been recognized as the fastest stock motorcycle made.

Full use of the explosive charge in the motor, with the quick action that is so necessary for a speedy "getaway" is assured by the Pope overhead valves.

Unequalled road comfort is provided by the Pope spring fork and rear suspension.

But a motor has been perfected with more power—more speed—than has ever been obtained before; resulting in the

Pope Model L-16 Special at $235.00

This special model is equipped with the cylinder heads that were developed in designing the new Three Speed Twin—cylinder heads with larger intake passages, larger rocker-arm yoke stems, using a one-inch carburetor—that provide an increased maximum power development of two horsepower, with 13% increased running efficiency.

Riders who have tried the Model L-16 Special are enthusiastic. They find that they breeze up hills and pull steadily through the bad spots in the road—and never have to eat anyone's dust.

We have an unusual offer for Pope dealers—with immediate deliveries. Write for it.

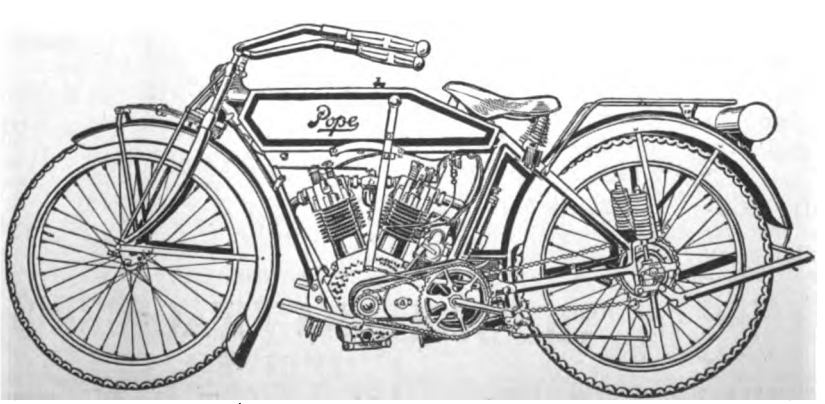
Westfield Manufacturing Company

(Successors to the Pope Mfg. Co.)

11 Lozier Ave. Westfield, Mass.

Largest Manufacturers of High-Grade Bicycles in the World.

Makers of Columbia, Cleveland, Tribune, Rambler, Crescent and Pope Bicycles.



The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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TRENTON, N. J.

READING STANDARD models are good sellers, according to the Howard Cycle Company, of this city. That's what the firm says today, although the talk was a little different about eleven weeks ago. It was with some degree of doubt that the Howard folks signed up for one R-S twin in March, but during the past ten weeks, a regular order for two twins a week has been sent to the factory in Reading, Pa. "Finally, the requests for the brown boys got so strong that we had to telephone to the factory recently" said the Howard Cycle man, "and order 15 at a clip. We got them in short order and they are practically all gone." The total sales to date have been 35.

DETROIT, MICH.

WILLIAM E. METZGER COMPANY, veteran representative for the Wigwam, has just delivered three Indians to the sheriff's office in this city for the use of the deputies.

WHEELING, W. VA.

EARL BRAUNLICH, handling the Harley-Davidson, celebrated his recovery from an attack of measles by selling three of the Silent Grays to local speed merchants. Two of these were electrically-fitted and the third had a Prest-O-Lite outfit.

WESLEY HOUSE, who takes care of Wigwam interests in this city, has sold seven of the Powerplus models and has orders for a number of Featherweights to date.

WALTER BOWMAN, of the T. A. Hoge Company, states that prospects are very bright now, as the roads are ridable. The firm is holding several machines for delivery till the weather is better. The big valve Excelsior is very popular, and four have already been sold with three more on order.

ALAMEDA, CAL.

F. D. JACKSON has signed up to handle the Dayton Motor Bicycle from his headquarters at 1516 Park street. The contract was taken with W. E. & W. H. Jackson, Dayton distributors for this part of California.

AUBURN, N. Y.

H. H. PULLMAN has contracted to handle the Reading Standard for this city during the 1916 season. He signed up with Lou Guterman, R-S traveler, a short time ago.

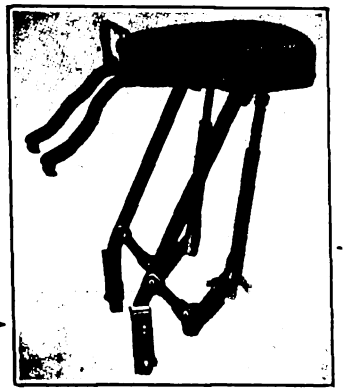
HACKENSACK, N. J.

JOHN W. TERHUNE, handling the Harley-Davidson for Bergen County, has disposed of 24 machines to date. Most of these have been fitted with Prest-O-Lite tanks and 12 in all were sold with sidecars. Terhune has sold the Teaneck and East Rutherford police departments several machines.

SALISBURY, N. C.

W. F. AREY, of the Arey Hardware Co., Inc., has opened a motorcycle and bicycle repair shop in connection with the firm's hardware and sporting goods establishment. The agency for Indian machines has been taken for Rowan, Cabarrus, Iredell and Davidson Counties.

(MORE NEWS OF DEALERS ON PAGE 54)



Patented

SPRING FOOTREST ATTACHMENT No. A

Price $3.85

Complete for attaching to any 1915 or 1916 Stoll No. 2 tandem.

DEALERS AND JOBBERS:—there is a big demand for this artcile; every rider who has a Stoll No. 2 tandem is a prospect. It's a trade builder, and a money maker for you.

Write us today for prices. Catalogue and poster stamps mailed free on request.

A Simple Little Attachment That Doubles the Joys of Tandem Riding

Rough roads need have no terrors for you;
This attachment on your Stoll No. 2 tandem

"RELIEVES THE FEET OF ALL JARS AND SHOCKS"

It's simply great. The **seat and footrests move together** and

"SUSPENDS YOU ENTIRELY ON SPRINGS"

Being pivoted at all joints and working in connection with the long, flexible enclosed springs of the Stoll No. 2 tandem, the smoothest springing action is provided.

"You just float along"

Put it on your 1915 or 1916 Stoll No. 2 tandem, or when you purchase your new tandem be sure it's a **Stoll No. 2, with the No. A Springing Footrest Attachment.** Its real tandem comfort at a moderate price.

Ask Your Dealer for a Demonstration.

MANUFACTURED BY

THE STOLL MANUFACTURING COMPANY

DENVER, COLO.

(The Largest Motorcycle Tandem Factory in Existence)

For assurance of prompt attention to your wants mention MOTOR CYCLE ILLUSTRATED.

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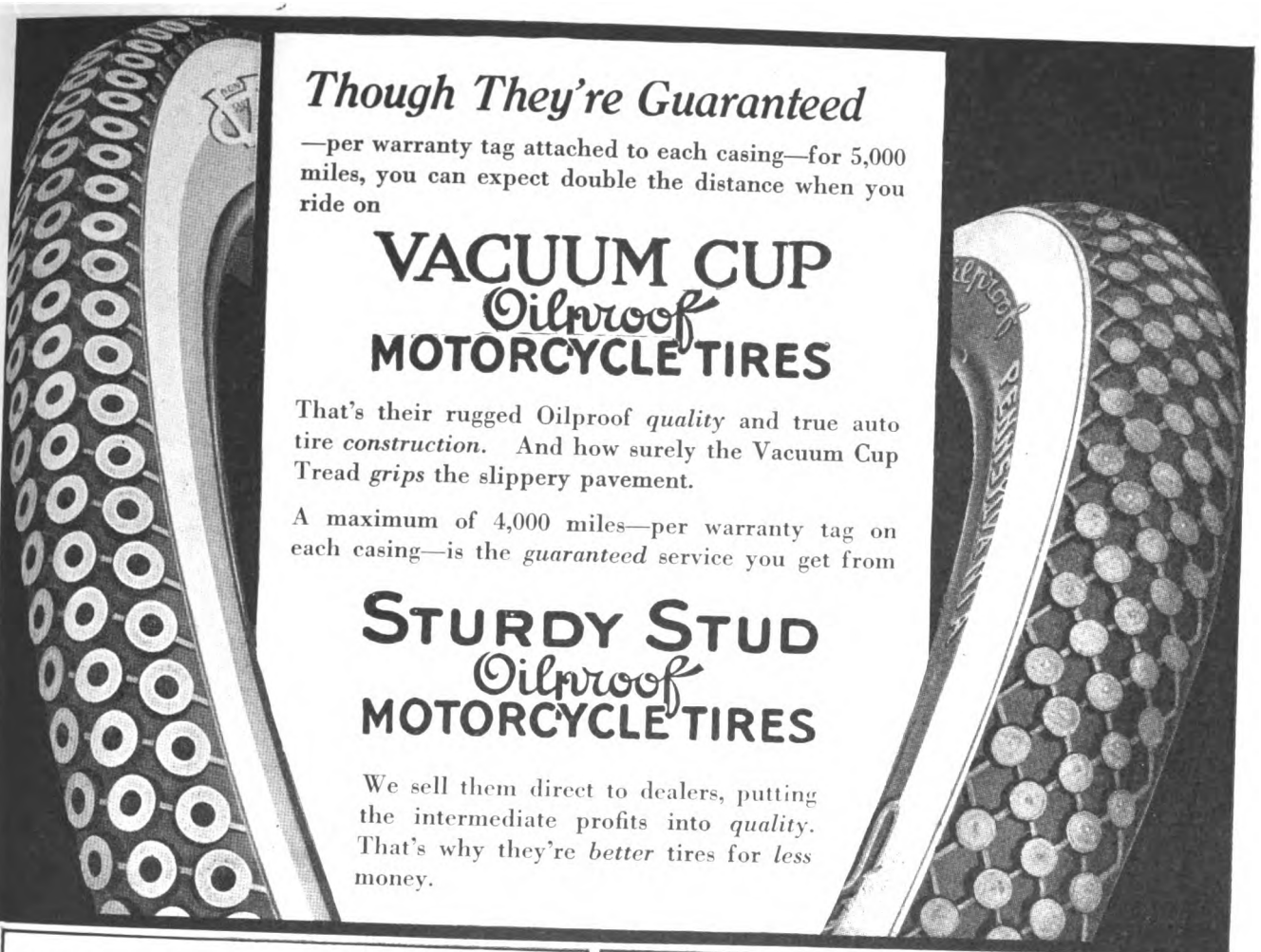

Though They're Guaranteed

—per warranty tag attached to each casing—for 5,000 miles, you can expect double the distance when you ride on

VACUUM CUP
Oilproof
MOTORCYCLE TIRES

That's their rugged Oilproof *quality* and true auto tire *construction.* And how surely the Vacuum Cup Tread *grips* the slippery pavement.

A maximum of 4,000 miles—per warranty tag on each casing—is the *guaranteed* service you get from

STURDY STUD
Oilproof
MOTORCYCLE TIRES

We sell them direct to dealers, putting the intermediate profits into *quality.* That's why they're *better* tires for *less* money.

From Season's Start to Season's Finish

—without puncture troubles and stonebruise worries—is the service you receive from

VACUUM CUP
Red Oilproof *Tread*
BICYCLE TIRES

Built of small auto tire 15½ oz. fabric, sure-footed on slippery pavements. *Guaranteed*—per warranty tag—for a season's service, else repaired or replaced free.

Three Degrees of Phenomenal Quality

—three popular prices—three strongly attractive treads—

★THREE★STAR★
LINE OF
BICYCLE TIRES

A tire for every bicycle rider whatever his idea of top-notch quality at a limited price may be.

Pennsylvania Rubber Company
JEANNETTE, PA.

Direct factory branches and service agencies throughout the United States and Canada

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ELISCO

Light Gauge, Cold Rolled

Steel Tubing

Accuracy—Uniformity—Finish

The ELISCO process of manufacturing welded seamless steel tubing utilizes automatic machines to ensure the utmost in Mechanical Accuracy, and Smoothness of Finish.

Each of these huge machines combines seven operations in one handling; it forms, welds, burrs, rounds, straightens, smooths and cuts the finished tubing to length ready for inspection and shipment—eliminating entirely the human element of error.

In our new Cleveland plant there are twenty of these huge units with a total yearly capacity of over twenty million feet of tubing—and additional machines are being added.

Furnished in straight lengths or formed to suit your requirements. Reasonably prompt deliveries on sizes up to 2-inch, outside diameter.

Let us submit samples and quote prices

The Elyria Iron & Steel Co.

East 131st Street Cleveland, Ohio

Chicago Office, 1243 Peoples Gas Building

Atlanta, Georgia, Office, Candler Building

BROOKLYN, N. Y.

GEORGE A. ASHLEY, of 1213 Bedford avenue, has signed up to handle the Miami Power Bicycle. Ashley states that he has decided to concentrate on the Miami for his motorcycle line together with the three name-plate bicycles for which he is agent.

As regards bicycle sales, Ashley has disposed of more machines this year so far, than during the whole of 1915. The demand has been for the better grade of wheels in the big majority of cases.

BOSTON, MASS.

MEYROW BROTHERS, handling the Pope motorcycles and Princeton bicycles, have moved into larger quarters at 149 Berkley street. They were formerly at 9 Cooper street, but found the space too restricted to conduct their increasing business.

MAKING MOST OF WINDOW SPACE

Show Window at Agency of August Zimmerman, Washington, D. C., Featuring the Harley-Davidson

FREEPORT, N. Y.

SIDNEY SMITH, the veteran bicycle dealer, has signed up to handle the Miami Power Bicycle for this city and vicinity. His initial contract was for 50 of the little four-strokers. Nassau County representation is held by Smith for this make, as well as for the Iver Johnson, Flying Merkel, Miami, Red Wing and New England bicycles. His cycle sales have been so large this season, that Smith is planning to have the wheels shipped in carload lots for 1917.

POUGHKEEPSIE, N. Y.

EDWARD RYAN, the well-known motorcycle and bicycle man in this city, has taken on the Reading Standard for Poughkeepsie for 1916. He signed up with Traveler Lou Guterman on the latter's last trip through the Empire State.

UTICA, N. Y.

JOSEPH A. COUPE has signed up to represent the Reading Standard in Utica and vicinity for 1916. Coupe is a veteran dealer and an expert in motorcycle matters. His list of prospects is a big one and he has made several sales of the R-S to date.

(MORE NEWS ON PAGE 56)

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Stewart
Motorcycle
Speedometer
$10

Stewart
Motorcycle
Warning Signal

$3.50

The New Lightweights Will Make Thousands of New Stewart Accessory Users

The new lightweight motorcycles are opening up brand new fields for the sale of motorcycles.

Thousands of people who never would ride a heavy speed machine are buying lightweights.

These people are demanding safety, pleasure and economy from a motorcycle above all else.

They will buy Stewart Motorcycle Warning Signals for their safety and the safety of others.

They will buy Stewart Motorcycles Speedometers to keep within speed limits—to keep accurate tab on gas and oil consumption and tire mileage—and for the added all-around pleasure they give.

Are you in a position to profit by selling Stewart Products to these thousands of new riders?

Display Stewart Products.

They will sell themselves—at a handsome profit to you.

Branches and Service Stations in All Principal Cities

The Stewart-Warner Speedometer Corporation, Chicago, Ill.

Stewart Products for sale by Motorcycle and Accessory Dealers Everywhere

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I AM A MOTORCYCLIST BECAUSE——

Motorcycle riding satiates, as no other sport not prohibitive in cost can, my appetite for outdoor recreation.

The thrill born of speeding merrily along the open road on a machine which obeys instantly my every command strikes a sympathetic chord within me.

The motorcycle provides a ready, pleasurable and inexpensive means for me to satisfy that feeling of "Wanderlust" which "gets me" periodically.

By means of the motorcycle, I can reach the far away tennis court or golf links, the distant swimming hole or trout stream, and a thousand and one other pleasure haunts without recourse to crowded trolleys or smoky steam roads.

The motorcycle brings me into contact with other folks both in my own and in other walks of life; it opens the door to goodfellowship and true comradeship.

As a vehicle, the motorcycle fits my every whim; if I am moody, I can travel by myself absorbed in my own company; if solitude is obnoxious, the tandem seat or the readily-attachable sidecar provides the means of relieving the condition.

The motorcycle serves me well when rapid and certain transportation is my need; in business as well as in pleasure, I can depend upon the motorcycle to get me where I want to go when I want to go there.

Riding keeps me in the open air, provides me with a moderate amount of exercise and makes for all-around good health.

The power-driven two-wheeler satisfies an inherent craving within me to study mechanical devices, and provides food for thought along both mechanical and electrical lines, and a certain amount of manual work which makes for versatility.

The sport the motorcycle provides dovetails well into my scheme of things; it fits my pocketbook and still provides a pleasurable occupation for my every free moment.

The motorcycle has taken me from a rut and keeps me from again becoming mired; it has broadened me and become an incentive to study; for me it has been an education and a liberal one.

By means of the motorcycle I can readily reach out of the way spots and take in much eye-pleasing scenery which is inaccessible to other types of vehicles.

Photography is one of my hobbies, and the motorcycle opens the way for me to obtain pictures of varied character and intense interest.

Through the intermediary of the racemeet, the economy contest or the endurance run, I can measure my skill against that of the other contenders and the ability of my machine against the best that his can do,—and competition is a never-ending source of enjoyment.

LONG ISLAND CITY, N. Y.

THE PLAZA MOTORCYCLE EXCHANGE has signed up to represent the Miami Power Bicycle. When the demonstrator comes, it will have two big signs fitted to it, one on each side, calling attention to the saving in carfare and time as compared with other forms of transportation. The machine will be ridden every lunch hour and quitting time in front of the many auto factories in this city.

Names—Names—Names!

By the hundred, or the thousand, as many as you want—Mr. Dealer and Mr. Manufacturer—Names and addresses of the motorcyclists and automobilists who are registered at the New York State Capitol. The motorcycle registration law just went into effect, and here is a splendid opportunity to get business by circularizing the riders of any part of, or the entire State of New York.

We Furnish These Names at Lowest Prices

We copy official automobile and motorcycle records in the Capitol here and can compile a list of the auto or motorcycle owners for your section of the State, at lowest rates, sending you supplements, giving the additional registrations. We can compile a list of owners of any particular motorcycle you may wish a list of.

Dealers are making good money, and creating a lot of new business, by using our lists. Now is the time to write riders in your territory for repair work and new accessories. Get our list now. Beat your competitor to it.

CAPITOL AUTO LIST COMPANY

Room 233, Capitol, Albany, N. Y.

Capitol Auto List Company,
Room 233, Capitol, Albany, N. Y.
We want ..... names and addresses of motorcycle riders. Quote prices.
Name .....
Street and City.....

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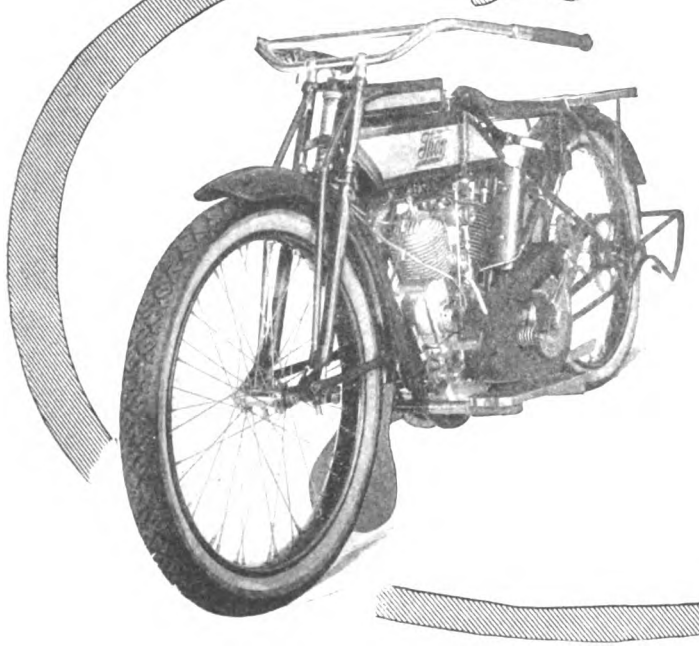
Thorily Speaking

You have one choice for the best. Get our catalogue and stop worrying!



GIANT
TWIN
12 H. P.
MODEL
"U"
$265.00

Harry Neff says: "Buy a Thor and your troubles are o'er"

ONE THOR—MORE THORS

AURORA AUTOMATIC MACHINERY COMPANY
GENERAL OFFICES, Thor Bldg., 1307 Michigan Avenue
CHICAGO

SALES OFFICES AND WORKS, 361 W. Superior Street, Chicago PACIFIC COAST BRANCH, 61 Fremont Street, San Francisco

A *good* deed often means a *good* deal—Please mention MOTOR CYCLE ILLUSTRATED.

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LIFE OF KRAMER

(Continued from page 40)

have trailed behind Kramer in a match race. Verri was disposed of in two straight heats in a one-mile match race. In each heat Kramer had a lead of one full length.

Wins Two-Mile National

On Sunday, July 6, Kramer rode a dead heat with Grenda in the final of the two-mile national championship race. It was a great finish, with Kramer just getting Grenda at the tape. On the same afternoon Kramer and Cavanagh won the three-cornered team match race from Goullet and Fogler and Grenda and Clark.

Sunday, August 10, Jackie Clark went down to defeat twice before the speed of Kramer. He was beaten in straight heats. Kramer had an easy time in the first heat; he dashed out ahead of Clark as the bell sounded and led all on the last lap. Clark closed the gap and there was a half a wheel between them at the tape. In the second heat Clark had a lead all the way around, and it was only by a final jump that Kramer won out at the line.

(To be concluded)

KEEN FOR BICYCLE THEFTS

DAYTON, Ohio.—As the season of bicycle thefts rolls around again, the police are increasing their vigilance. Quick work in a typical case recently resulted in the arrest of a pair of youthful bicycle bandits before the owner of the machine had missed it. They were reported by a dealer to whom they tried to sell the machine, and the rest was easy.

ANOTHER DOZEN TAKE MIAMI POWER BIKE AGENCY

MIDDLETOWN, O.—Three Maine dealers, two from New Hampshire and as many from New Jersey, are among recent additions to the long list of representatives for the Miami Power Bicycle, made by the Miami Cycle & Manufacturing Co., of this city. The Maine dealers are Walter Reed, of Fort Fairfield; Darling Auto Co., of Auburn, and A. E. Darling, of Portland.

In Trenton, N. J., John Sykes, Jr., has signed up and George F. Karch has followed suit in Princeton. W. H. McCarty in Nashua and the Queen City M. C. Garage in Manchester represent the most recent New Hampshire additions. In San Leandro, Cal., M. C. King has signed up, as has George E. Myers in Davenport, Iowa. R. L. French has taken the little four-stroke agency for Baltimore, Md., and in St. Joseph, Mo., the F. P. Lee Cycle Co. has signed up. The Frazier Cycle Co., of Lincoln, Neb., completes the dozen.

SCHWAB'S CONSISTENT CLIMB

(Continued from page 15)

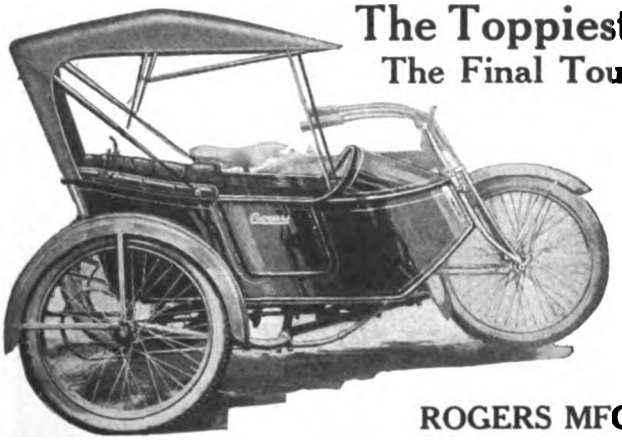
a store and bookkeeper, and finally to the man doing a nation-wide business first under his own name, then in connection with Stevens & Company.

In the latter firm Mr. Schwab has put his vigorous personality, and his house follows out rigidly the business policy that he early adopted as his own—namely, honesty, integrity and service. Today Schwab takes as much interest in developing the men in his organization as he did formerly in developing his business, and his organization does credit to him. "I have never done a man unselfishly a good turn but what I have been well repaid sooner or later," he says. "It always pays well to serve the other fellow better than he expected."

Boom to Continue

Asked for his opinion as to how long the present period of prosperity would continue, he replied: "I look for no let-up in the present tremendous volume of business for this year, and if the war continues I believe the trade boom will be with us in 1917. But I am one of those who feel that with the end of the war, whenever it comes, we shall experience a readjustment period, the duration and severity of which I have found no one willing to make even a rough guess at; but I feel every business man should keep in view and consider what effect it will have on his affairs, and make such preparation against the future as recurring events would seem to warrant."

Mr. Schwab has a commodious home in East Orange, N. J., and a summer home at Lake Hopatcong. He is never too busy to give his family, consisting of his mother, wife and four children, a reasonable share of his time and care. He is ardently fond of outdoor sports and regularly every Spring takes a trout-fishing trip to Canada, not so much to fish as to be out in the "big outdoors" during one of the finest seasons of the year.



The Toppiest Top That Ever Topped a Sidecar

The Final Touch of Comfort and Elegance That Marks

Rogers Supremacy

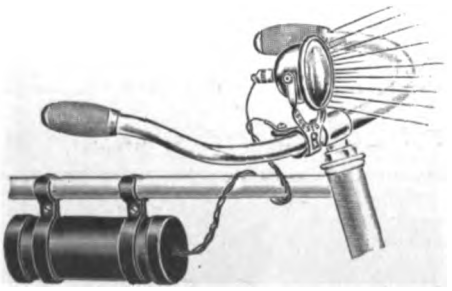
Model H Sidecar, to perfectly fit and match in color any standard motorcycle $75.00

Rogers Automobile Type Top complete, with storm front, side curtains, slipover and body irons.....$17.50

If ordered with car, body will be ironed without extra charge

Write for circular giving full details

ROGERS MFG. COMPANY, 339 West Madison Street, Chicago

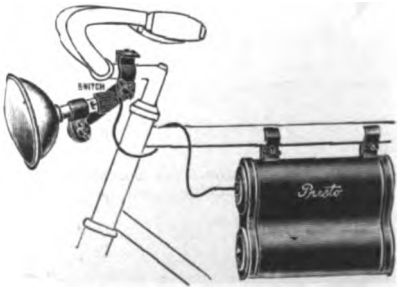


No. 1050

PRESTO-ELECTRIC BICYCLE LAMPS

$1.10 TO $1.90

Eliminate All Danger By Using a PRESTO Electric Light On Your Bicycle



No. 1052—Equipped with 3 Volt Tungsten Bulb—4" Bull's Eye Lens

The PRESTO gives a powerful, penetrating light. Adjustable pivoted reflector, throwing light in any direction desired. Any ordinary dry cell battery operates PRESTO light. Made in eight different styles. Reflectors highly polished and nickel plated. **Retail prices from $1.10 to $1.90, without battery.** Dealers, write today for complete information.

METAL SPECIALTIES MFG., COMPANY 730-738 WEST MONROE STREET CHICAGO, ILLINOIS

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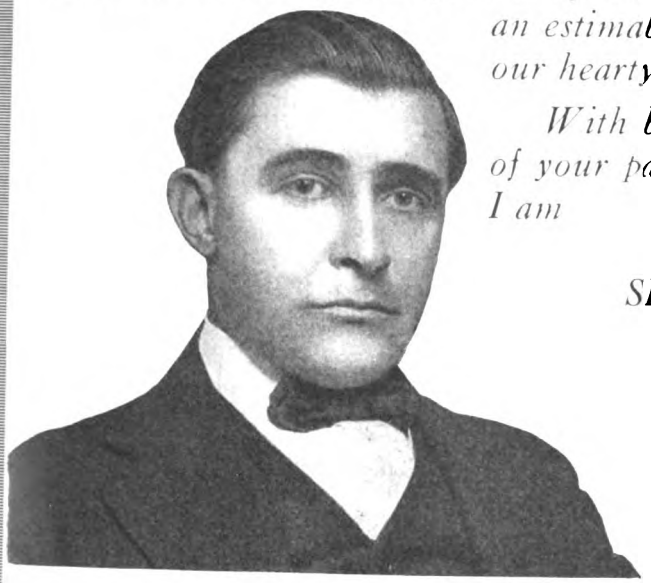
"Motorcycle Illustrated is doing splendidly constructive work"

Says "Dixie Dan" Walls

We have watched with interest the progress that Motor Cycle Illustrated has made during the past four years in which we have advertised in its columns.

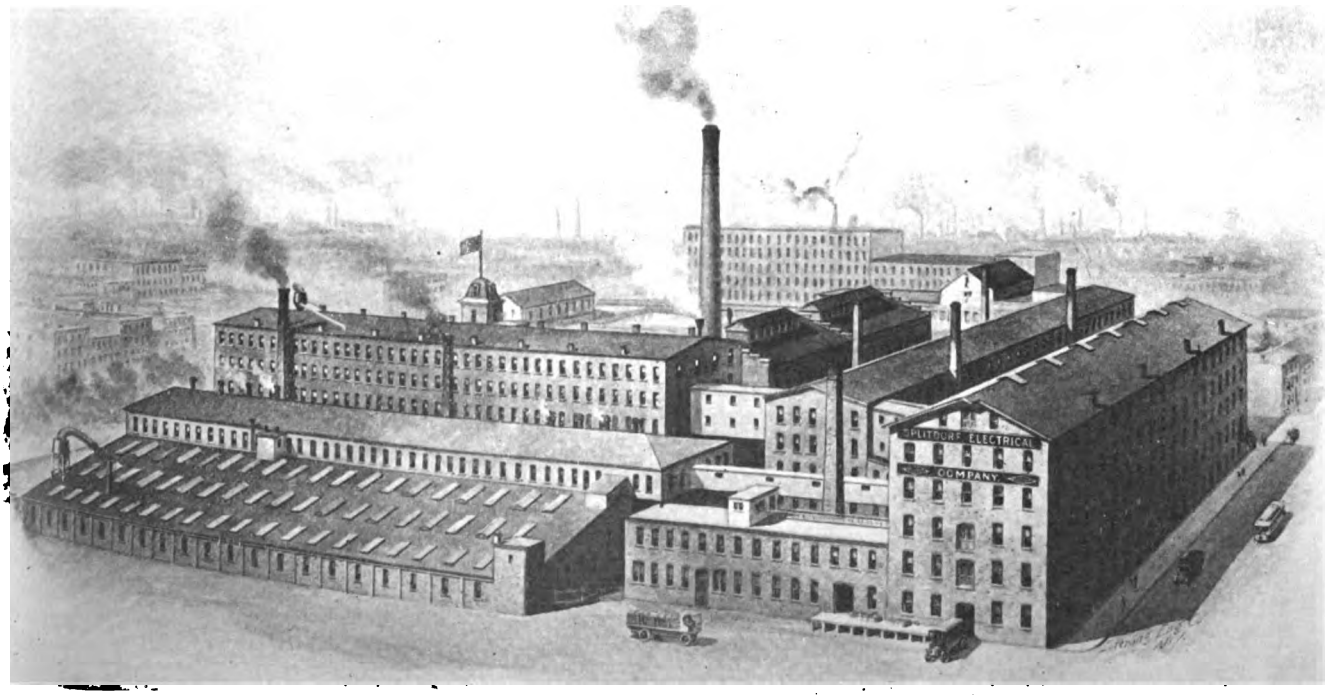
We believe that Motor Cycle Illustrated has done and is doing splendidly constructive work, both for the cycling field and industry. We consider it an estimable paper and worthy in every way of our hearty and enthusiastic co-operation.



With best wishes for the continued success of your paper, and with kind personal regards, I am

Yours very truly,
SPLITDORF ELECTRICAL CO.
(Signed) D. R. WALLS
Advertising Manager.

Appreciation from so important a source as this is valuable indeed. Ask ANY advertiser.



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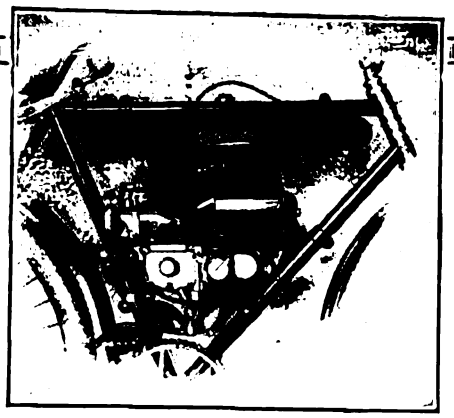

QUICKLY INSTALLED
EASILY DETACHED

The CYCLEMOTOR is designed to fit perfectly any standard, diamond frame bicycle without requiring alterations.

Combined with regular bicycle lines it makes a complete lightweight at a popular price, appealing to a big new field of riders.

It is a business booster which good dealers cannot afford to overlook.

Cyclemotor Corporation
Arlington Bldg., Rochester, N. Y.

BRINGING THE GROWN-UPS INTO THE RANKS

(CONTINUED FROM PAGE 33)

"THAT'S the conclusion which many dealers seem to have arrived at," agreed Brady, handing Hap. a cigar and lighting one himself. "And that conclusion is acting as a bulwark, warding off thousands of sales each year. There is no reason why an able-bodied man or woman should not ride a bicycle. You'll agree with me on that point, won't you?"

"Sure, I'll do that little favor," acquiesced Raffles "there's no good reason why anybody, in good health and able to use his hands and feet, shouldn't ride a bicycle. But," added Raffles with a sly grin "grown-ups don't ride bicycles to any extent."

"You said it!" shot back Brady, puffing vigorously at his cigar. "They don't ride and the reason is that dealers aren't after them. Many of you fellows have arrived at a certain, fixed conclusion and you hold tight to it, as though your very life depended on it. You must change your attitude. Cycling is the sport for old and young—and everybody fond of outdoor life is a bicycle prospect. Get that?"

"Gotcha, kid," nodded Hap.

Wallop the Prejudice

"BUT unfortunately," added Brady, "cycling as a sport among adults is a fad or fashion—call it what you like—which has been allowed to gather dust on the shelf, as it were. And the opinion seems to prevail that riding is good sport for the kids but nothing for older people. Now, that prejudice must be walloped on the head—and we've got to make a clean job of it."

"The best way to overcome that prejudice and bring cycling back where it belongs among grown-ups is by ocular demonstration," continued Brady. "By that I mean that someone's got to take the lead and show the way. You've got to have some older riders on the streets of this town boosting the bicycle by their very appearance, and then only can you expect the rest of the folks to sit up ond take notice.

'What monkey sees, monkey does' is a hackneyed little phrase that's used a lot. But there's certainly a heap of truth in it. Once get the adults to believe that cycling is not a sport restricted to kids, but is a dignified, exhilarating, health-giving pastime for any able-bodied person—no matter what his age may be—and you're on the road to a comfortable addition to your present business."

Making the Start

EVERYTHING in Hap's store was quiet for a minute or two, while the dealer and traveler were meditatively pulling away at their cigars. Then Raffles broke the silence:

"Sounds all right, Jack. But who's going to start the mill turning?"

"The dealers, of course," replied Brady; and Hap. gave evidence of not liking the positive way in which the former put it. "It's the dealer," continued Brady, "who will make the money, so why shouldn't he go out and stir things up? But it isn't nearly as difficult to get things started as one might think. Take for example the case of a live dealer I know down in Pennsylvania.

"He decided that the sport would really have to be brought to the men in this town. So the next time he went round to a lodge meeting he invited some of his friends to go on a little cycling outing with him on the following Sunday. Most of them had ridden bicycles

(CONTINUED ON PAGE 62)

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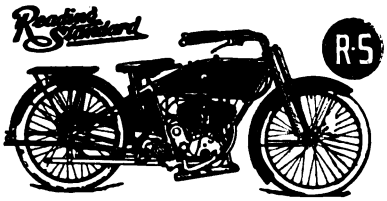
Means Real Service

As a hill climber it has no equal—it is almost impossible to stall this machine. Watch the R-S Rider and see how easy he rides up steep grades—grades that are known to stall almost every other mount.

The Mechanical perfection—exceptionally high grade material and improved design make the R-S the best and most desirable of all Motorcycles. Among experts, it is recognized as a peer without an equal—It is without a doubt the World's Master Motorcycle.

$265  $230

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What would you be willing to pay for the absolute knowledge that your transmission can't break, stretch, slip; that it will transmit every ounce of your motor's power to the rear wheel without the slightest chance of a "hitch"? This knowledge is yours if you buy

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Recognized as being by far the strongest motorcycle chain made. Accuracy of pitch, lightness, perfection of fit on sprockets and marvelous smoothness of operation—these are the other features of the chain that can stand a breaking strain of 5700 lbs., 900 lbs. more than any other chain made.

Write for our chain instruction book, "The Motor's True Mate." It's interesting and very instructive.

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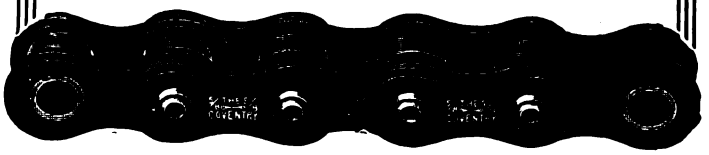

The Wind Blew It Over!

This has happened to *you!* You know it has. And it's all because you have an old-fashioned stand that does not really support the motorcycle. The slightest grade and bang!—your stand tips and the machine falls. Result—anything from a bent hanger to a smashed frame.

The MILLS ADJUSTABLE STAND

fills the demand for an adjustable motorcycle holder that permits starting the motorcycle on any grade—allows the machine to stand upright no matter how steep the incline, and affords a substantial base that holds the motorcycle firmly. No more tipping over. Can be attached to any motorcycle in a minute. Looks better and costs but little more than the ordinary inefficient stand. Your dealer can get it for you if you insist on it. DEALERS, WRITE FOR SPECIAL PROPOSITION.

Mills Novelty Co.
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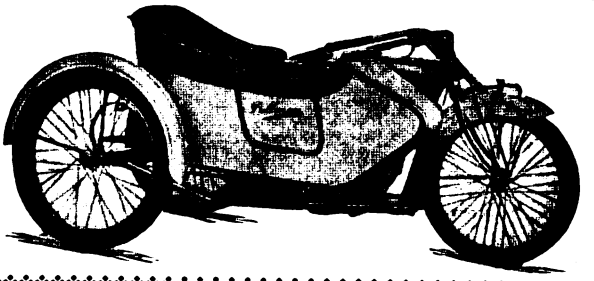
When ordering, give make and model of machine.

Price $5.00

Terms, 1/3 with order, balance C. O. D.

Full details on request.



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always were better than all other side cars. Now their superiority is even more pronounced because of the

TRIANGULAR FRONT BRACE

which is being used on all Pullman side cars. It has so many advantages over the old construction that we have printed them all in a pamphlet which we will mail to you upon request.

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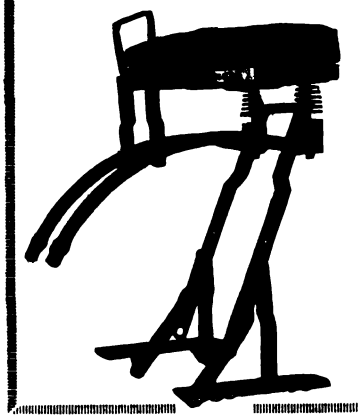

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Write today to

MOTORCYCLE EQUIPMENT CO.

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3664 S. Main

LOS ANGELES, CAL.

(CONTINUED FROM PAGE 60)

before and upon listening to the dealer's glowing description of the fine time they would have readily consented. The dealer allowed them to use free of charge some of the bicycles he had for hire.

"WHEN the fellows," continued Brady, "had gone on a few of these Sunday outings, their oldtime enthusiasm for riding was revived. They wanted some more—and they did get some more; but not on the dealer's machines—they bought their own bicycles from him. On these outings the dealer would incidentally call their attention to great usefulness of the bicycle—its ability to take them to and from work cheaply, and the value of having it around the house for rush errands and teaching their youngsters to ride.

"Not only did this dealer succeed in selling bicycles to his friends, but he also sold quite a number of machines to grown-ups whom he had never met. He sold these machines, so he found out later, largely through recommendation on the part of his friends and the contagious cycling enthusiasm which they radiated. In my opinion the big point brought out by the Pennsylvania dealer's experience is that cycling can be revived among grown-ups by bringing them in actual contact with the sport, and enlisting their aid in shattering the growing prejudice that the bicycle is now used only by children and for commercial purposes.

"Now Raffles, old man," concluded Jack Brady, "I do not believe for a moment that the scheme of our friend in Pennsylvania can be tried with equal success by all dealers or in all communities. But it certainly is food for serious thought and shows what can be accomplished when a dealer brings his ingenuity and resourcefulness to bear on the problem of extending the use of the bicycle and broaden his business."

HOW ILLUSTRATIONS OF PARTS HELP THE RIDER

By JOHN O'BANNON

ONE of the useful little wrinkles that make friends of customers and customers of acquaintances is a series of illustrations showing the different vital parts of a motorcycle motor; these illustrations, along with explanations to be hung on the wall so that anyone can see them. By the vital parts, I mean the carbureter, magneto, clutch, three-speed (or two speed) gear and brake.

There are lots of occasions when a new rider wants to adjust his mixture and does not quite know how. He may have mislaid his instruction book, or he may be one of the many who never read it after the first glance through its pages. Such being the case, he will ask you, the dealer, or one of the men in the place, and take up time. Then, some men can't tell how to do it in words or at least definitely enough to create an impression.

How to Work It

If you have an illustration of the Schebler carbureter, for example—and if that is the carbureter used on your motor, of course—paste it on a card along with directions for setting it. You will get these from one of the carbureter maker's catalogs, or from the instruction book issued by the motorcycle factory. With it on the wall, the rider can study it at his leisure and if any further questions are asked you or the other fellow can show him on the illustration as well as on his own carbureter. The result will be that you will interest the rider, train him in the bargain to take care of himself on the road and make him a better rider all around. He won't bother you for help in that direction some time when you have little time to spare.

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BE THE LEADING DEALER IN YOUR SECTION

Nothing will do more to bring this about than to establish yourself headquarters for the now CELEBRATED

A. B. C. GENERATORS

The most simple—therefore the most developed Motorcycle Electric System on the market. Claims of Superiority — Appliability — Stability — Efficiency — Durability — Flexibility and Accessibility.

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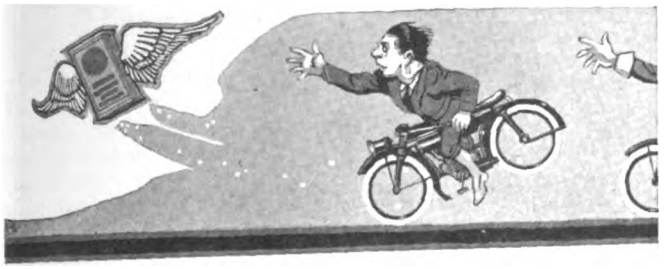

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Make a Good Motorcycle Better

Because they increase its efficiency. Motorcycles are especially susceptible to poor lubrication—likewise, they quickly respond to good treatment. Cheap oils not only give poor results, but injure your machine. Special care is taken in making our motorcycle oils, and the same high standard of quality found in our other products is maintained. Only the *best* crude stock is used, and every process of its manufacture is carefully tended by experts.

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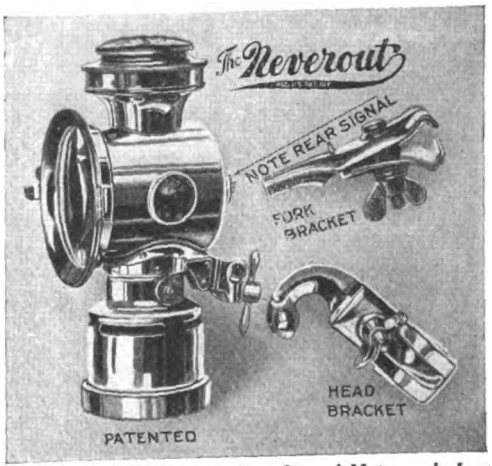

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Made of best Quality brass—Cannot rust
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Write today for complete description

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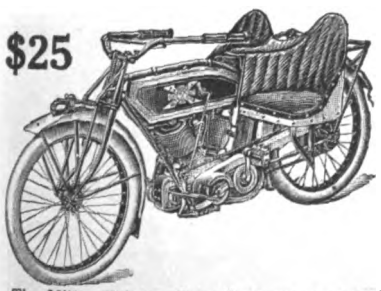

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Here's Comfort and Ease For You

The Miller Triplex Side Seat means comfort, ease, companionship, economy, satisfaction.
Fits any motorcycle and is finished to match.
Guaranteed for 3 years.
Every live dealer who does not know the Triplex should write at once for our big new proposition. It's a winner.
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No Batteries or Wiring required

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MOTORCYCLE'S BRIGHTEST YEARS ARE AHEAD

(CONTINUED FROM PAGE 17)

the absorption of the spectacular. It is, furthermore, a sport that costs but moderately and is therefore available for everybody. It will always be an important part of motorcycling and will exert a stimulating trade effect.

A Separate Development

So now we are coming to our best years. The farm field for the motorcycle is opening up very rapidly—a splendid opportunity for the small dealer, by the way. The public is hearing more and more of the merits of the motorcycle. And, best of all, the motorcycle is, I think, going to be regarded less and less as a substitute for the automobile. For the motorcycle is not a makeshift motor car. It is a separate development. It can do things that no automobile can do. Its riding sensation is different, yet just as pleasurable. It is just as reliable—at less cost. It gives a service just as substantial—with less care. It is now getting within the reach of everyone—a truly great accomplishment of manufacture.

I have said before that people are going to recognize these things more and more. But we must all of us lend every effort to see that people do learn how remarkable the motorcycle really is.

Our future is there—but we also must be there with it, heart and mind, if the motorcycle is to enjoy the porsperous years that are surely its due.

LAST MINUTE BICYCLE NEWS

BETTER CLASS OF PEOPLE BUYING BICYCLES

BUFFALO, N. Y., May 10.—The Gloucester Cycle Company, which handles several makes of bicycles, reports that business for the first four months this year is fifty per cent better than for the corresponding period last year. According to its manager, Chas. Haberer, the difficulty being experienced this year is not so much in cultivating prospects as in securing enough machines to satisfy immediate demands.

"It is certainly both interesting and encouraging to note," said he recently, "that a better class of people are now buying bicycles. This fact is revealed by the purchase of a larger number of machines on a cash basis, and also that those who are buying on the instalment plan are asking for the higher grade of bicycles and making generous initial payments."

DAN BEARD WRITES BOOK ON CYCLING

NEW YORK, N. Y.—Dan Beard, national commissioner of the Boy Scouts of America, has written an interesting booklet for the United States Rubber Company, which he calls "Camp Hints for Hike and Bike." The book is one of the best boosts for bicycles which has appeared in some time, giving, as it does, a very enthusiastic and spirited endorsement of cycling as a sport for boys. Many practical pointers on camping are presented, and the pages are prettily ilustrated with line drawings. Copies of Dan Beard's booklet can be had from the U. S. company by writing to their New York office at 1790 Broadway.

BIKE RACES WILL FEATURE CELEBRATION

SACRAMENTO, Cal., May 8.—Six bicycle events will be included in the card of athletics that will be a feature of the "Causeway Celebration" in Sacramento on May 14. There will be a one-mile novice, a half-mile scratch, two-mile team race, one mile scratch, five-mile handicap and one mile consolation. Gold, silver and bronze medals will be awarded in each event. E. O. Putzman is chairman of the racing committee, and further information can be secured from him at 1122 10th street.

OHRT DEFEATED ON TRAINER

SAN FRANCISCO, Cal., May 6.—In a special three-mile home trainer race held last Friday night at the Tivoli Theatre, Hans Ohrt, the national amateur champion, was decisively defeated by Walter Hammitt, captain of the New Century Wheelmen.

HERE IS THE REASON

20th Century lamps have proven by more than 17 years of use, their superiority. That's why they are so popular—why you find

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used than any other lamp made. It is a good reason, too, why you should use the 20th Century lamp also.

We are Boosters for "One Million Bicycles in 1916"

20th Century Mfg. Co.

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Look up the equipment of last year's record-breakers. You'll find RENOLD Chains on the majority. RENOLD SPECIAL SERVICE Chains give the sort of service you deserve in a chain—perfect.

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5/8" pitch 1/4" width — 5/8" pitch 3/8" width

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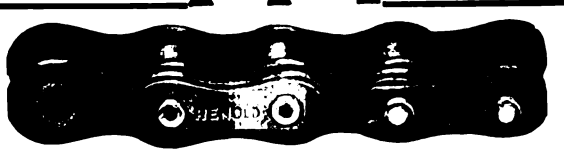
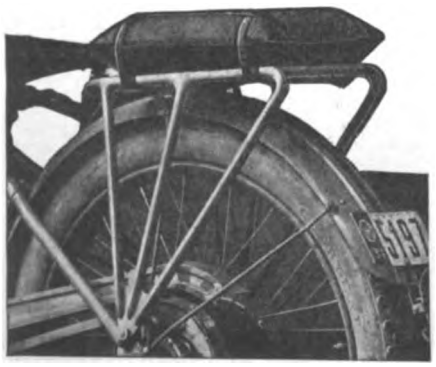


TRAVEL ON AIR



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Is inflated without use of pump and deflated and carried in pocket or tool kit. Radically different and far superior to any article used for this purpose. FITS ALL LUGGAGE CARRIERS and can also be used for any other purpose, such as camping, fishing or any other place where comfort is desired. Its durability backed by two years' practical test.

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WRITE FOR LITERATURE

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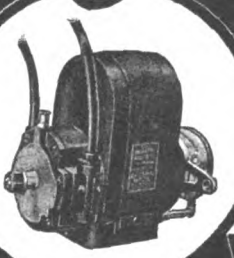

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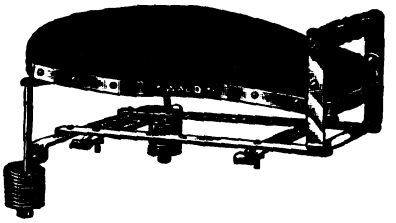

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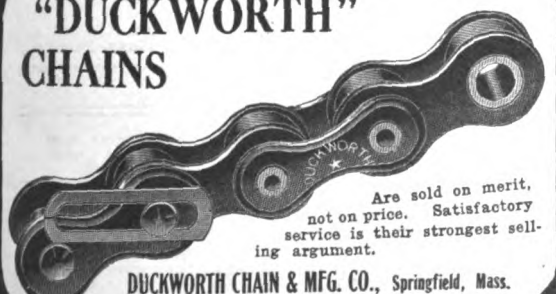

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'Phone, 3353 Morningside.

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263 W. 100th Street.
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Rebuilt machines. A written guarantee with each machine. Write for details and price list.
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INDIAN A SPECIALTY. PRICES RIGHT
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56 Warren Street New York

CLEAN-UP SALE
All slightly used and rebuilt machines, about 125 on hand, all makes, at unheard of price reductions. A new sheet, full of bargains, ready for you. Don't wait longer, don't look any farther—we have what you want at the right price. Write today.
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1448-52 Larimer Street Denver, Colo.
Largest Cycle and Motor House in West

MOTORCYCLE ACCESSORIES
Our new 1916 Catalogue "C" describing everything new and necessary for the motorcycle at money saving prices, will be mailed free on request.
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Motorcycle Accessories and Supplies
Manufacturers, Agents and Jobbers, Wholesale and Retail. Get Our Catalogue Before Buying Your Supplies.
Dealers, Attention! Send For Our Catalogue and Dealers' Price List.
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533 W. 110th St., Near Broadway, N. Y.

Rogers SIDECARS
NEW YORK SERVICE STATION
Sidecars and parts in stock for all machines. Special attention to dealers.
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Write for our revised list of used motorcycles of all makes and models, including the Harley-Davidson, Reading-Standard, Merkel, Thor, Indian, Yale, Shickel, Pope and De Luxe. Literature furnished on request.
The Place of Satisfaction.
MUELLER CYCLE AND SUPPLY CO.
Oldest and largest dealers in the northwest.
726 National Ave. Milwaukee, Wis.

CYLINDER GRINDING
Motor-Cycle Exclusively
New pistons and rings accurately fitted.
MUNCIE PISTON CO., Muncie, Ind.

THOR MOTORCYCLES
Complete stock of parts, over-night service. When in need of Thor parts try us. Large stock of used machines, all makes, at bargain prices.
B. RUDERMAN,
1031 Bedford Ave. Brooklyn, N. Y.

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FOR SALE

FOR SALE—Well established motorcycle and auto supply depot. Handling the leading makes of motorcycles and bicycles. Situated within New York City limits, on busy automobile and motorcycle thoroughfare. Large transient trade. Gasolene depot. Splendid opportunity for the right party. Good reasons for selling. Peters, care Motor Cycle Illustrated.

FOR SALE—Motorcycle and bicycle business in live city of Middle West. Agents for most popular machine. Address G. M. M., care Motor Cycle Illustrated.

FOR SALE—1915 Harley-Davidson, 3-speed, 11 horsepower. Has been run only a short time. Price right. American Motor Co., Fayetteville, N. C.

FOR SALE—Bicycle business, established eight years, no opposition; cheap rent. 603-605 Bushwick avenue, Brooklyn, N. Y.

FOR SALE—An established motorcycle, bicycle and auto supply depot, doing excellent business; extra fine location, reasonable rent; prospects for a good season, never better. Big transient auto and motorcycle trade. Everybody knows this place. Owner has other large interests to look after. Grab this opportunity. Write Wilson of New York, care of MOTOR CYCLE ILLUSTRATED.

POSITIONS WANTED

POSITION WANTED—Expert repairman on bicycles, motorcycles, guns, locks, key fitting; all-around repairman. Address Harris, care of MOTOR CYCLE ILLUSTRATED.

HELP WANTED

WANTED—A first class repair man to work on motorcycles; state where last employed, salary expected, and send references. Canaday-George Co., 270 Hudson avenue, Albany, N. Y.

MISCELLANEOUS

BICYCLE TIRES VULCANIZED for the trade. Prompt service on Parcel Post and Express orders. Best work and lowest prices. 25 years' experience. W. M. Sharpe, 118 West Broadway, New York.

HARLEY-DAVIDSON, Indian, Excelsior, Thor and Merkel cylinders reground and fitted with our lightweight pistons and rings, $4.50; with leakless piston rings, $6. Bakeman Motor & Supply Co., St. Cloud, Minn.

DYKE'S MOTOR MANUAL ON MOTORCYCLES, marine and stationary engines. The most complete simplified book published, $2.00. Send for interesting descriptive circular to A. L. Dyke (Pioneer) Publisher, Box 98-M Roe Bldg., St. Louis, Mo.

Thousands of Prospects

Are reached each week through the classified columns of Motor Cycle Illustrated. And the cost of putting your proposition before this great buying power is only three cents a word per single insertion and two cents a word when repeated.

If you've got something to sell—don't delay, send your ad to the classified department—THE BIG RESULT GETTER.

Motor Cycle Illustrated
13 Park Row, New York

EVER USE AUBURN SPARK PLUGS?

Some Plugs!

Auburn Ignition Mfg. Co., Inc.
Auburn, N. Y.

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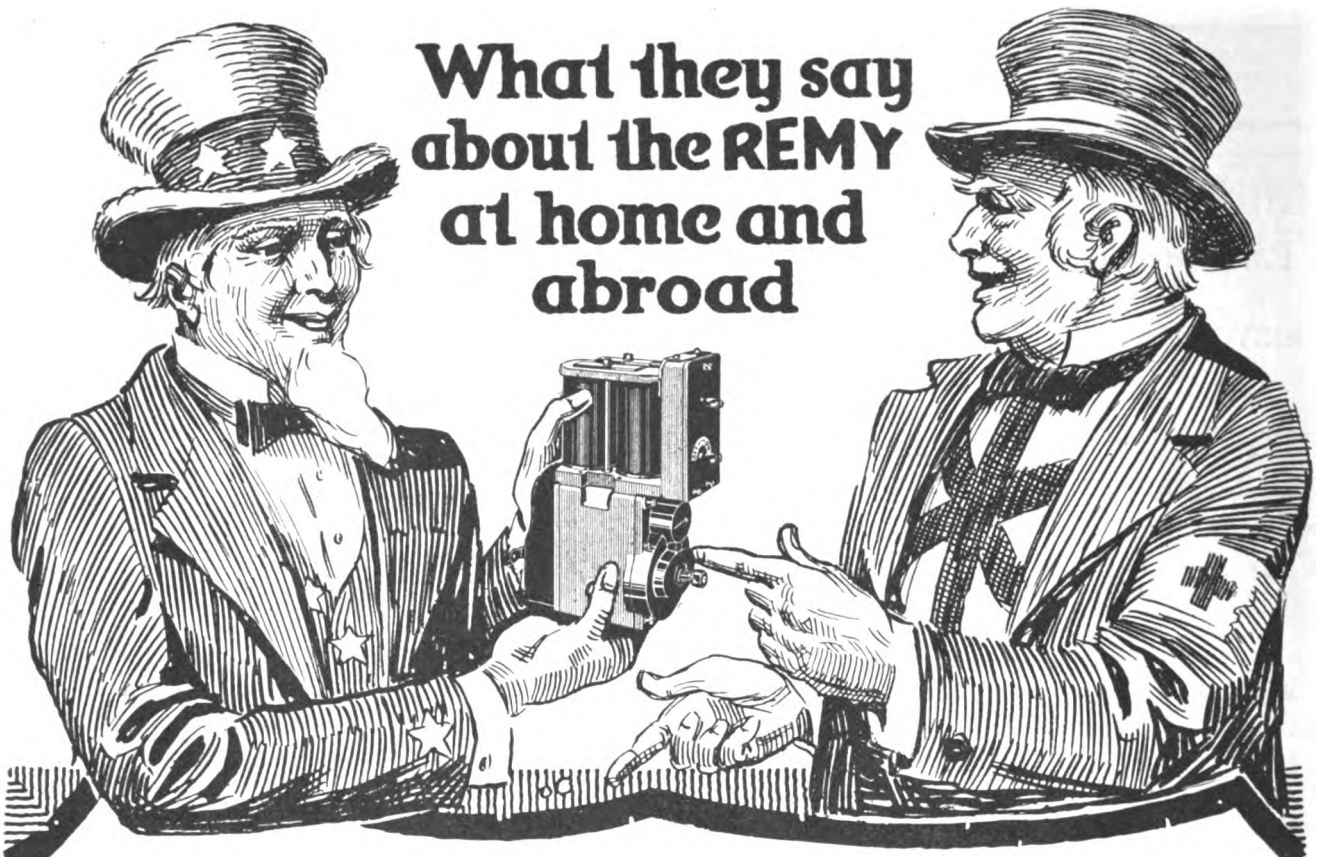
What they say about the REMY at home and abroad



"The Remy part of motoring is a dream—I wouldn't be without it"—that's the statement recently made by a Harley-Davidson owner of Reading, Pa., who is enjoying the advantages of the Remy system.

From a Harley-Davidson rider in hospital service in England—

"The model we were driving was equipped with the Remy Lighting-Ignition system which also worked the horn. We cannot say too much for the entire system. The head lamp was of the two-bulb variety and we had occasion to use the small bulb in traffic on our return to town and found it most satisfactory. The lighting, ignition, in fact, the entire machine is excellent.

Motorcyclists everywhere use the

REMY

Motorcycle Lighting-Ignition System

It furnishes strong, reliable, synchronized ignition. A big hot spark no matter how slowly the motor is turning over. It provides a white, intense, non-flickering light at the turn of the switch—and power for your horn. The Remy System never fails—it's trouble-proof. Wiring is protected—battery can't spill. Compact and light of weight.

263,000 Remy systems have already been ordered for 1916 delivery.

Ask any Harley-Davidson dealer to show you the advantage of the Remy system.

REMY ELECTRIC COMPANY

Makers of World Famous Remy Equipment for Automobiles.

Factories:
Anderson, Indiana

Sales & Engineering Offices:
Detroit, Michigan

CONSTANT REMY SERVICE

CONSTANT REMY SERVICE

128

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EVIDENCE of Popular Approval

A Carload of Series 17 EXCELSIORS delivered to the American Express Co. for shipment to Haverford Cycle Co., Philadelphia

That the new 17-3 Big X has made the hit of motorcycle history is evidenced by the enormous demand for these machines wherever they have been seen.

Express shipments come high and while dealers may order single machines as samples, shipped in this way, they seldom order express shipments in quantity for delivery to their customers.

The Haverford Cycle Company ordered

FOUR CARLOADS

to be shipped by express as fast as the carloads could be made up.

The above illustration shows the first of these carload shipments loaded on the motor trucks of the American Express Company for transportation to the express depot at Chicago.

Wise buyers make their selections on the basis of QUALITY and

MODEL 17-3 EXCELSIOR

has made the biggest hit in the history of the motorcycle industry. If you have not examined this superb machine, do it now. It is

A Year Ahead of Everything

Excelsior Motor Mfg. & Supply Company

Office and Factory, 3703 Cortland Street, Chicago

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BLUE

With your active co-operation, we can be of definite service to you in bringing bicycle customers to your store—customers who might have eventually spent their money with your competitor or with the mail order houses. The Goodyear Dealer Helps are selling aids that *actually sell*. The Bike Cap, as described on the opposite page, has proven a big success. In fact, this is the third year we have made this offer to Goodyear Dealers. Grasp the selling idea back of this Cap Offer and put your convictions into action now.

GOODYEAR
AKRON

Bicycle Tires
Guaranteed

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STREAKS

Bicycle Caps for Dealer's Distribution

Get the Boys Talking for You

There is no better advertising than your customers themselves.

It is good business to get them working for you. They go where you don't. They know people you don't. Their word among their friends means business for you.

The Blue Streak Bike Caps were made for just this purpose. They go everywhere and create favorable comment about you and your store.

There is no reason why you cannot repeat the success other dealers have had in giving out these caps to the boys and men in their neighborhood.

In just a few days' time, with the use of these caps, you can turn the attention of the entire community on you and your store.

You can create a very definite impression among these people that you are *the* bicycle merchant in your city or town. That means you will get the tire, sundry and sporting goods business as well.

These caps are white, checked with blue blocks, and your name is in beautiful colors across the front. These caps we will send you at a trifling cost. We gladly print your name and address on free.

You don't need to give these caps away. Most dealers give them with purchases only. Such a method pays for their small cost immediately.

Over 80,000 of these Blue Streak Bike Caps have already been distributed to purchasers by Goodyear Dealers.

We want you to see a sample of these caps. Simply fill in attached coupon, tear off and mail today and you will receive sample cap with complete information and prices by return mail.

The Goodyear Tire & Rubber Co.
AKRON, OHIO

Mail Coupon Now For Sample Cap

The Goodyear Tire & Rubber Co.
Akron, Ohio

Gentlemen: Without obligating me in any way, send me your complete Blue Streak Bike Cap Offer with sample cap. I am (or am not) a dealer in Blue Streak Tires.

Name _____

Address _____

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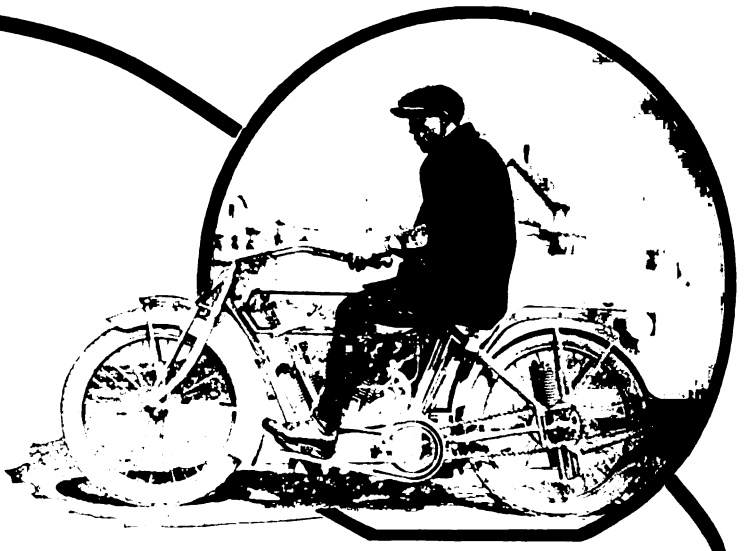

On the Road

Delivery of the first Pope Three-Speed Twin has just been made. It was ridden right from the factory and covered 95 miles without a hitch.

The dealer who bought it says: "Engine runs like a top and sings as sweet as Caruso."

The second dealer to receive a Model T-16 writes: "The Model T is a wonder, the motor is smooth and very quiet, and the riders are all pleased with it.

Pope Model T-16

is being rushed through the Westfield factory at a record pace. Road testers are humming back and forth over the good Massachusetts roads all day long to prove that every machine is in good running order before it leaves the factory.

Shipments of demonstrators are being made in the sequence in which the orders were received. If you haven't yours already, it will be only a short time now before you get it.

Make sure that every rider and prospective rider in your city sees it on your floor or on the road. Impress upon him the points of excellence—the 16-18 hp. Pope overhead valve motor—the three speed gears that are constantly in mesh, with a shift so locked that the clutch must be disengaged before they can be shifted—sector type direct starter—famous Pope rear suspension and spring fork—combination hand control of clutch, brake and gear release—splasher panels on mudguards—new jackstand—efficient muffler.

Despite all the obstacles met in production, Model T-16 promises to be the best-selling Pope ever put out. Make it bring home the bacon for you.

Westfield Manufacturing Company

(Successors to the Pope Mfg. Co.)

11 Lozier Ave. Westfield, Mass.

Largest Manufacturers of High-Grade Bicycles in the World.

Makers of Columbia, Cleveland, Tribune, Rambler, Crescent and Pope

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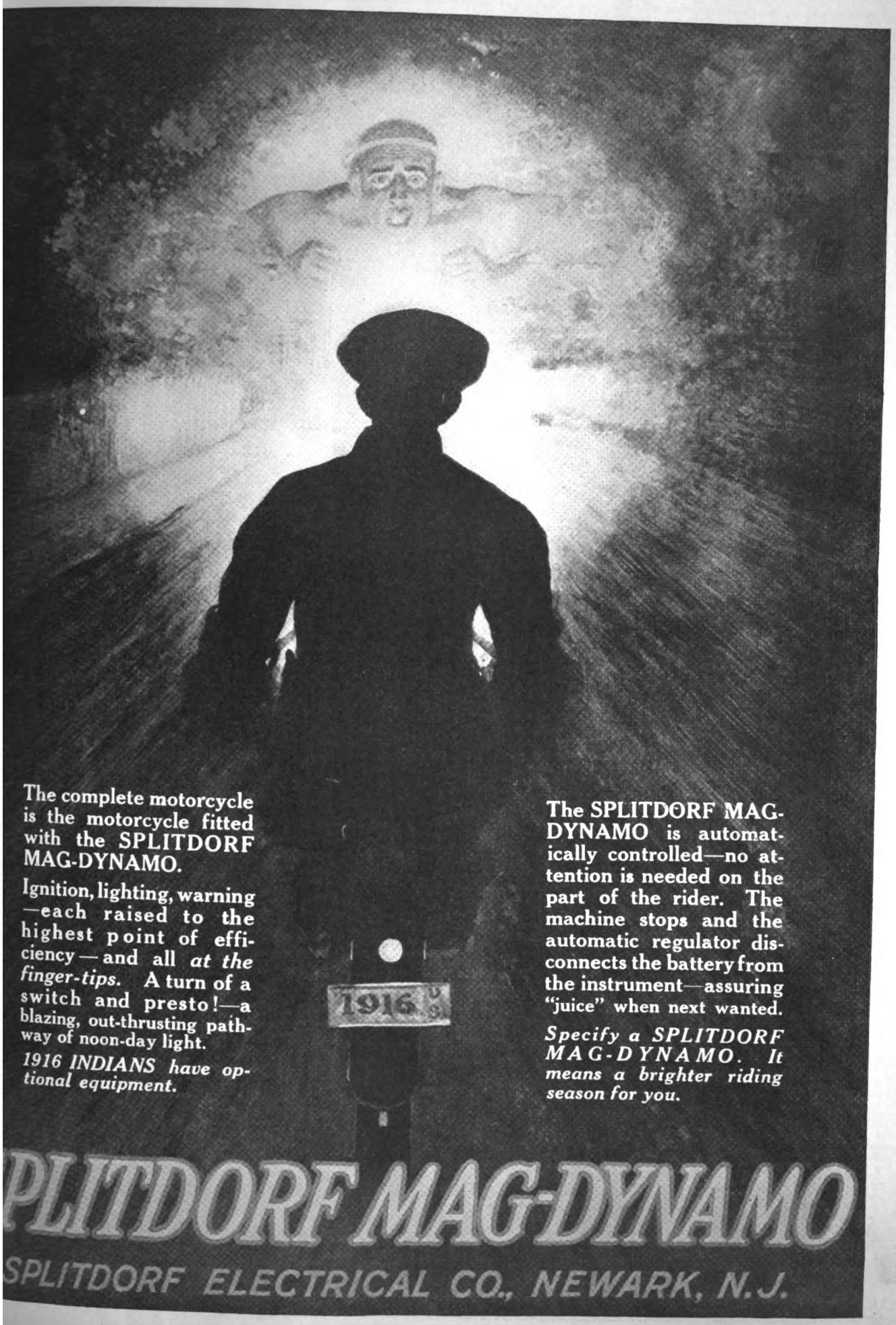

The complete motorcycle is the motorcycle fitted with the SPLITDORF MAG-DYNAMO.

Ignition, lighting, warning—each raised to the highest point of efficiency—and all *at the finger-tips.* A turn of a switch and presto!—a blazing, out-thrusting pathway of noon-day light.

1916 INDIANS have optional equipment.

The SPLITDORF MAG-DYNAMO is automatically controlled—no attention is needed on the part of the rider. The machine stops and the automatic regulator disconnects the battery from the instrument—assuring "juice" when next wanted.

Specify a SPLITDORF MAG-DYNAMO. It means a brighter riding season for you.

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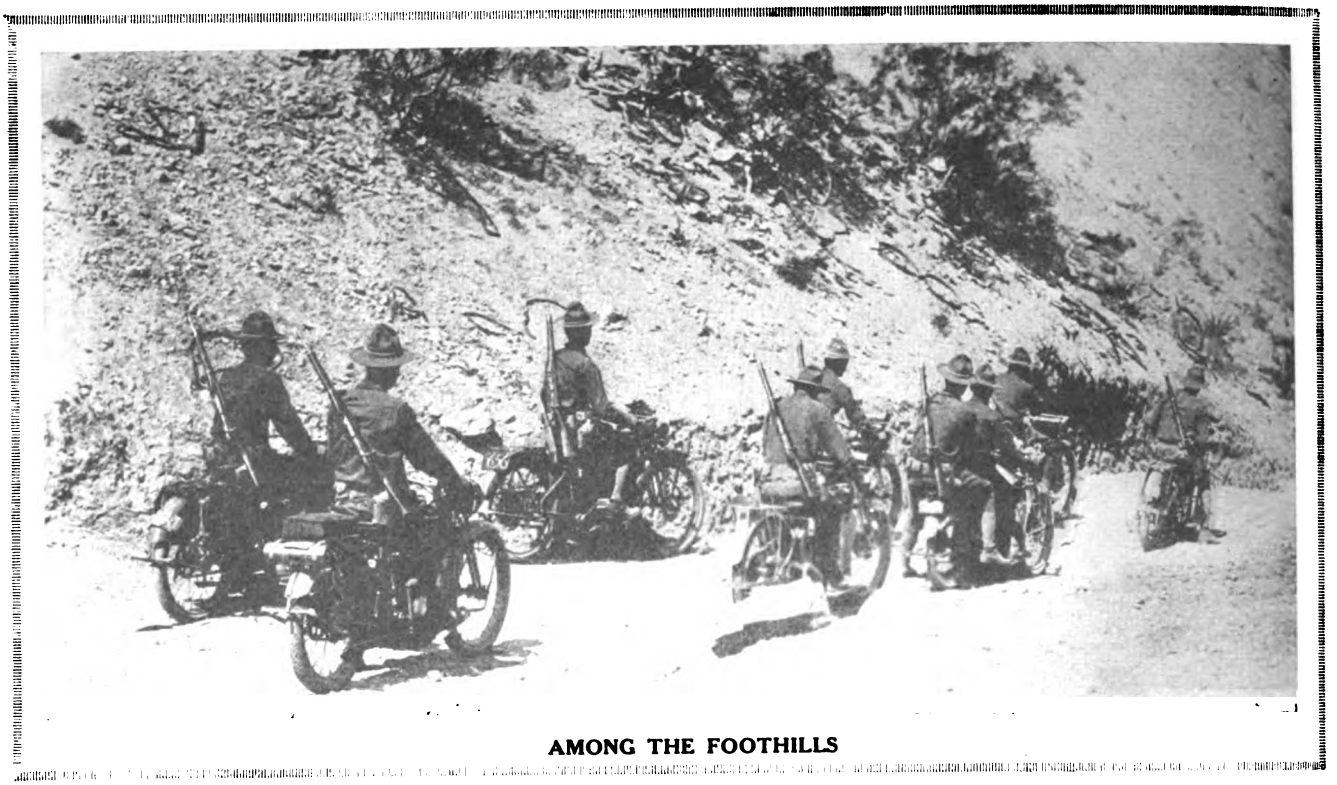

AMONG THE FOOTHILLS

"Giant Thor

"FIXING" A SNIPER

WHY crow over the commonplace natural events? When we do something really out of the ordinary, we will tell you about it—prompted by co-operative motives.

Here you see the famous Thor Giant Twins on which are mounted government troops in service in Mexico. Playing their part as an ordinary feature of the day's business. Nothing out o

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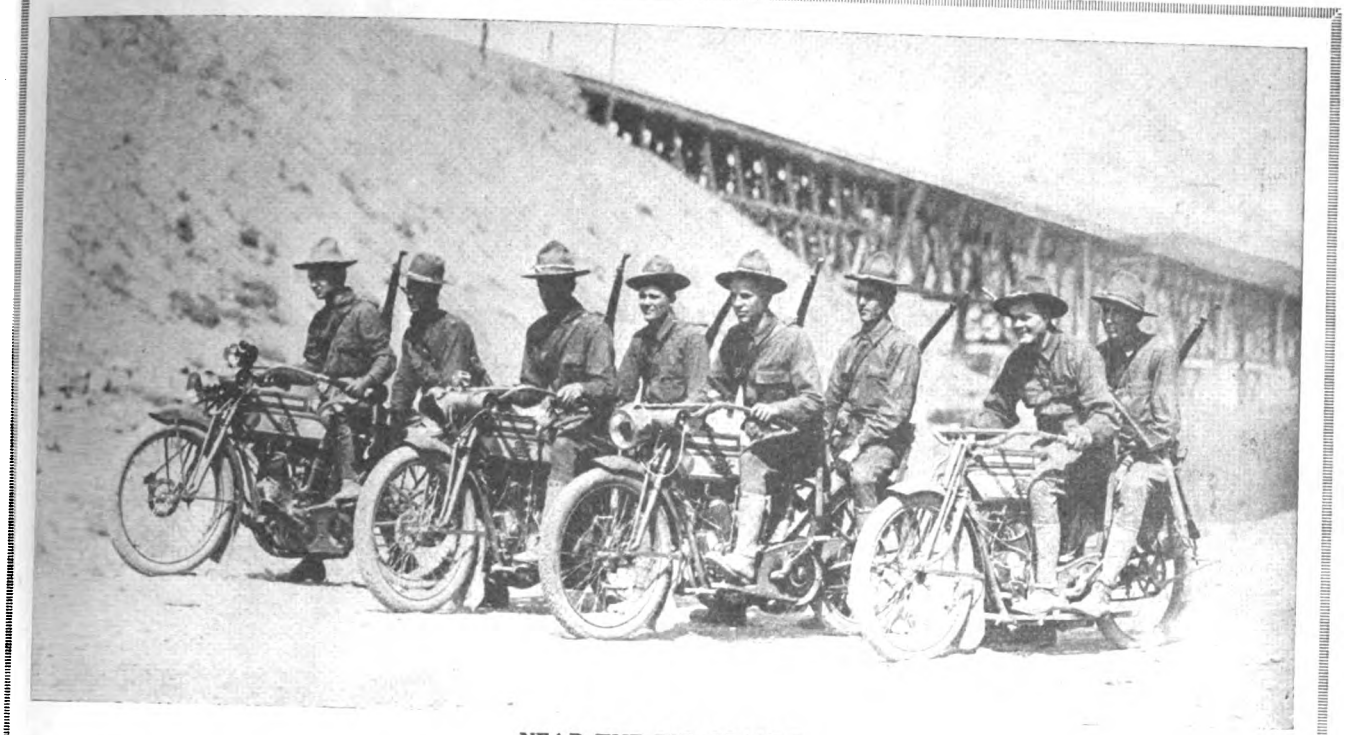


NEAR THE RIO GRANDE

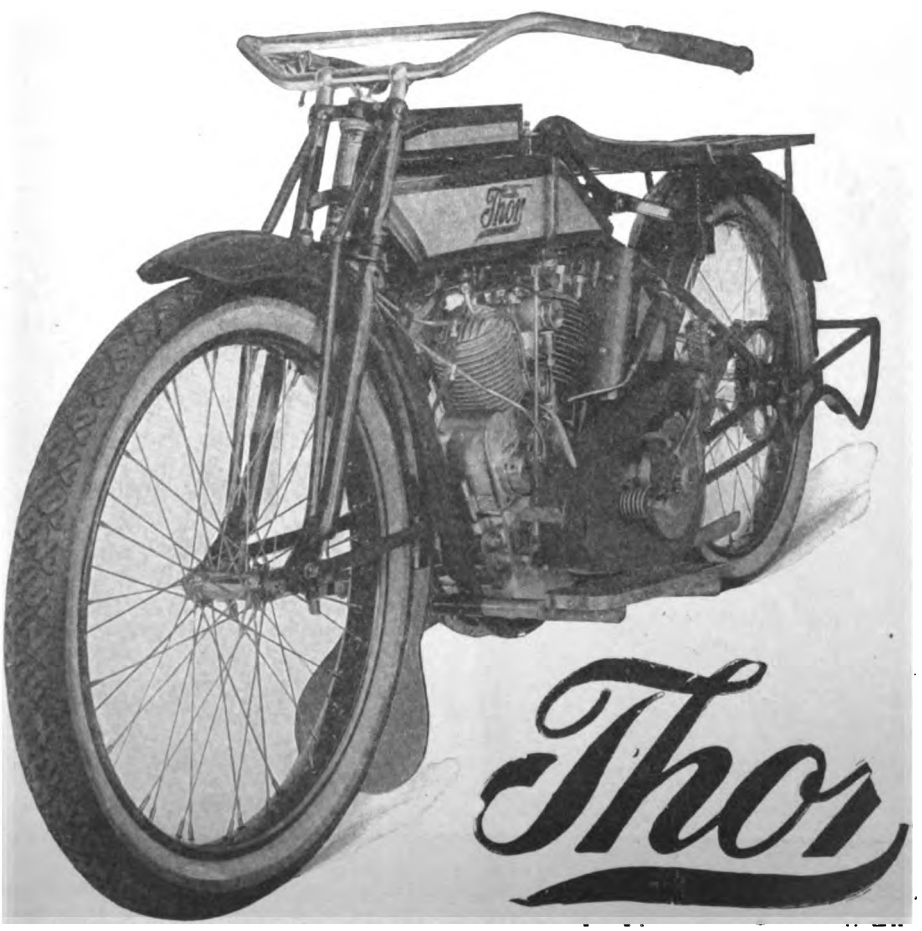
"First in War"

the ordinary—just "crack" motorcycles ridden by the crack troops of the greatest nation in the world.

The wonderful wizard of strength and stability.

Write for Catalogue and Dealer Data

THE THOR GIANT TWIN



Lieut. Gano Says: "A Wonder on the Firing Line—Thor"

Aurora Automatic Machinery Co.

Pacific Coast Branch.....61 Fremont St., San Francisco
General Offices..Thor Bldg., 1307 Michigan Ave., Chicago
Sales Offices and Works...361 W. Superior St., Chicago

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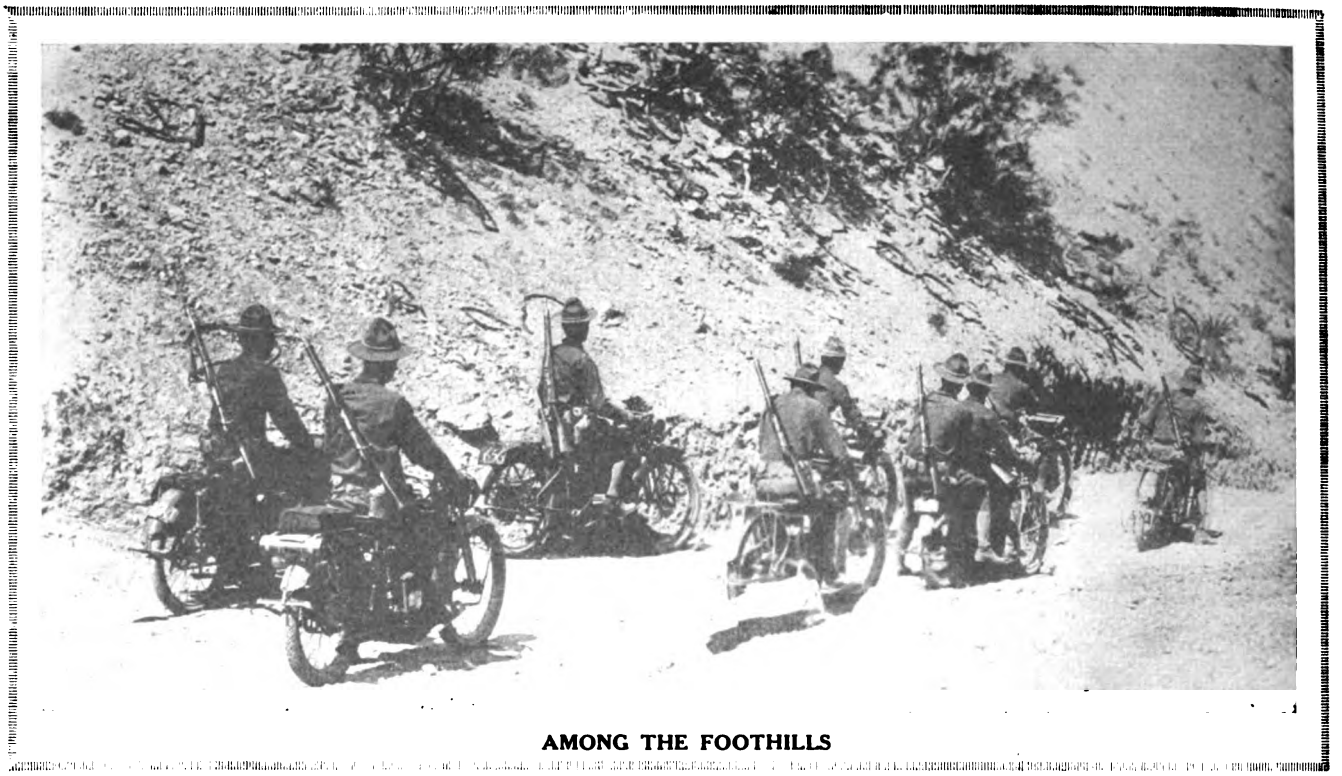

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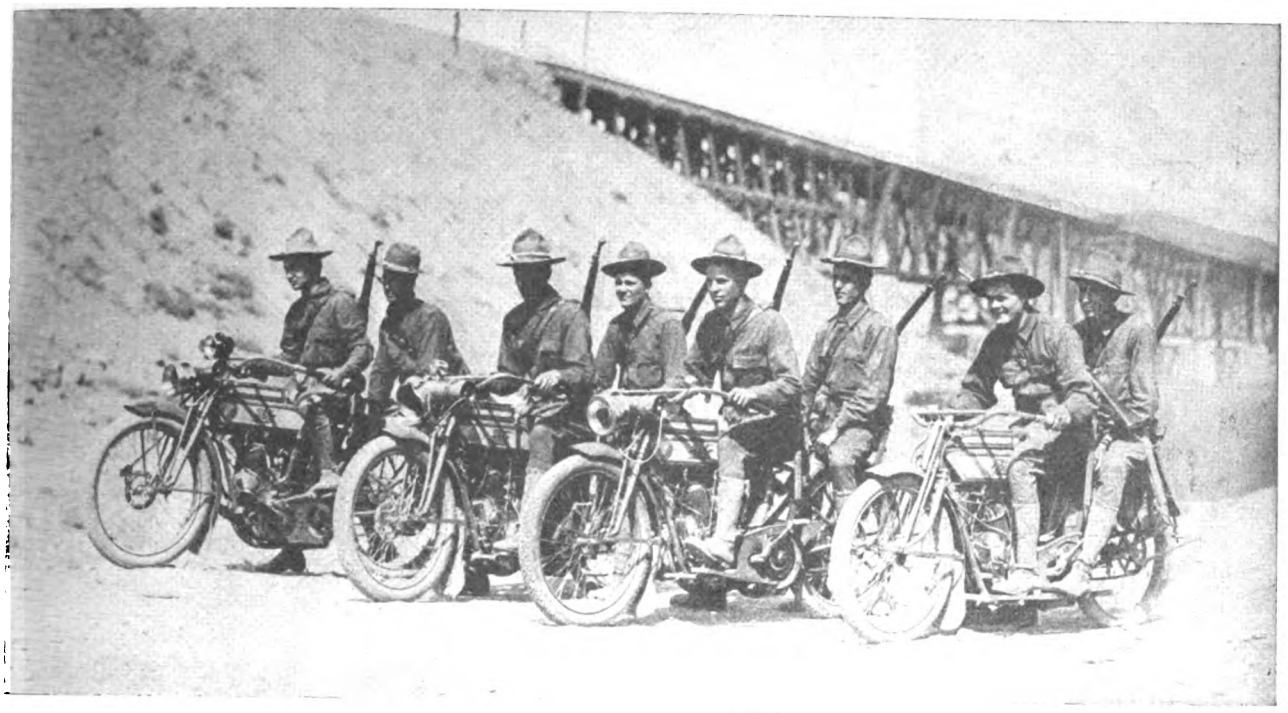

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General Offices..Thor Bldg., 1307 Michigan Ave., Chicago
Sales Offices and Works...361 W. Superior St., Chicago

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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The Road Champion

By winning the big 400-kilometer national road championship of the Argentine Republic, the Harley-Davidson has shown South America a sample of the stamina that has made the Harley-Davidson the favorite of North America's keenest motorcycle enthusiasts.

24 starters represented 9 different makes—the very pick of the motorcycles of Europe and America.

Arnoldo Bernasconi's winning Harley-Davidson averaged 63.68 kilometers an hour, breaking all previous Argentine road records.

Harley-Davidson Motor Co.
Milwaukee, Wis., U. S. A.

You get quick results from advertisers when you mention MOTOR CYCLE ILLUSTRATED.

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BLUE STREAKS

Built for War, for Race Tracks and for Roads

FIFTY-ONE motorcycles, each equipped with Goodyear Tires, are now in the United States service in Mexico. This is the highest indorsement any tire could receive. It substantiates completely the 1916 tire choice of the largest majority of motorcycle riders—three out of every four. It emphasizes the good tire judgment of every leading motorcycle manufacturer, also the supremacy of the Blue Streak racing tire, which holds every important world's record. It is but another of the many reasons why tire dealers have found Blue Streaks the most profitable tire to sell.

The Goodyear Tire & Rubber Co.
Akron, Ohio

GOODYEAR
AKRON
MOTORCYCLE TIRES

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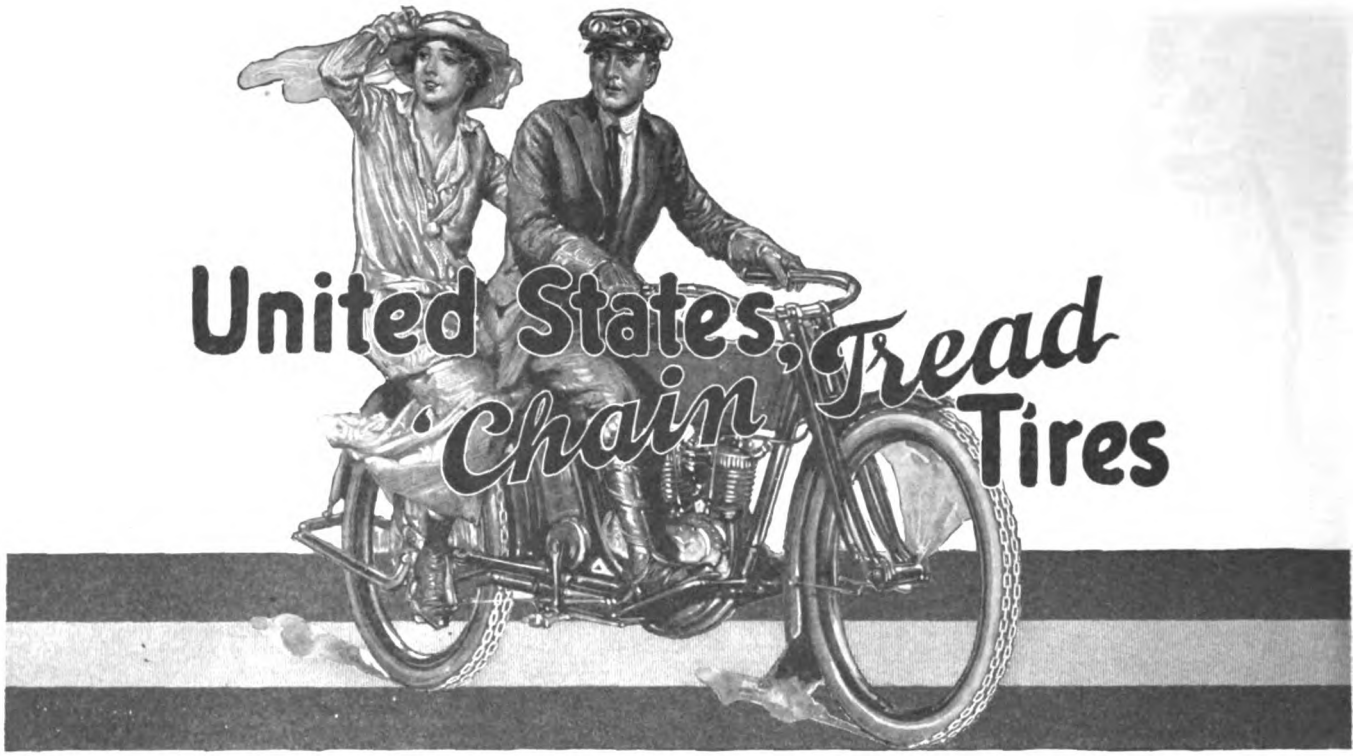

How Long Will They Last?

That's the first question to ask when you buy a Motorcycle tire.

A tire that is durable—that gives maximum service—is the sort of tire you want.

There's only one way to know that the tire you buy is going to give you real service. And that way is to get the opinion of those who know from experience what that tire will do.

Ask any man who rides on 'Chain' Treads. He'll tell you, like one man we know, that "I have ridden all makes and 'Chain' treads outlast them all."

United States Tire Company

'Chain' Tread MOTORCYCLE TIRES

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Vol. 11 MAY 18, 1916 No. 20

CROTONA SPELLS WATERLOO FOR 21 OF 66 CONTESTANTS

Broken Roads and Mud Retire Many in Mongaup Section, While Bull Hill Eliminates Its Share in Bronx Club's Gruelling Contest—Six Sidecar Combinations and a Tandem Among Survivors

BRONX, N. Y., May 16.—Out of a field of 66 starters, 45 completed the gruelling course of the second annual endurance run of the Crotona M. C. on Sunday, May 14. Of this number, 19 were Indians, 10 Harley-Davidsons, five Hendersons, one Reading Standard, two Thors and one Excelsior solo machines, one Excelsior tandem, four Harley-Davidson sidecars and two Indian sidecars. Among the solo entrants was an Indian Featherweight, ridden by Irving Barnard.

This run brought out the biggest collections of entrants of any in the last three years in the East. Both the hardened veteran and the new amateur entered, and all tried hard to get through. Clear weather prevailed for the most part, although there was some rain near noon, when the field was coming into Monticello, the noon control.

While official returns are not yet forthcoming, the following competitors are believed to have obtained perfect scores: John Cobban, Jr., solo Henderson; Wallace Stuart, solo Indian; Calvin R. Webber, solo Indian; J. U. Constant, solo Indian; Gene Coughlin, Harley-Davidson sidecar; Orrie Steele, Indian sidecar, and Harvey Snyder, solo Indian. Stuart, Webber and Constant formed a team in the run. Corrected reports may affect their standing and probably add others to the perfect score list.

There was considerable rivalry among several Indian entrants as to who should first cover the course. Fred Christman, Indian, Crotona M. C., was the first man to check in at the home control after covering the course, although his score undoubtedly suffered in the process.

The Competition Committee of the Crotona M. C. had carefully worked out schedules for the different stretches of the course, these schedules being consistent with the nature of the roads in each case. At no place was a speed of over 25 miles per hour calculated for, and in the rough stretches as low as 16 miles average was set down. The rough stretches even with this low average accounted for a number of retirements due to breakages and tire troubles.

The start was made at Southern Boulevard near the Crotona M. C. headquarters, the first man being sent off at 5:45 a.m. In less than 18 minutes the entire starting line of 66 was on the way toward the first control at Greenwood Lake, N. J. Special arrangements had been made with the ferry company at Dyckman street, New York,

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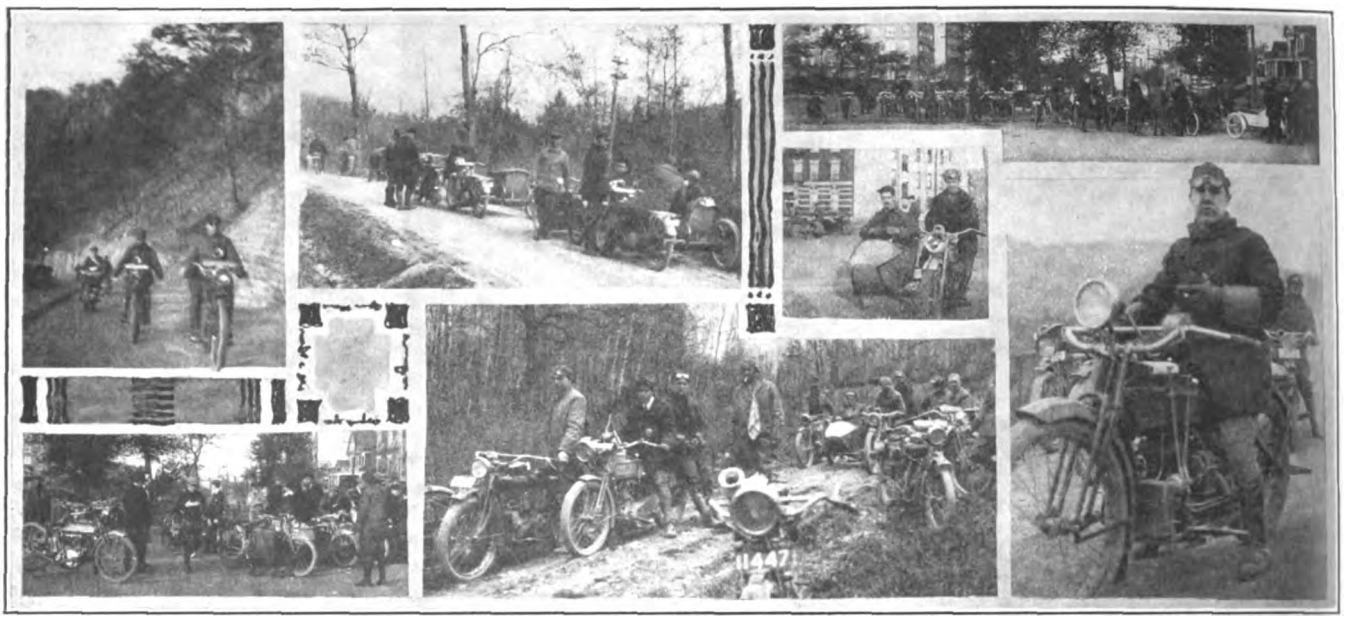

Upper Left, Ascending Englewood Hill; Next to Right, Waiting Outside a Control; Right, at Start—Bronx Control; Lower Left, Sidecarists Making Ready; In Mongaup Section; Right, Al. Lane, Hende rson; Inset, Gene Coughlin and Partner, Harley-Davidson Sidecar

for the riders, and all got across in fine style and bowled at a fast clip along the road through Suffern to Tuxedo Park; then through Sterling Forest and to the lake. Following along to Warwick, the field came to poorer roads with dust to Sussex, the second check.

Leaving Sussex, the riders crossed into New York State again, over dusty and rutted roads, but the only trouble on this stretch was with tires, and there were few spills. At Port Jervis the riders filled up with gas and oil in a hurry in anticipation of roads to come. Things went fairly well along the Delaware River and up into the mountains at Hawk's Nest, but after Glen Spey was reached the roads became interesting. As one competitor expressed it, this section was originally made by a wandering cow followed by its driver, and chosen several generations later by the Crotona club men as suitable to test riding abilities. The chief things that centered the interests of the contestants were the "nigger heads," or rocks which came up out of the clay and mud and speckled the way on both sides of it for several miles.

This stretch as well as that further along —the Mongaup Valley—accounted for several entrants. Holderman, H-D, came off and injured his foot, but went right on through. Irving Barnard, Indian lightweight, broke a frame and was out. Keyser, Indian, who spilled hard in getting out of the Bronx control, had carbureter and chain trouble and retired. Irving Lewin, Henderson, had five blowouts before reaching Mongaup Valley and rolled into Monticello with his rear tire in fragments, and then

HOW THE ROAD-PLUGGERS LINED UP FOR THE CROTONA ENDURANCE GRIND

Name	*Machine*	*Class*	*Club*
Russell Holderman	H-D	Am.	Crotona
J. W. Reherman	Indian	Am.	Concourse
W. Rumpeltin	Indian	Am.	Concourse
Calvin Webber	Indian	Pro.	Speedway
Wallace Stuart	Indian	Pro.	Speedway
J. U. Constant	Indian	Pro.	Speedway
Amadeus Steinfeldt	Ex. tandem	Pro.	.....
Sidney Hein	Excelsior	Am.	.....
Carl Currie	H-D	Am.	Y. M. T. C.
W. G. Holt	H-D	Pro.	Y. M. T. C.
Jos. A. Wasko	H-D	Pro.	Y. M. T. C.
Gene Coughlin	H-D sidecar	Pro.	Crotona
L. D. Mammini	H-D	Am.	Crotona
Thos. Monti	H-D	Am.	Crotona
Fred Christman	Indian	Am.	Crotona
Vic. Pelezzare	Indian	Am.	Crotona
J. Cobban, Jr.	Henderson	Pro.	Crotona
Jacob Henkel	H-D sidecar	Am.	Crotona
Harry Most	Indian	Am.	Crotona
W. E. Brasted	H-D	Am.	.....
J. Janoschek	Reading Standard	Pro.	.....
Walter Wright	Indian	Pro.	Bridgeport
Arthur Dunham	Indian	Pro.	Bridgeport
Harvey Snyder	Indian	Pro.	Bridgeport
Paul K. Boehm	Indian	Am.	.....
Daniel B. Moore	Indian sidecar	Pro.	Bridgeport
Carl Wolken	H-D	Am.	Bronx
Louis Horacek	Thor	Am.	Y. M. T. C
Frank Lyons	Thor	Am.	Y. M. T. C
Jno. Osowsky	Indian	Pro.	Bridgeport
J. H. Ruddiman	Indian	Pro.	Bridgeport
A. E. Eicholz	Indian	Am.	.....
R. E. Stuebinger	Indian	Am.	Concourse
August Chaston	H-D	Pro.	Arrow
W. Vom Lehn	Indian	Am.	Speedway
Ben Goldstein	H-D	Pro.	Crotona
Harry Edwards	H-D sidecar	Am.	Bushwick
Charles Carlston	H-D sidecar	Am.	Bushwick
Elliot B. Holton	Indian	Am.	New Jersey
Howard Hill	Indian	Am.	New Jersey
A. G. Chapple	Henderson	Pro.	.....
Orrie Steele	Indian sidecar	Pro.	Paterson
Otto Rosenberg	Henderson	Am.	.....
Charles Drude	Henderson	Pro.	.....
Alfred P. Lane	Henderson	Am.	.....

TEAMS: Concourse Indian—Reherman and Rumpeltin; Speedway Indian—Stuart, Webber and Constant; Crotona Harley—Mammini, Monti and Fredericks*; Crotona Indian—Christman, V. Pelezarre and Most; Bridgeport Indian—Wright and Snyder; Thor—Horacek, Lyons and Callahan*; Bridgeport Indian II—Osowsky, Ruddiman and Smith*; Brooklyn Indian—Eicholz, Bristol* and Walker*.

*Did not finish run.

The non-finishers were: Frank Forrie, Flying Merkel; Irving Barnard, Indian Featherweight; W. Meiner, Excelsior; Edward Biggin, Excelsior; Henry Sahlberg, H-D; J. Fredericks, H-D; Charles Dreyer, Jr., Excelsior sidecar; Tony Gutter, Excelsior; G. R. Fassberger, Thor; Al. Deane, Indian; Herbert Krumeich, H-D; C. P. Sackett, H-D; P. S. Kaufman, Indian; John Callahan, Thor; George Smith, Indian; Frank Bristol, Indian; Bertram Walker, Indian; T. H. Brounie, Indian; Jos. J. Keyser, Indian; Joe Pelezarre, Indian; Irvin Lewin, Henderson. Non-starters were: Carl Netter and J. C. Foley, Indians.

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withdrew. Gene Coughlin, Harley-Davidson sidecar, spilled, but righted and continued. Moore, Indian sidecar, turned over, but also righted again and went on. Solo riders took spills by the score, but most of them mounted again and continued. The newer riders went out in this stretch.

About 17 miles from Monticello, the first secret check was encountered, and many entrants lost consistency points right away. Monticello was reached over goods roads and there the whole town turned out to see the riders come in. The town set up luncheon for all hands.

During the halt for luncheon, Frank Forrie, Flying Merkel, amused the natives with demonstrations of trick-riding, even though his frame was broken. Forrie did not continue with the crowd, who started off between 1:45 and 2:00 p.m. for Cuddebackville, the first afternoon control. It was State road riding through Middletown, Goshen and Monroe to Central Valley, and then came the notorious Bull's Hill.

This incline was a slaughterer. It is steep and tries any machine by its long pull. Chain breakages and defective brakes on both the ascent and descent accounted for nearly a score of withdrawals or cripplings. Few sidecars made a clean ascent and many of the soloists faltered before reaching the crest. Down below a fine road led to Crows Nest for a check and then the crowd sped for home. A secret check about six miles from the Nest snared many and further crimped the scores.

SCHRADER AND U. S. TIRE FORCES IN PREPAREDNESS PARADE

NEW YORK, May 16.—The above picture shows the A. Schrader's Son, Inc., regiment, five hundred strong, preparatory to marching in the Rubber Division of the Preparedness Parade in New York, May 13. Colonel M. C. Schweinert is in the right foreground. This big body of men was officered as follows: Colonel, M. C. Schweinert; Regimental Adjutant, J. Volkhausen; Regimental Quartermaster, C. Cameron; Right Guide, W. E. MacPhail; Left Guide, Herman Linke; Major commanding first battalion, H. P. Kraft; Adjutant, M. H. Tisné; Major commanding second battalion, W. T. Hunter, Jr.; Adjutant, J. Hoerger; Major commanding third battalion, E. H. Caddy; Adjutant, D. K. Johnstone; Major commanding fourth battalion, J. H. Elsers; Adjutant, S. Kostick; Captains, Noll, Hoffman, Sigmond, Conklin, Sreyberger, Rawald, George A. Hunter, Erdman, Hammelbacker, Wenger, Lapham, Geo. Schmidt, Kautzman, Moore, Morrill, Carpenter, Strathman, Martin, Preusch, Beringer, William Schmidt, Holmes, Magee, Timans, Lenz, McDonald and Mulvey.

Heading the rubber division was a regiment made up of the employees of the United States Tire Co., commanded by Col. R. C. Fisher. D. A. Wilcox made a most excellent Adjutant, while J. J. House acted in the capacity of quartermaster. Battalion A of the United States Tire forces was under the command of Major J. H. Sheldon, with H. E. Cook serving as Adjutant.

Lineup of the United States Tire Forces in New York's Mammoth Preparedness Parade

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BAKER HANGS UP A NEW CROSS-COUNTRY MARK

NEW YORK, May 16.—"Cannon-Ball" Baker has "gone and done it" again, this time leaping from crag to crag and gasoline station to gasoline station, all the way from Los Angeles, in the more or less sunny State of California, to New York City, with an eight-cylinder Cadillac roadster in seven days eleven hours and fifty-two minutes. Baker was accompanied by W. F. Sturm, an Indianapolis newspaper man.

The mileage was 3,471, made up of all the varieties of roads and "near" roads that the country possesses. The railroad distance between Los Angeles and New York is 3,240 miles and twenty-two locomotives are used in covering the trip in a little less than four days. On this trip Baker lowered his own cross-country record, established some time ago in another make of motor car, and also his motorcycle record, which was made on an Indian. Both "Cannon-Ball" and his companion were on the verge of collapse when they reached New York.

United States Nobby Tread tires were used on the record-breaking car, and "Bake" states that they contributed largely to the success of his trip.

PUBLICITY FEATURE FOR MONOGRAM DEALERS

A FEATURE of the widespread advertising campaign being conducted by the New York Lubricating Oil Co. that will doubtless make a strong appeal to dealers is a stereopticon slide for use in motion picture houses. This is made up artistically, showing a picture of a racing man astride an Excelsior and also one of the neat cans of Monogram oil for which the company is building up a national reputation. The bottom section of the slide is left blank for the name and address of the dealer who uses it.

The slides can be obtained by application to the Chicago office of the New York Lubricating Oil Co., 1549 Michigan avenue.

"WIGWAM WORLD" MAKES BOW IN SPRINGFIELD

SPRINGFIELD, Mass., May 12.—Today witnessed the appearance of Volume 1, Number 1 of *The Wigwam World*, a full size newspaper which is to be gotten out every two weeks by the advertising department of the Hendee Mfg. Co., in the interests of and for distribution among the thousands of employees of the Indian factory. Aside from many an interesting news item gathered from each and every department in the large plant, the first issue contains a personal letter from Mr. George M. Hendee to the factory folk, a short history of the Indian plant, and departments covering the various social and sporting activities, including a women's department, calculated to interest every employee.

REEPS COMPANY PURCHASES WEED BACK-REST

NEW YORK, May 16.—President Shuman, of the Reeps Mfg. Co., 50 Church street, announces that the company has bought out the Weed Folding Back-Rest Co., of Stamford, Conn., and that the already popular device will be manufactured and energetically marketed hereafter by the Reeps organization.

President Shuman argues that the time has arrived when motorcyclists are giving considerable attention to comfort, and that the Weed back-rest ought to sell on sight to the rider who wishes to increase the ease of roadwork without unduly encumbering his machine or in the slightest way detracting from its appearance.

CLEVELAND TO INCREASE ITS CAPITAL TO $300,000

CLEVELAND, O.—The Cleveland Motorcycle Manufacturing Company, of 7209 Platt avenue, this city, has filed papers with the Secretary of State to increase its authorized capital from $100,000 to $300,000. The sum is to provide for extensions and additions to its plant.

Big increase in sales of Cleveland lightweights all over the country have made the increase in capitalization desirable. Additions to the plant will be commenced as soon as the proper authorizations are obtained.

MANY-ANGLED VIEWS OF MOTORCYCLE'S VERSATILITY

Upper Left, Finn Huttinger's Excelsior Pulling Band Truck in Cleve land, O., Parade; Right, Alfred LeRoy, Crippled But Enthusiastic, Starting on His 50,000 Mile Tour of United States—Inset Shows Special Controls; Lower Left, Rodman and Nicoll, Pasadena, Cal., Policemen with Hendersons; J. F. Zeman, of Prairie du Chien, Wis., Tries Aquatic Ability of Silent Grays; Right, Hopkins, of Hopkins & Alsina, Cleveland Agents in Frisco, Admiring Rodin's "Thinker"

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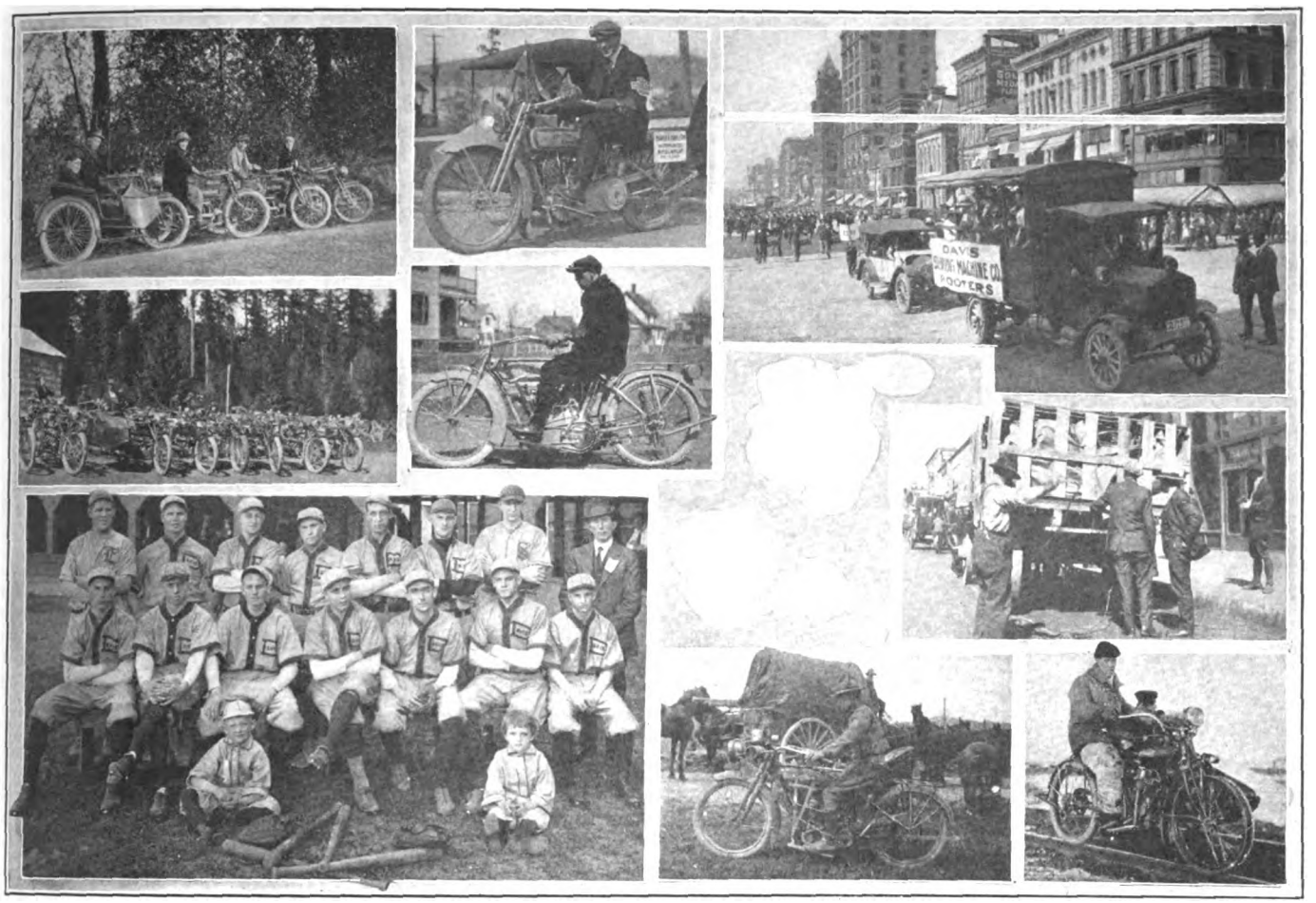
HERE AND THERE WITH MOTORCYCLE ENTHUSIASTS



THE photo in the upper left corner and the one below it are Hendersons taken on a recent run of the Seattle M. C. to Lakeside Inn, 75 miles out of Seattle. In the middle of the top row Miss Esther Johnson, who was chosen queen of a recent Tacoma carnival, is shown in a Harley-Davidson sidecar driven by John Poor. Directly below is a photograph of a Pope tester giving one of the new Model T-16s a final tryout. At the right of the top row is a view of a parade of Davis Sewing Machine employees through Dayton streets after the factory team had beaten the City Hall team in Dayton's Municipal league and the lower left picture shows the winning Dayton team as follows: Top row, Friend, pitcher; Hucking, first base; Stocklein, short stop; Brewer, center; Kirby, catcher; Flannery, third base; Donovan, substitute; bottom row, Reisensein, catcher; Lape, pitcher; Carr, left field; Turner, right field; Slater, pitcher; Leming, second base; Tavanor, utility; Ed and Bob Frawley, mascots.

The picture on the extreme right of the middle row shows the first shipment of Series 17 Excelsiors to be delivered reaching the Los Angeles store of the Girton-Hoffer Company. In the middle of the bottom row is shown a picture of a private in Battery D, Third field artillery on his R-S twin just prior to entraining for the trip to the Mexican border. At the right of the bottom row is a picture of Rev. C. T. Melly, a frontier missionary at Imperial, Sask., Canada, who uses an Indian with sidecar on the Canadian Pacific tracks to make the Sunday rounds of his churches.

STEVENS MEN ACQUIRE 20th CENTURY

Veteran Lamp Concern Passes Into Hands of Stevens Interests. Two Concerns Will Retain Identity

NEW YORK, May 16.—While it is made emphatic that the two concerns will be run entirely separate, it became known today that the interests behind Stevens & Co., the well known cycle parts makers, have acquired control of the 20th Century Mfg. Co., one of the oldest manufacturers of bicycle and motorcycle lamps in the country. Coincident with acquirement of control, Louis Schwab assumed the presidency of the 20th Century company and F. L. Parker became its secretary-treasurer.

The present factory of the 20th Century company will be maintained at 41 Warren street, the only outward change being in the location of the offices which have been transferred to 373 Broadway. J. E. Henderson will remain with the company in the capacity of manager, and it is understood that C. B. Brooks will attend to the selling end as heretofore. For the present, at least, the new owners contemplate no change in the replete line of both oil and gas lamps for both motorcycles and bicycles which the 20th Century company puts out.

The 20th Century company has been engaged in the manufacture of bicycle lamps for the past 20 years and its uniformly fine product has won for it an enviable reputation. About two years ago the company was purchased from the Wilson estate by Messrs. Henderson and Brooks and within the past twelvemonth was removed from Ogden street, Newark, to the Warren street address. The acquirement of control by the people behind the Stevens company undoubtedly augments the provision of the needed capital to carry on the fast increasing business of the concern on an even broader scale than heretofore.

COURSE MAPPED FOR PORTLAND ENDURANCE RUN

PORTLAND, Ore., May 16.—H. B. Du Gas and O. P. T. Daentiz have just completed a trip to Roseburg in this state, during which they not only mapped out the course but also completed all arrangements for the annual spring endurance run of the Portland M. C., which this year will be run to Roseburg and back, May 26, 27, 28.

The distance to Roseburg is 225 miles and the schedule calls for the completion of the distance there and back in two stages and at an average running rate of 25 miles an hour; the second day of the contest will be spent at Roseburg, where a strawberry carnival will be holding the boards and where the riders can spend the day.

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RAYMOND AND WHITNEY QUIT M. & A. M. BOARD

NEW YORK.—H. E. Raymond, formerly sales manager for the B. F. Goodrich Company, of Akron, O., and C. E. Whitney, president of the Whitney Mfg. Co., of Hartford, Conn., have resigned from the directorate of the Motor & Accessory Manufacturers. Their resignations were made at the last meeting of the M. & A. M. in this city. Mr. Raymond stated that his resignation was simply the carrying out of his policy of retirement, while Mr. Whitney left the board by reason of having to devote all his time to his chain business in Hartford.

Both men were among the pioneers who were active in bringing the M. & A. M. to its present thriving condition. Mr. Raymond was vice-president for four years and president for two years and has been on the directorate since 1904. Mr. Whitney has been on the board since 1905.

WON PAIR OF U. S. TIRES

In our story of the recent Invincible Club run, we overlooked mentioning the fact that the United States Tire Company had donated a pair of Chain Tread motorcycle tires, to be awarded to the club having the largest attendance in the run. The members of the Invincible Club outdistanced all others in attendance, and the tires were won by them.

HOLIDAY MEET AT MARION

MARION, Iowa.—Plans are being perfected for a racemeet to be held on the Marion track on the afternoon of Memorial Day. From ten to fifteen entries are promised, and some of the best riders in the State are expected. Five professional events and three for amateurs will make up the card.

NEW CLUB FOR POMONA

POMONA, Cal.—Local motorcyclists have organized and affiliated with the F. A. M. The officers of the club are as follows: Thomas Waters, president; Howard Hunter, vice-president; Harold Brehaut, secretary-treasurer; S. P. Hunsaker, captain; Charles Johnson, first lieutenant; Paul Cline, second lieutenant; W. L. Williams and H. D. Weaver, directors. The club has thirty-two charter members.

SPRINGFIELD M. C. OFFICERS

SPRINGFIELD, Ill.—The Springfield M. C. has just elected the following officers: S. A. Wight, president; William Londrigan, vice-president; Rudolph Blucke, secretary; Herman George, treasurer. The club has held its first social ride of the season, and is planning others.

INDIANS STAR AT GILROY HILLCLIMB

GILROY, Cal., May 12.—Indian riders took the first three places in the Gilroy hill climb Sunday last. The hill was about 38 per cent. grade, giving a better opportunity for speed than some of the stiff climbs recently held, and the distance was about 300 feet. Riando was first, in 8 seconds flat. Margason made the next best time, 8⅕ seconds, but as he was not a club member his run did not count in the official returns, second place going to Zutta, 8⅖ seconds; and A. Mainero, in 9 seconds, took third place. The climb was held about five miles out from Gilroy, on the road to Gilroy Hot Springs. Twelve machines took active part in the contest.

LIBERTY DAY RACES TO DRAW BIG CROWDS

SHEEPSHEAD BAY, N. Y., May 16.—Entries are being received for the motorcycle events at the Speedway on American Liberty Day, June 4, and practice arrangements will shortly be completed and dates announced. The motorcycle committee consists of Irving Barnard, J. U. Constant and Calvin R. Webber, of the Speedway M. C., which organization is directing the races.

Over 50,000 tickets for the affair have been sold to date, and it is figured that between 200,000 and 300,000 people will attend. All entries should be in the hands of either Mr. Barnard, 15 Warren street, New York, or F. W. Jansen, 150 Nassau street, New York, before May 24.

JAMAICA RUN TO HAVE BIG ENTRY LIST

JAMAICA, N. Y., May 16.—The entry list of the Jamaica M. C. for the run slated for May 21 has assumed goodly proportions, and it is figured that at least 100 will start in the event. Five silver cups have been donated as prizes, and there is a big list of accessories to be awarded to those scoring in the affair.

Among the Eastern riders who will compete will be A. G. Chapple, I. W. Barnard, Bob Brazenor, J. U. Constant, Wallace Stuart, C. R. Webber, Harvey Snyder, William Vom Lehn, F. P. Baker, G. Walker, C. Carleton and John Cobban, Jr.

HOGG NOW TRAVELS TANDEM

LOS ANGELES, Cal., May 6.—John E. Hogg, well-known Los Angeles cyclist, long-distance tourist and writer of feature stories for **Motor Cycle Illustrated**, was married here this evening to Miss Ruth Ashbrook, of this city. After the ceremony Mr. and Mrs. Hogg sailed from San Pedro in a thirty-five foot yacht for a honeymoon in the De Cedros Islands.

COURT DISPOSES OF SUIT OVER TIRE FLUID

A LETTER from the Indiana Rubber & Insulated Wire Co., of Jonesboro, Ind., relative to a suit brought by the Buffalo Specialty Co. in connection with a puncture-healing fluid for pneumatic tires, states that the Indiana company "gained a final victory when the United States Circuit Court of Appeals for the Seventh Circuit, under date of April 18, 1916, affirmed the action of the United States District Court for the District of Indiana, the District Court having dismissed the complainant's bill for want of equity.

"The Buffalo Specialty Co. had contended that it had made a shop license agreement whereby it was to have exclusive sale of a patent fluid to heal punctures in pneumatic vehicle tires, and that the Jonesboro company was not to manufacture it for sale except in a local way. The Jonesboro company contended that they had the right to use the material in connection with the manufacture of its bicycle tires and sell such treated tires wherever they chose."

BE CAREFUL IN KENOSHA

KENOSHA, Wis., May 12.—Sheriff Stahl is well prepared for the joy riders this year with the installation of three motorcycle riders on his staff. Fritz Rudy, the man in charge of the sheriff's motorcycle squad last year, will have the same job again this season. Fritz has one of the longest record of "pinches" of any deputy in the state outside of Milwaukee. Guarding the roads starts a month earlier this year than last.

MAY JOIN AUTO CLUB

SAN FRANCISCO.—Ed. Laudenclos, of the Motorcycle Sales Company, local agent for the Henderson, has just returned from a trip to Los Angeles, and notes that the Henderson people there are working in behalf of the new motorcycle department of the Automobile Club of America, which is finding considerable favor among the southern people. Mr. Loudenclos was impressed with the advantages offered by membership in this organization, and is bringing the subject to the attention of local riders. The new section of the automobile club, he says, will conflict in no way with the local club, the intention being to co-operate in every way possible and boost the game along.

ANONYMOUS LETTERS BARRED

A SUBSCRIBER.—The standing rule in all publishing houses against the printing of anonymous letters prevents our devoting space to your contribution concerning the Invincible M. C. run.

NEW GOODYEAR KIT

A newcomer in the accessories field that will be welcomed by motorists is the Goodyear Tire-Saver Kit, a collection of just those articles a motorist should have to combat tire accidents. These are neatly packed in a khaki-colored canvas roll, and can be secured from all Goodyear dealers.

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Doings on the Pacific Coast

LOS ANGELES TOURISTS GET UNDER WAY

Alfred LeRoy, Crippled Enthusiast, Starts 50,000-Mile Journey with Unique Sidecar Outfit; Others Head Northward and Eastward

LOS ANGELES.—The first week in May was a notable one in Los Angeles for the starting of touring parties. Charles Fuller Gates left on an Excelsior to run across the Southern route to Eastern points, and was followed shortly afterwards by Alfred Le Roy, the young cripple who has lost both legs and one arm, and who is noted as one of the earliest men to cross the country with a motorcycle and sidecar. Le Roy of course uses a sidecar outfit on this trip, and is starting on a tour which will cover a large portion of the United States.

He intends to complete 50,000 miles with his 1916 Harley-Davidson three-speed and Superior sidecar. The latter is attached on the left-hand side of the motorcycle so that his good hand is next the machine. Le Roy is accompanied by his dog "Speedometer." He will support himself selling postals of himself and his outfit. He is carrying along an autograph book headed by the signature of Mayor Sebastian of Los Angeles, and intends to pick up as he goes along the autograph of the mayor of every city and other notable persons.

Leo Harding and a companion left for Portland with a Henderson 4-cylinder machine and sidecar, carrying advertising matter for the photoplay "Civilization," which is now running in Los Angeles and which is to be featured in a short time throughout the country.

1917 EXCELSIORS BRINGING IN MANY RECRUITS

LOS ANGELES.—Mrs. T. J. Hayes, one of the most enthusiastic lady riders in southern California, was one of the first to purchase one of the 1917 Excelsiors, buying one of the classy three-speed machines, with a sidecar to carry her daughter.

Another interesting sale was to a 16-year-old youngster who was rather small for his age. He drove up with his father in an eight-cylinder Cadillac and looked over the series 17 Excelsiors. The salesman had to let the saddle clear down to the frame, but when this had been done he got aboard and with very little instruction was able to handle the machine nicely, although he had never before ridden a big machine. His dad pulled out his checkbook and closed the transaction.

BERRY VISITS MIAMI FACTORY

LOS ANGELES.—T. E. Berry, Los Angeles Miami Motor Bicycle agent, is spending a few days in the East at the Miami factory. While he is gone Mrs. Berry is in charge of the store and from the sales activity about the establishment it looks as if Berry would have to look to his laurels as the champion Miami agent in point of sales.

LEE ON ANOTHER TRIP

LOS ANGELES.—Tennant Lee, of the Henderson Motorcycle Sales Corporation, Los Angeles, is making another trip in northern California on his four-cylinder machine, with a sidecar to carry his baggage. He will visit San Francisco, Marysole, Chico and many other points and expects to place several agencies.

CLUBSTERS IN BEACH RUN

LOS ANGELES.—Laguna Beach, some 48 miles south of Los Angeles, was the Mecca to which the club riders turned out in good numbers last Sunday. All but two of the machines carried tandem passengers, and the day was enjoyed in swimming and picnicking on the beach.

NEW A. B. C. GENERATOR MODEL

LOS ANGELES.—The A. B. C. Generator Co., of Los Angeles, has just brought out a new model of the A. B. C. lighting generator for motorcycles, which combines a great reduction in weight with increased efficiency in generating lighting current.

MAKE GOOD TIME ON MIAMI

LOS ANGELES.—H. A. Brunell, of T. E. Berry's Miami motor bicycle store, accompanied by Dave Morse, made good time on a run from Los Angeles to San Diego and back last week. They averaged 30.8 miles per hour in the 137 miles going, took a good look at the San Diego Exposition, and in 12 hours from the time they started from home were back in Los Angeles.

SELLS SEVEN MIAMIS QUICKLY

OXNARD.—Dan E. Rolston, formerly a watchmaker at Oxnard, who had never ridden a motorcycle in his life got the chance to ride a Miami lightweight and was so impressed with the machine that he promptly took the agency. Already he has taken his seventh Miami. He comes into Los Angeles on a Miami frequently, and makes the 66 miles in about 2½ hours. Going back he never has any trouble with the Cahuenga Pass grade, which is a heavy grind for almost any machine.

SELLING THE FIFTH CARLOAD

LOS ANGELES.—C. Will Risden, coast distributor for the Cleveland, takes exception to the report recently given publicity in Chicago that he has sold three carloads. As a matter of fact, on May 10 the firm had sold two-thirds of the fifth carload which arrived on the preceding Thursday.

FRESH TRADE NOTES OF THE SAN FRANCISCO FIELD

MR. ANGWIN, of the Motorcycle Sales Company, is on a demonstrating tour through the San Joaquin valley towns with the Reading-Standard.

Fred H. Bente notes an exceptionally active demand at present for second-hand machines, especially for sidecar outfits and three-speed Excelsiors.

Hopkins & Alzina, who started business on Van Ness avenue a few months ago with the Cleveland lightweight, have arranged to handle also the Dayton motorcycle for San Francisco.

W. E. & W. H. Jackson, coast representatives of the Davis Sewing Machine Company, have received a very encouraging report on the new motor bicycle from the Washington Cycle & Supply Company of Tacoma, which has the distribution of this line for a large territory in the Northwest.

Word has also been received from the Dayton Cycle Company of Portland, covering Oregon, reporting a very active motorcycle business in that state, with an order for all the machines that could be shipped from here.

DAYTONS ARE MOVING WELL

SAN FRANCISCO.—W. E. & W. H. Jackson, distributors of Dayton motorcycles, report that more motorcycles went out of their store last week for points in northern California than in any previous week in the last six months. They are also having rush times in the supply department, and while they usually make a point of shipping orders the same day they are received, they were unable to do so on several occasions recently.

ATTENDED SACRAMENTO FESTIVAL

A regular run of the S. F. M. C. was held May 14 to Sacramento, to attend the festival celebrating the opening of the Yolo Causeway. As on the last occasion, the club is holding two runs simultaneously, and the practice will probably be frequently followed in future, as there are enough members to make two good crowds almost any day, and some would rather make a short run and picnic in some pleasant spot, while others prefer to spend most of the day riding. The short run on this occasion was to Walnut Creek, at the foot of Mount Diablo, where there are many delightful spots for an outing.

DELIVERY CAR FOR BREAD

SAN FRANCISCO.—A large baking firm in San Francisco, which distributes its output daily among a great number of consumers, recently purchased a number of Harley-Davidson sidecar delivery outfits, the specially built car of which holds about 100 loaves.

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SHAPING THE "JOY SESSIONS" FOR ATLANTIC CITY

"Bill" Surre and C. E. Morehouse, the C. P. and A. A. Committee, Working Hard to Give Tenth Annual Convention Program an Unusual Tingle—Where Accommodations Can Be Had

ERIE, Pa., May 16.—Preparations are well under way to make the "Tenth Annual," which is to be inaugurated at Atlantic City on Monday, July 31, by far the happiest of cycle trades conventions at which the Cycle Parts and Accessories Association has had the honor of playing host to the other trade bodies. The full plans for the joyfest have not yet been completed, nor will the labors of the committee incidental to so fixing things that there will be "something doing every minute" be finished for some time to come, but it goes without saying no pains will be spared to make the session memorable. The only detail of the joy schedule which has been given out has to do with a bicycle race-meet which is scheduled to be Thursday's feature.

W. J. "Bill" Surre, of the Continental Rubber Works, and C. E. Morehouse, of the Standard Co., constituting the committee of convention arrangements appointed by the Cycle Parts and Accessories Association, have as yet but little to say regarding the remainder of the program which they are now formulating, aside from the fact that they firmly and truly believe that it will be the biggest and the best of the sort that they have ever had the pleasure of getting up.

Undoubtedly they are arranging some surprises which will not be divulged for some time to come; but the fellow who has been there in past years and who has enjoyed the golf tournament, the baseball match, the water polo contest, the latest Belasco offering at the Apollo theater, the session at the bowling alleys, and that night of wild hilarious joy at Steeplechase pier, is not likely to be disappointed in not finding these stand-bys on the program for the 10th annual convention of the Cycle Trades bodies.

As was stated in the last issue, the St. Charles will again be the headquarters, and while the capacity of this hostelry has been greatly augmented by the completion of a new ten-story addition, it is, nevertheless, essential for those who care to locate under the roof with the cycle trades gathering, that they make reservations at the earliest possible date. Especially is this so, in view of the fact that hotel managers at Atlantic City are expecting this year to be a record-breaking in point of attendance.

But the fellow who does not heed this advice until it is too late to locate under the hospitable roof of the St. Charles, need not miss the good times which Bill Surre and Mr. Morehouse are at pains to provide, for right in the immediate vicinity of the St. Charles are many good houses where accommodations undoubtedly can be secured. Among them are the Lorraine, directly opposite the St. Charles, the Raleigh and the Dolphin. Where last year stood the Rudolf, just a stone's throw away from the St. Charles, a new modern hotel is building and will open this year under the name of the Breakers. And if the season should be so phenomenal that accommodations can be secured in none of these, there are, of course, the Strand, the Chalfont and the Traymore, all good stand-bys which can always be relied on for accommodations.

Unlike the conventions of previous years, the "10th Annual" will be inaugurated on Monday instead of Tuesday, and as the program starts from the moment you get off the train at the Atlantic City depot the committee most earnestly suggests to every trade member that he do his utmost to get to the "city by the sea" on the opening day.

The Enlarged St. Charles Hotel, at Atlantic City, Which Will Again Be the Official Headquarters During the Cycle Parts Convention

FIRST PRO MEET IN TOLEDO POSTPONED BY RAIN

TOLEDO, O., May 14.—Twenty-one riders were prepared to face the starter in the initial meet here today of the Interstate Racing Association, but were doomed to disappointment. The weather man had prophesied rain, and rain it certainly did. The same card of races will be held next Sunday.

Ray Creviston and Krazy Horse Verrill were among the eleventh hour entries. They left their mounts in this city and will be on hand for the curtain-raising events. The rain not only interfered with the pleasures of the local fans, but also embarrassed a party of thirty-two Detroit riders who came here on their machines and were marooned by the storm.

DECISION SOON ON F. A. M. CONVENTION CITY

PROVIDENCE, R. I., May 16.—B. A. Swenson, the Indian man, who is arranging to have the F. A. M. Convention in this city, has received a letter from President A. B. Coffman, stating that he would be notified of the decision of the National Board of Directors on the vote now being taken regarding the place for the 1916 Convention.

The F. A. M. President's letter stated that July 18-22 would be the best dates for the big affair and asked Swenson's opinion on this matter. Swenson replied that although the dates were somewhat early to adequately prepare for the Convention, it would be otherwise quite satisfactory, and in the event of Providence getting the vote, he would do his utmost to pull off the biggest convention ever held.

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CENSUS FIGURES PROVE INSPIRING

Show 111 Per Cent Increase in Cycle Products Between 1909 and 1914—The Cycle Trade a $25,000,000 Industry

WASHINGTON, D. C., May 9.—That the cycle industry made a jump in the valuation of the products of better than 110 per cent. during the five-year interval between 1909 and 1914 is disclosed by figures just issued by the Bureau of the Census, Department of Commerce. The figures, which are given in full below, are calculated to inspire manufacturer and dealer alike engaged in the two-wheeler industry to even greater efforts, and no doubt this, the first publication of matter of this sort, will have its effect in increasing the total valuation of the industry, given at better than $25,000,000 in the figures for 1914, to a point much nearer the $50,000,000 mark before 1919.

Reports were received from some 94 establishments engaged in the manufacture of motorcycles, bicycles and their parts during 1914, and the total value of their products was $25,486,942. The census of 1909 showed that there were 122 establishments engaged in the industry, but the value of their products amounted to only $12,069,687. The figures, therefore, show a decrease of 28 or 23 per cent. in the number of plants and an increase of 111.2 per cent. in the valuation of their products. There were reported as manufactured during 1914 62,793 motorcycles, valued at $12,306,447, and 398,899 bicycles, valued at $5,361,229.

In 1909 the output was made up of 18,628 motorcycles, valued at $3,015,988, and 233,777 bicycles, valued at $3,228,189. The production of motorcycles, as disclosed by the figures, increased 237.1 per cent. in number and 308 per cent. in value, while the output of bicycles increased 70.7 per cent. in number and 66.1 per cent. in value.

Of the total number of establishments reported for 1914, 16 were engaged primarily in the manufacture of other products and reported motorcycles, bicycles and parts as subsidiary products. Of the 122 establishments reported during 1909, 27 were engaged primarily in the manufacture of goods other than cycles and cycle goods.

PATERSON M. C. MAY RUN IS BIG SUCCESS

PATERSON, N. J.—Despite showers and mud, the May run of the Paterson M. C. held on May 7 was a big success. Eighty-four riders with tandem and sidecar passengers rode to the Hoffman farm at Augusta and there enjoyed a dinner and sports. The latter included three-legged race, rooster-catching event, a peanut hunt, crawling race, and a hurdle race. There were eight events for the girls also. Accessory prizes for the events were donated by local motorcycle and bicycle dealers.

RICHMOND M. C. EXTENDS THE GLAD HAND

THE Richmond Motorcycle Club of that Indiana city, is desirous of extending the "glad hand" to touring riders who visit Richmond. The club rooms are always open to fellow riders and the members are ready to do their mite toward making the tourist's trip to Richmond a most enjoyable one.

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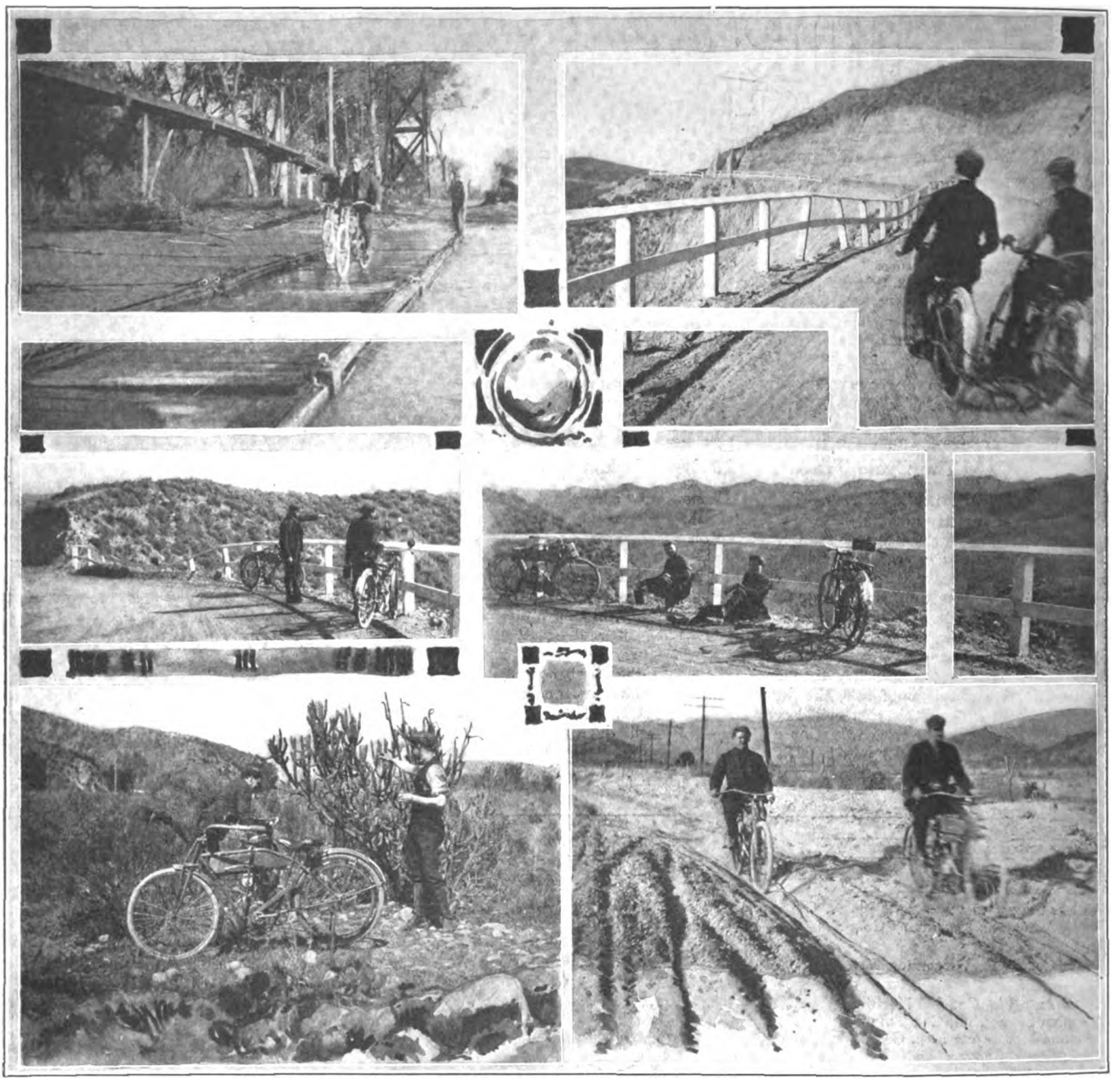
MIAMI POWER-BIKES ON RIDGE ROUTE OUT OF LOS ANGELES



In the upper left-hand picture is T. E. Berry, Miami Power Bicycle Agent in Los Angeles, Cal., leading his partner across the improvised pontoon bridge over Castaic Creek, while at the right the pair are nearing the top of the grade. The left-center picture was taken near the summit of the long grade; the valley is half a mile below. To the right the riders are resting.

Cactus and sage brush are notable in the lower left-hand view and Berry says that the spines on the ground were fine for puncturing tires. The last picture shows Berry and Frank Reed near Saugus in the sand that marked much of the trip.

RACING REVIVED IN BUCKEYE CAPITAL

COLUMBUS, Ohio, May 12.—August Nagora won the 30-mile bicycle race Sunday over the King-Fifth course in 1 hour 30 minutes flat. There were ten starters in the race, but only two finished, Charley Louthan, the Ohio champion, leading at 7 miles, crashed into the fence rather than collide with a dozen or more spectators, who crowded onto the course at the bridge turn. Though badly cut up, Louthan resumed his pace and soon gained the half mile lost, when at the ninth mile he punctured and was out of the running.

This marks the revival of bicycle racing in the Buckeye capital, which will be continued throughout the summer. Arrangements have been made for a 50-mile race, May 14, over the same course.

RACES FOR SHEEPSHEAD BAY MILITARY EXHIBITION

SHEEPSHEAD BAY, N. Y., May 12.—Motorcycle races between Army and Navy speedsters will be a feature of the Naval and Military Exhibition at the Speedway on May 27. So far only one event has been scheduled, this being a 6-mile open.

CONTRACT AWARDED FOR THE CINCINNATI SPEEDWAY

CINCINNATTI, Ohio.—The contract for the construction of the Cincinnati Speedway has been awarded by Architect Harry Hake to Edward Ryan & Co., as general contractors, at $375,000. The contractors agree to complete the work by August 5. The directors added $30,000 to the cost by deciding to make the track 70 instead of 60 foot wide. The directors of the local association will at once make arrangements for the speed events to be held on Labor Day, as well as for other dates, such as Sept. 4.

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THE HARLEY-DAVIDSON COMPANY'S PRESIDENT

THIRTEENTH IN A SERIES OF BIOGRAPHICAL SKETCHES OF TRADE LEADERS

Steam Engineering, Electrical Research and Bicycling All Influenced the Youthful Activities of Walter Davidson and This Broad-Gauge Combination Accounts for His Remarkable Versatility and Dynamic Personality Today; His Life Policy in Brief: "Whatever Walter Goes Into He Goes Into Right."

TACKLING the job of writing about Walter Davidson for the **Motor Cycle Illustrated** series of Success Stories of big men in the motorcycle industry brings one at the outset to the dilemma of determining whether it should be said that he came in by the steam route, by electricity, or pedaled into the business of manufacturing motorcycles. As steam engineering, electric motive power and pedal bicycles had a combination influence in qualifying him for the manufacture of motorcycles, probably the best way is just to go ahead in chronological fashion and tell how all three contributed to his early training and assisted in fitting him for his responsibilities as president and general manager of the Harley-Davidson Motor Company.

His First Bicycle

Walter Davidson bought his first bicycle in 1893, a second-hand Remington weighing 35 pounds, that he picked up at an auction sale for $35—$1 a pound. It had a 30-inch wheel in front and a 28-inch rear wheel. His first bike was geared at 59, which was pretty high considering the weight of the bicycle and the hilly country in and around his home town. Immediately he became a bicycle racer, taking part in the road races for which Milwaukee in those days was famous—although it since has become famous for many other things, including motorcycles.

"I thought a good deal of that old Remington bike," he said when caught one day in a reminiscent mood and told that **Motor Cycle Illustrated** was determined to print something about his connection with the motorcycle industry and wanted to know about his entry into the sport. "We thought it great sport to ride until we were all in, or 'all out,' as the Britishers call it. I remember one time that I wanted to see how fast I could ride the 90 miles from the State capital at Madison. I was so tired after I made the trip that I couldn't stand up or even lie down with comfort. But I satisfied my curiosity as to how long the trip would take with my 35-pound Remington. It took ten hours."

Taking It Apart

His mother's recollections of those days are chiefly of Walter taking his bicycle apart and putting it together again, doing the work in the kitchen. William A. Davidson and Arthur Davidson, works manager and sales manager, respectively, of the Harley-Davidson company, testify to the same thing—that Walter always insisted upon having his bicycle in perfect condition and that he got as much fun out of overhauling it frequently, cleaning the bearings and truing up the wheels as he did out of riding.

The mechanical proclivities of the present head of the Harley-Davidson Motor Company were manifested years before that, as a matter of fact. When he was 13 or 14 years old he became interested in electricity and converted the basement of the Davidson home into a workshop. First, he solved for himself the mysteries of electro-plating. Walter made an electric plating outfit and then the family had to watch out to save everything in their home from having its finish changed to something else. Copper plating, nickel plating and silver plating were worked out in turn.

Next came a curiosity to work out the details of storage battery manufacture. About that time Milwaukee's first electric street car line was put into service. Living not far from the new electric line, Walter watched the cars, considered them about the most wonderful thing ever and then went back to his workshop to develop his storage batteries. Needless to say, he made a successful storage battery—and that was fully twenty-five years ago.

WALTER DAVIDSON
The Machine Is One of the Early Models

Because of his interest in electricity it was natural that when Walter Davidson was through school and went to work he should continue in the same line. Employed by an electrical contractor, he worked for three years wiring buildings and putting in electrical installations. He was not satisfied, however, until he became a full-fledged mechanic, and the following years saw him pedaling his bicycle to and from work at various Milwaukee industries including the Harvester Works, the West Milwaukee shops of the Chicago, Milwaukee & St. Paul Railway Co., the A. O. Smith Company, the Johnson Service Company, and the Bucyrus Steam Shovel Company.

His steam engine experience already mentioned was obtained in the Milwaukee road shops, with the Bucyrus company at South Milwaukee, a short time in the railroad shops at Minneapolis and then in the shops of the Missouri, Kansas & Texas Railway Company (better known as the Katy Road) at Parsons, Kan. At West Milwaukee, Walter worked beside his brother "Bill," who was tool room foreman for the C. M. & St. P. system. The knowledge the two Davidson brothers gained there in tool making has proven invaluable in the manufacture of motorcycles.

The Pioneer Motorcycle

Walter was at Minneapolis in 1901 when Arthur and Harley made the first Harley-Davidson motorcycle. Really it should have been called a motor bicycle because it was simply a motor put into a bicycle frame. Harley and Arthur had visions of going many miles per hour with their first motor bicycle, but when completed and put to the test it went down hill all right but lacked sufficient power to get up most of Milwaukee's steeper hills. So they had to begin all over again.

The marriage of "Bill" Davidson in 1903 brought Walter Davidson back to Milwaukee. Arthur wrote him at Parsons, Kan., "When you come home for Bill's wedding, we will have a motorcycle for you to ride." This interested Walter so much that instead of merely "laying off" to be present at the wedding he resigned his position with the "Katy Road," and the certificate of service he received April 17, 1903, is still on file. For anyone interested in the history of the American motorcycle industry this document has exceptional interest because it really marks the entry of Walter Davidson into the business of motorcycle manufacturing.

Gets His Certificate

"Service and conduct satisfactory," was the annotation of the master mechanic upon the certificate showing that Walter Davidson had resigned voluntarily his position as machinist in the shops of that company. And the word service appearing on that certificate has ever since been the motto of the Harley-Davidson Motor Company in the manufacture of motorcycles. With his certificate of service in his pocket, Walter attended his oldest brother's wedding and then hurried to take a look at the motorcycle built by his younger brother and Harley.

(Continued on page 42)

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NEW DEPARTURE AND REMY IN BIG MERGER

DeWitt Page a Director of the New $60,000,000 Company—Over $3,000,000 of Underwriting of United Motors to Be Subscribed in Bristol—Company's Men to Go In On It

BRISTOL, May 17.—DeWitt W. Page, president of the New Departure Manufacturing Company, when interviewed yesterday by a representative of **Motor Cycle Illustrated**, about the recent merger of the New Departure Company in the United Motors Company, said:

"The board of directors of the United Motors Corporation for the first year will be composed of Alfred P. Sloane, Jr., of the Hyatt Roller Bearing Company, of Harrison, N. J.; E. A. Deeds, of the Dayton Engineering Laboratories Company, of Dayton, O.; DeWitt W. Page, of the New Departure Manufacturing Company, of Bristol, Conn.; S. A. Fletcher, of the Remy Electric Company, Indianapolis, Ind., and L. G. Kaufman, president of the Chatham & Phenix National Bank, with the following officers: A. P. Sloane, Jr., president; A. E. Deeds, vice-president; DeWitt Page, secretary and treasurer, and L. G. Kaufman, chairman of the finance committee.

"To go back about a year, William C. Durant, chairman of the board of the General Motors and Chevrolet Companies; C. W. Nash, president of the General Motors Company, and John N. Willys, president of the Willys-Overland Company, made a visit to Bristol and investigated the plant of the New Departure Company. The recent merger, to a considerable extent, is the result of the investigation made nearly a year ago. This merger is really a strong co-operative arrangement between big interests in the automobile industry for two purposes: First, insuring a steady, stable market for the entire product of each of the factories involved; second, guaranteeing of satisfactory sources of supply of such important accessories as ball and roller bearings, starting and lighting systems, demountable rims, magnetos, axles, transmissions, brakes, etc. It also follows, as a matter of course, that both selling and distributing economy will be realized.

"The company will control steel and tube mills and numerous other sources of supply, very much to the advantage of everybody involved. The merger cannot help but result in large business for the New Departure and prosperity for Bristol.

"The New Departure Company will not lose its identity in any way, nor will the merger influence unfavorably the broad public spirited loyalty to public interests it has endeavored to maintain at all times. The management will remain unchanged and all officers and heads of departments will continue to form a well balanced organization.

In addition to all that has been done, the company will gain the support and increase in financial strength and interest that will represent millions of dollars. Over 3,000 hands will undoubtedly find employment in the company in the next few months, and I hope the townspeople will exert their influence to provide suitable housing, rooming and boarding accommodations for the new workmen coming to Bristol. Over $3,000,000 of the underwriting of the new United Motors Corporation will be subscribed to by Bristol interests."

Mr. Page has offered to the company's foreman and his associates in the local factory stock in the new corporation under the same conditions as he himself will participate in it. Under the new arrangement, many Bristol people will become stockholders in the United Motors Corporation.

DeWitt W. Page, who was elected secretary and treasurer of the new corporation, at the organization meeting in New York, is also one of the five directors of the corporation. He is the general manager of the New Departure plant, and will remain in this capacity.

W. C. Durant of the United Motors Corporation, and L. G. Kaufman of the Chatham & Phenix Bank, of New York, have returned to New York after spending a few days in this city as guests of Mr. and Mrs. Page.

VAN CLEEF PRODUCTS CATALOGUED

The library of cycle literature has been enriched by the addition of a new catalog just gotten out by Van Cleef Bros., makers of Dutch Brand cements, enamels, cleaners' oils and other similar products. The book is handsomely illustrated and should be added to every cycle dealer's catalog collection.

NEW INCORPORATION

COLUMBUS, O.—The Independent Tire Company has been incorporated to deal in motorcycle and automobile tires. The capitalization is $10,000. Incorporators are: Frank F. Cain, Merwyn R. Hatch, M. R. Hatch, A. B. Hatch and M. E. Cain.

SLANTS AT THE MOTORCYCLE THROUGH MILITARY GLASSES

In the upper left hand picture is a squad of U. S. Army regulars on their Indians at the Mexican border, preparatory to going on patrol. Below is a scene in Great Britain depicting a commander in his sidecar and accompanied by his orderly fording a stream. At the right is an Excelsior sidecar combination hitting the mud in a run during National Guard manoeuvres in Wisconsin. The American motorcycle is rapidly proving its military value in all parts of the country and is receiving the official recognition which has been long delayed.

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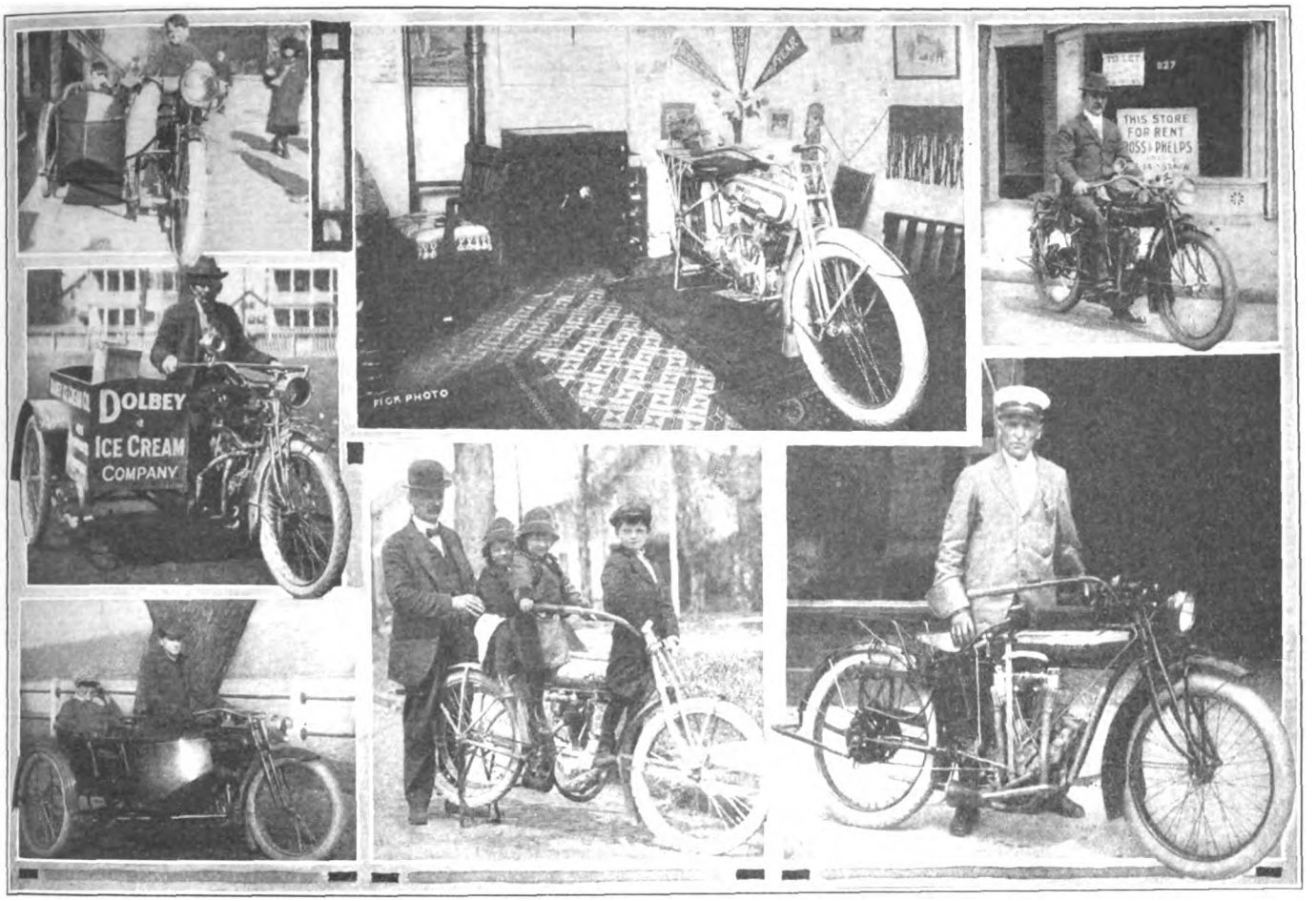
PHOTO TALES OF VARYING MOTORCYCLE ACTIVITIES



Top Left, How Andrew Lardino, Reading Standard Agent in Jersey City, N. J., Develops Motorcyclists—"I Start 'Em in Early," Says Andy; Next to Right, Room in Store of Boone Sporting Goods Co., Where Salesman Can Talk Privately to Prospect on Harley-Davidson Merits; Right, Sergeant McCormick, of Washington, D. C., Force on Indian; Second Left, Indian Powerplus Outfit Used by Dolbey Ice Cream Co., in Providence, R. I.; Lower Left, Reading Standard Demonstrating Outfit of Lakeview Cycle Shop, Lakeview, N. J.; Next to Right, Pope Dealer Fenn of Bloomington, Ill., with Some Future Prospects; Indian Used by Joplin, Mo., Police, Sold by Hafer Auto Co.

POWERPLUS RIDERS COVER MOHAWK TRAIL

Keene, N. H., Indian Sidecarists Find Plenty of Tough Going in Spring Run Over Historic Route

KEENE, N. H., May 12.—Ben Butler and Jim Keane have gone over the Mohawk trail during the Spring and found it all that it was cracked up to be as a section of the toughest going in New England. This, of course, refers to its condition in Spring and Winter, what with washouts and mud-wallows. They started out on April 27 and finished yesterday, spending one day at the Hendee factory in Springfield, in the meantime.

Butler and Keane left in the evening with a Powerplus and sidecar and stopped overnight in Greenfield, Mass. The next morning, they hit the trail early, and soon after passing Charlemont, the first way station, they got an idea of what a muddy road looks like. Hewn right out of the mountainside, the Mohawk Trail, so beautiful in Summer, is mud-washed and treacherous all through the Spring thaws.

At one point in their progress, Butler and Keane were advised by a farmer to turn back, as they couldn't make it over that road, he said. Nevertheless they ploughed along, through stretches of mud from 6 to 8 inches deep, and finally arrived at North Adams, Mass., in time for lunch.

From North Adams to Pittsfield the roads were about the same as from Keene and rain was falling, also. The rest of the day's run to Springfield, Mass., was made in fairly good time over the State road. On April 30 they went through the Indian factory and then rode home to Keene.

GOODYEAR LETTER SERVICE

ONE of the many ways in which the Goodyear Tire & Rubber Company, of Akron, O., is helping its dealers to increase sales is by furnishing a letter Service, which constitutes a series of letters that dealers may send their regular and prospective customers with a view to increasing their business or combat some special form of competition. The letters are written by men who have given careful thought to the problem. The only part the dealer is asked to perform is to sign and mail the letters.

NEWARK'S CELEBRATION HAS MOTORCYCLE FLAVOR

NEWARK, N. J., May 16.—Newark's anniversary industrial exposition in commemoration of the 250th anniversary of the settlement of the city, which opened up in the First Regiment Armory on Saturday, May 13, and which will continue to hold the boards for three weeks, is given a distinct motorcyle twist when the eyes of the spectator wander over toward the booth of the Essex Varnish Co., which, among other things, is displaying a fully-equipped motorcycle.

Likewise the booths of the Splitdorf Electrical Co., of Newark, maker of the Splitdorf Mag-Dynamos and Dixie magnetos; the Lovell-McConnell Mfg. Co., also of Newark, maker of Klaxon horns and warning signals, and the Edison Storage Battery Co., of West Orange, maker of batteries exhibit motorcycle products.

FOUR MORE FOR POLICE

MILWAUKEE, Wis., May 12.—The committee on public welfare of the common council at its last meeting recommended the purchase of four additional motorcycles for the police department.

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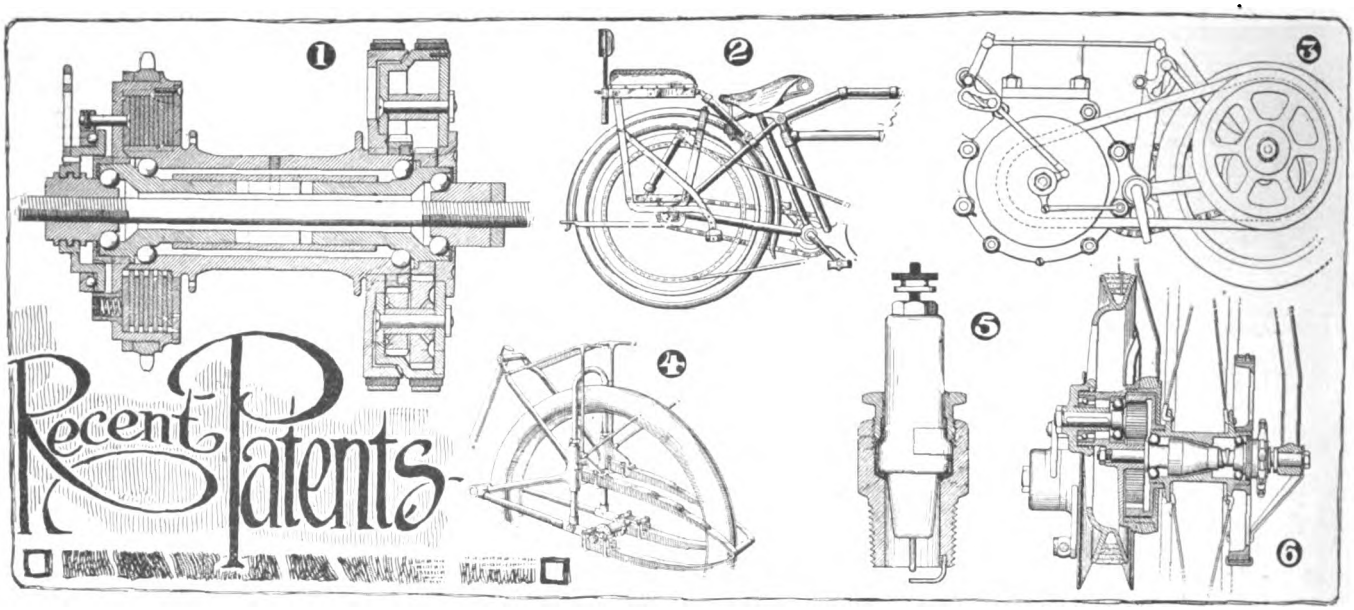

1, Dudley Two-Speed Hub; 2, Pendleton Spring Tandem; 3, Combination Transmission Designed by Osborn; 4, Van Geert Rear Spring Suspension; 5, Stranahan Spark Plug; 6, Secondary Gearing in Osborn Transmission

TWO-SPEED REAR HUB

A TWO-SPEED hub has been invented by George L. Dudley, Washington, D. C. It comprises inner and outer hubs, and change speed gearing connecting the hubs. The inner hub comprises sections connected for rotation in union and relatively longitudinally adjustable. The patent is 1,181,861.

AUXILIARY SPRING SEAT

AN auxiliary spring seat for motorcycles has been invented by Frank H. Pendleton, Denver, Colo., the patent being issued to John B. Fuller, of Denver, and to Elmer I. Garner, of Grand Island, Neb., who acquired full interest in it. The frame members supporting the auxiliary or rear seat are pivoted. The spring is held to its normal position by four spiral springs, each encased in tubes. Two of the spring members are connected to the forward end of the seat, and two are mounted on the seat supporting frame, disposed in a diagonal position that brings the springs into play whenever a rough place in the road is encountered. The casings in which the springs are mounted are also pivotally connected to the frame at their ends so that full advantage may be taken of the movement of the springs. The patent is 1,181,796.

TRANSMISSION SYSTEM

ALDEN E. OSBORN, New York City, is the inventor of a motorcycle power-transmitting mechanism which permits the attainment of two or more speeds without adding any more pulleys or gears than are contained in the inventor's earlier construction giving one speed only. The combination consists in a rotary driving member, a rotary driven member, a countershaft substantially parallel with both members, a countershaft carrier whereby the countershaft is movable about the axis of rotation of the driven member, means for connecting the countershaft and the driven member to transmit motion from one to the other, a pulley on the driving member, a belt to transmit motion between the pulleys, and means whereby two or more different speeds can be given the pulley on the countershaft without altering the speed of the pulley on the driving member. Means are also provided for revolving the countershaft carrier about the axis of the driven member to regulate the tension of the belt, and a lever is provided for controlling the mechanism, connected both with the speed changing means and with the belt tension regulating means. The former connection includes a cam so shaped as to cause the speed changes to occur in proper relation to the movement of the belt tension regulating means. The speed of the driven member may be varied in relation to the speed of the driving member by altering the position of the belt from one set of belt supporting surfaces to another and also by regulating the belt tension, as the tension may be so much released as to allow the driving member to revolve independently of the driven member. The patent is 1,181,476.

SPRING SUSPENSION

A REAR spring suspension for motorcycles, invented by Maurice P. J. Van Geert, Birmingham, England, is the subject of U. S. patent 1,181,047. It comprises a frame, radius rods pivoted to the frame and carrying the wheel spindle, guides on the frame, guide rods on the radius rods engaging the frame guides, a pair of laminated springs carried by the frame, a pair of laminated springs attached to the radius rods, and a connection between each pair of laminated springs.

SPARK PLUG

A NEW spark plug, invented by Robert A. Stranahan, Toledo, Ohio, is the subject of patent 1,180,799, issued to the Champion Spark Plug Company, Toledo, Ohio. The new feature is the gasket. This gasket has a cushioning part which is gripped in opposing relation by the shell and porcelain when assembled. The gasket has a portion at one side of the cushioning part in centering contact with the shell and a portion at the other side of the cushioning part in centering contact with the porcelain. The gasket comprises a metallic part and a fibrous cushioning part which jointly receive the opposing thrusts of registering portions of the shell and porcelain when assembled.

RHODE ISLAND M. C. FORMS IN PROVIDENCE

PROVIDENCE, R. I., May 13.—A new organization to be known as the Rhode Island M. C. is in the process of formation here. At a meeting held last evening at the salesrooms of the Harley-Davidson company on West Friendship street, 19 motorcyclists signed as charter members and temporary officers were elected.

The officers who will hold chairs until the permanent club is formed next Friday night are: President, I. C. Hyllested; treasurer and secretary, J. O. Crafford of the Harley-Davidson company; road captain, C. H. Wells.

A committee was selected to draw up by-laws and a constitution and it will report at the meeting next Friday night.

PROVIDENCE M. C. STARTS BALL ROLLING

PROVIDENCE, R. I., May 13.—The Providence Motorcycle Club held a meeting at its club rooms, 522 Broad street, Thursday night, at which plans were made for boosting the club and the sport of motorcycling. It was unanimously voted to open a membership campaign.

Plans were also laid for several runs, and it was voted to have a smoker and social in the near future. It was also proposed to have a hill run at an early date, in addition to other events. The committee in charge of this will be J. G. Edwards, C. K. Joslin and A. V. House.

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THE BICYCLING WORLD
FOUNDED 1877
DEPARTMENT OF MOTORCYCLE ILLUSTRATED
"ALL THE BICYCLE NEWS EVERY WEEK"

100 CYCLISTS START IN AMERICA'S HANDICAP

New Jersey Classic at 25 Miles Won by New England Wheelmen; 39 Contestants Figure in Finish; Accidents and Spills Mar Race; C. R. C. of A. Wins Team Trophy

WEST HOBOKEN, N. J., May 16.—Joseph Palmier, sporting the colors of the New England Wheelmen, with a handicap of six minutes, was the victor of the Hudson County Boulevard 25-mile handicap, staged last Sunday morning by the Century Road Club of America. Close on his rear wheel came Chas. Miller, of the promoting club; J. Tomosulo, of the C. R. C. A.; C. Eiler, New England Wheelmen, and E. Kuno, of the C. R. C. A., who started from the same mark with the winner.

Three-Lap Course

The course, which had to be covered three times for the required distance, was for the most part in first-class condition, except for a few stretches where deep holes caused several spills. A combination of reckless riding and obstructions in the road brought a crowd of thirty-four riders crashing into an automobile. Mosuiti, of the America's, heading this unlucky bunch, sustained a broken knee and was rushed to a nearby hospital. Other riders suffered from slight scratches and bruises.

Motor Cop Causes Spill

In the first half lap, Kissman, of the New England Wheelmen, took pace from a motorcycle policeman who was riding ahead to clear the course. He was almost a half mile in the lead when he passed the judges. Then came a group of eleven riders, also paced by a motor cop and headed by Fred Taylor. As the officer neared the judges, he swerved directly in front of the riders, thereby almost losing control of his machine and throwing Taylor and Sossi heavily to the ground.

57 Riders at End of Second Lap

The first lap was covered by Kissman, who was soon caught by Kuno and his co-markers. The scratch riders at this stage of the race were being led by Aickelin. Nothing of importance occurred until a lap and a half had been ridden, when the 3, 4 and 5 minute men were brought together. It was then that the thirty-four cyclists, sprinting desperately, figured in the collision which sent Mossuti to the hospital. Only fifty-seven riders were counted at the end of the second lap, while thirty-nine of the one hundred starters finished.

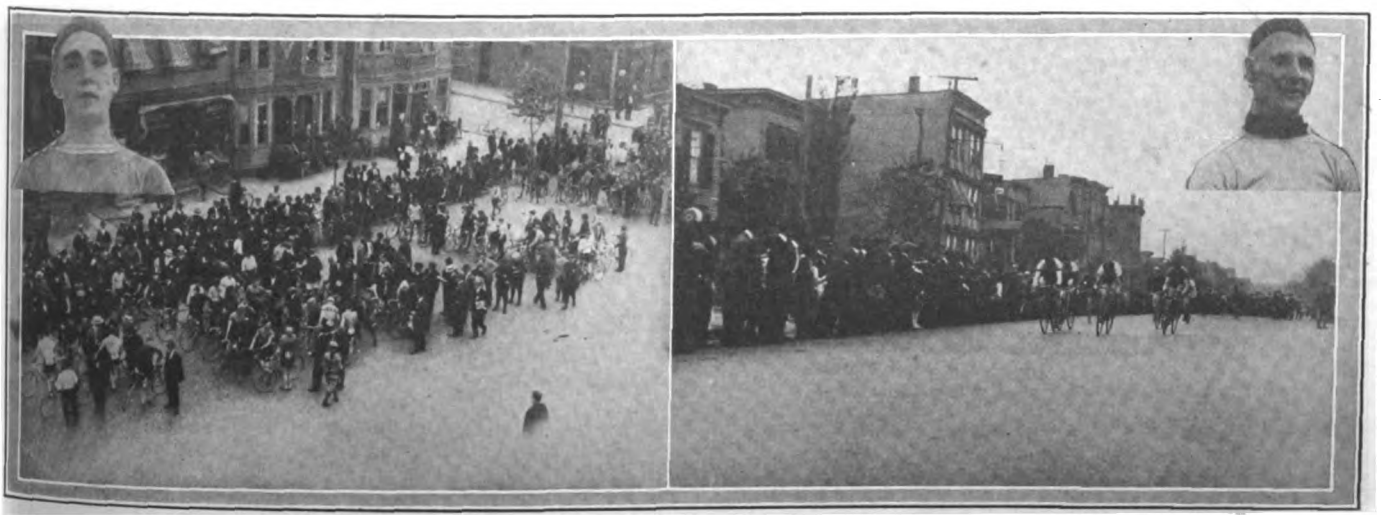
Woisin's Fine Performance

The first time prize went to Fred Woisin, of the Acme Wheelmen, riding the twenty-five miles in 1.06:12, which breaks all previous records for the course. Woisin's riding last Sunday is especially remarkable in view of the fact that right after finishing the America handicap, he traveled to Celtic Park, L. I., where with a clubmate he entered a twenty-five mile team race and won second place.

The scratch riders were the only ones to complete the grind without a spill, this being due to the generous handicaps allowed, for an interval of three minutes separated them from the group of contestants immediately ahead. To Emil E. Fraysee much credit must be given for the successful handling of the race, and also his able assistants, Taborelli, Knopf and Gerard. Summaries:

Pos.	Rider.	Club.	Hdcp.	Time.
1.	J. Palmier	N. E. W.	6	1:10:45
2.	C. Miller	C.R.C. of A.	6	1:10:45⅕
3.	J. Tomosulo	C. R. C. A.	6	1:10:45⅖
4.	C. Eiler	N. E. W.	6	1:10:45⅗
5.	E. Kuno	C. R. C. A.	6	1:10:45⅘
6.	G. Prett	Unattached	5	1:10:17
7.	J. Baumgarten	C.R.C. of A.	6	1:11:17⅕
8.	G. Ackerman	C.R.C. of A.	6:30	1:11:47⅖
9.	J. Alfonso	U. S. I.	5	1:10:17⅗
10.	R. Sossi	U. S. I.	6:30	1:11:48
11.	R. Braetz	U. S. I.	5	1:10:18⅕
12.	C. Krudle	C.R.C. of A.	5	1:10:18⅖
13.	F. Jankosky	C'd'rh't C. C.	4:30	1:10:14
14.	P. Giordano	U. S. I.	3	1:08:48
15.	C. Rabbino	U. S. I.	3	1:08:48⅕
16.	F. Hersch	H'd'n Co. W.	3	1:08:48⅖
17.	T. Flanagan	H'd'n Co. W.	3	1:08:48⅗
18.	J. H. Shrake	Trenton	4:30	1:10:17⅕
19.	R. C. Lipsett	C. R. C. A.	3	1:08:49
20.	G. E. Kaetz	H'd'n Co. W.	5	1:10:49⅕
21.	J. Fargo	U. S. I.	3	1:08:49⅖
22.	F. Small	Acme Wh.	5	1:10:49⅗
23.	J. Ghiradi	U. S. I.	4:30	1:10:19⅘
24.	C. Fontano	U. S. I.	4:30	1:10:20
25.	R. Kissman	N. E. W.	7	1:12:50
26.	R. Caldwell	Brooklyn W.	3	1:08:50⅕
27.	G. Steppello	C. R. C. A.	4	1:09:50⅖
28.	J. A. Van Zandt	Emp. C. W.	4	1:09:50⅗
29.	H. Bell	C.R.C. of A.	6	1:11:50⅘
30.	F. Woisin	Acme Wh.	scratch	1:06:12
31.	W. J. Lock	C.R.C. of A.	3	1:09:12⅕
32.	E. Ackelin	N. E. W.	scratch	1:06:12⅖

(Continued on page 60)



Left, Starting Point at West Hoboken of the Century Road Club of America's Twenty-five Mile Road Race. Right, Scratch Men Getting Under Way. Left Insert, Joseph Palmier, the Winner. Right Insert, Fred Woisin, First Time Prize Man

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On Road and Track

CHICAGOANS IN MICHIGAN RACE

GRAND RAPIDS, Mich., May 16.—Local riders are training hard for the cycling meet which will come off here on May 27, between the local Y. M. C. A. and the West Michigan Cycle Club. Entries have been received from several well-known out-of-town amateurs, among whom are E. Kochler, Will Tell and E. Nelson, of Chicago.

Frank Meissner, C. M. Shook, C. Beyers and R. O. Denison are some of the local men who have already announced their intention of entering the races. The card at the present time includes a miss and out race, one, two and five mile handicaps and a novice. Entries close May 23 with R. O. Denison, Y. M. C. A.

ANNUAL RACE TO LAGOON

SALT LAKE CITY, Utah, May 16.—The famous bicycle road race from this city to Lagoon, which has been an annual feature here for the past twenty years, will be held this year on Decoration Day. The "Mormon" classic will be promoted by "Ted" Heagren, a dyed-in-the-wool devotee of cycling. "Ted" reports the roads in better condition this season than ever before and this, coupled with the fact that the prize list is calculated to bring out a crack field of riders, inclines him to believe that the old record for the course will be crimped.

WANT TO FORM CLUB

TERRE HAUTE, Ind., May 16.—Bicycling promises to become an organized sport here if efforts now being made to form a club prove successful. The local Indian agent at Fourth and Ohio streets is back of the movement. Cyclists are invited to call at the agency any evening to meet the riders who are interested in establishing a club.

25-MILE TEAM RACE

CELTIC PARK, Long Island, May 15.—Ten teams lined up for the 25-mile bicycle team race which was staged on the four-lap dirt track here under the auspices of the Monument A. C. Victory went to the Laux-Gaffeney team, of the Empire City Wheelmen, which rolled up 59 points. Woisin-Reinecke, of the Acme Wheelmen, were in second place with 64 points, while the Bowker brothers, representing the Glencoe A. C., came into third position with 85 points.

SIXTY-MILE BIKE RACE

DALLAS, Tex., May 15.—Odey Messeroll romped home in first place in the sixty-mile bicycle road race from this city to Forth Worth and return on Sunday, May 7. C. Caldero was second finishing seventeen minutes behind the winner, while C. Parr accounted for third position.

SPENCER DEFEATS BATTLING FOGLER

Goullet Given a Royal Welcome Upon His First Appearance at Newark; Kramer Beats Field of Fifty Riders in Three Mile Open

NEWARK, N. J., May 15.—Pessimists who believe that Frank Kramer is getting old and stale were given a great shock yesterday afternoon at the Newark Velodrome when the champion met a field of fifty riders in a three mile open race and flashed across the tape first.

Among those fifty starters were many of the young outlaws who had just returned to the fold of the N. C. A., such crack riders as Alfred Goullet, Alfred Grenda and Reggie McNamara. A lap and a half from home Reggie shot out for the front and Frank tacked right on to his rear wheel.

With a half lap to go, Grenda was leading and put up a strong fight to maintain his advantage. But Kramer rode round the tall Tasmanian and beat him down the home stretch by four full lengths. McNamara who started Kramer on his way finished in third place, while Goullet was "nowhere."

The really big surprise of the afternoon was the defeat of the veteran Joe Folger by the youngster Arthur Spencer, of Toronto, who is riding his first season as a professional. The Canadian boy vanquished his opponent in two out of three heats in a special two-thirds mile match race. In the first heat Fogler just nipped Spencer at the tape, but in the next two Arthur rode from the rear and beat the old cyclist.

Goullet was given a rousing reception when he appeared in the second heat of the one mile handicap for professionals. With Grenda he started from scratch, but "Goullie" was shut out, being caught in a pocket. Grenda won the heat, Gordon Walker finishing second and Marcel Dupuy third. In the first heat McNamara nosed out Kramer at the tape. The handicaps proved too great for the back markers in the final of the one mile handicap, Jake Magin, from the fifty yard mark, winning.

Half-Mile Novice (Amateur)—Won by Ben O. Sicky, Newark; Harry Selvae, Newark, second. Time, 1 min. 17⅖ sec.

One Mile Handicap (Professional)—Won by Jake Magin, Newark (55 yards); Menus Bedell, Lynbrook, L. I. (70 yards), second; Eddie Root, Boston (75 yards), third; Alfred Grenda, Australia (scratch), fourth; Reginald McNamara (15 yards), fifth. Time, 1 min. 48⅕ sec.

Two-Third Mile Match Race (Professional) Arthur Spencer, Toronto, vs. Joseph Fogler, Brooklyn—Won by Spencer. First heat won by Fogler. Time, 1 min 58 sec. Last eighth mile, 12⅖ sec. Second heat won by Spencer. Time, 1 min. 55 sec. Last eighth mile, 12⅗ sec. Third heat won by Spencer. Time, 1 min. 54 sec. Last eighth mile, 13 sec.

Two Thirds Mile Open (Amateur)—Won by William Spencer, Toronto; Edward Byron, Australia, second; Chris Dotterweich, Newark, third; Harry Hoffman, Olympic Club, San Francisco, Fourth. Time, 1 min. 33 sec.

The Brassard Race, at One Mile (Professional) Eddie F. Root, Boston, vs. A. Jackie Clark, Newark—Won by Root. Time, 2 min. 47⅗ sec. Last eighth mile, 12⅗ sec.

Australian Pursuit Match Race (Professional)—Won by Reginald McNamara, Australia; Oscar Egg, Switzerland, second; Victor Linart, Belgium, third. Distance, four miles, four and one half laps. Time, 10 min. 5⅗ sec.

Two-Mile Invitation (Professional)—Won by John Bedell, Lynbrook, L. I.; Robert A. Walthour, Atlanta, Ga., second; Edward Madden, Newark, third; Harry Kaiser, Bronx, fourth. Time, 4 min. 12⅗ sec.

Two-Mile Handicap (Amateur)—Won by A. L. Kopp, Irvington (220 yards); Charles K Browne, Colonial Club (220 yards), second; Bennie Clark, East Orange (260 yards), third; Chris Dotterweich (50 yards), fourth. Time, 4 min. 12⅘ sec.

Three-Mile Open (Professional)—Won by Frank L. Kramer, East Orange; Alfred Grenda, Australia, second; Reginald McNamara, Australia, third; Jake Magin, Newark, fourth; Eddie Root, Boston, fifth. Time, 5 min. 58⅖ sec.

MORE THAN 1,000 CYCLISTS RIDE IN PARADE

CLEVELAND, O., May 15.—The largest and most impressive bicycle parade in over a decade was held in this city on Saturday afternoon, May 6, in which more than one thousand enthusiasts, both old and young, merrily pedalled over a course that was thronged with spectators.

The affair was held under the auspices of the Cleveland Bicycle Dealers' association which furnished balloons, banners and buntings to all those who participated. Many of the wheels were pretilly decorated and some of the cyclists were dressed in fancy and fanciful costumes.

The Boy Scouts took an important part in the big celebration, and readily demonstrated the popularity of the bicycle as an adjunct to their activities.

So large was the crowd present that Thomas Lister, the chief Marshal, had no little difficulty in getting everyone in line. Several city officials took active part, among whom was Recreation Commissioner I. F. Potts. The parade ended at the ball park where a game between two local teams was witnessed and prizes were distributed to the cyclists.

ALL READY FOR IRVINGTON MILLBURN RACE

NEWARK, N. J., May 15.—Everything is now in readiness for the famous Irvington-Millburn 25-mile road race which is to be held on Decoration Day morning by the Cycle Racing Association. The first prize of a $1,000 automobile has brought the entry list up to a record-breaking figure. The hundreds of place and time prizes being offered have attracted wide attention in the East, and riders are writing in from all of the New England as well as some of the Southern States. That the Irvington-Millburn race this season bids fair to eclipse its well remembered predecessors of the boom days appears a certainty, according to the promoting officials.

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News of the Bicycle Trade

BICYCLE RACES AT CYCLE PARTS CONVENTION

Surre and Morehouse Now Working Hard to Secure Big Prize List; Races Will Be Held at Ventnor, a Suburb of Atlantic City, Aug. 3

ERIE, Pa., May 16.—Bicycle races will be staged this year in connection with the Cycle Parts Convention at Atlantic City, the date chosen by the committee being Thursday, August 3, when a large crowd is expected to be present. This announcement has just been made by W. J. Surre, Continental Rubber Works, and C. E. Morehouse, The Standard Company, who, constituting the committee of arrangements, state that Ventnor, a suburb of Atlantic City, will be the scene of the races.

This place is easily accessible from the famous coast resort by trolley car. Ventnor was selected because of the fine course there, which will be entirely roped off and so arranged that spectators can witness the entire race from any position.

Efforts are now being made to secure a large prize list and both manufacturers and jobbers are being requested to make donations. In such instances where the products of manufacturers are not suitable for prizes, the committee would be glad to receive small cash contributions which will be used to defray the expenses.

Prizes or cash contributions should be sent to W. J. Surre or C. E. Morehouse, care of Haverford Cycle Company, Atlantic City, N. J.

JAMES SHAW SELLS STORE TO HIS NEPHEW

WASHINGTON, D. C., May 16.—James Shaw has purchased the interest of his uncle, J. B. Shaw, in the Acme Bicycle Company, located at 1749 Pennsylvania avenue, N. W. The business was established over 20 years ago at this location by the elder Shaw, who is now 74 years of age. He is retiring from business with a competence more than sufficient for the remainder of his years.

The new owner has been connected with the business for a number of years, and it is his intention of continuing the firm's policy of handling high-grade bicycles only. This firm handles the Pope, the Iver Johnson and Cornell bicycles and has the District of Columbia agency for the Cyclemotor.

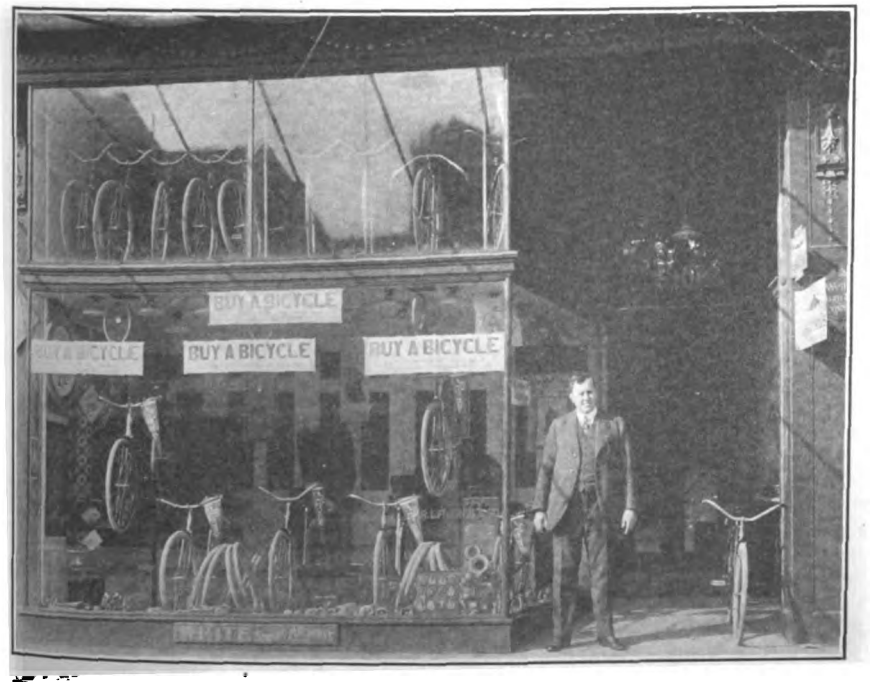
NEW MOTOR WHEEL DEALERS

MILWAUKEE, Wis., May 12.—On May 1 thirteen new dealers for the Smith Motor Wheel were signed up, one-half of them by Billy Cahn, who is traveling in New York State. The list of new dealers follows:

Jesse Albin, East Port, L. I.; Herbert C. Tooker, Southampton, L. I.; C. H. Thomas, Easthampton, L. I.; Mattituck Service Station, Mattituck, L. I.; Leroy H. Osborn, Greenport, L. I.; F. N. Elliott, Candor, N. Y.; Chas. Schneider, Venita, Okla.; E. A. Esper, Miles City, Mont.; Henry H. Mattison, Gafney, Pa.; V. Smith Boggs, Las Aminas, Colo.; Detwiter Bros. Hardware Co., Aledo, Ill.; E. W. Jewell, Dike, Iowa; W. H. Dilton, Morristown, N. Y.

The A. O. Smith Co. is urging its dealers to go after the factory business direct, and is supplying its dealers with a special factory poster, 36 x 38 inches, in two colors, to be hung in factories for the purpose of interesting employees. Already results are coming in and reports from dealers everywhere indicate this to have been one of the most productive moves made toward special motor wheel sales.

WHERE THE RACYCLE IS HANDLED IN BALTIMORE



The Attractive Store of R. L. French, Who Has Recently Closed a Contract for the Flying Merkel and Miami Power Bicycle Agencies

JACKSON ISSUES COMPLETE ACCESSORIES CATALOGUE

SAN FRANCISCO, Cal., May 15.—A very comprehensive and practically arranged catalogue of 248 pages, describing and illustrating bicycle and motorcycle supplies and accessories, has just been issued by W. E. & W. H. Jackson, Pacific Coast distributors of the Dayton bicycles and motorcycles. A feature of the catalogue is the index in the back which renders it easy for one to find the page on which any particular part of accessory appears. Copies of the catalogue will be mailed to any Pacific Coast dealer on request, the Jackson establishment being located at 785-87 Mission street.

DES MOINES DEALERS ORGANIZE

DES MOINES, Ia., May 15.—Dealers here formed a permanent organization to promote interest in bicycling and have planned to stage a racemeet on Saturday, May 27. Wallace Moore, of the Iowa Cycle Company, was elected president of the association and Ed. Anthony, of Hopkins Brothers, vice-president. Preceding the race on May 27, a big bicycle and motorcycle parade will be held.

MAKES SPECIAL INDUCEMENT

PADUCAH, Ky., May 10.—Gleaves & Sons are now agents for the Crescent, Crown, Pope and Cleveland bicycles and are handling a full line of sundries. In order to stimulate interest on Bicycle Day this company made a special offer of a complete electric lighting outfit with any bicycle retailing for $30.00 or more.

JOBBERS MEET MAY 22

BUFFALO, N. Y., May 16.—Keyser Fry, the president of the Cycle Jobbers Association, has postponed the meeting of the directors from May 15 to May 22. The meeting will be held here at the Lafayette Hotel.

BUFFALO PARADE POSTPONED

BUFFALO, N. Y., May 14.—Owing to rain this afternoon the Bicycle Parade has been postponed until next Sunday, May 21.

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MORE PRIZE WINNING SALES TALKS

Contestants Agree on Value of Neat Stores and Attractive Window Displays; Price-Cutting and Knocking Frowned Upon; All Boost for Better Bicycles and Proper Service

ON these two pages we present the third and two fourth prize letters submitted in the "Million Bicycles" Committee's selling talks contest. In last week's issue appeared the first and second prize talks. These letters were written by dealers and clerks of experience and are well worth reading.

THIRD PRIZE LETTER

By E. H. LENG

THE first appeal to the customer is made through the display, which must be both clean and simple. Only a few things should be shown attractively in the window. Next comes the interior of the store, which must by all means be kept spic and span. Nothing but new goods should appear in the show room; the floors should be well swept and the wares neatly arranged.

If a dealer makes repairs, the department devoted to this end of the business ought to be separate from the show room. And if a dealer has a one-room store, then the repair shop should be divided from the rest of his establishment by means of a five-foot partition. There is a two-fold advantage to be attained in doing this; first, the customers are kept out of the repair department; and, second, the dealer is still able to greet prospects as they enter the store.

Bringing Out Strong Points

It is also important that the man who waits on customers should present a neat appearance.

With all these points carefully considered and with a reliable line of merchandise in stock, a sale is half made before you utter a word, for the customer will feel glad to deal with you.

Now comes the sales talk. Here's the way I tackle a prospect:

"Good-morning, Mr. ——. I want to show you the new —— bicycle. It's a real beauty. It is equipped with —— tires, guaranteed by a million-dollar concern. The saddle is made by ——; has been on the market for 20 years, and has always given satisfaction. It has very good springs, full grain leather top that will not get out of shape or roughen up; and in addition to that the saddle is well padded and very comfortable.

"The coaster brake used on this bicycle has been the standard of superiority ever since coaster brakes for bicycles came into use, and is guaranteed to give first class service by its makers. The hanger is of the one-piece type, which has revolutionized hanger construction and done away with all hanger troubles. The cups screw into the hanger shell, which moves a perfectly true bearing and gives the least possible resistance to the main bearing in your bicycle.

Playing Up the Finish

"All the metal parts that are nickel-plated are first copper-plated, thus practically preventing rust. The enamel used is the very best obtainable, and the enameled parts are first dipped in a red rust-proof bath. The coating of enamel is then rubbed down, after which a second coating is applied, which when dried is skillfully striped and baked in an oven, the heat being varied according to the color of the enamel, as some delicate colors are baked at a lower temperature than dark ones. The result of this painstaking method is that our bicycle has as fine and durable a finish as you will find in the market.

"The chain is of the roller type, which was considered a luxury in the old days and only used on the highest-priced wheels. Nowadays you will find it on very good bicycles, for it has completely obliterated chain troubles. You will notice that the front hub matches the coaster brake.

A Bicycle for Everybody

"We have all styles of bicycles in stock; the diamond, double bar and arch bar frames, and also the motor bike. We keep these in various sizes, so we can surely give you exactly what you desire. The advantage of buying from us, right in your own home town, consists in the fact that we are right here to take care of any small adjustment necessary; our prices are right and the terms as reasonable as any good business man can offer you.

"Perhaps you might be interested to know that we are forming a bicycle club and will stage a road race on Decoration Day. We will give handsome prizes for first, second and third places; and in addition to that we offer a prize to the club with the largest representation, and also to the rider making the best appearance."

Now, Mr. Dealer, you have told your story without giving the prospect a chance to talk, assuming all along that he is going to buy a bicycle from you, and the only question under consideration is picking a machine which strikes his fancy. Close the deal at once, if possible, and don't let the customer out of your store until you have some of his money. Don't talk about the weather, or your business troubles, talk BICYCLES, and you'll win.

Soliciting by Mail

If you fail to sell the customer, be sure to get his name and address. Then write him a few days later, asking when you may expect him to come and make a selection. Keep a book with all the prospects' names and addresses, which will constitute your mailing list. From time to time send him your catalogues or circulars. I believe that solicitation by mail is very effective.

In closing I might add that it is good policy to have prices marked plainly on all goods. If you are selling on easy terms, then mark the easy term price and allow a cash discount. Do not cut prices—the greatest enemy-maker is the cut-price cycle dealer.

FOURTH PRIZE LETTER

By T. N. MUDD, JR.

CONTINUED success with any line of merchandise depends on quality of goods, neat, attractive display, snappy advertising, fair prices and courtesy, first, last and always.

A high-grade bicycle of good quality will make a lasting impression on your customer. The fact that he paid a few more dollars for it in the beginning will be forgotten, but the thing that counts, "satisfactory results," are with him every day he rides it.

It is poor policy to sell a cheap wheel because it is easier to make the sale, for the very good reason that the cheap bicycle will not, as a rule, satisfy its owner, and he will be more apt to tell his friends than to tell you.

On the other hand, the fellow to whom you sold the quality wheel will tell everybody, and you will be sure to hear from it in the way of more sales on this satisfactory article.

Catchy little advertising stunts are necessary from time to time to keep the prospects interested in your store; get up something the other fellow has not thought of, it may be a little thing, but if it is new and original it will be sure to obtain results.

In the meantime always keep the show windows clean and tastefully decorated; don't make the mistake of trying to put

FRANK RUPERT

He Captured the First Prize in the Contest, Winning $100. Rupert Has a Bicycle Store in Decatur, Ill.

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everything you have in stock in the window at one time. Don't crowd; you lose the effectiveness. Change the windows often and have something different every time.

A clean, bright store, with stock well arranged and wheels polished up, has a wonderful effect on your prospect, because it will be different from the average bicycle shop and will be favorably noticed.

Always study your customer; try to learn just what use he is going to make of his wheel, whether for business or pleasure. Sum up in your mind just what you think will suit him best and show him samples along that line, always remembering to keep that quality wheel to the front as much as is consistent with the needs of the customer in hand.

Let the Customer Talk

Don't try to do all the talking; let your customer get in a word; in fact, if he wants to talk, let him go as far as he likes. Listen to what he has to say, it will create in his mind a pleasant feeling toward you and give you a much better chance when your time comes.

Don't try to overcharge; always be fair with your prices, *but don't cut*. And, above all things, be courteous and polite at all times, whether you are taking his money at the time of the sale or adjusting a loose bearing *free of charge* for him later on. Courtesy and politeness cost nothing, but always bring good results.

INTRODUCING ROLLFAST TO QUAKER CITY

Display Used by George W. Robb, of Philadelphia, When He Announced the Distributorship of the Rollfast Tires

FOURTH PRIZE LETTER

By F. H. BELL

WHEN a prospective purchaser comes into the salesroom and asks for a certain bicycle, calling it by name, if you have such a bicycle in stock show it to him—talk it up to the best of your ability and avoid the mention of any other bicycle.

The chances are that through former experience, through recommendation, or for some other reason he has had his interest aroused, and that he bears a favorable impression of the machine he has named.

In such a case the bicycle is half sold, and it only remains for the salesman to carefully pave the way to close the deal.

In cases where the dealer does not happen to have the particular bicycle asked for and when the prospect happens to be familiar with the bicycle named a great deal of tact and discretion is often required to convert the prospect, to favorably impress him with a bicycle bearing a different nameplate, and to effect a sale.

Skillful Tactics Required

Such an emergency calls for skillful tactics and requires a strict regard for honesty in any comparison he may be called upon to make of the two machines.

If, on the other hand, the prospect has not made up his mind as to the bicycle he wants, it is easier to impress him with those features you have picked out as your talking points.

It is presumed that the average dealer prefers to dispose of that bicycle which will render him the best ultimate returns—measured by the satisfaction given the purchaser, the prestige the bicycle will have in creating other sales, and at the same time render a satisfactory profit.

The higher priced goods are better quality, cost more, and, of course, should yield a larger profit, and when the prospect does not limit himself to a specified expenditure, it stands to reason that it is easier to make a sale when you can hold the prospect's attention to the better quality of goods.

When offering the cheaper makes of bicycles, or those which for some reason it is desired to close out, misrepresentation or exaggerated claims should be avoided, as any tendency toward such practice will result in disappointment and dissatisfaction to the customer and disaster to the dealer through the loss of the customer's business and his friendship.

Giving Absolute Satisfaction

Where a customer leaves it to the salesman to make the selection, it is proper that he should sell him something that will give him the best results for the money expended, and that the customer be satisfied when he has put the bicycle into service.

Avoid unscrupulous tactics; don't misrepresent; don't knock a competitor; don't argue with a customer; don't offend him; have a respect for his opinion though it differs from yours; don't use technical and confusing terms; dwell on simplicity, and when anything arises to take the prospect's mind from the sale of the bicycle remember that you are off the track. Remember that your one object is to sell a bicycle.

Be constantly on the alert for converts. Never miss an opportunity to boost the bicycle. When you have sold a customer a rod or a gun or anything else, ask him if you could not interest him in a bicycle. Tell him that if he does not already own a bicycle that he has possibly not fully investigated the possibilities of the bicycle.

Tell him how cheap bicycles are being sold today, and if he has not got the ready money that you can provide for him to pay for it in easy installments each week.

Tell him how much time he can save going to and from his business or his work. Tell him how much he can save in car fare—how he can go home to dinner, of the exertion saved over walking, the healthful and exhilarating exercise he will get each day.

Doctors Recommend It

Tell him that doctors recommend the use of bicycles for those who are not well or strong, and that they recommend them to those who are to preserve their health.

Explain to the merchant what a convenient, economical means of transportation the bicycle is for light and rapid delivery.

Tell the father he owes it to his boy to give him a bicycle. It makes them happy, healthy, contented and the industrious boy can make extra money after school and during vacation time if he has a bicycle.

The bicycle is the cheapest known means of transportation today, and, together with its simplicity of construction, its lack of complicated mechanism or parts, its improvements in design and construction, the absolute safety of control through the use of the coaster brake, the bicycle is a practical and complete vehicle of itself, but the many mechanical attachments now being offered by the trade makes it possible to quickly and cheaply convert any bicycle into a power propelled vehicle at only a fraction of the cost of a motorcycle, and at an insignificant cost for maintenance.

WANTS LINE OF BICYCLES

PLYMOUTH, Wis., May 16.—Harvey Chaplin, proprietor of Chaplin's Light Shop, contemplates the handling of the Harley-Davidson and accessories in connection with his present business. He also plans the organization of a motorcycle club. Chaplin is now looking for a line of bicycles.

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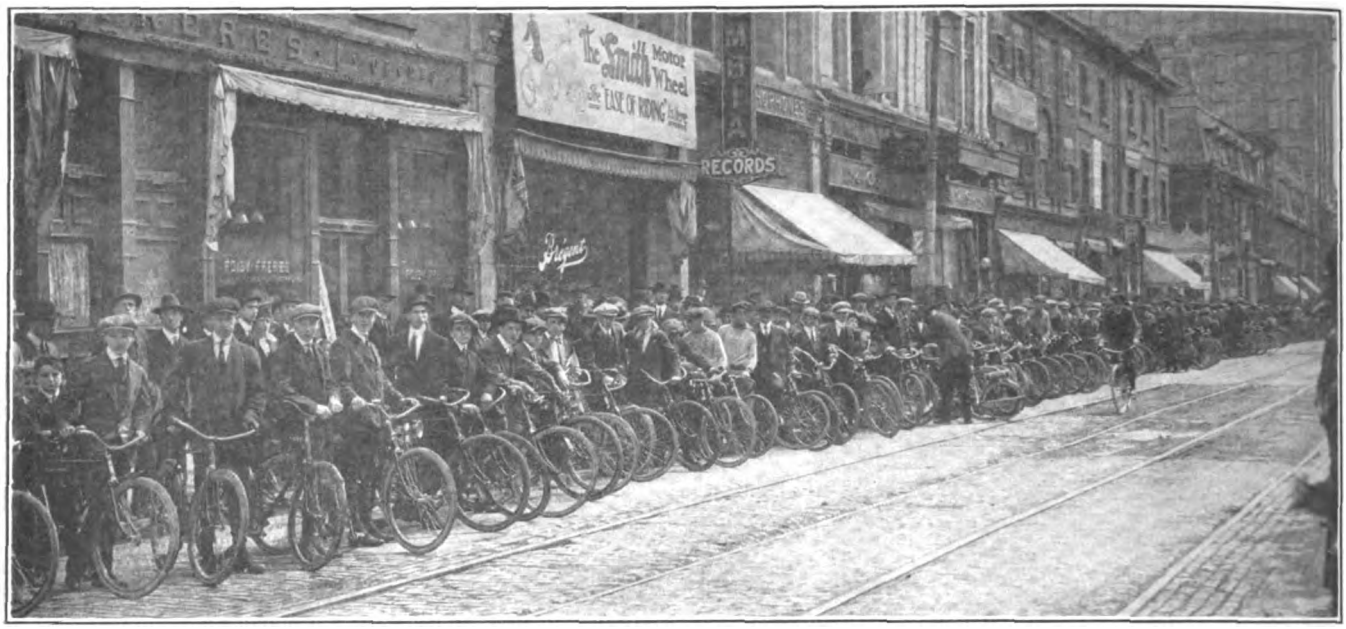
HOST OF RIDERS TURN OUT FOR MONTREAL PLEASURE RUN



Line-up in Front of the Bregent Store, Montreal, Before the Ride. Over 3,400 Spectators Saw the Start

MONTREAL, Que., May 14.—The honor of staging the most successful bicycle run ever held in all Canada goes to Fred. St. Onge of the A. E. Bregent Company, Montreal, distributor of the Smith Motor Wheel.

On Sunday, May 7, in the presence of 3,500 spectators, 274 cyclists started on a twenty-mile pleasure tour, headed by Alderman Louis Rubenstein, president of the Canadian Wheelmen's Association, and thirty Smith Motor Wheel riders, including St. Onge, who acted as guides and lieutenants. Alderman Rubenstein was pacemaker for the whole distance, although he had not been on a bicycle since 1902.

Everyone of the 274 starters checked in at the finish and their names were taken for the distribution of souvenir watch fobs consisting of a miniature Smith Motor Wheel in raised relief. A feature of the outing was that a sixteen-year-old French girl, Hortense Gelinas, covered the whole route on her bicycle, and she was the only young lady in the tour.

The event had been advertised well in advance, but the ultimate success of the outing was feared because Montreal people are inclined to be a little slow in taking part in a demonstration of this nature. But the street in front of the Bregent store was so crowded when the hour of the event came that the police had to be called to regulate the traffic.

Ten miles out from the city a halt was called, and, at this point, St. Onge made four speeches to the crowd on the subject of bicycle riding. The line of cyclists extended for an eighth of a mile and St. Onge had to speak four times, even with a megaphone, in order to reach everybody.

Cameramen of the Pathé Company were on the scene to take moving pictures of the cyclists and next day every paper in town published a lengthy report of the unusual event.

St. Onge now proposes to hold a half-century run and many inquiries have already been received regarding the event. In the recent outing, absolutely no racing was permitted and all participants were able to keep up with the pace. The result was that there were no casualties and every cyclist finished the run with more enthusiasm than when he started out.

STRONG FIELD FOR C. R. C. A. HANDICAP RACE

NEW YORK, N. Y., May 16.—The scratch riders who will apear in the C. R. C. A. ten-mile handicap at Floral Park, L. I., next Sunday, are the pick of the eastern amateurs. Among them will be seen Edwin Jensen, Inter Club League Champion for two years; Fred Wosin, 1913 Inter Club League champion and first time prize winner in the America's 25-mile race last Sunday; Louis Heban, of Cedarhurst; L. Gaffney and George Laux, the latter two having made up the team which won the recent Monument A. C. 25-mile team race, and Eugene Aickelin.

With the one-minute bunch will appear W. J. Lock, of the C. R. C. of A.; J. J. Marquard, of the C. R. C. A.; A. Attardi and other speed merchants. Of the 110 entries handicapped, from the limit of four minutes, the riders are well spread on the various marks all the way to the two-minute mark. An effort has been made to so handicap that the low mark men will be accorded a good opportunity of establishing the best time of the day.

HOW SELLING TALKS WERE JUDGED

Committee of Judges in the "Million Bicycles" Contest Discloses the Points Which Were Considered in Deciding the Winners

NEW YORK, N. Y., May 12.—Believing that it might prove of interest to dealers to know the basis on which the judges in the "Million Bicycles" Committee's selling talk contest arrived at their decisions, the following letter from the judges has been released by Secretary Charles F. Olin:

Dear Mr. Olin: Supplementing our report of the awards in the Bicycle Salesmanship contest, for the good that it may do, the Committee of Awards believes it worth while to point out that in reaching its conclusions the following points weighed most heavily:

1.—Confidence.

2.—Nature of appeal.

3.—Practical ideas most likely to sell more bicycles or better bicycles or both.

Of these three elements we rated "Confidence" at 50 per cent., as without confidence in himself and in the goods he has for sale, and ability to make the most of such qualities, salesmanship counts for little. In other words, a salesman must have such faith in himself and his goods that he must first be able to sell to himself before he can sell to others.

In the case of Mr. Frank Rupert, to whom first prize was awarded, this confidence was reflected in almost every line of his paper; and withal, he presented his case in a thoroughly natural manner, and submitted proof that, in face of stern competition, his faith and appeals have proved effective.

What Mr. Rupert says concerning the

(Continued on page 50)

The Concluding Installment of the Kramer Life Story Will Appear in the Bicycling World Supplement Next Week.

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MISCELLANEOUS MOTORCYCLE NEWS CONTINUED

ANDREWS DISCUSSES INDIAN EXPORTS

Assistant Export Manager For Hendee Mfg. Co. Tells of Remarkable Expansion and Considers the Problem of the Future

SPRINGFIELD, Mass., May 12.—That the Indian export business has increased tremendously this year over that for the twelvemonth ending a year ago, disregarding machines sold for military purposes; that the company's foreign business has been broadened to include markets not touched heretofore, and that in the case of the British colonies, at least, the whims of these new customers must be religiously catered to if any large proportion of the newly-created trade is to be retained when the war is settled and things go back to normal, are points of interest in a statement on the export situation by C. K. Andrews, assistant export manager for the Hendee Mfg. Co. At the present time, during the absence of Export Manager W. D. Blood, on a foreign business-building trip, Mr. Andrews is in full charge of the Indian export business.

"The increase in the business is traceable not alone to the fact that foreign motorcycle factories are turning out war munitions and military motorcycles almost exclusively, which, of course, results in the cream of the export trade being turned into American channels," said Mr. Andrews, "but also from the fact that we have been consistently plugging and digging for it, as is exemplified by Mr. Blood's present trip. He has succeeded in making many connections which otherwise, no doubt, would have escaped us. Then again, having among American motorcycle makers been longest in the foreign field, we have been best known abroad, and this fact has contributed measurably to the enormous increase in foreign trade during the past year.

"Nevertheless, we are now catering, and will have to continue to cater, to the foreign buyer, especially to the customer in the British colonial possessions, if we are to maintain our present showing when peace has been consummated. I am an Englishman myself, and, believe me, when I tell you that our newly-made customers on British soil will have to be mightily pleased with our goods, our methods and our treatment of them, else as soon as conditions are again normal they will at once proceed to again form connections with British exporters of motorcycles and bicycles with whom they have dealt for years.

"This same condition holds in the case of other foreign markets which have been supplied before the war by the British two-wheeler manufacturer. They are used to the careful, steady attention which the British exporter gives his foreign customers, and unless we make our new customer feel that we are doing our utmost to please him, not only with well-made goods at the right prices, but, also, with any attention to little details which make for his convenience, we are bound to lose this trade back again to Great Britain when the war is over."

MAKES FIRST PACIFIC HIGHWAY RUN

Indian Rider Covers 1,370 Miles Between Los Angeles and Portland, Ore., in 6¼ Days Without Having to Open Toolbox or Touch His Tires

PORTLAND, Ore.—The honor of making the first motorcycle trip in 1916 over the Pacific Highway from Los Angeles to this city, goes to H. A. Boyd, who rode the 1,370 miles without trouble on his 1915 three-speed Indian. He made the trip more for the fun of it than anything else and will remain in this city for about a week and then ride back to Los Angeles.

"It only took me 18 hours to cover the 500 miles between Los Angeles and San Francisco, but it took 5½ days to come the 870 miles from San Francisco to Portland," said Boyd. "In making a distance of about nine miles coming up the Siskiyou grade I had to battle with the mud for two hours in the rain. I also had quite a tussle at Comstock in Pass Creek Canyon, where I found that several automobiles had been stuck for some time.

"I didn't have to open my tool box on the entire trip, nor even clean a spark plug. Neither did the Goodyear tires on my machine suffer a single puncture all the way from Los Angeles to Portland."

Boyd's feat is but one degree removed from the remarkable since he is an amateur rider in every sense of the word and totally unused to the rigors of long hard trips such as this one.

MOTORCYCLE WON HIM A JOB

EAST YOUNGSTOWN, O.—The ownership of a motorcycle, and consequent familiarity with the operation thereof, resulted in the appointment of Edward Farris, son of D. J. Farris, a member of the city council, as temporary motorcycle policeman. He will serve in that capacity until some other officer can be broken in to the work, and perhaps may be retained permanently.

HERE'S A SALES BOOSTER FROM HENDEEVILLE

"FINDING the Wonder Places with the Indian Sidecar" is the title of one of the most attractive pieces of Indian literature that has been gotten out by the advertising department of the Hendee Mfg. Co. for some time. The booklet, which comprises 16 pages and a handsome cover done in two colors, is profusely illustrated with beautiful photographs, depicting just a few of the "wonder places" that the Indian passenger outfit has made it possible to locate, while the interestingly written text matter is calculated to enthuse even the most pessimistic and turn his thoughts Indianwise. Undoubtedly the booklet, which is intended for distribution by the dealers, will make many a new prospect. Dealers who have not already received a supply of these new booklets are invited to write immediately to the advertising department of the Springfield manufacturer for them; these are supplied gratis to Indian dealers.

NATIONAL CHAMPIONSHIP EVENT FOR FRESNO

FRESNO, Cal., May 16.—L. H. Weilheimer, promoter of the last two meets at the Fresno track, is arranging for another meet to take place September 3 on the Fresno Fair grounds track. Permission to use the track as well as an F. A. M. sanction have already been secured.

Four events are carded for the day as follows:

First, one-hour race for the professional National Championship, with prizes of $125, $100 and $75, besides the F. A. M. gold, silver and bronze medals. Second event will be at five miles for California riders in district north of but including Bakersfield; this will be a strictly stock affair. A club trophy is offered as prize. Third event will be a five-mile free-for-all, prizes $35, $20 and $15. A contest similar to the second event for California riders will ring down the curtain.

DETROIT CLUB GETS OLD AFFILIATION NUMBER

DETROIT, Mich.—The Detroit M. C. has received its certificate of affiliation with the F. A. M., bearing its old number, 12. It was one of the first clubs in the country to join the Federation. Sundays runs are to be made to see the various interstate race meets, the next in Dayton being slated for May 27.

READING TOURISTS ON THE JUMP

READING, Pa.—Louis Reaser, one of the oldest motorcyclists here, and Edward M. Weaver, have returned from a 213-mile trip all over northeastern Pennsylvania, covering three days. In two weeks they will make a trip to the Gettysburg battlefield, a 250-mile trip.

LIMA M. C. PLANS MIXED MEET

LIMA, Ohio, May 16.—Two five-mile events, a ten-mile and a 25-mile event, and a sidecar contest that will go for three miles, comprise the motorcycle portion of a mixed motorcycle and bicycle racemeet, which will be staged by the Lima M. C. on the mile track at the Lima Driving Park on Decoration Day, May 30. The bicycle program consists of two half-mile events.

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THE INDIAN SIGN IS THE DOLLAR SIGN

TIE IT UP TO YOUR STORE

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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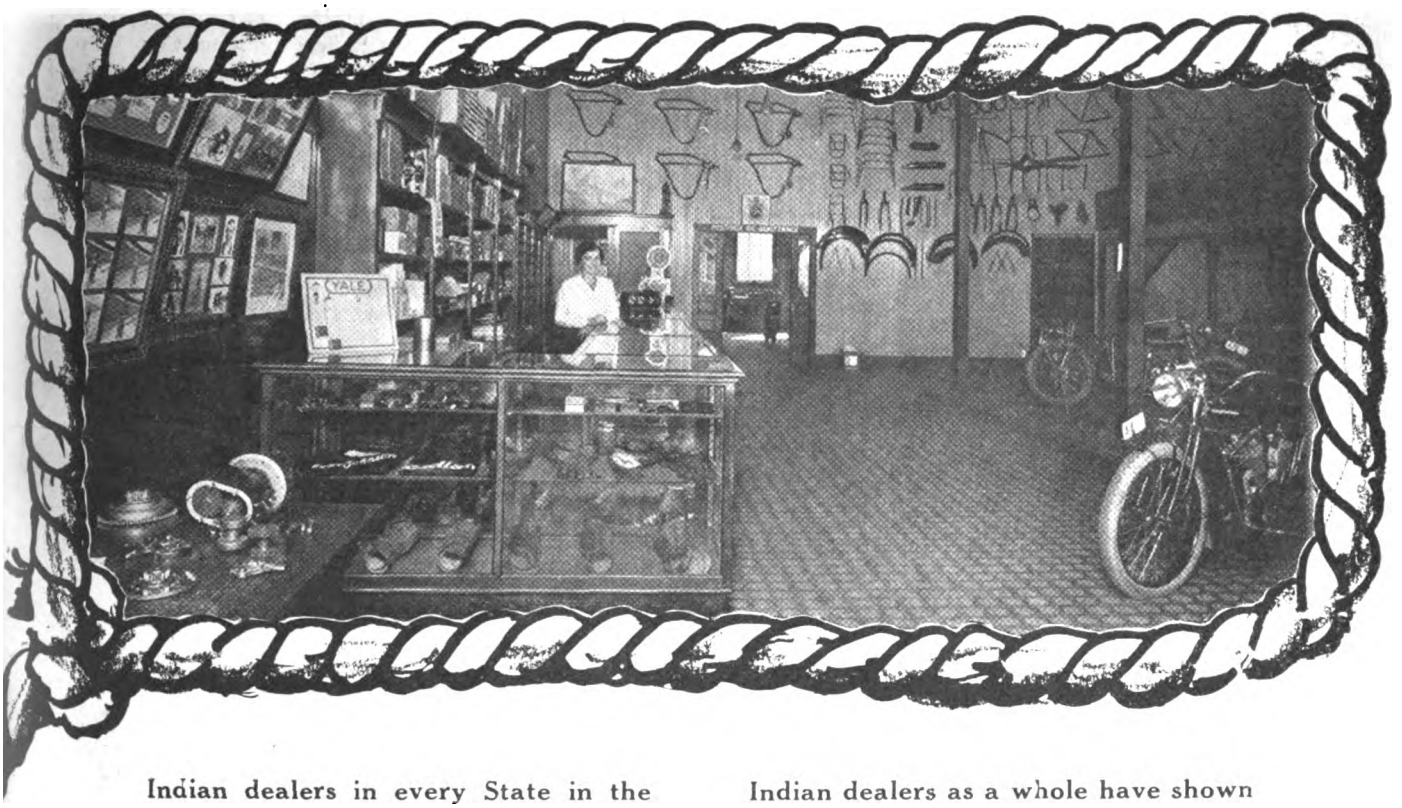

Indian dealers in every State in the Union—with the exception of a few subject to adverse weather conditions—are ahead of last year in 1916 sales.

Among these a very large number *have already exceeded to date the total of machines sold during the entire 1915 season.*

Indian sidecar sales are nearly as much again as the very fine business done in the corresponding period last year.

Indian parcel car sales are 25% ahead.

The Indian Bicycle line found a demand which, since the first announcement, has kept production at the very limit all the time.

But the greatest outstanding phase of the 1916 selling season has been this—

Indian dealers as a whole have shown more real merchandising strength than ever before in the history of motorcycle retailing. Indian dealers have become better advertisers. Indian dealers have become better business thinkers. Indian dealers have become more aggressive and skillful merchants.

If your volume of business is not up to expectations ask yourself these questions:

Do you just keep a store or do you sell?

Do you develop sales in a haphazard way or by a systematic, air-tight method?

Do your prospects happen to drop in or do you go get 'em?

Are you still a business student?

TYING THE DOLLAR SIGN TO YOUR STORE DEPENDS UPON HOW YOU CAN ANSWER THE ABOVE QUESTIONS.

THE 1916 INDIAN IS 100% RIGHT.

ARE YOU?

Hendee Manufacturing Company

(Largest Motorcycle Manufacturers in the World)

Springfield, Mass.

A *good* deed often means a *good* deal—Please mention MOTOR CYCLE ILLUSTRATED.

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JOHNS IS STAR AT FRESNO MEET

Rider of 8-Valve Indian Captures 5-Mile and Australian Pursuit and Sets New Track Record—Kenney, Cyclone, Wins Thrilling 25-Mile Event

FRESNO, Cal.—The feature race of the Fresno M. C. meet held in this city on May 7 was the 25-mile free-for-all, which came fifth on the card. In this race, Kenney, Cyclone, shot into the lead and held his place until about five laps from the finish, when he developed motor trouble. Don Johns, 8-valve Indian, riding second, gradually crept up to Kenney, but the latter kept ahead, crossing the line just six feet ahead of Johns. The crowd got to its feet to see the finish, and thereafter took greater interest in the meet. Kenney's time was 21:27. E. Tice, Harley-Davidson, came third.

Johns copped the 15-mile Australian pursuit event, No. 6, with M. Tice, Harley-Davidson, second. He also took the 5-mile free-for-all in 4:08, with Ludlow and M. Graves, 8-valve Indians, second and third. Johns went out for a mile time trial during the afternoon, and cut Creviston's time of 49 seconds by ⅖ of a second, setting a new figure for the track. Morty Graves, Indian, won the 10-mile free-for-all with Ludlow, second, and M. Tice, Harley-Davidson, third. Time, 8:36⅖.

The Tices shone in the 5-mile events, cut from 15 miles. In the Valley Riders free-for-all, M. Tice was first and E. Tice second, in 4:24⅕. In the Club Trophy race, E. Tice led his brother across the tape in 4:22. He won the Warner cup in this event. M. Tice received the Splitdorf gold-plated plugs for winning the Valley Riders race. The five-mile amateur race went to J. Hess, Harley-Davidson, in 5:32, with J. W. Titus, Excelsior, second.

PRIZES WORTH $3000 FOR BAY STATE RUN

Nearly 150 Entries Expected for 1000-Mile Endurance May 28-29-30—Quick Announcement of Results Promised by Officials Through Novel Method of Scoring

BOSTON, Mass., May 16.—Present indications are that the 1,000-mile endurance run which the Bay State M. C. will stage on May 28-29-30 will draw well over 100 entries—the most sanguine expect 150 to check out on the trip to Buffalo, N. Y., and back. Entries for the event will close on May 18, but post entries will be taken up to within half an hour of the start.

The first day's run will carry the boys from Boston, where they start at 3 a. m., through Worcester, Springfield, Pittsfield, Albany, Fonda and Utica to Syracuse, where they will check in at 7 p. m., having covered 332 miles. The second day's schedule embraces 343.4 miles and leads from Syracuse through Geneva, Rochester and Batavia to Buffalo and back by the same route to Syracuse. The third day calls for a repetition of the first day's performance in the reverse direction. The riders will check in at Boston at 7 p. m. The total mileage is 1,007.4 and the schedule calls for an average speed of just slightly better than 20 miles an hour.

One of the innovative features of the run is the fact that arrangements have been made to give out the results of the run within two hours after the last man checks in at the finish. This will be accomplished by means of relay riders who will start from Buffalo and pick up the checking sheets on the way to Boston.

The prize list is a formidable as well as tempting one, exceeding in value $3,000. In part, it follows:

Ever Dry Riding Suit, Hub Cycle Co.; Stewart Speedometer, Stewart Warner Co.; Stewart Horn, Stewart Warner Co.; $25 Tesbestos Friction Discs, American Asbestos Co.; 1 Disc Brake, Eclipse Machine Co.; Solar Head Light, Louis Goldsmith; 1 Electric Horn, Elec. Spark Appliance Co.; 1 Horsey Pony Vulcanizer, Horsey Mfg. Co.; 1 Rogers Side Car, General Motorcycle Sales Co.; 3 Air Pressure Gauges, Improved Gauge Mfg. Co.; 1 Prest-O-Lite Tool Box, International Stamping Co.; 1 pair Drop Side Mud Guards, International Stamping Co.; 1 Reflex Spark Plug in case, Reflex Ignition Co.; 1 Cyclephone, The Sireno Co.; 2 Gold-plated Splitdorf Plugs in case, Splitdorf Electrical Co.; 1 Cyclometer, Veeder Mfg. Co.; 2 Midget Tail Lamps, Van Cleef Bros.; 1 doz Tubes Cement, Van Cleef Bros.; 5 rolls Tape, Van Cleef Bros.; 2 Twitchell Air Gauges, Twitchell Gauge Co.; 1 No. 145 Whitney M. C. Chain, Whitney Mfg. Co.; 1 Fox Tandem, Fox Mfg. Co.; 1 pair Dimmer Goggle, Chicago Eye Shield Co.; 1 Motorcycle Suit, Lamm Bros.; 6 Benton Plugs in case, L. F. Benton Co., Vergennes, Vt.; 2 Endurance Tubes, Endurance Tire & Rubber Co.; Route Books, B. F. Goodrich Co.; 10 gals. Harris Oil, A. W. Harris Oil Co.; 1 pair Leggings, Syracuse & Ellridge Glove & Mitten Co. Bay State Motorcycle Dealers' Association—14 28x3 U. S. Chain Tread Tires, 14 28x3 U. S. Inner Tubes, 14 28x3 Goodyear Blue Streak Tires, 14 28x3 Goodyear Blue Streak Tubes, 10 28x3 Firestone Tires, 10 28x3 Firestone Tubes, 1 Nickel Plated Schebler Carburetor, Wheeler & Schebler; 2 Mott Rims, Mott Wheel Works; 1 Cygnet Rear Car, Cygnet Rear Car Co.; Vacuum Oil to all riders en route, Vacuum Oil Co.; Silver Loving Cup, Westfield Mfg. Co.; 2 Vacuum Cup Casings, Pennsylvania Rubber Co.; Set Auburn Spark Plugs to all riders reaching Auburn, Auburn Spark Plug Co.; F. N. Tandem, Fentress Newton Co.

"OUTLAWRY" HALTS DETROIT TRACK MEETS

Unsanctioned Automobile Meets Net a "Three A" Ban for Saucer, Which F. A. M. Must Respect—Dealers Disappointed

DETROIT, May 16.—Detroit and the Detroit Motorcycle Dealers' Association are keenly disappointed in the news that there are to be no motorcycle races on the Detroit oval this year. The program, which had been tentatively outlined, and which included a series of meets covering the entire riding season, has been canceled.

The cancellation came as a result of the action of the American Automobile Association in "out-lawing" the Detroit track, after its owners had permitted the promotion of a series of unsanctioned automobile events on the course last year. The understanding between the F. A. M. and the "Three A.'s," of course, makes necessary the "out-lawing" of the track by the motorcycle body also, until such time as the track management comes to an agreement with the automobile organization and the ban is lifted.

That the dealers are keenly disappointed is evidenced by the fact that the Detroit Motorcycle Dealers' Association called a special meeting on May 7 to discuss ways and means of having the ban lifted, at least insofar as motorcycle events are concerned. The meeting took place at the Detroit Wheelman's Club, and Chairman John L. Donovan, of the F. A. M. Competition Committee, made a special trip to Detroit to attend it. Others present at the session were: Joe Adcock, representing the Wm. Metzger Co., Indian dealers; John B. Trossell, the Reading-Standard agent; William Wandersee, Harley-Davidson dealer; Roscoe Brown, salesman; Paul J. Bailey, advertising manager, Henderson; Tom Martin, of Harry Svensgaard Sales Corp., Excelsior dealers; Hap Scherer, Michigan F. A. M. Commissioner and Harley-Davidson traveler.

The situation was gone into from every angle and Mr. Donovan explained the situation.

DOVER JOINS THE RANKS

DOVER, N. H.—The Dover M. C. has just been organized here with fifteen members, all boosters. The club is planning Sunday and holiday runs. The officers: William T. Boothby, president; Kirk Wallingford, secretary; Milburn Girkerson, treasurer.

JULY 4 RACES AT GALESBURG

GALESBURG, Ill.—Four events have been placed on the card of the July Fourth racemeet to be staged by the Galesburg District Fair Association. The races will begin at 1:30 in the afternoon of the Fourth, and will be run as follows: 5-mile novice, for fully-equipped twins ridden by amateurs; 10 miles for professionals, 61 cu. in. class; 10-mile amateur State Championship, 61 cu. in. stripped stock class; 100-mile professional race, 61 cu. in. class.

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Down the Stretch

May 21, Providence, R. I.—Annual photograph run to Roger Williams Park, M. C. of Rhode Island.

May 21, Newark, N. J.—200-mile observed run for lightweights, auspices of New Jersey M. C., to Philadelphia and return.

May 21, Jamaica, N. Y.—Endurance run of Jamaica M. C. to Patchogue and return.

May 21, Harrisburg, Pa.—Endurance run of Keystone M. C. to Altoona, Shamokin, Pottsville, Reading and return.

May 27, Dayton, O.—Meet of the Interstate Racing Association.

May 27, New York, N. Y.—Six-mile motorcycle race at Sheepshead Bay Speedway, in connection with naval and military demonstration.

May 27-28, Providence, R. I.—Week-end run of Providence M. C. to North Adams, Mass., and return.

May 27-28, Poughkeepsie, N. Y.—Endurance run of the Poughkeepsie M. C. through Poughkeepsie and Dutchess Counties; 20 hours.

May 28, Milwaukee, Wis.—Lightweight race of Milwaukee M. C. on Cedarburg track.

May 28, Toledo, O.—Meet of the Interstate Racing Association.

May 28-30, Boston, Mass.—Three-day endurance run of Bay State M. C.

May 29-30, Newark, N. J.—400-mile run, day and night, of New Jersey M. C.

May 30, Washington, D. C.—National Capital M. C. endurance run, 128 miles in 24 hours.

May 30, Canton, O.—Meet of the Interstate Racing Association.

May 30, Providence, R. I.—Races at Narragansett Speedway.

May 30, Coshocton, O.—Race meet of Coshocton Motor Club at Fairlawn Park track.

May 30, Roanoke, Va.—Race meet of Dixie M. C.

May 30, Wheeling, W. Va.—Race meet of Wheeling M. C.

May 30, Philadelphia, Pa.—300-mile race on Hatboro Speedway.

May 30, Seattle, Wash.—Run of Seattle M. C. to Portland, Ore.

June 4, Columbus, O.—Meet of the Interstate Racing Association.

June 4, Sheepshead Bay, N. Y.—Motorcycle race meet in connection with "American Liberty Day" celebration.

June 10-11, Worcester, Mass.—Fifth annual 24-hour endurance run of Worcester M. C.

June 11, Grand Rapids, Mich.—Meet of the Interstate Racing Association.

June 14.—Meeting of the Motorcycle Manufacturers' Association, Hotel Phister, Milwaukee, Wis.

June 18, Toledo, O.—Meet of the Interstate Racing Association.

June 18-19, Wheeling, W. Va.—336-mile endurance run to Bedford, Pa., and return, of Wheeling M. C.

June 25, Columbus, O.—Meet of the Interstate Racing Association.

June 25, Detroit, Mich.—Second race meet of Detroit Motorcycle Dealers' Association.

June 30, Wheeling, W. Va.—Sealed time run of Wheeling M. C.

July 2, Youngstown, O.—Meet of the Interstate Racing Association.

July 2-3-4, Grand Rapids, Mich.—Michigan State F. A. M. reliability trial, under auspices of Grand Rapids M. C.

July 4, Sheepshead Bay, N. Y.—New York State championship races, under auspices of Speedway M. C.

July 4, Roanoke, Va.—Race meet of Roanoke M. C.

July 4, Canton, O.—Interstate Racing Association meet at local track.

July 4, New Brunswick, N. J.—Elimination run of the New Brunswick M. C.

July 4, Hamilton, O.—Meet at Butler County fair grounds of Hamilton M. C. in connection with F. O. E. annual entertainment.

July 4, Savannah, Ga.— Race meet of Savannah M. C.

July 4, Galesburg, Ill.—State F. A. M. championship races under auspices of Detroit Fair Association.

July 4, Wheeling, W. Va.—Race meet of Wheeling M. C.

July 16, Kalamazoo, Mich.—Meet of the Interstate Racing Association.

July 23, Grand Rapids, Mich.—Interstate Racing Association meet.

July 30, Toledo, O.—Race meet of the Interstate Racing Association.

July 30-August 12, Wheeling, W. Va.—Run to Atlantic City and return, 600 miles, of Wheeling M. C.

August 10, Colorado Springs, Colo.—Races on Pike's Peak highway.

August 11-12, Roanoke, Va.—500-mile endurance run of Dixie M. C.

August 13, Detroit, Mich.—Third meet of the Detroit Motorcycle Dealers' Association at Detroit Oval.

August 20, Grand Rapids, Mich.—Meet of the Interstate Racing Association.

August 26, Dayton, O.—Meet of the Interstate Racing Association.

August 27, Toledo, O.—Interstate Racing Association meet.

September 3, Columbus, O.—Meet of the Interstate Racing Association.

September 3, Harrisburg, Pa.—Endurance run of the Keystone M. C.

September 4, Roanoke, Va.—Race meet of the Dixie M. C.

THE MOTORCYCLE IN THE ENGLISH GYMKANA

A Young Lady Participant in These Games of Skill Slicing a Lemon While Making 20 Miles an Hour on a British P. & M. Twin

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Cleveland

Th

2 Stroke 2 $140

Orders received by one dealer from a plumbing company—from a Furniture concern—from a Public Service Company.

Read the telegrams reproduced here. They show that within *five days* one dealer sold three CLEVELAND Light Motorcycles to *three widely divergent industries.* This experience is daily being duplicated by many other CLEVELAND dealers. What is the reason for this strong demand on the part of commercial buyers? The answer is simply this—

The Cleveland Light has demonstrated its *absolute* practicality

Its lightness, its low saddle position, its ease of handling, its simplicity coupled with its high quality structural features have commended the CLEVELAND LIGHT to all who have seen it—and the fact that it has passed the critical test of commercial usage is another proof of CLEVELAND perfection.

The CLEVELAND Agency is a valuable one to obtain. Some good territory still unoccupied.

Cleveland Motorcycle Mfg. Co.

7209 Platt Avenue, Cleveland, Ohio

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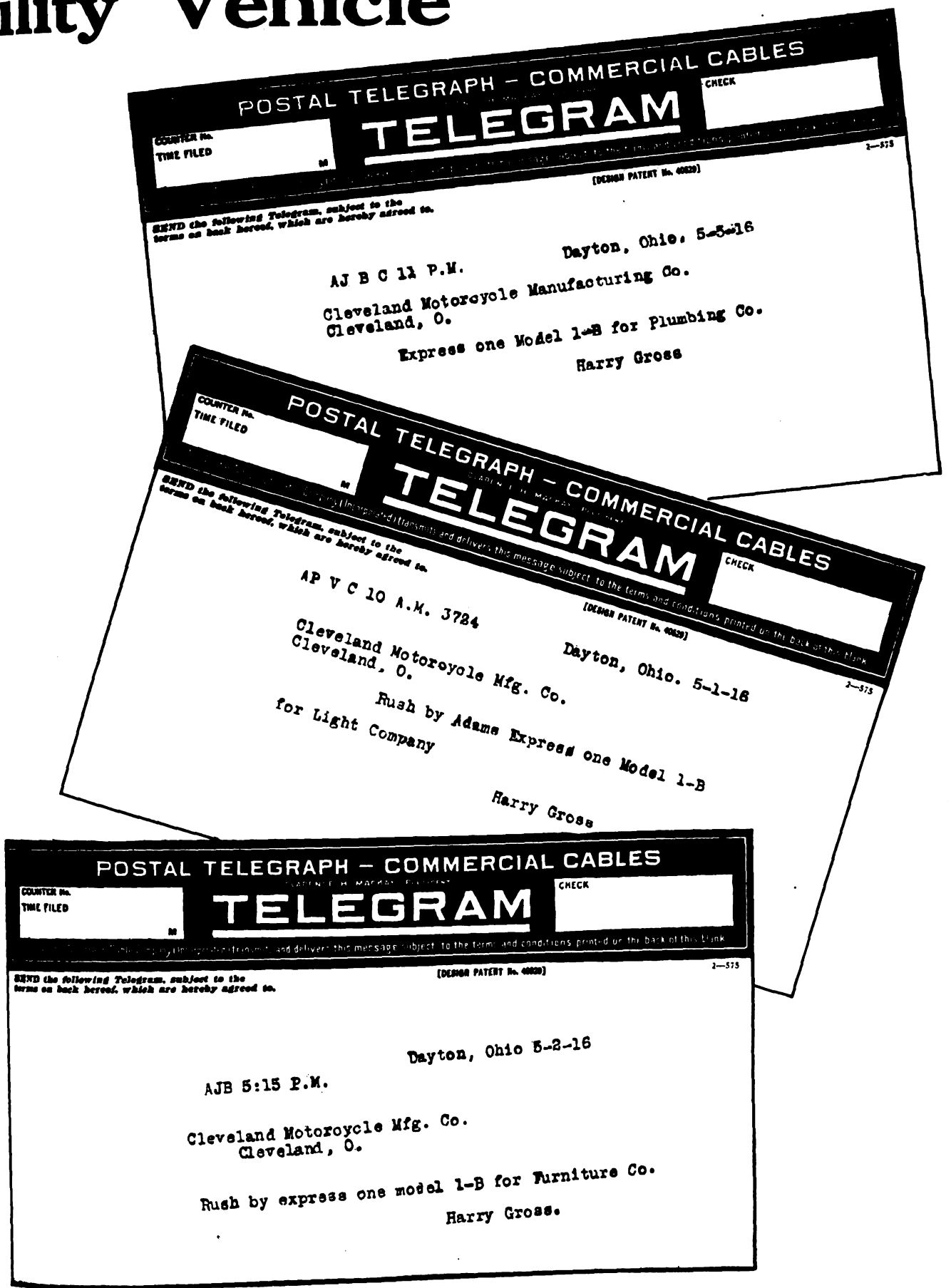
Utility Vehicle



POSTAL TELEGRAPH – COMMERCIAL CABLES

TELEGRAM

COUNTER No.
TIME FILED
M

CHECK

[DESIGN PATENT No. 40639]

2—575

SEND the following Telegram, subject to the terms on back hereof, which are hereby agreed to.

Dayton, Ohio, 5-5-16

AJ B C 11 P.M.

Cleveland Motorcycle Manufacturing Co.
Cleveland, O.

Express one Model 1-B for Plumbing Co.

Harry Gross

POSTAL TELEGRAPH – COMMERCIAL CABLES

TELEGRAM

COUNTER No.
TIME FILED
M

CHECK

[DESIGN PATENT No. 40639]

2—575

SEND the following Telegram, subject to the terms on back hereof, which are hereby agreed to.

AP V C 10 A.M. 3724

Dayton, Ohio. 5-1-16

Cleveland Motorcycle Mfg. Co.
Cleveland, O.

Rush by Adams Express one Model 1-B
for Light Company

Harry Gross

POSTAL TELEGRAPH – COMMERCIAL CABLES

TELEGRAM

COUNTER No.
TIME FILED
M

CHECK

[DESIGN PATENT No. 40639]

2—575

SEND the following Telegram, subject to the terms on back hereof, which are hereby agreed to.

Dayton, Ohio 5-2-16

AJB 5:15 P.M.

Cleveland Motorcycle Mfg. Co.
Cleveland, O.

Rush by express one model 1-B for Furniture Co.

Harry Gross.

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A TIMELY TALK ON TWO-STROKE MOTORS

Like All Other Pieces of Mechanism They Have Their Cranky Moods, But the Methods of Keeping Them Up to Maximum Efficiency Are Not Difficult; A Trouble Chart

By HERBERT F. L. FUNKE
President of H. F. L. Funke Co., Eastern Distributor for Cleveland Lightweight

NOW that the small two-stroke is coming into its own in this country, it may not be amiss to point out to riders and prospective riders some facts and hints regarding this simple motor.

During the past few years it has been my privilege to visit the plants of a number of leading manufacturers abroad, and the following notes are the results of actual experience and no doubt will be useful to my fellow-riders. For some of the information given below I am indebted to Messrs. Brown & Barlow, the well-known carbureter manufacturers, who have done a vast amount of experimenting along these lines, and whose riders have covered many thousands of miles under all sorts of weather conditions.

Two-stroke motors, as a rule, do not develop their full power until from 300 to 500 miles have been covered. The performance, therefore, of accessories such as magnetos, carbureters, plugs, etc., cannot be properly judged, and it is, therefore, unwise to alter any factory adjustments until this distance has been run, as any such alterations are likely to be found incorrect after the machine has been properly run in.

Any particular fault which develops should, of course, be rectified.

The so-called overheating of two-strokes is usually caused by either of the following conditions: Unsuitable spark plugs or faulty lubrication.

HERBERT F. L. FUNKE

SPARK PLUGS are the greatest source of trouble in two-stroke motors, and in this country but few plugs can be obtained which will stand up for any length of time under the temperatures at which a two-stroke motor is normally run. The electrodes of the plug should be very heavy and designed to conduct the heat away from the points which are not cooled by the incoming charge, as in the case of the four-cycle engine.

Lubrication is divided into two classes: the "Gasoil" system and the drip feed method. The former has the great advantage of proportioning the amount of oil used to the work actually done by the engine. The usual proportion of oil to gas is 14 to 18 per cent. by volume, which is about one pint of oil to a gallon and a half of gasoline. When this system is used it is advisable to turn the gasoline off at the tank a few hundred yards before the machine is stopped, so that the float chamber of the carburetter will then be practically empty. If this is not done there is a tendency for the gasoline to evaporate, leaving heavy oil at the bottom of the float chamber, which may choke the jet and cause difficult starting.

Attention to Lubrication

Lubrication by the drip feed method requires most careful attention, as the drip is largely affected by the crank case suction. Suppose, for instance, that the drip feed is working satisfactorily at slow speed, with the throttle only slightly opened. Under these conditions the crankcase suction is very high; but on opening the throttle to accelerate or climb a hill the vacuum in the crank case is partially destroyed, and consequently the drip feed slows up just at the very time when oil supply should be increased. The lubrication of these motors should be so regulated that there is always a certain "blueness" about the exhaust without the engine smoking objectionably. This necessitates two settings, one for city riding from 15 to 25 drops per minute, and the other for the country, about 25 to 50 drops, regulated according to the speed.

To obtain really slow running with a two-stroke motor, it is necessary to retard the spark fully, as a much greater advance is usualy given to the magnetos on two-stroke motors than is the case with the four-cycle engines. It is also necessary to make the mixture a trifle richer.

A Tip About Starting

Poor magnetos are often the cause of much trouble, and these in most cases make starting difficult. Don't be deceived by the spark your magneto will give when you pull your plug out to test it. Even a magneto that will fail utterly to spark under compression, will usually spark in the open air. If a two-stroke engine does not start as soon as the decompressor is released, the engine merely pumps gasoline into the crank case and the mixture soon becomes too rich to fire, even if the magneto has in the meantime commenced to spark. In such cases alternate lifting and dropping of the decompressor lever will usually effect a start.

Small two-stroke motors develop a wonderful amount of power, but it is well to remember that it is not unlimited and that their "reserve power" is very slight. It is well to see that the wheel bearings are properly adjusted, that belts or chains are running at the right tension and that the mudguards are not clogged up, as each of these has some slight effect in the absorption of power, while altogether the effect makes a marked reduction is speed.

A Helpful Chart

The following symptoms of trouble and probable causes of the same may be useful.

(1) Engine stops suddenly on hills with "popping back" in carbureter, which working of the carbureter air lever will not overcome.—Choked jet; spark plug overheated or lubrication failed.

(2) Engine stops suddenly without any apparent cause.—Choked jet; gasoline supply failed. Spark plug sooted.

(3) Engine will not produce its customary amount of power, and acts erratically.—Partial stoppage of gasoline supply or partially choked jet.

(4) Misfiring.—Spark plug faulty: points of same too close or too wide. Magneto points burnt or badly worn. Water on high tension terminal of magneto. Wet high tension wire. Over lubrication.

(5) "Four-cycling" at low speeds, or missing alternate revolutions.—Over-lubrication. Too large a jet in carbureter. Ignition too early.

ELLIS TO START MAY 29 ON SEVEN-STATE RUN

YONKERS, N. Y., May 8.—George A. Ellis, who is to ride through seven States, beginning in the last week of the present month, calls attention to the fact that he will start on May 29 instead of May 27, as given in the preliminary announcement in these columns recently. The hour of departure is to be 9 p. m., from the Hollywood Inn, this city, instead of in the morning. Ellis' plans called for the earlier start on Saturday instead of Monday, May 29. He will be gone over Decoration Day.

SANDUSKY TO ADD TWO MORE MOTORCYCLE COPS

SANDUSKY, O.—City Manager Ward has decided to add two more motorcycle officers to the police force. He points out that the efficiency of such officers is much greater than that of an ordinary patrolman, by reason of the greater radius of action. The force will be reduced accordingly.

All policemen in the city will be examined as to their fitness to be motorcycle officers, however, and the presumption is that those who do not fill the requirements will be the first to be dropped.

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Tips for Exporters

ACTIVE DEMAND FOR CYCLES IN SIAM

Recent Trade Report States Demand for Two-Wheelers Has Continued During 1915—Comparison of Machines Imported.

IN a recent consular report from Bangkok, Siam, it is stated that the demand for cycles has continued active for the last six months of the fiscal year 1915. During that period 474 machines have been landed in that city, as against 432 for the corresponding months of 1914. Statistics of Bangkok's cycle trade for the five years ending March 31, 1915, show that 874 cycles were landed in this port in 1911, 2,032 in 1912, 1,428 in 1913, 1,811 in 1914 and 1,221 in 1915. In these figures are included motorcycles as well as bicycles, as separate statistics were not furnished by the Siamese Government prior to 1914.

Imports for 1915 included 25 motorcycles, valued at $4,369, and 1,106 bicycles, valued at $19,372. Three bicycles came from the United States, 1,116 from Great Britain, 63 from Germany, 10 from Singapore and four from Denmark. The value of the bicycles from the United States was $107. Three of the motorcycles also came from this country, with a valuation of $658, 14 from Great Britain, 2 from Germany, 2 from Belgium, 3 from Denmark and 1 from Singapore.

The Daily Consular and Trade Reports give the type of machines favored by the Siamese buying public thus:

"From information obtained in the local market and from other sources it appears that while American machines are appreciated for their strength, durability and easy running, objection is made to their heaviness, fixed wheel and lack of finish and 'trimmings' as compared with English and German makes. The roads in the vicinity of Bangkok are level and smooth, and the average weight of the Siamese and Chinese buyer is about 125 pounds, so that only a light machine is needed for this market.

"An English-made bicycle at present advertised in the Bangkok newspapers is described as 'built for the Far East, light and strong, Dunlop tired, free wheel, two brakes, Middlemore saddle, dustproof and oil-retaining hubs,' and retails for only $29 complete. The retail prices for machines most in demand range from $18 to $44, a higher-priced bicycle being called for occasionally."

The Bangkok consulate general will be glad to receive for its commercial reading room catalogs with price lists and other literature relating to cycles, monthly lists of which are distributed to every cycle importer or merchant in this city and other trade centers.

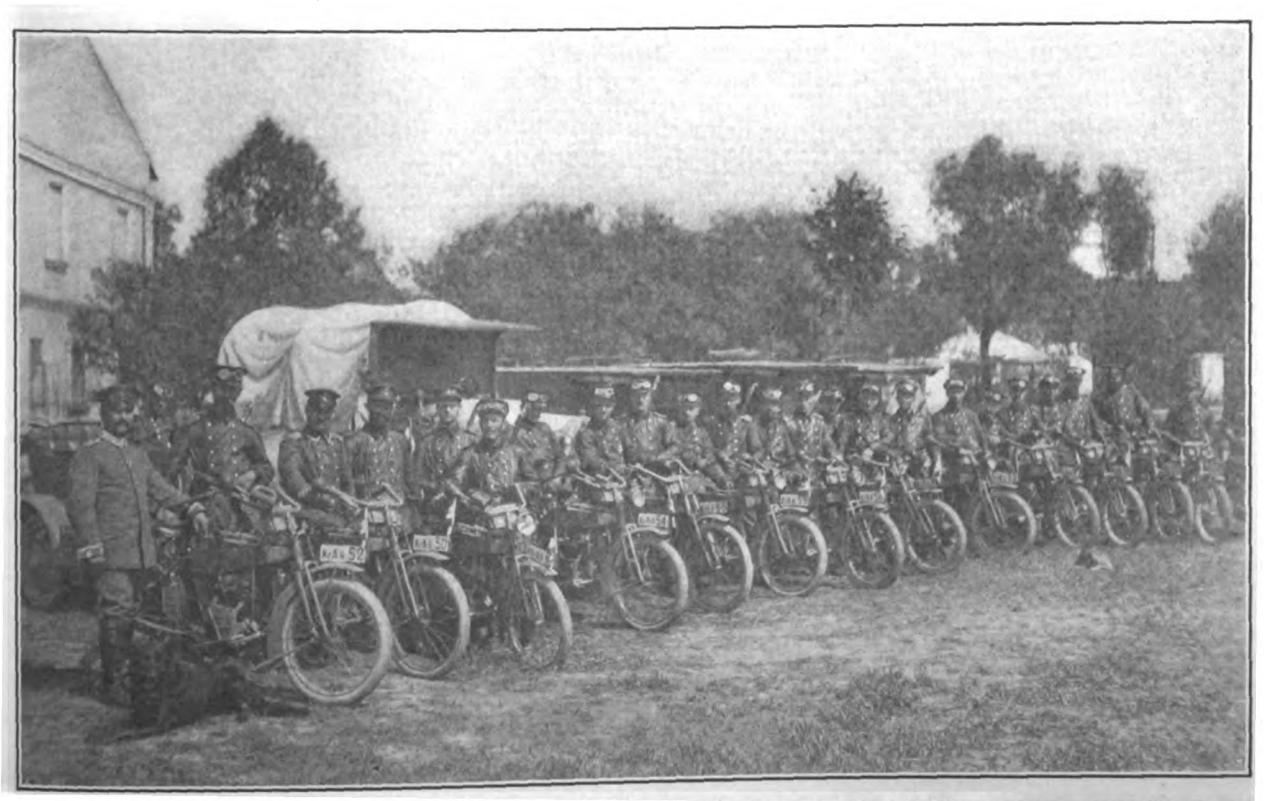
BAKU AGENT WANTS BICYCLES

REQUESTS for illustrated catalogs of American-made bicycles have come to **Motor Cycle Illustrated** from F. Kamano, of Baku, Russia. M. Kamano desires that the prices on each model shown in the catalogs be plainly marked and in the Russian language. His address is F. Kamano, care of D. Vanter, Merkulowskaiy ul., No. 18, Baku, Russia.

JAVA RUBBER SHIPMENTS

There were tremendous increases in shipments of rubber from Java to the United States during the first nine months of 1915 compared with the corresponding period in 1914. The total was 5,706,000 pounds, as against 118,800 pounds during the same period in 1914.

ON ESCORT DUTY WITH GERMAN FORCES IN BELGIUM



Motorcycle Detachment of Brandenberg Division Ready to Start With Train From Supply Base. Machines Are Wanderers

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Questions and Answers

TROUBLE WITH TIMER

MY seven h.p. twin runs finely up to 35 or 40 miles per hour, and then starts to miss. I am satisfied that it is not in the carbureter, so figure that the fault is in the timer. Would the platinum points cause this, or would it skip all the time if the points were worn out?

GLENN A. HALL.

Auburn, N. Y.

If the platinum points are worn there might be misfiring at high speeds, but if they were badly worn there would probably be misfiring at any speed. The blade of the contact-maker might have lost its springiness and not vibrate fast enough, thus causing misfiring when the speed was high enough. We are figuring that you use a timer, as your letter states, and not a magneto. The same thing occurring to the contact-breaker of a magneto would cause a similar trouble.

THREE-SPEED HUB

PLEASE give me the names of makers of two-speed and three-speed hubs for both motorcycles and bicycles.

GEORGE C. KIEDEL.

Newark, N. J.

The Sturmey-Archer three-speed hub is made in models for both motorcycle (lightweight) and bicycle. We cannot tell you whether you can get the motorcycle Sturmey-Archer model at present. The bicycle model can be had from the Chicago Cycle Supply Co., 815 South Wabash avenue, Chicago, Ill. This is the only make of hub which can be had for motorcycle and bicycle. The Corbin people make a two-speed bicycle hub, but not one for motorcycles. We do not think that you could get one hub which would work satisfactorily on both the bicycle and the motorcycle.

A STYRIA MOTORCYCLE

I HAVE a motorcycle with two cylinders in V-shape, which is evidently foreign-built. The tank is green and almost square. On the crankcase are the initials "J. P." The throttle is operated by a twisting grip, but there is a lug below the handlebar on each side which evidently was used for a brake-lever. I need new bearings, and would like to know where to get them and some other parts. Also the maker of the machine.

RAFAEL COLUMBIA.

Havana, Cuba.

Your machine is a Styria, made by Johann Puch, Graz, in Styria, Austria. It is at least seven years old. The Puch works stopped making this model in 1909. They have not been making motorcycles since the opening of the European war, in 1914, and we doubt whether you could get parts for your machine, even if you could get them through from Austria. You will have to get a new bearing made at some machine works. We suggest that you dispose of it and get a more modern model. The initials J. P. refer to Johann Puch.

PENALIZATIONS IN TRIALS

OUR club intends to hold a reliability trial this season, and would like to get some information on the subject. Should the condition of the machines be counted in awarding final scores, after a hard course had been gone over? What penalties should be given for damaged or broken parts?

RELIABILITY.

Chicago, Ill.

An article on this subject will shortly be published in this paper. In the meantime you will do well to study the results of the all-lightweight trial, which is to take place on May 21 from Newark to Philadelphia and return. In this trial it is proposed to have each of the entrants observed by a man in a sidecar accompanying the contestant, and the condition of each machine will be reported upon at the finish of the run. If this trial is not held, for any reason, write the Technical Editor for a list of reliability penalizations, etc.

A 17-TOOTH SPROCKET

I AM looking for a 17-tooth front sprocket for my machine, but cannot get one from the makers. The latter have a 14-tooth sprocket as their largest size. Please tell me where I could get one made.

E. V. SCHRADER.

Dalton, Mass.

The factory which made your machine ought to be willing to do a special job for you, but, if not, try Charles E. Miller, the supply man, in Boston. You will have to give the following information to get the sprocket to fit your motor shaft: Pitch of sprocket; inside diameter or the diameter of the hole in the center; pitch of thread in the center hole, or taper, if it does not screw on; width of sprocket. An old sprocket sent the company will enable the company to get the required dimensions as regards width, size of center hole, etc. If you can't get it from Miller, the firm will let you know where to go for it.

ALIGN IT EXACTLY

IN attaching a sidecar, should the sidewheel incline toward or away from the motorcycle, and to what degree? I have been told that the wheel and sidecar should lean out about 2 degrees from the vertical.

JOHN NICHOLLS.

Denver, Colo.

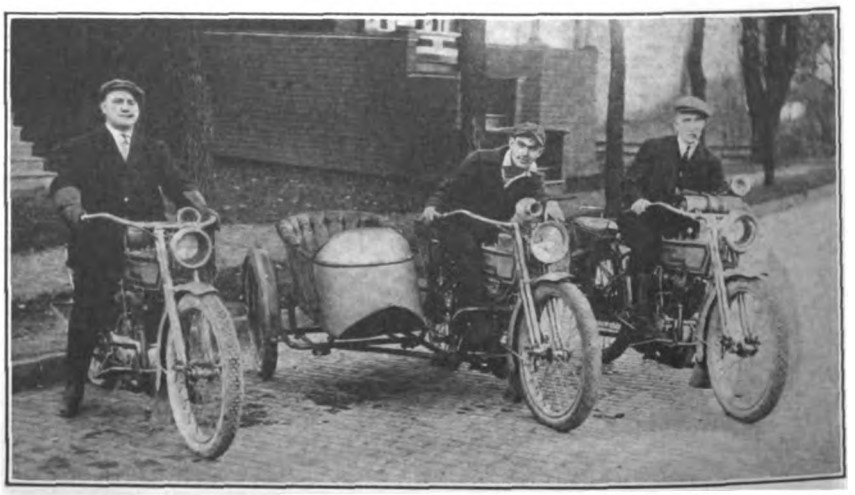
Do not incline the sidecar toward or from the motorcycle at all. To do so will cause uneven wear on the tires and may strain the frame of the motorcycle on rough roads. Keep the wheels in alignment both vertical and horizontal. See the Motorcycle Manual, pages 37 and 38. As far as the two degrees out of the vertical are concerned, if you have it that far out, the difference will be so slight as to have it practically vertical. The difference, in fact, is less than ¼ of an inch.

MOST HELPFUL PAPER

Editor:

Enclosed find remittance for which continue our subscription to your *most helpful paper*.

SHUK BROS.,
Indian Dealers,
North Yakima, Wash.



The Wheeling M. C. of That West Virginia City Is Proud of This Trio of Neat Riders. They Are Pete Roth, Ed. Sailes and Bill Lyle

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Along Technical Lines

SOMETHING MORE ABOUT THE UNSUITABLE MACHINE

Rider Points Out Advantages Gained by Dealer Recommending the Proper Power of Mount

By COURIER

WHAT frequently happens to the novice when he asks the dealer to choose him a machine, and also when he gets his first machine without any preliminary consultation with the agent is expressed in a letter to Courier from "An Enthusiastic Rider." The author of the letter holds that the dealer before advising the novice as to what machine should be got, ought to know all about the road conditions where the novice is likely to use his machine. That many dealers do this goes without saying, but that others do not is often evident.

"The recruit rider in selecting a machine must trust to the dealer's judgment, because, never having owned a motorcycle he knows nothing about what it will do. So the rider tells the dealer about what the road conditions are and the dealer, armed with this information, guesses what the rider needs." That's what the author of the letter says. Then he relates his own experience:

The Single Cylinder

"In 1913 I purchased a new machine—a single cylinder of 5 horsepower, of reputable make. I had never owned a motorcycle before and did not know what it would do or stand. I live on a road with some steep hills in both directions, so I told the dealer the grade of the hills and that I wanted a machine capable of negotiating them coupled with as low running-expenses as possible. He recommended the single, which I purchased.

"This is what happened. During the first four months everything went finely. The mount did all that was claimed for it. Then it gradually lost power and knocked fearfully when climbing. When the roads were heavy from rain, it was necessary to slip the clutch frequently, and this put extra strains on the whole machine when the motor raced. Gradually the power fell off until the machine as a road vehicle was far from being satisfactory even on the level."

No Care Taken

I'm going to horn in right here. Evidently the writer of the letter did not know how to care for his machine and expected it to run forever without adjustment. There are lots like him—presuming that he did not look after his mount. Regular attention and an annual overhaul would probably have resulted in the letter never being written.

"Now I don't want you to get the idea that the dealer was trying to do me," the letter continues. "On the contrary, he was doing his best to please me and sincerely thought he had, but if he had studied the road conditions and sold me a twin, some people in my home town would be boosting his make, instead of not riding at all."

PRUSSIAN MOTORCYCLE SCOUT ON OBSERVATION DUTY

All Kinds of Machines Have Been Put Into Service. The One Shown Is a Big Twin for Speed Work, Modified to Suit Military Purposes.

Right here, I question this. If he let his machine go, the power would fall off just the same and the rider would be disappointed at its performance in a like period of time.

The Other Case

"On the other hand, a recruit comes to the dealer and without telling him anything about roads, etc., asks for a big twin. The dealer sells him one, and as the rider lives in flat country, his machine has three times more power than he can ever use, with much higher running expenses than a single or a lightweight. The result is, he soon sells his machine at a loss, as he does not want to pay for something he cannot use—his reserve power. The idea is apt to cling to him that a motorcycle is a costly piece of property and he tells this to his associates. In his case and in the one I gave above, a machine to fit conditions would mean gradually increased sales for the dealer and satisfaction for the rider."

Right you are. It's up to the dealer to find out the machine a man needs—one that will be ample for road conditions and yet not too powerful or expensive. If the recruit wants the big twin, a first-class dealer will find out why, and make an honest recommendation; then if the recruit persists, sell him what he asks for, with the caution that it may be too heavy for him, etc. This can be done diplomatically, without rucking the novice's feelings.

It is for just such cases, that the article on how to choose the right mount was written in the Spring Number of this publication. A study of this article and others along similar lines will do away with the dissatisfaction caused by the novice getting an unsuitable motorcycle.

KEEP YOUR EYES ON ROAD AND AVOID DANGER

IF there is one thing which I would heartily impress on sidecar drivers who are taking up the pastime this season it is "Keep your eyes on the road." You may admire something by the roadside—a girl or two, perhaps—but by the time you get your eyes back on the road, the outfit is mighty close to the ditch, if not in it. And you have to give a big lurch to bring the machine back on its course.

You may not mind this, but the passenger usually gets peeved at being headed for the bank or ditch and then swung in a sickening swoop back to safety again. When you do this sort of thing, you are no better than the automobilist who never considers the rear seat passengers but drives like Sam Hill over pot-holes and thank-ye-ma'ams, treating his guests like dice rather than people he wishes to have a good time. Cut out the thrills, both intentional and unintentional. They don't attract people to the pastime and may result in killing a few sales for some dealers.

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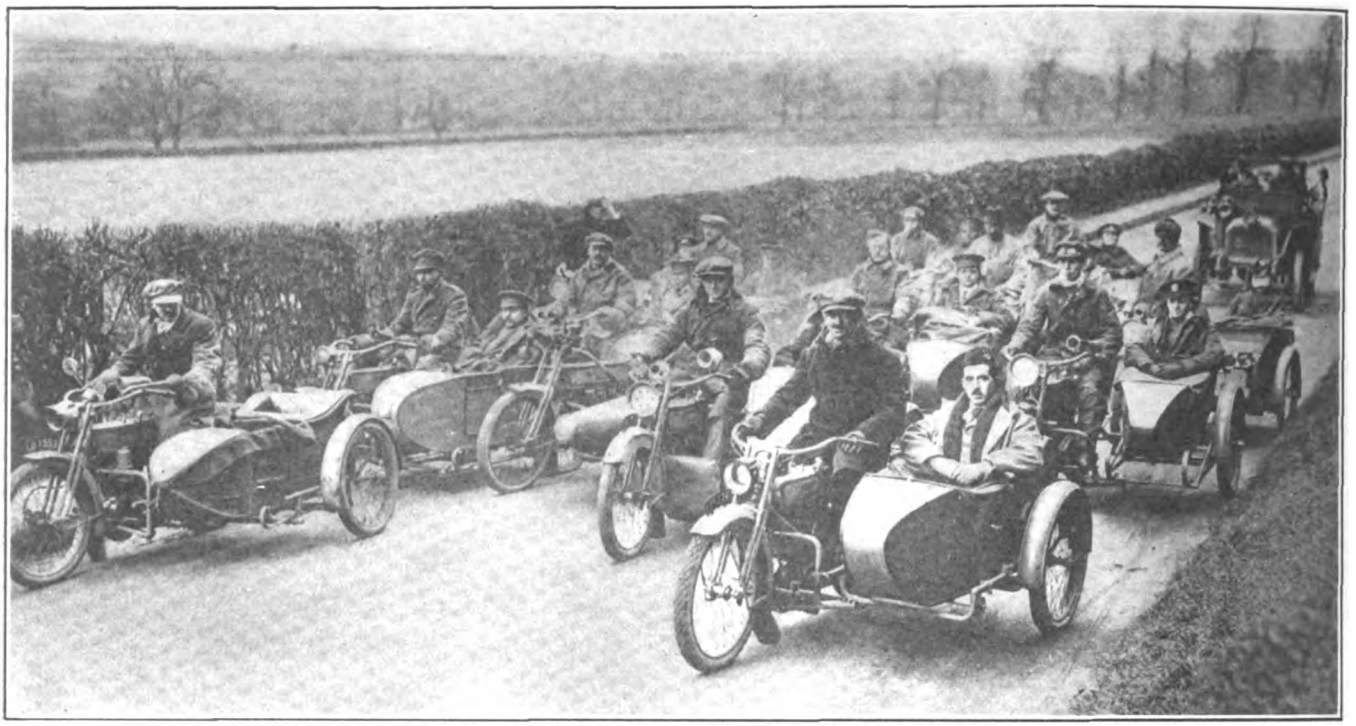
DOING THEIR BIT IN BRINGING HEALTH TO THE WOUNDED



Party of British Sidecarists Taking Convalescent Soldiers for Daily Rides on England's Magnificent Roads. This Is But One of Many Ways in Which Motorcyclists in Britain Aid the Various Branches of the Army

THE HARLEY-DAVIDSON COMPANY'S PRESIDENT

(Continued from page 21)

The things that Walter said about that motorcycle still rankle a bit with Harley and Arthur Davidson. The upshot of it was that they said, "If you think you can build one so much better, do it." The first two models which Harley designed and for which Arthur Davidson had made the patterns were turned out in the machine shop of a friend. As both of the boys were working, Harley as a draftsman and Arthur as a patternmaker, they had done little of the machine work. Nevertheless the criticism of Walter was taken to heart and they invited him to "go to it."

The First Factory

The machinist, late of Parsons, Kan., accepted the invitation with a new design and new patterns turned over to him by Harley and Arthur Davidson. A shed 10 by 15 feet in size was put up in the back yard of the Davidson home, just a block away and overlooking the present factory with over 300,000 square feet of floor space and with an annual output valued at $5,200,000. A heap of night work had been done prior to that time by Bill Harley and Arthur Davidson, but the building of the first Harley-Davidson factory marked the beginning of a period of two years in which the lights burned bright every night with the exception of Sunday and an occasional Saturday night. The first year Walter worked alone during the day, the other boys helping at night, but it was not long before the growing business required additional workmen.

Milwaukee is second only to Pittsburgh among the industrial cities of America. There are over 4000 industries in Milwaukee and of all these industries the largest consumer of electricity is the Harley-Davidson Motor Company. In fact, the company not only is the largest user of electricity for power and lighting, but also is the largest individual consumer of gas, this honor coming from the large amount required for its enameling ovens and heat-treating furnaces.

The first "power plant" of the embryo motorcycle factory seems ridiculous now when one takes a trip through the present plant and sees six floors of whirring machinery over a ground area of many acres. Much of the work in the first little factory was necessarily bench work. The first stationary engine purchased was a gasoline motor rated at four horsepower. To Harley and the Davidson brothers it seemed like a whopper of a big power plant, and it certainly was more than sufficient to run their first lathe and drill press.

Added More Machinery

"As we grew we kept adding more machinery, decreasing the size of the pulley on the little gas engine and speeding it up," said Walter Davidson. "We have to smile now as we think of how we kept adding to the load on that engine, but in those days, and nights, too, because Arthur and Harley helped me at night, it was a serious problem to furnish power for the additional machinery that we had to purchase. We found in 1903 that there was a market for motorcycles, C. H. Lang, of Chicago, having heard of us in that year and buying one-third of our output. We made three motorcycles that year—Lang bought one of them. For the next two seasons thereafter he took one-third of the output.

"It may be a matter of interest to state that the first motor had a bore of 2⅛ inches and a stroke of 2⅞ inches. The flywheel was 5 inches in diameter, and designed for use in an ordinary bicycle frame. For carbureters, mixing valves were made. The first motor that showed much of any power was the 1902 model, with a bore of 3 inches and a stroke of 3½ inches. It developed about three horsepower. The flywheel was 11½ inches in diameter. The motor had side-pocket valves and radiating flanges 1 inch deep.

"All the time we were working to obtain better motor proportions, better carburetion and better ignition. We also decided in that first year that the conventional diamond frame of the safety bicycle was not adaptable for motorcycles, and then evolved the loope frame, in general use today. It was a big day for us when the first Harley-Davidson was completed in our own shop.

"Business had increased so that we had to double the factory in 1905, putting on an addition, also 10 by 15 feet, like the original factory. Pattern work slackening up in the fall and winter, Arthur made a new set of patterns with many little refinements such as brackets to hold the engine in the frame, thinner flanges, etc. The bore was increased from 3 inches to 3⅛ inches, and the stroke was retained at 3½ inches. The 1905 model developed 3¼ horsepower. It was in the following year that we built upon the site of our present main factory, and what has happened since then is so recent as to be familiar probably to all who might be interested."

Answering the Phone

The flashing of an electric light at that moment caused Mr. Davidson to step to the nearest telephone; Harley, Bill Davidson or someone wanted to see him. At any rate the interview was interrupted at that point, so the interviewer stepped into the next room and saw Arthur Davidson.

(Continued on page 58)

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BETTS CALLS THE ROAD-BURNERS TO TIME

Veteran Cyclist Argues That Power Two-Wheeler Is Not Fully Appreciated by the Public and Says That Speed Fiends Are to Blame for the Existing Feeling of Enmity

IN the interesting letter printed below an effort is made to "get at" the bottom of the conditions which appear to be retarding the spread of interest in the motorcycle, and to place the blame for the continued lack of appreciation where it belongs. The writer, R. G. Betts, a veteran booster in cycling circles and the holder of F. A. M. card No. 1, is convinced that the speed fiend is responsible for much of the antagonism worked up against motorcyclists, and that club events in which the running schedule is not carefully regulated exert harmful influences at wholesale. Mr. Betts expresses himself characteristically, as follows:

Editor, **Motor Cycle Illustrated:**

What's the matter with motorcycling?

Of course, I realize that the question savors of heresy or pessimism, or something like that, and that asking it does not constitute a short cut to popularity, but for the good that it may do I'm willing that the chips fall in my direction, if need be.

Time to Be Frank

I've heard the question asked many times by word of mouth, but isn't it about time to ask it in print? Isn't it time to be frank and plain-spoken and for all concerned to quit "jollying" themselves and to face the facts.

We all know that motorcycling and the demand for motorcycles is not what it might be or ought to be or what it was hoped or expected it would be. The adoption of the slogan "100,000 motorcycles in 1916" is substantial evidence of the truth of this assertion and is quite enough for present purposes. Why, back in 1901 and '02 and '03 some of us at least saw or thought we saw an output of 250,000 within 10 or 12 years.

Yes, there *is* something the matter. What is it? Within the last month I put the question to a man who makes his living from the sale of them.

"The public hates motorcycles," was his response.

Feeling Against Motorcycles

This seemed an exaggeration, but when later I so remarked to another man equally interested and well informed, he answered slowly:

"Yes, it is an exaggeration, but it is a fact that the public certainly entertains some feeling against motorcycles."

Granted that it is true and with betterment in view, let us trace the situation in logical sequence. Why has the public, or any considerable part of it, a feeling against motorcycles? I asked that question of the man first referred to and he answered: "Because the public considers them dirty, noisy little things and too many riders are indifferent to their personal appearance."

But we heard all that 14 or 15 years ago, when barking, oil-throwing motors were the rule and when nine riders out of ten wore black leather garments that suggested deep-sea divers.

Today the average motor is silent and oil-tight and though easily soiled khaki has in large measure replaced black leather; all of those factors give evidence of marked betterment.

Admitting, nevertheless, that they still are sufficient to be considered hurtful influences, are they enough to cause the public to hate motorcycles? I doubt it very much. If I were selecting a far greater cause for such feeling as may exist, I would name such "sociability" runs as that which occurred on Long Island some two weeks ago, and the means that render them possible, to say nothing of the "glorification" of such occurences.

What Would You Do?

Think of a hundred or a half hundred "sociable" motorcyclists dashing over public roads and through towns at the rate of 50, 60, 70, or 80 miles an hour! Think of it! And if you resided in one of those towns or used those roads, say if you would *love* motorcycles or *hate* them?

That's at least one of the things that's the matter with motorcycling—organized lawbreaking—call it by its right name—and disregard of public opinion, which is bad enough, but when the lawbreaking is glorified by advertising, a direct incentive for others to go and do likewise—what hope can there be for lessening the evil and earning the decent regard or good will of the public?

I am laboring under no misapprehension about such things. I know men have scorched since the beginning and will scorch, but when they do it on such a scale and at such speed, not glorification but condemnation, or punishment, should be their deserts.

For they are not merely flouting the law: they are making the public hate motorcycles.

Admitting that advertising a 70 or 80-miles-an-hour "sociability" promotes the sale of 10 or 100 or 1,000 motorcycles, who will dare say that in its ultimate effects it does not hurt the sale of 10, or 100, or 1,000 times as many?

At any rate, if it is agreed that my contentions lack merit and since it is undoubtedly true that feeling does exist on the part of the public, will not the good of both the sport and the industry best be served by tracing the causes and applying the correctives that will remove the feeling? How else will betterment ever be effected?

I have no axe to grind. While I have not been in the thick of it during recent years, I have never been wholly out of touch with motorcycling. To a certain extent, being on the outside, looking in, has advantages and affords views that are not to be denied. In what I have said I bear ill-will to none and am actuated solely by the same desire to help things that actuated me when first the motorcycle movement was being shaped 16 years ago. Some of the "sociable" Long Islanders and those who glorified their "sociability" I know well, and my chief regret is that I should seem to aim at them when I am aiming at the evil generally.

Less Power and Less Weight

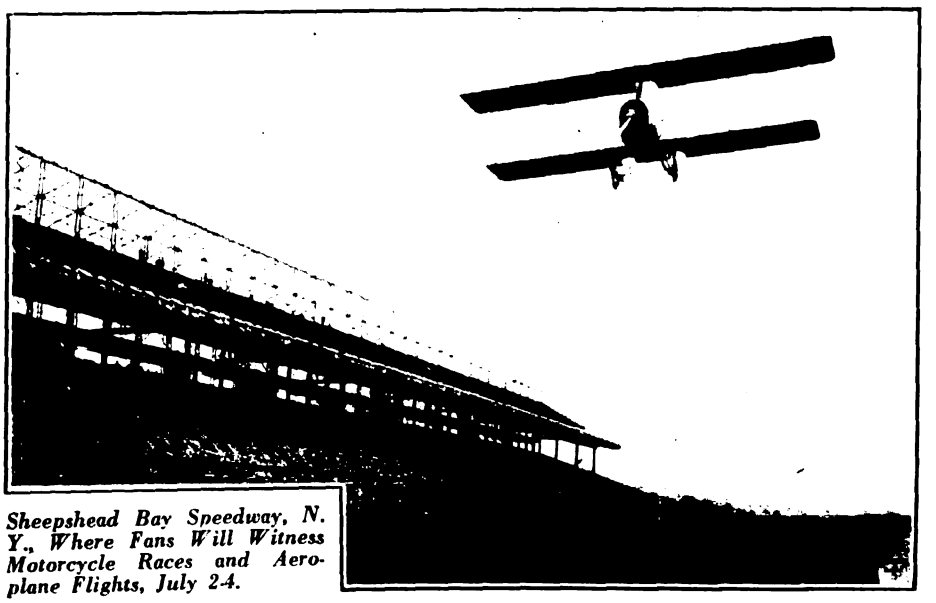
There ought to be twice 100,000 motorcycles sold each year, and when such evils are minimized and when manufacturers give *less* for the money, I still believe twice 100,000 is possible. I mean less than 70 miles an hour, less power and less weight.

Oh! Yes I know there is a back-to-lightweights-and-sanity movement and I sincerely hope it will gather force, but somehow I can't believe that excusing or apologizing for the existence of the lightweight or damning it with faint praise is just the way to speed up such a highly desirable movement.

For I very firmly believe that the lightweight is the one sure means of lessening or wholly eradicating that hatred of the public, or whatever else one may care to term it, in that it is the surest means of inducing a constantly increasing number of the same public to ride motorcycles and more of them.

R. G. BETTS,
F. A. M. No. 1.

THIS WILL BE THE SCENE OF THE NEW YORK F. A. M. MEET



Sheepshead Bay Speedway, N. Y., Where Fans Will Witness Motorcycle Races and Aeroplane Flights, July 2-4.

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In the Dealer's Realm

NOW IS THE TIME TO TALK "GAS" ECONOMY

Showing How the Dealer Can Benefit by Those Whose Wallets Have Been Gouged by the Upkeep of the Cheap Automobile in Both Pleasure and Commercial Service

By GEORGE M. JOHNSON

HOW many dealers fail, I wonder, to take full advantage of their opportunities? Many of them, without a doubt. It so often happens that the circumstance which at first seems a serious blow to business prospects may be turned by the live-wire agent into an actual first-class selling argument. Your always-on-the-job dealer sails under the motto that "It's an ill wind that blows nobody good," and if the ill wind blows, he figures that *he* is the particular somebody who will derive what profit there is.

The ill wind that I have in mind just at present is the big rise in the price of gasoline. This may do some harm to the motorcycle dealers by decreasing their sales a trifle, though there is more than a reasonable doubt of that fact; but even so, is there no way by which this apparent disadvantage can be turned into a gain? Let me illustrate the proposition by coming down to some facts.

The Automobile Bug

I drive a motorcycle and own a sidecar, the latter being attached more than two-thirds of the time. Out of a mileage of 5,600 miles last season the sidecar missed less than 1,500. I have been a motorcycle fan for seven seasons. I am now starting my eighth—and twice in that period have been bitten by the automobile bug—once three years ago and again last spring. The last time the auto madness struck me was when I was paying only twelve cents a gallon for gasoline in five-gallon lots; it could be obtained in my town in fifty-gallon lots for a cent less. I wanted an automobile, and the low price of gasoline was in part responsible for my belief that I could gratify that desire.

Now, I don't want an automobile, or, at least, have given up all thought of getting one—and the high price of gasoline (I paid $2.30 for ten gallons a short time ago) is the reason. Instead I am pondering deeply the problem of whether to use my 1914 two-speed for the coming season or trade it on a 1916 three-speed.

A personal friend of mine owns a Ford; I should say *owned* a Ford, for only the other evening he told me he had sold it. He is a chap, like myself, of moderate income. But he had seemed a very enthusiastic motorist, and I was surprised when he told me he had sold his car.

"Great Scott!" was the way he put it. "The old tub ran all right and was mighty convenient to have, but I couldn't afford to keep it on the road with gasoline going up the way it is. It's a darned sight cheaper to pay carfare!"

And on the very same occasion I learned that another acquaintance, who had been a great Ford booster, had also gotten rid of his flivver, and for the same identical reason.

And both these cases hit at a car that is popularly supposed to have about as low an upkeep figure as any on the market, not to mention the low original outlay.

Good Out of Ill

Now is where the good begins to come out of the ill wind. The cheap car bugaboo has frightened a good many dealers in the past. Right now, however, instead of moaning over the increased cost of gasoline and its possible—but very doubtful—effect on the sale of motorcycles, they should be waking up to the fact that right here is one of the most telling arguments it is possible to urge against the four-wheeler and in favor of the two, possibly with the sidecar added. With gasoline selling at twenty-five cents and more a gallon, still going up, and absolutely no sign of a drop in price, that precious liquid becomes about the highest item in car upkeep, running a close second to tires, if not actually getting ahead.

Let the dealer get hold of illustrations such as the two I have just mentioned—there must be some such in every town—and use them on the motorcycle prospect who dares to talk automobile. Without being too personal the agent might even throw out the suggestion that his prospect may be about to make the serious mistake of trying to run an automobile on a motorcycle income. Tell him that thirty cent gasoline—and that price has been reached already in some cases, while fifty cents is quoted as a possible price—means at the very lowest estimate about a cent and a half per mile alone, and probably nearer two cents even for vehicles of the light car classification. This will be but a small part of the total cost of operating his car.

Pushing the Sidecar

If he wants a machine for more than one passenger, why not sell him a sidecar? Ask him to talk with someone who has had considerable sidecar experience, referring him to some definite persons who would boost the sport. Take him for a ride, and better still, if he is married, try to get his wife into the sidecar for a demonstration ride; that ought to go far towards landing a sale. Many of my friends and acquaintances have scoffed a bit at my sidecar, but a brief ride has invariably turned their scoffing into enthusiasm; they always express surprise and admiration at the comfort and easy riding qualities of the handy little vehicle.

Show your sidecar prospect how the outfit can climb, how it will pull through mud of the bottomless variety or deep snow, how it will pick up, getting under headway from a traffic jam before the automobile is half started. Why, there are a hundred ways of convincing the chap with the light car bug buzzing around his bean that for him the only logical machine is the sidecar outfit. Now is the best time on earth to drive your arguments hard. With gasoline way up, and the automobile themselves rising in price in many cases, it ought to be easy sailing.

Then don't overlook the fellow who has burned his fingers in the automobile game. The man who has seen his upkeep bills soaring into the blue empyrean like a scared biplane until he finally felt compelled to sell the car, is just the per-

CENTER OF INTEREST AT SOUTH BEND SHOW

Attractive Exhibit of Frank Andrews & Son, Featuring Excelsior Motorcycles and Bicycles at Motor Display in Indiana City

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son with whom the upkeep figures for a sidecar outfit ought to make a decided hit.

And now is the grand time for the live dealer to place delivery outfits with retail merchants. The small combination grocery and meat markets which are becoming numerous in the residential portions of most cities offer a good chance, and the same is also true of the downtown markets in smaller towns. Every one of them has to deliver goods; in fact, a fair proportion of their business comes in the shape of telephone calls from housewives who are too busy to go out and do their dinner marketing in person.

Van vs. Light Car

Many of these stores have to keep up two or even three delivery rigs to take care of their customers. Some of them are beginning to switch to the light delivery car, but the rising price of gasoline cannot fail to make the average storekeeper think twice before he buys. He reads that the days of fifteen and sixteen cent gasoline are gone, never to return—as is undoubtedly true but sad—and he reasons within himself that he, for one, will stick to a nag or two and a cart. There is not likely to be any steady or alarming increase in the cost of fodder, and he can always figure out in advance just what the upkeep on his delivery system will amount to.

If I were a motorcycle dealer, I would get after these fellows with a punch in both hands and a kick in each foot. I'd have a delivery van hitched to a three-speed as a demonstrator, and I'd offer to do free all the delivering of a merchant, preferably one who had to use at least two rigs, for two or three days. Of course, I would take pains to put a good man in the saddle of the bus, a man who was familiar with the section of the city where most of the deliveries were to be made. It would pay any motorcycle agent to go to this expense, if by so doing he could prove to the storekeeper that one motorcycle and delivery van could do the work of two or three ordinary rigs.

I would keep a careful record of the mileage covered during the test and know exactly how much gasoline and oil had been consumed, how many deliveries had been made, the driver's wagons, and so on. I'd prove to the storekeeper that even if gasoline went up to forty cents he would save money by getting a motorcycle outfit, though I would be extremely careful not to misrepresent in the slightest degree the cost of keeping the van outfit on the road.

Good Driver Needed

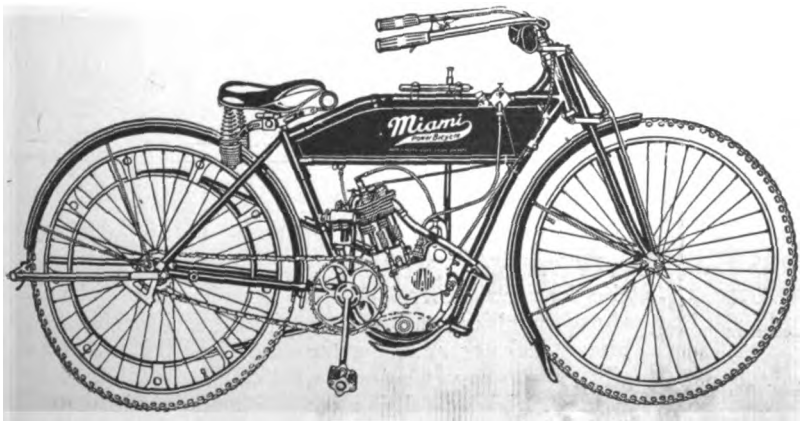
I would tell him frankly that he couldn't afford to buy a two hundred and seventy-five dollar motorcycle with a sixty dollar van attached, and then turn it over to the tender mercies of the average fifteen or sixteen-year-old boy. Fellows of the latter sort—or even younger—seem to be the ones generally favored as drivers of the delivery wagons. This is not a reflection on the boys as a class, for a sixteen-year-old boy *could* drive the van all right if he were level headed and had had the necessary experience. But if I were paying out the price of a new outfit, I should not prefer to have any sixteen-year-old boy acquire his experience at my expense. In short the motorcycle salesman must impress upon his customer the importance of getting a reliable driver and paying him more than he would have to pay any rattle-headed Tom, Dick or Harry who might apply for the job, perhaps half induced to do so by the prospect of the fun he'd get in driving the outfit around.

After placing a delivery van the motorcycle dealer's main concern is that it give satisfaction; upon this hinges the possibility of future sales not only to the storekeeper who bought the one, but to others as well. If I run a grocery store and see my competitor delivering goods by motorcycle, I am going to watch him like a hawk. It's going to be my business to find out exactly to what extent the experiment is a success or failure. If he is saving money and getting more business because of his new delivery system, I shall want to get into the swim myself. And on the other hand—or alternate paw, as Grantland Rice would phrase it—if the outfit fails to make good, I shall congratulate myself that he stood the expense of the experiment and that I get the benefit of it with no loss.

Watch the Performance

Therefore it behooves the motorcycle dealer to do all in his power to see that the van he has placed does give a good account of itself. He would do well to insist that the outfit be brought to the shop at least once a month for an examination if nothing else. A few nuts might have worked loose, a valve adjustment might be required, or some other little thing which might escape the driver's notice but which would instantly be apparent to the eyes of a motorcycle expert.

Miami PowerBicycle



SAFE
SILENT
CLEAN

List Price $115.00

F. O. B. Factory

Miami Power Bicycles are actually being sold in quantities to riders all over the U. S. and our Agents everywhere are enthusiastic. We have a real money-making proposition to offer Dealers in some territory still open. We are making prompt deliveries.

Miami Cycle & Manufacturing Co.
Middletown, Ohio.

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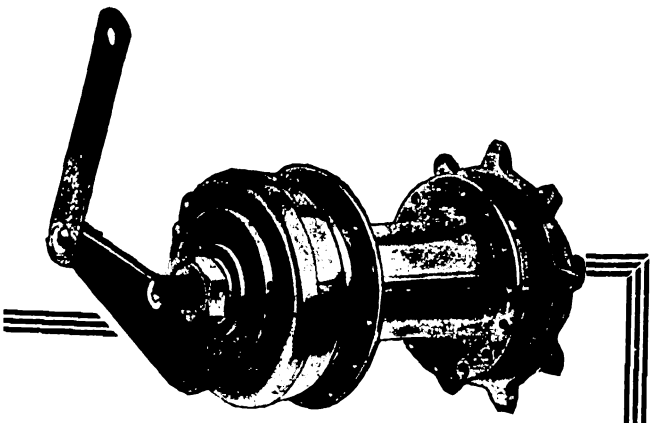

Look Ahead!

See that hill. Well, it would be a cinch to coast if your wheel were equipped with a

CORBIN

DUPLEX COASTER BRAKE

All you would have to do is to sit back comfortably on your saddle, keep your feet on the pedals which remain at rest and by a slight pressure of your foot, control the speed of your wheel to a fraction of a second. If you don't believe this try it once. Borrow a bicycle that is equipped with a Corbin Duplex and you'll soon find out for yourself why it is the most popular brake on the market and always has been. Just try this once.

DEALERS

A Corbin Duplex on the hub of any bicycle you carry is an added sales argument. All bicycle manufacturers furnish it when specified. Your jobber will gladly supply you. Catalog, price list, discounts on request.

The Corbin Screw Corporation

THE AMERICAN HARDWARE CORPORATION, Successor

NEW BRITAIN, CONN.

BRANCHES: New York, Chicago, Philadelphia

Makers of Corbin-Brown Speedometers

NOVEL ADVERTISING ATTRACTS AT BUFFALO MIAMI HEADQUARTERS

BUFFALO, N. Y.—Poppenberg Brothers, handling the Miami Power Bicycle, are doing a bit of novel advertising in their show windows. They recently stuck up a huge poster at the top of which in bright red letters were the words: "Cheaper than Carfare." This was particularly attractive because of the rumor that the street car men were thinking of going on strike.

Underneath the headline were a number of mysterious lines; mysterious until one came closer and read the words written above, below and around them. Two of the lines, which began in the center of the top of the poster and ran to the two corners on the bottom, represented a distance of 100 miles each. Over one was written: "One gallon of gasoline will take you over 100 miles on a Miami." On the other: "¼ pint of oil will take you over 100 miles on a Miami."

Between these two lines were a number of others showing the relative position and carfare between a few of the surrounding towns. The poster pointed out that Niagara Falls, 24 miles from Buffalo, costs 30 cents on the cars and only 8 cents when made on a Miami. Dunkirk, 40 miles out, may be made for 14 cents on a Miami against $1.06 carfare.

The poster attracted crowds and brought fruitful results. The Poppenbergs will get out some more comparative posters during the summer months.

BROOKLYN, N. Y.

BEN RUDERMAN, handling the Thor in this city, has sold out his contract number of Thors and has wired to the factory for eight more as a preliminary to a second big order. "This season is going to be the best for me since I started in business eight years ago" says Ben. "From May first to the eighth, I have sold $4,351 worth of Thors and will keep up the good work indefinitely."

SHAMOKIN, PA.

W. O. RHOADS, representing Indian and Excelsior in this city, has just sold a 17-3 Excelsior to the J. H. & C. K. Eagle Silk Co., of this city, for its Motive Power department. The machine will be used to travel to and from the different mills, of which there are five. Two mills are eight miles from the depot.

NEW HAVEN, CONN.

SAM SCHWARTZ, representing the Miami Power Bicycle in this city, is holding a Power Bicycle Week now and is making things hum in the interests of the little Middletown-made four-stroker. He is being assisted by C. F. Pineau and C. A. Van Doren of the Miami forces.

Schwartz is the leading cycle man in this city and has gained much renown in the athletic field as a heavyweight wrestler. He and his brother have a bicycle store at Danbury, Conn., which is considered one of the livest in the city.

COLUMBUS, O.

L. P. BIRKENBACH CO., has taken the agency for the Dayton Motor Bicycle and has started in selling these machines with a swoop. The bicycle business is about 100 per cent. better than in 1915 and the end of the season is yet a long way off.

L. P. Birkenbach is now in Florida for his health, having left several weeks ago. He is improving nicely and intends to return within a few weeks.

(More News of Dealers on Page 48)

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Prest-O-Lite

for
Motorcycles

Get this Brilliant, Dependable Light on your Motorcycle

It will add to your pleasure and safety. Good lighting is no less important than fuel.

Prest-O-Lite gives you perfect service and satisfaction at all times—is unaffected by bumps or jolts. It furnishes a mellow light, will not go out suddenly or fail you in emergencies. Its operation is thoroughly simple. Any rider can easily give it all the attention it needs.

Because of its reliability, efficiency and freedom from trouble, Prest-O-Lite is used on more motorcycles than any other system of lighting. It costs little to buy and little to use.

Of Proven Value on all Makes of Motorcycles

Your dealer can supply you with Prest-O-Lite on any make of motorcycle you buy. One of the most popular combinations of complete equipment, offered by many dealers, is a Prest-O-Lite, a lamp and a good mechanical horn. You save money both on the purchase price and in upkeep cost by **insisting** on this kind of equipment.

Dealers find it profitable

to tell their customers about Prest-O-Lite in their sales talk. By giving the rider more for his money, you make more yourself. If you're not "cashing in" on the Prest-O-Lite demand, put yourself in a position to do so at once. Send for details.

The Prest-O-Lite Co., Inc.

The World's Largest Makers of Dissolved Acetylene

246 Speedway, Indianapolis, Ind.

Canadian Offices and Factory
Merritton, Ontario

Prest-O-Lite Exchange Agencies Everywhere

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CAREFUL WORK SWELLED MAC'S PROFITS

He Put the Best of His Efforts in All Undertakings and Delivered Everything on Time—Gives Square Deal to All

By HARRY B. COHEN

LESS than a dozen years ago Samuel McPherson, then a young man, secured a position with a Washington, D. C., bicycle concern to do odd jobs of repairing. Today he is conducting his own store, a large one, at 709 H street N. W., with the District of Columbia agency for the Dayton Motor Bicycle, and a sub-agency for the Indian. In slightly over four years McPherson has built up a well-paying business on a shoestring investment, has supported his family and established them in a comfortable home in the meantime, and has built up a fine following. The names McPherson and "square deal" are recognized as one and the same in the National Capital.

During the time that he was with the bicycle concern McPherson learned to become a good all-around bicycle and motorcycle mechanic. After a few seasons he secured a position with Miller Brothers, Washington Excelsior agents, and worked for them until they discontinued the business. Being now a married man, "Mac" looked about for a source of greater income, and, although having an insignificant capital and a small stock of tools, he rented a little store at 816 Ninth street and started on his own hook.

Kept on Plugging

For some time business came in slowly, but McPherson plugged away. He economized by living over his shop and in other ways. Soon trade picked up and increased more and more as the quality of his work became known.

At the outset of his career as a business man he adopted a policy exemplified by the name of his establishment. This policy has been the foundation of his success. His establishment is known by the name of the "Neutral Motorcycle Garage" to signify the fact that riders of all makes of machines were equally welcomed and the same attention would be shown to all.

Prompt Deliveries

In addition, McPherson has always made it a policy to deliver all work when promised, and makes no promises impossible of fulfillment. All work was carefully and painstakingly performed, and now that "Mac" has several assistants working under his direction, he insists on the same lines being followed and personally, inspects all work before it is delivered. All charges for repairs are made on a basis of time and material, thus insuring a fair price to all.

The fruits of this policy resulted in the expansion of "Mac's" trade and his move to the H street location. He now handles the two agencies in the same large quarters, and stocks a goodly line of motorcycle supplies and accessories. Those who know him say that he has not yet finished expanding his business, and look for a big increase in his quarters.

MANY DEALERS AND RIDERS VISIT POPE PLANT

WESTFIELD, Mass.—Among the recent visitors to the plant of the Westfield Manufacturing Co., maker of Pope motorcycles and bicycles, were Paul Powton and Robert Roberts, of Glens Falls, N. Y.; L. M. Isaacs, of the Charles Williams Stores, New York; James J. Griffin, Indian Orchard, Mass.; H. B. Adams, of Northampton, Mass.; Edwin G. Rude, of Springfield, Mass.; Lionel Gottschalk, of Copenhagen, Denmark, distributor for Scandinavia and Russia; Homer Becker, East Schodack, N. Y.; Albert Bunyour, Williamansett, who styles himself a "Rider of the Good Old Pope"; Fred Eichstaedt, Holyoke, Mass.; Albert E. Goodby and Nat. E. Cohen of the Goodby-Rankin Company, Providence, R. I.; Wm. H. Andrews, of New Haven, Conn.; Ralph Le Cowles, Canton, Ct.; J. P. Hawley and R. F. Reed, of Hinton, W. Va.; W. A. Baker, of the New York Sporting Goods Company, and L. J. Hood, of Walthour & Hood, Atlanta, Ga.

EXCELSIORS FOR PROVIDENCE COPS

PROVIDENCE, R. I., May 12.—R. M. Linnell, manager of the Hub Motorcycle Company, has sold to the Providence Police Department for immediate delivery a model 17-3 Excelsior motorcycle. The secretary of the Police Board is now considering with him the purchase of two Excelsiors with sidecars, these to be used by the department for emergency service.

(MORE NEWS ON PAGE 50)

RIDE AN R-S FOR REAL SATISFACTION

12 H. P. 3 speed
Model 16B $265

6 H. P. 3 speed
Model 16K $230

Large folding foot boards, foot and hand operated clutch, foot operated brake, double oiling system, the R-S shock absorbing seat post, adjustable to weight of rider; these are but a few of the "trimmings" which carry out to the smallest detail the Policy of Service plus Comfort.

Then, too, its powerful and silent long stroke motor with imported ball bearings, mechanical intake valves and integral cams and gears serves to give the R-S buyer *more* value, *more* service, *more* satisfaction.

Write for New Catalog

READING STANDARD CO.
501 Water St., Reading, Pa.

The SCHEBLER CARBURETOR
America's Standard
Supreme through Merit

THE HEART OF THE MOTORCYCLE

WE EQUIP
THOR
POPE
YALE
EAGLE
INDIAN
EMBLEM
DAYTON
SPACKE
DE LUXE
CYCLONE
EXCELSIOR
HENDERSON
IVER-JOHNSON
HARLEY-DAVIDSON
READING STANDARD

WHEELER & SCHEBLER
INDIANAPOLIS, INDIANA, U.S.A.
BRANCHES AND SERVICE STATIONS IN ALL PRINCIPAL CITIES

Mention MOTOR CYCLE ILLUSTRATED—It helps you, the advertiser and us.

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Stewart

Motorcycle Necessities

Your Life Depends On Them

In buying accessories for your motorcycle always bear in mind the service they have to perform—the dependence of life and property you have to put in them.

Remember that in an emergency your life and the lives of others depend on the quality, reliability and commanding voice of your warning signal.

Pay the price of certain safety—$3.50 for the reliable, handsome Stewart Hand Operated Motorcycle Warning Signal. You can't get real quality and reliability for less.

A Stewart Motorcycle Speedometer is worth the $10 it costs just for the extra pleasure you'll get in always knowing exactly "how far" and "how fast."

It will more than pay for itself in a season for it costs less than one fine for exceeding the speed limit and is an undisputable record of mileage in getting fair tire adjustments and in keeping accurate record of gas and oil consumption.

Branches and Service Stations in All Principal Cities

The Stewart-Warner Speedometer Corporation, Chicago, Ill.

Stewart Products for Sale by Motorcycle and Accessory Dealers—Everywhere

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HOW SELLING TALKS WERE JUDGED

(Continued from page 30)

salesman who asks his customer "About what price do you desire to pay?" justifies emphasis in that it clearly indicates not merely a keen appreciation of salesmanship, but a way to sell bicycles of a better grade.

In the other papers to which prizes were awarded the elements of confidence and logical appeals and fruitful ideas, and a general grasp of the general necessities of storekeeping and salesmanship are so marked as to have rendered "picking the winners" not so easy as may appear to be the case. In the contributions that all those gentlemen to whom an honorable or other mention has been given, there is one idea or more, which, applied more generally, cannot well fail to assist in attaining the goal marked out by the "Million Bicycles" Committee.

Some Talks of Narrow Scope

In a number of the papers submitted it is observable that a restricted or too literal view was taken of the title of the competition "Selling Talks," and as a result the competitors' ideas took the form of imaginary conversations between salesman and customer.

In not a few of these papers it is observable that the entire selling appeal is based on mechanical features of the bicycle; in others, on its utilitarian value or economy for commercial purposes, which is to say that, judged purely on these conversations, the virtues of health and pleasure, which are the strongest of all human appeals, and to which the bicycle most attractively lends itself, are not being made the most of. Each of the papers was considered from these standpoints.

L. A. M. C. BARBECUE PROVES HUGE SUCCESS

LOS ANGELES, Cal.—About 225 riders and guests from this city took part in the annual barbecue held last week of the Los Angeles M. C. The girls turned out in fine shape to see how well the men could cook. The destination and "place of eats" was Devil's Gate, 22 miles out of the city. On arrival the party waited a short time for the cooking committee to prepare all things, and then set to work on the roast pig, the half bullock and other savory things in the feast.

The cooks started the night before to make things ready, so that when the horde arrived it was a case of only a few minutes' wait at most. Following the eats came a series of events, such as the sparkplug race, the tire-pumping contest, sprints backward on foot and other amusing stunts —to the spectators. In the sparkplug event, the competitors were blindfolded and given plugs and at the gun went to their mounts, put both plugs in place and adjusted the cables. In the pumping contest, the air was let out of each rear tire and it was the victim's duty to get the tire inflated as quickly as possible. Two minutes was assigned as the limit.

After the sports a dance was held and then the party started for home. The barbecue was such a success that a lot of new members joined the club that night.

HAESE & COMPANY ADD THIRD TEST SET

HAESE & CO., of Punxsutawney, Pa., have added a test set for motor-cars, following the introduction of their motorcycle sets referred to in our last issue. The latter come in two styles, one for magneto-ignited machines, and the other for motorcycles fitted with electric-outfits. The motor-car set is very similar to the motorcycle sets, and has been subjected to a series of tests by New York engineers to determine its value. The set has passed the proof successfully, and accordingly it will be pushed by the makers.

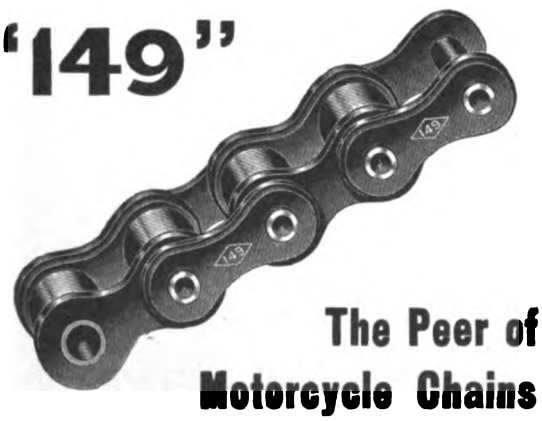
As the motorcycle test sets are practically of the same composition, with the exception of the instruction books which accompany each, the makers are confident that they will pass any proofs to which they may be subjected. Those interested in the sets should address the makers at Punxsutawney, or should apply to their regular jobber.

DAYTON IS ONLY ONE TO GO UP ON TOP GEAR

STEELTON, Pa.—In a recent hill-climbing contest held by private owners of five different makes of machines on "Loop-the-loop" hill, a Dayton twin was the only one to make the ascent on top gear. The hill has local fame as a "killer" as there is not any chance for a rolling start and the surface is nothing extra. The terms of the contest were to see which rider could ascend on top gear.

(More News on Page 52)

"149"



The Peer of Motorcycle Chains

Accurate Every part is micrometer gauged for accuracy and pitch and each chain is carefully inspected and tested before leaving the factory.

Strong The breaking strength is several times what is needed for actual service. This provides a good factor of safety.

Durable No. 149 will give steady, day after day service when operated under anything like normal service conditions.

Diamond Chain & Mfg. Co.
Indianapolis, Indiana

HARRIS
TRADE MARK REG. U.S. PAT. OFF.
OILS AND **GREASES**

Make a Good Motorcycle Better

Because they increase its efficiency. Motorcycles are especially susceptible to poor lubrication—likewise, they quickly respond to good treatment. Cheap oils not only give poor results, but injure your machine. Special care is taken in making our motorcycle oils, and the same high standard of quality found in our other products is maintained. Only the *best* crude stock is used, and every process of its manufacture is carefully tended by experts.

Treat your motorcycle right—lubricate it with HARRIS OILS—it will fully repay you in service.

"A Little Goes a Long Way And Every Drop Counts"

A. W. HARRIS OIL CO.
326 S. Water St., Providence, R. I.
Branch: 143 No. Wabash Ave., Chicago, Ill.

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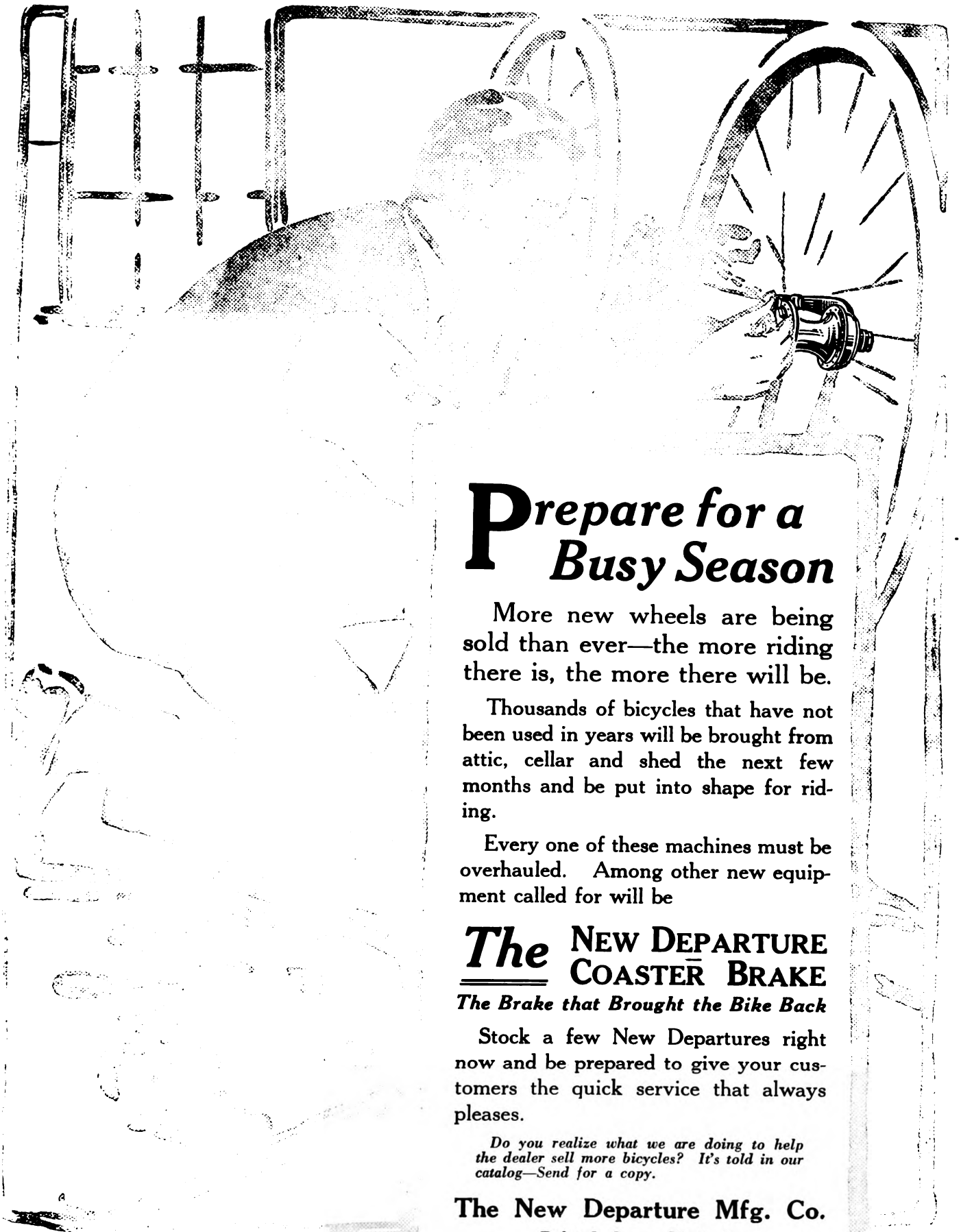

Prepare for a Busy Season

More new wheels are being sold than ever—the more riding there is, the more there will be.

Thousands of bicycles that have not been used in years will be brought from attic, cellar and shed the next few months and be put into shape for riding.

Every one of these machines must be overhauled. Among other new equipment called for will be

The NEW DEPARTURE COASTER BRAKE

The Brake that Brought the Bike Back

Stock a few New Departures right now and be prepared to give your customers the quick service that always pleases.

Do you realize what we are doing to help the dealer sell more bicycles? It's told in our catalog—Send for a copy.

The New Departure Mfg. Co.

Bristol, Conn., U. S. A.

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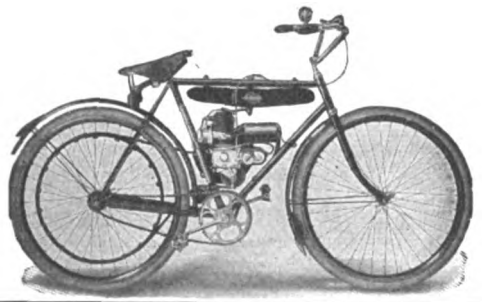
2-STROKE Cyclemotor HIGH-SPEED

The Cyclemotor forms the connecting link between bicycling and motorcycling. **It combines the advantages and conveniences of both** and appeals to a larger class of riders.

It is a lively line for good dealers to handle and nets nice profit on **cash** sales. When writing ask for booklet "D-3."

Cyclemotor Corporation

Arlington Bldg., Rochester, N. Y.



The Wind Blew It Over!

This has happened to *you!* You know it has. **And it's all because you have an old-fashioned stand that does not really support the motorcycle.** The slightest **grade and bang!** —your stand **tips and the machine falls. Result—anything** from a bent **hanger to a** smashed frame.

The MILLS ADJUSTABLE STAND

fills the demand for an adjustable motorcycle holder that permits starting the motorcycle on any grade—allows the machine to stand upright no matter how steep the incline, and affords a substantial base that holds the motorcycle firmly. No more tipping over. Can be attached to any motorcycle in a minute. Looks better and costs but little more than the ordinary inefficient stand.

Your dealer can get it for you if you insist on it.

DEALERS, WRITE FOR SPECIAL PROPOSITION.

Mills Novelty Co.

225 South Green St. Chicago, Ill.

When ordering, give make and model of machine.

Price $5.00

Terms, 1/3 with order, balance C. O. D.

Full details on request.

WASHINGTON, D. C.

HOWARD A. FRENCH & CO., local branch, has delivered a three-speed Powerplus to the Washington Gas Co. as a preliminary to the turning over of nine more to fill that firm's order for ten. The Gas Company requires that its inspectors, trouble men and meter inspectors shall be capable of handling a motorcycle, and has installed a separate motorcycle garage with an efficient mechanic in charge. This has been done by reason of the superior economy and dependability of the motorcycle as compared with that of the automobile, and all of the latter machines used previously have been disposed of.

HARRY F. SEAMARK, handling Miami Power Bicycles, Emblem, Thor and Flying Merkel motorcycles, has just sold two of the Emblem little twins to private users last week. Seamark says that there is also a good demand for the 6 h. p. twin Thor and the sales of this model lead in his motorcycle lines.

HAVERFORD CYCLE COMPANY, local branch, is experiencing a run on Cygnet Rear Cars these days. Over a dozen have been sold within the last two weeks. The demand for Excelsior models has been great and also for Triplex seats.

F. L. LEISHAAR, local Indian agent, reports big business in Indian Maid and Rogers sidecars, and a good demand for Cygnet Rear Cars. Ten of the sidecars have been delivered during the last three weeks. "Very few solo mounts are to be seen on Washington streets," says Leishaar, "it's practically all tandems or sidecars. The F. N. tandem sells the best, to both riders and sidecarists."

JACK HINES, handling the Cleveland lightweight, has moved to a new store at 906 I street, in the heart of Motorcycle Row. The little two-stroker is proving itself very popular in the city and Hines reports an increasing demand for this model.

SPOKANE, WASH.

THE SPOKANE CYCLE & SUPPLY CO. now employs 32 men in its various departments. The demand for Indian motorcycles and bicycles has been very great as is the case also with the Miami line of cycles, for which the firm is agent. J. D. Alexander, who founded the company, is its president and manager, while J. B. McKenzie is secretary and Reuben Crandall is vice-president.

The present season is Alexander's twelfth in the cycle business. He took the Indian agency in 1905 and has held it ever since.

FALLS CITY CYCLE CO., handling the Harley-Davidson, is building an addition to its place at 106 Bernard Street. "Since locating here last April" says Manager C. W. Miller "every department of the business has grown to such an extent as to make us look for more room. We are now constructing a room 45 x 25 in rear of the store for a repair shop. Convenient rear entrance, stalls for machines and provisions for riders who wish to adjust their mounts are among the features of the new building."

INLAND MOTORCYCLE CO. has received its first shipment of Dayton Motor Bicycles and is demonstrating the little front-wheel driver throughout Spokane County. The Smith Motor Wheel is also featured.

(More News of Dealers on Page 54)

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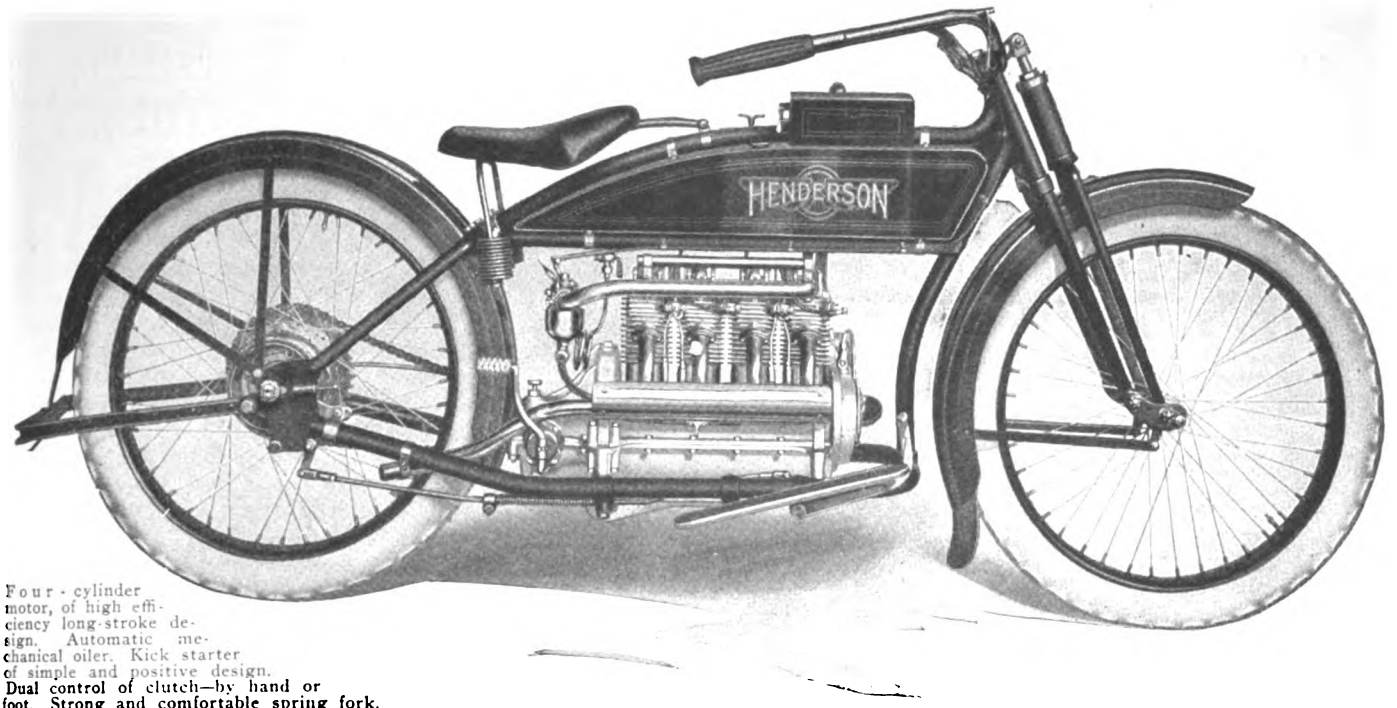

Four-cylinder motor, of high efficiency long-stroke design. Automatic mechanical oiler. Kick starter of simple and positive design. Dual control of clutch—by hand or foot. Strong and comfortable spring fork. Luxurious saddle of integral design. Big automobile-size non-skid tires. Wheelbase 58 inches.

The Sales Talk

of the Henderson dealer is effective because the machine backs it up at every point by performance. The customer can see for himself. And after having bought a Henderson, the rider becomes still more enthusiastic because he finds that in actual service the machine is even more satisfying than the dealer's claims had led him to expect.

HENDERSON MOTORCYCLE CO., Detroit

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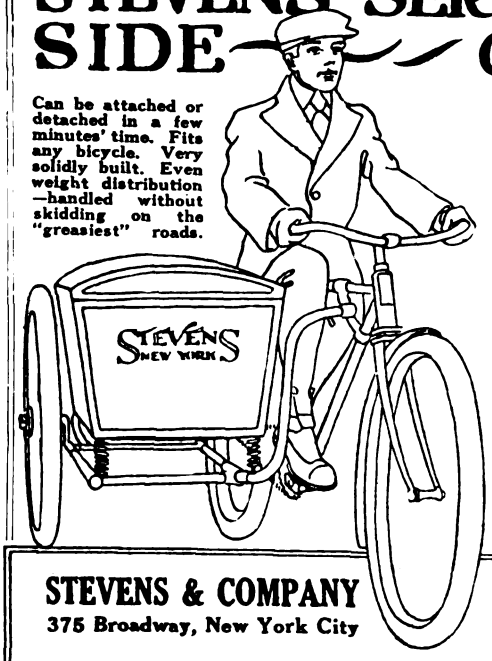
Cut Delivery Costs in ½

Gain the lasting patronage and friendship of the merchants in your town by bringing to their attention the simplest, cheapest, most reliable and most PRACTICAL method of light package delivery ever devised—the

STEVENS SERVICE SIDE CAR



Can be attached or detached in a few minutes' time. Fits any bicycle. Very solidly built. Even weight distribution—handled without skidding on the "greasiest" roads.

Capacity 100 lbs. Two models, one in wood—the other in rattan—both priced the same—$20 less trade discount. This is but one of the hundreds of SERVICE articles of the Stevens line. Our catalog tells the whole story—why not get a copy?

STEVENS & COMPANY
375 Broadway, New York City

ASK YOUR JOBBER

The Judge of Real Chain Value

will instantly see in "The Coventry" Chain certain refinements, certain features that are contained in no other chain made. And that rider will give these SPECIAL features in

"The Coventry" Chain

"THE MOTOR'S TRUE MATE"

the consideration they justly deserve. For instance, there is the special heat treatment of the Sheffield steel that gives that marvelous durability to "The Coventry." Add to this the doubly strong roller, with shoulders at the end of the enlarged rivets to permit of easy repairing, and you have some of the main reasons for "The Coventry's" deserved popularity.

Write for our booklet, "The Motor's True Mate"

HERBERT F. L. FUNKE CO., Inc.
112 Broad Street New York

BUFFALO, N. Y.

SEEBER & HOFHEINS, who handle the Thor in the Bison City, are experiencing a steady demand for the 16-V and 16-U models. In fact, within the last few weeks, business has been coming their way to such an extent that they have sent telegrams to the factory to ship machines by express until further notice.

ADOLPH KELLNER, Bison City agent for the Excelsior, says that sales on both motorcycles and bicycles are considerably better than for the two past seasons. "The bicycle business this Spring has been unusually good" says Kellner, "I have been able to get all the wheels that I want and to make quick deliveries."

GEORGE HAIER, who is identified with the local agency for the Harley-Davidson, has been appointed official checker for Buffalo in the Bay State endurance run to this city. The riders in this event will arrive at 11 a. m. on May 29.

POPPENBERG BROTHERS, Bison City agents for the Miami Power Bicycle, are using a novel method of displaying their lines of motorcycles and bicycles. In order that the passerby shall see the machines from all angles, they have installed several revolving platforms in the show window. The machines are placed on the platforms and the current turned on, when the platforms revolve slowly.

NEWARK, N. J.

WATSON KLUCZEK has received five Reading Standards this week and they are all gone to customers. With this quintette went four Pullman sidecars and one Rogers sidecar. Kluczek has sold a Reading Standard delivery van to the Newark Typewriter Exchange.

WALTER GOERKE, Indian man, has delivered seven blue Powerplus twins to the Essex County Park police. Three of these are three-speed models and the others single-geard. All have Mag-Generator equipment and have Sterling "Vacuum Bar" tires. The men will use their new machines for the first time at the annual inspection of the department on May 20.

CHARLES KREBS, Pope agent, has his first 1916 three-speed twin of Westfield make. His place at 31 Springfield avenue is thronged with motorcyclists eager to see the new arrival.

MANAGER BUNKIN, of the Haverford Cycle Co., is busy seeing Excelsiors uncrated these days. Five came in last week and five more this week, while eight are due within the next few days. Bunkin is saying nothing but sawing wood. He has disposed of two Cygnet Rear Cars and over a dozen Motor Wheels.

PATERSON, N. J.

JOHN STEELE, local Indian representative for Passaic and Bergen Counties, has taken the store adjoining his present place at 95-97 Broadway and has thus made his establishment the largest in this section of New Jersey. Steele has but a few more machines on his first contract to dispose of, and this showing is considered by him to be the best he has made since taking the Indian agency.

Steele's new repair department will be in charge of Hans Mumenthaler, an expert repairman who formerly ran a shop in the Riverside section.

(More News of Dealers on Page 56)

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Motor Wheel Headquarters
-what it means to the live dealer

Smith Motor Wheel
DETACHABLE

A. O. Smith Company dealers everywhere are *motor wheeling into bigger business.*

As the selling season advances, as pleasant outdoor days multiply and as the natural friendliness towards the Smith Motor Wheel is steadily growing, our dealer representatives are learning more and more just what it means to be Motor Wheel Headquarters in a community.

Every bright red *Smith* that chugs along city boulevard or country lane is humming its song of advertising. People pause. There is a friendly smile of approval. And that's the way new prospects are won for the dealer.

Local advertising in newspapers, linking the dealer with the big national magazine publicity of the A. O. Smith Company, does the rest and your Motor Wheel Headquarters begin buzzing with new business.

Five minutes to attach to any bicycle, a simple demonstration and another sale is made. Profit from new bicycles, tires and accessories are another profit feature for the fortunate dealer whose store is Motor Wheel Headquarters.

You bet it pays! We wish all of our dealers could spend a day at the factory and wade through our correspondence. That's where you may read the story of successful selling. And there are letters by the hundred telling of happy sales records dealers are piling up.

And they tell us that the Smith Motor Wheel *itself* does most of the work of selling.

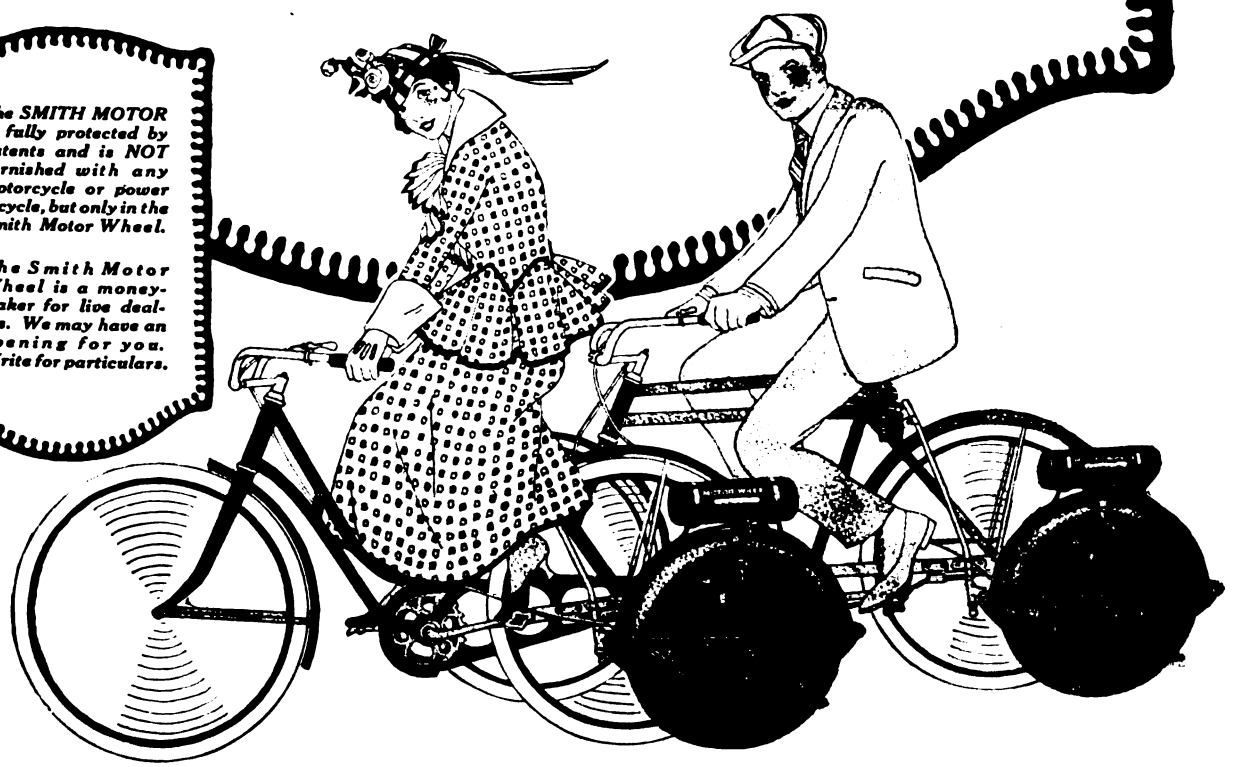
MOTOR WHEEL DIVISION

A. O. SMITH COMPANY, Milwaukee, Wis.

World's Largest Manufacturers of Automobile Parts

The SMITH MOTOR is fully protected by patents and is NOT furnished with any motorcycle or power bicycle, but only in the Smith Motor Wheel.

The Smith Motor Wheel is a money-maker for live dealers. We may have an opening for you. Write for particulars.



The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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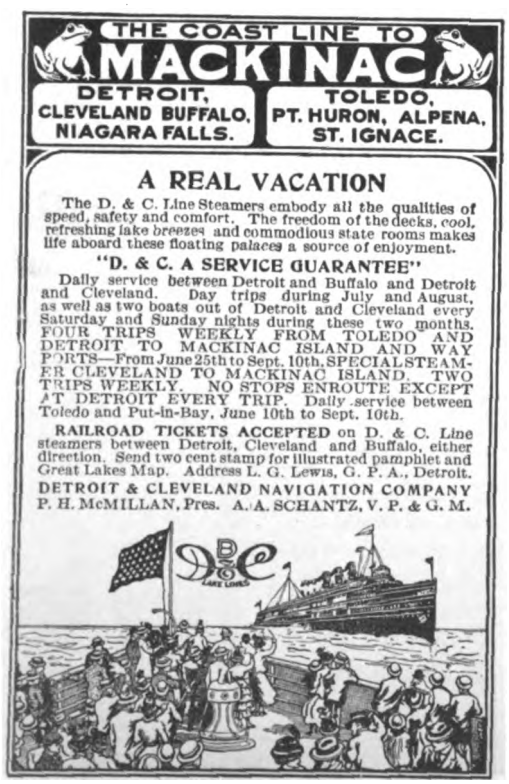
NAMES——

By the hundred or the thousand, as many as you want—Mr. Dealer and Mr. Manufacturer—names and addresses of the motorcyclists and automobilists who are registered at the New York State Capitol.

We Furnish These Names At Lowest Prices

Dealers are making good money, and creating a lot of new business, by using our lists. Now is the time to write riders in your territory for repair work and new accessories. Get our list now. Beat your competitor to it.

Capitol Auto List Company
Room 233, Capitol **Albany, N. Y.**



KANSAS CITY, MO.

C. HAHN, representing the Dayton, has just received a shipment of Motor Bicycles and pedal cycles this week. The bicycle end has been increasing nicely and Hahn has his files full of prospects.

A. F. CROCKER, representative of the Hendee Mfg. Co. in this city, says that business throughout the entire Western territory is progressing most favorably, but looks for a big increase within the next few weeks. He recently returned from a short visit to Indian dealers in Kansas.

CHARLES HANSON, local Indian agent, recently sold four new machines to the Kansas City police department. This will bring up the number of Indians in use by the local police to 22, all of which were supplied by Crocker within the last twelve months.

LOUISVILLE, KY.

J. S. ETEEN, proprietor of the new Cycle Shop, has been doing finely in his quarters at Broadway & Preston streets. In slightly over a month, he has sold three Hendersons in Louisville and shipped a fourth to a customer in Owensboro. He has also delivered two Cygnet Rear Cars to natives of this city and has had eleven applications from his district sent him by the factory. The Silver King bicycle is another line handled by Eteen. M. Romano, formerly connected with the old Dayton Motorcycle Sales Co., is in charge of the repair department.

KLINE BROTHERS, handling the Harley-Davidson, have delivered 19 machines of 1916 model to date and have orders for several more. The vulcanizing and repair departments have been kept busy and retail sales of supplies have been excellent.

SUTCLIFFE COMPANY, handling the Smith Motor Wheel and several makes of bicycles, has made a big improvement in the establishment. The rear of the building has been remodeled and a mezzanine balcony put in. The office is now on the balcony, leaving the fourth floor free for storage. The bicycle department is directly under the balcony and a new brick shop is being erected on grounds directly in rear of the store.

SOUTH MANCHESTER, CONN.

MADDEN BROTHERS, handling the Indian in this section, have just received an order for a 1916 Powerplus three-speed machine for the service of the local police department. This is but one of a number of sales which the Maddens have recently made to local users and is considered the forerunner of other demands for Indians in municipal service in this section.

PEORIA, ILL.

VOSS BROTHERS, local Indian and Excelsior agents, have just sold a 17-3 Excelsior to the Peoria police department, for the use of its traffic men. This is the sixth Excelsior which the department has had since 1911, in which year two single cylinder machines of that make were purchased from the Voss establishment.

SACRAMENTO, CAL.

H. CAMERON, of the Cameron Hardware Company, has sold two Indians in one day last week. "Just by way of showing a trade visitor that we could and did sell Powerplus machines" says Cameron.

(More News on Page 58)

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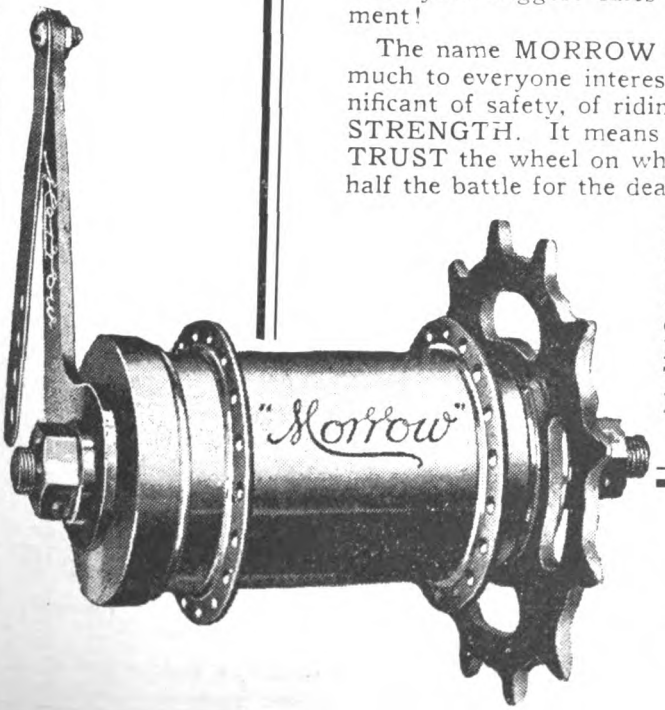
Prepare!

Morrow

Bicycle dealers—get ready for the big summer rush of bicycle prospects. Land these prospects with your biggest sales gun—MORROW Equipment!

The name MORROW on a coaster-brake means much to everyone interested in bicycles. It is significant of safety, of riding ease, of INVINCIBLE STRENGTH. It means to the buyer that he can TRUST the wheel on which it is fitted—and that's half the battle for the dealer.



Put Morrow "Pep" Into Your Line. See That Every Bicycle You Handle Is Equipped With the Best Known and Most Trusted Coaster Brake Made.

Eclipse Machine Co.
Elmira New York

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HARLEY-DAVIDSON COMPANY'S PRESIDENT

(Continued from page 42)

"That's a fine system you have for calling people in the factory," was the opening with him. Arthur beamed. Then he told of the time it saves every day. Group lights of different colors—a different signal for each of sixteen men—are flashed simultaneously from stations throughout all departments of the factory. This calling system is characteristic of the Harley-Davidson organization. Further questioning developed the fact that the installation cost $1,100—but it paid for itself quickly in time saved.

Walter's Early Exploits

"Walter shot out of the room in response to his signal just as he brought us up to 1905," was explained to Arthur Davidson. "Please go on from there, especially telling of Walter's influence in the development of the business." Arthur sat silent for several moments as he reviewed in perspective that period in Harley-Davidson history.

"The heavy end of the machine work was all done by Walter," he began. "We put up our first factory building on this site in 1906 and it was in that year that Bill, our oldest brother, left the Milwaukee road and came into our factory. Walter, like the rest of us, did anything and everything that was to be done. We made motorcycles, tested them, crated them and sold them. It can be said quickly, but there was a lot to it. There were no good roads anywhere near the factory then so Walter rode the new machines on the railroad tracks—used to race with the trains. Much of the crating was done outside on the sidewalk, or rather where the city had provided space for a sidewalk on the newly-opened street.

"More fun was found by Walter in making motorcycles and riding them than in anything else. Rapidly he built up for the Harley-Davidson a reputation for speed and endurance. Walter's riding ability in those days was a big factor in stimulating sales. But I'll never forget his first race. It was at the Milwaukee State Fair track in 1905. We thought we had a machine that was a real motorcycle. The best it could do was 1:40. The rest of us were a bit discouraged, but his experience on the track that day only served to make Walter more determined than ever.

"The way he went to it to make a motorcycle that would travel was something to see. He put all his energy into the job, and on July 4, 1906, went down to Chicago, made a cleanup and won his first cup. After that he won many trophies. I remember, for example, the race meet of the Chicago Motorcycle Club at Crown Point, Ind., July 4, 1907. Walter won first in the one-mile open, second in the three-mile open and first in the five-mile open. In the endurance contest of that same club, September 14-15, 1907, he won a perfect score. His first opportunity to show real speed on the Milwaukee track was on July 27, 1907, at a race meet promoted by Barney Oldfield.

"National honors for the Harley-Davidson were first obtained by Walter in 1908. We were a pretty proud bunch of fellows in that year when Walter went into competition with the best riders of the day and in the F. A. M. endurance contest in the Cattskill Mountains won the diamond medal and perfect score of 1,000 plus 5, being the only one who has ever received that honor from the F. A. M. The contest was held June 29 and 30. Walter's motorcycle was a single cylinder with a piston displacement of 30.13 cu. in. and was rated at 3½ horsepower.

"The world's economy record was won just a few days later by Walter. Under the rules of the F. A. M., Walter on July 3, 1908, was awarded the gold cup, covering 50 miles on one quart and one ounce of gasoline. This still stands as the record for machines under 30.50 cubic inches, with pedaling prohibited. The winning of the gold cup by Walter was all the more noteworthy because he had had no intention of entering the contest and used a brand new machine taken out of the stock of the Thomas-Roberts Company, at that time our New York dealers, and had no opportunity to tune it up.

A Foothold in the East

"Walter's invasion of the East was exactly what we needed then to put us on the map. As a comparatively young concern our reputation prior to that time for building motorcycles with speed, power, dependability and low gasoline consumption was not very extensive, but the F. A. M. meet in 1908 with Walter winning the diamond medal, 1,000 plus 5 score and gold cup attracted wide attention with the result that our standing as motorcycle manufacturers was assured. It has always been Walter's way that whatever he goes into he goes into right."

At this moment the flashing of a green

(Continued on page 60)

BE THE LEADING DEALER IN YOUR SECTION

Nothing will do more to bring this about than to establish yourself headquarters for the now CELEBRATED

A. B. C. GENERATORS

The most simple—therefore the most developed Motorcycle Electric System on the market. Claims of Superiority — Appliability — Stability — Efficiency — Durability — Flexibility and Accessibility.

New Prices MODEL B—Complete less lamps Direct Lighting $25.00 | MODEL C Batt. Charging $30.00

You don't THINK you see the road—YOU DO SEE IT. Transportation paid on retail sales.

A. B. C. GENERATORS CO., Los Angeles, Calif.

All Los Angeles Police Use the A. B. C.

You've tried the rest, NOW try THE BEST

the 20th Century lamp

For bicyclists and motorcyclists they have no equal. They give a better light and cause less trouble than any other lamp made. Try one and be convinced.

We are Boosters for "One Million Bicycles in 1916"

20th Century Mfg Co

373 Broadway New York.

Thousands of Prospects

Are reached each week through the classified columns of Motor Cycle Illustrated. And the cost of putting your proposition before this great buying power is only three cents a word per single insertion and two cents a word when repeated.

If you've got something to sell—don't delay, send your ad to the classified department—THE BIG RESULT GETTER.

Motor Cycle Illustrated

13 Park Row, New York

Mention of MOTOR CYCLE ILLUSTRATED is always appreciated by advertisers.

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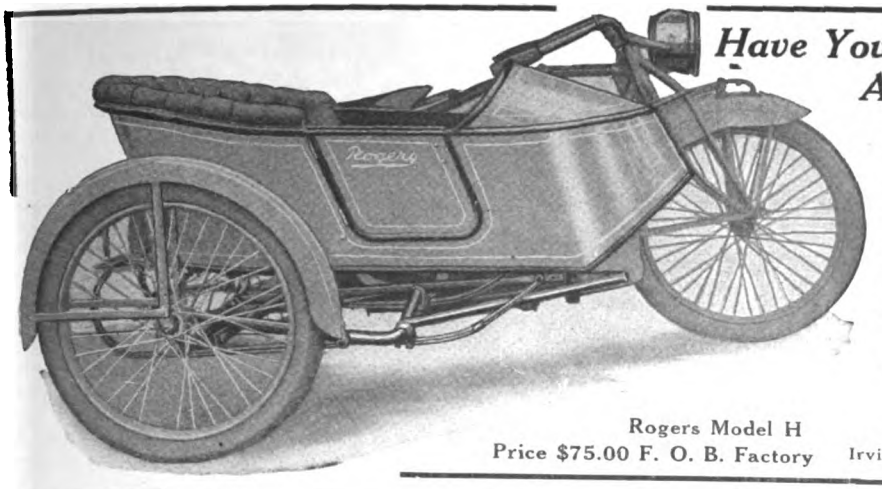


Have You A Rogers On Your Motorcycle?

If not you are losing half its value.

Remember—There is a ROGERS Sidecar specially equipped to fit and perfectly match in color every standard motorcycle.

See the dealer or write today for catalog stating make and model of your motorcycle.

ROGERS MFG. CO.

Rogers Model H
Price $75.00 F. O. B. Factory

339 W. Madison St., Chicago
Irving Beck (Service Station), 1493 Fifth Ave., New York

Pullman

THE HARRY SVENSGAARD SALES CORP. DETROIT

This Name Guarantees Satisfaction

See that it is on the sidecars you sell in 1916!

Harry Svensgaard Sales Corporation 214 Jefferson Ave. East. Detroit, Michigan

"DUCKWORTH" CHAINS

Are sold on merit, not on price. Satisfactory service is their strongest selling argument.

DUCKWORTH CHAIN & MFG. CO., Springfield, Mass.

NEW YORK SPORTING GOODS CO

FREE TO DEALERS

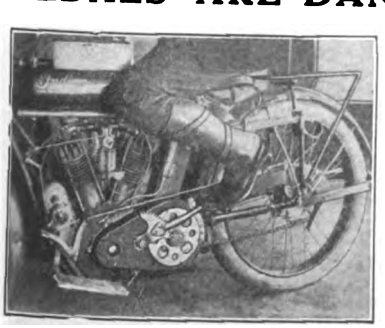
Write us on your letter head or enclose your business card and we will send you our new catalogs.

No. 60 Motorcycle Supplies
No. 64 Bicycle Sundries

A few agencies still open for live dealers of "Victor," Pierce and "Crawford" Bicycles. Prices and terms on application.

New York Sporting Goods Co.
15 and 17 Warren St., near Broadway New York

PEDALS ARE DANGEROUS!



They have a way of Striking the Ground on the Turns and in the Ruts—and over YOU go. Why run this Risk? The

INDIAN Pioneer Starter

Will Eliminate it. It starts your motor anywhere with both wheels on the Ground and puts the Clutch Control where YOU want it; THE PIONEER SYSTEM is more than just a kick starter.

DEALERS—DOLLARS ARE RUNNING past your store if you do not carry this Necessity. The Live Ones do!

THE PIONEER MFG., CO. West Allis, Milwaukee, Wis.

1916 CATALOG READY

MOTORCYCLE SUPPLIES and REPAIRS

MOST COMPLETE STOCK ON EARTH

Write today. Special offer to dealers.

QUALITY SERVICE

EXPERT OVERHAULING

Best equipped repair shop in Northwest
Estimates Furnished Work Guaranteed

MOTORCYCLE ACCESSORIES CO.
ST. PAUL MINN.

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(Continued from page 58)

and white light summoned Arthur Davidson to the nearest telephone and as the urgency of the call required his attention elsewhere in the factory, just as the red light had called Walter Davidson a short time before, there was nothing to do but wait a bit for the answers to further questions as to when Walter was married, his family and the stock question concerning "your favorite sport," without which no biography really is complete. When Walter had a few minutes to spare again he disposed of the stock biographical questions in a hurry. "Married in 1910; two boys, Gordon, five, and Walter, junior, three; bowling next to motorcycling my favorite sport," he said. Above his desk hangs a finely-mounted yellowtail weighing 32 pounds that he caught last year at Catalina Island. But when questioned about his prowess as a fisherman he laughed and advised that nothing be said on that subject.

"If it's a fishing story you're after, you had better see Bill, Arthur or Harley," he suggested. "That is the only fish I ever caught." Mr. Harley came in at that moment and hearing the remark laughed heartily.

"When we go fishing Walter rows the boat," he said. "Walter's surplus energy is fine stuff around the factory and in the Harley-Davidson bowling club, but when we go fishing the only way we can use it is to have him furnish the motive power." As a matter of fact, Walter Davidson's chief pleasures in life are almost equally divided between the factory and his home. During the day he gets more fun out of building motorcycles than anything else, and his apparently unending energy and capacity for assimilating knowledge has made it possible for him to learn every end of the business thoroughly and, as a result, he is in touch with every department, and his advice is sought many times a day on a bewildering variety of matters, many of which require technical training and experience.

Studying Walter Davidson at close range there seems to be no better way of summing up than to repeat the closing words of the interview with Arthur Davidson:

"It has always been Walter's way that whatever he goes into he goes into right."

MORE GOOD NEWS FOR OHIO MOTOR TOURISTS

CINCINNATI, Ohio.—One of the finest links in the Dixie Highway, when the improvement of Springfield Pike decided upon recently by the county commissioners of Hamilton county and the engineers of the C. H. & D. railway is completed, will be that road, inasmuch as the improvement in question will eliminate a bad spot at the the C. H. & D. crossing. This is an underpass, which, however, is just wide enough for the car tracks, leaving little room for the motorist.

It is proposed to widen the underpass from 25 to 60 feet, making it uniform in width with the remainder of the road, and enabling traffic to pass in both directions at the same time with street cars. The improvement will cost $85,000.

N. J. GAME WARDEN SHOWS MOTORCYCLE'S WORTH

CLIFTON, N. J.—The motorcycle plays an important part in preserving the game and fish in the northern part of this state. Its value in covering the ground and standing the strain under all sorts of conditions has been demonstrated time and time by Game Warden William C. Klein, of this municipality.

All northern New Jersey is under the protectorate of Mr. Klein and his Indian sidecar outfit may be seen along any of the fields and streams of the state. His duty is to prevent violations of the fish and game laws and in addition Mr. Klein often stocks streams and woods. Recently he had occasion to set out partridge and quail, and in one afternoon, released almost 100 birds between here and Greenwood Lake.

AMERICA'S 25 MILE HANDICAP

(Continued from page 25)

33. A. Desimone	U. S. I.	scratch	1:06:12⅗
34. G. Hoffman	G. A. C.	scratch	1:06:12⅘
35. C. J. H. Tonjes	N. E. W.	6	1:19:55
36. J. G. Schmidt	C.R.C. of A.	4	1:18:20
37. R. Salvi	U. S. I.	6	1:20:40
38. C. Santonastaro	N. Har. Star.	4	1:19:32
39. W. Knecht	C. R. C. A.	6	1:21:41

TIME PRIZE WINNERS

1. Fred Woisin	Acme Wh.	scratch	1:06:12
2. E. Aickelin	N. E. W.	scratch	1:06:12⅘
3. A. Desimone	U. S. I.	scratch	1:06:12⅗
4. G. Hofman	G. A. C.	scratch	1:06:12⅘
5. P. Giordano	U. S. I.	3	1:08:48

TEAM TROPHY

	Points.	Total.
1. C. R. C. of America	2-7-8-12-29	58
2. Union Sport Ital.	9-10-11-14-15	59
3. C. R. C. Association	3-5-19-27-39	93
4. New England Wheelmen	1-4-25-32-35	97

Forget Your Plugs

If you have to think about your plugs you're not getting the right spark plug service. Put a pair of

BENTON

"The Case Hardened Kind"

into your engines and forget your spark plugs! BENTON Spark Plugs will never remind you of their presence except by unfailingly perfect service. Write for our booklet "Spark Plugs—How to Make Them Give Perfect Service"

L. F. Benton Co., Vergennes, Vt.

Right On The Firing Line

WRIGHT SPARK PLUG

FOR DEFENSE

Against Ignition Troubles

Used on 1916 Harley-Davidson

Send for Convincing Catalog

N. Y. Mica Mfg. Co

Auburn, N. Y.

RENOLD

Chain Service of Proven Perfection

That's the sort of service riders expect and GET from RENOLD, because their flawless construction safeguards them from any and ALL chain troubles.

8198 ⅝" pitch ⅛" width

8199 ⅝" pitch ⅜" width

Get the RENOLD literature.

Peter A. Frasse & Co., Inc.

419 CANAL ST. NEW YORK CITY

The First Rule of the Road Is Self-Reliance

When you puncture a tire you repair it.

When your electrical equipment fails you call up a garage.

Why?

You carry tools and repairs for the tires and not for the others.

With our test and repair set you can locate and repair the electrical troubles as easy as you can a tire. Price complete in a traveling case with book of instructions — (for electrically equipped machines), $5.50; stock models, $3.50.

Less than the price of extra accessories you carry on your wheel.

HAESE & CO., Electrical Service Station

PUNXSUTAWNEY, PA.

Mention MOTOR CYCLE ILLUSTRATED—It helps you, the advertiser and us.

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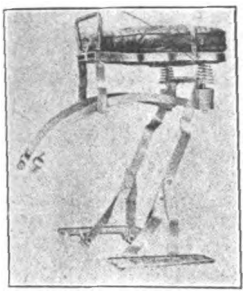
FEDERAL MOTORCYCLE TIRES

"EXTRA SERVICE"

Federal Rubber Manufacturing Co. - Milwaukee

To The Smaller Dealers

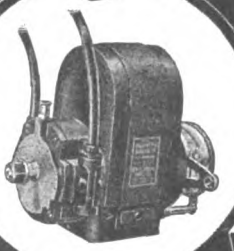


It is an undisputed fact that practically all of the larger dealers of the United States are now using great quantities of F-N tandems, but many of the smaller dealers have been afraid to order one F-N tandem and find out how different it is from all the rest—why, you can sell one F-N with every machine you put out.

Start the Spring right—order an F-N for your demonstrator from your jobber or from us—it will fit your machine like a glove, and help you sell motorcycles.

Fentress Newton Mfg. Co. Detroit, Mich.

Berling Magneto



This "B" type will carry the motorcycle maker to Success because it will carry the rider to his destination.

ERICSSON MANUFACTURING CO. 1116 MILITARY RD., BUFFALO, N.Y.

The Oldest Supply House in America

FREE

You can't be up-to-date without it.

Write today to

MOTORCYCLE EQUIPMENT CO.

Hammondsport, N.Y.

3664 S. Main

LOS ANGELES, CAL.

Firestone

Motorcycle Tires

The Red Side Wall and Black Tread

THE distinctive trade-mark of Firestone Tires. It joins elegant looks to supreme service. Thick, strong, tough tread, 30 per cent more angles against skid, and—Most Miles per Dollar.

Firestone Tire and Rubber Company

"America's Largest Exclusive Tire and Rim Makers"

Akron, Ohio Branches and Dealers Everywhere

NATIONAL Motorcycle and Bicycle Spokes

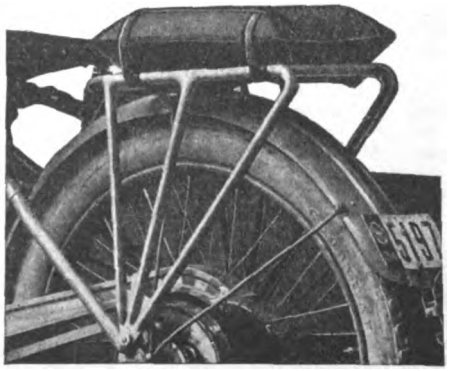
We are selling several of the representative motorcycle and bicycle manufacturers, as well as some of the largest jobbers in the country.

For Motorcycles—.135 x .110 and .129 x .100. Made of high grade wire, either hand buffed or regular bright nickel finish. For Bicycles—.092 x .072; .080 x .060; .072 x .056. Furnished in National hand buffed or regular finish. Finest grade of wire. Rust proof!

The National Screw and Tack Co.

Cleveland Ohio

TRAVEL ON AIR



INSIST ON COMFORT AND EASE, BY USING THE PNEUMATIC AIR CUSHION.

Is inflated without use of pump and deflated and carried in pocket or tool kit. Radically different and far superior to any article used for this purpose. FITS ALL LUGGAGE CARRIERS and can also be used for any other purpose, such as camping, fishing or any other place where comfort is desired. Its durability backed by two years' practical test.

PRICE $3.50

Write for literature today.

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Inventions bring fortunes when protected by good patents. New ideas in great demand. I will get a valuable patent for you and will help you make money from it. Ask about my free advice, or send sketches for free search of patent records.

LESTER L. SARGENT, Patent Lawyer, N.W. Cor. 9th and G Sts., Washington, D. C.

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National Dealers' Directory

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Motorcycles a specialty. All work guaranteed. Large accommodations for storing motorcycles and sidecars at low rates.
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248 West 106th Street C. Lurie, Prop.

DAYTON MOTORCYCLES
Parts for DAYTON and DE LUXE
Repairs and Supplies
DRISCOLL & JEANROY
900 W. 126th St. New York.
'Phone, 3352 Morningside.

OILS SUPPLIES
J. C. FOLEY
Agent for INDIAN MOTORCYCLES
Repairing Storing
2959 JEROME AVE., Corner Burnside Ave.

HARLEY-DAVIDSON
M. J. GOLDMAN
All Makes of Bicycles—Expert Repairing.
118 Greenwich Ave. Phone 3986 Chelsea.

Uptown Indian Headquarters
Parts and Accessories
Cash—Installment—Exchange
LOUIS GOLDSMITH, 92 St. Nicholas Ave.

Harley-Davidson Sales Co.
Distributing Agents for
HARLEY-DAVIDSON MOTORCYCLES
533 West 110th Street, Near Broadway, New York
15 So. Lexington Ave., White Plains, New York

FLYING-MERKEL & MIAMI
Distributors and Service Station
Installment or Cash
MIAMI-MERKEL CYCLES CO.
1777 Bway. Room 450 Tel. Col. 549

Oliver's Bronx Distributing Agency for
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All Repairs Guaranteed
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Oliver Berckheimer, Prop. V. C. Palazzare, Mgr.

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N. Y. Distributor for Reading Standard Motorcycles. Rogers Sidecars in stock. Agent for Excelsior and Henderson
1491 Fifth Avenue Telephone, Harlem 2337

T. J. SIXSMITH
283 W. 100th Street.
Expert Repairing. New York Agent for the EXCELSIOR.
Telephone, 6961 Riverside.

AMOS SHIRLEY, 935 Eighth Ave.
INDIAN and EXCELSIOR
Columbia, Hartford and Fay Juvenile Bicycles. Parts for the Indian, Excelsior and Pope. Repairs and Accessories.

STERN BROS.' F. A. M. SHOP
INDIAN MOTORCYCLES
MIAMI POWER BICYCLES
Storing, Repairing and Supplies
1519 SECOND AVE., Cor. 79th St. Phone Lenox 1933

EXCELSIOR
M. WORKSMAN, Agent
Large Stock of Parts and Supplies. Used Machines Bought, Sold and Exchanged on 5% Basis.
14 VESEY STREET.

BROOKLYN

HARLEY-DAVIDSON
Brooklyn and Long Island, 1157 Bedford Ave.; 594-596 Jamaica Ave. Exhaustive line of supplies, repairs, parts; in short, we stock everything for the motorcycle and the rider.
BOB BRAZENOR, Proprietor.

FRANK P. BAKER
BROOKLYN DISTRIBUTOR
Indian Motocycles
1060-1062 Bedford Avenue
Phone Bedford 5297 Brooklyn, N. Y.

1916 EXCELSIOR IS HERE
All models on display.
Full line of Parts—A1 F. A. M. Repair Shop.
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A. H. PATTERSON
Distributor of
Excelsior-Reading-Standard and Cleveland Motorcycles, Smith Motor Wheel, Crown bicycles and the best accessories.
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INDIAN
MOTORCYCLES, BICYCLES AND SUPPLIES
Expert Repairing
B. SLOTNICK, 5306 Fourth Ave., B'klyn
Near 53d St. Station Phone 4295 Sunset

WINGES BROTHERS, 1315 Bushwick Avenue, Brooklyn, N. Y., Brooklyn and Long Island distributors for the Dayton; also Indian agency. Expert repairing on all makes of motorcycles. Complete line of supplies. Prompt and satisfactory service a feature of this establishment.

LONG ISLAND

INDIAN
AND SMITH MOTOR WHEEL
All makes of Bicycles—expert repairing
FLUSHING BICYCLE EXCHANGE
30 MAIN ST. FLUSHING, N. Y.
Phone 498J Flush.

Plaza Motorcycle Exchange
EXCELSIOR DISTRIBUTORS
Parts and Supplies—Repairing by factory mechanics.
Bridge Plaza, Long Island City.
Phone Astoria 1880

D. & D. MOTOR SUPPLY CO.
INDIAN MOTOCYCLES
Phone: 2045 Astoria.
Expert Repairing—Gasoline.
Full Line of Accessories—Used Machines.
Bridge Plaza South, Long Island City, N. Y.

HARLEY-DAVIDSON
Territory—Long Island City to Port Washington on North Shore. Demonstration gladly given.
Full Stock of Supplies—Used Machines.
HORN & McCRACKEN
F. A. M. Shop College Point.

PATERSON, N. J.

W. EDW. MACDOUGALL CO.
Dist. of Harley-Davidson, Motorcycles. Drop us a line if interested in second-hand machines.
102 Van Houten St., Paterson, N. J.

INDIAN
MOTOCYCLES
Rebuilt machines. A written guarantee with each machine. Write for details and price list.
JOHN STEELE, 91 Broadway, Paterson, N. J.

PROVIDENCE

Motorcycle Repairing and Winter Overhauling. Complete repairs on any make.
INDIAN A SPECIALTY. PRICES RIGHT
Work guaranteed. 1916 Indians always in stock; any make taken in trade. All makes of second-hands on sale.
B. A. Swenson, 522 Broad St., Providence, R. I.

NEW YORK

Mt. Vernon Motorcycle and Bicycle Shop
Agents for HARLEY-DAVIDSON Mot. F.A.M.
Opposite Proctor's Theatre, Mt. Vernon, N. Y.
We Fix Everything

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Special Service Department

Motorcycle Tires
Parts and Supplies
Also
BICYCLES and SUPPLIES
WHOLESALERS and JOBBERS
CITY SUPPLY CO.
56 Warren Street New York

You Can't Beat Our Prices
On Slightly Used and Rebuilt Motorcycles
The finest line ever offered, at the lowest prices, and if you don't get our list you'll be the loser. Machines from $30 up, and every one guaranteed.
A Big Free List on Request—Send For It
WESTERN SUPPLIES CO.
1448-52 Larimer St. Denver, Colo.
Largest Cycle and Motor House in the West

MOTORCYCLE ACCESSORIES
Our new 1916 Catalogue "C" describing everything new and necessary for the motorcycle at money saving prices, will be mailed free on request.
GET ONE BEFORE ORDERING YOUR SUPPLIES
E. J. WILLIS CO. 85 Chambers Street New York City

Motorcycle Accessories and Supplies
Manufacturers, Agents and Jobbers, Wholesale and Retail. Get Our Catalogue Before Buying Your Supplies.
Dealers, Attention! Send For Our Catalogue and Dealers' Price List.
HARLEY-DAVIDSON SALES CO.
533 W. 110th St., Near Broadway, N. Y.

Rogers SIDECARS
NEW YORK SERVICE STATION
Sidecars and parts in stock for all machines. Special attention to dealers.
IRVING BECK
1491 Fifth Ave. Phone Harlem 7663

BARGAINS IN USED MOTORCYCLES
Write for our revised list of used motorcycles of all makes and models, including the Harley-Davidson, Reading-Standard, Merkel, Thor, Indian, Yale, Shickel, Pope and De Luxe. Literature furnished on request.
The Place of Satisfaction.
MUELLER CYCLE AND SUPPLY CO.
Oldest and largest dealers in the northwest.
726 National Ave. Milwaukee, Wis.

CYLINDER GRINDING
Motor-Cycle Exclusively
New pistons and rings accurately fitted.
MUNCIE PISTON CO., Muncie, Ind.

THOR MOTORCYCLES
Complete stock of parts, over-night service. When in need of Thor parts try us. Large stock of used machines, all makes, at bargain prices.
B. RUDERMAN,
1031 Bedford Ave. Brooklyn, N. Y.

Classified Advertisements

ONE INSERTION THREE CENTS A WORD; MINIMUM 50c.

MORE THAN ONCE TWO CENTS A WORD PER ISSUE

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FOR SALE—Well established motorcycle and auto supply depot. Handling the leading makes of motorcycles and bicycles. Situated within New York City limits, on busy automobile and motorcycle thoroughfare. Large transient trade. Gasolene depot. Splendid opportunity for the right party. Good reasons for selling. Peters, care Motor Cycle Illustrated.

FOR SALE—Motorcycle and bicycle business in live city of Middle West. Agents for most popular machine. Address G. M. M., care Motor Cycle Illustrated.

FOR SALE—1915 Harley-Davidson, 3-speed, 11 horsepower. Has been run only a short time. Price right. American Motor Co., Fayetteville, N. C.

FOR SALE—Bicycle business, established eight years, no opposition; cheap rent. 603-605 Bushwick avenue, Brooklyn, N. Y.

BUSINESS FOR SALE—Live town, 15,000, Middle West; agency for leading motorcycle; big bicycle and accessory business; work for three men. Great opportunity for right party. W. B., care of MOTOR CYCLE ILLUSTRATED.

FOR SALE—An established motorcycle, bicycle and auto supply depot, doing excellent business; extra fine location, reasonable rent; prospects for a good season, never better. Big transient auto and motorcycle trade. Everybody knows this place. Owner has other large interests to look after. Grab this opportunity. Write Wilson of New York, care of MOTOR CYCLE ILLUSTRATED.

FOR SALE—Indian, three-speed, 1915, Speedway motor, perfect condition, with equipment; $165. Will Von Lehn, 1317 New York Ave., Brooklyn, N. Y.

POSITIONS WANTED

POSITION WANTED—Expert repairman on bicycles, motorcycles, guns, locks, key fitting; all-around repairman. Address Harris, care of MOTOR CYCLE ILLUSTRATED.

DEALERS!

Now is the time to dispose of those used motorcycles. You need all available space for handling new business now that the riding season is open.

Let prospective buyers know what you have to offer. Advertise HERE.

HELP WANTED

WANTED—A first class repair man to work on motorcycles; state where last employed, salary expected, and send references. Canaday-George Co., 270 Hudson avenue, Albany, N. Y.

MISCELLANEOUS

BICYCLE TIRES VULCANIZED for the trade. Prompt service on Parcel Post and Express orders. Best work and lowest prices. 25 years' experience. W. M. Sharpe, 118 West Broadway, New York.

HARLEY-DAVIDSON, Indian, Excelsior, Thor and Merkel cylinders reground and fitted with our lightweight pistons and rings, $4.50; with leakless piston rings, $6. Bakeman Motor & Supply Co., St. Cloud, Minn.

DYKE'S MOTOR MANUAL ON MOTORCYCLES, marine and stationary engines. The most complete simplified book published, $2.00. Send for interesting descriptive circular to A. L. Dyke (Pioneer) Publisher, Box 98-M Roe Bldg., St. Louis, Mo.

WANTED, TO BUY—A second-hand Sidecar for Harley-Davidson 1916 Model, any make. Price must be reasonable. Frank Heinsohn, Charleston, S. C.

PARTY OF THREE, leaving Albany for California June 1, in motorcycle and sidecar, wants to handle side line. Address James Reid, New York Tel. Co., 158 State St., Albany, N. Y.

AMIABLE YOUNG MAN, age 20, desires partner for pleasure, educational trip to Denver on motorcycle. Start June 1; home August 1. Go via Chicago, Minneapolis; return via Kansas City, Cincinnati, etc. Rides twin Indian. J. Gudermann, 228 W. 41st St., N. Y.; 'phone 5983 Bryant.

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IT'S MY BEST FRIEND

—a loyal and faithful friend to hundreds of motorcycle owners—ready 24 hours a day to respond to your call, with 100% efficient lighting and ignition service. Ignition furnished by the

REMY

Motorcycle Lighting-Ignition System

is strong, steady and reliable. The generator keeps the storage battery charged and you get full current, no matter how slowly your motor is turning over—a big, hot spark at the very first stroke of the starter—perfect ignition always.

The REMY System also furnishes an intense, bright, white light—never-failing protection on the darkest night. Less weight—less bulk. Spill-proof battery.

Ask any Harley-Davidson dealer to Show you the advantages of the REMY System.

REMY ELECTRIC COMPANY

Makers of World Famous REMY Equipment for Automobiles.

Factories: Anderson, Indiana

Sales and Engineering Offices: Detroit, Michigan

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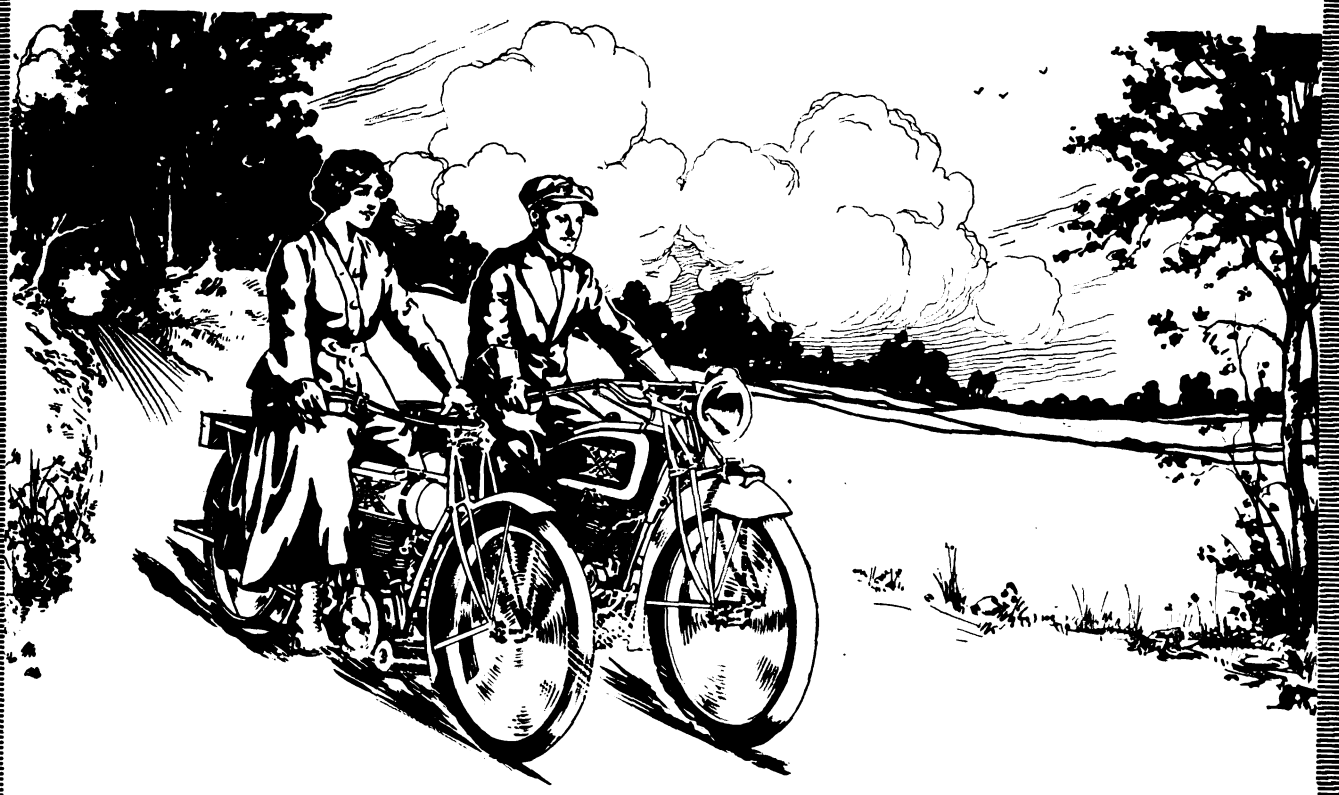
WHEN SUMMER COMES AGAIN



Get Out in the Open and Enjoy Life on a

GOOD OLD X

MODEL 17-3 is the FASTEST, MOST POWERFUL, DEPENDABLE, COMFORTABLE and SAFEST twin motorcycle ever built.

It is a Big, Powerful Roadster built to carry any load on any road, at any speed you want up to 80 miles per hour.

Price, with regular equipment, $265.00. Price, Electrically Equipped, $295.00.

The EXCELSIOR LIGHTWEIGHT is a single cylinder, two stroke, two speed motorcycle with all the road capacity of the Big Twin except the excessive power and terrific speed.

It is the ideal mount for any person of either sex desiring a Comfortable, Safe and Economical means of personal transportation.

PRICE $135.00

The new series 17 catalog fully describes both models.

Write for it today or see the dealer.

Excelsior Motor Mfg. & Supply Company

Office and Factory: 3703 Cortland Street, Chicago

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The Morrow Coaster Brake Is Stronger Than it Ever Need Be

The man who rides a wheel equipped with the MORROW COASTER BRAKE is safe. That's the most important essential. There are varying degrees of safety. There's the coasting safety, that means a gradual, jolting grind to a halt on a downgrade. There's the sliding, slipping stop on a level road.

But with the MORROW, you get *real safety*—the sort that means an abrupt, silent, velvety hold on the steepest down-hill—a quick, effective stop from speed on the level path.

Then, too, there is the indescribable delight of the free coasting of the MORROW. One pedal push generally means a block of coasting on the level road. Hills become half as hard to climb—the rider "rests" between pedal strokes.

The dealer who harnesses MORROW quality and MORROW reputation to his stock makes a clean-up in his territory.

Write for ECLIPSE literature

Eclipse Machine Company, Elmira, N. Y.

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Harley-Davidson Service

Each dot on this map represents a Harley-Davidson dealer — a Harley-Davidson service station, where Harley-Davidson riders can expect courteous, intelligent service when touring or when service should be desired.

Each star on the map represents a *special service center,* where dealers from surrounding territory can secure prompt attention on any special or *unusual* service demands.

Riders and dealers say that Harley-Davidson service is the best in the business. We have every reason to believe that it is, for we have spared no expense to make certain that Harley-Davidson owners get unmatched service, not only in the motorcycle itself, but in dealer service after purchasing.

We believe that service is the one most important consideration from the standpoint of motorcycle owners.

Harley-Davidson Motor Co.,
Milwaukee, Wis., U. S. A.

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NEW "17-Y"

Here you see the greatest value ever of it! Announcing a Thor, capable of two speeds, 55 inch wheel base, new vibration, and 40 (count 'em) other features comb

Thor ∴ THE SEASON

SPECIF

MOTOR: Thor 4 H. P., Bore 3.25", Stroke 3.60, Displacement 30.50 cubic inches. Roller bearing on crank shaft and connecting rod.

VALVES: Overhead mechanically operated intake, with Thor Ball and Socket joint. Both intake and exhaust easily adjusted.

CARBURETOR: Special Schebler, ¾".

IGNITION: Dixie Waterproof Magneto.

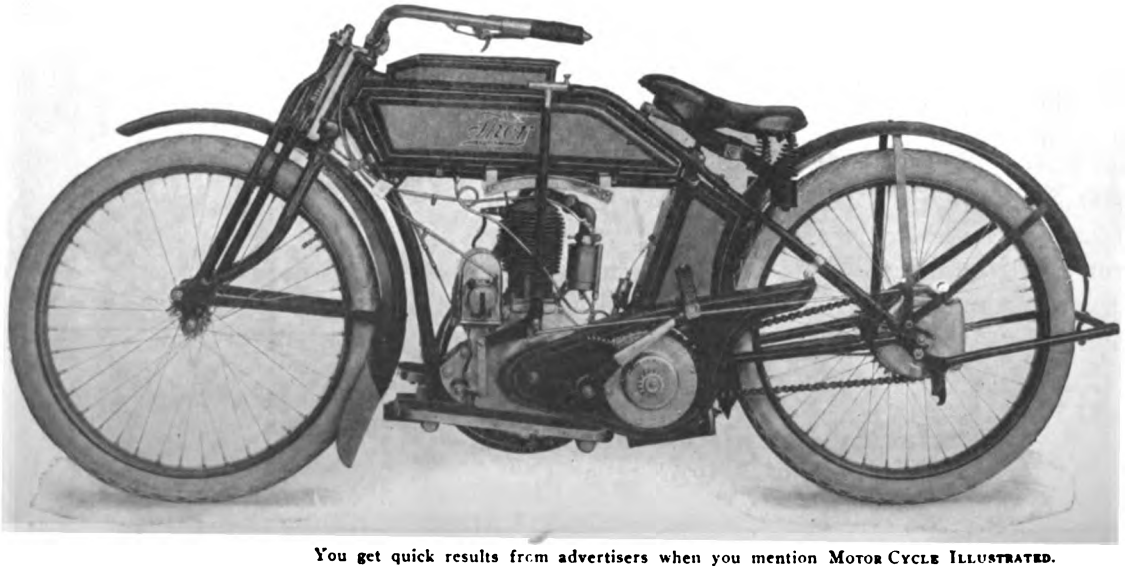
MUFFLER: Thor improved, single type and efficient.

LUBRICATION: Thor mechanical valveless oiler; also independent hand pump.

STARTER: Segmented foot starter.

TRANSMISSION: Thor planetary type. Light, positive, with proper reduction. Operated from clutch lever.

CLUTCH: Dry plate multiple disc clutch on countershaft. Clutch provided with hand control on left side.



HANDLE BARS: Widely supported and cross braced, strong and exceedingly rigid.

FRAME & FITTINGS: Extra heavy, reinforced throughout. Rear fork ends designed to make removing and replacing of rear wheel easy.

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4 H. P. Thor !

hown in the motorcycle field. Think
leveloping seven horsepower, with
ly-wheel balance that greatly reduces
ıed in this brand new machine selling for $200!

S BEST BET ∴ Thor

ATIONS

FRONT FORK: Shockless coil cushion spring fork.
HEIGHT: Extremely low saddle position.
WHEEL BASE: 55 inches.
WHEEL: 29", 40 spokes, front and rear.
TIRES: 29x2¾".
GUARDS: Extra long, rolled edge, separate side splash, leather splasher on front.
BRAKE: Thor coaster brake with foot control on right.
GASOLINE TANK: Capacity, 10 quarts.
SADDLE: Troxel Truform.
OIL TANK: Between seat post mast and rear guard, capacity 3 quarts.
FOOT BOARDS: Very long, rubber covered.
TOOL BOX: Located back of handle bars on tank.
FINISH: Elaborately decorated, two shade Thor blue, paneled tank, tool box and band striping.

Motorcycledom says: "Another big scoop pulled by the Thor"

AURORA AUTOMATIC MACHINERY COMPANY

RAL OFFICES, Thor Bldg., 1307 Michigan Ave., Chicago. SALES OFFICES AND WORKS, 361 W. Superior St., Chicago
PACIFIC COAST BRANCH, 61 Fremont Street, San Francisco

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Motor Wheel Headquarters
-what it means to the live dealer

Smith Motor Wheel
DETACHABLE

A. O. Smith Company dealers everywhere are *motor wheeling into bigger business.*

As the selling season advances, as pleasant outdoor days multiply and as the natural friendliness towards the Smith Motor Wheel is steadily growing, our dealer representatives are learning more and more just what it means to be Motor Wheel Headquarters in a community.

Every bright red *Smith* that chugs along city boulevard or country lane is humming its song of advertising. People pause. There is a friendly smile of approval. And that's the way new prospects are won for the dealer.

Local advertising in newspapers, linking the dealer with the big national magazine publicity of the A. O. Smith Company, does the rest and your Motor Wheel Headquarters begin buzzing with new business.

Five minutes to attach to any bicycle, a simple demonstration and another sale is made. Profit from new bicycles, tires and accessories are another profit feature for the fortunate dealer whose store is Motor Wheel Headquarters.

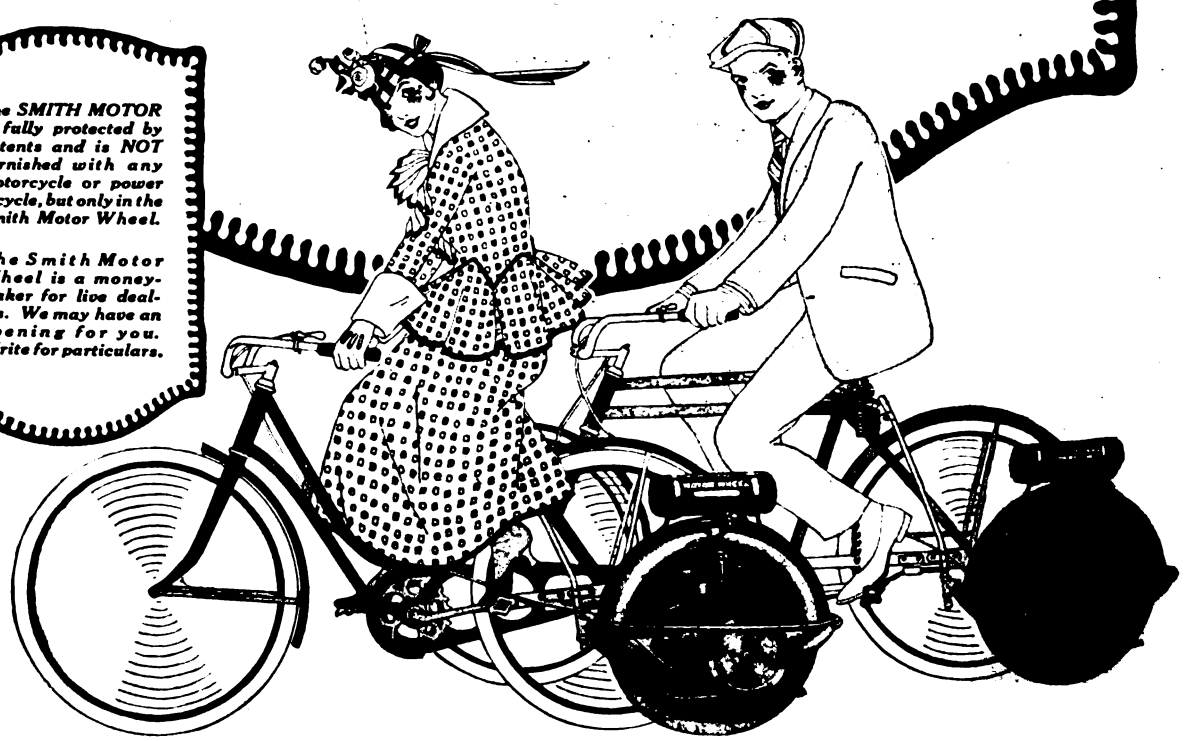
You bet it pays! We wish all of our dealers could spend a day at the factory and wade through our correspondence. That's where you may read the story of successful selling. And there are letters by the hundred telling of happy sales records dealers are piling up.

And they tell us that the Smith Motor Wheel *itself* does most of the work of selling.

MOTOR WHEEL DIVISION
A. O. SMITH COMPANY, Milwaukee, Wis.
World's Largest Manufacturers of Automobile Parts

The SMITH MOTOR is fully protected by patents and is NOT furnished with any motorcycle or power bicycle, but only in the Smith Motor Wheel.

The Smith Motor Wheel is a money-maker for live dealers. We may have an opening for you. Write for particulars.



The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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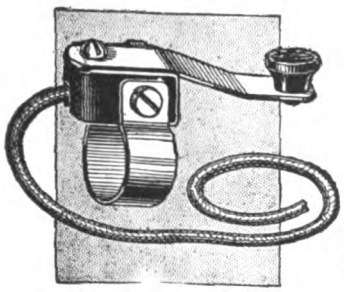
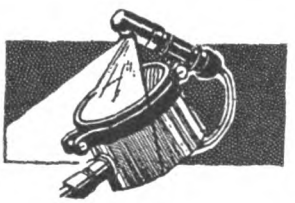
A Page from the STEVENS CATALOG

STEVENS AND COMPANY (N S Y) 375 BROADWAY, NEW YORK



Simplex Magneto Cutout

An electrically controlled emergency brake. Press the button and magneto is grounded immediately, cutting off all power. Compression thus acts as a powerful brake. Always ready—always reliable. No matter how many brakes you have, YOU NEED the SIMPLEX Magneto Cutout. List price, complete with cable to attach to ground wire..... **50c**



Speedometer Lamp

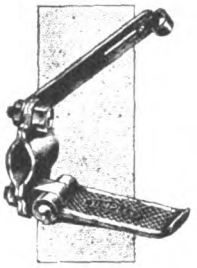
Automobile convenience for the motorcyclist. The MATCHLESS Speedometer Lamp can be attached to any speedometer in a few minutes—operated by either storage battery or small dry cell. Lamp socket can be detached instantly and used as trouble lamp, illuminating any part of motor or magneto. List price, complete with Tungsten bulb and 2½ ft. armored cable **$1.50**

Igneto Coil Files

IGNETO

Expressly made for surfacing up magneto or coil contacts without wasting any of the valuable platinum. Very fine, smooth cut on both sides of file. List price, each..... **15c**

Mounted one dozen on attractive display card. A good proposition for the dealer.



Simplex Foot Rests

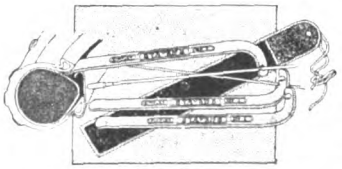
Fit any machine. Clamps made to fit properly without injuring tubing. Just the thing for tandem attachments. Strong, rust-proof nickeled finish. Two popular models. Price of Rigid Footrests, per pair **75c**

Folding Pattern, per pair.....$1.25

Auxiliary Air Valve

Gives increased flexibility and economy of gasoline consumption. Adds starting "pep" to sluggish motors. Gives rich, easy starting mixture with air valve closed. When engine speeds up a perfect working mixture is obtained by simple adjustment of air valve. Indispensable for cold weather starting. List price, each..... **20c**

Simplex Tire Tools



Make play out of removing the heaviest tires. Three hefty tools, made of carbon steel, nickel finish. No. 1 Set, suitable for tires up to 2½". Price, per set of three..... **25c**

No. 2 Set, heavier and suitable for heaviest tires in use; drop forged, nickel finish. Price, per set..50c.

Little things, but all of them marked with the 18 Karat stamp of Serviceability, of Endurance and of all-pervading Quality. STEVENS Cycle Accessories are distinctive, because they are built to meet a definite demand—not to create a false one. That is the basic reason for the steady, consistent flow of STEVENS goods off the dealers' shelves.

Louis Schwab

...nufacture ...plete line of ...rcycle, bi- ... and auto- ...le acces- ...

Backed by a business built on 17 years' service to the trade.

...evens & Company 375 BROADWAY NEW YORK

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Add Class To Your Motorcycle

Stewart motorcycle accessories have something more than the best built-in quality, backed by nation-wide service.

They have a high grade, snappy appearance that will add real class to your motorcycle.

You can't expect a motorcycle to look the part if you put on a cheap, flimsy, shabby looking warning signal and speedometer.

The Stewart Motorcycle Speedometer looks every bit the reliable, sturdy, accurate instrument thousands of motorcyclists have found it to be. It costs only $10 complete.

Get yours today.

Nothing will dress up your motorcycle as much as the handsome, up-to-date Stewart Motorcycle Warning Signal.

We are able to put a price of $3.50 on this certain safety signal because our volume is now doubled and we make and sell more than all our competitors combined.

All your friends will appreciate the class of Stewart accessories on your motorcycle, for they are the best known in the world.

The Stewart-Warner Speedometer Corporation, Chicago, Ill.

Branches and Service Stations in all Principal Cities

Stewart products are for sale by motorcycle and accessory dealers everywhere

Stewart

Motorcycle
Warning Signal

$3.50

$10

Motorcycle
Speedometer

Mention of MOTOR CYCLE ILLUSTRATED is always appreciated by advertisers.

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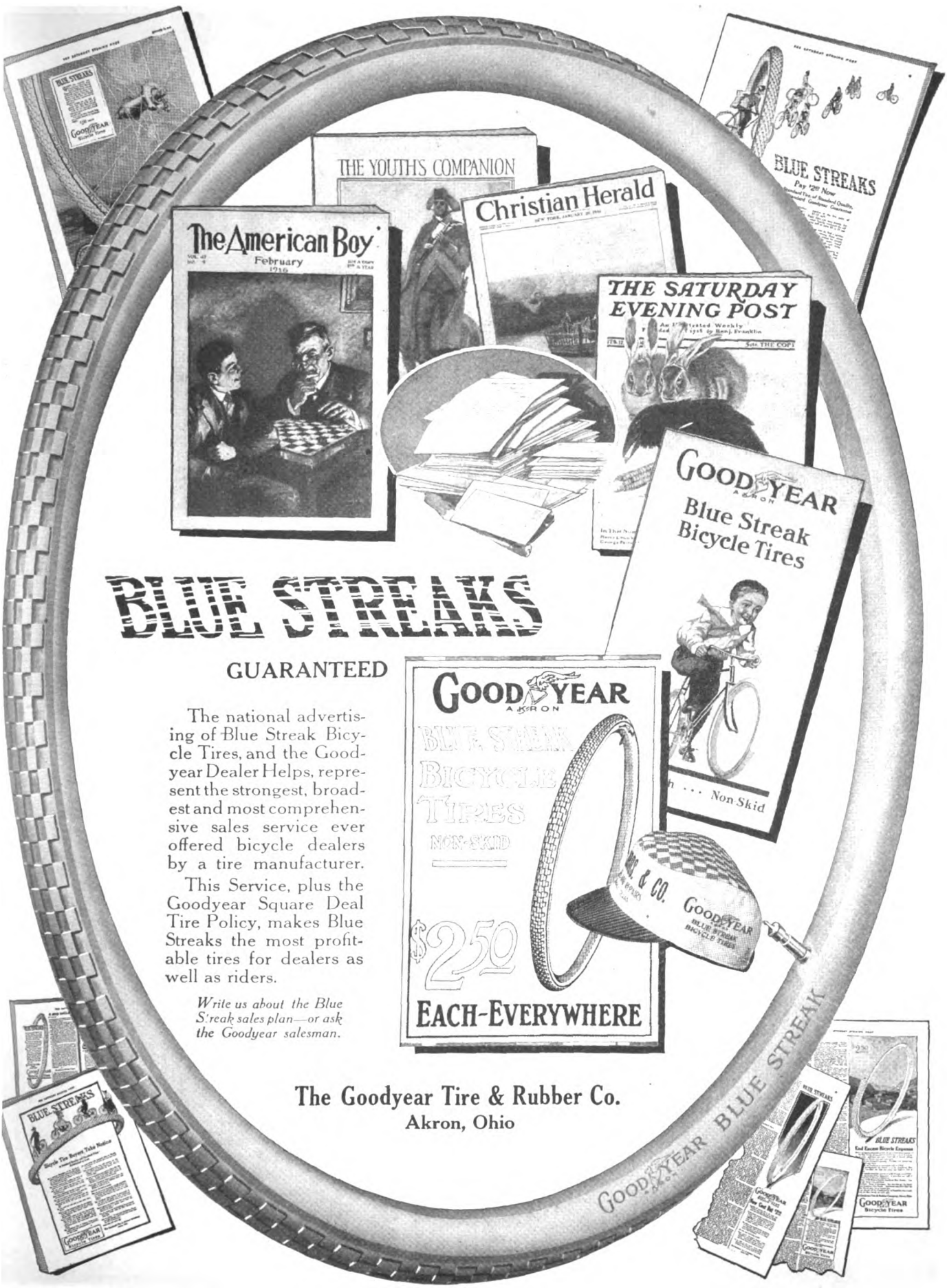

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What You Get for What You Pay—

In 'Chain' Tread Motorcycle Tires you get maximum returns for the money you spend.

You get tires that are extraordinarily durable—tires that wear and wear and *wear*.

Tires that give fullest protection against skids and slips.

As one user says, "Every one else had to put on chains, the roads were so slippery—I didn't, my 'Chain' Tread tires saved me all that bother and I went through without a single skid or slip."

Why don't you use these splendid tires?

United States Tire Company

'Chain' Tread MOTORCYCLE TIRES

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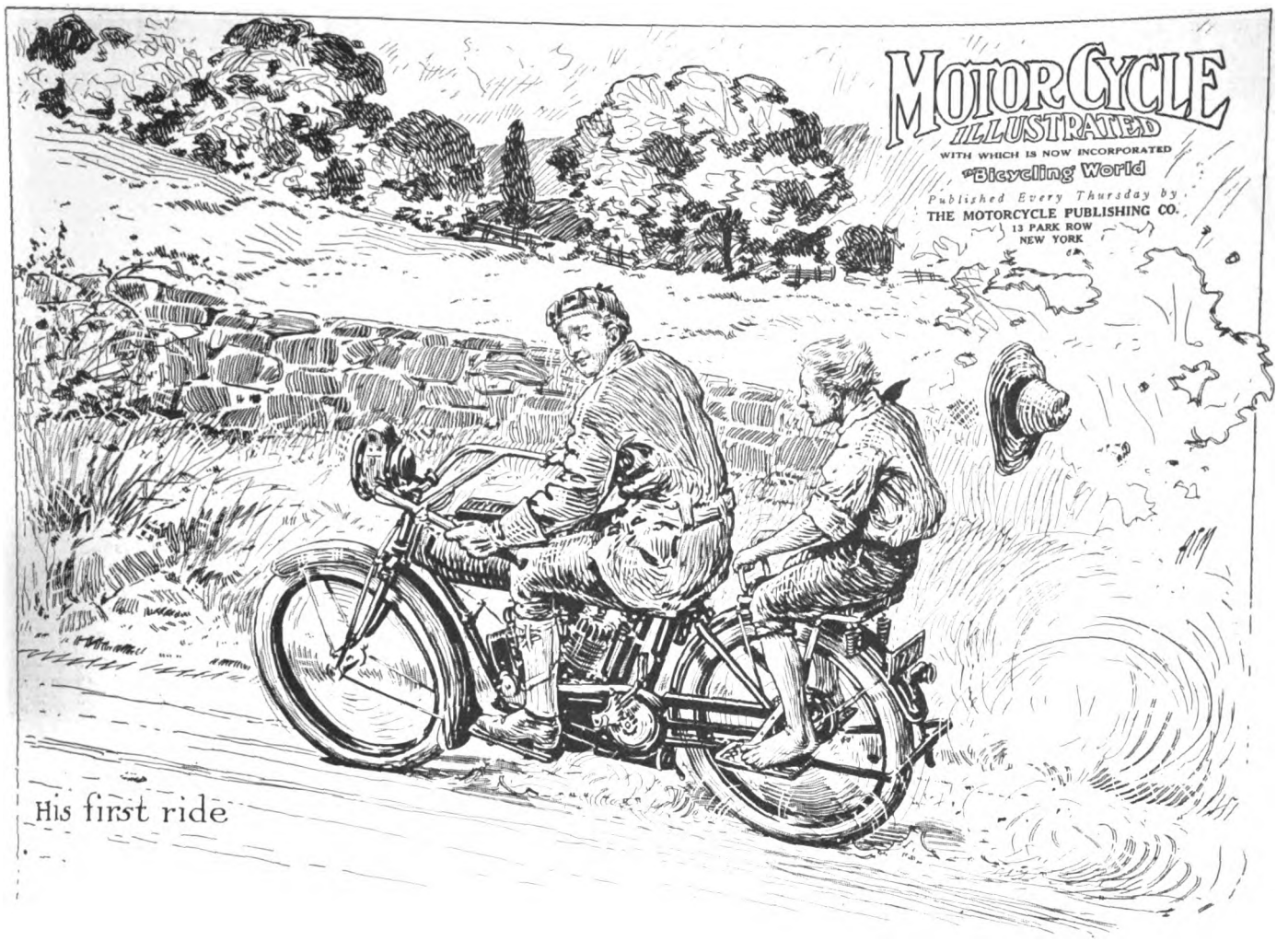

Vol. 11 May 25, 1916 No. 21

PROVIDENCE LANDS F. A. M. CONVENTION

Substantial Support Given By Chamber of Commerce Prompts Directors to Award National Meet to Rhode Island Metropolis; Tentative Dates Set for July and August

PROVIDENCE, R. I., May 23.—After a lively discussion, nation-wide in scope, which has had many of the most progressively aggressive motorcycle clubs in the country up on their toes rooting hard for their home towns as the best possible places for staging the national convention, the directors of the F. A. M., upon mature consideration of all the claims laid before them, have decided on Providence as the scene for this year's gathering of motorcycle fans.

This announcement was made on Monday by President A. B. Coffman, who stated that no definite dates had yet been determined. From those "in the know" here, however, comes the report that the convention will be held on either July 26-27-28-29 or August 9-10-11-12. But these dates are only tentative, and it still remains for the directors to choose.

Perhaps the strongest factor in swinging the national meet to the metropolis of Rhode Island is the substantial support which the local chamber of commerce has accorded to the presentations of the Providence Motorcycle Club, which won over all but one of the directors, and he failed to cast a vote either one way or the other.

In recognition of his whirlwind activities, which resulted in large measure in securing the convention, A. B. Swenson, the Indian distributor, has been selected chairman of the Providence committee which will have charge of the convention arrangements. It was Mr. Swenson who forcibly brought before the chamber of commerce the advantages which would accrue to the city from the national gathering of motorcyclists.

A rollicking good time is promised for all those who attend and tours are already being planned from various sections of the country. The tentative program as now drawn up includes motorcycle races at the Narragansett Speedway, hill climbs, boat rides, clam bakes and a host of other things that will make this year's convention, according to President Coffman, "the most successful in the history of the organization."

AD MEN TO DISCUSS MOTORCYCLE PLANS

M. M. A. Calls Them Into Session at Milwaukee on June 13 to Evolve Plans for Business Betterment—Manufacturers Meet Later

MILWAUKEE, Wis., May 23.—Plans are well afoot to boost the motorcycle by the employment of tactics similar to those employed by the "Million Bicycle Committee" came to light when President Henderson of the Motorcycle Manufacturers' Association called a special meeting of the advertising managers of all the members of that association to be held at the Hotel Pfister, here, on Tuesday, June 13, at 10 o'clock; the ad. men's convention occurs a day prior to the regular meeting of the manufacturers' organization.

The advertising men will get together with the avowed purpose of discussing ways and means of making the motorcycle more popular, and while as yet no details of the plans to be discussed there have leaked out, undoubtedly sales promotion plans as well as publicity plans will be advanced and perfected and the organization wheels will be started to get them under way.

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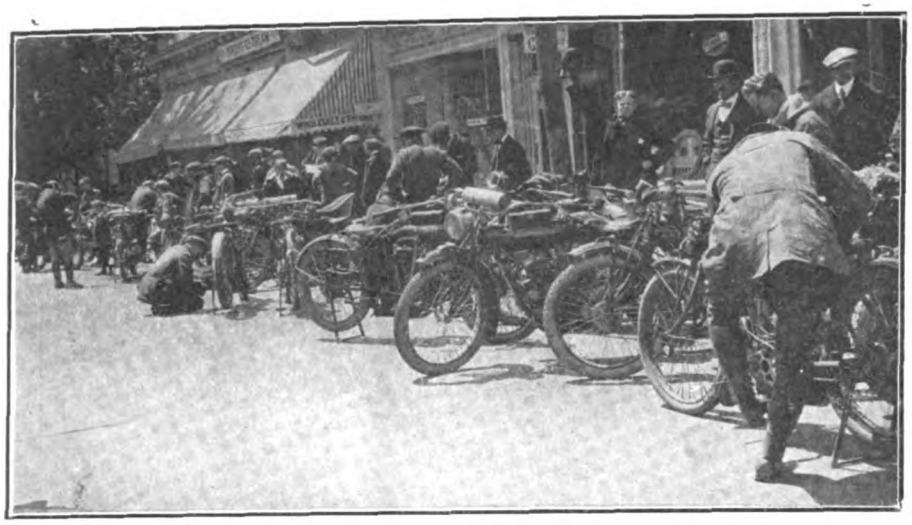
TWO SCORE START; 32 FINISH JAMAICA RUN

Spills Are Many on Annual Endurance Contest But Five Solo Teams Pull Through Within Time Limits—Indian Featherweight Among Survivors



Competitors at Start in Front of Hurvin's Agency, Jamaica

JAMAICA, N. Y., May 22.—Out of a field of forty starters in the annual endurance run of the Jamaica M. C. yesterday, 32 completed the course of over 200 miles. The survivors included an Indian Featherweight, three Indian sidecars, a Harley-Davidson sidecar, and an Indian tandem, the remainder being solo entrants. Five Indian teams came through with complete membership in each case. The sole Henderson representative, John Cobban, Jr., came through in ample time. Although official returns will not be in for a few days, it is estimated that the Team Cup will be awarded to Indian Speedway team, consisting of Calvin Webber, J. U. Constant and Sam W. Hanna.

The start was made from Hurvin's headquarters, the first man checking out at 7:10 a. m. Inside of 12 minutes the entire field was off for Seaford, 18 miles out. As far as East Islip and Patchogue the roads were fair, but on cutting back via Deer Park and Farmingdale bad stretches were encountered, sand and ruts predominating. Many riders lost the course here, due to signs having been removed by some malicious parties. The first secret check was in Wyandotte. Most of the competitors reached the noon control in this city within schedule time. In this stretch Conaty, Harley-Davidson, had repeated tire trouble and did not check at the noon control. Sant Angelo, Harley-Davidson, spilled near Deer Park and retired.

The afternoon section saw all but one survivor start. Merkel, Excelsior, could not get started and was declared out. Roslyn was the first check on this trip and shortly after passing this town the field ran into the second secret check. Roads were good to Port Jefferson and then tough going was once more encountered. Many spills were taken on the road between Comack and Smithtown, and several withdrew at this juncture. Carlsten, Harley-Davidson sidecar, with Mrs. Bob Brazenor as passenger, hit a horse and buggy near Smithtown,

(Continued on page 21)

"LITTLE FELLERS" PROVE ROAD STAMINA

Cleveland and Indian, with Waughop and Robertson Up, Finish Trial from Newark to Philadelphia and Back with Clean Records; Broken Gas-Line Retires the Excelsior

Entrants in the Run: Left, Jack Neis, Excelsior; Center, C. W. Waughop, Cleveland; Right, E. A. Robertson, Indian Featherweight

NEWARK, N. J., May 21.—Perhaps the official "technical observers"—there were three of them at the start, but after leaving Elizabeth one of them played neutral and became a regular fellow—will tell you that C. W. Waughop, astride a Cleveland, made the trip on 49 2/10 drops of gasoline and a few squirts of oil; or that E. A. Robertson, with his long limbs wrapped around an Indian, covered the course and only changed gears twice. But the ordinary onlooker who followed the lightweights in the first officially-observed two-stroke lightweight run of the New Jersey Motorcycle Club, and incidentally the first affair of the kind to be held in this country, from Newark to Philadelphia, knows only one thing—that the said Indian and said Cleveland matched stroke for stroke and explosion for explosion

(Continued on page 28)

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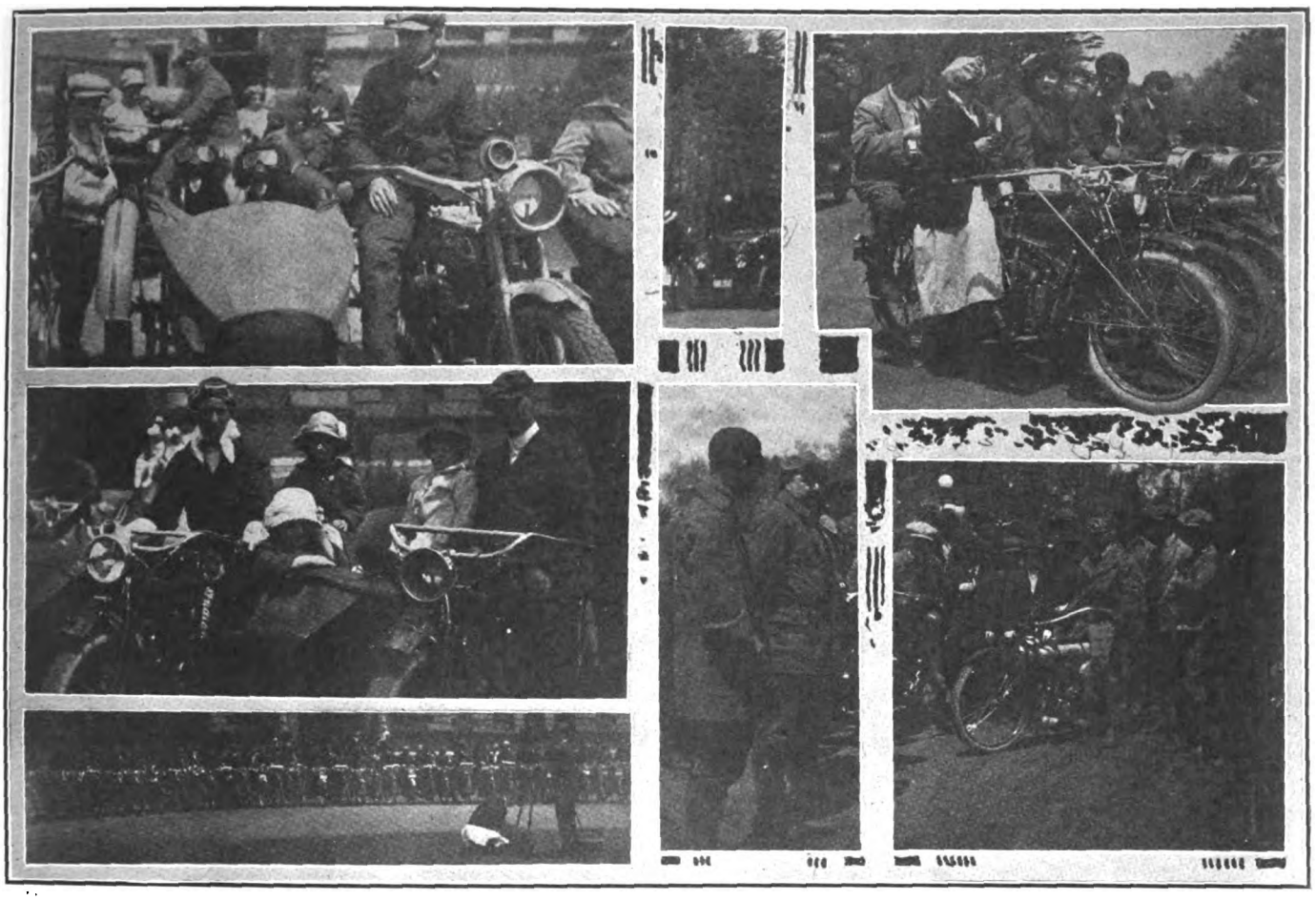
HUNDREDS ATTEND PROVIDENCE M. C's PICTURE-FEST

Swenson Again Plays the Leading Role in Annual "Mugging" Session—Sidecars and Tandems of Enthusiasts Swell Attendance to Unprecedented Figure



Annual Picture Run of the Providence M. C. Picturized—Various Views of the Day's Activities

PROVIDENCE, R. I., May 21.—Motorcycles of all makes, ridden by riders of both sexes, sidecars with small and big loads, with passengers ranging from bird dogs, babies in arms, and children of tender years, to the grownups, gathered together in Roger Williams Park today, where the annual picture taking fest of the Providence M. C. was held.

Over 300 of the two and three-wheel vehicles came from all parts of the state, many cities in Massachusetts, including Brockton, New Bedford, Taunton, Middleboro, Attleboro, Wrentham, Fall River, Woods Hole, Falmouth, Springfield and from many places in Connecticut, including New Britain, Stonington, Pomfret, Danielson, Norwich and Putnam. This was without doubt the largest assembly of this type of vehicle seen in Rhode Island at a similar meet in the history of the state.

The annual "picture run of the Providence Motorcycle Club," as it is called, was arranged under the auspices of B. A. Swenson, the Indian agent in this city. It is the one day of the year when all the motorcyclists get out in full numbers to get "shot" by the camera men. And there were lots of the latter there, including the "movie" men.

The meet was advertised for 11:30. The first machine arrived on the grounds of the park in front of the Roger Williams museum at exactly 11:15. From this time on they came singly, in pairs and in bunches, the Massachusetts contingency coming largely together. By 11:45, the hour Mr. Swenson and the camera men arrived, it was estimated that there were fully 325 cars grouped about the spacious grounds.

Shortly after the arrival of Mr. Swenson, William Mills arranged the great circuit camera and then began the work of posing the "subjects." The single motorcycles were grouped first. Placing them in a circular position was no easy task and it required about 15 minutes to get the 120 machines in line for this. After the first group was taken, then came the machines with sidecars; 75 were included in this group. Then came the rest in two groups of 50 to 100 machines.

During the taking of the pictures, Mr. Swenson made an announcement that there would be a run to Hillsgrove to give the visitors an opportunity to view the race tracks.

BAY STATE 3-DAY RUN TO BE A HUM-DINGER

"WE have sixty-four entries to date for the big three-day run of the Bay State M. C., May 28-30," heliographs the indefatigable Jes Campbell, from Boston, Mass., "and from present indications we are going to be able to put across a history-maker for this section of the country. Everybody's enthusiastic, there are quite a few entries still in prospect and you will be safe in saying that this whole program is going to be a regular hum-dinger."

If that's the way Jes feels about it, the odds are fifty to one that the Boston-Buffalo endurance affair will prove mighty interesting from start to finish, because if there is any motorcycle booster east of the Rockies who knows an endurance run when he happens upon it, Jes is that booster. He has entered a Harley-Davidson sidecar team.

"SHE'S A GOOD ONE"

Motor Cycle Illustrated:
Don't stop our Motor Cycle Illustrated. She's a good one.
F. T. ODELL.
Monroe, Wis., Indian Dealers.
P. S.—Make it two years.

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HERE'S THAT BIG CYCLE PARTS PROGRAM

Any Tradester Who Finds a Dull Moment in the Five-Day Affair at Atlantic City Will Be Permitted to Make a Speech About It From the End of Young's Pier

NEW YORK, May 22.—Well, folks, that five-day program for the 1916 convention of the Cycle Parts Industries at Atlantic City has received the finishing touches, and it is only fair to say that it meets all expectations—and then some. Of course, programs are only programs, and it is the spirit of the participants that puts the Success Punch in any trade affair, but when you find a combination of balance and ingenuity in the program and a trainload of old-fashioned enthusiasm to back it up—as is always the case at the Cycle Parts seaside conventions—the ultimate outcome is certain to reflect credit upon all concerned.

Which is just another way of saying that Committeemen Surre and Morehouse have framed a jim-dandy layout of attention-getters for the five days from July 31 next to Friday, August 4, inclusive, and that the convention crowd knows from experience how to make the most of the opportunity.

The only detail that cannot be announced at present is the title of the play that will be witnessed by the conventionites on Thursday, and that's a small matter. If it's in the Surre-Morehouse program it's sure to be satisfactory, say the wiseacres, "so we should agitate ourselves!"

MONDAY, JULY 31

10:00 a.m.—Golf.
3:00 p.m.—Committee meetings.
8:00 p.m.—Steeplechase Pier.

TUESDAY, AUGUST 1

10:00 a.m.—Golf, qualifying.
3:00 p.m.—Joint meeting of the Jobbers Association, Cycle Parts and Accessories Association, Bicycle and Motorcycle Manufacturers, to hear the report of the "Million Bicycles" Committee, and other special business.
8:15 p.m.—Theatre party at Keith's Garden Pier Theatre.

WEDNESDAY, AUGUST 2

10:00 a.m.—Ball game between teams representing the Jobbers and Manufacturers.
3:00 p.m.—Meeting of the Cycle Parts and Accessories Association.
Meeting of the Cycle Jobbers' Association of America.
Meeting of the Motorcycle Manufacturers' Association.
5:00 p.m.—Meeting of the Bicycle Manufacturers.
8:30 p.m.—Bowling contest, Columbia alleys.

THURSDAY, AUGUST 3

10:00 a.m.—Joint meeting.
3:00 p.m.—BICYCLE ROAD RACES—Ventor.
8:00 p.m.—Theatre party Nixon's New Theatre.
11:15 p.m.—Cabaret and dancing, Hotel Islesworth.

FRIDAY, AUGUST 4

10:00 a.m.—Joint meeting.
2:00 p.m.—Final in golf tournament.

BAKER IS STRONG FOR U. S. NOBBYS

Record-Breaking Transcontinentalist Gives Much Credit to His Tires

Advertising Manager Ashcroft of United States Tire Co., With Baker at Finish of Run

NEW YORK, May 22.—Folks who have had a chance to talk with E. G. Baker since his arrival in New York after his record-breaking trip across the country in an eight-cylinder Cadillac roadster have been impressed by "Cannon Ball's" enthusiasm over the service given him by the United States Nobby tread tires with which the car was equipped. "I sometimes feel that it would have been impossible for me to get through without just the kind of tire service that those Nobby treads gave me," says Baker.

The accompanying photo shows Baker perched upon the U. S. tires on his Cadillac with Advertising manager Ashcroft, of the United States Tire Co., at the trancontinentalist's right. It will be noted that Manager Ashcroft is wearing a smile that speaks volumes concerning his satisfaction over Baker's most recent performance.

Since Baker's arrival in New York his motorcycle friends have again revived the rumor that he will soon tackle another cross-country trip by motorcycle with the idea of lowering his own cycle record. "But what's the use?" inquires 'Bake.' "If some other chap will only get out and beat my motorcycle mark he will find me after him in no time; but there's no sense in a fellow losing sleep when he already holds the record."

STERLING PLANT NOW AN ORDNANCE WORKS

BROCKTON, Mass.—The plant of the Sterling Motor Co., in this city, has been purchased by the Consolidated Ordnance Co., a munitions firm. The plant was for years engaged in the manufacture of Eagle and M. M. motorcycles, the Sterling company being the successor of the pioneer American Motor Co. The ordnance firm will use the Sterling factory for making shrapnel, cartridge cases and shells.

"MOSLER ON SPARKPLUGS" IS VALUABLE BOOK

OF INTEREST to sparkplug users in motorcycle lines is the booklet just issued by A. R. Mosler & Company, of Mt. Vernon, N. Y. This booklet, which has the title "Mosler on Spark Plugs," gives valuable information on gaps between the electrodes, reaches and the necessary data to be supplied in order to get the proper plug for any motor. This is followed by a table of sparkplugs of Mosler make for all motorcycles, automobiles, and tractors.

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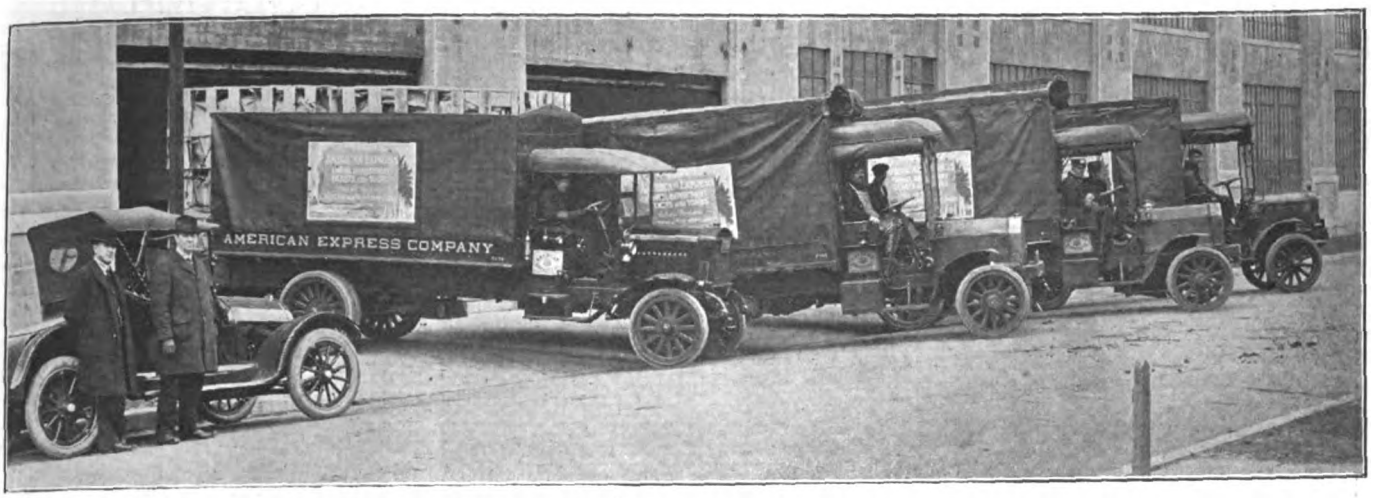
HOW HAVERFORD CYCLE HEADQUARTERS GETS 17-3 EXCELSIORS



Motor Trucks Containing Crated Big X Twins Which Arrived in One Carload Shipment in Philadelphia, Pa., For the Haverford Firm at Market and Fifth Streets. This Is but One of Four Similar Shipments Which Have Been Received by the Company

BOSCH COMPANY AGAIN OFFERS TROPHY

Well-Known Ignition Specialists Follow Annual Custom of Putting Up Handsome Cup for National Amateur Champion

NEW YORK, May 22.—Following its annual custom, the Bosch Magneto Co. has again donated to the F. A. M. a handsome silver trophy to be competed for by amateur riders at the National Meet of the Federation in July. The trophy, as in past years, will be awarded to the contestant scoring the greatest number of points in the National championships. The F. A. M. Competition Committee, as a whole has tendered a vote of thanks to the Bosch company in appreciation of its consistent efforts to keep amateur motorcycle racing on the plane of true sportsmanship.

In connection with the Bosch trophy announcement, Chairman John L. Donovan, of the Federation Competition Committee, calls attention to the fact that State F. A. M. organizations, clubs and other promoters should take steps at once to run off the State championships. Quick action is needed in order to permit the winners of the State championships to enter for the National events. Chairman Donovan invites all F. A. M. workers to write him without delay if they are in need of assistance in connection with the staging of the State programs. He will give prompt co-operation.

HAVERFORD NOW IN LARGER CLEVELAND QUARTERS

CLEVELAND, O.—The demands of increasing business have been such that the quarters of the Haverford Cycle Co., at 235 Superior avenue, this city, have been found somewhat inadequate, and a change of address has been made. The firm has moved its establishment to 405 Superior avenue, where better accommodations have been obtained and where 6,000 square feet of floor space will be utilized.

The floor arrangements in the new location duplicate those in the main Haverford office at Philadelphia, Pa. Everything which can facilitate the usual prompt service to Haverford customers will be done in the new place.

REMY FLOOR AREA TO BE 170,000 SQUARE FEET

ANDERSON, Ind.—Additions are being completed for the factory of the Remy Electric Company, maker of Remy lighting and ignition outfits for motor vehicles, which will give 170,000 square feet of floor area for manufacturing purposes. This makes the Remy factory the largest devoted exclusively to the production of electric lighting and ignition apparatus. A further addition is contemplated in the near future, to meet the steadily-increasing demand for Remy products here and abroad.

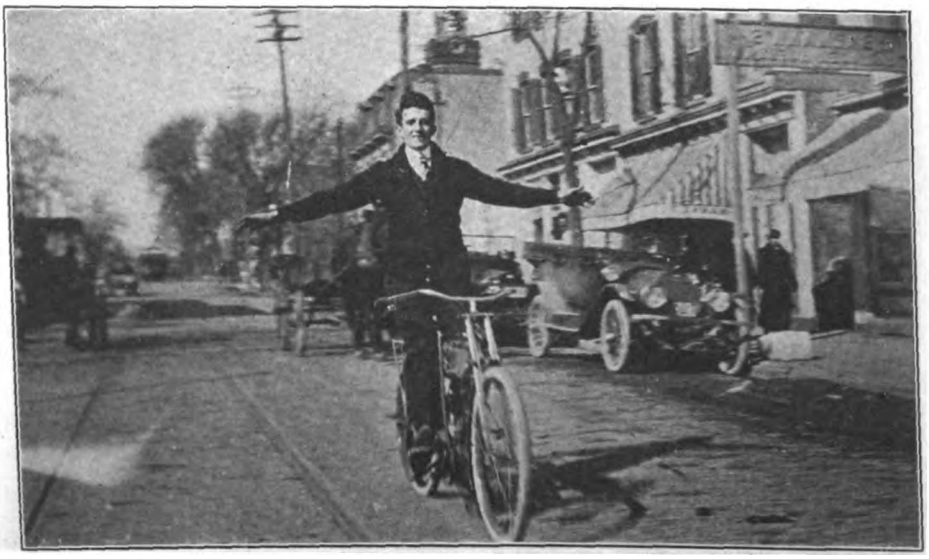
The Boston branch of the Remy firm has been moved from 214 Pleasant street to a better location in the Motor Mart at Park Square. A Remy parts station has been established at Houston, Texas, in charge of the Hurlburt-Still Electric Company, at Capitol and Fannin streets, for the convenience of Remy patrons in Texas.

MACHINE GUN CAR CHIEF ARTICLE IN "DEALER"

PREPAREDNESS in the form of the new Harley-Davidson machine gun car occupies the greater part of the May edition of the *Harley-Davidson Dealer*, the house organ of the makers of the Silent Gray Fellow, in Milwaukee, Wis. The opening chapter and the center pages are given over to the subject, the latter pages showing the outfit complete.

The electric system is described in full detail in eight pages with profuse illustrations. The remainder of the issue is given over to dealers and speedsters' matters. On the front cover is the forward view of the machine gun car.

PROVING EASE OF BALANCE IN MIAMI POWER BICYCLE



Demonstrations in Riding "Hands Off" Are Potent Arguments in Selling the Little Blue Four-Stroke Machine, and Are Widely Used by Agents Everywhere

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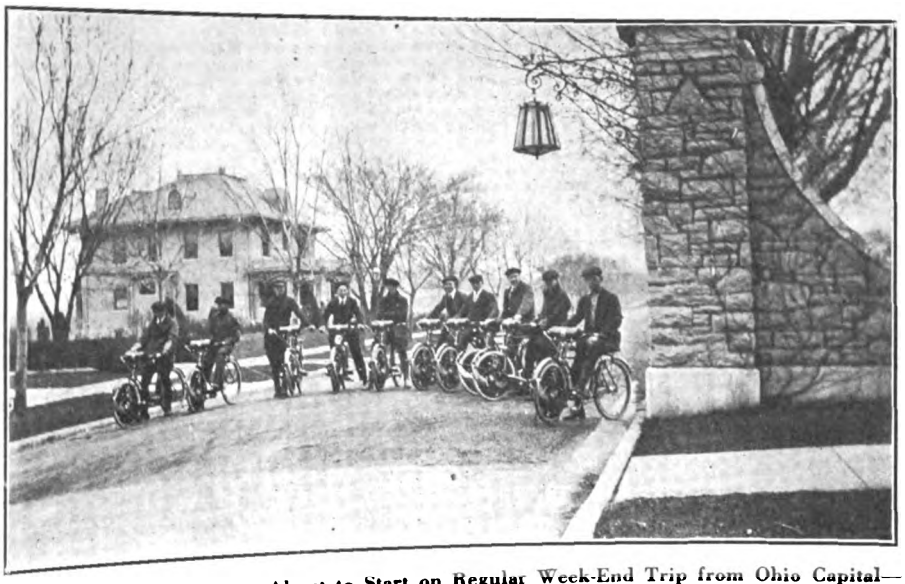
HERE'S A HAPPY DAYTON FAMILY CIRCLE



Motor Bicycle Enthusiasts About to Start on Regular Week-End Trip from Ohio Capital—Runs of This Kind Are Growing in Favor All Over the Country

GROWING COMMERCIAL DEMAND FOR THOR MACHINES

CHICAGO, Ill.—Export business continues to boom at the plant of the Aurora Automatic Machinery Co., and one of the latest shipments to go out comprised twelve Thors for Madrid, Spain. Backing up this export activity at the home of the Thor is a marked domestic demand for the commercial outfits. A few days ago five Thors were sold to the Commonwealth Edison Co., of Chicago, for use in the line department. Two Thors have been placed with the Consumer Co., also of Chicago, the largest coal and ice distributors in the city. These machines will be used in the paymaster's department, and will replace six men who formerly traveled on street cars.

The People's Gas Light & Coke Co., of Chicago, which has quite a number of Harley-Davidson motorcycles in use, and which has used that make exclusively for several years, has just purchased a Thor sidecar outfit.

COLONEL POPE RETAINED AT HEAD OF N. A. M.

AT the annual meeting of the Board of Directors of the National Association of Manufacturers at the Waldorf-Astoria on May 20, New York City, following the conclusion of its twenty-first annual convention, Colonel George Pope of Hartford, Conn., was re-elected for his fourth consecutive term as President of the association. Other officers re-elected are Treasurer, Henry Abbott, General Manager and Assistant Treasurer, J. P. Bird, and Secretary, George S. Boudinot, all of New York.

BURGLARS PAY A VISIT TO RISDEN'S STORE

LOS ANGELES, Cal., May 15.—Thieves early today entered the Cleveland Motorcycle store of C. Will Risden, opened the safe and departed with $350 in cash. Entrance to the building was gained by breaking a skylight in the roof and descending into the store by a rope. The safe was opened by the sand-papered finger method.

Detectives who are working on the case are of the opinion that the theft was accomplished by someone who was familiar with the premises, and finger prints on the safe and skylight are expected to disclose the thief's identity.

CHAMPION FLOAT ATTRACTS IN CLEVELAND PARADE

CLEVELAND, O.—The unique sidecar float shown herewith was one of the chief attractions in the recent motorcycle parade held by the Haverford Cycle Co., of this city. The sidecar was

equipped with a bower or arch made from Champion cartons, while the front of the car carried the Champion beauty on her globe.

U. S. RUBBER GOLD NOTES ARE ALL PURCHASED

NEW YORK.—The $2,000,000 remainder of the issue of three-year 5 per cent. Morgan & Wright gold notes issued by the United States Rubber Company, has been taken by Lee, Higginson & Company, of this city. The issue amounted to $5,000,000 in all.

The same banking firm took the $3,000,000 in notes that the company issued some time ago. They are secured by Morgan & Wright properties of the company and are due December 1, 1918.

MRS. CRIST ENTHRALLS BIG CROWD AT RECITAL

CHICAGO, Ill.—It will no doubt be remembered that a short time ago Mr. R. C. Crist, the well-known motorcycle distributor, in Chicago, married a Miss Ruth Olson, a very talented pianist.

Tuesday, May 16, Mrs. Ruth Olson Crist gave a piano recital in the Florentine Room of the Congress Annex Hotel, and a very large attendance was in evidence; as a matter of fact, the hall should have been twice as large to accommodate the enormous crowd. The recital was a huge success, Mrs. Crist playing eight selections, the seventh selection being the Carnival by Schumann, which lasted 33 minutes. Mrs. Crist is to be highly congratulated on her wonderful talent, and if she could only put music into sales talk, Mr. Crist would sell more Excelsiors in one year than all the dealers combined.

After the recital Mrs. Crist received quite a large number of bouquets from her many friends, and in appreciation of same she played an encore. The only happening of the evening to mar the program was that Fred Hart, who handles the Excelsior advertising, lost a white glove.

It was the consensus of opinion, by those who attended, that they hoped to have the pleasure of hearing Mrs. Crist at another recital in the very near future.

MILITAIRE COMPANY WOULD CHANGE NAME

BUFFALO, N. Y., May 23.—The Militaire Autocycle Company of America, Incorporated, this city, manufacturer of the Militaire motorcyle, has made application in the Supreme Court to change its name to the Militaire Motor Vehicle Company of America, Incorporated. In its application the company states that the name desired tells more accurately the purposes and activities of the corporation, as set forth in its incorporation papers.

ANDERSON BECOMES A CHICAGOAN

CHICAGO, Ill.—A. A. Anderson, superintendent of the motorcycle factory of the Aurora Automatic Machinery Co., has been in the habit of coming into Chicago from Aurora, where he had his home, a distance of 37 miles, every day since the Thor factory was moved to Chicago, but he has now decided to make his home in Chicago, where he can be on the job at all times.

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PALATIAL HOME OF MIAMI POWER BICYCLES IN BUFFALO, N. Y.

Establishment of Poppenberg Brothers, Bison City Representatives for Middletown-Built Lightweight, Flying Merkel Motorcycles and Racycle Bicycles, with Part of Recent Shipment from Middletown, O., Factory. All Machines Shown Were Sold Within 24 Hours

FINDS INDIAN CHEAPER THAN RICKSHAW

Traveler in Pekin Has Proved Superiority of Motorcycle to Regulation Form of Transportation in Chinese Capital—Says Field Is Good

MOTORCYCLE riding in Pekin, China, is cheaper than getting around in a rickshaw, according to H. O. Stone, traveler for a cigarette company in that city. He rides an Indian to cover his territory, and finds it much more convenient than any other form of transportation, also.

"A driver must keep his wits about him," says Stone, "as streets are narrow and filled with rickshaws. The Chinaman always walks with his head in the air, never looking where he goes or at what is coming.

"The horn shipped with his Indian machine is an excellent one, but it would take something like a cross between the explosion of a 42-centimeter gun and a clap of thunder to avoid accidents."

His firm has two Indian motorcycles in use. The foreigners who ride have been planning a trip over the highways to Tientsin, a distance of 150 miles over the worst Chinese roads, which were made about 2,000 years ago and have constantly been unmade, says Stone, ever since.

Getting the Chinese interested, in his opinion, could be accomplished easiest by starting them with a machine like the Indian Featherweight, because it is easily handled. The Chinese are very susceptible to the pleasure of doing what foreigners do, and it is expected that this desire to emulate will result in quite a number taking up riding. Many thousands ride bicycles in China.

It is an especially good field for motorcycles, Stone thinks, because the roads while not suitable for motor cars, offer less difficulties to motorcycles.

NO-LIFT STAND HAS TWO OPERATIVE POSITIONS

BROOKLYN, N. Y., May 19.—A stand which gives two operative positions instead of the usual one has been brought out by G. Bowen and John J. Hazelton, of this city, under the name of the No-Lift. The two positions are the normal in which the rear wheel of the motorcycle is raised from the road to the regulation height, and the secondary, in which the wheel is raised to a greater height to permit its ready removal. The construction of the stand is such that the machine can be put on the stand with the minimum of effort, a slight pull being all that is necessary, even for the heaviest machine.

The stand is made up of a triangular construction on each side, both sides being connected at the rear with a cross-bar. There is a step or foot-piece on the left end of the cross-bar. The base of each triangle is of T-section, while the front and diagonal members are made of flat stock of ample size to take care of all loads. The apex of the triangle is slightly below the point where the construction pivots to the frame of the motorcycle and each diagonal member has a short arm projecting forward.

When the machine is to be put on the stand, the base is dropped to the ground and the foot applied to the step, when the machine can be drawn into position by pulling on the carrier. For the secondary position, the machine is further pulled to the rear and the stand moves upward until the short arm on the diagonal member abuts against the stand lug on the motorcycle frame. The machine rests on the rear angle of the triangle and is sufficiently raised to enable the back wheel to be withdrawn.

The No-Lift stand can be fitted to any motorcycle and will latch with the latch already fitted to the machine. It is priced at $3. Communications should be addressed to Mr. Hazelton, at 377 Quincy street, Brooklyn.

THORS SHIPPED TO DENMARK AND HOLLAND

CHICAGO, Ill.—Fifty light Thor twins were shipped last week to Hans Lystrop, of Slagesle, Denmark, who has been working up a lively demand for these machines of late.

A second export shipment of Thors was to H. Englebort, the Hague, Holland, comprising twelve machines. Reports from both of these Thor representatives are to the effect that the motors have given excellent returns under endurance tests as well as in general road service.

Both the Denmark and Holland shipments were equipped with United States chain tread tires.

CAHILL JOINS THOR FORCE

CHICAGO, Ill.—J. J. Cahill is a recent addition to the service department of the Aurora Automatic Machinery Co. Mr. Cahill was formerly in the storekeeper's department of the People's Gas Light & Coke Co., of this city, and is well qualified for his new duties.

NEW CLEVELAND ENGINEER

C. A. NERACHER, chief engineer of the Cleveland Motorcycle Mfg. Co., has accepted a similar position with the Essex Motor Truck Co. of New York. W. G. Johnson, formerly Mr. Neracher's assistant, has succeeded him as chief engineer.

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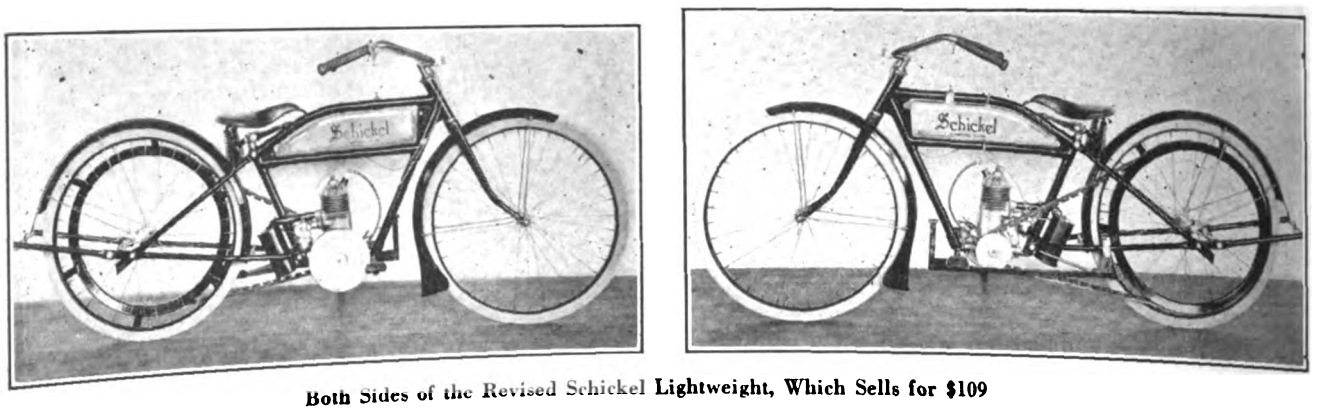
NOVEL MAGNETO ON 1917 SCHICKEL LIGHTWEIGHT

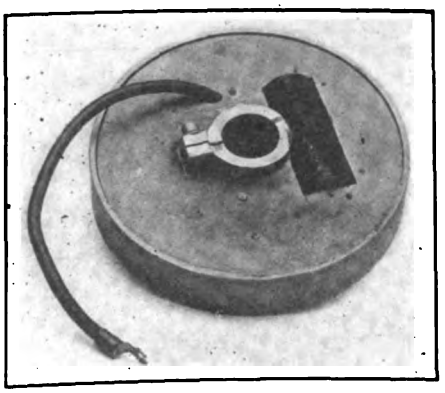
Pioneer Two-Stroke Manufacturer Offers Machine With "Built-In-Flywheel" Magneto, New Muffler, New Tank and New Front Guards for $109—Many Minor Improvements



Both Sides of the Revised Schickel Lightweight, Which Sells for $109

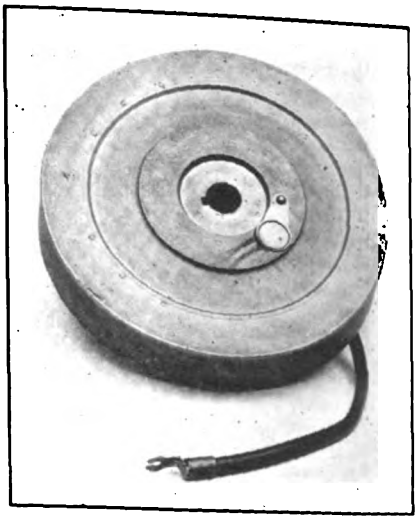
STAMFORD, Conn., May 23.—Pioneer in the manufacture of two-stroke motorcycles so far as America is concerned at least, and pioneer also in the production of two-stroke lightweight machines, the Schickel Motor Co., maker of Schickel motorcycles, is once again setting the pace. It has adopted on its 1917 offering here announced for the first time, an innovative construction which bids fair to come into general use throughout the motorcycle field in time. The outstanding feature of the 1917 Schickel offering—that is, the Schickel lightweight offering—is the magneto, which is unlike anything that has been seen before in the motorcycle field.

Taking its cue from the large measure of success which has attended the use of a magneto of that type in the outboard motor field, and on the Ford car, the Schickel Motor Co. has incorporated the ignition device in the flywheel of its 1917 lightweight, thus at one stroke doing away with the necessity of providing room for the device at the forward end of the motor, and also eliminating the drive system, which the use of the orthodox magneto entails. The arrangement makes the Schickel two-stroke the simplest power plant on the market. The two-stroke principle dispenses entirely with valves, and the gears and cams incidental to their use, while the built-in type of magneto also eliminates gears and sprockets, the only drive taken off the crankshaft being the main belt drive to the rear wheel.



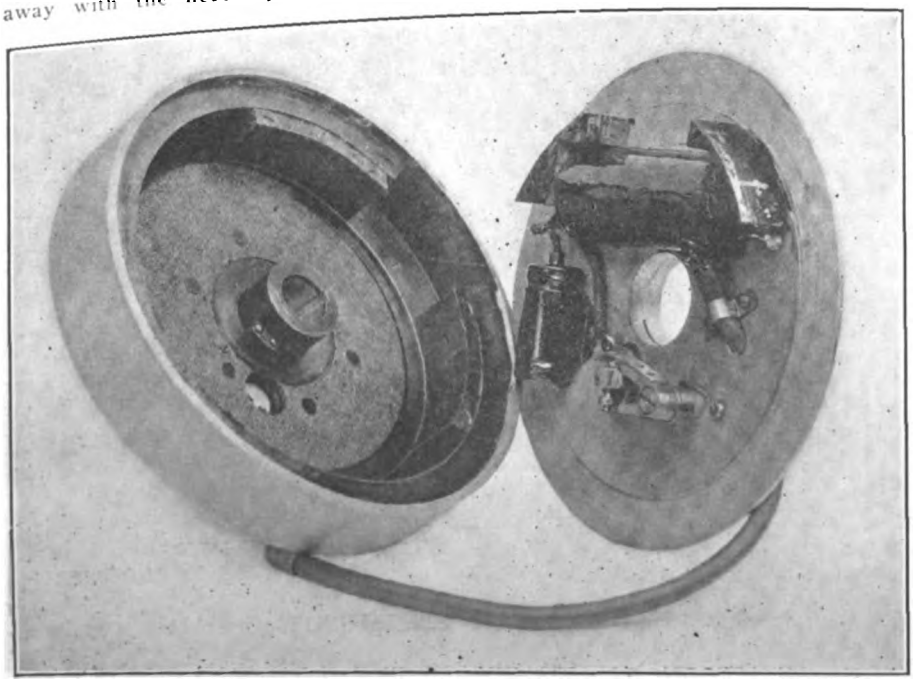
Rear of Flywheel Magneto

This, however, is not the only change which has been wrought in the new Schickel lightweight, which is now coming through the plant. Perhaps, to the rider with an eye for appearance, the new design of pressed steel tank will be the first improvement to attract notice. The new tank, which is made of slightly heavier stock than the old, is finished with neatly rounded corners which add materially to the appearance of the machine. There is also a new muffler of the automobile type, neat in appearance, and embodying original Schickel features, and which effectively quiets the noise of the exhaust.



Front of Magneto Showing Timing Port

Also adding considerably to the appearance of the 1917 Schickel lightweight is the new design of front wheel mudguard, which has been given a much longer front extension, and which is also longer in the rear. It is, moreover, formed with a considerable flare at the



New Schickel Flywheel Magneto Dissected

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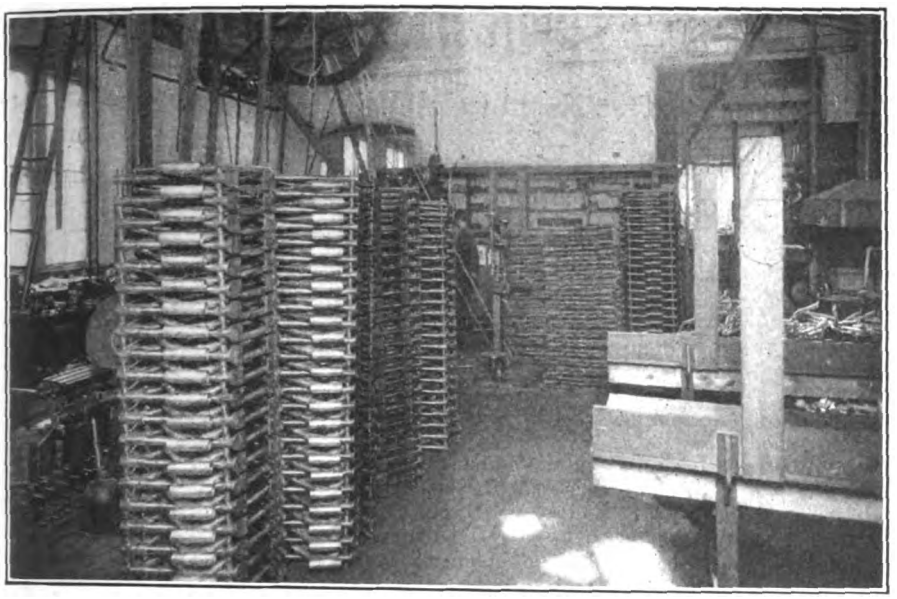


One Corner of the Schickel Plant Where the New Lightweights Can Be Turned Out at the Rate of a Score a Day

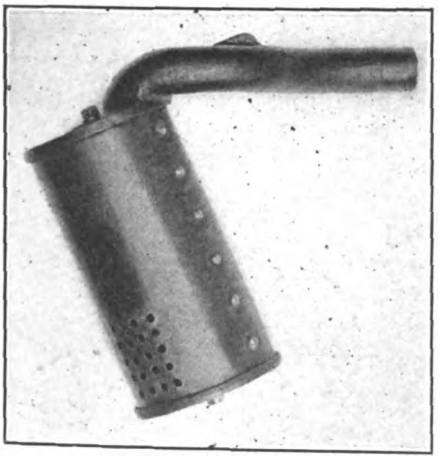
end, which adds to its efficiency as well as to its appearance.

These are the chief features which distinguish the new Schickel offering from the 1916 product. There are many more of slighter import—the brake, for instance, now is lined with Raybestos—as well as many little changes in workmanship and processes of manufacture which go a long way toward making it an even more efficient machine than it has been in the past. Most noticeable among these minor details is the improvement in the finish, which now is comparable with the finish of many higher-priced machines.

New Magneto in Detail

In designing the new magneto the flywheel, which on older models was on the left side of the motor, has been increased somewhat in size and has been shifted over to the right side of the motor. The wheel is made with a heavy rim and a webbing which is flush with the outside of the wheel. Between the outer rim and the hub, however, there is considerable space and this is made use of to house the non-rotative parts of the magneto. Attached to the inside of the rim of the flywheel are a pair of permanent magnets which, of course, rotate with the flywheel. On a plate fastened to a boss extending from the crankcase of the motor, and which is made to fit snugly into the opening of the flywheel without, however, contacting with the rim, are carried the armature coils, the circuit-breaker and the condenser. At every revolution of the flywheel the field magnets are brought in proper relation with the armature to induce the igniting current and at just the proper instant a cam mounted on the flywheel hub operates the circuit-breaker, causing the spark to jump the plug gap.

Timing is effected by loosening the clamps attaching the plate to the crankcase boss and rotating the plate slightly in the proper direction to achieve the desired result. As heretofore, the Schickel operates on a "set spark"; that is, there is no provision made for the rider to advance and retard the ignition point. It is, however, set to give the best all-around results, and that the Schickel engineers have not gone far astray on this point is proved by the fact that the 1916 Schickel gave highly satisfactory results on this as on every other score. The armature-carrying plate serves as a very effective cover to prevent the ingress of dirt and moisture; a small door or sight in the webbing of the flywheel and normally closed with a hinged cover provides the means through which the points of the circuit-breaker may be examined from time to time, and by means of which the proper timing is effected.



The Automobile Type Muffler

The new muffler is positioned directly behind the motor, being attached by means of strap clamps to the seat-post mast. The muffler consists of an outer pressed steel shell between two pressed steel headers, and is provided with suitable baffle plates which serve to silence the exhaust, without, however, creating any appreciable back pressure. This is a point in connection with two-stroke motors, where the exhaust is expelled only by the force of the explosion itself, and not by direct piston action, that is of considerably greater import than with the four-stroke motor.

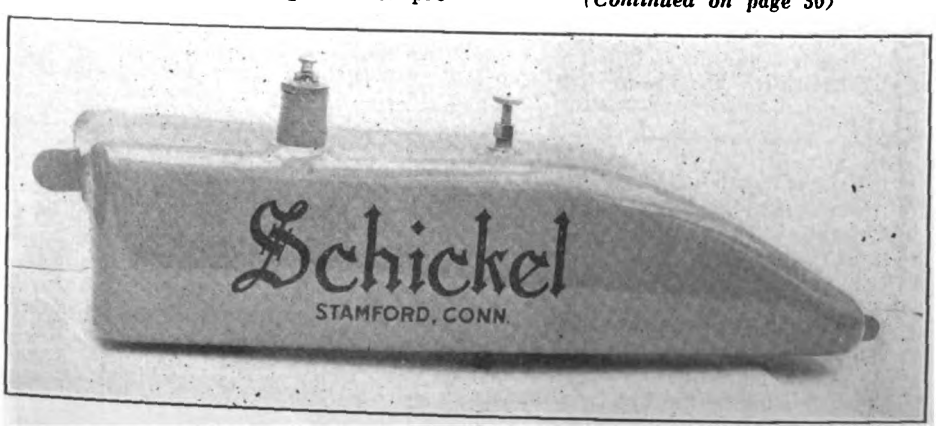
As for the rest of it, the 1917 Schickel lightweight bears all the earmarks of the 1916 product. The motor is of the square type with bore and stroke of 2½ inches, which figures out for a cylinder volume of 12.26 cubic inches. The cylinder is cast integral with the crankcase, provision being made for the introduction of the crankshaft, piston and connecting-rod. Its outstanding feature, aside from the port arrangement, which is perfected to accomplish both inspiration and exhaust with the greatest facility and without causing the spent gases to dilute the new charge, is the cylinder-head which is separable from the cylinder. The attachment is by means of a thread which permits of ready removal and replacement. The joint is made permanently gas tight by means of a copper asbestos gasket. Turning of the head serves to release it from the cylinder or to lock it firmly in place, as the case may be. The cylinders on the 1917 model are finished by means of a new process which ensures a perfect surface and the almost total elimination of gas leakage past the piston.

Automatic Carbureter

The mixture is supplied through the intermediary of a Schickel carbureter, specially made for the Schickel motor. The carbureter is of the automatic type with a single control which acts directly on the barrel throttle-valve. A quick-starting device, which increases the gasoline supply and provides a rich mixture, is provided.

Lubrication is accomplished by mixing the requisite amount of oil with the gasoline, thus doing away with the oil tank and lubricating appendages.

(Continued on page 30)



The New Pressed Steel Tank with Rounded Corners

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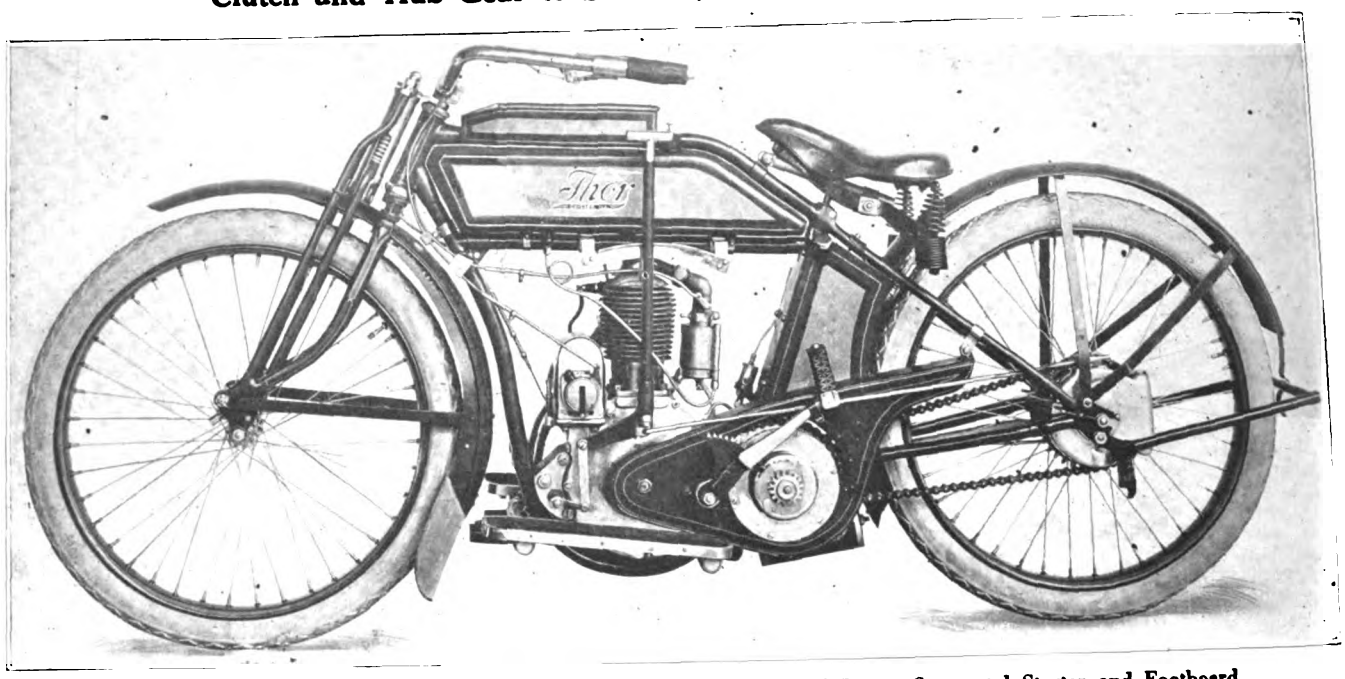
TWO-SPEED SINGLE IS LATEST THOR OFFERING

Aurora Automatic Machinery Company Brings Out New Model With Foot-Starter, Dry-Plate Clutch and Hub Gear to Sell at $200—The Full Specifications



Left Side of New Thor Showing Combined Gear and Clutch Control Lever, Segmental Starter and Footboard

SPECIFICATIONS FOR MODEL 17-Y THOR

MOTOR—4 horsepower; bore, 3¼ inches; stroke, 3.6 inches; piston displacement, 30½ cubic inches. Roller bearings on big ends and drive side of main shaft.
VALVES—Inlet over exhaust, both mechanically-operated; inlet rod has ball-and-socket joints. Both valves readily adjustable.
CARBURETER—Schebler, ¾-inch size, special for this motor.
IGNITION—Dixie magneto.
LUBRICATION—Thor mechanical oiler, without valves; hand-pump as auxiliary.
MUFFLER—Improved Thor type.
STARTER—Thor segmental type, countershaft-acting.
CHANGE GEAR—Thor planetary type in rear hub; operated from clutch lever.
CLUTCH—Dry plate type on countershaft with lever control.
DRIVE—Chain to countershaft and chain to rear hub; ¼-inch pitch heavy duty chains.
HANDLE BARS—Widely supported and cross-braced.
FRAME & FITTINGS—Extra Heavy, reinforced throughout. Rear fork ends designed to make removing and replacing of rear wheel easy.
FRONT FORK—Shockless coil cushion spring fork.
HEIGHT—31 inches.
WHEELBASE—55 inches.
WHEELS—29", 40 spokes, front and rear.
TIRES—29x2¾".
GUARDS—Extra long, rolled edge, separate side splash, leather splasher on front.
BRAKE—Thor coaster brake with foot control on right.
GASOLINE TANK—Capacity, 10 quarts.
SADDLE—Troxel Truform.
OIL TANK—Between seat post mast and rear guard, capacity 3 quarts.
FOOT BOARDS—Very long, rubber covered.
TOOL BOX—Located back of handle bars on tank.
FINISH—Elaborately decorated, two shade Thor blue, paneled tank, tool box and band striping.

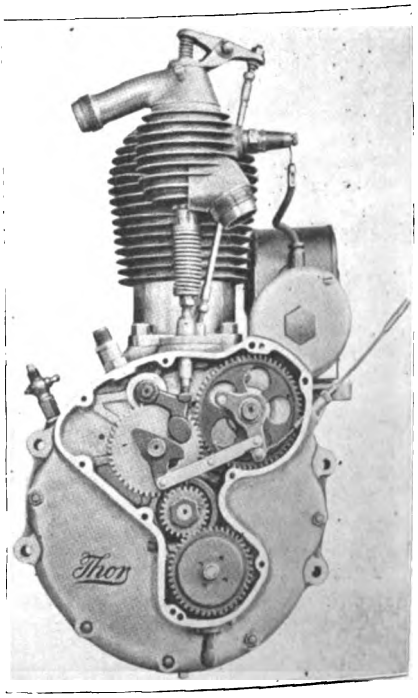
FROM the thriving factory of the Aurora Automatic Machinery Company in Chicago, Ill., comes the latest addition to the Thor line in the Model 17-Y, a 4-horsepower single cylinder machine, with two-speed gear and Thor foot-starter. It will retail at $200.

The motor on the new model is along the familiar Thor lines, with inlet over exhaust, but unlike the big twin models, the rocker for the inlet is not encased. The inlet long rod is fitted with ball-and-socket joints as in previous Thor constructions. The carbureter is a Thor on the machine shown, but a special Schebler will be used. The bore of the motor is 3¼ inches and the stroke is 3.6 inches, with a piston displacement of 30½ cubic inches. The motor is rated at 4 horsepower, but 6 to 7 is claimed for it on test.

Roller Bearings Fitted

Large roller bearings are fitted to the big ends. The flywheels are balanced in a new manner which will enable the rider to throttle the motor down lower and reduce vibration. Chain drive to the countershaft and final drive by chain to the rear hub is fitted. There are extra long roller bearings on the drive side of the motor to take the chain pull. Mechanical lubrication is provided, as well as a sight-feed oiler and hand pump for emergency service. Ignition is by Dixie magneto.

The clutch is countershaft-mounted, with left-hand control. It is of the multiple-plate type, with dry plates. The gearset is the Thor type, hub-located



Power Plant of Model 17-Y

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and is operated by the same lever which actuates the clutch. The gear is of the planetary type, with a ratio of 3.6 on high and 4.62 on low. The drive chain is ¼-inch, heavy duty type. The brake is the Thor coaster external type, with foot control from right footboard.

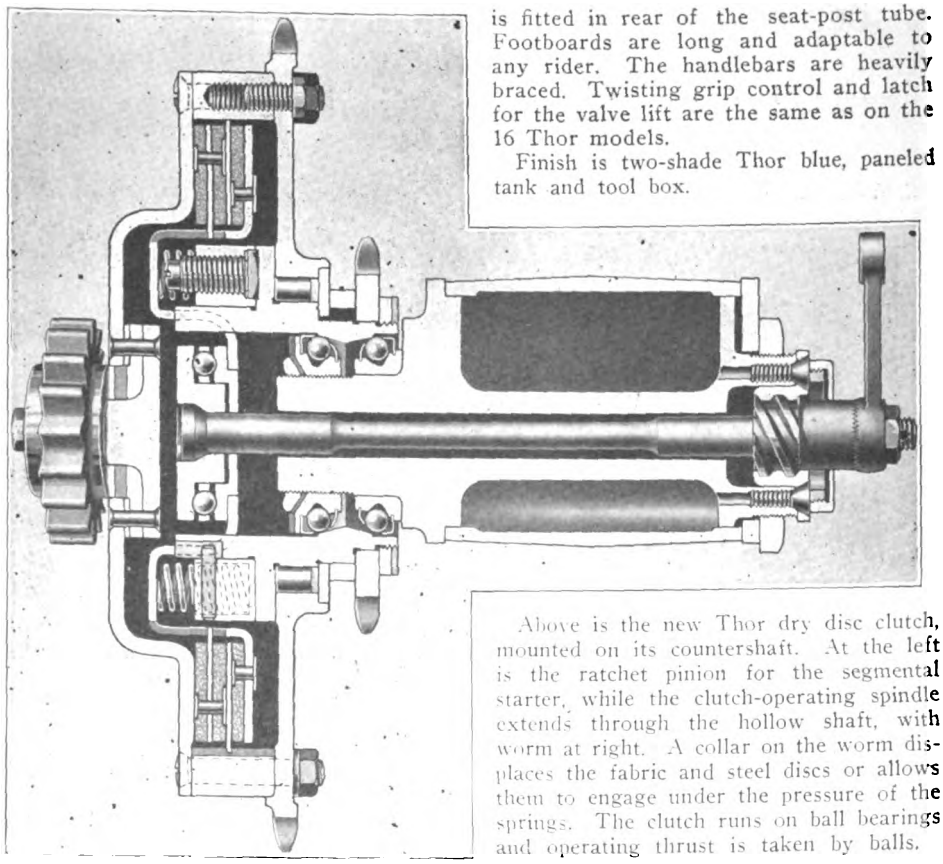
The wheelbase is 55 inches. The motor is centrally located in the lower frame, and while low, gives ample clearance under the crankcase for work on all kinds of roads. The frame is made of heavy gauge seamless steel tubing, with ample reinforcements. Drop-forgings are used throughout.

Single Plunger Fork

The front fork is the same as on the 16-V twin, consisting of a single plunger operating between shock and recoil springs in a cylinder located on the axial line of the frame. The rear fork and mudguard are designed to allow of removal of the rear wheel without lifting the machine higher than when on the stand. Both front and rear guards are fitted with side splashers and there is a leather flap for the lower end of the front guard.

The saddle height is 31 inches normal. The seat post is of the Thor type such as is used on the 16-V twins. A pressed-steel fuel tank is fitted, with a capacity of ten quarts. The oil tank is of steel, lead coated, and holds three quarts. It is fitted in rear of the seat-post tube. Footboards are long and adaptable to any rider. The handlebars are heavily braced. Twisting grip control and latch for the valve lift are the same as on the 16 Thor models.

Finish is two-shade Thor blue, paneled tank and tool box.



Above is the new Thor dry disc clutch, mounted on its countershaft. At the left is the ratchet pinion for the segmental starter, while the clutch-operating spindle extends through the hollow shaft, with worm at right. A collar on the worm displaces the fabric and steel discs or allows them to engage under the pressure of the springs. The clutch runs on ball bearings and operating thrust is taken by balls.

TWO SCORE START; 32 FINISH JAMAICA RUN

(Continued from page 12)

buckling the side-wheel and slightly injuring his passenger. The latter was taken home in her husband's machine.

The other two secret checks were at Jericho and Floral Park. Poor posting of the course is claimed as the reason for a number of riders missing these and the club may have several protests on the matter. Many were delayed at checking stations en route and scores suffered unnecessarily.

The only lightweight entrant, Irving Barnard, Indian, was well up to the others at the finish. There being no competition for the Speedway Cup for lightweights, no contest was declared for this trophy.

Following are the finishers:

Speedway Indian Team—Calvin Webber, J. U. Constant, Sam W. Hanna, all pros.

Indian Solo Team I—Frank P. Baker, Paul Rick, J. F. Carroll, mixed.

Indian Solo Team II—Fred Kaiser, Arthur Eicholz, William Vom Lehn, amateurs.

Indian Solo Team III—Bert Walker, F. P. Bristol, Paul K. Boehm, mixed.

Crotona Team—Victor Pelezarre, Fred Christman, Kenneth Hoffman, Indians, amateurs.

Irving Barnard, Indian Featherweight, pro.; Charles Mutter, H-D, amateur; Sam Bulette, Indian sidecar, pro.; H. V. Mauritho, Indian, amateur; William Diedrich, Indian, amateur; Wallace Stuart, Indian sidecar, pro.*; Al. Deane, Indian sidecar, amateur*; Fred S. Frenger, Indian tandem, amateur.

William C. Bollhofer, Harley-Davidson, amateur; Louis Roeper, Harley-Davidson, amateur; J. G. Davis, Indian, amateur; Harry F. Danfkinch, Indian, amateur; Harvey Edwards, Harley-Davidson sidecar†; Louis Timmerman, Indian, amateur; H. N. Pember, Harley-Davidson, amateur; Edward R. Schroeder, Indian, amateur; John Cobban, Jr., Henderson, pro.

Non-finishers were George P. Conaty, Harley-Davidson, amateur; William Merkel, Excelsior, amateur; John Bankert, Harley-Davidson, amateur; Charles Kopp, Flying Merkel, amateur; A. Sant Angelo, Harley-Davidson, amateur; W. F. Doherty, Indian sidecar, amateur; Jos. Gildersleeve, Harley-Davidson, amateur; Charles Carlsten, Harley-Davidson sidecar, amateur.

(*Teamed with Doherty; †teamed with Carlsten.)

SHEEPSHEAD BAY EVENTS FILL WELL

Entries for Seaside Speedfest, June 4th, Closed May 24—Many Well-Known Local Stars in Lineup

ENTRIES for the two events, which are to be run on the Sheepshead Bay saucer on June 4 in connection with the America Liberty Day celebration, closed on May 24, and both numbers filled well. All of the larger factories are represented; among the more prominent riders who will compete are J. U. Constant, J. J. Cox, Pete Cronin, John DeMott, S. W. Hanna, Warren Edwards and Wm. Metinger.

The track will be open for practice after May 31 only for those who have entered, to whom practice passes will be mailed. The officials are:

Referee, T. J. Mahoney; E. B. Holten, starter; P. T. Winkelstein, assistant starter; Geo. A. Ellis, clerk of course; Gene Coughlin, assistant clerk of course; judges, D. R. Hobart, O. S. Brant, Walter Goerke, Geo. Ashley; umpires, M. Topel, J. French; scorers, C. R. Webber, J. C. Foley, B. Rudderman, C. Moehle, S. Dubon; timekeepers, W. Stuart, A. H. Patterson, F. Kaiser, G. Woods, Robt. Brazenor, H. King, J. Leo Sauer, M. L. Ullman, A. Burt, W. Moehle, John Steel.

Full information concerning the motorcycle end of the program can be had on application to I. W. Barnard, care New York Sporting Goods Co., 15 Warren street, New York City.

RIDER AT FRONT WELCOMES SPRING-FRAME INDIAN

TORONTO, Ont.—In a very enthusiastic letter to the H. M. Kipp Co., Indian dealer in this city, H. F. McCrosson, a Canadian sergeant at the front in France, states how glad he was to have an Indian assigned him for convoy work. He wrote that his back did rejoice in the spring frame Indian.

The roads, he said, were badly cut up and full of little pot-holes.

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OLD-TIMERS GET COPS' MOTORCYCLES AT PICNIC THROUGH STRATEGY

Bluecoats Are Fed Up on Barbecued Beef While Picknickers Enjoy a Little Speed

Old Timers Lined Up for the Camera Man at the Barbecue Given in Los Angeles. Photo Sent by Frank Reed

LOS ANGELES.—Was it the first time in history? Some say it was and that whether it was or not it is a sure thing that at the barbecue of the Old Timers' Club a fine bunch of Los Angeles city and county mounted police officers got themselves worsted in a contest of wits. It all happened at the barbecue given by Leon Escalier, vice-president of the International Bank, of Los Angeles.

A special invitation was extended to speed cops to be present and bring their machines. It seems that the old timers who attended this barbecue are much younger in spirit than would be advertised by the whiskers some of them display, and it is reported that some of them wanted a chance to try out the 1916 model motorcycle without any risk of interruption. The photograph proves clearly enough by the presence of the cook upon the right-hand machine that the officers were present at the barbecue, and also that by force or guile their machines passed into the control of the Old Timers.

With the machines beneath the Old Timers, and the officers digesting the banker's barbecued beef, and the splendid boulevard system leading away from the ranch, what a cinch for the Old Timers!

REGULATING HOME GARAGES

NEWARK, N. J.—The Bureau of Combustibles has had so many complaints regarding the wooden shacks built in backyards to store motorcycles, it has decided to regulate the character of these so-called garages especially within the fire-limits. "The flimsy wooden shed that is a menace on account of its inflammable nature must go," says Captain Gasser, "but the fireproof structure will be sanctioned."

McNAUGHTON'S TRIP SHOWS CONDITIONS ARE FINE

SPRINGFIELD, Mass.—J. B. McNaughton, of the Sales Department of the Hendee Manufacturing Company, who recently returned from a tour of observation through the East, Middle West and South, states that conditions in nearly all localities are fine. In fact, he says, in some sections things were exceptionally booming. McNaughton's trip totaled 7,000 miles.

J. B. McNaughton

He left this city on Wednesday, May 17, on a similar trip through Kansas, Nebraska and Missouri. McNaughton will work in collaboration with A. H. Crocker, district manager in Kansas City, in conducting sales conventions for dealers and promoting general publicity in the States mentioned.

100-MILE RACE FEATURE OF MAY 30 LAUREL MEET

WASHINGTON, D. C.—In connection with the run of the National Capital M. C. to Laurel, Md., there will be a race meet at the Laurel track in which five events are scheduled. The first of these will be a two mile amateur race for lightweights, with a gold medal as first prize. The second will be a five mile amateur for 61 cu. ins, stock mounts, while the third will be a 10-mile pro. for 61 cu. ins. stocks. A sidecar race for five miles is slated for the fourth event and a 100-mile pro. open will be the last and the feature of the meet. The first prize in the long race is $150, and the second is $75.

PROGRAM OF SIX RACES FOR NORWICH MEET, MAY 30

NORWICH, Conn.—Six events are scheduled for the May 30 meet of the Connecticut Amusement Association at the Norwich Fair Grounds. These are: 5 mile pro., 30½ cubic inches; 5 mile novice, 50 cubic inches; 10 mile pro., 30½ cubic inches; 3 mile pro., 61 cubic inches; 15 mile pro. and 5 mile consolation, both 30½ cubic inches. Entries will close at 6 p. m. on Wednesday, May 25. Application should be made to C. V. Pendleton, Jr., 35 Broadway, Norwich. Fee for each race is $1.

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SECRETARY OF THE SPLITDORF COMPANY

FOURTEENTH IN A SERIES OF BIOGRAPHICAL SKETCHES ON TRADE LEADERS

M. W. Bartlett Began His Business Career Under Auspicious Conditions and Quickly Justified the Predictions of His Friends That He Would "Deliver the Goods"; Prepared by Newspaper Work, Salesmanship Training and Natural Adaptability for the Important Post He Now Occupies With Splitdorf Firm

AFTER having been buttonholed on several occasions and threatened with the displeasure of the Press and other forms of retribution too intricate to consider unless he "came across" with complete and specific information concerning the policies through which he has progressed so rapidly in business, M. W. Bartlett, secretary of the Splitdorf Electrical Company, finally consented to an interview and this biographical sketch is the result.

Mr. Bartlett resorted to all the excuses of the busy man who is approached for personal data. He began by asserting that there really wasn't anything startling to say about himself, and finished with the argument that even if there should be something of interest he didn't have time to recall the details. But the interviewer from **Motor Cycle Illustrated** called up his reserves, rolled out the big guns and demanded the story,—in a deep, hoarse voice. That settled it.

Modesty Personified

When the matter of a portrait was mentioned, Mr. Bartlett again waved a hand in mute protestation. He might find time to give a few details concerning his career and business policies, but the photograph was hardly necessary, and he didn't have one handy,—what the dickens did the interviewer want to reproduce it for anyway? Once more the power of the Press was brought to bear, and, backed up by a threat to have an artist make up a pen portrait from memory, it scared Mr. Bartlett into producing the goods. All of which will serve to give an insight into Mr. Bartlett's temperament, of which modesty is one of the chief characteristics.

Mr. Bartlett is an American by birth, by preference and by compulsion, which accounts in large degree for the traits of character that have aided him on the road to success. Not many young men, however talented, are enabled to start their business life with a private secretaryship, but such was the position to which Mr. Bartlett first brought his initiative and resourcefulness.

His Start with New Departure

The company to which he devoted his initial services was the New Departure Mfg. Co., of Bristol, Conn., his position being that of secretary to Mr. A. F. Rockwell, president of the big organization. Although the work was much to his liking and the surroundings and general conditions highly congenial, Mr. Bartlett decided after three years there to shape his course along literary lines. With that end in view, he associated himself with the Hartford Post, Hartford, Conn., and worked diligently and with considerable success at this job for two years. During that period he gained a great fund of general knowledge and an insight into the "well-known" human race which have since contributed to his efficiency and his ability to meet whatever conditions arise.

American Brass Co. Experience

To this abstract training the youthful Bartlett added a knowledge of buying, and two years after taking the position with the Hartford Post he joined the American Brass Co., of Torrington, Conn., as head of the purchasing department. It was while ably filling that position that Bartlett came in contact with Mr. John Alvord, whose business enterprises were even then of considerable magnitude.

M. W. BARTLETT

After 13 years of consistent endeavor with the American Brass Co., Bartlett resigned to accept the position of private secretary to Mr. Alvord, whose main office was then at 98 Warren street, Newark, N. J. From his close association with the Splitdorf Electrical Co., one of Mr. Alvord's many business interests, Mr. Bartlett obtained a thorough knowledge of the policies and general basis of operation of the Splitdorf company. It was therefore no surprise to his associates when he was elected secretary of the Splitdorf organization at the last annual meeting of the directors.

Mr. Bartlett has always had the knack of concentrating his full energies upon whatever work is in hand,—and to his credit be it said that he can play now and then industriously as he can labor. In brief, he makes the most of the moment's opportunities, and this policy serves to keep him up to date,—if not a little ahead of it. When asked what he enjoyed most, Mr. Bartlett unhesitatingly answered, "Hard work"—and next to work his inclinations trend toward motoring and baseball.

While keeping up with his other varied interests Bartlett has found time to become a member of the Aero Club of America, and he is also a member of a Masonic lodge. At home Mr. Bartlett is in the masculine minority, having a charming wife and an equally charming daughter; although the question trembled on the lips of the interviewer, Mr. Bartlett was not asked whether he advocated Suffragism.

His Selling Qualities

There is no better way of summing up, perhaps, that to say that Mr. Bartlett is a big man, with a most promising future, who still preserves the essence of modesty and combines with it a true and unfailing democracy. He gauges his responsibilities and authority at their proper value, but is keen enough to recognize human limitations and philosophical enough to take what life offers from day to day and work it all into the fabric of success.

WAR DEPARTMENT ASKS BIDS ON TEN SIDECARS

WASHINGTON, D. C., May 23.—Bids have been asked by the War Department for ten sidecars for use in connection with the machines in service at the different bases of supplies and at expedition headquarters in Mexico. The bids will be opened on May 24 and decision made within a week.

The New York Sporting Goods Company, of 15 Warren street, New York, has registered a bid to supply the cars, as have a number of other metropolitan firms, Philadelphia and local houses.

LE ROY COMPLETES FIRST STAGE OF JOURNEY

LOS ANGELES, May 23.—Alfred Le Roy, who is starting on a tour of 50,000 miles with a 1916 Harley-Davidson three-speed and sidecar, made the first and one of the worst runs of his journey in quick time from Los Angeles to Needles on the Arizona border. He arrived there May 12 and wrote back that he covered terrible roads, that the machine was running fine and that all he had to do was to put the gas in the tank.

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INDIANS BAG THREE CROTONA TROPHIES

Amateur, Hendee and Sidecar Cups Go to Riders of This Make and Bridgeport Indian Trio Gets Team Prize—Holt Wins Harley-Davidson Cup

BRONX, N. Y., May 23.—The official findings on the Crotona M. C. endurance run held on May 14, award the Amateur Trophy, for the amateur solo rider making the highest consistency score, to Elliot B. Holton, Indian, of Newark, N. J. Holton had 999 points for consistency and 999 for his regular score, losing but one point at a known control. The Sidecar Trophy, for the driver of a sidecar making the highest consistency score, goes to Orrie Steele, Midland Park, N. J., Indian combination, with 998 points.

The Hendee Trophy, for the professional solo Indian rider making highest consistency score is awarded to Harvey Snyder, of Bridgeport, Conn. His score was 996. The Harley-Davidson Trophy was won by William G. Holt, of Yonkers, N. Y., scoring 979 in consistency. The Club Trophy goes to the Crotona M. C., finishing ten members. The team prize, of three casings, is awarded to Snyder, Walter Wright and Arthur Dunham, Indian Bridgeport team II, with a total of 2,960 points.

Five Hendersons out of six starters finished the course, two—John Cobban, Jr., and Charles Drude—being perfect score men, while the others all obtained better than 992 points. Amadeus Steinfeldt brought through an Excelsior with a tandem passenger, the only tandem rig to complete the course. Sidney Heim brought through the only single-geared Excelsior in the run. Louis Horacek and Frank Lyons, the latter on a 6 h.p. twin, brought in Thors with high scores. The only bronze medal awarded (score between 750 and 900) goes to William Rumpleton, Indian, with 888 points. In all there were eight gold medals earned.

Following is a table of results:

	Consistency Score	Regular Score	Awards
Elliot B. Holton, Indian	999	999	Amateur Trophy, Plated Medal
Paul K. Boehm, Indian	998	1000	Gold Medal
Orrie Steele, Indian sidecar	998	1000	Sidecar Trophy, Gold Medal
Chas. S. Drude, Henderson	998	1000	Gold Medal
William E. Brasted, H-D	996	1000	Gold Medal
Harvey Snyder, Indian	996	998	Hendee Trophy,* Plated Medal
A. G. Chapple, Henderson	996	997	Plated Medal
J. H. Ruddiman, Indian	995	996	Plated Medal
Walter Wright, Indian	995	995	Plated Medal*
A. P. Lane, Henderson	990	999	Plated Medal
O. S. Rosenberg, Henderson	989	993	Plated Medal
Arthur Dunham, Indian	989	989	Plated Medal*
Wallace Stuart, Indian	988	1000	Gold Medal
William G. Holt, H-D	979	995	H-D Trophy, Plated Medal
Frank Lyons, Thor	979	985	Plated Medal
John Cobban, Jr., Henderson	970	1000	Gold Medal
August Chaston, H-D	970	986	Plated Medal
Carl Currie, H-D	969	970	Plated Medal
A. E. Eicholz, Indian	967	992	Plated Medal
Thomas Monti, H-D	966	967	Plated Medal
Victor Pelezarre, Indian	962	980	Plated Medal
Harry Most, Indian	962	975	Plated Medal
Howard E. Hill, Indian	962	970	Plated Medal
C. R. Webber, Indian	959	999	Plated Medal
Jacob Henkel, H-D	951	999	Plated Medal
Joseph A. Wasko, H-D	950	998	Plated Medal
Louis Horacek, Thor	949	969	Plated Medal
William Vom Lehn, Indian	947	986	Plated Medal
John Osowsky, Indian	947	953	Plated Medal
Leon D. Mammini, H-D	946	978	Plated Medal
Chas. Carlston, H-D sidecar	945	975	Plated Medal
Sidney Heim, Excelsior	944	959	Plated Medal
Gene Coughlin, H-D sidecar	942	1000	Gold Medal
R. E. Stuebinger, Indian	939	981	Plated Medal
J. W. Reherman, Indian	935	970	Plated Medal
Daniel B. Moore, Indian sidecar	927	953	Plated Medal
Russell Holderman, H-D	915	929	Plated Medal
Ben Goldstein, H-D	911	927	Plated Medal
Harry Edwards, H-D sidecar	898	955	Plated Medal
Amadeus Steinfeldt, Excelsior	870	925	Plated Medal
Wm. Rumpelton, Indian	858	888	Bronze Medal
John C. Constant, Indian	750	1000	Gold Medal
Carl Wolken, H-D	498	748	.....
Jos. Janoschek, Reading Standard	382	642	.....
Fred Christman, Indian	290	574	.....

NOTE.—*Winners of team prize.

EIGHT ARE PERFECT IN GRAND RAPIDS RUN

Only Twelve Start in Annual Endurance Contest in Preparation for Jack Pines Run Through Northern Michigan, July 2, 3, 4 and 5

GRAND RAPIDS, Mich., May 23.—Because of the threatening weather here Sunday only twelve motor enthusiasts lined up for the start of the second endurance run of the season. Of this number eight finished the 150-mile grind with perfect scores after traveling through miry country in some places and riding for miles in a drizzling rain. Except for being affected by the rain in spots the course was in good shape.

Those who finished the grind with perfect scores are: Steel, Harley-Davidson; Cline, Harley-Davidson; Long, Excelsior; Galloway, Harley-Davidson; Heth, Excelsior; Livingston, Harley-Davidson; Smith, Harley-Davidson; DeYoung, Indian.

Genevan, riding a twin Indian, took the wrong road at the outset and lost so much time that he withdrew. Sinz, Excelsior, lost 21 points near Grant when he was forced to stop to fix a broken exhaust spring. He did not have an Excelsior spring to meet the emergency, but as an experiment tried out a Ford spring and had no more trouble. Levanduski on an Excelsior and Whittier on a Harley-Davidson both were four and one points, respectively, short of a perfect score.

This run was to help prepare the riders for the 800-mile Jack Pines trip July 2, 3, 4 and 5, which will take them up the western side of the state as far as the straits and back the eastern route.

BUSINESS IS BOOMING SAYS STANLEY WILSON

NEW YORK.—Stanley Wilson, secretary of the D. P. Harris Hardware Company, of 48 Warren street, has just returned from a trip through the Middle West, including Maryland, Pennsylvania, Ohio, Indiana, Illinois, Wisconsin and Michigan. He states that business is booming and that the demand for Harris products is unprecedented.

"The bicycle and accessory business this year should be of an extraordinarily great magnitude," says Mr. Wilson, "and even at that the demand will be greater than the supply."

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BUSINESS OPENINGS FOR MANUFACTURERS AND JOBBERS

ROCK ISLAND, Ill.—Charles E. McKinley has started in the hardware line in this city and requests catalogs on lubricating oils and small tools.

FOREST CITY, Iowa.—Catalogs on automobile accessories, oils and tools are requested by the Forest City Implement Company.

MASON CITY, Iowa.—Carey Jaeger has purchased the interest of F. A. Stevens in the Mason City Hardware Company and will continue the business under the same name. Catalogs on bicycles, automobile accessories, oils and tools are desired.

BROWNS VALLEY, Minn.—John M. Henry has opened a hardware store in this city and requests catalogs on bicycles, automobile accessories, lubricating oils, varnishes and small tools.

FORT PIERCE, Fla.—The Fort Pierce Hardware Company has just been organized to deal in automobile accessories, bicycles, oils, varnishes and tools. Catalogs are requested.

JANESVILLE, Minn.—F. B. Volz wishes catalogs on bicycles, oils and small tools. He has just started a general hardware business.

JUDSON, Minn.—The firm of Goodell & Jones has changed its name to Goodell & Son. Catalogs are desired on bicycles, automobile accessories, small tools, lubricating oils and enamels.

KING'S MOUNTAIN, N. C.—The King's Mountain Hardware Company has been incorporated, with capital of $25,000. Catalogs are requested on bicycles, lubricating oils and small tools.

PLEVNA, Mont.—The Anderson Implement Company has purchased the stock of the J. Borgerding Company. Catalogs on automobile accessories and lubricating oils are desired.

HASTINGS, Okla.—The Stone Hardware Company, recently organized, wishes catalogs on lubricating oils, small tools and automobile accessories.

INDIAN MACHINE GUN MAKES BOW AT SHEEPSHEAD

SHEEPSHEAD BAY, N. Y., May 22.—The new Indian machine gun car made its debut at the speedway on Saturday during the opening day of the military exhibition. The gun was in charge of J. Howard O'Brien, of the Hendee staff, and was put through its paces under his direction.

The ease with which the piece and carriage were handled when detached from the motorcycle, and other details, were favorably commented upon by military authorities who attended the exhibition, and it is safe to say that the outfit will be adopted in the regular and National Guard services in the near future.

The Indian apparatus was described in **Motor Cycle Illustrated** in the May 11 issue.

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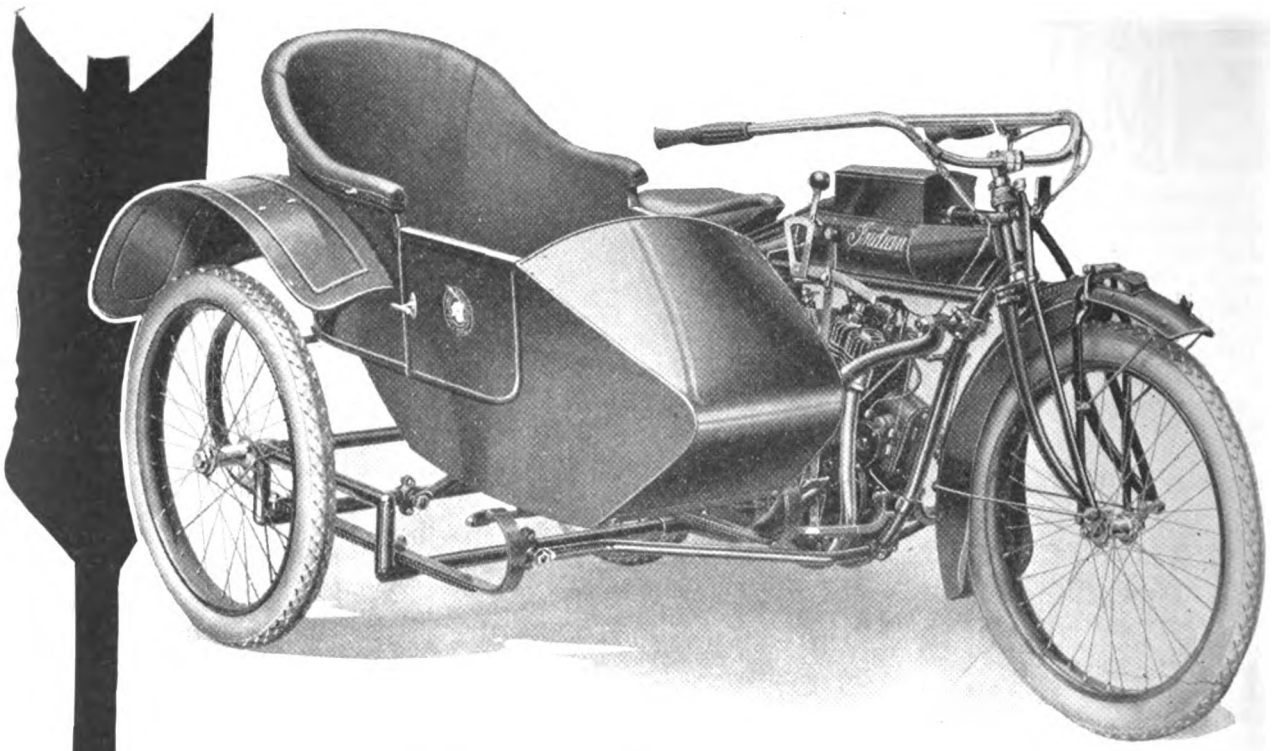

How Does the Low Cost Automobile Affect Motorcycle Sales?

1916 Indian sidecar business is nearly double that of last year's corresponding period. . .

Moreover, competitors also report a satisfying increase in sidecar volume.

Parcel cars, likewise, show substantial gains—25% in the case of Indian. (This subject will be taken up separately later on.)

In the face of this expansive condition so prevalent throughout the trade the fact becomes fixed that the small price car has not stopped the growth of the motorcycle business.

Those who think so continually overlook the fact that the motorcycle has many individual merits of its own that no four wheeler can duplicate. These merits have won and kept a permanent and ever growing group of purchasers who *prefer* the motorcycle to a low grade automobile *because they realize that the motorcycle has genuine advantages and because it is so different that no one who reasons clearly ever considers the motorcycle as a substitute for the automobile.*

It is a thing by itself. And, therefore, it has its own devotees distinct and unshakable. Percentage of future prospects are going to be greater than ever before.

AND WITH GAS KEEPING UP TO TOP PRICE THE MOTORCYCLE DEALER NEVER HAD A MORE FAVORABLE SALES OPPORTUNITY THAN RIGHT NOW

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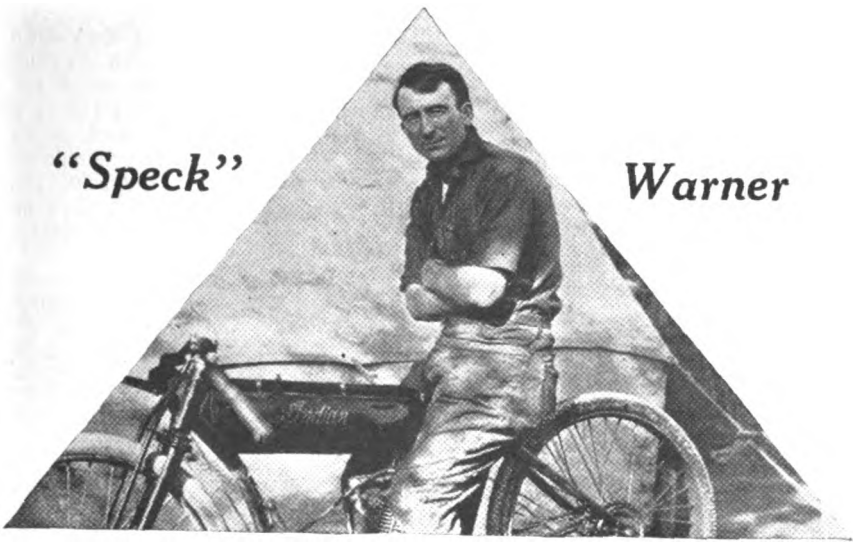

First Hundred Mile Event of the Season Captured by Indian

Indian keeps on repeating with the same deadly regularity. With the racing season on, the telegraph wires are singing the same old song of Indian victories from all four corners of the U. S. A.

At Wilson, Kansas, May 18, "Speck" Warner, riding an Indian, made 100 miles in 2 hours, 10 minutes.

This is remarkably fast as the time was made on a half mile track. In fact, it is within a few minutes of the best performance ever made on a half mile course. Warner finished three and a half laps ahead of his nearest competitor.

ANOTHER TRIUMPH CLEANED UP IN THE TRUE DASHING INDIAN STYLE. WHAT ELSE NEED BE SAID?

Indian

HENDEE MANUFACTURING COMPANY
(Largest Motorcycle Manufacturers in the World)
Springfield, Mass.

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"LITTLE FELLERS" PROVE ROAD STAMINA

(CONTINUED FROM PAGE 12)

from Newark to Quakertown and back today, and that there was not a point on the course where they were not ahead of their 20-mile-an-hour schedule. As a matter of fact, though the dust was deep and sort of "clingy," and the roads were not everywhere in the pink of condition, the running average more nearly approached 25 miles an hour than 20.

So much for Robertson and Waughop. Both finished with perfect scores and without trouble.

Jack Neis, who started out this morning on an Excelsior two-stroke lightweight, did not fare so well—and the trouble was neither Neis' nor yet due to any inherent fault on the part of the Excelsior. The machine on which Friend Jack was supposed to pin his faith had been badly used and pretty well racked in weeks of hard service prior to the start, and whoever was supposed to put it in the prime condition, which Jack had a right to expect, had "soldiered" on the job. When it came to a show-down at 7:30 this morning, although his confidence was not of the sort that could be termed unfaltering, Jack took a chance which landed him as far as Elizabeth, seven miles out of Newark; there he quit with a broken gas line.

Elliot B. Holton, on an Indian, with Mrs. Holton in the sidecar, gave Waughop's Cleveland the technical "once over,"

1, Waughop, on Cleveland, Speeding Hands Off; 2, The Whole Party Near Trenton; 3, Neis' Characteristic Attitude; 4, Ready for Start at Newark; 5, Hobart Giving Prepared Fuel to Robertson; 6, Fair Sidecarists on Run—Mmes. Goerke, Holton and Reed; 7, Filling at Trenton; 8, Observers Discussing Consumption Matters; 9, Robertson Near New Brunswick; 10, Final Touches at Start

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and D. R. Hobart, of **Motor Cycle Illustrated,** did the Sherlock Holmes act in a technical way for Robertson on the Indian. Hobart rode in a Harley-Davidson sidecar piloted by Wilbur Walden, president of the New Jersey Motorcycle Club. E. F. Hallock, of the Motorcycle Manufacturers' Association, riding with W. H. Kerr in a Henderson with Rogers sidecar, was supposed to follow the antics of Jack Neis. But even before Elizabeth was reached he realized that Jack was in too capricious a mood to be followed. When Neis fell out at Elizabeth, Hallock kept right along to observe the observers and collect all the dust stirred up by the others that did not land on the neighboring landscape. A number of the members of the New Jersey Motorcycle Club, including Walter Goerke, the Newark Indian agent, and Mrs. Goerke accompanied the riders.

There were those in the party who had their doubts as to the staying qualities of the little fellows, but those doubts are now disseminated. The run demonstrated clearly that the lightweights, light as they are, and small as they are, have all the stamina that is required of any motor vehicle, and have, moreover, a sufficient speed to keep even the heavyweight machines "ahumping" to keep pace with them. And what is more, the consumption figures, for it was an economy test as well as a reliability trial, clearly demonstrated the low cost of this mode of traveling. Insofar as it was promoted to demonstrate just those two things, conservative as it was, the first annual lightweight run of the New Jersey Motorcycle Club was a success.

The only incident worthy of note on the trip occurred when Kerr, on the Henderson, stopped a minute to dispute the right of way with a farmer in his buggy on the way to church. The only thing that suffered in the mishap was the surrounding atmosphere, which was rent by the blue bolts of rural profanity.

The Excelsior, which was observed by E. F. Hallock, secretary of the M. M. A., was forced to retire at Elizabeth, due to gasline breakage. The pace was so hot in the first section, to New Brunswick, that Neis could not have caught up the field, even if he had been able to effect repairs.

The Indian Featherweight, observed by D. R. Hobart, technical editor of **Motor Cycle Illustrated,** came through without loss of marks. The technical examination at the finish showed that there were no parts missing or loose and that the machine could have participated in another contest with merely starting the motor.

The fuel for the Indian was carried in the observer's sidecar in a can, ready mixed with oil in the proportion of 1:12. The Featherweight used eleven quarts of the mixture, which works out at 71.36 miles to the gallon of *gasoline*. Robertson made but four gear changes during the entire day, these being from intermediate to high when starting from controls. On several other starts he left the high gear engaged.

The Cleveland, observed by Elliot B. Holton, New Jersey State F. A. M. Commissioner, also came through without loss of marks. The technical examination by both Messrs. Holton and Hallock showed that everything was in the same condition as when the run started. The fuel used was the same as that for the Indian, and the Cleveland used 10¼ quarts of the mixture. This works out at 77.17 miles per gallon of *gasoline*.

There was no doubt in the mind of the observers that an equal consumption could have been had with both the Indian and Cleveland, had a smaller jet been used in the AMAC carbureter on the Indian. The jet fitted was slightly large for such a run, and would have enabled a higher average—say of 33 miles per hour—to have been attained. As it was the average speed was slightly over 25 miles per hour, and the contestants had to wait outside of controls for some little time in order to check in as per schedule.

Following is the equipment: Indian—Dixie magneto, Goodyear tires, Splitdorf plug, Troxel saddle, Duckworth chains and AMAC carbureter. Cleveland—Bosch magneto, Federal tires, Bleumel spark plug, Troxel saddle, Brown & Barlow carbureter, Coventry chain.

The Excelsior was fitted with Dixie magneto, Firestone tires, Splitdorf plug, Troxel saddle, Schebler carbureter and Spartan belt.

EXCELSIORS AGAIN FOR CHICAGO POLICE

Windy City Speed Force Takes 150 of the 1917 Models of Which 50 Are Capable of 80 Miles an Hour—Selection After Trial

CHICAGO, May 23.—The City of Chicago has again placed the seal of approval upon the Excelsior Auto-cle.

In the latter part of 1908, Colonel Roy T. Steward, then Chief of Police the City of Chicago, after devoting siderable study to ways and means mprove and increase the efficiency of force, decided to mount some of his on motorcycles. After considera- of the various makes, Excelsiors e selected and were found so bene- l to the service that early in 1909 en more machines were added, Ex- ors again being selected in view of satisfactory service.

om time to time other additions have made until nearly two hundred lsiors were in use in the various ions of the city and park police de- nents. A short time ago, the City ncil made an appropriation to cover urchase of 150 additional machines, of them to be of high speed capacity hasing automobile speeders and a ed for regular service in the city and nearby suburbs.

requirements of the high speed ls were 80 miles per hour, and the ard models, 60 miles per hour, ng that even the riders of these nes were not supposed to loaf on b.

competition among the leading manrers for this order of 150 machines ery keen, but the Excelsior record of past performance was victorious and the city selected fifty Model 17-3 machines for the speeders' squad and a hundred Model 7-Cs for the balance of the order. Some of the machines have already been delivered.

Sergeant A. Smith is now in command of the entire motorcycle squad, of which he is justly proud, claiming that the motorcycle division of the Chicago police department is not only the largest but most efficient body of motorcycle cops in the world.

Sergeant A. Smith of the Chicago Motorcycle Squad, Astride His New Excelsior

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EVERY MOTORCYCLIST IS A POTENTIAL SOLDIER

Being Trained in the Use of a Highly Efficient Machine, He Is Really a Defender of His Country at All Times; Scope of Motorcycle's Military Activity Will Broaden Rapidly

By C. B. O'HARE
General Sales Manager, Aurora Automatic Machinery Co.

THE policy of the United States makes practically every male citizen a soldier at all times. The fact that we do not wear uniforms and are under no contract of enlistment does not relieve us from the inevitable prospect of serving our government in time of war.

In foreign countries soldiering is a business and a man chooses a life in the army the same as any other business or profession. In this country, history and absolute government policy shows that 70 per cent. of our troops in service are business men and professional men who have been erstwhile soldiers, ready to do their duty at the first call.

In view of this, therefore, it is a fact that our motorcycle clubs and our individual riders are, from the American standpoint, military men without uniforms, and subject at all times to the call to arms.

In actual military service, in which the writer is thoroughly experienced, it can be readily seen that the government would of necessity be compelled to organize companies or battalions of experienced motorcycle riders to perform duties that as yet we have never dreamed of.

There will be a time when every orderly connected with any unit of the service and every aide-de-camp will use a motorcycle; trumpeters who are attached to infantry and artillery units will use motorcycles, the quartermaster's department will use motorcycles, the company clerk and the "top" sergeant will use a motorcycle—and these are individual uses in connection with infantry and artillery service that at this time would be construed as luxuries.

Mr. O'Hare's article is particularly interesting because it combines first-hand experience in military affairs with a keen insight into the mechanical possibilities of the motorcycle as an adjunct to the defense organization of the nation. It points out some of the branches of military service in which the power two-wheeler can ultimately be used to advantage, and which are not thought of at present by most writers on military subjects It is therefore constructive as well as highly readable.

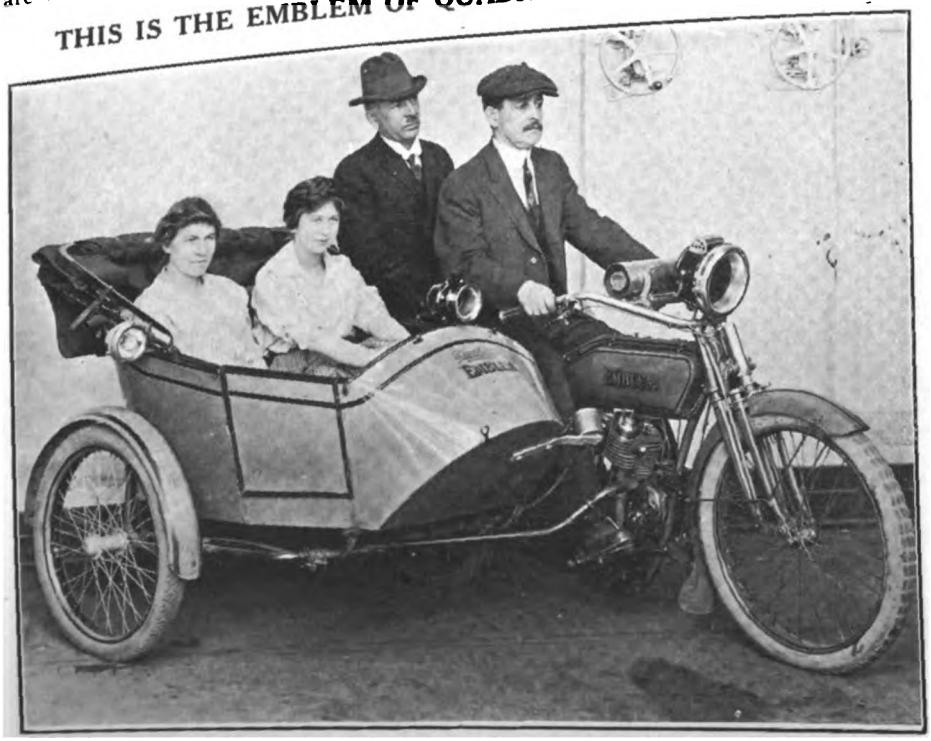
The contention that every motorcyclist is a potential soldier, of great value to his country, is a striking exposition of a truth that Uncle Sam's military experts are slowly but surely coming to recognize.—The Editor.

This field does not cover the actual fighting branch of the business. I believe that the motorcycle will become a part of the infantry, artillery, signal corps, engineering corps and naval equipment, and that you will find in a short time in the encampments of the militia throughout the country, along with the regular company equipment, a dozen or more army blue boxes containing motorcycles for use in the camps away back far from the scene of activities. I believe that the actual business end of war will see more motorcycles in use than in the service end on the firing lines, and this brings up the question of motorcycles as affecting preparedness.

The motorcycle is a unit of economy. It is primarily a means of construction in warfare rather than of destruction. It can be entered on the credit side of Uncle Sam's ledger rather than on the debit, as its use engenders conservation and economic development.

Our government never sends a raw recruit into actual service without first giving him, if necessary, at least a vague idea of the principles of warfare; and in order to inculcate these first principles the new recruit or the civilian soldier must familiarize himself with the routine of the camp. It is in this routine work of the camp that you will find the motorcycle playing a most important part in a short time.

THIS IS THE EMBLEM OF QUADRUPLED SATISFACTION



Four Up on an Emblem Twin Fitted with a Dunham Two-Passenger Sidecar

SAC CITY MEET ON MAY 30

SAC CITY, Iowa.—Two events, a 10-mile free-for-all with a purse of $75 and a 15-mile race, for a purse of $100, will be run off in this city by the Northwest Motor Contest Co., of Cherokee, Iowa, on May 30. There will be automobile events in connection with these races also.

INNOVATIVE MAGNETO ON LATEST SCHICKEL

(Continued from page 19)

The motor is belted by means of a ⅞ inch V belt to the rear wheel, the ratio being 6½ to 1. This ratio, when the machine is traveling at 30 miles an hour, permits the motor to turn over at 2,340 revolutions a minute, at which speed it develops its maximum power.

The frame is of the open type, and the wheelbase is 52 inches. The rear wheel is slung on links provided with adjustments of the screw type which provide a ready means of adjusting the belt to just the proper tension.

The wheels are 28 inches in diameter and are fitted with steel rims of the clincher type with extra heavy spokes. An extra heavy knockout axle is fitted on the rear wheel so that all the driving strain is taken directly on the bearings which, of course, are made amply heavy to stand up under the service. Vitalic clincher tires are fitted and a Mesinger special saddle, mounted low, makes the machine all that is desired in the way of a comfortable mount. At an extra cost of $5, a spring fork is fitted.

The machine sells at $109, the advance in price from the $100 machine of last year being the result of the increased cost of materials. It scales at about 100 pounds, and it is claimed that it will exceed 100 miles on a gallon of gasoline. The frame is finished in black and the tank in regulation Schickel gray, in baked-on enamel rubbed to a perfect surface.

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CLASS OF SERVICE	SYMBOL
Day Message	
Day Letter	Blue
Night Message	Nite
Night Letter	N L

If none of these three symbols appears after the check (number of words) this is a day message. Otherwise its character is indicated by the symbol appearing after the check.

WESTERN UNION

NIGHT LETTER

NEWCOMB CARLTON, PRESIDENT
GEORGE W. E. ATKINS, VICE-PRESIDENT BELVIDERE BROOKS, VICE-PRESIDENT

CLASS OF SERVICE	SYMBOL
Day Message	
Day Letter	Blue
Night Message	Nite
Night Letter	N L

If none of these three symbols appears after the check (number of words) this is a day message. Otherwise its character is indicated by the symbol appearing after the check.

RECEIVED AT

Cleveland O 1006A 22

May 21st

D1134 Blue

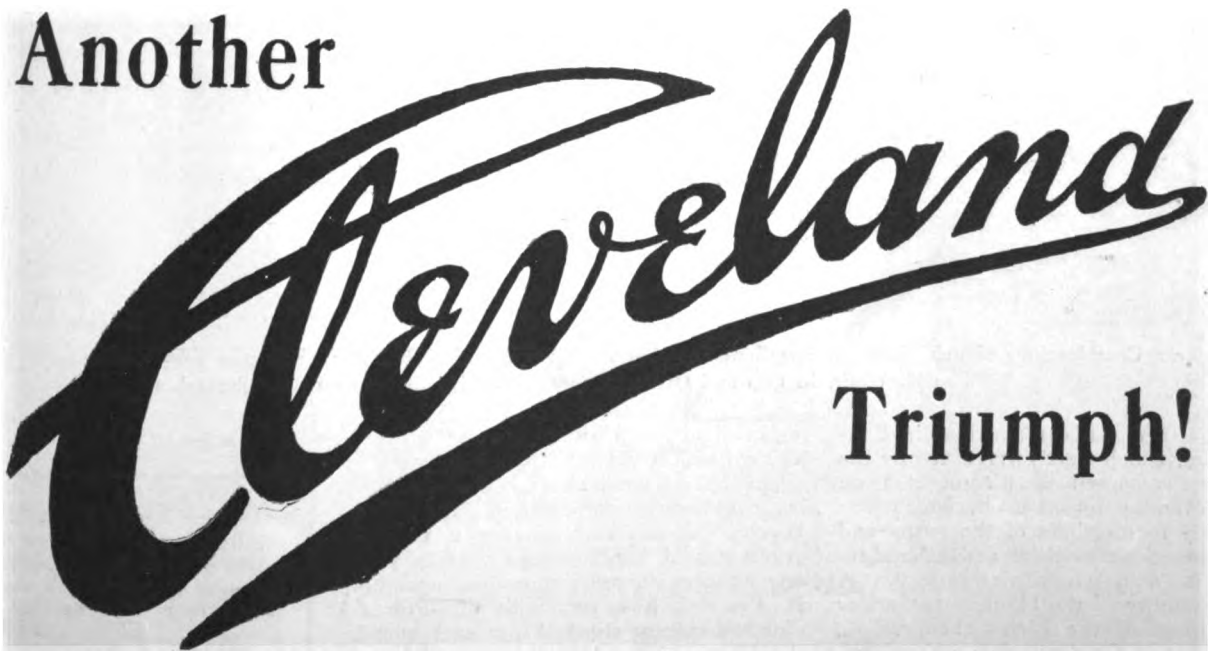
Newark N J

Cleveland Motorcycle Manufacturing Co

Cleveland O.

In New Jersey Motorcycle Club First Exclusive Light Weight Endurance Run Newark to Philadelphia One Hundred Eighty Miles Schedule of Twenty Miles Per Hour Fifty Miles Rough Dirt Road Waughop Perfect Score Actual Average Speed Twenty Five Miles Per Hour. Seventy Seven and Seventeen Hundredths Miles Per Gallon Gasoline No Mechanical Trouble Whole Trip on High Gear Fourteen Observers in Large Machines Followed Contest Full Route

Waughop



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MILWAUKEE-MADISON RELAY WITH A MILITARY TINGE

Two-Man Teams of Milwaukee M. C. Riders Will Bear National Guard Message to Governor Over Ninety Mile Course—Stops Every Ten Miles

MILWAUKEE, Wis., May 23.—In line with the much discussed question of preparedness the Milwaukee M. C. is making plans in co-operation with state army officials, to produce absolutely the fastest ninety miles of cross country travel by motorcycle that has ever been witnessed. The local club boys propose to carry a message from one of the prominent militia men here to Governor Phillip at Madison, the state capitol, in nine ten-mile relays. The tentative date selected is Sunday, June 25, starting at 6 o'clock in the morning.

Capt. Guy D. Armitage, of the local machine gun company, who was instrumental in the testing out of the first machine gun sidecar chassis put out for Uncle Sam, has told the club men that he was with them in anything they could do to demonstrate the efficiency of the motorcycle over any other means of transportation in connection with modern warfare.

According to plans of President Charles Grier of the Milwaukee club and originator of the plan for fast relay, train time between Milwaukee and Madison will be shattered. Grier attributes the idea of the army relay to the talk made by Lieut. Ralph Hibbard before the Milwaukee club members several weeks ago.

The route will be marked accurately several days in advance so that there will be nothing to prevent a straight ride on the part of the motorcyclists. Officials in the various towns through which the speeding message will go have promised to co-operate in the matter of speed law violation and will allow the relay men to go through wide open.

Two men will make up each relay team and the start will be from the armory of the machine gun company, Eighth and State streets. Among the noted speed artists who will help carry the message are "Red" Parkhurst, "Curly" Fredericks, "Red" Hadfield, Arthur Herrington, formerly of Newark, N. J., and "Rudy" Fischer.

The route between Milwaukee and Madison takes in every conceivable kind of going, sand, clay, macadam and some concrete. The fastest train makes the distance of ninety miles in two hours and twenty minutes. It is expected that the message from Milwaukee can be rushed through in something less than two hours.

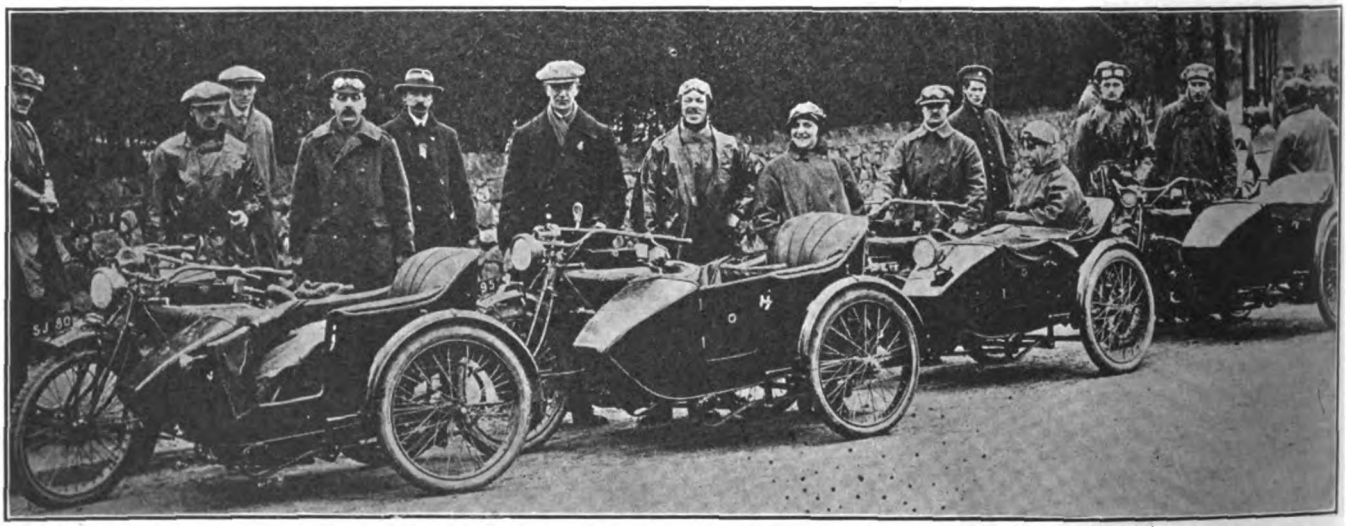
FRISCO RIDERS FRISK TO SACRAMENTO

Score of San Francisco Club Members Make 110-Mile Moonlight Trip to Lake in Yolo Celebration—Return Next Day

A RUN that will long be remembered by members of the San Francisco M. C. was that to Sacramento, on the night of May 13, when a perfect night, with a moon nearly at the full, and excellent roads all the way combined to make the trip one of the most enjoyable ever made by the club. There were about a score in the party, which took the route through the hills to Livemore and Tracy, down to Stockton and over the level floor of the Sacramento Valley, fragrant with new hay and blossoming wild flowers.

In Sacramento, the morning was spent resting from the night's trip and visiting with friends, and taking in the last of the three-day celebration of the Yolo Causeway opening. In the forenoon the party was joined by several who had been unable to make the night trip. At 2:30 p. m. the return trip was started over the new causeway. Reaching the north shore of the Bay, the party separated, the Oakland members proceeding by Martinez, while the San Francisco crowd went through Vallejo. The entire trip is estimated at 220 miles.

INDIAN TEAM AT START OF BIRMINGHAM, ENGLAND, TRIALS



Four Sidecar Combinations Which Made an Excellent Showing In Easter Monday Run For Army and Navy Entrants. Hendee Manager William H. Wells, in Cap and Overcoat, is Back of Handlebars on Second Machine

MOTORCYCLE competitions in England which were interrupted by the war were resumed at Birmingham on Easter Monday by an event which was open only to members of the Army and Navy, munitions workers and others engaged in some patriotic service. A notable feature of the 146-mile run under the auspices of the Birmingham M. C. was the good showing of American machines, four Powerplus Indians performing brilliantly and winning perfect scores. These four machines all pulled sidecars.

The hills were numerous and exceedingly difficult, one of them, the "Old Wyche," at Malvern having a 1 in 2 gradient and hardly more than a year ago was considered impossible to climb. E. Frasetti, however, with his Powerplus and sidecar climbed it at such speed, the fastest of the day, that he frightened the spectators and had to shut off at the top in order to get round an easy bend.

COULDN'T MISS A NUMBER

Editor: Please send me three extra copies of your Spring Number. I enjoy your magazine and couldn't possibly miss a single number.

EDWIN SKURDALL.

Larimore, N. D.

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SUPPLEMENT TO MOTOR CYCLE ILLUSTRATED

THE BICYCLING WORLD

FOUNDED 1877

ALL THE BICYCLE NEWS EVERY WEEK

MAY 25, 1916

Cycle Corps of Atlanta (Ga.), Police Which Was Recently Equipped with Racycles, Made by Miami Cycle & Mfg. Co. and Bought from Elyea-Austell Co., Local Agent

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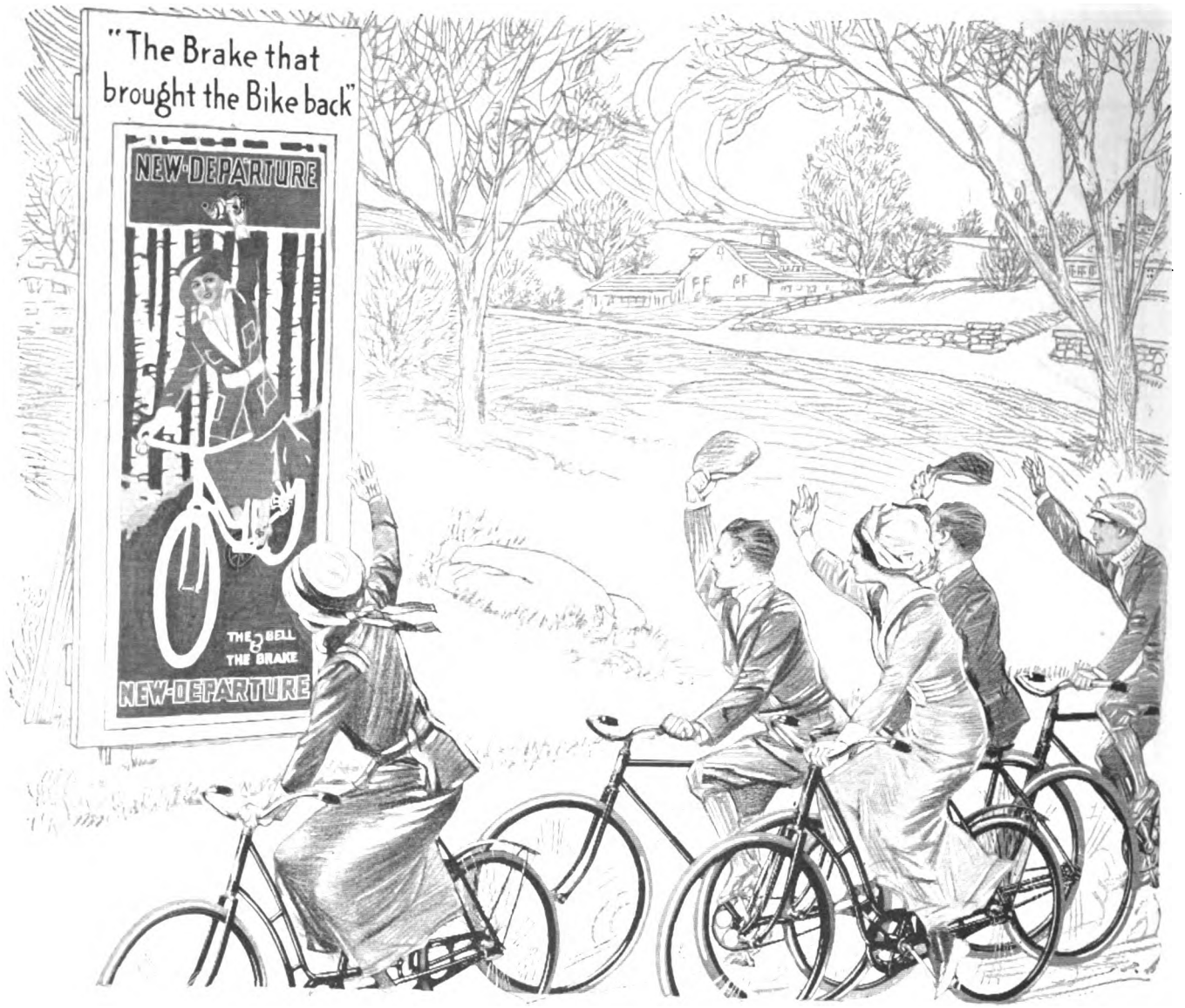
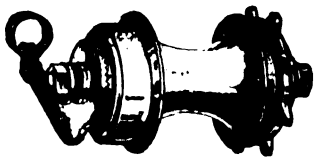


Boys and Girls Know *that* Sign

The sign that's hanging in the majority of bicycle stores and repair shops throughout the country.

It means that the dealers and repair men who specify and stock the

New Departure Coaster Brake



are reaping the benefits that come from selling an article that more than 5,000,000 Boys and Girls and "Grown-ups," too, have learned to know as the brake that never fails the rider.

You can make this reputation a valuable asset in your business. Let it back you in the boost for a Million Bicycles in 1916.

How we work with the dealer is told in our Catalog—Write for it.

THE NEW DEPARTURE MANUFACTURING CO., Bristol, Conn., U. S. A.

Mention of MOTOR CYCLE ILLUSTRATED is always appreciated by advertisers.

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THE BICYCLING WORLD
FOUNDED 1877
DEPARTMENT OF MOTORCYCLE ILLUSTRATED
"ALL THE BICYCLE NEWS EVERY WEEK"

JOBBERS HEAR "MILLION BICYCLES" REPORT

At Buffalo Meeting the Future Course of the Boosting Campaign is Fully Outlined; Will Get Charlie Chaplin in Bicycle Moving Picture; Prominent Trade Men Present

BUFFALO, N. Y., May 23.—The directors of the Cycle Jobbers Association mixed pleasure with hard work at their gathering here today, which was attended by prominent members of the industry. A closed session of the jobbers was held in the morning at the Lafayette Hotel, after which all present heard talks on the work of the "Million Bicycles Committee" given by Messrs. Olin and Quine.

When the purely business matter of the meeting had been disposed of, the jobbers and their guests motored out to the estate of Oliver Cabana, at Elma, N. Y., had dinner there and inspected his big stock farm. Late in the afternoon they rode back to Buffalo and after supper at the Lafayette attended the performance at the Sheas Theater in a body.

Those at the Meeting

Among those at the meeting were: Oliver Cabana, Buffalo Specialty Co.; P. O. Jones, Majestic Mfg. Co., Worcester, Mass.; A. C. Rice, Eclipse Mfg. Co.; C. F. Olin, New Departure Mfg. Co.; M. C. Stokes and George K. Culp, United States Tire Co.; Harry Quine, Goodyear Tire & Rubber Co., Akron, O.; J. W. Grady, Worcester, Mass.; F. W. Grubb, Union Supply Co., Toledo, O.; Keyser Fry and J. F. Beck, Reading Cycle Co., Reading, Pa.; C. Teasdale, B. F. Goodrich Co.; J. McKenneth and William Emerson, Buffalo Metal Goods Co.; John W. Henry, Vim Cycle & Hardware Co., Buffalo, N. Y.; G. W. Grupp, correspondent of **Motor Cycle Illustrated.**

Following the short session of the directors, President Fry declared a general meeting in order that all might hear the report of Secretary Chas. F. Olin, of the "One Million Bicycles Committee." Mr. Olin addressed the cycle men in the large buyer's room of the hotel, where he opened a huge trunk that proved to be a veritable bandbox. From this trunk he extracted a wide variety of prizes, selling kinks and advertising displays that aroused the curiosity of his listeners and impressively held their attention.

Secretary Olin then launched a rapid-fire talk concerning the work which the committee had already accomplished, and the lines along which it was going to proceed.

"We have found," he began, "that the 'Million Bicycles' idea is meeting with unprecedented enthusiasm everywhere. Even cartoonists in the daily newspapers are using the idea and boosting it. That our campaign is beginning to realize the results for which we are all striving is evidenced by the brisk sales which dealers in nearly every section are experiencing. One noteworthy feature of the greater general interest, which is being manifested in bicycling, is the increased number of lady riders one finds on the roads.

"While going through the Berkshire on

C. F. OLIN
He Told the Jobbers of the Results of "Million Bicycles Committee's" Efforts

the train yesterday I counted a score of women riding bicycles. Reports have been received of the formation of ladies' clubs in several cities—notably in Richmond, Va., and in Toledo, O.

"And the work started by the 'One Million Bicycles Committee' will be given greater impulse by the plans now being licked into shape. For instance, we are going to put three live men on the road to travel among the dealers all over the United States. They will bring to the dealers information as to what the committee will do for them, and ask for their co-operation.

"These traveling boosters," continued Mr. Olin, "will see the editors of newspapers and endeavor to interest them in the 'One Million' movement. Another object of our men will be to organize the dealers in every town, for our experience has already shown that much good cannot be accomplished unless all the dealers in a particular community work hand-in-hand.

"But should it be impossible to unite the dealers of a town, we will try to place the proposition in the hands of the livest dealers. Where a cycle merchant shows himself to be indifferent to the work we are doing, we will pass him up. Such men will undoubteedly realize their short-sightedness in due time—when their brother dealers are cashing in on their boosting efforts—and swing into line sooner or later.

The Missionaries

"Our missionaries will assist the dealers in every way possible," continued Mr. Olin. "They will show dealers how to stage races and pave the way for proper co-operation with local newspapers. In this connection the artist of the committee, who is a doctor by profession, is getting up drawings of which electrotypes will be made for newspaper display. These pictures will show the family enjoying the wheel; the business man using his machine; the advantage of the bicycle as an adjunct to such sports as polo and golf; two-wheelers used by college girls, Y. M. C. A. boys, boy scouts, etc.

"It will be interesting to note," declared the secretary, "the publicity which is being given to the use of bicycles by boys. I have been told that the July issue of *Boys' Life* will have a two-page bicycle story. And the *Boy Scouts' Manual* will soon publish an entire chapter on bicycling.

"Now, it is our intention to give every live dealer an equal chance to realize on the results which will ensue from this and other publicity. To that end we are getting up a dealer's handbook, which will contain bright, snappy, selling ideas, and will show the dealer how to obtain advantages from the work being done by the 'One Million Bicycles Committee.'"

Mr. Olin then took from the magic trunk samples of display cards, which the committee is providing for window dressing purposes. There was one large poster showing a girl riding a machine, another

(Continued on page 68)

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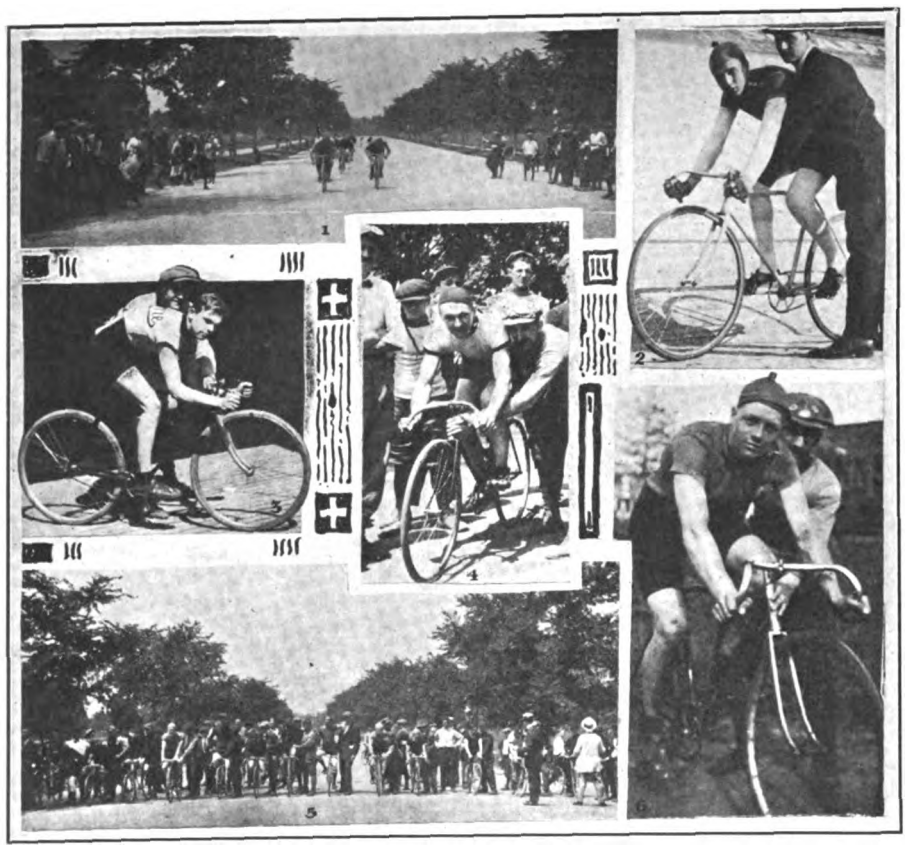
DECK IS CLEARED FOR ACME CLASSIC

Ten-Mile Handicap Affair, Scheduled for June 18, to Be Run on Accident Proof Pelham Parkway Course in the Bronx, N. Y.



1 and 5—Two Slants at the Pelham Parkway Course. 2—Anthony Desimone. 3—Paul Reinecke. 4—Fred Woisin. 6—Ed. Jenkins. All Scratch Men in the Acme Event Who Promise to Make Things Interesting

NEW YORK, N. Y., May 22.—The new feature on the horizon of bicycle sports—the Bronx County Classic, to be promoted by the Acme Wheelmen on June 18—will be signalized by an almost ideal, accident-proof course as well as a prize list long enough and sufficiently valuable to bring every veteran and embryo Kramer to Pelham Parkway.

The road over which the race is to be held is at least one hundred feet wide and is well macadamized throughout the entire length over which the riders will travel. Arrangements have been made with the police to keep the course free from all traffic while the event is in progress.

The race will be at a distance of ten miles, making it necessary for the contestants to ride from White Plains avenue to the railroad bridge three times. It was originally intended to hold the classic over the Grand Concourse and Boulevard, but the heavy traffic which crowds this fine thoroughfare on Sundays has made it advisable to select Pelham Parkway.

Four high-grade bicycles head the prize ilst, which at the present writing includes, among other things, a dozen pairs of tires, several rims, saddles, handlebars, coaster brakes and other accessories and specials, besides a club entry trophy and a team trophy. The committee in charge will also endeavor to hang up a cup, to be called the "Bronx County Trophy," which will go to the winner. He will keep it in his possession for one year and it will be competed for again at the second Bronx County Classic.

Entry blanks can be secured from E. O. Spillane, 248 E. 119th street.

CRESCENTS HOLD THEIR HALF CENTURY RUN

BALTIMORE, Md., May 22.—Seventeen cyclists took part in the annual half century pleasure run of the Crescent Bicycle Club last Sunday. This year thirty miles of the trip were laid out within the city limits, and the balance of the mileage was accounted for by a ride to Pikesville.

The riders got under way at 8:30, headed by Capt. L. M. Sanborn and Colorbearer W. V. Iglehart. But few punctures were experienced and there was only one spill, no riders being hurt. Those in the run were: L. M. Sanborn, W. V. Iglehart, W. Sherman, W. H. McAvoy, W. T. Wright, W. Wright, A. Wright, F. M. Sanborn, R. Bishop, W. Doersch, E. Nitz, L. Nickles, J. Stricker, H. G. Seward, J. M. Back.

U. S. I. WILL LOCATE IN TEMPORARY QUARTERS

NEW YORK, N. Y., May 23.—Because of its growing membership the Unione Sportiva Italiana has found it advisable not to renew its lease on present club headquarters, but to seek temporary rooms at 262 West 54th street until the fall, when the club will locate in a large and modernly equipped house situated in the heart of the city. The new telephone number is Circle 2616. The temporary quarters are quite large, enabling the U. S. I. to continue as host to the regular handicapping meetings of the Inter-Club League.

AMERICA'S QUAKER DIVISION ON HALF CENTURY RUN

PHILADELPHIA, Pa., May 23.—The Pennsylvania division of the Century Road Club of America held a half-century pleasure run on Sunday to Valley Forge Park and return through Norristown and down the Wissahickon Drive, Fairmont Park. Those participating were W. Yorke, W. M. Kirk, H. Franklin and W. F. Worthington.

BISON CITY TURNS OUT FOR PARADE

More Than 200 Riders Wheel to Humboldt Park Where Prizes Are Distributed; Another Parade Will Be Held May 28

BUFFALO, N. Y., May 23.—The parade of the Buffalo Dealers' Association was held here on Sunday afternoon and participated in by more than 200 riders. Machines of various vintages were represented in the line and lent added interest to the impressive procession of cyclists, bringing bursts of applause from the crowd of spectators along the course.

Not in years has the Bison City beheld so many cyclists wheeling together. And the spectators showed their appreciation time and again as the devotees of the "finest sport," stretching out in a procession eight blocks long, set out from the McKinley Monument and pedaled leisurely to Humboldt Park.

At the terminating point of the parade prizes were distributed by Messrs. Henry, Haberer and May. The winners were John Buchett and Joseph Williams, solo riders, Tom Tounsend and H. Chretien, who were mounted on tandems. Special prizes were awarded to A. M. Redanz and H. Schlatterer because of their very clever makeup.

Those in charge of the parade were Adolph May, chairman, John W. Henry, Charles Haberer, William F. Kendt, Morris Rosenthal, John Oliver, A. F. Schwegler, H. N. Rose, Lewis Mallenhoff, William Purcker, Samuel Ahlheim, William Beall, John Ross and Herman Crescent.

After the parade the dealers met in the store of Charles Leskies and thanked Adolph May, of the Goodrich company, for his splendid work in crowning the parade with success. The dealers decided to stage another parade on Sunday, May 28, and arranged final details for the twenty-five mile handicap on Decoration Day.

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CHICAGO BICYCLE CLUBS FORM FEDERATION

Seventeen Clubs Representing More Than 200 Riders In Movement to Promote Sport Along Broader Lines; Paddy Harmon Is Chief Organizer

CHICAGO, Ill., May 23.—One of the most important happenings in cycling circles here—important because of what its far-reaching influence is expected to be in promoting the sport along lines heretofore unknown in the Windy City—was the formation on Sunday last of the Federation of Chicago Bicycle Clubs.

It will be the object of this new organization to unify the efforts of the various local clubs and through the resultant co-operation to run racemeets, century runs and social affairs on a broader scale than has been the case in the past. Like the Inter-Club League of New York City, the Federation in Chicago will do all handicapping in the future, thus ensuring to contesting cyclists a greater degree of fairness and accuracy.

At least seventeen clubs of this city were represented at the meeting on Sunday when the Federation of Chicago Bicycle Clubs was launched, and these clubs have a total membership of more than two hundred. The organizers of the new body believe that great impetus will be given the club movement in this city, and that the present season will see many riders join the ranks of attached cyclists.

Paddy Harmon, who managed the Riverview Velodrome during the first half of 1915, is the prime mover in forming the Federation and he is being supported by trade men and devotees of prominence.

The first official business of the Federation was to vote its hearty support of the twenty-five mile handicap road race which is being staged on Decoration Day under the auspices of the Chicago Cycle Dealers' Association. The course chosen for the race is the Lincoln Park Lagoon Track, which will have to be covered ten times for the required distance.

C. R. C. A. RACE DRAWS BIG FIELD

Mullin of U. S. I. Captures Ten-Mile Handicap at Floral Park; Joe Naphtal, a Contestant, Is Killed by Collision With Automobile

NEW YORK, N. Y., May 21.—With a handicap of three minutes and fifteen seconds, Elmer Mullin, of the Unione Sportiva Italiana, broke the tape in the ten-mile handicap road race of the Century Road Club Association at Floral Park, Long Island, last Sunday. Mullin romped away from the field after the five-mile turn, caught the two limit men ahead of him and then had clear sailing for the tape.

Sylvain Segal, of the promoting club, led the riders immediately behind the winner, and he was closely pursued by Giordano, U. S. I.; Braet, of the same club, and Spillane, of the Acme Wheelmen.

Limit Men Hold Lead

About one hundred and five riders, out of a total entry of one hundred and seventeen, faced the starter. After the limit men started the rest of the field was sent off at various intervals, and soon the long markers proceeded to fill up the gaps. The limit men, however, owing to the frequent spills on the sandy stretches of the course, were not reached until the eight-mile post was passed. At the five-mile turn many spills occurred which robbed contestants of their chance of victory.

But Mullin kept right ahead and succeeded in overhauling the limit men. Meanwhile the riders from the 3:30 and 3:15 mark endeavored to catch up, but were hindered by strong winds and the spills. About 400 yards from the finish Segal sprinted and getting into his stride flashed across the tape second.

A shadow was cast over the race almost at the start when Joseph Naphtal, one of the contestants representing the C. R. C. A., collided with an automobile and was instantly killed. Naphtal was a very daring rider, and those who witnessed the accident declared that he was a victim of his own daring. Naphtal was thirty-one years old and leaves a wife and child.

The summary of the race is as follows:

PLACE WINNERS

Name.	Club.	Hdcp.	Time.
1—Elmer Mullin, U. S. I.....		3:15	25:23
2—Sylvain Segal, C. R. C. A....		3:15	25:41

Joseph Naphtal

3—Patsy Giordana, U. S. I.....		2:30	24:58
4—J. A. Van Zandt, Emp. C. W.		3:00	25:28⅕
5—R. Braet, U. S. I.....		3:15	25:43⅗
6—Erwin H. Spillane, Acme W..		3:00	25:28⅗
7—N. Aglietti, U. S. I.....		4:00	26:34
8—Anthony Pace, U. S. I.....		3:00	25:39
9—A. Niemensky, Hudson C. W.		2:00	24:45
10—Raymond Caldwell, Bklyn. W.		2:00	24:45⅕
11—S. Jackson, unattached		2:30	25:15⅗
12—F. Finlayson, Empire C. W..		2:30	25:15⅘
13—William Taylor, Empire C. W.		2:00	25:45⅘
14—W. Reynolds, Brooklyn Wh...		3:00	25:46
15—C. E. Benton, Hudson Co. W.		3:15	26:01
16—C. H. J. Tonjes, New Eng. W.		3:30	26:22
17—W. Henky, Empire City Wh..		2:30	25:22⅕
18—Fred Hensch, Hudson Co. W.		2:30	25:22⅖
19—A. Tibaldi, U. S. I.....		4:00	26:52⅗
20—J. Lyons, Hicksville A. C....		2:30	25:25
21—Vito Cestone, C. R. C. A....		2:30	25:28
22—R. Olsen, Hudson Co. Wh....		3:00	25:58⅕
23—Carl Sprauer, New Eng. Wh.		3:30	26:40
24—Frank Small, Acme Wh.....		3:00	26:17
25—R. Crawford, Empire City Wh.		3:00	26:21
26—R. C. Lipsett, C. R. C. A....		2:00	25:21
27—F. Messner, Acme Wheelmen.		3:30	26:51⅗
28—Henry Garbade, Brooklyn Wh.		3:15	26:36⅗
29—Louis Sattler, C. R. C. A....		3:30	26:44
30—Harry Aron, Brooklyn Wh...		3.00	26:25
31—W. Jones, Mt. Vernon, N. Y.		4:00	27:28
32—Louis Grace, C. R. C. A.....		4:00	27:28
33—G. Combes, unattached		2:30	26:09
34—Ernest Kuno, C. R. C. A.....		2:30	26:10
35—C. Jensen, unattached		2:30	26:10⅕
36—William Lock, C. R. C. of Am.		1:00	24:46
37—Louis Hiban, Big Mac C. C...		1:00	24:46⅕
38—Anthony Attardi, Emp. C. W.		1:00	24:46⅖
39—J. J. Marquart, C. R. C. A...		1:00	24:46⅗
40—Willard Knecht, C. R. C. A..		3:30	27:16⅘
41—Carl Brohn, Brooklyn Wh....		3:30	27:17
42—T. F. Lockhart, C. R. C. A..		3:30	27:20
43—Robert Salvi, U. S. I.....		3:15	27:13
44—J. Alfonzo, U. S. I.....		3:00	26:59
45—Chas. Kudrle, C. R. C. of Am.		3:15	27:17
46—C. Eiler, New Eng. Wh.....		2:30	26:28
47—George Steppello, C. R. C. A.		3:00	27:04
48—G. Ackerman, C. R. C. of Am.		3:15	27:12
49—A. S. Thomson, C. R. C. A..		4:00	28:14
50—Thomas Bello, U. S. I.....		Scratch	24:18
51—Anthony Desimone, U. S. I..		Scratch	24:18⅕
52—Edwin Jensen, C. R. C. A...		Scratch	24:18⅖
53—Fred Woisin, Acme Wh.....		Scratch	24:18⅗
54—Eugene Aickelin, New Eng. W.		Scratch	24:18⅘
55—Paul Reinecke, Acme Wh.....		Scratch	24:19

TIME WINNERS

Name.	Club.	Hdcp.	Time.
1—Thomas Bello, U. S. I.....		Scratch	24:18
2—Anthony Desimone, U. S. I...		Scratch	24:18⅕
3—Edwin Jensen, C. R. C. A....		Scratch	24:18⅖
4—Fred Woisin, Acme Wheelmen		Scratch	24:18⅗
5—Eugene Aickelin, New Eng. W.		Scratch	24:18⅘
6—Paul Reinecke, Acme Wh.....		Scratch	24:19
7—A. Niemensky, Hudson C. W.		2:00	24:45
8—Raymond Caldwell, Bklyn. W.		2:00	24:45⅕
9—William Taylor, Emp. C. W..		2:00	24:45⅘
10—William Lock, C. R. C. of Am.		1:00	24:46

CLUB TEAM SCORE

						Points.
Unione Sportiva Italiana.....	1	3	5	7	8—	24
Empire City Wheelmen.....	4	11	12	16	37—	80
Century Road Club Assn.....	2	21	26	29	32—110	
Brooklyn Wheelmen 10		14	28	30	41—123	
Hudson County Wheelmen...	9	15	18	22	67—131	
New England Wheelmen.....16		23	25	46	54—164	
Acme Wheelmen	6	24	27	53	55—165	

NEW YORK, N. Y., May 22.— A meeting of the Century Road Club Association has been called to take up subscriptions for the benefit of Joe Naphtal's widow and child. Contributions from non-members are solicited, and should be addresed to Isadore Taub, 1663 First avenue, New York.

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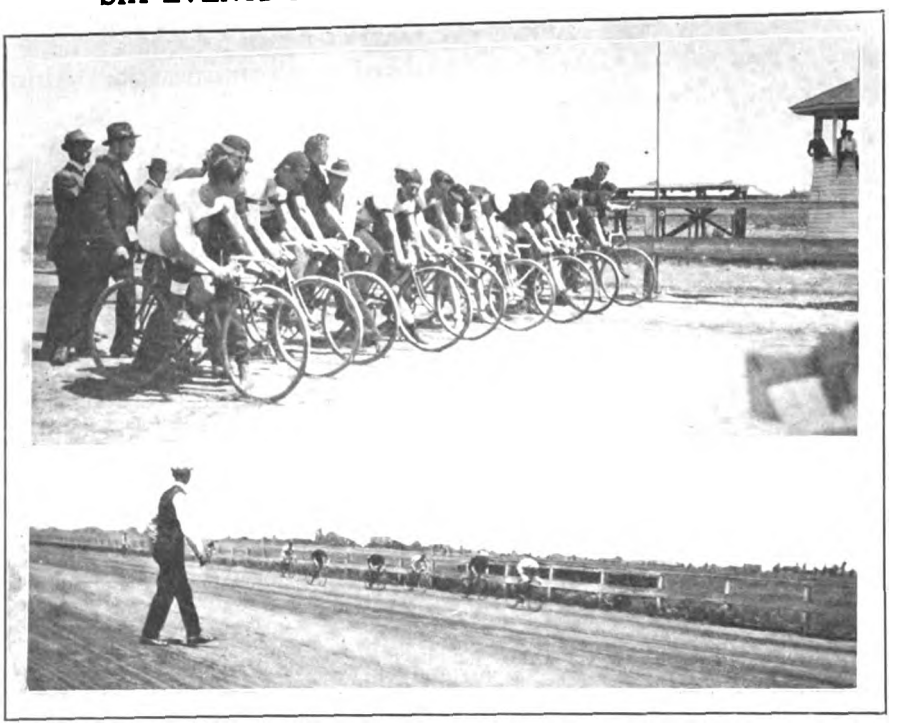
SIX EVENTS INCLUDED IN SACRAMENTO CARD



Start and Finish of the One Mile Scratch Race

SACRAMENTO, Cal., May 20.—More than 50 riders participated in the bicycle race meet here last Sunday, which featured the last day's program of the Causeway celebration. Six different clubs were represented. The summaries:

One-Mile Novice—First, H. Horner, Samson Club, Stockton; second, G. Johnson, Capital City Motorcycle Club, Sacramento; third, H. Hershey, Garden City Wheelmen, San Jose. Time, 2:45⅗.

Half-Mile Scratch—First, Ray Girard, Olympic Club, San Francisco; second, Fred Hoffman, Olympic Club, San Francisco; third, G. Simondi, Garden City Wheelmen. Time, 1:13.

One-Mile Scratch—First, W. Thompson, New Century Wheelmen, San Francisco; second, Fred Hoffman, Olympic Club, San Francisco; third, L. Drury, New Century Wheelmen, San Francisco. Time, 2:45⅘.

Five-Mile Handicap—First, E. Hepting (440 yards), C. C. M. C., Sacramento; second, W. Rhodes (440 yards), New Century, San Francisco; third, M. Alvison (330 yards), Samson Club, Stockton. Time, 11:54.

One-Mile Scratch (Consolation)—First, H. DeBue, New Century, San Francisco; second, M. Cassilis, Samson Club, Stockton; third, H. Henley, C. C. M. C. Time, 2:26⅕.

Team Race for Points, Two Miles—First, Samson Wheelmen, Stockton, 37½ points; second, New Century first team, San Francisco, 30½ points; third, Garden City Wheelmen, San Jose, 29 points; fourth, Capital City Motorcycle Club, Sacramento, 20 points; fifth, New Century's second team, San Francisco, 19 points; sixth, Racycle team, Stockton, 19 points.

BICYCLE RACES TO BE HELD AT SHEEPSHEAD BAY

NEW YORK, N. Y., May 22.—Final touches are now being added to the arrangements for the bicycle races which will be staged in connection with "American Liberty Day," at the Sheepshead Bay Speedway, June 4, by the United German-American Societies and the Austro-Hungarian American Societies. There will be a two and a six mile race, to the winners of which medals and watches of standard make will be offered. The entry fee is fifty cents for each event, entries closing with F. W. Jansen, 150 Nassau street, New York.

RICHMOND LADIES FORM A BICYCLE CLUB

RICHMOND, Va., May 22.—Following so closely upon the recent announcement of the formation of a bicycle club for ladies in Toledo, the news that the women here have also organized a cycling body is of more than ordinary interest. There are some twenty or thirty women in the local club and they take daily rides to points of interest about the city.

According to one of the dealers here, the short, wide skirts now a fashion among women is largely responsible for the revival of cycling with the Richmond ladies. Following are the ladies who have joined the club: Miss Maud Adams, Mrs. Wellford, the Misses Ingram, Miss Preston, Miss Margaret Miller, Miss Lucy Witt, Miss Munson, Miss Valentine, Mrs. S. G. Christian, Miss Janette Jones, Miss May Miller, Mrs. R. W. Carrington, Mrs. L. R. Weary, Mrs. Wheat, Mrs. Fred Campbell, Mrs. Pickett Lathrop, Mrs. Barbara Montgomery, Miss Kate Taylor.

MORE CALIFORNIA BIKE RACES

THE Anderson (Cal.) Wheelmen of Shasta county, put on a bicycle race May 13, the occasion being a big picnic of the people of that and neighboring towns. The main event was a 5-mile relay.

Stockton, Cal., will see its first bicycle race in 12 years May 27, when the California Association of Cycling Clubs will hold a meet at the Agricultural Track, in which members of many of the clubs will participate.

RACE BOOSTING HIS BUSINESS

KANSAS CITY, Mo., May 23.—The Scmeltzer Arms Co. reports a large volume of business in bicycles. Mr. Vetten, manager of the cycles department, is of the opinion that the recent race here has done much to stimulate the sale of bicycles in this city. Vetten is an 18-karat believer in attractive windows and is repeatedly after the public eye with neat and effective displays.

A CYCLEMOTOR RUN

LYNN, Mass., May 22.—A Cyclemotor run—the first ever held—will be staged by C. V. Stackpole, the local bicycle dealer, on Sunday, May 28. The trip will cover some one hundred miles, and will take ten Lynn Cyclemotor enthusiasts through the towns of Beverly, Manchester and Gloucester. J. N. Wilson, Cyclemotor agent in Salem, and F. A. Jones, a dealer of Beverly, will join the run with their contingent of riders.

AREA OF SMITH PLANT

IN A RECENT description of the new addition being built to the A. O. Smith Co. factory, Milwaukee, Wis., home of the Smith Motor Wheel, it was erroneously stated that the total floor space of the plant was 32,130 square feet. This is, in fact, the area of the new addition, the total floor space being 424,300 square feet.

THEIR BEST SEASON

DEDHAM, Mass., May 23.—Keough & Cartwright, proprietors of one of the oldest bicycle stores in New England, are having the best bicycle season in their history. They are handling only high-grade bicycles, and their lines include Pope, Pierce and Iver Johnson. They are also agents for Pope motorcycles and the Cyclemotor.

HOLD INITIAL BICYCLE RACE

SOUTH BEND, Ind., May 20.—The first bicycle race of the season was staged here on Saturday afternoon, May 6. The event was a ten-mile affair, the course starting in the heart of the city and winding out into the country. Those in charge were Messrs. Whitmore, Bernard and Grobhoski.

RACE IN "WHITE WAY" FETE

BELLE FONTAINE, O., May 20.—One of the features of the "White Way" celebration which was staged in this city on Wednesday, May 10, was an amateur bicycle road race for boys. This was entered on the program as the result of the suggestion made by several of the local dealers.

BICYCLE BOOM AT BROCKVILLE

BROCKVILLE, Ontario.—The bicycle business in this town has been so good that George W. Price, the local dealer, has found it necessary to open another store to be used exclusively for the display and sale of wheels and accessories.

CYCLEMOTOR FOR POLICE

JAMAICA PLAINS, Mass., May 23.—Chas. J. Yumont, local Cyclemotor dealer, has sold one of the motor attachments to the local police department. It will be used in patrol work around Jamaica Pond. Yumont reports a very brisk season.

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SPEARS LOWERS "GOULLIE'S" COLORS

In Two Straight Heats of Match Race He Shows the Way to Former Outlaw Leader; Ohrt Is Defeated by Art Spencer, and Kramer Wins Ten Mile Race at Velodrome

NEWARK, N. J., May 22.—Frank Kramer demonstrated beyond a measure of a doubt that he can hold his own in a long bicycle race just as well as in a short sprint by winning the ten mile open for the professionals at the Newark Velodrome on Sunday afternoon. Kramer rode before 12,000 people, the largest crowd of the season, and his victory was the signal for a great outburst of applause. Kramer was up with the leaders throughout the entire ten miles. A lap and one-half from home he took the lead and then went all the way to the finish.

Australians Perform Poorly

His sprint carried him over the tape a length in front of Jake Magin, of Irvington, who finished in second place. Reggie McNamara, of Australia, was third, and Eddie Madden finished fourth. Big Alf Grenda could only get fifth place, while his "side kick," Alfred Goullet, was not in the money at all. Bob Spears, who was looked upon to figure up with the leaders, was put out of the grind due to a puncture, as was the case with Jackie Clark.

Bob Spears, who a few weeks ago took the measure of Kramer, in a match chance, treated Alf Goullet to the same dose of medicine Sunday. Spears beat "Goullie" in two straight heats of a two-thirds mile match. Goullet in the first heat lead until the last turn, when Spears with a great burst of speed rode around him and dashed to the tape a winner by a length. In the second heat the riders were on even terms as they entered on the last lap of the race, but by the time the back stretch was reached Spears had drawn away from Goullet. He led the blond rider home in this heat by two lengths.

Fought Out Three Heats

Hans Ohrt, the San Francisco boy, who was the amateur king last year and who is competing in the professional class this season, was beaten in two out of three heats by Arthur Spencer, of Toronto, who was also a competitor in the simon-pure division last season. Spencer showed lots of class and although given a high ride in the first heat he beat Ohrt to the tape by a foot. In the second heat Ohrt just managed to win by inches. Had the race been a yard more, Spencer would undoubtedly have been declared the winner. In the last heat Spencer opened up a big lead on the back stretch, but Ohrt finally got going and closed up the gap foot by foot, and at the finish Spencer only had the half the length of his bike to spare. Spencer rode the last eighth mile in 12 seconds, which was certainly traveling some.

William Spencer, of Toronto, proved the winner in the three mile open for amateurs, inches ahead of Thomas Fitzsimmons, of East Orange, who finished second, and Walter White, of Newark, who was third. Not two feet separated the riders at the finish. The summaries:

One-Mile Novice (Amateur)—Won by Arthur Wicht, Newark; Robert Vaeth, Newark, second. Time, 2:25⅗.

Half-Mile Handicap (Professional)—Won by Eddie Madden, Newark (50 yards); Martin Ryan, Newark (50 yards), second; Thomas Smith, Irvington (55 yards), third; Frank Corry, Australia (40 yards), fourth; William Hanley, San Francisco (35 yards), fifth. Time, 0.53⅗.

The Brassard Race, One Mile (Professional)—A. Jackie Clark, Newark, vs. Frank Cavanagh, Newark—Won by Cavanagh. Time, 2:41. Last eighth mile, 0.12⅗.

Half-Mile Handicap (Amateur)—Won by John D. Staehle, Newark (35 yards); Ben O. Sicky, Cleveland (70 yards), second; Charles Deeg, Newark (75 yards), third; Willie Simon, Plainfield (60 yards), fourth. Time, 0:54⅗.

Two-Thirds-Mile Match Race (Professional)—Alfred Goullet, Australia, vs. Robert E. Spears, Australia—Won by Spears. First heat won by Spears. Time, 2:04⅕. Last eighth mile, 0:12⅕. Second heat won by Spears. Time, 2:07⅗. Last eighth mile, 0:12⅕.

Two-Mile Invitation (Professional)—Won by Frank Corry, Australia; William Hanley, San Francisco, second; Worth L. Mitten, Davenport, Ia., third; George Cameron, New York, fourth. Time, 3:48⅗.

Two-Thirds-Mile Match Race (Professional)—Arthur Spencer, Toronto, vs. Hans Ohrt, San Francisco—Won by Spencer. First heat won by Spencer. Time, 1:50⅕. Last eighth mile, 0:12⅕. Second heat won by Ohrt. Time, 1:59. Last eighth mile, 0:12⅕. Third heat won by Spencer. Time, 1:57. Last eighth mile, 0:12.

Three-Mile Open (Amateur)—Won by William Spencer, Toronto; Thomas Fitzsimmons, East Orange, second; Walter White, Newark, third; Harry Horan, Newark, fourth. Time, 6:54.

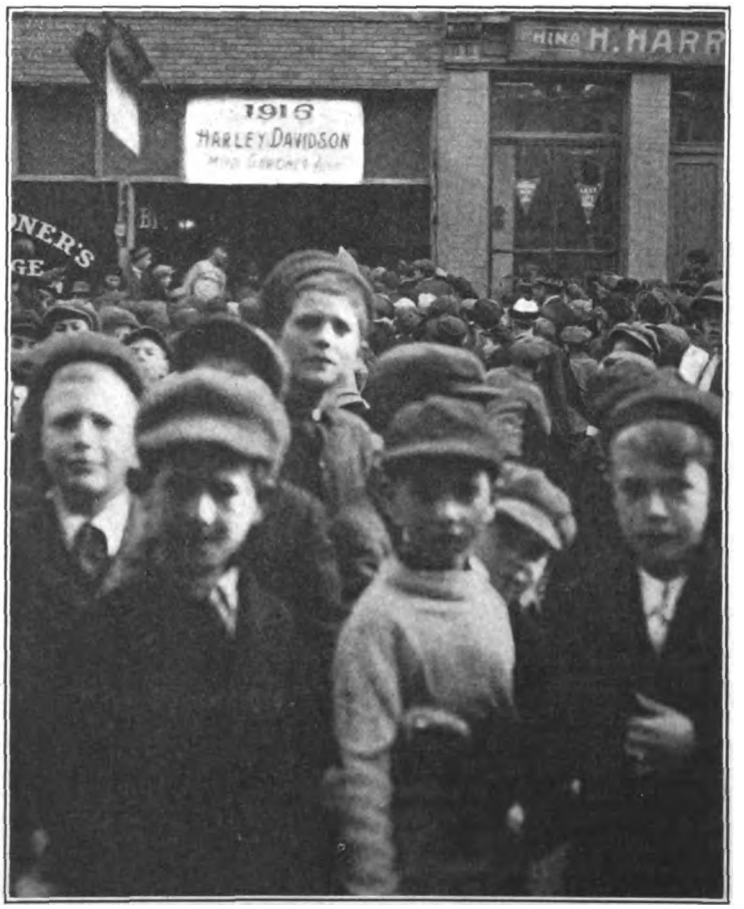
Ten-Mile Open (Professional)—Won by Frank L. Kramer, East Orange; Jacob Magin, Irvington, second; Reginald McNamara, Australia, third; Edward Madden, Newark, fourth; Alfred Grenda, Australia, fifth. Time, 20:54⅕.

LOSES THREE BICYCLES BUT HE'S STILL GAME

EVANSTON, Ill., May 23.—After two bicycles had been stolen Professor F. W. Nichols, superintendent of school district 76, planned to make the third wheel he bought so unattractive that no one would covet it. He removed the saddle which came with the bicycle and substituted the oldest one he could find. He purposely allowed mud to collect on the wheel. But these precautions were not enough. One minute after he had left his bicycle in front of his home recently he heard a lad scream, "Stop, thief, that is Mr. Nichols' bicycle." A boy was seen riding the professor's wheel north on Hinman avenue. The police were notified, but the wheel has not been recovered.

Professor Nichols has not lost courage though. Another bicycle will arrive shortly. Distances between the four schools of the south end are such that the bicycle furnishes the best medium of travel for the superintendent.

PUTTING YOUNG AMERICA AWHEEL



R. B. "Mud" Gardner, Harley-Davidson Dealer at Mansfield, O., Gets the Kiddies Interested Early by Staging Home Trainer and Other Contests, and Thus Plants the Seeds Which Later Result in a Crop of Red-Blooded Motorcycle Enthusiasts

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BATTLING AWHEEL FOR A GLIMPSE OF GETTYSBURG

Fred M. Sanborn Tells of Tactics Followed on His Trip From Baltimore

THE roughest roads and steepest hills are no bar to the genuine, dyed-in-the-wool plugger when once the touring bee starts to buzz in his bonnet. I found that I was no exception to that rule when a few days ago the sights and scents of spring set the old fever stirring in my blood again. I slapped my coaster hub in, strapped my camera to my belt, and started out on a two-day trip to Gettysburg by way of York and New Oxford, Pa.

Leaving Baltimore at 1:20 in the afternoon, I struck out for the York Pike to the town of that name. The first twenty miles were fine, half of them being smooth asphalt, and the rest an even state road. But when I left the state road and hit the old pike—my, what a difference! Ruts and bumps, stones and thank-you-maams, and last but surely not least, hills—and steep ones, too.

Jolts and Jars

There was just thirty-three miles of jolts and jars, but luckily no spills. The hills were most formidable and had to be taken on low gear (57). When I reached the top of the steep incline leading into York, I stopped a few minutes to enjoy the splendid view and snap a picture. Then the journey was continued into the town where I surprised a relative of mine at supper and accepted his ready hospitality.

After a good night's rest I pulled out the next morning at 9:40 for Gettysburg. The road as far as Abbottstown, 18 miles from York, proved to be in good condition. Two more miles brought me to New Oxford. This part of Pennsylvania is a fertile farming section and prosperous looking homesteads greet the eye of the traveler on every side as he journeys along.

Two miles from Oxford I came to the state road that leads to Gettysburg and ten miles of easy going brought into sight the little town of battlefield fame.

A light luncheon was in order here and then I set out on a tour of the battlefield. Several days can be spent here in sight-seeing, for there is so much that merits the interest and attention of the traveler. I have been over the field several times, but a large part remains that I have not visited. I put in as much time as I could spare and then—southward, ho! for Baltimore.

Well Graded Roads

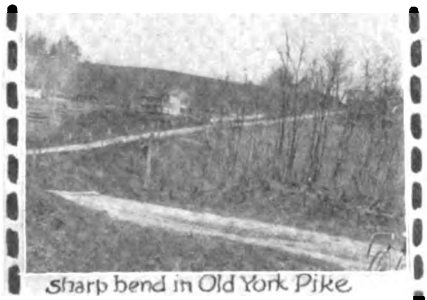
A word here regarding the roads on the Gettysburg battlefield might not be amiss. They are fine for the most part, and although some are very hilly, especially near Roundtop and Little Roundtop, they are well graded. Because of this there is really no better way of getting around the field than on a two-wheeler.

The ten-mile stretch from Gettysburg to Littletown, formerly one of the roughest roads in the state, was now well macadamized and enabled me to reach the latter town in the space of forty-five minutes with little effort.

General View of Battlefield

On top of hill near York

On Little Round Top



Sharp bend in Old York Pike

Monument to Pickett's Charge

Grades of Steepest and Roads of Worst Sort Tax Strategy of Seasoned Rider

Fifteen very hilly miles faces the rider on the stretch from Littletown to Westminster and when he reaches the last-mentioned town he feels that he has earned a rest. I measured the longest hill at Union Mills and found it to be just one mile in length—and it was a pretty stiff grade at that. The road, which is a toll pike, is in unusually poor condition.

And Then Home Again

Westminster to Reistertown, 13 miles, I found to be the roughest stretch of all, although mostly downgrade. But the remaining 17 miles to Baltimore were pretty good, especially after I reached Chattalanee Springs. On this trip I found that my Sturmey-Archer three-speed hub greatly facilitated riding, because of the many hills encountered, and the Palmer Armstrong tires covered the stones and bumps without a puncture.

EXPECT 250 RIDERS IN BUFFALO RACE

BUFFALO, N. Y., May 22.—Judging from present indications the twenty-five mile road race which will be staged on Memorial Day by the Buffalo Bicycle Dealers' Association will draw a field of 250 riders. Applications for entry blanks are pouring in every day at the office of Frank H. Denny, one of the local dealers.

Last Sunday a committee composed of John W. Henry, Chas. Heimerlie, John Oliver, Ed. J. Young and Chas. Haberer made an inspection trip over the course which the race will follow, and found all of the streets and roads in excellent condition. Every rider who contemplates entering the race will have to submit to a "third degree" by Mr. Denny, who will classify the riders according to their respective abilities. A complete list of the officials of the race follows:

Honorary referees: Mayor Louis P. Fuhrmann, Councilman John F. Malone, Sheriff Edward Stengel. Official referee: Frank H. Denny. Associate referees: W. G. Schack, Martin Cabana, W. H. Penseyres, Adolph Gothler, W. W. Whitelock. Starter: Edward J. Young. Assistant starters: John Stutt, Morris Rosenthal, Thomas Rick, Frank Trautman, Edward Beil, Charles Reidpath, Jack Rust, Frank Scott, Albert Schwegler, H. R. Hughes. Chief judge: W. J. Penseyres. Assistant judges: Edward J. Rose, Fred L. Hartmeyer, Adam Gunn, George Strauss, Adolph May, R. F. Titus, William Trombly, Frank Barton. Chief clerk of course: John Oliver. Assistant clerks of course: Joseph Bierback, Percy Pierce, Otto Brucker, Adolph Kellner, Edward J. Seeber, E. D. Brown, O. L. Neal. Timers: Julius Smith, William Clodsley, Henry Nachber, Frank Klipfel, Burt Snider, Chief scorer at finish: John Henry. Assistant scorer: Louis Debo.

SECOND CHICAGO CYCLE FIRE

CHICAGO, Ill., May 20.—The plant of the Chicago Cycle Company at No. 69 Lake street was damaged to the extent of $6,000 by fire this week. This was the second fire at the plant within six months.

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FRANK KRAMER'S LIFE STORY

The First Authorized Story of the Great American Bicycle Champion's Brilliant Career—By Harry Mendel

Final Installment

Kramer made his fourth trip to Europe in 1914, when he was again pitted against the fleetest riders on the Continent. Returning to America, he met Walter Rutt, the German champion, in several races.

WHEN Frank Kramer retires from the cycling game and hangs up his wheel, he will look back on the year of 1914 as the most eventful of his long career. His victories in years to come will not make him forget his wonderful performances during that year or the honors bestowed upon him.

Kramer on returning from his most glorious and victorious trip to Europe was honored as no athlete in Newark was ever honored before. Frank was the guest of honor at a testimonial dinner at which a thousand of his friends had gathered. High praises and rare compliments were heaped upon the East Orange boy by prominent men, and Kramer, though used to the plaudits of thousands, sat through it all, blushing like a bashful school boy and plainly showing at the time that the kind remarks of his friends had reached his heart.

Only Two Defeats in Europe

Kramer's European trip was the most successful of the four campaigns the great cyclist has had on the tracks of Europe, while his work in America on his return home was just as good, for he won the national championship for the fourteenth consecutive time. While in Europe Kramer competed in sixteen races and met with but two defeats. In the ten match races in which he started he came through with flying colors. With the exception of three of these events he won them all in straight heats. Kramer started in two open scratch races at sprint distances and won them. In three races he went out of his class, and in one of these affairs he was defeated, two of them were one hundred kilometer team races and one a tandem paced race. He won the tandem paced event and was defeated in one of the long team races, more through team work than a lack of speed.

Kramer won in his first appearance at Paris, on Sunday, February 1. He defeated Emil Friol, of France, a former world's champion, in convincing style. Kramer led the way for the Frenchman in three heats of 1,000 meter match, a third heat being necessary owing to the disqualification of Kramer in the second heat. Kramer was Friol's master at all times, and the offense, that of boring, which brought about his disqualification in the second heat, was unnecessary and probably unintentional, for Kramer could have won without using any illegal tactics.

Probably to show the immense crowd that filled the Velodrome d'Hiver to its capacity that he could win without fouling, Kramer rode Friol off his feet in the deciding heat. As in former matches with Friol, Kramer outgeneraled the Frenchman at every angle and made him do as he pleased. Kramer was well received by the spectators, a great ovation following his victory.

On the following Sunday Kramer had one of the greatest days of his career on the tracks of Europe. He swept everything before him and treated the patrons of cycling to a rare exhibition of speed.

Julian Pouchois, the fastest sprinter in France, at that time was defeated by the wonderful American in a most decisive manner, Kramer taking the match in straight heats. Pouchois, in better form than ever and conceded to be faster than in 1908, when he won the grand prize of Paris, was thought to have at least a chance against the great Kramer, but the American toyed with his French opponent.

Established New World's Record

Following his victory over Pouchois in the match, Kramer started in the 500 meter handicap, which he won from scratch and established a new world's record of 34⅖ seconds. It was a wonderful and spectacular ride, Kramer circling the big field strung out before him with the speed of a locomotive.

On Sunday, February 15, at Paris, Kramer again defeated Friol in a match race at the Velodrome d'Hiver. Friol showed great form and it was an uphill fight for the East Orange rider. The first heat at 1,000 meters was won by the Frenchman; but Kramer came back and took the 1,500 and 2,000-meter heats in an impressive manner, much to the disappointment of the big audience, who were hoping for a French victory.

Kramer celebrated Washington's Birthday at Brussels, in Belgium, by scoring his fourth consecutive victory in match races in Europe, when he defeated Joe Van Bever, the national champion of his country. Although Van Bever had scored victories over Hourlier, Friol, Pouchois, Dupre and other leading riders during the year, he fell a victim to the speed of the marvelous Yankee, as Kramer won in straight heats, and there was never a doubt as to his superiority over the Belgian in either speed or track generalship. The crowd was disappointed over the defeat of Van Bever, who had been cleaning up all along the line, but they were quick to appreciate Kramer's riding by giving him a great ovation.

WALTER RUTT

Following this match with Van Bever, Kramer rode a match against Van Bever and Otto, the latter two mounted on a tandem. To the astonishment of the Belgians the Yankee raced away from the tandem in the final yards of the match and won rather easily.

Kramer returned to France the first Sunday in March and rode at Paris. He went out of his class and scored a signal victory by defeating Octave Lapize, the French distance rider, in a tandem paced race. The East Orange flier won a stiff battle, coming back after losing the first heat by captruing the next two very impressively. Lapize is the best man in Europe behind tandem with the exception of Emil Engle, and while Lapize was the big favorite, Kramer went out and won.

Takes "Prize Consul General"

The next Sunday Kramer won the "Prize Consul General," this race being an annual affair and one of the big features of the cycling season. The final brought Kramer, Friol and Dupre together. At the bell Friol forced Kramer to come out on Dupre, and the latter having his big gear working well unwound at this point. Going down the back stretch Dupre still led, but Kramer came around him and set sail for home. Kramer won out amidst a great demonstration. The battle for second position was an excellent one and the verdict went to Dupre by a narrow margin. After this race Kramer won a tandem race with Julian Pouchois as a team mate. They beat the best tandem teams in easy style.

Sunday, the 15th of March, Kramer and Cyril Vanhouwaert, the long distance champion of Belgium, riding as a team won the 100 kilometer team race. Brocco and Sargent were second, and Lapize and Miquel, another French pair, finished third.

Kramer in one of the toughest match races of his career defeated Leon Hourlier in two out of three heats on Wednesday, March 25. Hourlier, in magnificent form, put up one of his greatest races. Hourlier won the first heat by a small margin and Kramer won the next two in a similar way. Hourlier, who has since been killed fighting for France, was the most popular rider in his country, and the crowd went wild with glee when their idol won the first heat.

(Continued on page 56)

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CHICAGO FANS WILL SEE CRACK SPEEDSTERS

Impressive Line-up of Factory Riders Will Appear in Three-Day Race Meet Which Will be Staged at Hawthorne Track, May 28-29-30; Amateurs Given Chance to Shine

CHICAGO, Ill., May 23.—That the three-day racemeet, which starts at the Hawthorne Race Track here on May 28, under the auspices of the North Side Motorcycle Club, will excite the interest of motorcycle fans the country over is promised by the entry of some of the best known professional speed merchants. Among the cracks who filed their blanks today are Lorenzo Boido, Excelsior; Don Marks, Charles Sudduth and Elmer Johnson, all of whom will be astride Thors; Bob Perry, Glenn Stokes and Joe Wolters, who will appear in the Excelsior ranks.

Last week both Ray Creviston and Bob Verrill, who will represent the Wigwam, announced their intention of entering the races. These Indian riders are now at the Hendee factory in Springfield, Mass., getting their machines into shape.

Two national F. A. M. championship races, one at five and the other at ten miles, will be the features of the three-day card. There will also be an event for lightweights, and the amateurs have not been slighted in the program.

MAY 28.

10-mile open (professional), 61.00 class—Prizes: First, $30; second, $20; third, $10.
5-mile open (professional), 30.50 class—Prizes: First, $30; second, $20; third, $10.
5-mile National F. A. M. championship race—Prizes: First, $20; second $10; third, $5; in addition to gold, silver and bronze F. A. M. official medals.
5-mile stock machines (private owners), 61.00 class—Prizes: Merchandise, value $40.
5-mile open (professional), 61.00 class—Prizes: First, $30; second, $20; third, $10.
15-mile open (professional), 61.00 class—Prizes: First, $40; second, $25; third, $10.
1-mile time trials, free-for-all—Flying start.

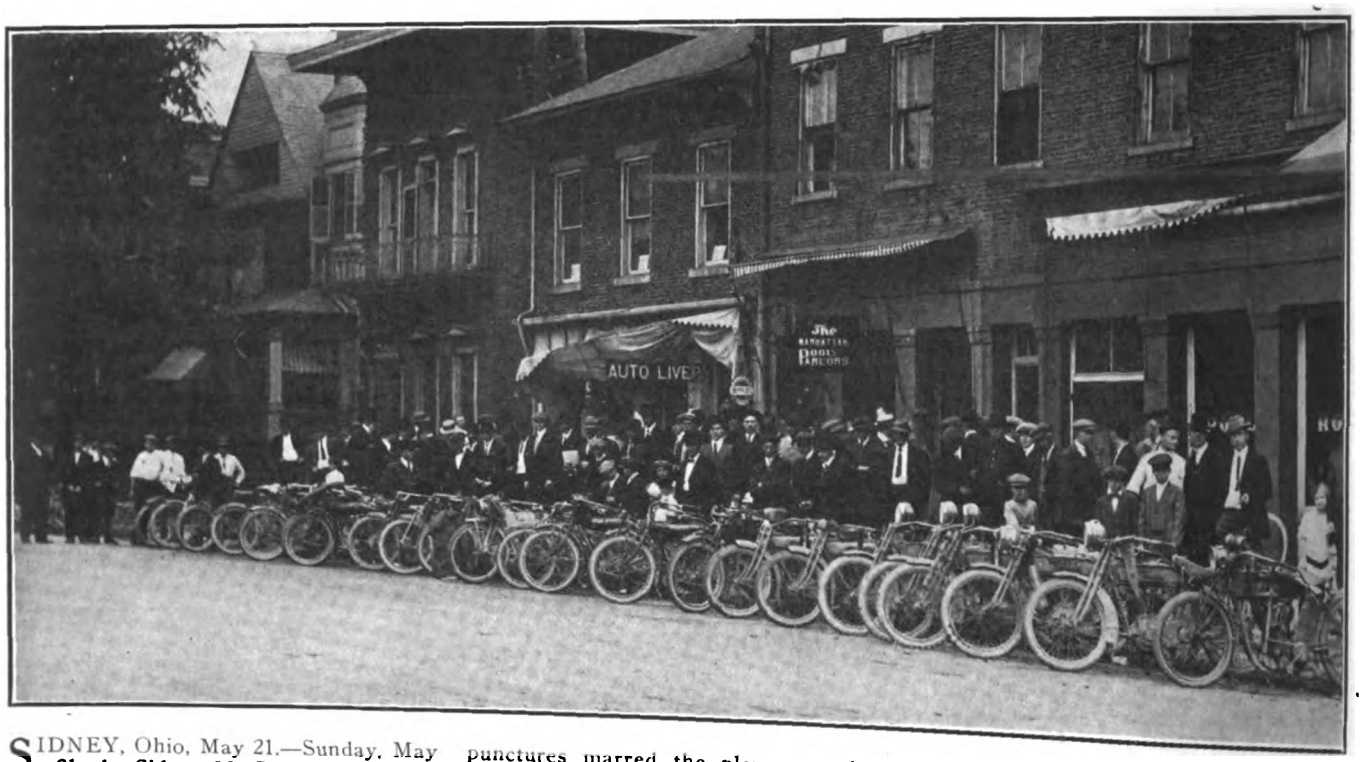
MAY 29.

10-mile open (professional), 61.00 class—Prizes: First, $30; second, $20; third, $10.
5-mile open (professional), 30.50 class—Prizes: First, $30; second, ———.
5-mile open (professional), 61.00 class (Illinois State championship)—Prizes: First, $30; second, $20; third, $10.
5-mile lightweight machine race—Prizes: First, $20; second, $10; third, $5.
5-mile stock machines (private owners), 61.00 class—Prizes: Merchandise, value $40.
15-mile open (professional), 61.00 class—Prizes: First, $40; second, $25; third, $10.
1-mile time trials, free-for-all—Flying start.

MAY 30.

5-mile open (professional), 61.00 class—Prizes: First, $30; second, $20; third, $10.
5-mile open (professional), 30.50 class—Prizes: First, $30; second, $20; third, $10.
10-mile National F. A. M. championsip race—Prizes: First, $20; second, $10; third, $5; in addition to gold, silver and bronze F. A. M. official medals.
5-mile stock machines (private owners), 61.00 class—Prizes: Merchandise, value $40.
5-mile open (professional), 61.00 class—Prizes: First, $30; second, $20; third, $10.
15-mile open (professional), 61.00 class—Prizes: First, $40; second, $25; third, $10.
1-mile time trials, free-for-all—Flying start.

SOCIAL RUN TO FT. RECOVERY STAGED BY SIDNEY M. C.



SIDNEY, Ohio, May 21.—Sunday, May 21, the Sidney M. C. held one of its most successful runs ever made, going to Ft. Recovery and return. "Shorty" DeWeese in his Buick roadster piloted the twenty-two riders, of whom ten were of the feminine gender. The start was made from Paul Monroe's bicycle store, Mr. Monroe being president of the club, and was finished at dusk in a slight rain fall.

A chicken dinner was enjoyed at the Wayne-Neil Hotel at Ft. Recovery, during which Clarence Neil, the genial manager, amused the guests. Ft. Recovery is the battle ground of two Revolutionary War encounters.

No mechanical trouble was experienced by any of the riders and only a few punctures marred the pleasures of the 150-mile ride. The towns passed through were Hardin, Oran, Newport, Ft. Laramie, Minster, Marie Stein, St. Henry, Celina, St. Marys, Wapakoneta, Botkins and Anna.

The club will have a hill climb at Port Jefferson on Decoration Day and a club run with the Troy Motorcycle Club to Ft. Ancient on June 18.

CLEVELAND INCREASE FOR PRODUCTION DEMANDS

CLEVELAND, Ohio, May 23.—That the lightweight field looms large through Cleveland glasses was made apparent when the Cleveland Motorcycle Mfg. Co., maker of the lightweight of that name, increased its capitalization from $100,000 to $200,000, as announced in the last issue of **Motor Cycle Illustrated.**

Reflecting very clearly this spirit of optimism which prevails throughout the Cleveland organization after an identity with the trade of less than a twelve-month, is the statement of Secretary W. S. Quinlan in response to a query as to what the additional capital is to be used for.

"All of the increased capital is to be used to satisfy present demands for increased production," says Mr. Quinlan, which no doubt augments the production of the little machines in much greater quantities for next year than for the present season.

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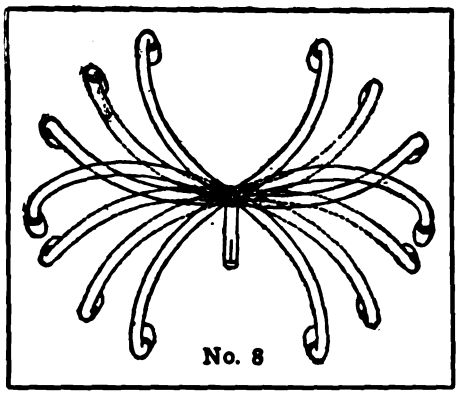
Kelly Handlebars



"Get Busy"
"A million bicycles for 1916."

This can be accomplished by using Kelly Bars.

Jobbers and Manufacturers Who Seek Standardization

should invariably equip with KELLY HANDLEBARS—the standard of the world. No high-grade bicycle is complete without KELLY ADJUSTABLE HANDLEBARS. With these handlebars, 25 different riding positions are possible. No other bar made allows anywhere near this number of different positions. KELLY HANDLEBARS ARE THE STRONGEST SELLING POINT A BICYCLE CAN HAVE.

They are the ideal bars for racing, distance work, boulevard riding, etc. Adjustable to ANY position.

KELLY HANDLEBAR DEPT.
5017 Perkins Ave. Cleveland, Ohio

TRADE <E> MARK

DIAMOND "E" SPOKES AND NIPPLES

We have been making spokes and nipples for the cycle trades for many years. Wherever and whenever spokes and nipples are needed DIAMOND "E" are always first specified. Every spoke and nipple bears the trade mark "Diamond E" and is guaranteed for exact fit, measurement, quality and finish.

THE STANDARD COMPANY, TORRINGTON, CONN.

MANUFACTURERS OF

Diamond "E" Spokes and Nipples for bicycles, motorcycles, tricycles, velocipedes, invalid chairs, sulkies, carriages, cyclecars and automobiles. Pedals for bicycles, tricycles, velocipedes and motorcycles. Toe clips for bicycle pedals. Emergency axles for pedals.

We are boosters for "A Million Bicycles in 1916"

Mention MOTOR CYCLE ILLUSTRATED—It helps you, the advertiser and us.

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Rollfast

TRADE MARK

—made to last

Non-skid, Suction, Traction—all combined in the Chain Cup Tread of this marvelous bicycle tire—the leader of the ROLLFAST Line. Automobile tire fabric throughout—the purest of pure rubber—these give resiliency and endurance of the highest.

That's what you're in business for, isn't it, dealers?

Then why overlook this big opportunity to hitch yourself to the fastest-selling aggregation of bike tires made?

EXCLUSIVE TERRITORY makes the ROLLFAST *YOUR* line. No competition, no need of cutting prices—a clean, clear trade on a quality line of bicycle tires at a reasonable price.

Get in touch with your nearest distributor to-day. He'll tell the ROLLFAST story and allot you exclusive territory. BUT — YOU MUST ACT NOW—or the juiciest plum in bicycle tiredom will go to your competitor. NOW.

Harwaco Rubber Works Co.
Office, Church and Murray Sts., New York

Rollfast Distributors

Atlanta, Ga., Walthour & Hood.
Baltimore, Md., Holland, Baden, Ramsey Co.
Boston, Mass., Hub Cycle Co.
Buffalo, N. Y., Vim Cycle & Hardware Co.
Chicago, Ill., Edwards & Crist Mfg. Co.
Denver, Colo., M. L. Foss.
Detroit, Mich., Detroit Cycle Supply Co.
Indianapolis, Ind., Geo. H. Westing Co.
Jacksonville, Fla., McGraw Bros.
Kansas City, Mo., Townley Metal & Hardware Co.
Los Angeles, Cal., Appeal Mfg. & Jobbing Co.
Memphis, Tenn., Johnson & Meyer Co.
Minneapolis, Minn., Hall Williams Co.
New York City, City Supply Co.
New York City, N. Y. Sporting Goods Co.
Omaha, Neb., Lee-Colt-Andreesen Hdw. Co.
Philadelphia, Pa., Geo. C. Miller & Co.
Philadelphia, Pa., Geo. W. Robb.
Pittsburgh, Pa., Sportsmen Supply Co.
Reading, Pa., Keyser Fry.
San Francisco, Cal., Appeal Mfg. & Job. Co.
Syracuse, N. Y., The Olmsted Co.
Tacoma, Wash., Washington Cycle Sup. Co
Worcester, Mass., J. W. Grady & Co.
Youngstown, O., Stambaugh Thompson Co.

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In the Dealer's Realm

YOUR SALESMAN—HIS OPPORTUNITIES AND YOURS

Rapid Growth of the Motorcycle Industry Has Created a Demand for Good Men and Modern Sales Methods—Why a Real Salesman Is Worth His Wage

By HUGH SHARP

"Pay a man what he is worth and he will work for his wages; give him more and he will work for you."

SOMEBODY or other of prominence in the world of business efficiency gave utterance to the above statement and while the name of the author is long since forgotten, the remark certainly is not. Perhaps it is its close application to the motorcycle dealer that brings it to mind at the present moment. Anyway, the question of salesmen in the retail motorcycle and allied sales field is a much mooted one.

It must be admitted that probably in no other business is the lack of perception so readily noticeable in a large percentage of the trademen as on the question of salesmen in the motorcycle field. And the factories are scarcely ahead of the dealers in this respect.

Salesmen Are Scarce

There is a dearth of salesmen in the motorcycle industry. This fact is constantly brought to the attention of the man who reads the motorcycle trade papers. Did you ever see another business marked by the excessive number of constant changes that characterizes the motorcycle trade?

The demand for competent men is almost crucial this year. Just the other day a man high up in the sales force of one of the prominent manufactories made known that he could use four A1, bangup travelers, men who could use their brains and judgment in the best interest of the factory, who could carry a deal through from start to finish and leave the new dealer thoroughly acquainted with every phase of the factory's sales policies and a definite understanding of what the dealer could expect from the various departments of the factory and what the factory, in turn, expected of him.

Why are so many big men from outside industries stepping into the motorcycle trade and sitting down to soft snaps, drawing salaries that would take your breath away if you ever were let in on the secret? Why are not these big jobs filled by men from the motorcycle industry? You can draw your own conclusions. They won't be very many. One will tell the whole story. The demand for executive ability in the motorcycle and allied trade is ahead of the supply.

The keen competition attendant upon the rapid growth of the motorcycle industry has left many of the old timers far behind. It is true that there are some who have revised their methods of keeping shop. They are constantly on the lookout for new ideas that can be incorporated into their business methods.

Losing Business

Many motorcycle dealers, acquainted with their own faults, have been able to offset the weakness by judicious hiring of help. But take any large city where there are ,say six dealers, and you will find three of them trying to run every part of their business by their lonesome, so to speak, and disdaining to hire men who could and would improve on their methods. Bonehead plays in the selling and service ends of the motorcycle business stick in the riders' crops for interminable lengths of time and lose valuable business to the dealer who commits or permits them.

"Once a repairman, always a repairman," is the false philosophy that eases the conscience of many a dealer who knows he is not making good insofar as branching out and creating new sales fields are concerned. He labors under the false impression that he can't learn to sell motorcycles under present day conditions. He sighs for the good old days when motorcycles sold like hot cakes. He is the first to acclaim that all the young fellows are buying cheap cars now. His efforts at placating his worried conscience are making a hit with nobody but himself.

The motorcycle industry never offered better opportunities than right now. And our old time dealer's competitors realize this fact. There are greater opportunities, but they must be treated by modern methods. Commercial prospects want facts, and the dealer who has taken the trouble to study the advantages of the motorcycle over every other kind of transportation for light delivery work is getting the business.

Helps For Dealers

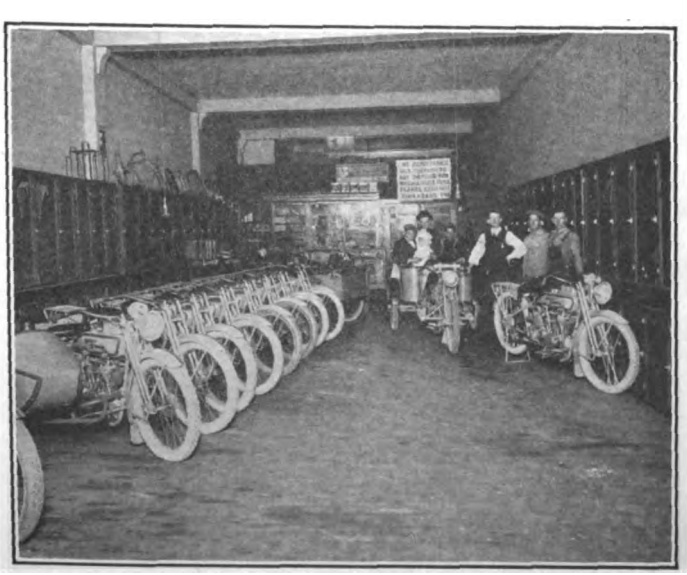
The art of being able to write a good strong business letter to a merchant whose delivery methods need motorcycle efficiency has helped many a dealer to land a sale. The Motorcycle Manufacturers' Association, through the office of its secretary, Mr. E. F. Hallock, 116 Broad street, New York City, has ready for distribution an excellent set of follow-up letters for various classes of prospects. The fact that Mr. Hallock is receiving requests for these from hundreds of dealers is evidence that some dealers appreciate the value of a well written letter.

A good salesman will earn his keep. Fact is, if he don't he should not be kept. Some of the best retail motorcycle salesmen are working on a strictly commission basis. In some instances it is as low as two per cent. The commission depends on the locality. The larger the city, the smaller the commission. In medium sized towns the average pay of the salesman is from $10 to $15 a week and two per cent. if he sells his quota of machines.

A salesman who persists in thinking that he cannot make it go on this basis, better give it up and try some other trade. Asked how he liked the straight five per cent. commission proposition, one salesman vouchsafed the other day that it was "pretty soft." He is a good salesman and the money he earns on this straight commission basis would startle many a less competent man.

Most of these salesmen are picked from the ranks of the riders. The clubs furnish the

MODEL HOME FOR SILENT GRAY FELLOW



Well-Ordered Headquarters for Harley-Davidson in Dallas, Tex.—Harley-Davidson Sales Co., at 2016 Commune Street

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greater portion. Dealers after business are on the lookout for riders who are good mixers, but who at the same time mix a little brains with the operation. It is surprising, however, what a small percentage of the membership of a club will possess the qualifications necessary to make a good salesman.

The head of a factory service department asked the secretary of a club with more than 100 members if there was any one belonging to his organization who would make a good man to travel for the company as a service man. The duties of the job were principally educational work, just going from dealer to dealer and clearing up little mechanical troubles that bothered the dealer. The secretary thought a long time, but was compelled to answer in the negative. What the average rider does not know about mechanics would fill another Encyclopædia Britannica. All of which may be conceded as a tribute to the perfection of modern motorcycle design.

Energetic Men Lacking

The motorcycle field has too few men who are really willing to buckle down and learn things. William C. Redfield said, "We must get rid of the idea that strenuousness and efficiency are either similar or the same. First of all, efficiency is not strenuousness. The man who hustles may or may not be efficient; probably he is not."

It is not enough for dealers to surround themselves with a corps of hustlers. The man who makes every move count while he hustles and who draws a profitable business into his employer's store is in big demand. Once he is secured, however, it is up to the dealer to lend every encouragement by making the salary that goes with the job attractive. A dealer does not have much come back when an $8 a week man makes a mistake or falls down on his requirements. But he can get after the well paid man with impunity.

TWENTY NEW DEALERS ON THE MIAMI LIST

MIDDLETOWN, O.—The extensive list of Miami Power Bicycle agents has been added to with a greater number than usual during the week ending May 13. Instead of the dozen or fourteen which the factory is sure to get each six days, the list has been increased by twenty, the States of Wisconsin, Virginia, West Virginia, Kansas, Texas and California being represented.

The score of new Miami dealers are:

H. H. Schuetze, Manitowoc, Wis.; B. A. Anderson, Beloit, Wis.; A. Goedeke Cycle Co., Sheboygan, Wis.; O. M. Seibold, Oshkash, Wis.; B. E. Andre, Charleston, W. Va.; Pulaski Cycle Co., Pulaski, Va.; Boyd-Sweeney, Inc., Roanoke City, Va.; J. T. Morris, Portsmouth, Va.; Shumate, Price & Ford, Martinsville, Va.; Dahlstrom, Carlson & Sherling, Kingsburg, Cal.; Graffigna Bros., Lodi, Cal.; J. H. Brandstatt, Yuba City, Cal.; H. B. Cutler, Wichita, Kans.; Knoles Bicycle Shop, Lawrence, Kans.; Oglesbee Bros., Beaumont, Tex.; Guy M. Knudson, Clifton, Tex.; Chas. Ott, Dallas, Tex.; E. R. McComb, Fort Worth, Tex.; T. C. Riley, Newport, R. I.; G. Chapin, Berwick, Pa.

NEW FIRM OPENS STORE

LOS ANGELES.—Martin & Miles have established their second-hand motorcycle store at 931 South Main street, where Lester H. Miles, the active man in the firm, is being greeted by the friends he has made in the last seven years as head salesman of the Harley-Davidson retail store. His new location is next door to this store, one of the best locations in the city. Mr. Miles is now in the market for the agency for a good light weight.

THEY BOOSTED FOR BAKER

NEWARK, N. J.—Two Newarkers played an important part in the final dash of Baker's transcontinental record-breaking trip from coast to coast. Jack Neis, of the Splitdorf Electrical Co., rode on the running board of "Bake's" Cadillac from Trenton to Times Square while Walter Goerke, Indian dealer, rode in the pilot car that posted "Bake's" route across Jersey. Baker will be in Newark next week and make his headquarters at Goerke's store while here.

TIRE DEALERS INCORPORATE

CINCINNATI, Ohio, May 22.—The Corcoran Tire & Rubber Company has been incorporated with a capital of $5,000 to deal in automobile and motorcycle tires. The incorporators are Thomas J. Corcoran, Jacob A. Hollandor, Charles E. Weber, Phil W. Tozzer and T. M. Silber.

READING CLUB ACTIVITIES

READING, Pa.—The Reading M. C. had a most successful run to Philadelphia and return on May 14. Quite a number of the fair sex accompanied the members as sidecar and tandem passengers. The club will hold a sealed time run to Harrisburg on May 28, and on June 11 will entertain the Keystone M. C. of Harrisburg, the clubsters from the Pennsylvania capital riding across for the purpose.

More News of Dealers on Page 48

Over 11,000 Miles

On Vitalic Tires!

What ordinary bicycle tire could come anywhere near that record? None! It took VITALICS to do it.

Out of over 60 tires used during a period of 25 years by Dr. F. S. Cate of Florence, Cal., the Vitalic was the only one to reach anywhere near this mileage. Among the 60 tires used were the *very best* of other makes, a number of them much higher priced than the Vitalic. But Vitalics ran *more than three times* the average mileage of the seven next best makes of tires used (based on an accurately kept mileage record sworn to before a notary).

It is this unmatched *milcage* which Vitalics are giving wherever used that proves beyond question their unequalled standard of construction; highest quality of rubber instead of the cheaper grade put in ordinary tires; two plies of heavy *motorcycle* fabric, frictioned with pure rubber, instead of common bicycle fabric; an extra heavy inner tube of pure white rubber.

Write for the testing section and examine these features of construction thoroughly.

VITALIC TIRES
TRADE MARK
For Bicycles

Dealers—

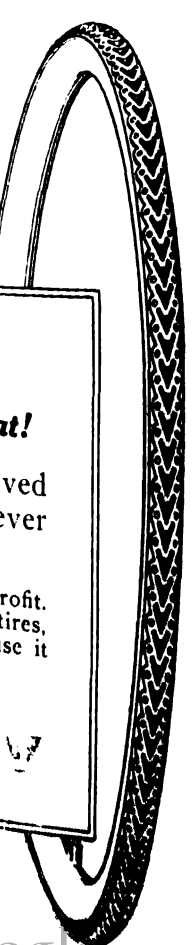
Think what you could do with a tire like that!

There isn't any room for doubt—Vitalics have proved their supremacy over all other bicycle tires wherever comparison has been made.

Thousands of dealers rely on the Vitalic to make their tire profit. Once introduced, it easily brings a better price than ordinary tires, and always sells over and over again to the same trade, because it never disappoints.

Write for attractive Display Material and Dealer Helps.

Continental Rubber Works
1718 Plum Street, Erie, Pa.



The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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"BAREFOOT" RUBBER

There is only ONE Motorcycle Tire made of the genuine Black "Barefoot" Rubber —and that's the GOODRICH. It's the identical tread, mind you, that goes on the big Goodrich "Barefoot" Automobile Tire—the strongest tire ever turned out of the big Akron factories. "Barefoot" Rubber is a distinct advance in the compounder's art. It CLINGS (like your bare foot) to a surface—doesn't GRIND over it. It DOES NOT gain Traction at the expense of Mileage. It is harder to puncture—harder to wear out. And note this—NOT ALL BLACK TREADS ARE MADE OF "BAREFOOT" RUBBER. The Market is full of "Me-too-Black Treads." Look for the name "GOODRICH" molded on the sidewalls —THAT points out the genuine.

Goodrich

BLACK "BAREFOOT" RUBBER

Safety Tread Tires

The B. F. Goodrich Company

AKRON, OHIO

Branches and Dealers Everywhere

The World's Largest Rubber Factory

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Its Record Is Written On The Roads

It is written in thousands of miles. And every day adds thousands more to this record. And every mile is an accurate mile. In fact, that is the only kind of mile the

CORBIN-BROWN SPEEDOMETER

"The Speedometer of Absolute Accuracy"

can record. There is not an inaccurate mile in its mechanism. Its manufacturers took care of that. They also saw to it that its durability should be on a par with its accuracy. And it is. If you need a speedometer, and every automobilist and motorcyclist does, you need the Corbin-Brown. There is a model particularly designed to meet your particular needs. Go to your dealer today. He will be glad to show you the Corbin-Brown Speedometer. Catalog on request.

Dealers

Have you your season's supply of Corbin-Browns? If not, get in touch with your jobber at once. You will need every one you can get.

The Corbin Screw Corporation

THE AMERICAN HARDWARE CORPORATION, Successor
NEW BRITAIN, CONN.

BRANCHES: New York Chicago Philadelphia

Makers of Corbin Duplex Coaster Brakes for Bicycles

Mention of MOTOR CYCLE ILLUSTRATED is always appreciated by advertisers.

BUFFALO, N. Y.

H. L. PETERS, manufacturer of the Bison brackets reports that their orders are way ahead of their production. "And judging from indications," said Otto H. Peters, "our stocks will have become exhausted in a very short time. We are having a great deal of difficulty in getting our new supply of stock.

"It seems as if all the supply houses and parts manufacturers are having a great deal of difficulty in getting raw stock. Possibly the thing which is bothering us most in our output of brackets is plating. This is due to the fact that we do not do our own plating. And as every plater in this city is overwhelmed with work it is almost impossible to get any work through."

NEW YORK

FELIX LEWIN, managing Henderson sales in New York, has just sold his 127th machine of 1916 model. "The big majority were two-speed models" says Lewin, "and sidecars went with about 66 per cent. of the sales.

"A good percentage of sales were made without taking used mounts in trade. In used machines, a number of 1916 models of various makes have been taken in and all disposed of."

TROY, O.

LANE MOTORCYCLE COMPANY, representing the Dayton Motor Bicycle in this city, sold three of the first shipment of four of the little four-strokers on the day after they were put on display.

UNION CITY, TENN.

T. ED. PARKS, representing the Henderson in this city, has just returned from a long motorcycle tour of the Northern States. He left here in April and rode leisurely to Detroit, stopping for a day or two in each of the principal cities. He entered Detroit on May 1 and spent considerable time at the Henderson factory. After the visit he rode back to Union City.

Parks took the trip to see for himself how the two-speed Henderson would act in the famous Kentucky red clay and wet dirt. His only troubles were one puncture and a fouled sparkplug.

PINE GROVE, PA.

GEORGE A. STUMP, the well-known cycle dealer, has taken the agency for the Dayton line of motorcycles. "What is needed in this section is a powerful machine, with two or three speed box," says Stump, "so I picked the Dayton and am looking forward to a big season with it."

DETROIT, MICH.

ARTHUR BOLYEA, manager of the Auto Cycle Supplies Co., of this city, has sold every machine he has so far obtained from the factory, and is asking for more. "The Davis folks have allowed me and other dealers a limited number of the Motor Bicycles, up to the present," says Bolyea, "and so I am anxiously waiting for the time when I shall get all that I want."

MT. VERNON, O.

CARLTON BREECE, the well-known cycle dealer in this city, has taken the agency for the Dayton Motor Bicycle.

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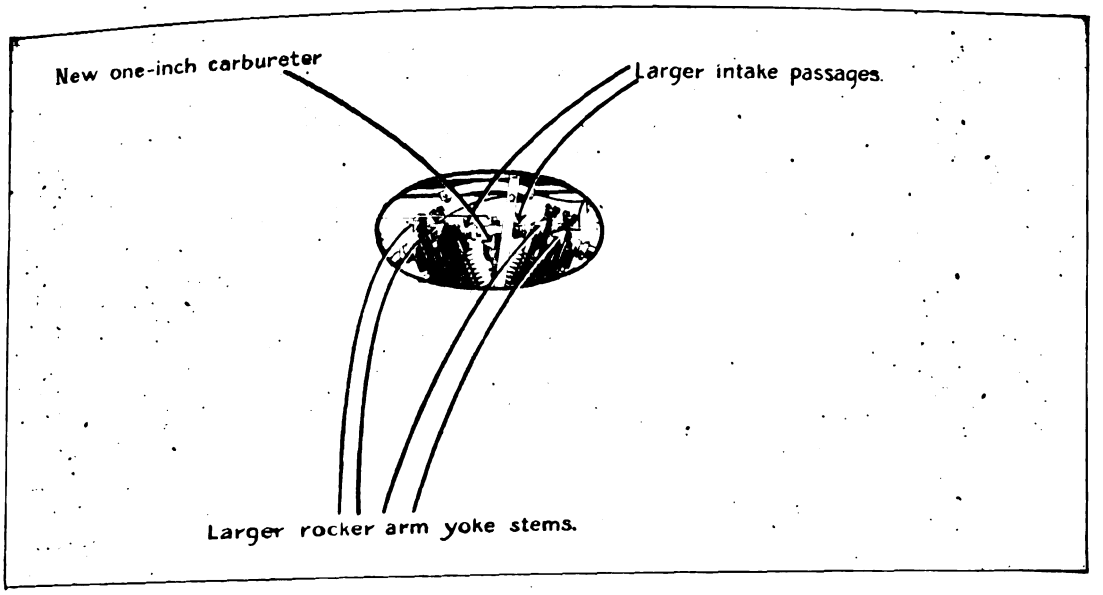

Model L-16 Special **Price $235.00**

Putting the *Special* into the Pope Big Twin

Pope Model L-16 was made Special by the use of *special* cylinder heads, with larger intake passages, larger rocker arm yoke stems and heavier construction where required by these changes. It was fitted with a *special* one-inch carburetor in place of the regular three-quarter-inch.

What was the result? A *special* power development—two horsepower in excess of that of the regular model. A *special* speed—between 5 and 10 per cent. increase. A *special* efficiency—an increase of 13 per cent.

This means that the L-16 Special has more power, more speed, and goes farther on a gallon of gasoline.

It means that it is easier than ever to drift up hills on the famous hill-climbing Pope.

And it means that the owner of an L-16 Special need never be passed on the road by anything on wheels.

On this special model with its special features we have a special proposition to dealers that is better than any we have ever offered before. Write for it.

Westfield Manufacturing Company

Successors to the Pope Mfg. Co.

11 Lozier Ave. **Westfield, Mass.**

Largest Manufacturers of High-Grade Bicycles in the World.

Columbia	**Tribune**	**Crescent**
Cleveland	**Rambler**	**Pope**

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HOW NEW JERSEY M. C. PRIZES LINE UP

Regular Medal Awards and Special Trophies Are Numerous and Keen Competition Is Assured for May 29-30 Run

NEWARK, N. J., May 12.—Plans for the ninth annual endurance contest of the New Jersey M. C., to be held May 29-30, are about complete. The marking of the last section of the course will be done this week, and the map of the course will be ready for all riders who enter the contest, upon payment of their entry fee.

After using eleven secret check stations in the 1915 run, the committee has seen the folly of its ways, and has put in only two secret checks on this year's course. These will be used only in case of tie scores for special awards, such as the solid gold medals, cups and other trophies, as well as for the numerous accessory prizes that are to be won by consistent riding.

Silver medals will be awarded to competitors who score over 975 points, while bronze medals will be awarded to all other riders who check at all the points designated. Survivors of the New Jersey club runs are always rewarded for plucky work, regardless of the number of points they have lost.

Special Awards

The special awards will be as follows: The Dealers' Trophy, for the factory team of three riders with the highest consistent score. This trophy has been won for two consecutive years by the Indian team, captained by J. Howard O'Brien, and has to be won only once more to lift it from the club to Springfield.

The Herrington Cup is a perpetual challenge trophy and was won last year by the Harley-Davidson dealers' team, composed of W. A. Ford, of White Plains, N. Y.; Elmer Havenstrite, of Paterson, N. J., and August Zimmermann, of Washington, D. C. These men have signified their intention to hold the trophy another season.

The Indian Maid Cup, for the best professional sidecar score, was won by Orrin Steele, of Paterson, N. J., last year, and he feels confident that he can repeat this year.

The C. W. Bush Co. trophy will be awarded for the best amateur sidecar score, and as Joseph B. Werner, of Passaic, N. J., won in this class last year, he is primed for the same classy riding this month.

Keen Rivalry for Holt Cup

The Holt Cup, for teams of three riders representing an F. A. M. club, was won by the Passaic M. C. last year, but the promise of keen rivalry between the Indian M. C., of New Brunswick, the Paterson M. C. and the Crotona M. C. will not make it easy for the Passaic boys to repeat.

The Harley-Davidson Cup is to be awarded to the strongest team of three sidecar drivers this time.

The newcomer in American motorcycle ranks—the two-stroke—has not been overlooked, and they will compete over a special course for prizes of their own. The Cleveland Trophy will be awarded to the lightweight rider with the highest consistent score, while the Smith-Fraser Trophy will be limited to amateur lightweight riders only.

As C. W. Waughop, Harry Raoul, of New York City, and Leslie W. Wintsch will enter on Clevelands, and several entries on Featherweights are promised by John Steele, Walter Goerke and the New York Sporting Goods Co., there will be some keen rivalry between the two-cycle motors on their first endurance try-out.

There is one award that is limited to N. J. M. C. riders only, and that is the Goerke Plaque. This will be hung in the club and the highest novice score each year will be engraved on it with the winner's name.

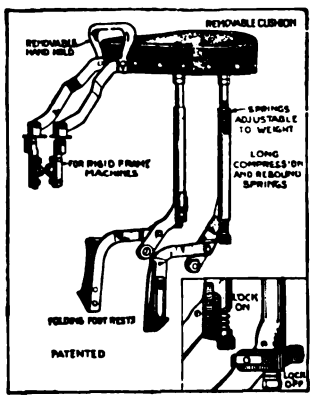
Among the accessory prizes are tires from the Firestone, Empire, Fisk, Swinehart, Goodyear and United States tire companies, an Exide storage battery from the Exide Service Station, and other articles too numerous to mention.

WOODWELL TAKES FEDERALS IN PITTSBURGH

PITTSBURGH, Pa., May 23.—Joseph Woodwell & Co. have arranged with the Federal Rubber Manufacturing Company, of Cudahy, Wis., to act as distributor of Federal tires in that territory. The Woodwell company will take care of all adjustments, thereby doing away with any possible delay. Harry Webb, manager of the automobile department of Joseph Woodwell & Co., is very enthusiastic over the prospects for record-breaking business for Federal tires.

More News on Page 52

BUSINESS BUILDERS



Stoll Combination Tandem No. 2
Price $11.00

The Stoll Combination Tandem No. 2

with SPRING FOOTREST ATTACHMENT

leaves nothing to be desired in the way of COMFORT and SERVICE

IT IS A BIG SELLER

More than 1000 owners of 1915 and 1916 Stoll No. 2 tandems are already enjoying the added pleasures thru the use of this attachment. It is simple, neat, practical, and

Relieves the Feet of All Jars

Moving Footrest Attachment No. A Only
Price $3.85

Do you realize that these features which are so necessary to insure the greatest of Comfort and Satisfaction, are found only in Stoll No. 2 tandems?

Neat locking device prevents rattle and wear.
Quick-detachable cushion—snaps on or off like a glove. Makes an ideal luggage carrier. No straps to lose.
Long, flexible enclosed springs, working in oil, provide smooth and easy riding.
Springs can be instantly adjusted for different weights.
All joints are pivoted; insures easy riding and freedom from shocks whether you sit at the front or back of the tandem. Not rigid in front like most tandems.

Bear these features in mind when you buy your tandem. Get the greatest value for your money. The surest way is to insist upon having a STOLL tandem. Your dealer has it or can get it for you.

Manufactured by

THE STOLL MANUFACTURING COMPANY **Denver, Colo.**

(The largest motorcycle tandem factory in existence.)

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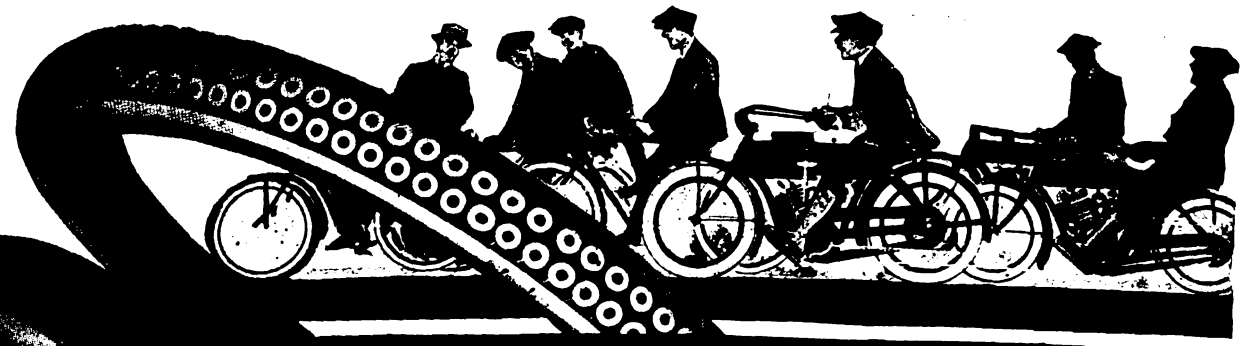

The Extra Strength

that extends the mileage to the highest attainable maximum is what upholds the prestige of

VACUUM CUP
Oilproof
MOTORCYCLE TIRES

The rugged Vacuum Cup Tread gives a tensile grip on slippery pavements. *Guaranteed* Oilproof and—per warranty tag attached to each casing—for

5,000 Miles

A maximum of quality at a very reasonable price—

STURDY STUD
Oilproof
MOTORCYCLE TIRES

Made of three plies of Sea Island cotton auto tire fabric, pure gum friction, tough, Oilproof tread. *Guaranteed*—per warranty tag—for

4,000 Miles

Quality is the Watchword

in building the world's preferred

VACUUM CUP
Red Oilproof Tread
BICYCLE TIRES

Made of 15½ oz. auto tire fabric. Stonebruise and puncture-proof. The Vacuum Cup Tread lessens the danger of spills on slippery pavements. Oilproof. *Guaranteed*—per warranty tag—for a full season's service, else repaired or replaced free.

Bicycle owners who have keen judgment in the matter of quality, but to whom the question of reasonable price is the prime factor, repeatedly buy

★THREE★STAR★
LINE OF
BICYCLE TIRES

Three different models, three grades of quality, three prices—unbeatable service for the price you pay.

Pennsylvania Rubber Company, Jeannette, Pa.

Direct factory branches and service agencies throughout the United States and Canada

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"NORMA"

BALL BEARINGS

(PATENTED)

One manufacturer may err in judgment, but a large number of manufacturers are not likely to make the same mistake. When the majority of the makers of a machine of a certain class agree in their approval of a certain feature of their several constructions, that particular feature is quite likely to be as near right as such a device can be made.

The manufacturers of probably 85 per cent of the high grade ignition apparatus, lighting generators and starting motors made in America today have agreed upon "NORMA" Bearings as the best bearings for their product.

Are You "NORMA"-Wise?

THE NORMA COMPANY OF AMERICA

1790 BROADWAY NEW YORK

BALL, ROLLER, THRUST, COMBINATION BEARINGS

WASHINGTON, D. C.

J. McLEOD SEABROOK, manager of the motorcycle department of the local branch of Howard A. French & Co., reports the sale of a Powerplus twin to the Washington Gas Company, for the use of its service department.

HAVERFORD CYCLE CO., handling the Excelsior, has received two of the Series 17 short coupled machines and will enter them in the 100-mile event at Laurel, Md., in the May 30 meet of the National Capital M. C.

F. L. LEISHAAR, Indian agent, is awaiting the May 30 races at Laurel with impatience. He has a speedy eight-valve for the big race on that occasion and has had this overhauled at the Indian factory.

SAN FRANCISCO, CAL.

APPEAL MANUFACTURING & JOBBING COMPANY, local branch, has just received a carload of new models and has commenced to deliver them as fast as they are uncrated. "They were very much welcome," say the Appeal people, "and we are ordering another load for delivery in two weeks. The present allotment is thinning rapidly."

Z. BARTON, manager for the Thor on the Pacific Coast, is making a week's visit to the San Joaquin Valley trade. He reports a marked improvement in business in the southern end of the State.

A. FREED, of the Pacific Motorcycle Supply Co., is back in harness again after a trip through the country. Things are going finely, according to Freed.

EDWIN F. MERRY, distributing the Excelsior, is on the job again in this city, after a fortnight's visit to Los Angeles.

CHICAGO, ILL.

R. C. CRIST, distributing the Excelsior in this city and surrounding territory, has sold the village of Wilmette, Ill., two Model 7-C Excelsiors with full equipment. They will be used in police service.

LOS ANGELES, CAL.

H. P. WEICHMANN, handling the Shaw motor attachment near Eighth and Spring streets, under the name of the Shaw Motorbike Agency, has moved to 819 South Spring street, across the way. He reports a lively business with this power attachment in the rural districts.

TOLEDO, O.

GEORGE LEIGHTON, proprietor of the Leighton Cyclery, handling the Dayton Motor Bicycle, has sold seven of the front-drive models to date. "This is all that I could get," says Leighton, "otherwise I could have doubled the number." Leighton has just returned from a visit to the Davis Sewing Machine Company's factory in Dayton, and has made arrangements for a number of shipments of the Motor Bicycles.

DETROIT, MICH.

WILLIAM E. METZGER COMPANY has just placed six Powerplus three-speed models with the Detroit police for boulevard patrol.

More News on Page 54

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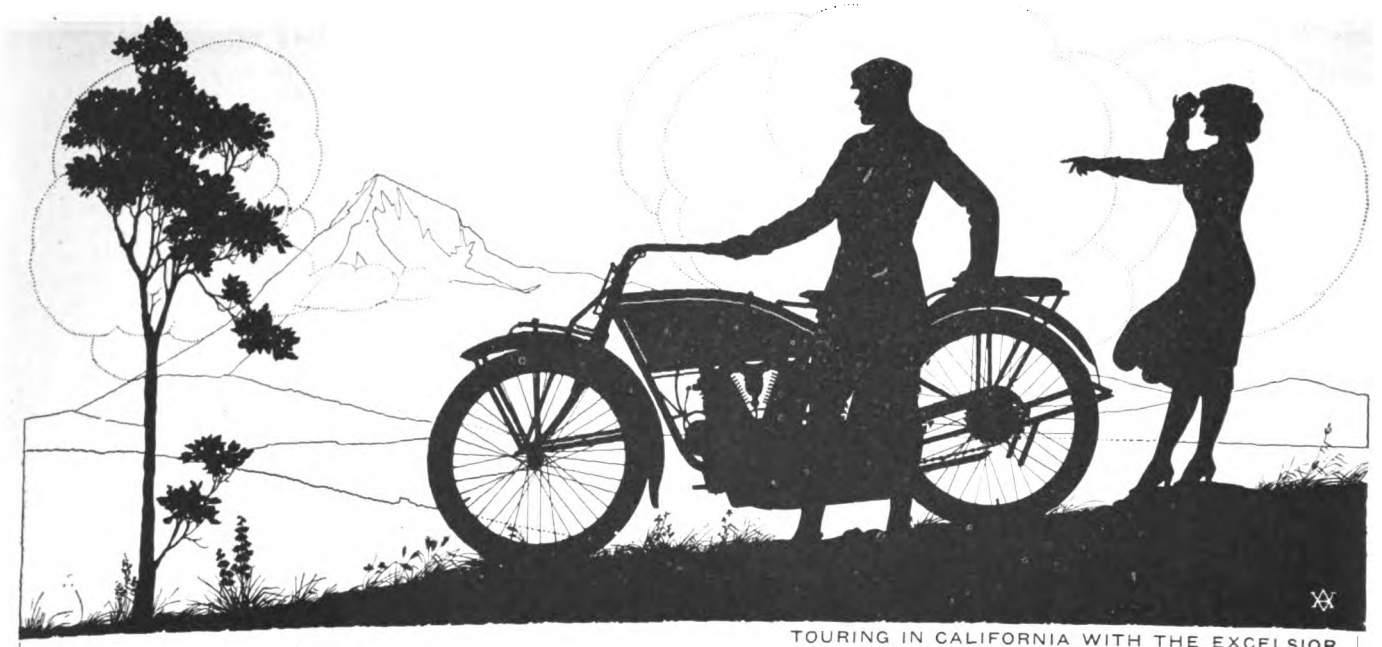

TOURING IN CALIFORNIA WITH THE EXCELSIOR

The BOSCH MAGNETO Will Keep the Mighty Model 17-3 Excelsior in the Lead

THE new Model 17-3 Excelsior is to be backed by Bosch Magneto Ignition, an ignition system that can be depended upon today, tomorrow or years from tomorrow, an ignition system that costs a little more than the ordinary kinds, but is worth it.

Way back in 1911, the Excelsior adopted Bosch Magnetos. During that year, during the five years to follow, the Excelsior has continued to use Bosch Magnetos and will use them again on the latest 1917 Model. Seven years for Bosch Magnetos—that is proof as to the worth of Bosch Magnetos.

The makers of the Excelsior knew the ability of other magnetos, because they have tried them, but they determined on Bosch Magnetos for their latest and successful Model 17-3 even in the face of additional costs, because they knew that Bosch Magnetos would satisfy Excelsior dealers and Excelsior riders best.

BE SATISFIED — SPECIFY BOSCH — INSIST IF YOU MUST

Correspondence Invited.

BOSCH MAGNETO COMPANY

206 WEST 46th STREET NEW YORK CITY, N. Y.

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SEATTLEITES, 125 OF THEM, RUN TO TACOMA

Seattle M. C. Takes a Sunday Run to Lakeside Inn, One of Tacoma's Suburban Stopping Places—Some Chicken Dinner!

SEATTLE, Wash.—One hundred and twenty-five members of the Seattle M. C. and their friends motored to Lakeside Inn, twenty-five miles south of Tacoma on the Mount Tacoma boulevard last Sunday, and although the trip was filled with amusing and exciting incidents, it was without mishaps and was thoroughly enjoyed. The trip was the longest attempted by the club thus far this season.

Ninety machines left the O. W. R. & N. depot at Seattle shortly after 9 o'clock and proceeded to Tacoma along the Pacific Hgihway. The party arrived at Tacoma shortly after 10 o'clock. The machines then made their way in fast time to Lakeside Inn, 25 miles out of Tacoma, over the new cement road leading from the city.

Arriving at the inn at 11:30 o'clock the party engaged in various sports until noon when a famous chicken dinner was served. Fred Mercer was the star performer on an Indian, making intricate turns and runs for the amusement of the party.

The Seattle branch of the Firestone Tire & Rubber Company sent a service car along, and this was voted the most popular machine at all times, as glass and tacks were numerous.

The first excitement of the run was experienced by Ted White when, accompanied by Miss Bridgeman in a sidecar, he lost the road and took a short run up a steep hill on one side of the main highway. The machine refused to hurdle a log and overturned, but both White and Miss Bridgeman emerged from the overturned car unscathed.

Glenn Dies tried to wake up Tacoma on the return trip by "showing signs of speed," but he found they were already very much awake when a burly policeman took exception to the exhibition, and Dies went back to Tacoma on Tuesday and added a nice little gold deposit to the city treasury.

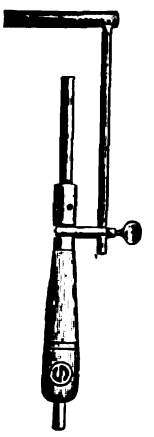
The remainder of the return trip was made without incident and the party arrived home tired but thoroughly elated over the success of the venture. A social run will be staged by the club on May 21 to Granite Falls, and a large number of the club will go to Portland May 29 and 30 to witness the races.

NEW CLUB AT ILION, N. Y.

ILION, N. Y.—A motorcycle club has been organized in this city through the efforts of F. R. Wright, head of the motorcycle department of Stone & Luke, Indian agents. This club has all its members in the F. A. M., and when a name has been decided upon, will ask for a charter.

HANDY SOLDERING IRON IS LATEST FROM STEVENS

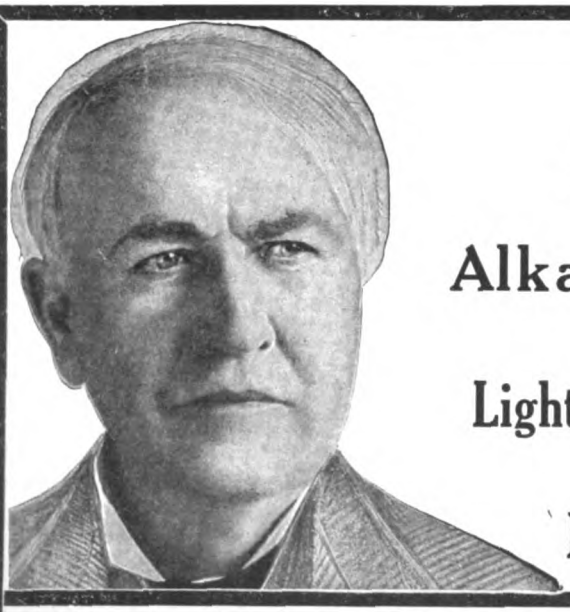
AMONG the most recent of useful devices which have been put out by Stevens & Company, of 375 Broadway, New York, is the Handy gas-soldering iron illustrated herewith. This instrument requires neither bellows nor pump, as it burns at atmospheric pressure. It can be used with house gas or with the acetylene from a generator or Prest-O-Lite tank.



The iron incorporates a copper and is adjustable to give uniform pressure for soft soldering, so that there will be no fear of burning off the tin. The flame may be concentrated to a degree sufficient to fuse heavy brass wire. The pointed flame is particularly well adapted for soldering or welding aluminum. The Handy gas-soldering iron lists at 75 cents, complete.

The firm also is furnishing a special grade of aluminum solder that is easily handled. This solder is useful for repairing crankcases, gear-boxes and other aluminum parts. Sample bars of this solder will be mailed to anyone interested on receipt of 25 cents.

More News on Page 56



Thomas A Edison

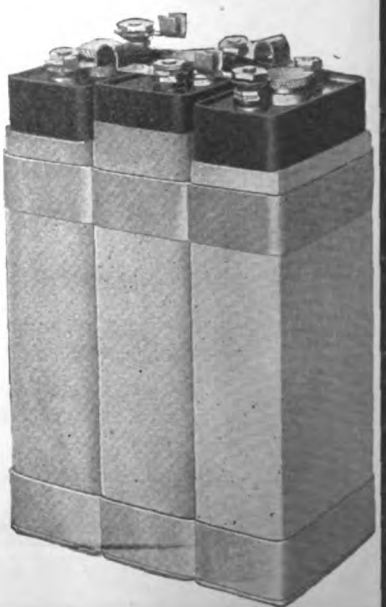
Alkaline Storage Batteries

for

Lighting and Ignition

of

Motorcycles



You don't need to be a battery expert to handle an Edison Battery. You can't injure it by improper charging, short-circuiting or standing idle indefinitely, either charged or discharged. It will last many seasons without any unusual care or attention.

Encased in an unbreakable, unspillable steel jar—plates and poles of steel, submerged in a non-acid, non-corrosive solution; neither the roughness of the road nor the vibration of your engine can lessen efficiency. No repairs, expense or fuss. The entire yearly maintenance consists only in occasionally filling with distilled water and one renewal of the alkaline solution.

Edison Storage Battery Company

242 Lakeside Avenue Orange, New Jersey

For assurance of prompt attention to your wants mention MOTOR CYCLE ILLUSTRATED.

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BE SURE

Insist on ELKHART

Model WP2

MAGNETOS

Of QUALITY and ENDURANCE

Manufactured by

The Elkhart Manufacturing Co.

Monroe, Mich.

Made by EXPERTS with YEARS OF EXPERIENCE in factory equipped specially for MAGNETOS

Catalogs on request

UNLIMITED GUARANTEE

We make nothing but Magnetos.

A *good* deed often means a *good* deal—Please mention MOTOR CYCLE ILLUSTRATED.

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FRANK KRAMER'S LIFE STORY

(CONTINUED FROM PAGE 42)

Hourlier was carried from the track on the shoulders of his countrymen after winning.

After Kramer won the second heat he was enthusiastically greeted, and when the riders appeared for the third heat there was an impressive silence. Kramer forced Hourlier to the front at the start but two laps from the finish shot by the French rider. Hourlier immediately jumped and got as far as Kramer's elbows when the East Orange rider picked up enough speed to stall him off. For almost two laps the riders rode neck and neck, with Hourlier on the outside. Kramer was the stronger and maintained his lead to the finish, winning by a few inches.

At Geneva, Switzerland, the last Sunday in March, Kramer defeated Cesar Moretti, the crack Italian sprinter, in two straight heats at the Zurenburghe track. Kramer rode both heats from in front and won by a small advantage in each heat. The track was flat and very rough and the cement surface was broken in many places. Both riders wanted to ride from in front; they compromised and Kramer took the lead.

Kramer was defeated on Wednesday, April 1, at Paris in a 100 kilometer team race. Frank rode with Maurice Thys, the winner of the Tour de France, and they were compelled to bow to defeat as a result of a big combination of French, German and Belgian riders. Miquel and Lapize won the event.

In a five cornered match race the next day, at Brussels, Kramer scored a notable victory over Joe Van Bever, the sprint champion of Belgium; Leon Hourlier, the sprint champion of France; Johnny Stol, the best of short distance men in Holland, and Jules Sargent, of France.

In a blaze of glory Kramer ended his European campaign on Sunday, April 12, by winning the Easter Prize at the Parc des Prince track. Kramer scored a clean-cut victory over Bill Bailey, of England, and Emil Friol, of France. The Easter Prize is one of the classics of France and is an annual feature at the opening of the big Parisian outdoor track. It was Kramer's farewell appearance and he received a tremendous ovation. Although pressed hard by the phenomenal Bailey there was never a time when the Yankee did not have the race well in hand and his ability to win was never in doubt.

Defeats Rutt

Kramer's most notable victory on his return to America was the defeat of Walter Rutt, of Germany, and the world's champion, in two successive match races. On Sunday, May 3, he beat Rutt in two straight heats before 16,000 persons at the Newark Velodrome. The next Sunday the same number of people turned out and saw Rutt get beaten once more. Kramer won the first heat, the second was declared a dead heat, while Kramer then came back and copped the third. On each occasion Rutt tried to win, riding from in front, but Kramer was too strong for him and rode around the German.

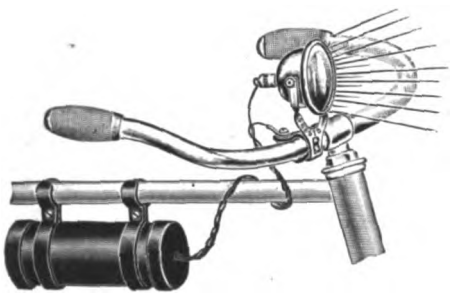
Kramer beat Goullet and Spears in the $1,000 Grand Prize of Newark, winning two out of three heats. In the second heat he rode the last eighth mile in 11⅗ seconds. At Brighton Beach on the Fourth of July Kramer vanquished Walter Rutt and Jackie Clark in a three-cornered match affair. Kramer won two heats while Rutt got one. Before 14,000 persons on July 26 Kramer led Goullet and Rutt to the finish mark in the Criterion Stakes.

The biggest crowd of the season turned out in Newark, on Sunday, August 30, when Kramer defeated Bill Bailey, of England, in a special match race. Sixteen thousand five hundred fans packed the Velodrome to see this match. Kramer won in two heats.

On Sunday, September 6, Kramer beat Moretti and Goullet in the final of "World's Cycling Derby," which was substituted for the world's championships, which were not run in 1914. Kramer had to ride the last eighth mile in 11⅗ seconds to win.

Goullet beat Kramer in a match race on Sunday, September 20, but two weeks after this Kramer turned the tables on the blond haired Australian and won two out of three heats in a very impressive manner.

The year of 1915 in cycling is still fresh in the minds of the cycling fans and Kramer's victories in detail will not be reviewed. Suffice is it to say that the old master won the national championship for the fifteenth year in succession, after a hard struggle with Alfred Goullet, of Australia.



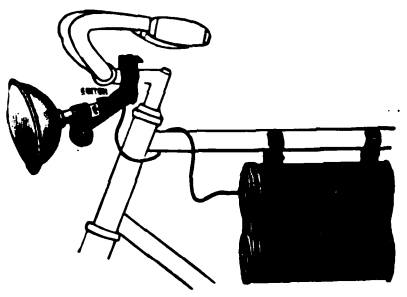
No. 1650

PRESTO-ELECTRIC BICYCLE LAMPS

$1.10 TO $1.90

Eliminate All Danger By Using a PRESTO Electric Light On Your Bicycle

The PRESTO gives a powerful, penetrating light. Adjustable pivoted reflector, throwing light in any direction desired. Any ordinary dry cell battery operates PRESTO light. Made in eight different styles. Reflectors highly polished and nickel plated. Retail prices from $1.10 to $1.90, without battery. Dealers, write today for complete information.



No. 1662—Equipped with 3 Volt Tungsten Bulb—4" Bull's Eye Lens

METAL SPECIALTIES MFG., COMPANY 730-738 WEST MONROE STREET CHICAGO, ILLINOIS

BE THE LEADING DEALER IN YOUR SECTION

Nothing will do more to bring this about than to establish yourself headquarters for the now CELEBRATED

A. B. C. GENERATORS

The most simple—therefore the most developed Motorcycle Electric System on the market. Claims of Superiority — Appliability — Stability — Efficiency — Durability — Flexibility and Accessibility.

New Prices MODEL B—Complete less lamps Direct Lighting $25.00 | MODEL C Batt. Charging $30.00

You don't THINK you see the road—YOU DO SEE IT. Transportation paid on retail sales.

A. B. C. GENERATORS CO., Los Angeles, Calif.

All Los Angeles Police Use the A. B. C.

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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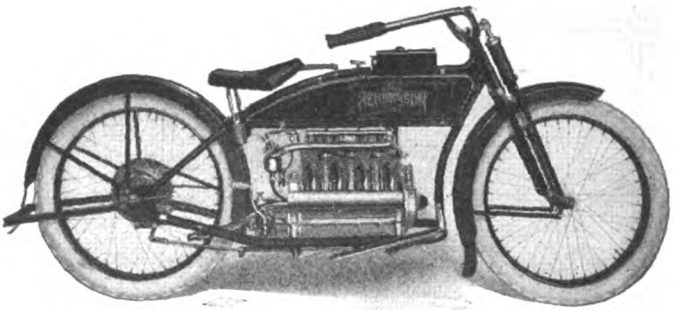

The Permanent Kind

HENDERSON dealers hold their customers. The purchasers become more and more pleased with their four-cylinder machines after each month of satisfying service, and their loyalty to the dealer is cemented more firmly. This is an important factor in the consistent expansion of the business of Henderson dealers.

HENDERSON MOTORCYCLE CO.
DETROIT

"I HAVE ridden my 1916 Henderson 1400 miles this spring, in which time I used only 17 gallons of gasoline —an average of 83 miles per gallon. Considering the awful hills that have had to be climbed in riding about this part of the country, I feel that this is an excellent record."—W. A. White, Huntingdon, Pa.

HENDERSON

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Questions and Answers

90-DEGREE TWIN BETTER

TO settle a bet, let me know which is the best balanced model of twin, the old M.M. or a 45-degree two-cylinder motor.

GEOFFRY MILLER.

Chicago, Ill.

The 90-degree motor, such as was used on the M.M. machines, is decidedly better balanced as to running than any motor of less angular degree between the cylinders. When it comes to speed, the motor with the lesser angle is generally superior to the 90-degree model.

USE IRON CEMENT

PLEASE tell me how to permanently fix in place the locking ring for the rear sprocket on my machine. This ring has been driven on hard with hammer and chisel, but tends to shake loose and things happen as a result. The ring screws in place.

HARRY A. ESCHENBACHER.

New York.

The ring is probably too loose a fit on the hub, due to worn threads on the ring or on the hub. If you do not want to get a new ring, which would probably be the best procedure, use an iron cement to keep the ring in place. After letting the cement set, there should be no further trouble, untll you come to remove the ring for any purpose. Then there will be difficulty in getting it off.

RESET THE MAGNETO

MY 1913 twin knocks when pulling with a full-advanced spark, but the knock disappears when a slight retard is made. It has recently been overhauled and runs beautifully, with the exception of the knock. I ask whether the knock can be corrected by setting back the train a tooth.

THOMAS S. MATHERS.

Brooklyn, N. Y.

We suggest that you try setting the train back a tooth. Then notice if you get the same speed as before, with throttle fairly well open. If not—and if you desire speed—return to the original setting and do not fully advance the spark. We feel that the difference of one tooth will correct the trouble.

More News on Page 60

A GERMAN MOTORCYCLE

WE would like to know where the N. S. U. motorcycle is made and where spare parts for same can be had.

MULLER PLUMBING CO.

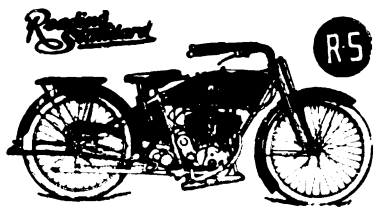
New Orleans, La.

The N. S. U. was formerly made by the Neckarsulmer Fahrradwerke, of Neckarsulm, Germany. Production ceased with the opening of the European war. There is no American agency, nor has there been since 1913. Parts may be had, we think, from the Metropolitan Motorcycle Repairing Co., 542 West 127th street, New York, a former N. S. U. shop.

BARTON SELLS ARMY THOR

SAN FRANCISCO, Cal.—Z. Barton, manager of the Coast office of the Thor, recently shipped one of these machines to the 12th Infantry at Nogales, Ariz., for use in the border service. He has just received a letter from one of the officers, stating that after a very severe trial, over river-bed sand, rocks and mountain roads, and on urgent military business necessitating speed, the performance of the machine was all that could be expected.

RIDE AN R-S FOR REAL SATISFACTION



12 H. P. 3 speed
Model 16B $265

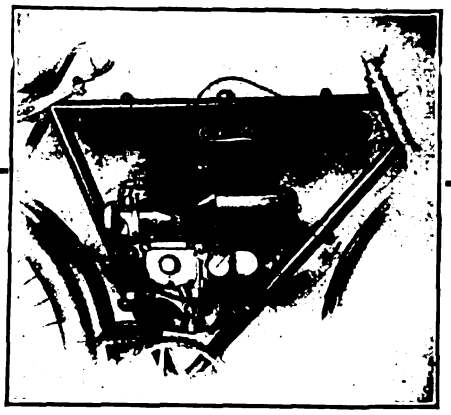
6 H. P. 3 speed
Model 16K $230

Large folding foot boards, foot and hand operated clutch, foot operated brake, double oiling system, the R-S shock absorbing seat post, adjustable to weight of rider; these are but a few of the "trimmings" which carry out to the smallest detail the Policy of Service plus Comfort.

Then, too, its powerful and silent long stroke motor with imported ball bearings, mechanical intake valves and integral cams and gears serves to give the R-S buyer *more* value, *more* service, *more* satisfaction.

Write for New Catalog

READING STANDARD CO.
501 Water St., Reading, Pa.



TWO-STROKE

HIGH-SPEED

THE extremely low "handling" cost of the Cyclemotor is an item which greatly pleases dealers. The outfit requires no shop work for attaching and the motor is so simple in construction that it needs no further attention from the dealer or later expense for "service" in tuning up and adjusting.

The margin of profit is very liberal, and it will pay you to write for our proposition.

Cyclemotor Corporation
Arlington Bldg., Rochester, N. Y.

Mention MOTOR CYCLE ILLUSTRATED—It helps you, the advertiser and us

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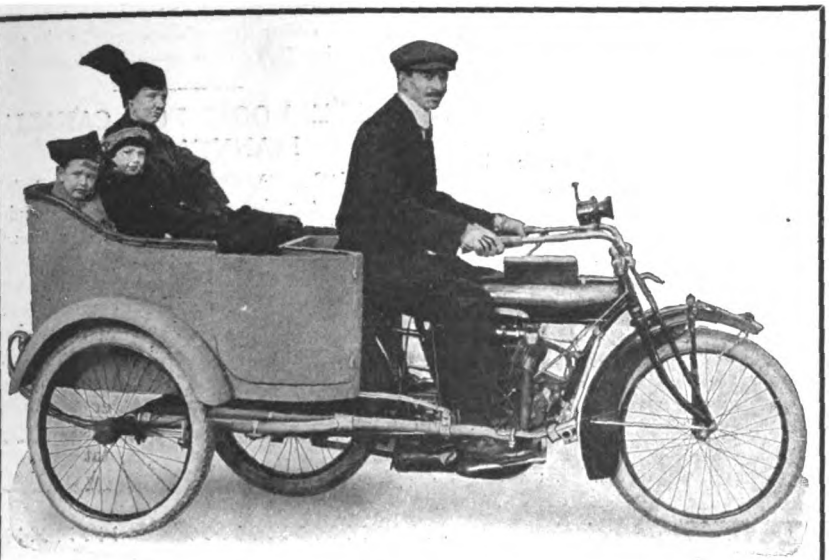
CYGNET REAR CAR

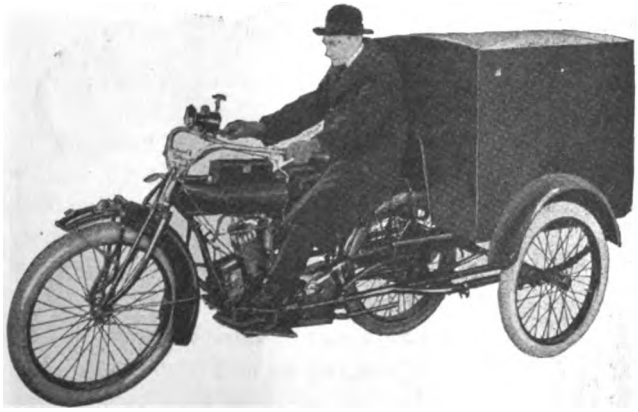
"brings many new buyers to motorcycle"



PASSENGER CAR

Two to three passenger; best auto design and finish; spring seat and back upholstered; semi-elliptic springs; crown fenders; color to match any make of motorcycle.

Fits any standard motorcycle—"On or off in 30 Seconds"



DELIVERY VAN

Two types—rear door, as shown, and open top type. 500 lbs. capacity. Speedy, novel. "The key to many a merchant's delivery problem."

—**why** do these words appear time and again in letters of CYGNET dealers to us?

—**because** with its roomy, comfortable design the CYGNET at once appeals to the man who would share the joy of motoring with family or friends.

—**because** he can ride his cycle **solo** during the day on business and convert it into a two- or three-passenger auto to take the "folks" out with him.

—**because** he secures auto capacity, comfort and safety at one-quarter the expense of even a small auto.

The CYGNET fills a real want—are you prepared to cash in on **that want in your community?** If the experience of nearly one thousand dealers means a thing, you can bank on increasing your motorcycle sales 15% to 50%.

Write for complete information

Cygnet Rear Car Co.

Dept. 4

1200 Niagara St., Buffalo, N.Y.

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Our Canadian News Letter

MACKAY HEADS TORONTO BICYCLE ASS'N

Organization, at Second Annual Meeting, Decides to Adopt Independent Policy with Regard to Race Permits—Other Officers Elected

TORONTO, Ont.—At the second annual meeting of the Toronto Bicycle Riders' Association, held at the Classic Athletic Club, 728 Queen street, East Toronto, on Wednesday night, May 17, the officers and members unanimously decided to adopt an independent policy with regard to the holding of races, meets and tours during the coming season. The association will issue racing permits to the competing cyclists and it is expected that practically all races during the season will be conducted under the auspices of the association.

Officers were elected as follows: honorary president, J. W. Gibson; president, G. L. MacKay; first vice-president, A. A. Briggs; second vice-president, A. E. Humphrey; third vice-president, Frank Johnson; treasurer, Harry Martin; Secretary, W. M. Gladish; executive, W. Marr, Military Athletic Association; Herb MacDonald, H. M. Bicycle Club; Ed Patrick, Classic Bicycle Club, and Job Spencer.

Announcement was made that the first bicycle run of the season would be staged about June 11 and souvenir prizes will be given every cyclist who finishes the twenty mile ride. This will not be a race. It is also expected that the Dunlap Bicycle team road handicap race will be held at or near the Niagara Military Camp on July 1. In this event the cyclists in training here with the Canadian overseas force will be allowed a fifteen minute handicap in a twenty mile race providing they use their regulation bicycles.

TORONTO'S EYES FOCUSSED ON NEWARK VELODROME

TORONTO, Ontario, May 22.—The bicycle fans of Toronto are taking great interest in the races at the Newark Velodrome because of the great showing which both Art and Bill Spencer, the local cycle experts, have been making at the New Jersey bicycling burg. After Art Spencer scored a victory over Joe Fogler in his first professional match race Mayor Church of Toronto wrote a letter of congratulation to the former Canadian amateur champion. Toronto's Mayor has asked the Spencer brothers to keep him posted on their successes at the Velodrome. If they happen to come back to Toronto this summer they will undoubtedly enjoy a civic reception.

MORE ROOM FOR CANADIAN MANUFACTURER

TORONTO, Ont.—The Canada Cycle & Motor Company, Limited, has acquired a twenty-one acre site near Weston, Ontario, a suburb of Toronto, for the erection of a new plant. The construction of the large factory will be started in the near future.

Mr. H. D. Scully, formerly a prominent officer of the Canadian Manufacturers' Association, has been appointed secretary of the Canada Cycle & Motor Company.

More Canadian News on Page 62.

You get quick results from advertisers when you mention MOTOR CYCLE ILLUSTRATED.

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WE HAVE THE PLUG

Standard S. A. E. 7/8" Open End
Dayton Motorcycle Equipment

Excelsior
Motorcycle Equipment

Pope
Motorcycle Equipment

SPLITDORF COMMON SENSE SPARK PLUGS

S. A. E. 7/8" 18 Open End
Indian 1916 Equipment

Standard Motorcycle Type

Indian Metric Type
1914-15 Equipment

BEST SUITED FOR EVERY MACHINE

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MOTOR WHEEL AS CANADIAN RAILROAD EQUIPMENT

Canadian Distributor Sells 100 of the Smith Attachments to Be Used In Connection With Handcars and Inspection Tricycles—Their Efficacy Demonstrated

MONTRAL, Que.—Fred St. Onge, representing A. E. Bregent & Company, Canadian distributors of the Smith Motor Wheel has just closed a very unique contract with the Canadian Fairbanks-Morse Company, Limited, which calls for the sale of one hundred Smith motor attachments. Not only is this one of the largest Smith Wheel orders ever contracted, but the use to which the "boosters" are to be put is novel in the extreme. They are to be used to provide propulsion for railway velocipedes on Canadian railroads. St. Onge has already left Montreal for a business trip across the continent to Vancouver, B. C., in the interests of the Fairbanks-Morse people and the Bregent company and, during this tour, he will demonstrate the Smith Motor Wheel as attached to handcars and railway tricycles.

St. Onge has already made a number of interesting tests in Eastern Canada in the presence of prominent officials of the Grand Trunk and Canadian Pacific Railway companies. On a recent Sunday he guided a tricycle, propelled by a Smith Booster, on the rails from St. Jerome, Quebec, to Mile End Station, Montreal, covering the distance of twenty-eight miles in one hour and thirty minutes. The total weight of the vehicle and passengers was 775 pounds and only slightly more than a quart of gasoline was used for the trip, according to the official report. A few weeks before, at North Bay, Ontario, with the temperature ten degrees below zero, St. Onge and two railway officials went 23.4 miles in one hour and nine minutes on ice-covered rails. The total weight on this occasion was 720 pounds. He has also made demonstrations at Toronto and Hamilton, Ontario.

In his flying trip across the Dominion, St. Onge is making stops at only Winnipeg, Calgary and Vancouver and at each of these places he is showing how the Smith wheel can be used with railway tricycles. The Smith power wheel is attached to the rear of the three-wheeled railway truck with the rubber tire resting on a rail. It attains good speed on straightaway stretches and no difficulty has been found in rounding the sharpest curves.

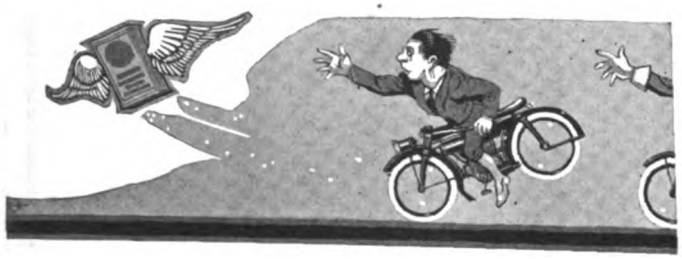
NEW LIGHT ON EXPORT SITUATION

WASHINGTON, May 23.—A report on the latest changes and developments in foreign tariffs has just been issued by the Bureau of Foreign and Domestic Commerce, Department of Commerce. In addition to the usual notices of recent changes, actual and proposed, in import and export duties, customs regulations, and internal taxes of foreign countries, this publication contains the more important embargo and contraband provisions, an important summary of the regulations affecting commercial travelers in Central America, and articles on a number of other subjects more or less intimately connected with foreign tariffs. The report is designated "Foreign Tariff Notes No. 19," and may be had free of any charge upon application to the Bureau of Foreign and Domestic Commerce or to any of its district offices.

PLEASANTON HAS MOTORCYCLE "STUNT" MEET

SAN FRANCISCO, Cal.—The "Round-Up" May 14 at Pleasanton, was well attended. The entertainment was on the wild-west order, consisting largely of "buccaroo" stunts, one of which was an exhibition in which a bull was teased and evaded by Bill Watson, a Santa Clara motorcycle cop, on his customary mount. The big motorcycle event was a 100-mile race by professional riders, Oberg (Indian) being first, Zettle of San Jose (Excelsior) second, while Burns of San Francisco (Cyclone) went out at six miles. A 5-mile match race was also run, in which Burns finished first and Oberg second.

More News on Page 64



HARRIS
TRADE MARK REG. U.S. PAT. OFF.
OILS
AND
GREASES
Make a Good Motorcycle Better

Because they increase its efficiency. Motorcycles are especially susceptible to poor lubrication—likewise, they quickly respond to good treatment. Cheap oils not only give poor results, but injure your machine. Special care is taken in making our motorcycle oils, and the same high standard of quality found in our other products is maintained. Only the *best* crude stock is used, and every process of its manufacture is carefully tended by experts.

Treat your motorcycle right—lubricate it with HARRIS OILS—it will fully repay you in service.

"A Little Goes a Long Way And Every Drop Counts"

A. W. HARRIS OIL CO.
326 S. Water St., Providence, R. I.
Branch: 143 No. Wabash Ave., Chicago, Ill.

The Wind Blew It Over!

This has happened to *you!* You know it has. And it's all because you have an old-fashioned stand that does not really support the motorcycle. The slightest grade and bang!—your stand tips and the machine falls. Result—anything from a bent hanger to a smashed frame.

The MILLS ADJUSTABLE STAND

fills the demand for an adjustable motorcycle holder that permits starting the motorcycle on any grade—allows the machine to stand upright no matter how steep the incline, and affords a substantial base that holds the motorcycle firmly. No more tipping over. Can be attached to any motorcycle in a minute. Looks better and costs but little more than the ordinary inefficient stand. Your dealer can get it for you if you insist on it. DEALERS, WRITE FOR SPECIAL PROPOSITION.

Mills Novelty Co.
225 South Green St.
Chicago, Ill.

When ordering, give make and model of machine.

Price $5.00

Terms, 1/3 with order, balance C. O. D.
Full details on request.

Mention of MOTOR CYCLE ILLUSTRATED is always appreciated by advertisers.

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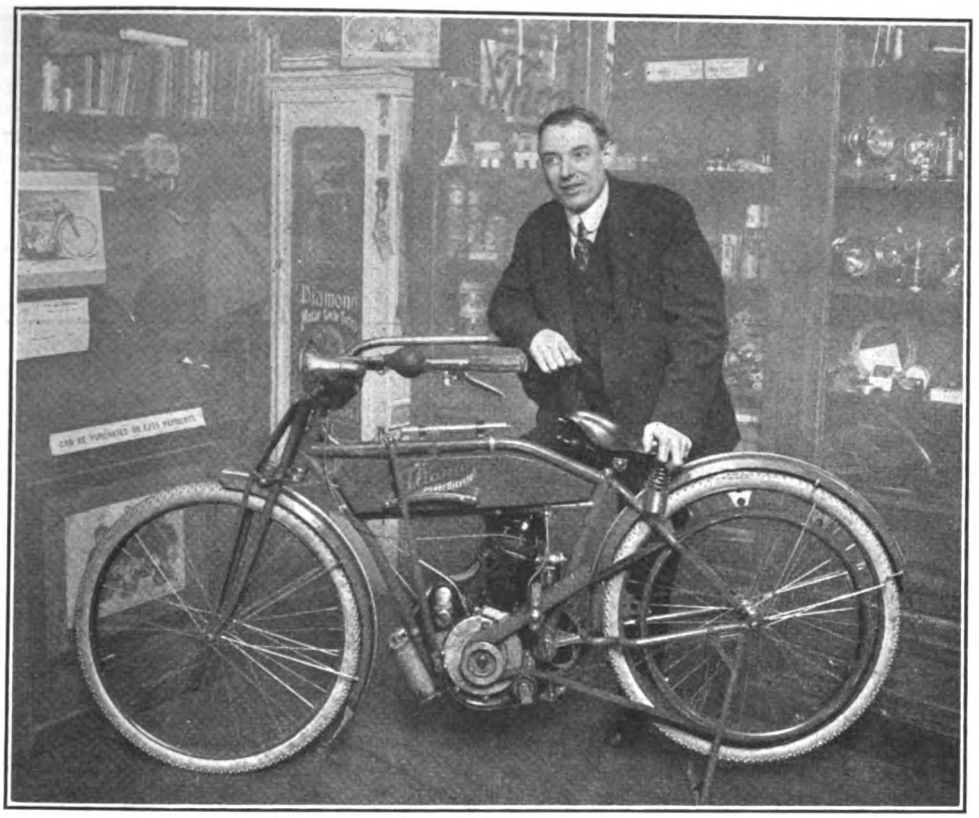
THE BEST DRIVE SPARTAN FOR LIGHTWEIGHTS



"I have nothing but highest praise"

Gliesman

DURING the season of 1915, doing demonstration work with this machine, I covered 3500 miles; the same Spartan Belt was used and at the end of the season was in a condition which led me to believe that it would give again as much mileage.

It was subjected to a great deal of stress, particularly while touring the state of Virginia, which, aside from being mountainous, and having very sandy roads, is bridgeless; in other words, creeks of varying depths had to be ridden through. In spite of this constant exposure to water and sand the belt retained its wonderful efficiency.

I have nothing but the highest praise for

SPARTAN BELT

THE CLEAN, SMOOTH, NOISELESS TRANSMISSION

Made only by
THE GRATON & KNIGHT MFG. CO.
Worcester, Mass.

A *good* deed often means a *good* deal—Please mention MOTOR CYCLE ILLUSTRATED.

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Tips for Exporters

WHY AMERICAN TRADE DOES NOT ADVANCE

SEVERAL ways in which misunderstanding with consequent lack of reorders of American goods have arisen between French houses and American manufacturers or exporters are mentioned in a recent letter from La Rochelle, France, wholesaler to the local consulate. Among these are the system of credits, quotations not being made for French ports, use of American system in place of metric or decimal units of weight, capacity or volume.

The letter says: "I have already made several important purchases in America, and have encountered enormous difficulties in the fact that Americans exact that funds be deposited and the credit confirmed before they themselves confirm the sales and close definitely with the purchaser.

Quote for French Ports

"In the catalogues we have received, the prices quoted are those for goods delivered at New York. It is impossible to treat now under these conditions for goods the possible date of delivery of which is unknown. If Americans desire to do business in France for the trade in small hardware and small tools, they must be prepared to quote prices c. i. f. French ports. It would be even preferable that they do as Europeans have, and quote prices covering transportation and customs charges. It is incontestable that the exporting country should arrange for the payment of freights, since this is paid in advance at the port of shipment, as well as the insurance and other such expenses, and debit the sum thus advanced to the purchaser.

Metric System Quotations

"Another serious reproach that may be made against American products is that they are sold upon the old system of weights and measures, while Europeans have adopted the metric system. The English have been forced to adopt the metric system for their export trade, and have only kept the old system for their internal commerce.

"Catalogues written in terms of 1/4, 1/8, 1/16, 1/24, or 1/32 inch are not readily assimilated by our French importers, as we only know the centimeters, millimeters, and meters. We more readily understand the English system of weights, but the measures of length are not easily comprehensible to us."

The Rochelle consulate has heard similar statements from other concerns, and states that the reasons given fairly illustrate why further advance in American trade has not been made in that region. The local merchant expects the exporter to meet him at least halfway in the concessions necessary to establish a foreign trade. He also expects that the exporter will grant him such terms that his capital, which in this district is comparatively small, will not be immobilized for months, as it will be if he is obliged to place it to the credit of the seller months in advance of the receipt of the goods.

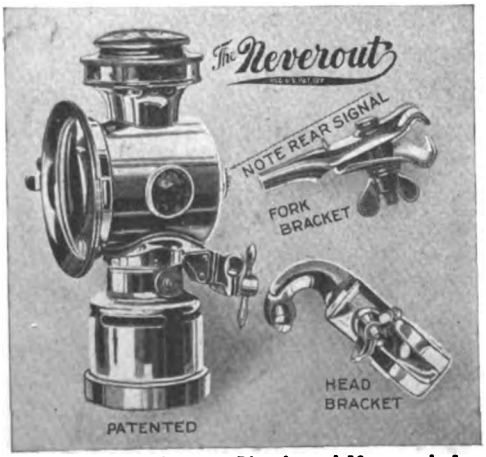
CENTRAL AMERICAN BUSINESS

AMERICAN manufacturers already sell about fifty per cent. of the goods imported by Central America, but a much larger percentage of the business should be done by Americans as a result of present opportunities. American capital is being freely invested in various Central American industries, and American manufacturers are benefiting thereby.

More News on Page 66

The Neverout

BICYCLE OIL LAMP



The World's Most Famous Bicycle and Motorcycle Lamps

GUARANTEED TO STAY LIT
(or money refunded)

Made of best Quality brass—Cannot rust
Riveted and Clinched
FOR SALE BY LEADING DEALERS
Write today for complete description

ROSE MANUFACTURING COMPANY
233 ARCH ST. PHILADELPHIA, U. S. A.

IT BALANCES PERFECTLY

You remember the time before you learned how to ride a bike. You would almost swear it couldn't be done. You couldn't imagine how it was possible to ride a two-wheeler without falling off.

TRY A TRIPLEX

You will find that as long as your front wheel is free you can regain and maintain your balance at any time just as on a Bicycle.

That the centre of gravity is low in the Triplex and consequently balancing is easier.

That the weight is mostly centered in the two uprights in the rear.

Riding in a pair of these chummy Side Seats is just as easy as riding on the ordinary saddle—and a whole lot more comfortable and convenient.

Fits all makes. *Guaranteed for 3 years*

Price $25

DEALERS: Here's something the rider wants—something to put real ginger into your sales. Write at once for agency proposition.

Illustrated catalog on request

HAVERFORD CYCLE CO.
Philadelphia, Pa.

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WESTERN UNION

Form. 2286

NIGHT LETTER

GEORGE W. E. ATKINS, VICE-PRESIDENT NEWCOMB CARLTON, PRESIDENT BELVIDERE BROOKS, VICE-PRESIDENT

RECEIVER'S No.	TIME FILED	CHECK

SEND the following Night Letter, subject to the terms on back hereof, which are hereby agreed to

New Haven, Conn., May 20-1916.

Miami Cycle & Mfg. Co.,
Middletown, O.

Express ten Miami Power Bicycles to me at once. Sold fifteen machines in four days. Consider this the greatest selling proposition I ever had in my store. I want to clinch agency for 1917 as I expect to sell at least one hundred within next six weeks. Check follows.

Paid. S. Schwartz.

What Mr. Schwartz has done you can do. This is his second order within 10 days for 10 machines by express.

THE MIAMI POWER BICYCLE

is making good everywhere

THE MIAMI CYCLE & MFG. CO. **Middletown, Ohio**

Names—Names—Names!

By the hundred, or the thousand, as many as you want—Mr. Dealer and Mr. Manufacturer—Names and addresses of the motorcyclists and automobilists who are registered at the New York State Capitol. The motorcycle registration law just went into effect, and here is a splendid opportunity to get business by circularizing the riders of any part of, or the entire State of New York.

We Furnish These Names at Lowest Prices

We copy official automobile and motorcycle records in the Capitol here and can compile a list of the auto or motorcycle owners for your section of the State, at lowest rates, sending you supplements, giving the additional registrations. We can compile a list of owners of any particular motorcycle you may wish a list of.

Dealers are making good money, and creating a lot of new business, by using our lists. Now is the time to write riders in your territory for repair work and new accessories. Get our list now. Beat your competitor to it.

CAPITOL AUTO LIST COMPANY

Room 233, Capitol, Albany, N. Y.

Capitol Auto List Company,

Room 233, Capitol, Albany, N. Y.

We want ..... names and addresses of motorcycle riders. Quote prices.

Name .....

Street and City .....

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WORCESTER RUN IDEAS ARE WORTH COPYING

THE Worcester M. C. boys have started two new ideas in their '16 endurance run, that other clubs could watch with interest and profit. The first one is the timing section stunt to eliminate the secret check—nobody's friend. The idea is not new, it having been originated in England several years ago, and it evidently worked with success, too.

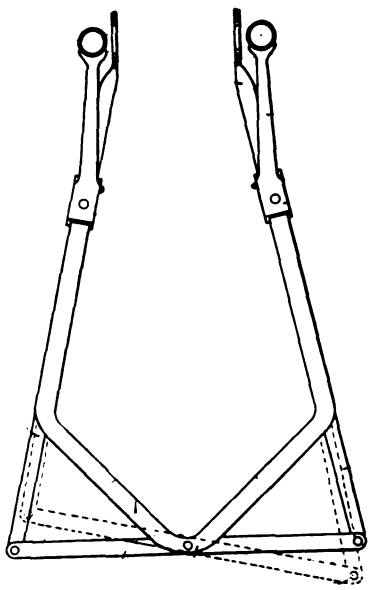
It works thus: you are riding along when a checker stops you and takes your time and signature, informing you that for the next 30 miles you are on a section that your riding will be watched to see if you are holding consistently to your schedule. Anywhere in that 30 miles another checker is stationed and when you come upon him he takes your time and the committee works out your elapsed time between stations to compare it with the correct riding time.

Their other innovation is to let some of the out-of-town riders start from their home town, covering the course as those from Worcester do, but starting, in one case, several hours before the rest of the field does and riding to the starting line, going off with the main bunch, and dropping out at their own town as the run passes through it. In the other instance the riders from another town wait for the run to pass through their town and when the run is over at Worcester they continue on to their starting point.

The idea is good, for it saves many riders extra mileage both before and after the run.

AUTOMATIC CYCLE STAND

A STAND which will automatically adjust itself to the surface of the ground when in operative position is the subject of Patent No. 1,175,694, granted to Thomas J. Bowyer, of Duluth, Minn. The main frame



of the stand is generally triangular in form, with a pivot at the apex. On this pivot moves the tread of the apparatus, this tread being a bar attached at its ends to movable pieces which enter cylindrical portions of the main frame. These movable pieces are notched to correspond with the interior surfaces of the cylindrical portions of the main frame. When the stand is lowered, the tread rocks to accommodate itself to the surface of the road, and the stand moves in such a fashion as soon as the weight of the cycle is put upon it, latches engage with the notches before mentioned and prevent the tread from moving, thus retaining the motorcycle upright.

WHEEL STEERING DEVICE

CHESTER GILES, of Moweaqua, Ill., has been granted a patent on a wheel steering device for motorcycles or bicycles to replace the regular handlebars. The steering wheel is fitted to the top tube of the cycle so that the rider can maintain an upright and comfortable position. The lower end of the steering shaft is connected by links to a T-piece attached to the steering head of the cycle. Controls are arranged on the wheel. The patent is No. 1,175,744.

NEW SPRING SEAT

RALPH W. CUTTS, Shabona, Ill., has patented a spring seat. It is supported by spaced posts, to the lower ends of which spiral springs are attached, the upper ends of the springs being secured to a cross plate that in turn is attached to a flat spring, the forward end of which is secured to the forward end of the seat. The patent is 1,181,507.

More News on Page 68

Berling Magneto

This "B" type will carry the motorcycle maker to Success because it will carry the rider to his destination.

ERICSSON MANUFACTURING Co. 1116 MILITARY RD., BUFFALO, N.Y.

NEW YORK SPORTING GOODS

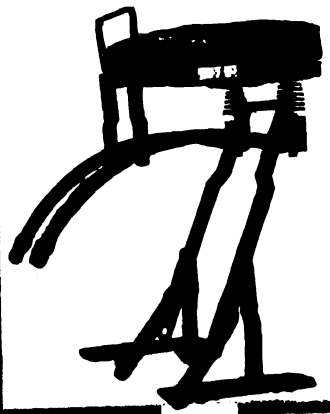
FREE TO DEALERS

Write us on your letter head or enclose your business card and we will send you our new catalogs.

No. 60 Motorcycle Supplies
No. 64 Bicycle Sundries

A few agencies still open for live dealers of "Victor," Pierce and "Crawford" Bicycles. Prices and terms on application.

New York Sporting Goods Co.
15 and 17 Warren St., near Broadway New York



The Girl Behind

She's safest on an

F-N

Lowest possible saddle position. No sidesway. Supreme Comfort.

Fentress-Newton Mfg. Company
Detroit, Michigan

Thousands of Prospects

Are reached each week through the classified columns of Motor Cycle Illustrated. And the cost of putting your proposition before this great buying power is only three cents a word per single insertion and two cents a word when repeated.

If you've got something to sell—don't delay, send your ad to the classified department—THE BIG RESULT GETTER.

Motor Cycle Illustrated
13 Park Row, New York

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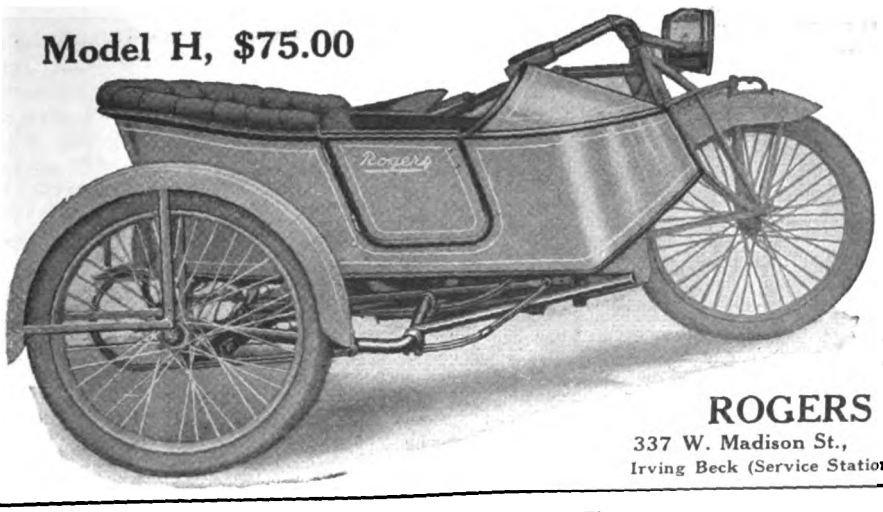
For STRENGTH COMFORT and ECONOMY

Rogers

UNIVERSALLY ADAPTABLE FITS ALL MOTORCYCLES

Model H, $75.00



The TRIUMPH of ALL STEEL CONSTRUCTION

Rogers

PERFECTLY MATCHES ALL STANDARD COLORS

ROGERS MFG. CO.
337 W. Madison St., Chicago
Irving Beck (Service Station), 1493 Fifth Ave., New York

The Judge of Real Chain Value

will instantly see in "The Coventry" Chain certain refinements, certain features that are contained in no other chain made. And that rider will give these SPECIAL features in

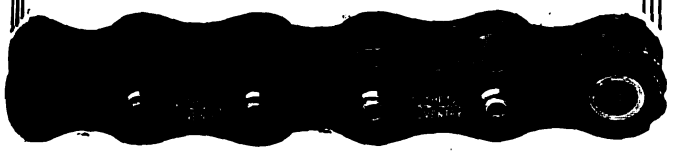
"The Coventry" Chain

"THE MOTOR'S TRUE MATE"

the consideration they justly deserve. For instance, there is the special heat treatment of the Sheffield steel that gives that marvelous durability to "The Coventry." Add to this the doubly strong roller, with shoulders at the end of the enlarged rivets to permit of easy repairing, and you have some of the main reasons for "The Coventry's" deserved popularity.

Write for our booklet, "The Motor's True Mate"

HERBERT F. L. FUNKE CO., Inc.
112 Broad Street **New York**



REFLEX

Baby Reflex

The Plug that Every Motorcyclist Needs

Baby Reflex Spark Plugs

Porcelain $1.00
Mica $1.25

Postpaid or at your Dealers.

Designed especially for use on Motorcycles, hundreds of Reflex Dealers rank this plug the easiest selling accessory on the market. Baby Reflex Spark Plugs are packed in sales-boosting counter-display cartons that state in large bold type—

"Buy a Reflex—Use it 30 Days. If not entirely satisfied return it and get your money back."

Your customer is the judge. If 30 days' use doesn't more than convince him that the Baby Reflex is the plug he has long been wanting—he can return it and get his money back. We in turn will gladly refund your money.

A Right Quality Reflex Plug for Every Motorcycle.

Let us give you our most attractive dealers' proposition. Write us today.

The Reflex Ignition Company
1718 Payne Ave. **Cleveland, Ohio**

The choice of the experienced rider is

PREST-O-LITE

The Only Practical Light for Motorcycles.

The best Road light at the lowest cost. Simple, sturdy, absolutely reliable and highly convenient. Send for literature.

The Prest-O-Lite Co., Inc. 246 SPEEDWAY INDIANAPOLIS, IND.
The World's Largest Makers of Dissolved Acetylene
Prest-O-Lite Exchange Agencies Everywhere

FREE

The Oldest Supply House in America

You can't be up-to-date without it.

Write today to

MOTORCYCLE EQUIPMENT CO.
Hammondsport, N.Y.
3664 S. Main
LOS ANGELES, CAL.

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Down the Stretch

May 27, Dayton, O.—Meet of the Interstate Racing Association.

May 27, New York, N. Y.—Six-mile motorcycle race at Sheepshead Bay Speedway, in connection with naval and military demonstration.

May 27-28, Providence, R. I.—Week-end run of Providence M. C. to North Adams, Mass., and return.

May 27-28, Poughkeepsie, N. Y.—Endurance run of the Poughkeepsie M. C. through Poughkeepsie and Dutchess Counties; 20 hours.

May 28, Milwaukee, Wis.—Lightweight race of Milwaukee M. C. on Cedarburg track.

May 28, Toledo, O.—Meet of the Interstate Racing Association.

May 28-30, Boston, Mass.—Three-day endurance run of Bay State M. C.

May 29-30, Newark, N. J.—400-mile run, day and night, of New Jersey M. C.

May 30, Washington, D. C.—National Capital M. C. endurance run, 128 miles in 24 hours.

May 30, Canton, O.—Meet of the Interstate Racing Association.

May 30, Providence, R. I.—Races at Narragansett Speedway.

May 30, Coshocton, O.—Race meet of Coshocton Motor Club at Fairlawn Park track.

May 30, Norwich, Conn.—Meet at Norwich Fair Grounds of Connecticut Amusement Company.

JOBBERS HEAR "MILLION BICYCLES" REPORT

(Continued from page 35)

with a boy astride a bicycle, and the third bore a life-size picture of a boy standing amid beautiful scenery. In the last display card an open space is cut, right next to the boy, where a bicycle can be placed, thus giving an atmosphere of realism to the display. All three posters are intended, said Mr. Olin, to be included in the same window decoration, the first two being for the sides and the last one for the center of the window. With this outfit a sign will be provided with the words: "Everybody's Doing It Now!" Some 3,000 of these display sets are being gotten up for dealers.

"At the Atlantic City convention," continued Mr. Olin, "we will stage an exhibit of the various kinds of material which are now in preparation. And in addition to that we will show the trade men a real bicycle moving picture, which will be entitled the 'Magic Wheel,' and is to be exhibited later throughout the entire United States.

"The story of this reel centers about a poor boy who bought a second-hand bicycle, and later was enabled to buy a new one, astride which he won the heart of a banker's daughter. There will be plenty of thrills in the picture; in one scene the hero is shown escaping the clutches of fierce bandits. We are now trying to have Charlie Chaplin take part in the film, which will be of thirty minutes' duration."

After the secretary had concluded his remarks, Harry Quine, chairman of the committee, spoke on the subject of suitable prizes for races. He declared that bicycles as awards could hardly be expected to attract much attention, since most contestants already owned machines. Quine then showed a collection of watches, stick pins and other useful articles which would better serve to attract the right riders.

FUTURE HAS A ROSY HUE FOR FENTRESS-NEWTON

DETROIT, Mich.—If the sale of F-N tandem attachments can be taken as a criterion, there will be easily 100,000 motorcycles sold during the present season, according to F. P. Fentress, of the Fentress-Newton Co., 253 Lafayette Boulevard. The sale of the F-N tandem, according to Mr. Fentress, has reached phenomenal proportions, especially in the Rocky Mountain and Prairie states. The company has just booked especially large orders from Colorado Springs, Salt Lake City and Oklahoma City.

You Get What H-R You Pay For

WHEN YOU BUY RENOLD

These are the chains that have consistently maintained their leadership for 37 years on both hemispheres. When you pay for RENOLD Chains you are buying transmission perfection—nothing less.

Send for booklet.

8198 ⅝" pitch ¼" wide

7143 ⅝" pitch ¼" wide

8199 ⅝" pitch ⅜" wide

PETER A. FRASSE & CO., INC., 419 CANAL ST., N. Y.

High Power and the Benton

Any spark plug can give good service on low power-low compression motors. But it takes an exceptional plug—

"The Case Hardened Plug"

to deliver the spark consistently and accurately for months in the high-power, high compression motors of today, that generate sufficient power to run most light cars. The wonderful case-hardened construction of the BENTON gives it the right "pep" for these big motors.

Try one on your "bus."

L. F. Benton Co., Vergennes, Vt.

TRAVEL ON AIR

INSIST ON COMFORT AND EASE. BY USING THE PNEUMATIC AIR CUSHION.

Is inflated without use of pump and deflated and carried in pocket or tool kit. Radically different and far superior to any article used for this purpose. FITS ALL LUGGAGE CARRIERS and can also be used for any other purpose, such as camping, fishing or any other place where comfort is desired. Its durability backed by two years' practical test.

PRICE $3.50

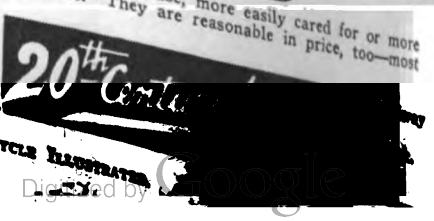
Write for literature today.

MOTORISTS' ACCESSORIES CO.
Ashland, Ohio.

If you want the best Bicycle and Motorcycle Lamp made, you want the 20th Century Lamp.

None other is so dependable in use, more easily cared for or more attractive in appearance. They are reasonable in price, too—most reasonable.

We are Boosters for "One Million Bicycles in 1916"



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FEDERAL MOTORCYCLE TIRES

"EXTRA SERVICE"

Federal Rubber Manufacturing Co. - Milwaukee

1916 CATALOG READY

MOTORCYCLE SUPPLIES and REPAIRS

MOST COMPLETE STOCK ON EARTH

QUALITY SERVICE

Write today. Special offer to dealers.

EXPERT OVERHAULING

Best equipped repair shop in Northwest
Estimates Furnished Work Guaranteed

MOTORCYCLE ACCESSORIES CO.

ST. PAUL MINN.

"DUCKWORTH" CHAINS

Are sold on merit, not on price. Satisfactory service is their strongest selling argument.

DUCKWORTH CHAIN & MFG. CO., Springfield, Mass.

Price $3.25

Satisfaction guaranteed with each

HANDPHONE

for the life of the instrument.

Automobile Supply Mfg. Co., Inc.
220 Taaffe Place, Brooklyn, N. Y.

NATIONAL Motorcycle and Bicycle Spokes

We are selling several of the representative motorcycle and bicycle manufacturers, as well as some of the largest jobbers in the country.

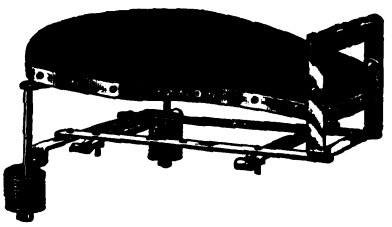
For Motorcycles—.136 x .110 and .120 x .100. Made of high grade wire, either hand buffed or regular bright nickel finish. For Bicycles—.092 x .072; .080 x .060; .072 x .056. Furnished in National hand buffed or regular finish. Finest grade of wire. Rust proof!

The National Screw and Tack Co.
Cleveland Ohio

"A Chain Is Not Stronger Than Its Weakest Link"

The electrical equipment constitutes the weakest link among the motor auxiliaries. Owing to its nature it is susceptible to derangement. With our test set, instruction book and tools you can repair any and all of your electrical troubles. Carry this set in your tool box at all times. Price for electrical equipped model, $5.50, for magneto model, $3.50.

HAESE & CO., Electrical Service Station
PUNXSUTAWNEY, PA.



No. 422 tandem to be used on rigid carriers; the price includes one pair footrests.

Retail Price
$5.50
Complete

DEALERS—Write us for our new Proposition

WALD MANUFACTURING CO.
Dept. F SHEBOYGAN, WIS.

PATENT YOUR IDEAS

Inventions bring fortunes when protected by good patents. New ideas in great demand. I will get a valuable patent for you and will help you make money from it. Ask about my free advice, or send sketches for free search of patent records.

LESTER L. SARGENT, Patent Lawyer, N.W. Cor. 9th and G Sts., Washington, D. C.

For assurance of prompt attention to your wants mention MOTOR CYCLE ILLUSTRATED.

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National Dealers' Directory

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When it comes to lighting up the dark places, the automobile has nothing on the motorcycle that is equipped with the REMY System.

Electric light—that's REMY light, modern light—steady and sure.

Electricity has worked wonders. It is doing two-thirds of the "heavy" work all over the world. Nowhere has it been utilized to greater advantage than in the REMY Automobile and Motorcycle Systems.

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And, REMY Ignition insures perfect motor performance—smooth, even running at low speed. A quick, snappy pick-up. Hot, instantaneous spark at all speeds. REMY Ignition means all this and more.

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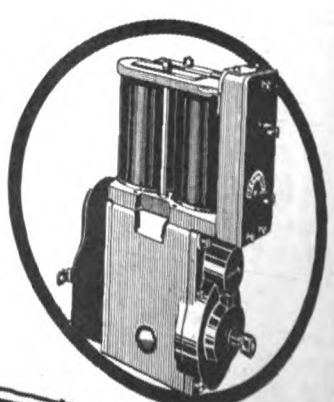

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of the Motorcycle and the Manufacturer

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The EXCELSIOR AUTOCYCLE holds World's Records for practically all the recognized distances 1 to 300 miles.

Of SIX new World's Records established in 1915, FIVE were made on EXCELSIORS.

Every race held in 1915 in which a new World's Record was established, was won by an EXCELSIOR.

The EXCELSIOR AUTOCYCLE also holds the ONLY Official World's Record for ECONOMY.

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The rating of the EXCELSIOR Company by the commercial agencies tells the story of their financial standing and the Company's reputation for squareness and fairdealing with both dealer and owner is equally well established.

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You can *weed out* the unprofitable methods and adopt methods that have proven their practicability in producing more business.

The Goodyear Letter Service has demonstrated its ability to get business because Goodyear Dealers in all lines have of their own accord sent out over one million of these letters.

Close acquaintance with customers or prospective buyers enables you to get their business when they are in the market—business not only in bicycles, Blue Streak Tires and sundries, but in other lines you carry as well.

You could personally call on ten or twelve people a day and make many sales, but *you can't spare the time to do it.*

The Goodyear Letter Service will make these calls for you—and just as effectively as a personal call, if you will tell us your conditions.

We prepare a series of letters for you at a penny apiece plus postage. These letters increase your sales of standard lines, speed up slow moving goods, collect money, create good-will, land new orders, bring in new customers, combat local and mail order competition, turn over stocks quickly, win confidence, develop re-orders and build up a steady, profitable trade.

This Letter Service is *FREE* if it does not repay its cost to you in increased business.

This is a plan that is producing business at a trifling cost for hundreds of dealers.

We want you to see samples of these letters Goodyear Dealers are sending out. Write us today for complete Goodyear Letter Service Offer. A postal places it on your desk.

The Goodyear Tire & Rubber Co.
AKRON, OHIO

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Harley-Davidson De

Perfect Score at Billings-

One—Two—Three—Five—that's the order of finish of Harley-Davidson in the big Billings, Mont., road run of 250 miles—the roughest kind of riding. Bob Koch, Martin Curtis and Fred Olsen each made a perfect score of 1000. Pat Curtis, who was fifth, had a score of 998. There's consistency for you.

One—Two—Three—for Harley-Davidson in the two-day 450-mile Endurance Run from Omaha, Nebraska to Kansas City and return. The winner, Otto Ramer, won the Omaha World-Herald Trophy. Note, again Harley-Davidson consistency:

The winner, Ramer, rode a Harley-Davidson

HARLEY DAVIDSO

MILWAUKI

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ration Day Doings

ighest Award at Omaha

1916 three-speed model. Second came Charles Howes, with a *1915* three-speed Harley-Davidson. Third—Carl Pederson, mounted on a *1914 two-speed* Harley-Davidson. The roads were poor, the second day it rained, making mud sloughs out of some of the going. Yet all three Harley-Davidsons, with riders of equal ability, forged their way to the front, consistently demonstrating the advance in Harley-Davidson road-ability *with each succeeding model.*

There's more to tell of Harley-Davidson Decoration Day Doings. It will be told.

MOTOR COMPANY

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The 4 H P *Thor* '17-Y Single

Marks the beginning of the great commercial campaign

The modern business man—from the little store around the corner to the great public service corporations—has caught the tone of keenness in making the grandstand play for bigger returns and added patronage thru the use of motorcycles.

The RIDER-INTEREST POLICY is back of every *Thor* that is sold.

This holds good in the '17-Y Single, the standard commercial motorcycle

Description
17-Y 4 H P Single
$200.00 F. O. B. Factory

Aurora Automatic Machinery Co.

GENERAL OFFICES, Thor Bldg., 1307 Michigan Ave., Chicago. SALES OFFICES AND WORKS, 361 W. Superior St., Chicago.

PACIFIC COAST BRANCH, 61 Fremont Street, San Francisco

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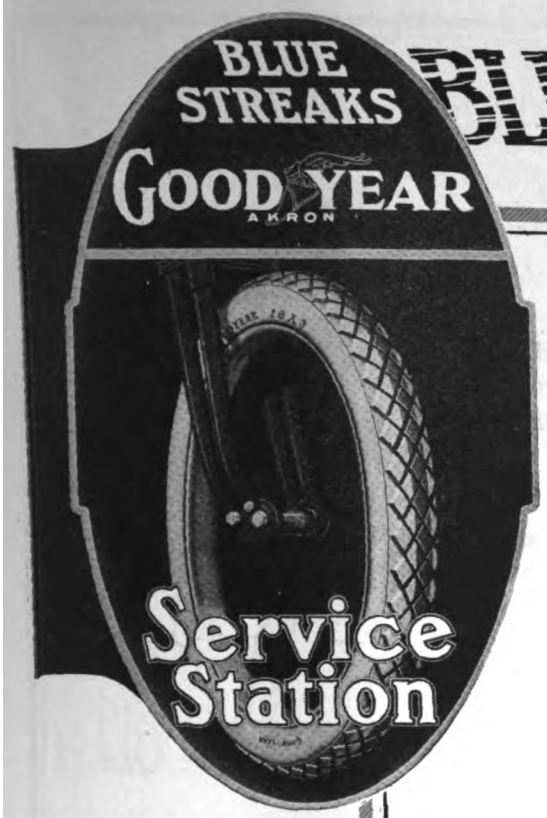

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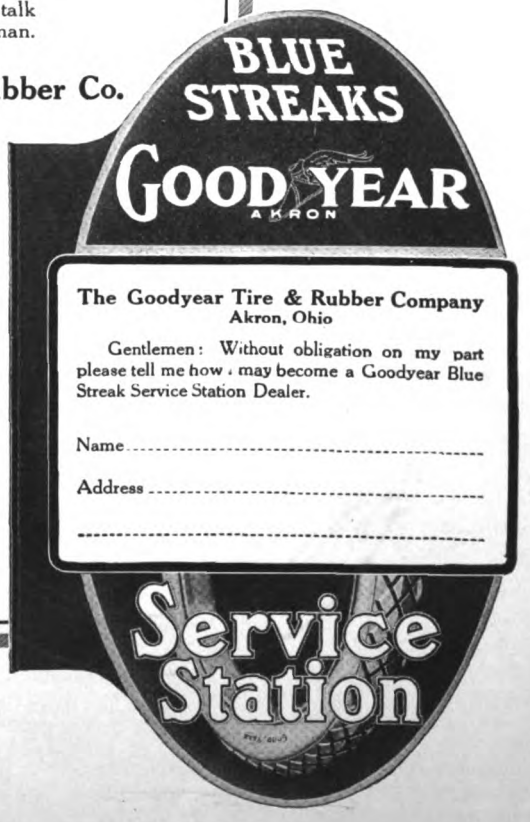
The Goodyear Service Station proposition enables you to get the largest possible number of customers. It enables you to do a larger volume of business and increase your total profits accordingly. And it cuts down your selling cost.

This Goodyear plan offers not only the *opportunity* for more business, but also the *means of getting it*. Send the coupon below for complete Goodyear Service Station offer, or talk with the Goodyear salesman.

The Goodyear Tire & Rubber Co.
Akron, Ohio

Tear Off—Mail Now

Mr. Dealer: Fill in the attached coupon, tear off and mail to us for Goodyear Blue Streak Service Station offer.



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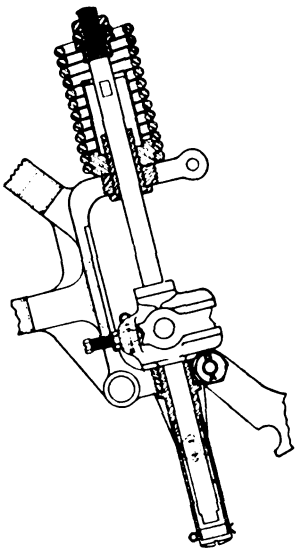
"I wouldn't ride a motorcycle without the Pope Springs"



So writes a Pope booster from Pennsylvania. He says further, "I had ridden nearly all makes before I got a Pope. I find it a lot easier to ride, and, for one thing, it doesn't sway. It is the only motorcycle on which a tandem rider gets the benefit of the spring frame.

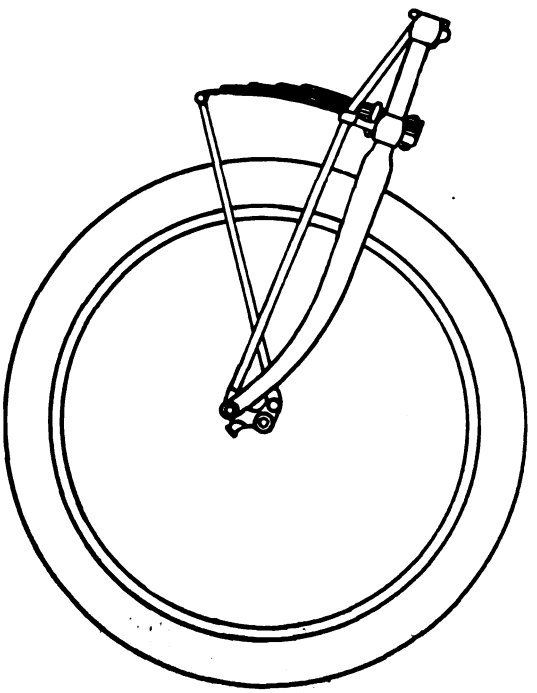
This letter sums up a few of the advantages that have made the Pope Spring fork and rear suspension so immensely popular.

Standard on all Pope models except the Lightweight, this construction—which protects both motor and rider from jars and vibration—has unusual value on the

Pope Big Single

It makes it an ideal mount for the man who demands road comfort as well as gasolene and oil capacity for long tours combined with the extreme simplicity of the single cylinder motor.

The Pope Big Single, Model M-16, has the famous Pope overhead valve motor which delivers 8 to 10 horsepower. It is comparatively light in weight—tips the scales at 250 pounds.



At the moderate list price of $200.00 many dealers are finding Model M-16 the easiest selling and most profitable machine in their stores. If you haven't one on your floor write for our special offer to you.

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(Successors to the Pope Mfg. Co.)

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Largest Manufacturers of High Grade Bicycles in the World.

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WITH WHICH IS NOW INCORPORATED

The Bicycling World

Published Every Thursday by

THE MOTORCYCLE PUBLISHING CO.

13 PARK ROW

NEW YORK

On June 22 Motor Cycle Illustrated will come whooping down the pike with a big Vacation Number—a de luxe exposition of the Call of the Wild and every other call that has anything to do with cycles and the outdoors. Get ready to take it to your heart. Some Number, Boys!

Volume Eleven | June 1, 1916 | Number Twenty-Two

HARLEY-DAVIDSONS WIN THREE NEW JERSEY CUPS

Silent Gray Riders Get Dealers', Indian Maid and Bush Trophies in 400 Mile Jersey Endurance Run—Lightweight Machines Perform Well

NEWARK, N. J., May 31.—Official results of the New Jersey M. C. 400-mile endurance run held May 29-30 give the Dealers Trophy, for the team of three pro. riders having the highest aggregate score, to the Harley-Davidson team, scoring 5,980 points. The Indian Maid Cup, for the professional sidecar driver with highest score, goes to Gene Coughlin, Harley-Davidson combination, scoring 1,992 points. The Carl W. Bush Trophy, for the amateur sidecarist making the highest score is awarded to Joseph Werner, Harley-Davidson. The Smith-Fraser Trophy, awarded to the lightweight rider with highest score in his class, goes to Ramsey, with 1,993 points, riding a Cleveland. Ramsey won the gold cuff buttons donated by the Cleveland Motorcycle Co., for the best amateur score.

The Herrington Cup stays in the hands of the winners in 1915, as there was not the required number of contestants. The Holt Cup goes to the Indian M. C. of New Brunswick, N. J., with 3,980 points. The pro. solo cup and gold medal for the best pro. score goes to Arthur Dunham, Indian team, with 1,995 points. W. J. Ruhle, of the Harley-Davidson team was tied with Dunham for this cup, but on absolute time, Dunham was off two minutes and Ruhle off five minutes. Hence the award to Dunham.

E. J. Mills, Indian solo, won the amateur high score gold medal with 1,996 points. He also gets the Splitdorf gold sparkplugs. Waughop, Cleveland pro., with 1,984 points, gets a gold medal in the lightweight class and a pair of Cleveland cuff buttons. Wintsch, Cleveland amateur, 1,970 points, gets a pair of Cleveland cuff buttons and a tire. Bley, Indian featherweight, is awarded a pair of gold cuff buttons.

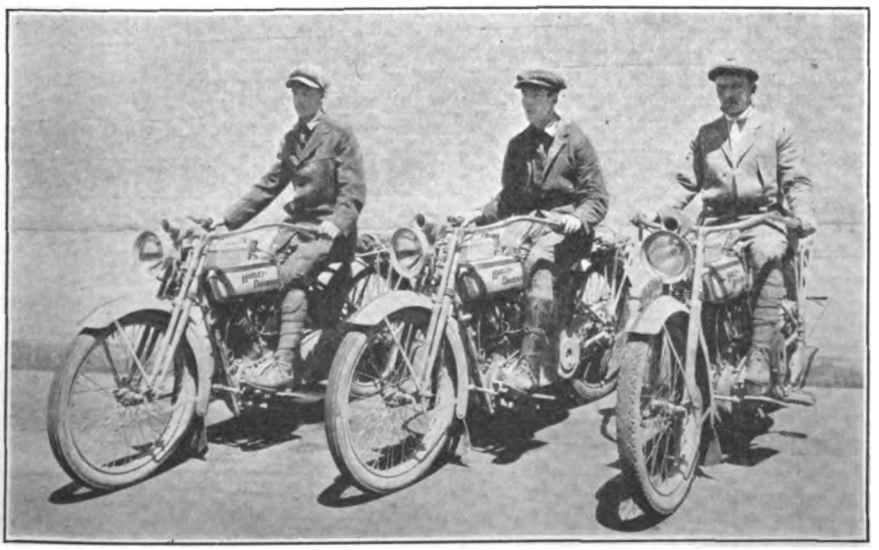
Team scores were as follows: Harley-Davidson, 5,980; Indian, 5,972; Reading Standard, out. Club scores were: Indian M. C. of New Brunswick, 3,980; Passaic M. C., 3,940. Neither club finished three riders. Scores were figured throughout totaling regular and consistency points together.

Forty-five contestants assembled between the hours of 7 and 8 a.m. on Monday evening for the big 400-mile grind. Of these, 9 were lightweights who were sent over a shorter course than the solo and sidecar contestants. The showing made by the little two-strokers was excellent and five finished very close to schedule. Four of these were Clevelands and the fifth an Indian, ridden by Bley.

Ten sidecar combinations, 4 Indians and 6 Harley-Davidsons, came through the gruelling 20-hour test with fine scores. Three failed to check in at the finish on time. Out of 25 solo riders, 17 completed the course. Of the eight solo teams which started, the Indian and the Harley-Davidson factory trios came through with good scores. The Indian team was made up of Ivan Jacobs, Arthur Dunham and J. Howard O'Brien, while the Harley-Davidson men were Art. Herrington, W. J. Ruhle and Hap. Scherer. An Indian sidecar team, made up of Orrie Steele, Wallace Stuart and Jack Neis, finished, only Stuart and Steele on time.

The performances of C. W. Waughop and Gustav Bley in the lightweight class were more or less remarkable. Just prior to the start of the contest, Waughop wrecked the machine on which he intended to compete and was forced to uncrate a brand new machine at the store of the Newark Cleveland

(Continued on page 30)



Harley-Davidson Professional Team Which Won Dealers' Trophy; Left to Right, Happy Scherer, Arthur Herrington and William J. Ruhle. The Combined Score of This Husky Team of Veterans Was 5,980 Points

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Hot Shot from the

CREVISTON AND STOKES EMULATE SHOOTING STARS AT HAWTHORNE

Former, Astride Indian, First Home in Four Events on First Day's Card—Latter, with Bob Perry, His Excelsior Teammate, Takes Feature Numbers on Second Day of Chicago Meet

CHICAGO, Ill., May 30.—The victor's laurels were divided among Ray Creviston, Indian, Glenn Stokes, Excelsior, and Bob Perry, Excelsior, in the two day meet which was staged at the Hawthorne Track under the auspices of the North Side Motorcycle Club on May 28 and 30. A card of races was scheduled for May 29, but old Jup Pluv was on the job again and passed out rain checks.

In every event in which he entered in the twin class, Crevvy made a whooping clean-up in the first day's races, sweeping before him the ten-mile open, the five-mile F. A. M. championship, and the five-mile open. But Decoration Day was Stokes's day, the Excelsior speed merchant tucking away two events, the national F. A. M. championship at ten miles and the five-mile opens for twins.

Perry's Fine Work

Bob Perry, too, made a very creditable showing on his "good ole 'X'." That hero of many a thrilling race-meet romped home with the ten-mile and five-mile open on Memorial Day, and was the runner-up in the ten-mile championship affair.

There were about 10,000 fans on hand to witness the meet on May 28, among whom were 1,200 riders who had come with their machines to get in the picture which was taken at Grant Park prior to the races. When the photographer had clicked the kodak, the dealers who had gotten this huge crowd together—Jesse Edwards, of the Edwards-Crist Co.; R. C. Crist, of the R. C. Crist Co.; F. D. Freeman, of the Aurora Automatic Machinery Co, and C. H. Lang, of the C. H. Lang Co.—gave out tickets for the races to each rider and guest, after which they all rode in an imposing procession to the scene of the races. It is interesting to note in passing that about 25 per cent. of the motorcycles were equipped with sidecars. The parade was lead by four Chicago motorcycle police officers mounted on Excelsiors.

Two Preliminary Heats Run

Two heats were run off to decide the contestants in the ten-mile open for professionals, each heat being at a distance of two miles, the three riders in the fastest heat and the first two in the other qualifying for the final. The initial heat was captured by Glenn Stokes, Verrill, Indian, being second, and Boido, Excelsior, third. The time was 1:45 2/5. Creviston loomed up strongly in the second heat, putting Bob Perry in second position and Joe Wolters, Excelsior, third. The time for the second heat being 1:44 3/5—faster than the first—the line up for the ten-mile open was: Stokes, Verrill, Creviston, Perry and Wolters.

Wolters Takes Race for Singles

In the ten-mile final, despite the fact that he was not in the best of health, Creviston shot out on his machine and, after ripping around the track at a whirlwind clip, dashed home the winner, leading Stokes and Perry. Then came the five-mile for singles which was safely bagged by Wolters, riding a "one-lunger" from the "X" factory which had a number of novel features. Crevvy jumped into second place, with Don Marks, Thor, hot on his track. Marks made a very fine performance: he lead the first two miles and seemed to be gaining each lap, when he slowed up for a few seconds only to see his contestants shoot past him.

Intense exictement prevailed in the five-mile F. A. M. national championship race. Creviston took the turns wide open and was forced to the limit by Glenn Stokes. The first two miles were a nip and tuck battle between these two stars, but Crevvy finally managed to breeze in about 100 feet to the good. Boido accounted for third position.

Perry had his usual hard luck. His mount was all primed up for the meet, but when it arrived at the track a piston was broken. Being too late to repair the damage, it was necessary for Bob to mount a stock machine.

Summaries of May 28 races:

Ten-mile open, professional (61:00 class).—Won by Ray Creviston, Indian; Glenn Stokes, Excel-

(Continued on page 13)

WEISHAAR AND WARNER SPLIT HONORS

Harley-Davidson and Indian Track-Burners Pull Down Most of the Money at Burlington, Ia.; Nine Well-Contested Events on Card

(By Telegraph to Motor Cycle Illustrated)

BURLINGTON, Iowa, May 30.—Before a crowd of 3,000 people at the Tri-State Fair grounds Speck Warner and Ray Weishaar, Indian and Harley-Davidson speedsters, respectively, carried off most of the bacon in today's meet. The weather was ideal, the track in fine shape and no accidents occurred to mar the day's sport.

The summaries:

Five-mile open, eight starters—Speck Warner, Indian, first; Ed. Wilcox, Indian, second; Ed. Fillmore, Indian, Third. Time, 5:35. Ray Weishaar went out in the second lap with tire trouble.

Fifteen-mile open—Weishaar, Harley-Davidson, first; Warner, Indian, second; Wilcox, Indian, third. Time, 17:13 2/5. Luther, who mounted an Excelsior, went out in the fourth lap when his crankcase flooded with oil.

One-mile time trials—Weishaar, Harley-Davidson, first, 67 4/5 seconds; Warner, Indian, second; Fillmore, Indian, third; Wilcox, Indian, fourth; Johnson, Harley-Davidson, fifth.

Ten-mile open—Weishaar, Harley-Davidson, first; Warner, Indian, second; Luther, Excelsior, third. Time, 11:34 2/5. Bane and Wilcox went out with spark plug trouble.

Australian pursuit race, six entries—Wilcox and Warner were the only ones left after fifteen laps, so they rode a 2-mile match race. Warner copped the coin; time, 2:25 2/5.

Three-mile amateur race, cut from five miles—Leo Masters, Indian, first; Gus Kurtz, Harley-Davidson, second; time, 4:10 2/5.

Tri-State Championship at 25 miles, eight entries—Warner, Indian, first; Fillmore, Indian, second; Luther, Excelsior, third. Time, 29:52. Weishaar was leading in the 38th lap when he was retired by tire trouble. Wilcox, Indian, went out in the fifth lap when his machine caught fire.

Consolation race, for those who failed to win in the preceding events—Korn, Indian, first; Johnson, Harley-Davidson, second. Time, 2:20.

Raymond Ray was in charge of the Harley-Davidson pits and Warner handled the Indian camp.

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Holiday Speed Camps

Track Meets, Endurance Runs and Hill-climbs

WIGWAM SPEED-BOYS CORNER DIXIE M. C. EVENTS

(By Telegraph to Motor Cycle Illustrated)

ROANOKE, Va., May 30.—Following were the results of the race meet staged here today under the auspices of the Dixie Motorcycle Club:

Five-mile open, won by Herbert Webb, Indian; B. E. Johnson, Excelsior, second; J. W. Hollins, third. Time, 6:26 4/5.

Ten-mile open, won by Webb, Indian; Johnson, Excelsior, second; H. I. McDonald, third. Time, 12:57 3/5.

Three-mile open, won by McDonald, Indian; Johnson, Excelsior, second. Time, 3:51 4/5.

Twenty-mile open, won by McDonald, Indian; Hollins, Indian, second; Stevens, Indian, third. Time, 26:46 1/5.

One-mile time trial, won by McDonald; time, 1:15 3/5.

McDonald, Hollins, Stevens and Webb had their Indians Bosch-equipped and fitted with United States tires. Johnson's Excelsior carried Goodyear tires and Bosch ignition.

FOUR ARE PERFECT IN POUGHKEEPSIE RUN

POUGHKEEPSIE, N. Y., May 29.—At least four competitors received perfect scores in the first annual endurance run of the Poughkeepsie M. C., which finished last night in this city. These four are Ben Willig, Fred Horlacher, Bob Horlacher and Woodbury Gindele on Harley-Davidsons and Joe Erts on an Indian. The Horlachers rode tandem.

Over twenty started for the first leg to Oneonta via Albany and Kingston, at midnight on Saturday. The first check was at Albany and the contestants then went to Canajoharie and across to Oneonta. Good roads and fine weather marked the last part of the run, but the outward trip was made in heavy rain. The four perfect score men caught the last boat from Highlands to Poughkeepsie, and it is figured that the rest of the field stayed overnight on the left bank of the river, with the exception of several who went down to Newburgh and crossed there. No serious spills marred the endurance run.

22 CLEAN SCORES IN BAY STATE RUN; BAD ROADS COST POINTS

Kendall Sanders, with Harley-Davidson Combination, Makes Best Individual Showing, Losing Only Four Marks; Indian Sidecar Team Wins Diamond Medals with Record of 995; Tire Trouble Retired Many

(By Telegraph to Motor Cycle Illustrated)

BOSTON, May 31.—Kendall E. Sanders, driving a Harley-Davidson sidecar combination, with Leon A. Laflamme as passenger, finished the Bay State M. C. 1000-mile endurance run to Buffalo and return, with the highest consistent individual score, his final mark being 996. This is considered a remarkable performance, in view of all the obstacles encountered.

Indian Team Gets Medal

To the Indian sidecar team go the diamond medals for the most consistent team score in that division. The winning combinations were piloted by H. H. Noyes, Harvey Bernard, John U. Constant and A. F. Drake. The Indian camp did not enter the sidecar passengers, so they were not considered as contestants. The score of the Indian sidecar team was 995.

There were twenty-two perfect scores in all, including Laflamme, Sanders' sidecar passenger in the winning Harley-Davidson outfit, who was entered as a contestant.

Perfect Score Winners

Perfect scores were made by the following: Excelsior team from Boston, made up of Henry Andrews, Jack Sheehan, H. A. Hall and Jack Erickson; Boston solo Henderson team, made up of H. F. Smith, C. A. Waterman, A. O. Lemon, H. C. Wing. Individual perfect scores were recorded by A. E. Nolan and Arthur Carl, who rode Excelsiors; C. Grout, C. E. DeLong, J. J. Berlo and J. Canane, mounting Indians, and T. H. Chew, Thor.

How Other Finishers Stand

The scores of the remaining finishers were as follows: Don Pope, Indian, 961; Glen C. Crandall, Thor, 968; H. A. Mosher, Thor, 932; J. A. McKenzie, Thor; Jes Campbell, Harley-Davidson, 978; F. W. Stierhoff, sidecar passenger, 978; E. A. Robertson, Harley-Davidson, 967; J. E. Forest, passenger, 967; John Lane, Harley-Davidson, 978; Frank Roche, Lane's passenger, 978; Milo Kibbe, Henderson, 776; J. M. MacDougald, Henderson, 982; E. F. Longby, Indian, 976; Neal H. Rand, Indian, with Cygnet Rear Car, 961; Claude F. Chase, Harley-Davidson, with Cygnet Rear Car, 940; H. E. McKay and Philip Rockwell, passenger, 940.

Everybody Was Satisfied

No protests were entered and the big program was put through without a serious hitch, in spite of the great mileage and the bad condition of the roads. Owing to the fast schedule and the poor road surfaces there was much tire trouble but no serious accidents.

NO OFFICIAL SCORES READY ON PORTLAND RUN

(By Telegraph to Motor Cycle Illustrated)

PORTLAND, Ore., May 31.—At a late hour on Wednesday night no official scores were available on the three hundred and fifty mile endurance run held between this city and Roseburg, May 26-27. It was stated on good authority, however, that the Harley-Davidson-Goodyear team, consisting of Otto Walker, Ted Gilbert, Henry Klein and H. S. Hardsfield, was the only one to make a perfect score. This, of course, is unofficial and, therefore, subject to revision. The complete scores will be published in next week's issue.

SPRAGUE MAKES A CLEAN-UP AT COSHOCTON MEET

(By Telegraph to Motor Cycle Illustrated)

COSHOCTON, Ohio, May 30.—About 1,500 people witnessed today's speed program under the auspices of the Coshocton M. C. Three days of rain had left the track heavy, and a number of riders withdrew. The meet was not sanctioned by the F. A. M. Clifford Sprague, with a Harley-Davidson, won first place in the three events. Summaries:

Five-mile open—Sprague, Harley-Davidson, first; John Sherban, HarleyDavidson, second; Cy Huff, Harley-Davidson, third. Time, 6:07¼.

Ten-mile open — Sprague, first; Ray Buker, Indian, second; Sherban, Harley-Davidson, third. Time, 12:30.

Twenty-five miles—Sprague, first; Buker, second; Sherban, third. Time, 29 minutes.

PROVIDENCE RACES POSTPONED

(By Telegraph to Motor Cycle Illustrated)

PROVIDENCE, R. I., May 30.—The lightweight races, which were scheduled to be held here today were postponed to June 10, owing to the fact that rain had left the track in poor condition.

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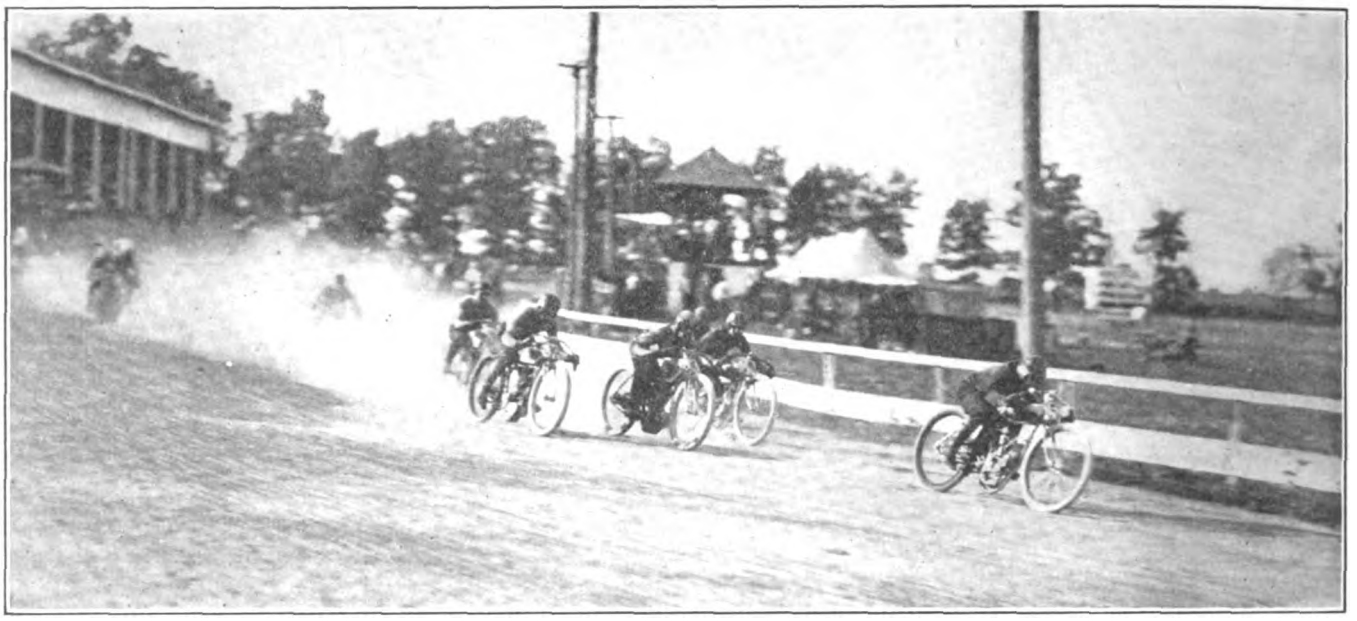
"SHORTY" MATTHEWS CLEANS UP AT TOLEDO

Indian Rider Captures All Events in Which He Enters; Snappy Card of Races Staged by Inter-State Racing Association on Half-Mile Dirt Track



Shorty Matthews on His Indian Winning the Final Heat of the Five Mile Race

TOLEDO, O., May 28.—Shorty Matthews carried away the biggest share of the day's trophies, in the Interstate Racing Association meet here today, winning every event he went into.

The first five-mile heat was a duel between Taylor and Grelle for the first couple of miles, Taylor showing more stuff on the straights but Grelle getting past him on the turns. Jones picked up speed slowly at the getaway and was back in the ruck in the early stages, but refused to stay there after his motor hit its pace. Taylor slowly pulled away from Grelle and then Jones stormed up and also pulled past, but wasn't able to get up to Taylor before the finish line was crossed. The time of this heat was the fastest of the day, 5:41 for the five miles.

Hard Fight for Lead

Shorty Matthews, Nixon and Coffee shot away in a bunch at the start of the second heat, and stuck close, Nixon fighting hard with Matthews for the lead. But on the second lap Nixon took a big skid that almost put him down on the turn into the back stretch, and had lost 20 yards before he got straightened out. Schaefer prodded the spurs into his Excelsior with a vim in the last couple of miles and unwound a streak of speed that carried him past Coffee for third place at the finish. The time was 5:46.

The consolation heat, which carried the privilege of riding in the final heat as well as a certain amount of additional coin for the winner, was a nip-and-tuck struggle between Grelle and Coffee for the first mile, Grelle again showing better riding on the turns. Grelle made his advantage good, however, and Schaefer and Fletcher later maneuvred to get past Coffee, taking second and third.

Nixon and Matthews fought it out tooth and nail once more in the final heat. Jones coming up from the extreme back row to grab off third place at the finish.

Then Jones and Shorty hooked up for a three-mile match race, and Jones slow-starting jinx got him again. Matthews got going 100 yards ahead of the Merkel rider, and while Jones rode like a whirlwind after hitting his stride he was unable to regain all the lost distance in the short space of three miles.

In a two-mile novelty race between Clover Friedman with a Harley-Davidson and sidecar, and a Saxon racing automobile, Friedman became overconfident and fooled around just a trifle too long. He passed and repassed the car a half dozen times, allowing it to catch up with him again repeatedly, but made the mistake of letting it come up alongside on the final stretch to the tape. They crossed the line exactly side by side, but the longer wheelbase of the car put its nose over the tape first by inches, so that the judges gave the win to the four-wheeler. Just as an indication of relative speed abilities, however, is the fact that the sidecar record for the track is 2:58 for two miles, while this special Saxon racer took 3:23 for the distance.

At the start of the 25-mile free-for-all, Bob Mungen on an Indian ran into Jones and his Merkel, putting both out of the running. Jones' hand was hurt a little and his face scratched, but no serious damage was done. Matthews moved into the lead, with Grelle sticking close behind and Nixon occupying third place. Shorty kept up the pace all the way, and the relative positions of these three remained that way throughout the race. Summaries:

First heat, five miles—Taylor, Indian; Jones, Merkel; Grelle, Excelsior. Time, 5:41.
Second heat, five miles—Matthews, Indian; Nixon, Indian; Schaefer, Excelsior. Time, 5:46.
Consolation heat, five miles—Grelle, Excelsior; Schaefer, Excelsior; Fletcher, Harley-Davidson. Time, 5:57.
Final heat, five miles—Matthews, Indian; Nixon, Indian; Jones, Merkel. Time, 5:50.
Three miles, match race—Matthews, Indian; Jones, Merkel. Time, 3:34.
Twenty-five miles, free-for-all—Matthews, Indian; Grelle, Excelsior; Nixon, Indian. Time, 29:08⅗.

JANKE SETS THE PACE AT CEDARBURG RACES

With Four-Valve Harley-Davidson He Chalks Up Four Wins in Well-Attended Program; Eckes' Excelsior Lightweight a Victor

(By telegraph to Motor Cycle Illustrated)

CEDARBURG, Wis., May 29.—Irving Janke, mounting a 4-valve Harley-Davidson, carried off chief honors in the first of a series of intercity race meets being promoted by the Milwaukee M. C. The program drew a big crowd.

The meet opened with a 5-mile professional event: Irving Janke Harley-Davidson, first; Carl Eschereich, Cyclone, second; Lewis Hadfield, Harley-Davidson, third. Time, 7:22.

The three riders above named finished in the same order in the 10-mile event; time, 15:10.

The one and a half mile race for lightweights piloted by professionals was won by Arthur Eckes, Excelsior, with William Knuth, Indian Featherweight, second. Time, 4:11.

Janke won the mile time trial in 1:25, with Eschereich's Cyclone second in 1:29 and Hadfield's Harley-Davidson third in 1:33.

The pursuit race was won by Janke in two and a half miles. Attendance, 2,500.

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KES WIN NE RACEMEET

om page 10)

, Excelsior, third. Time,

fessional (30:50 class).— Excelsior; Ray Creviston, Marks, Thor, third. Time,

F. A. M. Championship, pro- ss).—Won by Ray Creviston, es, Excelsior, second; Lorenzo ird. Time, 4:21⅘.

ar for (61:00 class).—Won by elsior; W. R. Wanner, Indian, nmer, Excelsior, third. Time,

. professional (61:00 class).—Won on, Indian; Glenn Stokes, Excel- Bob Perry, Excelsior, third. Time,

open, professional (61:00 class).— Creviston, Indian; Lorenzo Boido, cond; Glenn Stokes, Excelsior, third. ⅘s.

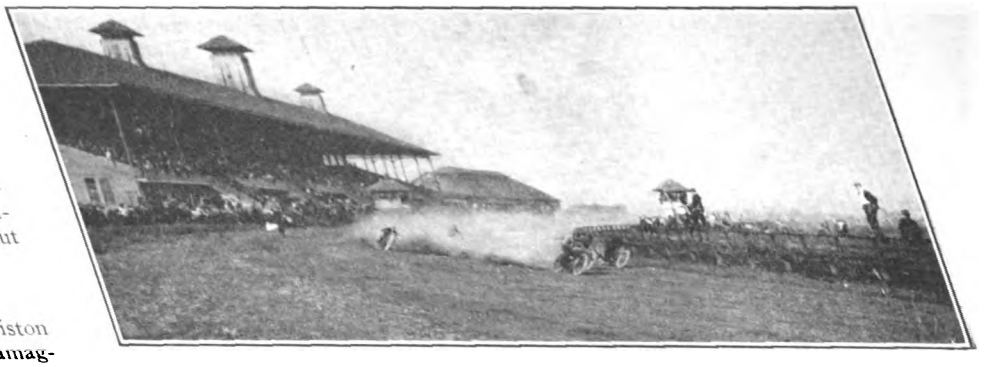
Cleans Up on Decoration Day

Decoration Day Glenn Stokes and erry divided honors between them, getting the first five-mile open and n-mile championship races, while Bob ed up the second five-mile and ten- events, the latter having been origin- y scheduled for fifteen, but being cut wn because of the late hour.

Put Out of Running

In the first five-mile open, Creviston spilled, carrying down Boido and damaging his own machine so badly that he was put out of the running. The race was restarted, and Boido, though shaken up a bit as a result of the spill, romped into third place. Neither Creviston nor Boido were seriously injured, for both of them appeared in later races.

Crevvy and Stokes Fighting for First Place in the Five Mile National F. A. M. Championship Race on May 28. They Rode Neck and Neck for Some Time



Ray Creviston Leading in the Fifteen Mile Open Race in Which Some Wonderfully Spectacular Brushes Occurred Between the Leaders

Ray Creviston After Cleaning Up at the First Day's Meet

Summaries of May 30 races:

Five-mile open, professional (61:00 class).—Won by Glenn Stokes, Excelsior; Gilliard, Excelsior, second; Lorenzo Boido, Excelsior, third. Time, 4:43.

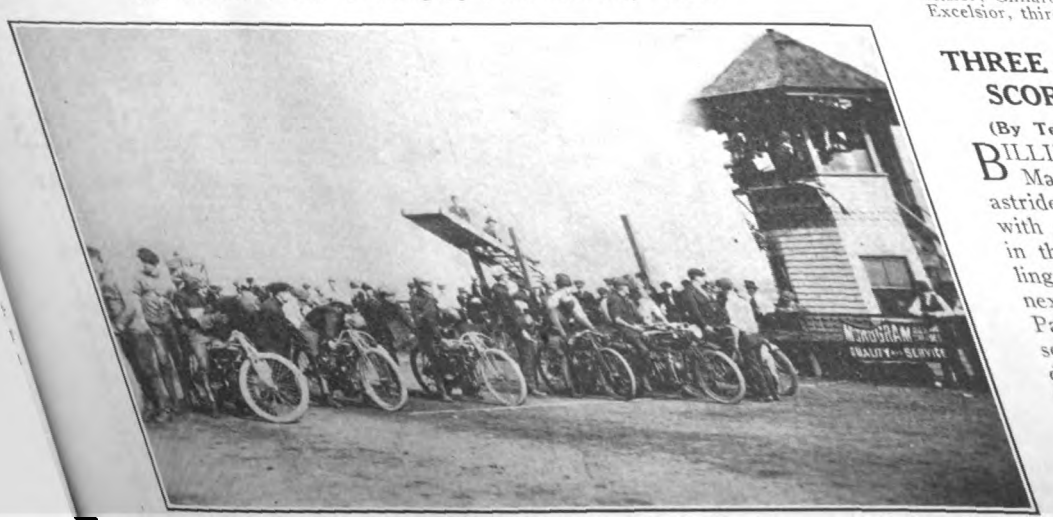
Five-mile open, professional (30:50 class).—Won by Ray Creviston, Indian; Joe Wolters, Excelsior, second; Glenn Stokes, Excelsior, third. Time, 5:01⅗.

Ten-mile national F. A. M. championship, professional (61:00 class).—Won by Glenn Stokes, Excelsior; Bob Perry, Excelsior, second; Gilliard, Excelsior, third. Time, 9:04⅗.

Five-mile amateur for (61:00 class).—Won by George Johnson, Harley-Davidson; E. Wimmer, Excelsior, second; W. I. Weiner, Indian. Time, 5:09.

Five-mile open, professional (61:00 class).—Won by Bob Perry, Excelsior; Gilliard, Excelsior, second; Otto Walker, Excelsior, third. Time, 4:34.

Ten-mile open, professional (61:00 class). Note: this race was cut down from fifteen miles owing to the late hour. Won by Bob Perry, Excelsior; Gilliard, Excelsior, second; Lorenzo Boido, Excelsior, third. Time, 9:13⅗.



Start of the Five Mile National F. A. M. Champsionship Race

THREE MAKE PERFE SCORES IN BILLINGS R

(By Telegraph to Motor Cycle Illus

BILLINGS, Mont., May 30.—Ba Martin Curtis and Fred C astride Harley-Davidson mach with perfect scores for the prer in the 250-mile endurance run lings M. C. here to-day. M. next with 999 points; John ro Pat Curtis on a Harley-Da score of 998, while E. J. F dian sidecar combination r 997 points to his credit.

Of the even dozen start in checking in at the superabundance of rai hard in stretches. A c folks lined up to witn event.

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FOUR FINISH LOS ANGELES THREE-DAYS

Bennett and Smith, Excelsiors, and Ludlow and Fletcher, Indians, Complete 987 Mile Endurance Run of Los Angeles M. C.

(By Telegraph to Motor Cycle Illustrated)

LOS ANGELES, Cal., May 30.—Four of the ten starters in the three-day Los Angeles M. C. endurance run, which started May 28, finished here today. These are Wells Bennett and Ray Smith, 17 Excelsiors, and Freddy Ludlow and J. A. Fletcher on Powerplus Indians. It is unofficially reported that Bennett, Smith and Ludlow received perfect scores for the 987-mile mountain and desert grind.

The field at the start consisted of Bennett, Smith, Fletcher, Ludlow, Paul Derkum, Indian; Jimmy Leonette, Excelsior; Hap. Gustafson, Harley-Davidson; O. E. Hackett, Reading Standard; Ed. Peterson, Harley-Davidson, and Ralph Sullivan, Thor. Leonette was penalized at San Luis Obispo for a broken spring and withdrew, while Peterson broke a handlebar binding clamp across the head of his forks. The rear wheel of Hackett's machine collapsed, and he and Peterson were out. Fletcher lost his way in the desert mountains, but came into Bakersfield within the time limits. Sullivan fell too far behind to continue.

Bennett, Derkum, Ludlow, Gustafson, Smith and Fletcher started on the second day. Derkum went lame and spilled at Palmdale, but his machine was all right. Gustafson broke handlebar binding clamp in Mojave-Barstow desert stretch. This left Bennett and Smith on Excelsiors, and Ludlow, Indian, possibly perfect, with Fletcher penalized for lateness on first day. All four finished on time the third day.

Bennett had U. S. Chain Tread tires, Bosch magneto, Duckworth chains, Mesinger saddle, Schebler carbureter on his Excelsior. Smith had Firestone tires, Bosch magneto, Duckworth chains, Mesinger saddle and Schebler carbureter.

Ludlow used U. S. Chain Tread tires, Dixie magneto, Duckworth chains, Mesinger saddle and Schebler carbureter.

F. A. M. CONVENTION DUE THE LAST WEEK IN JULY

(By Telegraph to Motor Cycle Illustrated)

PROVIDENCE, R. I., May 30.—President Coffman, of the F. A. M., has suggested to the Providence boosters that the national convention to be held here be staged the last week in July, and B. A. Swenson, who is in general charge of the plans at present, has replied that such an arrangement will meet with approval in Providence.

The object of holding the convention during the last week in July is to give western members a better chance to attend.

CHIPPEWA CLUB'S FIRST TOUR

CHIPPEWA FALLS, Wis., May 31.—In a special meeting of the Chippewa Motorcycle Club, President Walter Schwaner announced that the club had received an invitation to hold its first tour to the cottage of Gustav Rasmus at Bloomer, Wis., and the invitation was unanimously accepted for a date in June.

RAMER, HARLEY-DAVIDSON, WINS OMAHA RUN

OMAHA, Neb., May 29.—Otto Ramer, riding a 1916 three-speed Harley-Davidson, won the two-day endurance run of the Omaha M. C. to Kansas City and return, a distance of 450 miles. Charles Howes, on a 1915 model of the same make, was second, and Carl Pederson on a 1914 Harley-Davidson came third. Fourth place went to Herman Fisher, Indian, while Edward Palm, Excelsior, came fourth. There were no perfect scores in the run.

Seventeen started on the long grind on Saturday, and most of them reached Kansas City in good season. Heavy rains yesterday cut the scores of all contestants, and eliminated most of the field. Ramer is also awarded the *World-Herald* Trophy.

LAUREL RACE IS POSTPONED TO JULY 4

Washington Dealers and National Capital Club Are Obliged to Hold Over Events Slated for May 30 as Track Is in Bad Condition

WASHINGTON, D. C., May 29.—The meet which was slated for tomorrow at the Laurel, Md., track has had to be postponed until July 4. Keen disappointment is felt in racing circles as well as among local dealers and the National Capital M. C. who were back of the project. The condition of the track is responsible for the change of date.

The club had planned to make the race meet a notable one in the history of motorcycle racing in Washington, D. C., having carded a 100-mile race in addition to a number of shorter events. The committee of the club which has the affair in charge had made arrangements to have the entire track resurfaced and to have the track banked at the turns. Heavy rains, however, so interfered with the progress of the work during the past week that it was necessary to postpone the event. Entries had been received from such riders as Parkhurst and Bryer, Harley-Davidson; Wolter and Klebes, Excelsior; and Verrill and Dedge, Indian, who have signified their intention of competing at the meet on July 4.

RAIN HALTS ELLIS'S SEVEN STATE RUN

J. P. Opens Up in Force 15 Minutes After State Commissioner's Start and Ellis Cries Quits—Will Make Second Attempt

YONKERS, N. Y., May 28.—It took George Ellis, New York State F. A. M. commissioner just about 15 minutes last night to decide to postpone his seven-state "lonesome" endurance run, which he had previously announced would carry him over a course of better than 800 miles, and which he expected to complete in 33 hours. Shortly after Ellis started from Columbus Circle at 8 o'clock Saturday night rain began to fall in sheets, so to speak.

Ellis got away in fine style on a Thor machine fitted with Red Head plugs, U. S. tires, Coventry chain a Pan Dandy saddle and Weed backrest. His route was to have been from New York to Troy, thence to Bennington, Vt.; Greenfield, Conn.; Concord, N. H.; Portsmouth in the same state, and then to Portland, Me. His return from Portland was to have carried him through Portsmouth to Boston, thence by way of Providence, R. I., and Hartford, Conn., back to his starting point.

Ellis states that he will essay the trip again, and hopes for more favorable weather conditions. His present plans call for another attempt either on June 10 or the 17th, and he will follow the same route. His trip is to be made in solitude simply to prove his own hardihood, and Ellis has been training for the ordeal for the past two months.

TEUBNER IS PRESIDENT OF MIAMI RACING CO.

DAYTON, O.—At a special meeting of the board of directors of the Miami Racing Company, the resignation of E. D. Hensley as general manager was accepted and W. J. Teubner was elected.

The following additions have been made to the schedule of race meets: Dayton, June 17, July 4, July 15, August 12 and September 16. All will be held by the Dayton, M. C.

NEW FIRESTONE BRANCH

Being Completed in Kansas City, Mo.

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CONCERT SINGER TELLS WHY HE BOUGHT THOR

ONE of the latest prominent recruits to the ranks of Thor enthusiasts is Edward Convey, one of the best known concert tenors of the West, who has purchased a 16-A, 15 h.p. Thor motorcycle. In referring to his purchase Mr. Convey stated that he had found motorcycle riding an excellent and highly stimulating pastime, and that it aided him materially in sustaining the constant strain of concert work.

"The moderate exercise and the exhilarating effects of motorcycle riding are unquestionably of great benefit to public speakers and singers, and to professional men generally," said Mr. Convey. "The fact that every part of one's system is responsive to the ecstatic effects of such exercise is the one great reason why all artists who depend on real vocal fitness for a living should use a powered two-wheeler."

Mr. Convey has ridden motorcycles for the past eight years and his selection of a Thor to meet his exacting needs is naturally a source of gratification to the manufacturers.

U. S. TIRE CO. WINS TIRE CORE PATENT APPEAL

NEW YORK, May 29.—The suit of the De Laski & Thropp Circular Woven Tire Co. and the John E. Thropp's Son Co. against the United States Tire Co. over tire core patents, has just been disposed of by the United States Circuit Court of Appeals in New York City, the decision of the lower court in favor of the United States Tire Co. being upheld. The lower court had held the patent invalid through having been anticipated by the B. F. Goodrich Co., and it is this decision that has just been confirmed by the Court of Appeals.

The patent relates to tire cores, used in wrapping and vulcanizing tires, of the type that is most generally used in tire making, and therefore would have a vital importance to the tire industry if upheld. Courts in various parts of the country have held it invalid, however. The present decision is characterized by Ernest Hopkinson, of the United States Tire Co.'s counsel, as being exceptionally clear. The Thropp interests endeavored to prove that while their patent was dated in February, 1905, the inventor had used the idea in January, 1904, before the anticipating use by the Goodrich company. The judge held, however, that while the inventor may have used substantially the mechanism of the invention at that time, it was in a "closed cure," with the molds about the tire and excluding the steam from actual contact with the rubber.

STEADY MARKET FOR STEEL, SAYS ANDERSON

CHICAGO, Ill.—Superintendent A. Anderson, of the Aurora Automatic Machinery Company, stated during a recent interview with a representative of **Motor Cycle Illustrated,** that every indication pointed to a steady steel and tubing market for the coming season.

This is a most welcome prophecy and is of great importance to motorcycle manufacturers. Mr. Anderson is the designer of the 16 model Thors and is one of the best known engineers in the industry.

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Give the Van-User what he needs

Sales are often closed through adapting the motorcycle outfit to the merchant's special requirements.

Three original Utility designs illustrated and described.

By D. R. Hobart—M. E.

Special body arrangement for a grocer's van. Baskets 1, 2 and 3 are removed from the top; the others through front and rear doors.

WHILE the commercial van of the present day is soundly constructed in both chassis and body and gives excellent service under adverse operating conditions, it is open to criticism on one important point. This is, that there is only one type of body regularly supplied by the makers for *all* customers. This type is a box, of varying depth, with a hinged top cover and plain sides.

The fact that there is but one kind of commercial body furnished has prevented merchants in certain lines from adopting the sidevan outfit. They, themselves, may not have admitted it when sought out by dealers, or they may have used it as a powerful argument to the dealer when solicited, yet the fact remains, that to only a limited number of businesses is the standard box body adapted. And it is to the use of merchants who are in the greatest number all over the country that the box body is least suited.

The Case of Butcher and Grocer

This will be evident when one looks at the goods ready for delivery at any butcher or grocery store. Baskets with the goods piled in are used and these go in his wagon floor in one layer, further baskets being accommodated on a shelf half way up the tilt of the vehicle. No goods are piled on each other for fear of damage. And yet the side van manufacturer endeavors to sell these men a body in which the baskets would have to be piled three to four deep, and with access only to the top layer. Imagine the condition of the vegetables and staple groceries on the bottom row.

There must be over 700,000 of these tradesmen in the United States, and how many are using the stock van? Practically none. The few that do have either had special bodies made up at their own expense, or are putting up with the unsatisfactory box sold them by the motorcycle dealer. The chances of increasing the use of side vans by grocers and butchers are slim unless something in the form of a body more adaptable to their use can be offered. Here's a suggestion in that direction.

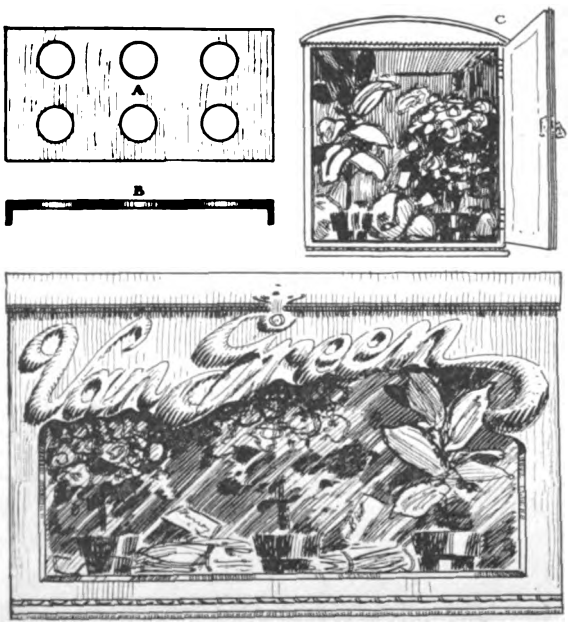
Nine-Basket Body

The body shown in the illustration has a capacity for nine baskets of regulation size. These are arranged in three tiers in a rectangular body, suitably reinforced to carry the loads. There is a top cover to give access to the top tier of baskets—1, 2 and 3—and end doors to reach the other layers. The floor on which baskets 4, 5 and 6 rest normally is removable, sliding from front to rear for the purpose.

The depth from floor to floor in each tier is at least 12 inches. This gives overhead room for baskets which are fairly well packed. The illustration shows that baskets 4, 5 and 6 go in the center compartment, while 7, 8 and 9 fit in the bottom compartment. The front and rear doors open to the middle and lower compartments only.

The object of this arrangement is to give the best possible access to all baskets without sacrificing the strength of the body, and at the same time render the contents proof against crushing or injury. The baskets can be loaded in hap-hazard, as only the end ones, 6 and 9, need be removed to get at 5 and 8, a work of a few seconds only at the most. Probably a good way would be for the driver to exchange his empty baskets for those in spaces for 5 and 8, as fast as they are delivered.

With over 12 inches of headroom, boxes can be inserted in the compartments in place of baskets, or large packages can be loaded. Note that the floor of the middle compartment is made removable; this is for the butcher or grocer who collects his goods from the abattoir or wholesaler before using the van for delivery. Taking out the floor, there will be at least 24 inches of space, and in this can be put a short side of beef, sacks of flour, etc.



Special Florist's Van: A shows a top view of the flower pot rack; B a section of the same. The two remaining sketches show the end and side arrangements.

Sold at Regular Price

The cost of this van over the stock box now offered will be that of end-doors, sliding floor and stronger sides. Considering the rather advanced price of van bodies, it seems reasonable to expect that the manufacturer could supply such a body at the same figure as that now charged for the stock article.

As things stand today, the side van maker apparently has but one stock and one special body, the latter for R. F. D. work. The R. F. D. bodies are certainly finely adapted to the service, but there are relatively few such men as compared with the huge commercial fields of which the surface has not even been scratched. The user has, perforce, to think out a body for his needs—if he can think of such a thing—and he has to pay

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well for it—usually to some party other than the van maker. This situation must resolve itself into the production of special bodies by the van maker, or little progress will be made in the future.

For the Florist

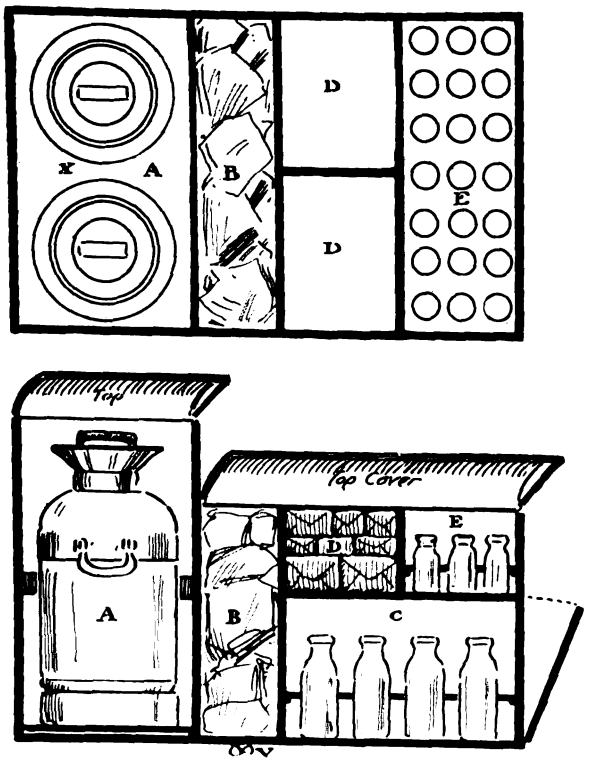
When the agent offers the smooth-sided cubical body to the florist, the chances are that the latter is not attracted very strongly. The lettering on the body is an advertisement, but why not show the public what the florist's goods are en route? Look at the second figure for a suggestion. Here is a rectangular body with glass side in a fancy panel carrying the name of the florist, and enabling the man in the street to see what is inside. Within the body is a pot rack, which can be removed if desired. There is the usual top door and a front door, opening on vertical hinges. The body is zinc-lined on the bottom and up on sides, back and door to about six inches.

While the pot rack is primarily designed to accommodate potted plants, it can be used as a shelf for carrying bouquets, floral pieces and the like. In the illustration are several plants in the rack, with bouquets laid between. The plants are designed to be taken out through the top cover.

Bouquet Rack

The front door gives access to the bouquets and other goods in the forward part of the body. A bouquet rack, for small flowers, can be made from perforated zinc sheet or from wide-mesh galvanized wire and inserted in the forward part of the body, where it can be readily reached through the door. This rack can be made up by the agent and is to be removable.

So much for the florist. Take the case of the man who has dairy products for delivery. In the drawing is given a diagram for a side van to carry two 10-gallon cans of milk, 16 quart bottles of milk, 12 bottles of cream and butter and cheese. For keeping the goods cool, an ice-compartment is provided. The cans and bottles are in racks. The ice-compartment has a tap at the bottom to draw off water. All spaces are zinc-lined.



Original design for milkman's van. The compartment A holds two large milk cans; X shows position of ladle. B is the ice compartment, D indicates butter and cheese boxes, C is a chamber for bottled milk and E is a smaller compartment for bottles of cream.

Interior Arrangements

The can compartment has its own top cover, while a second cover is hinged over the ice, cream and butter spaces. In the illustration, A is the can compartment, B the space for ice, C the milk bottle space, with door opening forward, D and D1 the butter and cheese spaces and E the compartment for bottled cream. The height of C should be sufficient to let the driver take out a bottle from the inner row without interfering with the floor of D and E above.

The dipper for the loose milk in the cans is slung between the two cans. The side of the van bears the usual inscription of the owner's business, etc. This body would of course be built to order and sold to the user at an advanced cost as compared with the stock article.

The three designs shown will give ideas as to the possibilities of the side van for different purposes. The basket design should really be a standard arrangement for those delivering goods in baskets, etc. The other two need not be rigidly adhered to, but can be constructed according to the demands.

(To be continued.)

GOODYEAR STARTS COMMERCIAL CAMPAIGN

Recognizes the Merchant as Largest Future Buyer of Motorcycles and Gives Commercial Sales Bulletin Service to Dealers

AKRON, Ohio, May 29.—Feeling that its success, insofar as the sale of motorcycle tires is concerned, is largely interwoven with the success of the motorcycle dealer, and feeling also that the largest future field for the motorcycle is the commercial field, the Goodyear Tire & Rubber Co. has started a campaign to aid motorcycle dealers in the sale of power-driven two-wheelers to be used for business purposes.

In entering upon this campaign the Goodyear company has not overlooked the fact that it requires merchandising of a higher order to retail commercial motorcycle outfits than is required to dispose of the simple pleasure vehicles, and it is in order to educate the motorcycle dealer in the ways of salesmanship bearing directly on commercial sales that the campaign has been inaugurated.

The first step, according to Shelby A. Faler, who is the manager of the motorcycle tire department of the Goodyear company, will be to instill the utmost faith in the dealer himself in the commercial motorcycle outfit. In other words they will bend every effort to "sell" the dealer, and in this way arouse his enthusiasm and best efforts. The Goodyear way of selling the motorcycle dealer a commercial motorcycle outfit will be figurative rather than material. It comprises sending to the dealer each week a cleverly worded and impressively gotten out bulletin bearing on the commercial motorcycle situation, telling the dealer just why the commercial outfit should be used by any merchant in preference to any other vehicle.

By thus supplying the dealer each week with new sales ammunition, there is not a doubt in the world but what this latest Goodyear campaign will go a long way toward increasing the number of vehicles which are sold for purely commercial uses. Every dealer should be on the Goodyear list, and it is suggested that those who are not certain that they are included among those who receive these helpful suggestions write the goodyear Tire & Rubber Co. at once so as to be sure they will obtain these bulletins from the very beginning.

READING STANDARD WINS SUIT

READING, Pa., May 29.—The Reading Standard Company, maker of Reading Standard motorcycles, has been adjudged the decision in a suit brought by Phillip Clum & Atkinson, in the Court of Common A. Clum and George Atkinson, trading as Pleas in this city. The suit involved a stock transaction to the amount of $5,500. The defendant company got its judgment because of insufficientcy of statement by the plaintiff.

READING RUN WELL ATTENDED

READING, Pa., May 29.—The first of the season's runs of the Reading M. C. took place yesterday, with thirty machines participating. The affair was a sealed time run to Harrisburg and return. Practically all the entrants finished without mishap. The results will be announced at the next meeting of the club.

STORK VISITS QUINLANS

CLEVELAND, O.—W. S. Quinlan, secretary of the Cleveland Motorcycle Company, is receiving congratulations on the recent arrival of a baby girl, weighing 8¾ pounds. Mrs. Quinlan is doing splendidly and newly-arrived Miss Quinlan is a source of admiration to all who see her.

GIVES WRITTEN GUARANTEE

DAYTON, O., May 31. The Davis Sewing Machine Company, maker of the Dayton line of bicycles and motorcycles, is now issuing to all of its bicycle dealers engraved certificates of guarantee which are to accompany every retail sale of a Dayton bicycle. The guarantee covers five years and promises the replacement or repair of any defective part made by the Davis Co.

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BOSCH PRIZES FOR SNAPPY WINDOW DISPLAYS

To Encourage Attractive Presentation of Bosch Service Policy Distributors Are Given Cash Awards; Three Prize-Taking Windows Show Skillful Arrangement

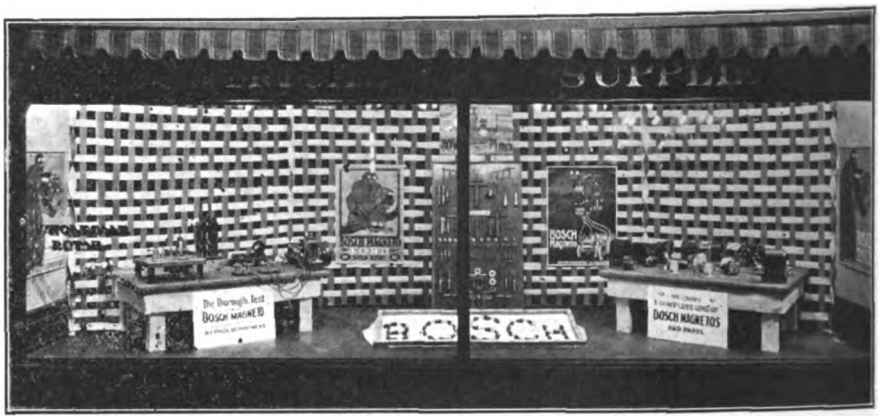
Ballou & Wright's Window in Portland, Ore., Which Won First Prize of $25

NEW YORK, May 31.—With a view of encouraging Bosch distributors to put across the service idea in as attractive a manner as possible the Bosch Magneto Co., of New York, has just awarded prizes in a window dressing contest. The photographs on this page show the window displays which captured the three cash prizes. First money went to Frank E. Eddy, who dressed the window for Ballou & Wright at their store in Portland, Ore.; second prize was awarded to H. M. Mayer, who arranged the window display of the Inter-Mountain Electric Co., of Salt Lake City, Utah, and third prize went to A. G. Scott, of the Nagel Electric Co., of Toledo, Ohio. The prizes were $25, $15, and $10.

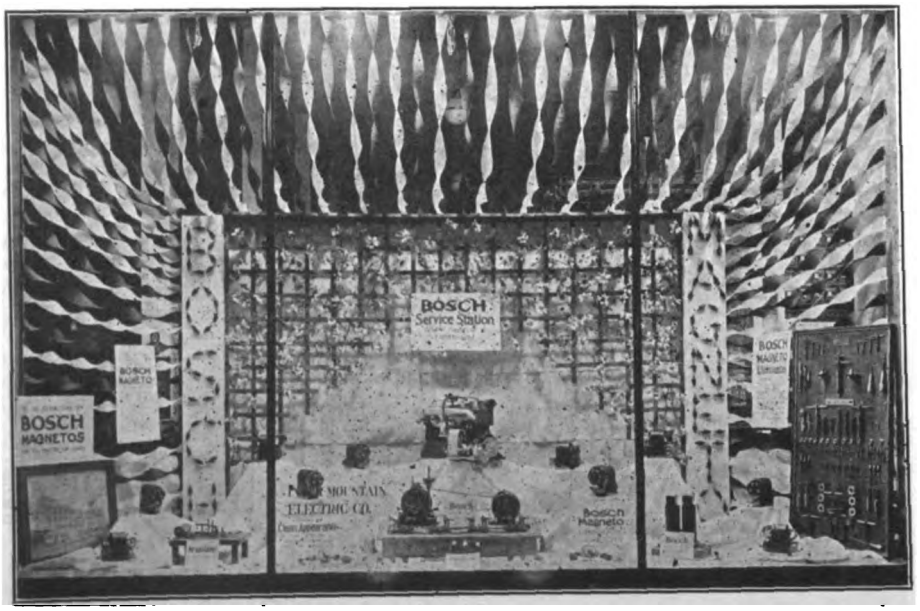
In order to give the distributors all the assistance possible the Bosch company provided them with complete sets of Bosch service apparatus to aid in dressing the windows and to help emphasize the fact that every Bosch distributor is required also to be a service expert. That the results were highly satisfactory will be noted in the prize-winning photographs.

It is noteworthy that the main idea—Bosch Service—was brought out strikingly in each of the prize windows, in spite of the fact that a great many small, and, to the layman, somewhat uninteresting mechanical parts, had to be used in each display. Dealers in general can take a valuable tip from the conservative but helpful use of signcards in the windows.

The Bosch awards were based on the following percentage system: Clearness of picture, 20 points; cleverness of window dressing, 10; advertising value of the window, 25; arrangement, 10; making best advantage of opportunity, 5; attention-compelling value, 20; presentation of service idea, 10.



Third Prize Was Awarded This Window in Toledo, O., to Nagel Electric Company



Arrangement of Inter-Mountain Electric Co., Salt Lake City, Utah. Second Prize

INCORPORATIONS

CLEVELAND, Ohio.—The Westgard Tire and Rubber Company has been incorporated with a capital of $10,000 to deal in automobile and motorcycle tires. The incorporators are: Joseph I. Eagleson, George S. Myers, J. F. Potts, E. L. Kratzer, B. E. Hoffman.

CLEVELAND, Ohio.—The Wright Tire and Rubber Company has been incorporated with a capital of $100,000 to deal in automobile and motorcycle tires. The incorporators are: Richard Ryan, Robert Wright, C. R. Wagner, C. F. Hiller and A. C. Foose.

CINCINNATI, Ohio.—The Buckeye Tire Company has been incorporated with a capital of $5,000 to deal in automobile and motorcycle tires. The incorporators are: R. S. Graves, R. R. Woolley, C. W. Shields, John Bleska, Stanley W. Lewis.

COLUMBUS, Ohio, May 22.—The Ohio Puncture Plugger Sales Company has been incorporated with a capital of $25,000 to manufacture tire repair articles for automobile and motorcycle tires.

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THOR COMBINATION ASCENDS ENSIGN PEAK

Driven by Salt Lake City Agent, Big Twin with Sidecar Climbs Path Up Steep Hill in 4½ Minutes—First Passenger Rig to Go Up

SALT LAKE CITY, Utah.—J. Louis Anderson, representative for the Thor in this city, has successfully climbed to the flagpole on Ensign Peak in 4½ minutes with his Thor sidecar. He carried as passenger Charles T. White. This is the first ascent of a passenger and driver in any motor vehicle.

There is no road on the peak, only a narrow footpath most of the way, and near the top the path is close to the edge, where an 800-foot drop would make things lively for the rider. Peak has ascended on a solo Thor once or twice and his feat at that time was considered exceptional because of the rocky path and the finishing gradient of 40 per cent.

The ascent itself included a number of leaps of both sidecar and machine over rocks. In order to prove that the ascent could be done, Anderson had motion picture operators at various points. Over 75 people witnessed the climb, and all agreed that it was a most strenuous affair and proved the ability of the Thor to stand heavy punishment and get there.

Anderson's machine was fitted with Diamond chains and United States tires. He used a Rogers sidecar.

THINGS ARE HUMMING AT HAGERSTOWN PLANT

HAGERSTOWN, Md.—That the forces of the Hagerstown Shoe & Legging Co. are on the job early is proven by the situation at the factory when a representative of **Motor Cycle Illustrated** called one day last week at 7:30 A. M. He found things humming as if they had been going for hours in the production of the firm's extensive lines.

To the remark that the company seemed very busy, President Harvey Heyser replied: "Yes, we are; if we were not busy this time of year we could hardly expect much of a season. The demand, however, is particularly heavy for even this time of the year."

Mr. Robert Campbell will shortly start on his trip to the Pacific Coast.

DAVIS FORCES ON OVERTIME TO FILL ORDERS

DAYTON, Ohio.—Things are moving these days at the factory of the Davis Sewing Machine Company, on Davis avenue. The cycle and other departments are working overtime to keep up with orders, and according to Manager Horace M. Huffman, of the cycle department, are doing as well as could be expected. "Such delays as have occurred have invariably been due to the failure of other manufacturers supplying parts or accessories to live up to their promises," says Mr. Huffman.

Speaking about the Dayton Motor Bicycle, Mr. Huffman said that prospects were very rosy and repeat orders coming in finely. In spite of the fact that there is not a big stock on hand in the factory, these orders are being filled promptly.

VACUUM ACQUIRES SITE NEAR QUAKERTOWN

PHILADELPHIA, May 29.—An echo of the unprecedented conditions existing in the oil market at the present moment comes from Lincoln Park, N. J., across the Delaware from Philadelphia, where the Vacuum Oil Co. of New York has purchased a 600-acre site on which will be built an oil refining plant which it is estimated will cost in the neighborhood of $3,000,000. Work will be started on the erection in the very near future.

CHAMPION PLUGS IN LONG NON-STOP CAR TEST

CHAMPION sparkplugs were used in the recent all-high gear run of the King eight-cylinder automobile from Los Angeles to San Francisco and return, a distance of 987 miles, over the Coast route. The Champion plugs were standard equipment in all King cars and were not touched throughout the long trip.

President R. A. Stranahan, of the Champion Spark Plug Company, at Toledo, O., stated that the company took considerable pride in the fact that the record made by the King car was not the first instance in which Champion plugs played an important part in an automobile reliability trial. "However," says Mr. Stranahan, "the plug is only accomplishing that for which it is intended.

TO SPEND $2,000,000 ON BRASS PLANT

American Brass Company, Which Caters to Motorcycle Industry, Will Rebuild and Extend Its Headquarters in Kenosha

KENOSHA, Wis., May 31.—The American Brass Company, which furnishes a large portion of the lamps and fittings for the motorcycle industry, contemplates the expenditure of $2,000,000 for the immediate rebuilding and extension of its plant in this city, according to formal announcement which comes from the home office at Waterbury, Conn. Work already has commenced and it is expected to see completion inside of two years.

It is said that the remodeling and extending of the local plant as planned will double the capacity and give Kenosha the biggest brass working plant in the United States. Since the middle of 1915 the Kenosha plant has been operated with a day and night shift and even with the plant working at full capacity all that time it has been impossible to take care of orders.

The new Kenosha plant is being designed with the idea of making it the sole Western distributing station for the entire American Brass Company trade.

REDLINGER AND HALLBOURG STAR POPE SALESMEN

WESTFIELD, Mass., May 29.—The last of the season's prizes offered by the Westfield Mfg. Co. for increased sales were won by Joseph Redlinger and T. B. Hallbourg, respectively. Mississippi, Louisiana and Texas comprise the territory that enabled Redlinger to grab off the first prize of $100 in gold. The second prize of $50 in gold came to Hallbourgh as a result of his efforts in South Carolina and Georgia.

MONTANANS OFF TO VISIT MICHIGAN AND OHIO FRIENDS

John Tomlins and Victor Day, of Roundup, on Way to Hillsdale, Mich., and New Philadelphia, O., for Vacation Ride on Silent Grays

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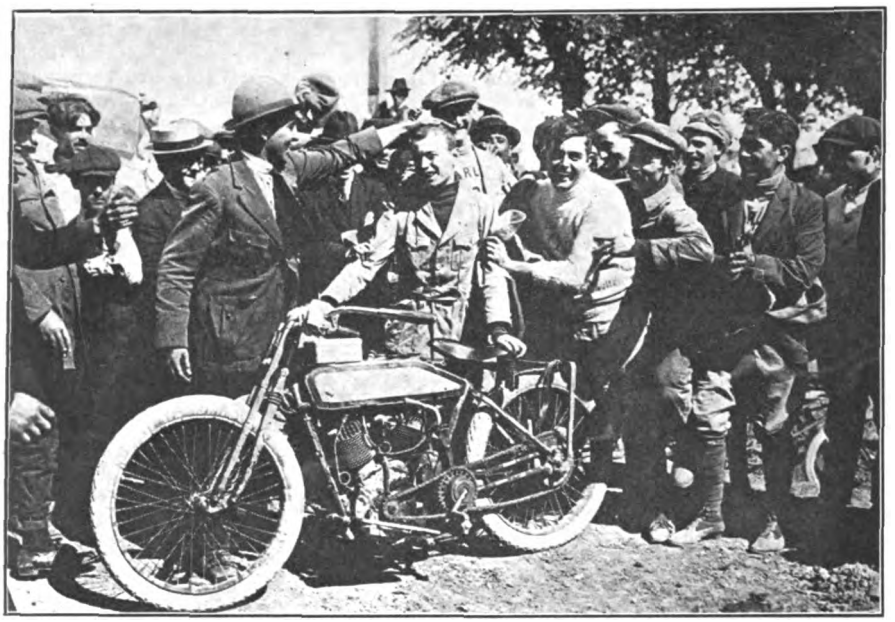
BERNASCONI WINS BUENOS AIRES RACE

Harley-Davidson Rider Takes National M. C. Trophy for Second Successive Year; Santiago, with Indian, in Second Place



Bernasconi with His Harley-Davidson Being Congratulated at Finish of Race

BUENOS AIRES, Argentina.—Arnoldo Bernasconi, mounting a Harley-Davidson motorcycle, captured the 350 kilometer (220-mile) road race of the Club Motociclista Nacional, and maintained a speed of 39.15 miles per hour throughout the event. This means that the Harley-Davidson has carried off the gold and silver trophy of the National Motorcycle Club for the second year in succession.

Second place went to Carlos Santiago, of the National Motorcycle Club, with an Indian; third place to Juan Hourdebaigt, of the same club, also with an Indian; fourth place to Roque Siconolfi, of the National Motorcycle Club, with a Harley-Davidson; fifth place to Angel Traverso, with a Harley-Davidson; sixth place, Clifford B. Hillman, with Indian; seventh place, Ventura Avado, with Peugeot.

Bernasconi's Harley-Davidson covered the 220-mile course in 5 hours 33 minutes 30 seconds, while Santiago's Indian finished in 5 hours 39 minutes. Hourdebaigt's Indian, finishing third, was clocked at 5 hours 57 minutes; Siconolfi's Harley-Davidson, in fourth position, went through in 5 hours 57½ minutes; Traverso's Harley-Davidson, fifth over the line, was timed at 6 hours 9 minutes. Hillman brought his Indian through for sixth honors in 6 hours 19½ minutes, and Avado's time with the Peugeot was 7 hours 31 minutes.

A big crowd lined the course, and when the race was over Bernasconi was carried away on the shoulders of admirers. The excellent sportsmanship of the promoters and riders is shown by the fact that following the event a dinner was served in a restaurant near the track, at which the winners and the officials of the promoting club were congratulated upon the successful outcome of the program.

First news of Bernasconi's second consecutive victory in the national contest was sent to the United States by Dartiguelongue & Cia, Harley-Davidson dealers in Buenos Aires. *Motociclismo*, the local motorcycle journal, carried a photo of Bernasconi on the front cover and an extensive report on the race in the editorial pages.

SPLITDORF MEETS DIVIDEND ARREARS; FUTURE BRIGHT

NEWARK, N. J., May 29.—As concrete evidence of the enviable business conditions obtaining in the magneto market, comes the announcement that the Splitdorf Electrical Co. has made final payment of the arrears in dividends on its 7 per cent cumulative first preferred stock which has been accumulating for the past four years and which amounts to 28 per cent. Business and net earnings of the Splitdorf company have been exceptionally large since January, 1915, and the present earnings are at the rate of about $1,000,000 net for the year.

The Torrington Co., of Torrington, Conn., owner of about one-half interest in the Splitdorf Electrical Co., has ordered the distribution of the company's holdings of both common and preferred Splitdorf stock to the common stock holders of the Torrington Co. This stock amounts to 9,800 of preferred and 14,000 common.

JACOBY TAKES STEP HIGHER ON OVERLAND LADDER

TOLEDO, O., May 29.—Kelly R. Jacoby, well known in motorcycle circles since he was for years head and shoulders of the Miami Cycle & Mfg. Co., of Middletown, Ohio, and who recently connected with the Willys-Overland Co. as district manager for the Toledo zone, has been appointed director of service for the Overland concern. Mr. Jacoby succeeds Herbert J. Fitch.

ROGERS GIVES DIRECTIONS FOR ALIGNING SIDECARS

COMMENTING upon a recent item in this magazine concerning the aligning of sidecars, the Rogers Manufacturing Company, of 337 West Madison street, Chicago, Ill., calls attention to the fact that with Roger sidecars the motorcycle should be leaned out 2 degrees, in order to get comfortable riding and to counteract the pull of the sidecar wheel.

The firm has also found it necessary to have the sidecar wheel pointing in slightly, about half an inch, to correct for play in the bearings. The method of aligning Rogers sidecars, as given in the firm's instruction card, is the result of very careful experiment over a period of years. Those who have Rogers sidecars should obtain a copy of this instruction card from the Chicago headquarters or from Irving Beck, 1493 Fifth avenue, New York.

PROVED BIGGER ATTRACTION THAN SCHOOL CELEBRATION

Excelsior Sidecar Combination and Lightweight Which Seriously Interrupted Proceedings at Suffield, O. The Rigs Carried Students to and from the Grounds

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REMY STARTS INVESTIGATING PLANT IN DETROIT

DETROIT, May 29.—By way of increasing its facilities for developing electrical things in general, and ignition and starting devices in particular, the Remy Electric Co., of Anderson, Ind., has established a completely-equipped laboratory in this city. The plant comprises an experimental machine shop, a chemical laboratory and complete testing laboratories.

GOODYEAR INCREASE IS APPROVED; BIG MELON CUT

AKRON, O., May 29.—Stockholders of the Goodyear Tire & Rubber Co. have approved of the plan to increase the capital stock from $35,000,000 to $50,000,000. The increase carries with it a luscious melon in the shape of a dividend of 100 per cent. on the common stock; $17,500,000 of the new preferred stock will be sold.

CLEVELAND AGAIN TAKES BOSCH MAGNETOS

CLEVELAND, Ohio, May 29.—Indicating, as nothing short of figures can indicate, the possibilities of the lightweight field is the fact that the Cleveland Motorcycle Mfg. Co., maker of the Cleveland lightweight, has again contracted for Bosch magnetos for its entire 1917 output, and that the contract calls for the delivery of more than twice as many of the Bosch devices as were taken during 1916. In signing the contract, W. S. Quinlan, secretary of the Cleveland concern, threw this neat little bouquet at the Bosch folk:

"We have just contracted for our entire requirements of Bosch magnetos for the coming year, and this is the very best possible recommendation that we could give, indicating that we are willing to pay what appears to be a high price in order that we may be assured of the very highest type of ignition.

"Our Service Department advises that they have experienced absolutely no trouble with the Bosch magneto, and our Purchasing Department states that they are receiving satisfactory deliveries, and as representative of the Sales Department the writer appreciates the value of Bosch equipment on the Cleveland."

INDIAN FEATHERWEIGHT IS SCORING IN ENGLAND

A WRITER in *Motorcycling*, of London, issue of May 9, begins an article about a recent hill-climb with a featherweight as follows:

"After recent road experiences of the latest Powerplus Indian it was with considerable pleasure that we availed ourselves of an opportunity of riding one of the very few two-stroke Indian motorcycles that reached this country before the ban on imported machines came into operation. In the first illustrated description of this machine which appeared in *Motorcycling* we dubbed it the "Papoose," but after experiencing the capabilities of this remarkable two-stroke motorcycle we feel more inclined to call it the Powerplus Junior."

THIS ANGEL CITY RIDER IS VETERAN ROADSTER

Mrs. P. J. Hayes with Daughter Eugenie and Her Dog in New 17-3 Excelsior Combination Obtained from Girton-Hoffer Co.—Totaled 24,000 Miles Last Year

SOUTHERN BUSINESS IS SPEEDING UP

Holland-Baden-Ramsey Traveler on His Latest Business Trip Finds Money Plentiful and the Trade in a Strong Buying Mood

BALTIMORE, Md., May 29.—"I had splendid returns on my trip through the South," said Thomas J. Bantz, of the Holland-Baden-Ramsey Co., in speaking of his recent extensive business tour in conversation with a staff representative of **Motor Cycle Illustrated.** "I never before saw such a quick and satisfactory change as has come over the cycle business in the southern States. I covered the territory about six months ago and did hardly anything but preach good times and optimism, but on my latest trip I found the conditions improved 100 per cent. The buying demand was strong and the general feeling excellent.

"Not only are orders numerous but they average of a respectable size and it is significant also that our southern customers all want quick deliveries. That proves that they are really turning over the stock. Yes, sir, the South has begun to feel the tonic effect of the country's prosperity wave; crops are good and money is far from being as tight as it was. When the southern tradesmen have money they know how to spend it, and it is no exaggeration to say that they seem to be pretty well supplied with ready cash at this moment. I found the jobbers and dealers in fine spirits and all along the line I was given a royal welcome as the representative of the young firm of Holland-Baden-Ramsey."

Mr. Bantz has recently connected with the Holland-Baden-Ramsey Co., having had prior to that an experience of 16 years with the Henry Keidel Co., of Baltimore. His new affiliation brings him in touch again with many old-time friends.

COPS FORCED TO DISGUISE TO CATCH SPEEDERS

MILWAUKEE, Wis., May 31.—The members of the sheriff's force are getting to be so well known that speeding is only being regulated in the immediate vicinity of one of these officials and his motorcycle. The fact that the cops do not carry license numbers and all ride Harley-Davidsons makes them easy to pick out in the host of motorcycle riders on the country roads. But the deputy sheriffs have found a way to get around this by using all sorts of disguises. Half a dozen fast automobile drivers haled into court one morning testified to the effectiveness of the disguise worn by one deputy who carried a newsboy's bag over his shoulder. Still another cop garnered into the county treasury a goodly portion of motorist kale by donning overalls and a rube hat.

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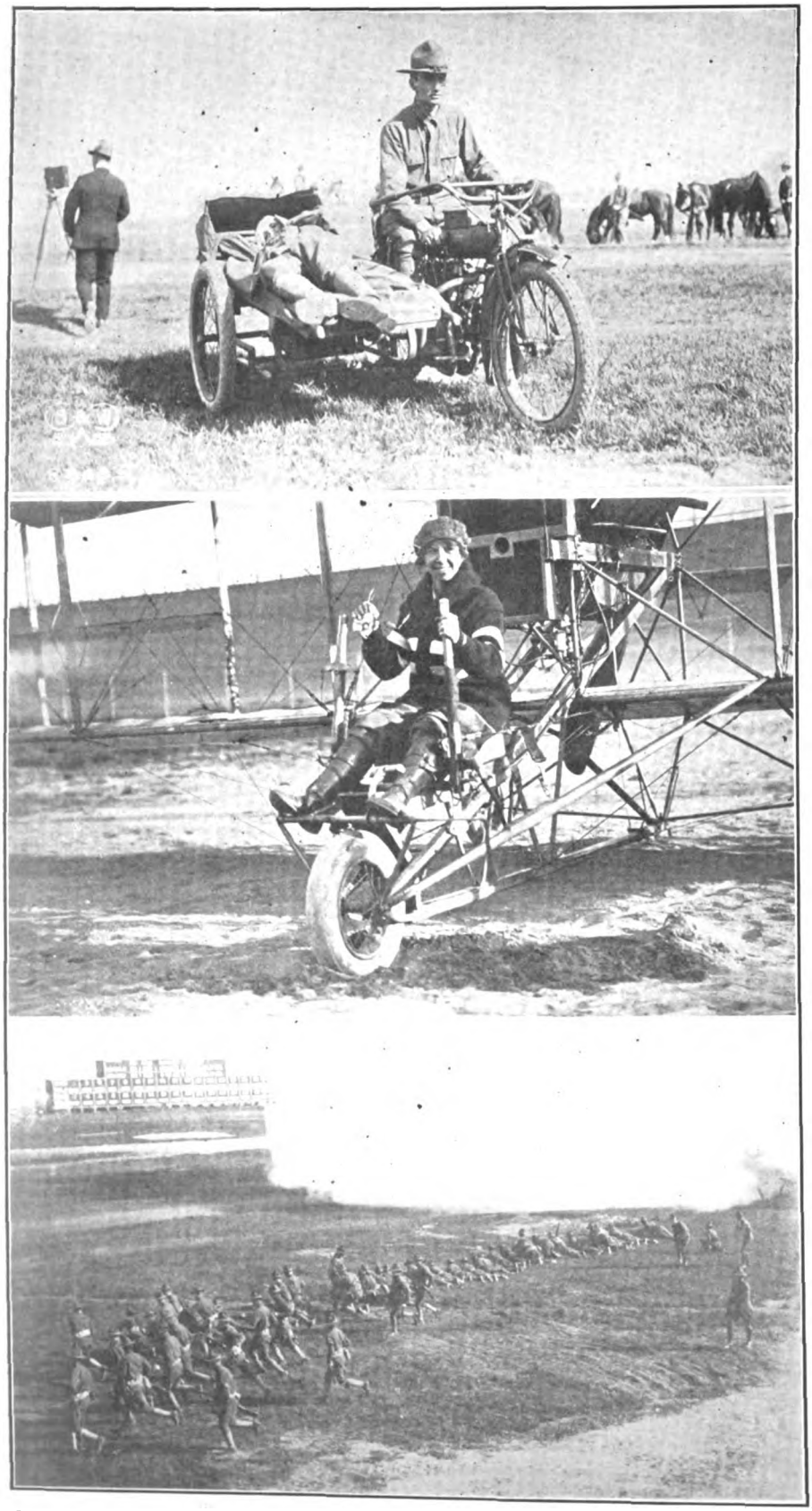
WHEELED AND WINGED ASPECTS OF MILITARY PREPAREDNESS

Three Glimpses of the Sheepshead Bay Tournament



In the upper picture is shown the Indian sidecar ambulance which was used by the National Guard Hospital Corps at the celebration. Below is Miss Ruth Law, an aviatrice, who gave exhibition flights during the tournament. At bottom are infantry of the New York Guard advancing by rushes, with field artillery in support.

"THOR MOTORCYCLE DEALER" MAKES ITS BOW

FROM the Aurora Automatic Machinery Company has come an interesting four-page newspaper, in miniature size, entitled the *Thor Motorcycle Dealer*. It is the first issue of the Thor house organ and its contents are bright and snappy. News of Thor dealers and Thor doings from various parts are chronicled in its pages, and an excellent article on Co-operation appears from the pen of Sales Manager C. B. O'Hare. The latter is the editor-in-chief of the new publication.

AN INDIAN RIOT BUS FOR ASHEVILLE POLICE

ANOTHER police riot 'bus has just been ordered of the Hendee Manufacturing Company through J. M. Hearn Company, Indian dealers at Asheville, N. C. This type of vehicle will carry two policemen on the bench-type seat, which is built on the sidecar, besides the driver. It will go into early service in the Asheville department.

The Jersey City Police Department has ordered six Indian Powerplus machines through Agent Geo. W. Rankin.

FISK SETTLES STRIKE; ALL HANDS BACK TO WORK

CHICOPEE FALLS, Mass., May 29.—The proposition of the Fisk Rubber Co. to grant an eight-hour day to its machinists and tire workers and to pay time and one-half for overtime and double time for Sundays and holidays has been accepted by the strikers and they have gone back to work. Some 2,600 men were involved in the strike which has just been settled.

PIONEER GERMAN RIDER IS KILLED IN ACTION

BERLIN, Germany.—Herr Doctor Ludwig Opel, one of the pioneer motorcyclists in this country, has been killed at Verdun during the early part of the recent German offensive. Dr. Opel was a pupil of Gottlieb Daimler and commenced building machines in 1901. He was a noted competition rider as well as a designer. During the last few years he headed a company building the Opel automobile.

BLUE LAWS AND BLUE COATS BOTHER SPRINGFIELD

SPRINGFIELD, Mass., May 29.—You can't go for a ride on Sunday in Springfield any more unless you lay in your supplies of gasoline, oil, tires and so forth on Saturday night. This condition arises out of the fact that the legislature at the session just past enacted no law permitting the sale of such things on Sunday and the local police have taken it into their heads to enforce the Sunday blue law in connection with garages and supply stores.

After the conviction of a garage man some months ago the legislature took up the matter and it seemed as if a favorable law would be the result, but just as it reached the enactment stage, the bill was killed.

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GAS PRICES START ON DOWNWARD PATH

NEW YORK, May 29.—The price of gasoline in and around the Metropolitan District is on the decline, that is, if conditions obtaining for the past week can be taken as a criterion. Whereas for the past three months the price has been 27 cents a gallon throughout the greater city and surrounding territory, this week it dropped off to 26 cents outside of the city limits and in a few places inside that limit, and those in the know are inclined to believe that the drop-off indicates that the crest of the wave in prices has been reached and passed.

The opening up of new oil lands, improved processes for refining and the scramble of inventors for gasoline substitutes are given as the reasons for the cut.

"CANNONBALL" BAKER STOPS IN AT DETROIT

DETROIT, Mich., May 29.—The doughty old warhorse "cannonball" Baker arrived in Detroit last Thursday fresh from his latest victory over Father Time, and by the way looking as chipper as ever. His Detroit visit was necessitated by business with the Cadillac Automobile Co.

Baker spent the evening with Tom Martin talking over the big Michigan Reliability Trial scheduled for July 2, 3, 4, and assured him of being present at the word go. E. G. had some very interesting stories on his latest transcontinental trip, and his experiences in Australia are both instructive and laughable to say the least.

THE "GOODRICH" FOR MAY

AKRON, O., May 29.—Two features of especial interest to cyclists in the current number of the "Goodrich," the house organ of the B. F. Goodrich Co., are the front cover showing a pretty young motorcyclist of the fair sex holding an earnest conversation with a bashful-looking "hick" constable, and two pages which are devoted to pictures and text concerning road records made by bicyclists on Palmer Armstrong tires. There are many other notable features which make the issue snappy and helpful.

ANOTHER COUPLE TRAVEL COASTWARD

Make Steady Progress With Sidecar Combination Over Bad Roads

Mr. and Mrs. Weaks with Harley-Davidson Combination Traversing a Wisconsin Highway

MILWAUKEE, Wis.—Mr. and Mrs. J. H. Weaks, who are traveling by motorcycle and sidecar from Rochester, N. Y., to Oakland, Cal., where Mr. Weaks has accepted a position, are loud in praise of the manner in which their Harley-Davidson outfit has stood up to the task.

"Wisconsin is a beautiful state," said Mrs. Weaks, "but the roads are a drawback. Never have I seen a worse road than that between Chicago and Milwaukee. Between South Chicago and Chicago the roads were bad, but when we struck the Lake Shore road near Racine we looked back upon the South Chicago roads as having been boulevards.

"From Milwaukee westward we will probably have more bad roads, but we do not expect to find any worse than the road south of South Milwaukee."

Mr. and Mrs. Weaks left the main route at Chicago in order to stop off at Milwaukee for a trip through the Harley-Davidson factory. Continuing westward they will strike Lake Geneva, Rockford and Davenport, and then get back to the main route at Cheyenne, Wyo.

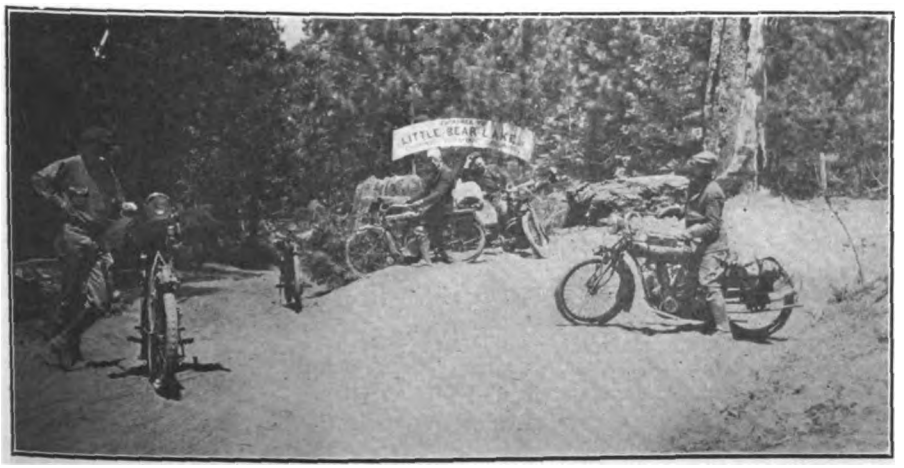
Mrs. Weaks is keeping a diary on the trip, and her notes show that only sixteen gallons of gasoline and less than one gallon of oil were required for the trip from Rochester to Milwaukee.

ROAD COMMISSION BRANCH NOW IN MILWAUKEE

MILWAUKEE, Wis., May 31.—The newly organized Division No. 2 of the State Highway Commission which has opened offices in the Stevenson building, this city, will have J. E. Gillespie in charge as division superintendent and a staff of four men. Mr. Gillespie comes from Grand Rapids where he has been in charge of the Highway Commission's central Wisconsin division for three years.

With the establishment of Division No. 2 motorcyclists of the city are rejoicing because it means that the notoriously bad Blue Mound road which leads out of the city to the best summer resort sections will be permanently paved with an extension of the concrete road now extending only about seven miles.

WITH INDIAN TWO-STROKE AT PICTURESQUE BEAR LAKE



M. G. Anlauf, of Anaheim, Cal. (By Sign), Who Successfully Ascended the Grade to This Park in San Bernardino Mts., on Featherweight, and Riders Who Accompanied Him

NEW TAGS FOR BUCKEYE STATE

COLUMBUS, Ohio, May 22.—It has been decided that motorcycle tags for the year 1917 in Ohio will contain green letters and figures on a white background. That decision has been reached by the secretary of State, who has asked for bids for 25,000 or more sets of motorcycle tags and 1,000 or more for motorcycle dealers.

SIDECAR FOR EAU CLAIRE POLICE

EAU CLAIRE, Wis., May 31.—The local police department has been furnished with a sidecar and motorcycle. The outfit will be used principally for special calls that necessitate the presence of more than a single officer and also for carrying prisoners to the jail and for transferring prisoners from the jail to the court house and back.

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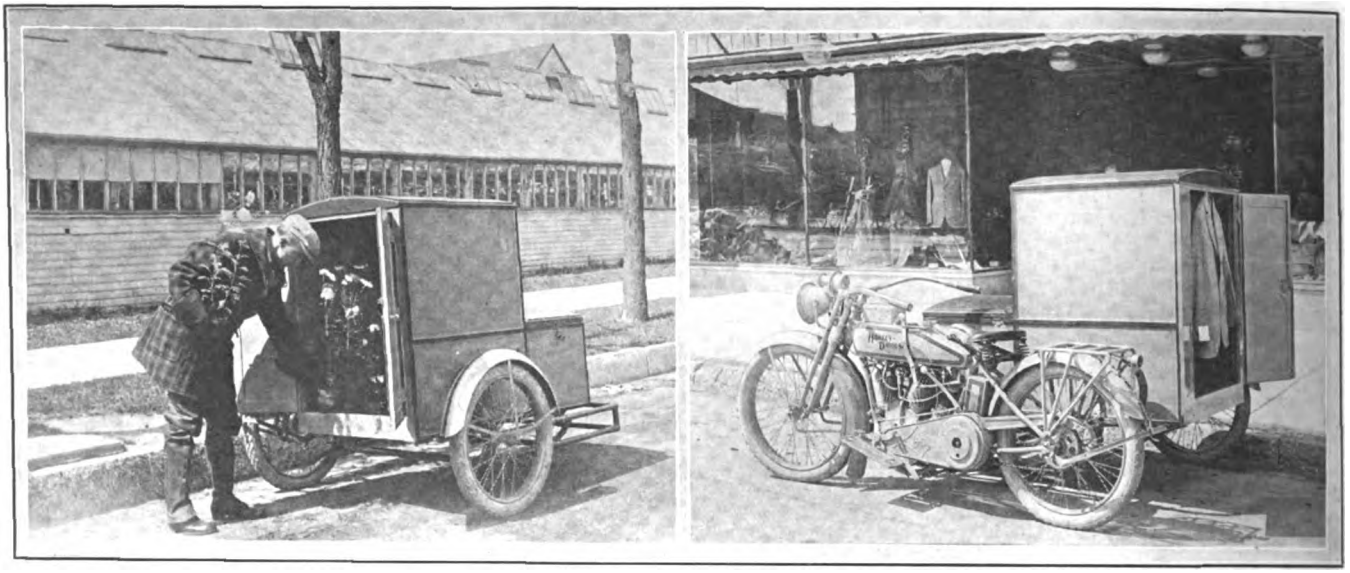
SPECIAL HARLEY VAN MEETS TAILORS' NEEDS

Latest Design from Chief Engineer of Silent Gray Is Also Adapted for Use of Florists



Left, Use of Rear Compartment for Potted Plants When Van Is in Service of Florist; Right, When Used by Tailor

MILWAUKEE, Wis., May 26.—The Harley-Davidson Motor Company is bringing out a sidevan which exactly meets the requirements of tailors, dyers and dry cleaners, and at the same time can be well adapted for delivery by florists. The sidevan, which is shown above, was designed by Chief Engineer William S. Harley. It consists of a double body, the rearward part being tall and having a rear door, while the forward part is of the usual box form with top cover.

The large rear compartment is the chief feature of the van. It has a capacity of 30 suits on coat hangers. The front compartment is for clothing or other merchandise. In florist service, potted plants are placed in the rear compartment. The chassis is very similar to that designed by Engineer Harley for the motorcycle machine gun car.

The company reports orders for a number of these vans from various dealers and feels, therefore, that it is opening up a field for sales which will be worth while. The new model chassis and body sells for $125.

PORTER BAGS TIGER; WILL REORGANIZE

Effects of Autobike Company Pass Into Hands of Well-Known Chicago Manufacturers—Big Plans Afoot

CHICAGO, May 30.—Charles C. Porter has taken over the affairs of the Autobike Co., maker of the Tiger lightweight, and removed the effects from 2231 Prairie avenue, where the old Autobike Co. held forth, to suite 900, 20 East Jackson boulevard. The company is now in the process of reorganization and it is understood that its management will be vested in folks well up in manufacturing as well as financial circles, and that with the provision of ample capital to float the business on a large scale, the manufacture of the Tiger lightweight will continue without interruption.

The Tiger motorcycle came into being early last fall. Aside from its low price of $112.50, its outstanding feature is the Frederickson motor with which it is powered. The motor is of the two-cycle type, but is distinguished by a more or less radical port arrangement by means of which it is claimed more nearly perfect scavenging is obtained, not only resulting in an increase in power and efficiency over the orthodox two-cycle motor of the same dimensions, but also in cooler operation.

The plans of the old Autobike Co. called for the production of 10,000 of the little machines during the present year, their first season in the business, and it was on the basis of this production that the price was fixed. Those behind the venture, however, had failed to reckon fully with the present condition of the materials market and operations were temporarily suspended.

AUTOMOBILE MEN AGAINST INSTALLMENT SALES

NEW YORK, May 29.—Motorcycle dealers will be interested in the decision of the National Automobile Chamber of Commerce that widespread advertising of the time-payment policy as applied to the sale of motor cars is inadvisable. It is argued that wholesale advertising of the installment proposition has a tendency to affect the buying public unfavorably, and that it also reacts objectionably upon the factory.

All of which has a bearing upon the competition of the small motor car with the motorcycle. Handlers of small, low-priced automobiles have, by offering indiscriminate installment inducements, been able in the past to cut into business that would otherwise naturally fall to motorcycle dealers, and with country-wide restrictions placed upon motor car dealers it will follow that motorcycle men will be enabled to meet the competition of the small motor car on a satisfactory basis.

The action of the National Automobile Chamber of Commerce does not imply, of course, that automobile installment sales will be stopped, but simply that they will be discouraged as strongly as possible.

USES INDIAN FOR FISHING IN SIERRAS

TURLOCK, Cal.—J. E. Farris, handling the Indian in this city, is an ardent follower of Izaak Walton, and uses his machine to take him to and from the pools and rivers where the fish are to be had for the catching. His regular run is from Turlock to Strawberry, 100 miles up in the mountains.

MILWAUKEE METROPOLITANIZING

MILWAUKEE, Wis., May 31.—Following the system used in Indianapolis and other large cities, an ordinance has been introduced making it necessary for automobiles and motorcycle and sidecar outfits to park on the forty-five degree angle in the downtown districts. The new law also restricts certain streets in the congested part of town from the parking privilege entirely from 7 o'clock in the morning until 7 o'clock at night.

MOTOR INDUSTRY CLUB

CHICAGO.—The Chicago Motor Industry Club has just been organized, with Harry N. Fowler as temporary president and George R. Veeder as temporary secretary. Though organized primarily for automobile men, the organization probably will also admit men in the motorcycle industry to membership.

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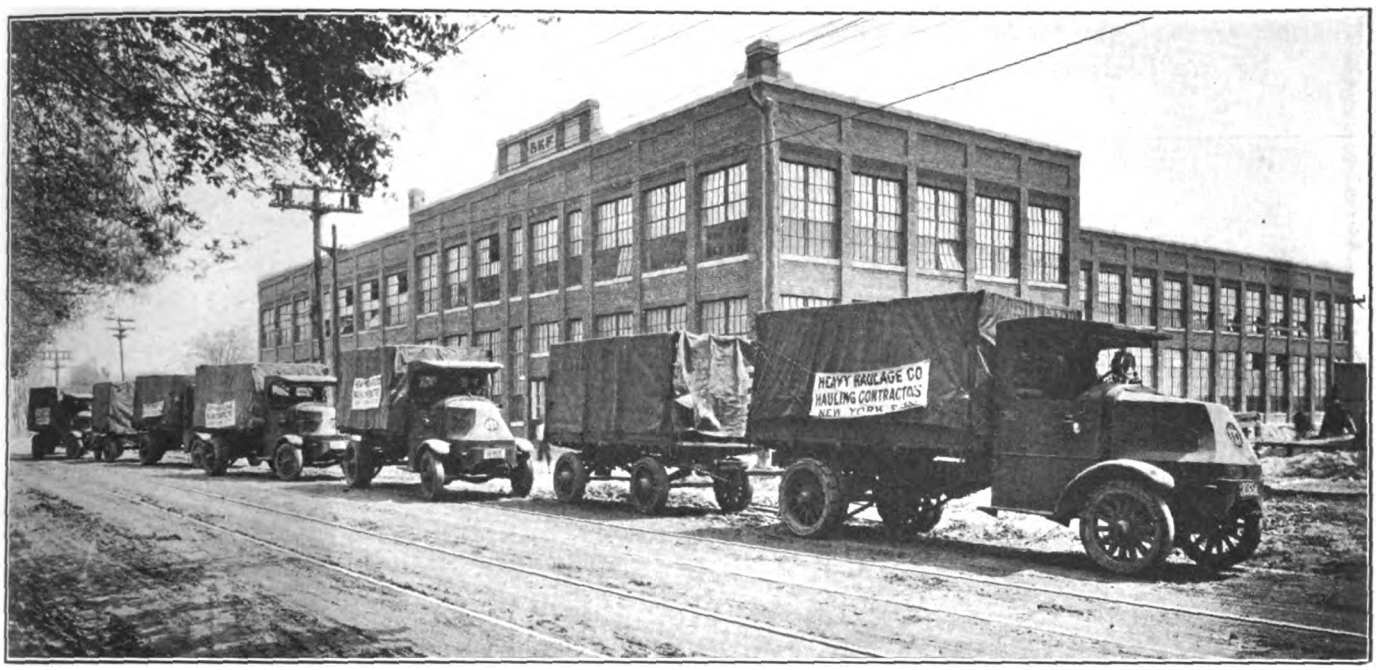
S. K. F. EFFICIENCY SHOWN IN TRUCK TRIP TO HARTFORD

Forty Tons of Ball Bearings Were Hurried Through to Meet Orders



Automobile Trucks and Trailers Which Brought Monster Load of Ball Bearings from New York, Leaving Factory After Unloading

HARTFORD, Conn.—The accompanying photograph, taken in front of the new American factory of the S. K. F. Ball Bearing Company, at Hartford, Conn., shows a fleet of Mack automobile trucks with trailers, arriving from New York with a shipment of forty tons of S. K. F. Swedish crucible steel ball bearings.

The S. K. F. Ball Bearing Company just at this time is passing through the transitional period incident to changing from a purely sales organization, representing the Aktiebolaget Svenska Kullagerfabriken, of Sweden, to a manufacturing organization with a factory at Hartford.

This company has always prided itself on its faithfulness in fulfilling shipping promises and in the case of this last consignment, it was only a matter of hours by which it lived up to its reputation. These bearings, which were needed to fill rush orders from manufacturers of automobiles, textile machinery, machine tools, milling machinery, and various other types of high speed machinery, arrived from Sweden late last week. Due to war conditions and hold-ups in Customs, further delays, due to the embargo on the railroad, the S. K. F. Ball Bearing Company chartered eight powerful Mack automobile trucks, similar to those being used by the Army in Mexico, and brought three hundred cases of these bearings to Hartford.

The installation of machinery at the new Hartford plant is now nearing completion and manufacturing operations will commence within the next month.

25 INDIANS FOR SPRINGFIELD SOLDIERS

Second Regiment Is Raising $5,000 to Buy Motorcycles Which Hendee Mfg. Co. Will Supply at Cost; Four Machine-Gun Outfits

SPRINGFIELD, Mass.—The machine gun company of the Second regiment has started a campaign among the citizens for the purpose of raising $5,000 with which to completely motorize its organization, the Hendee Mfg. Co. having made a special offer to supply the 25 motorcycles needed at cost, and in addition to head the list of subscribers with a donation of $100. Officials of the Hendee company state that they have made the offer because of their conviction that the motorcycle must play a big part in national preparedness, and because they are anxious to have the Springfield regiment set a good example for other military units throughout the country.

Of the 25 motorcycle outfits, four are to be of the machine gun sidecar type, and 18 are to be tandem-equipped. One machine will carry two riders with repair equipment, and two officers will have solo mounts.

HUSTLING EMBLEM HEADQUARTERS AT PITTSBURGH, PA.

Store of T. J. Everwine at 7139 Frankstown Avenue with Group of Patrons Who Swear by Angola-Made Models in Smoky City

MOTORCYCLE SQUAD FOR GUARD IN DETROIT

DETROIT, Mich.—This city may soon have a detachment of motorcycle scouts, from the interest shown by officers in the Michigan National Guard recently. Tom Martin, of "Jack Pines" fame, has been in daily conference with Major Waldo of the Guard, and things are pointing strongly toward the formation of a squadron attached to the 31st Infantry.

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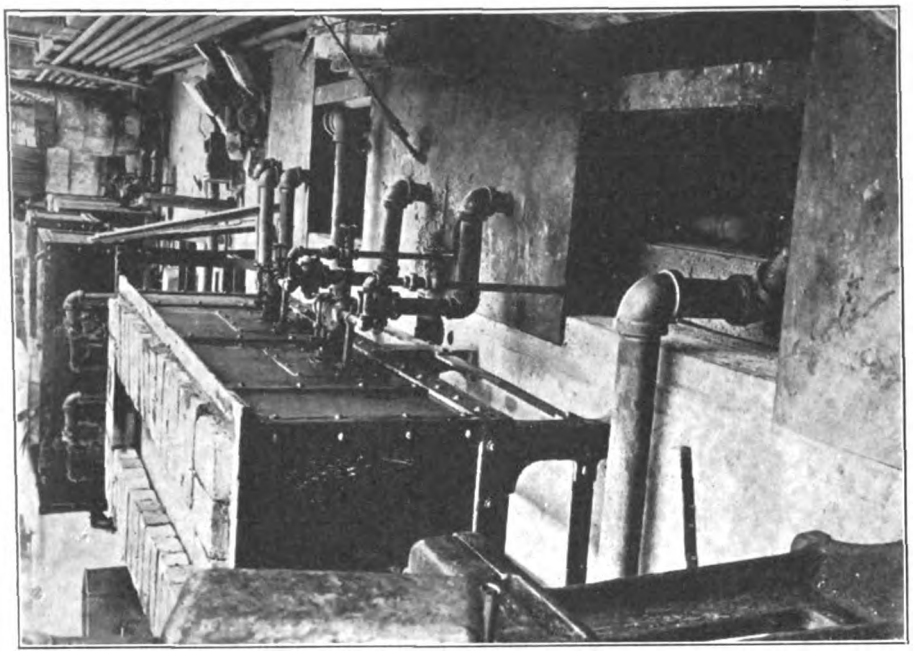
HOW INDIANS ARE SUBJECTED TO THE "FIRE TEST"

Old-Time Ordeal for Hardening Young Redskins Is Recalled to Visitor at Hendee Factory by the Elaborate System of Heat-Treating Parts for the Indian Motorcycle

By E. F. HALLOCK



One of the Furnaces at the Hendeeville Plant, Seen From Above

WORD artists who are wont to enthuse us with tales of Indians of days gone by—Indians of the human variety—emphasize almost with one accord the rites which were indulged in at that period of the male youngster's life when he was emerging from childhood to enter the realm of manhood; the rites which served to sort the weaklings or less courageous striplings from the hardy and daring, which served to pass the latter onto a full enjoyment of an Indian brave's prerogatives, and doomed the balance either to death or to an ignominious life among the women folk of the tribe. The ceremony, smacking strongly of barbarity, included torture of every conceivable nature, subjecting the youth at once to extreme physical tests through which only those bodies in the pink of condition could endure, and to the extreme in mental anguish, which the brave suffered in silence or even in glee while those more susceptible cried out in their agony.

Effective "Fire Tests"

And of the many and varied rigorous tests which were inflicted on these hardy youngsters by their elders, none was more rigorous, none better calculated to break down their youthful stoicism than the "fire tests," which took the form of branding with heated irons, mild roasting over a brisk fire, prodding with pointed firebrands, etc., all ingeniously devised to harden the youngster physically and mentally, and adapt him for Indian warfare.

And the visitor to the plant of the Hendee Mfg. Co., at Springfield, Mass., if he visits a certain room of abnormally high temperature, located in the basement of the building, will learn that even as in those "good old" days toughness and ability to withstand hard usage were bestowed upon the Indian by virtue of this "heat treatment," those identical and much-to-be-desired qualities are found in the modern Indian—the Indian motorcycle—and likewise result from "heat treatment."

Ever since steel has been recognized as superior to the baser iron for certain classes of heavy duty work entailing either great strain or continued wear, it has also been recognized that the application of heat to the metal, followed by subsequent quenching, tends to make it harder and better fitted for the work in hand. It has taken, however, quite some time even for those best versed in steel, its handling and uses, to learn that simple heating, in a more or less indiscriminate manner, followed by quenching, is not productive of the best results. Just the proper amount of heat must be applied under proper conditions and for exactly the right period; and this heat treatment must be followed up by quenching of the sort that has proven the best in practice in order to obtain the best results. The hit-or-miss method of heat treatment is comparable to the old hand method of turning out machine parts; there is too much variation in the quality of the parts turned out. On the other hand the systematic method of heat treatment, with the heat controlled within very narrow limits and the time controlled practically to the instant, results in parts which are uniform in texture and wearing qualities, even as parts turned out on automatic screw machines or with the aid of jigs are uniform as to size.

An Adept in Steel

The stout, jolly, little foreman, who has charge of the heat treatment room at Springfield is an adept not only at heat treatment of steels, but also at making plain its whys and wherefores to the uninitiated visitor. If Friend Visitor really is seeking information, the foreman will lead him over to where several workmen are busily engaged at packing steel parts, such as three-speed gears, timing gears and sprockets into square malleable iron boxes, filling the voids with a black substance

Pair of Furnaces For Case-Hardening—Boxes at Left Hold Parts to Be Treated

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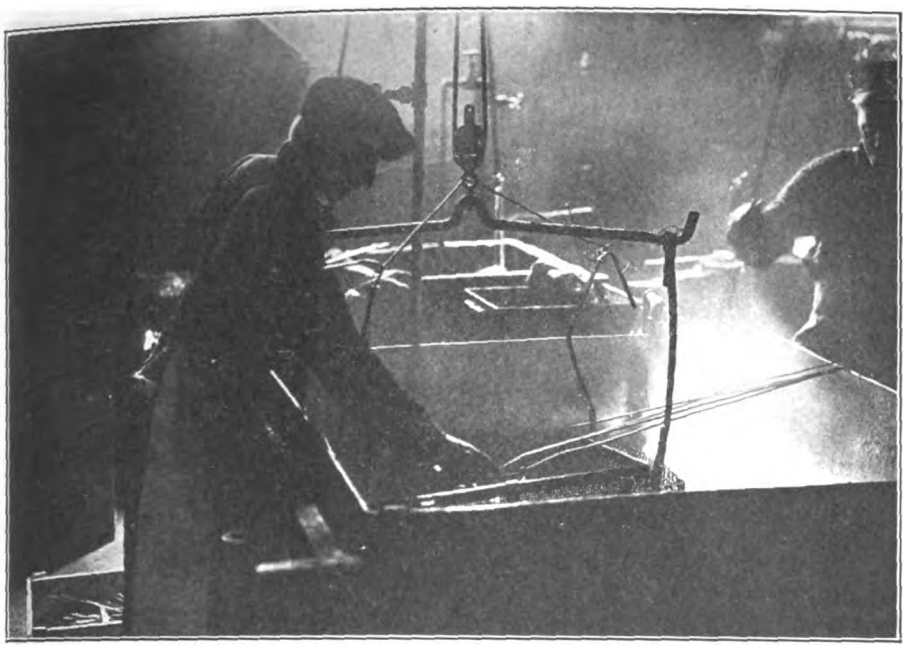

Oil Baths in Which Parts Are Dipped "Drawn" to Proper Temper

which looks for all the world like railroad cinder. It won't escape the notice of the observer that this packing operation is very carefully carried out. No portion of the metal to be treated, for instance, is permitted to contact with the box, nor is one part permitted to touch another. The black cindery compound, the foreman informs us, consists in part of bone-ash; or, in other words, charred bones, and it is used to supply the requisite quantity of pure carbon, which is needed to toughen the steel. There are other substances included in the compound, however—cyanide of potassium for one—but for exact composition is in the nature of a trade secret, and on such subjects the modern Indians are scarcely more likely to talk than the Indian of yesteryear.

When the iron box has been completely filled with parts and the bone-ash compound, a heavy metal cover is put on it, the joint being sealed with fire clay. This, the foreman tells us, is to exclude the air and prevent burning, not only of the charcoal mass, but also of the steel itself, which goes a great way toward eliminating the formation of scale on the surface of the steel.

Packed in Trays

The parts to be treated arrive at this packing table in metal trays accompanied by a ticket giving the number of parts, the grade of steel used in them, and the treatment they are to undergo, and this ticket follows the parts throughout the heat-treating department. Ten of these boxes packed and sealed, and containing identical parts or parts which are to undergo identical treatment, are placed in one of the 22 oil-burning furnaces which line the walls of the room. These furnaces are lined with refractory brick, and are provided with two large oil burners so arranged that the supply of crude oil can be adjusted to a nicety and the heat controlled within very narrow limits.

When the furnace has been charged with the iron boxes and the door closed, the burners are ignited and set full blast to bring the contents up to heat. The proper heat varies not alone with the size of the parts, but also with the character of the metal, and according to the use the part is to be put to. Likewise the length of time at which this maximum temperature is maintained varies. For larger parts, such as a three-speed gear, the temperature reaches 1,750 degrees Fahrenheit, and the parts are kept at this high heat for four or five hours, and sometimes longer, depending upon the metal.

Keeping Temperature Constant

It is essential, if uniformity in the finished product is desired, that the temperature be maintained constant throughout the whole of the period after the furnace has reached the "up-to-heat" point. It is readily understandable, however, that a thermometer cannot be used for measuring temperature as high as this. While there are furnace men who by looking through the peep hole, which is a little mica covered hole in the door of the furnace, can approximate the temperature by the color of the brick, such a method is open to criticism, and in the Indian plant at least is considered as but one degree removed from absolute guesswork.

The Hendee system of insuring the proper temperature at all times during the treatment includes the use of a very sensitive instrument called a pyrometer. This instrument comprises a sensitive millivoltmeter graduated in degrees Fahrenheit, instead of in volts, which is connected in circuit with a constant potential battery, and with a pyrometer unit enclosed in a tube which enters the furnace. This pyrometer unit comprises two pieces of special alloy wire twisted together at the end, and sheathed in a tube of heat-resisting material. The wires are of different alloys, and have the property of changing their resistance abnormally with every change of temperature to which they are subjected. When they are in a furnace, for instance, which is "up-to-heat," supposing the heat to be 1,750 degrees, their resistance is just such as to cause the millivoltmeter to swing to the 1,750 degree point, and any change either upward or downward in the heat of the furnace affects the meter and tells the operator that more or less heat is required, as the case may be.

There is a pyrometer unit in each of the 22 furnaces, and these are all connected to a single switchboard installed in an elevated room, which looks for all the world like a railroad signal station. By means of suitably arranged switches, any one of the 22 units can be connected to the meter. An operator guards over the meter board the entire day, and takes readings from each of the furnaces in operation every ten minutes, entering the readings on a chart, which accompanies the parts to the testing room after the heat treatment is completed.

Controlled by Switches

A bank of switches is placed at the rear of the table in front of the operator. These switches are of the double-throw variety, and serve to control red and white lights which are placed in front of each furnace. When the switch is pulled down the white light at the proper furnace is illuminated, warning the furnace operator that the heat is too low and should be increased. When the switch is thrown up, on the other hand, a red light appears and thus warns the operator to cut down on the burner until the furnace again is brought to the proper temperature.

The pyrometer operator throws the switch lighting either one of the lamps when the thermometer varies 25 degrees either way from the "up-to-heat" point, and the furnace man, taking his cue from the signal light, examines his furnace through the peep hole, and regulates the proper burner to bring the temperature back to normal. The permissible fluctuation of 25 degrees in the enormous total of 1.750 is mere bagatelle, and has no effect whatever upon the finished product.

Like Human Skin

In the hardening process the steel can be compared to the human skin. When subjected to heat the pores of the skin open, and likewise the pores of the steel open, and, figuratively speaking, the metal "drinks" in carbon from the bone-ash mass with which it is surrounded. The longer the heat is maintained, and the higher, the deeper the carbon soaks in. The carbon renders the steel very hard and likewise very brittle. Obviously, it would not be wholly the part of wisdom to continue the process until the whole mass is impregnated with carbon, for that would render it extremely brittle and unsuitable for the work met with in motorcycle practice. As a matter of fact, the process is continued just until the outer shell of the steel assumes a good hard wearing surface, the inside remaining comparatively soft and very tough.

When the furnace has run for the alloted time at the proper heat, the pyrometer operator signals the furnace man by continually flashing the signal lamps, and then the burners are extinguished and the mass is allowed to cool off to the proper temperature for quenching, which, with big work, is about 1,350 degrees. The glow-

(Continued on page 40)

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Indian Side Car Team Takes Highest Honors in the First 1000 Mile Endurance Run Ever Held

Only Side Car Team to Make Perfect Scores in Boston-Buffalo Event

Five Other Indians Also Score Perfect Truly Sensational Victory for Red Machines

THINK of four side car outfits with drivers and passengers covering 1000 miles and showing ABSOLUTELY PERFECT and having a consistency score of 995—only 5 points penalty incurred by secret checks and due in no way whatever to mechanical difficulties!

Think of 5 solo machines also coming through with score likewise ABSOLUTELY PERFECT!

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There has been no previous performance which in any way approached this 1000 mile demonstration of long distance superiority and efficiency.

Indian has thus won a triumph that was sought after by every make in the country. And Indian wrested its victory from a picked field, a field keen to seize the honors which must necessarily go to the winner of the first 1000 mile cross-country dash ever held in the United States.

The successful side cars were driven by H. F. Drake, John Constant, Harvey Bernard and Hal Noyes—solo machines by C. Crout, C. E. DeLong, J. J. Berlo, E. F. Longley and J. J. Canane. The result is a splendid tribute to the stamina of both men and machines and is likewise a memorable credit to the Cradle Spring Frame which contributed to long sustained riding without undue exhaustion. Everyone at the checking stations noted that Indian riders were the freshest in condition all along the route.

THE INDIAN IS ALWAYS READY TO SUBMIT PROOF—THE PROOF OF ACTUAL TRIALS. THE 1000 MILE BOSTON-BUFFALO TEST PROCLAIMS INDIAN AS ABSOLUTELY PERFECT!

Indian

HENDEE MANUFACTURING COMPANY
(Largest Motorcycle Manufacturers in the World)
Springfield, Mass.

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HOW THE 45 STARTERS FARED IN THE N. J. ENDURANCE

SOLO DIVISION

Rider.	Machine	Tires	Magneto.	Chain.	Club.
Elmer J. Mills.....(1996)	Indian	Goodyear	Split. Mag.	Duckworth	N. Brunsw'k M.C.
W. J. Ruhle.....(1995)	Harley-Dav.	Firestone	Remy	Duckworth	Milwaukee M. C.
H. E. Kunath.....(1995)	Indian	Goodyear	Dixie	Duckworth	New Jersey M. C.
Arthur Dunham....(1995)	Indian	Goodyear	Dixie	Duckworth	Bridgeport M. C.
Ivan F. Jacobs.....(1994)	Indian	Goodyear	Dixie	Duckworth	Dayton M. C.
H. C. Scherer.....(1993)	Harley-Dav.	Firestone	Remy	Duckworth	Grand Rapids M.C.
A. W. Herrington..(1992)	Harley-Dav.	Firestone	Remy	Duckworth	Milwaukee M. C.
Simeon Stone .....(1989)	Indian	Ster.-Goody'r	Dixie	Duckworth	Paterson M. C.
Bertram M. Walker.(1985)	Indian	Goodyear	Split. Mag.	Duckworth	Speedway M. C.
Calvin Webber.....(1985)	Indian	U. S.	Split. Mag.	Duckworth	Speedway M. C.
Oscar B. Harkins...(1984)	Indian	Goody'r-Fisk	Split. Mag.	Duckworth	N. Brunsw'k M.C.
J. H. O'Brien.....(1983)	Indian	Goodyear	Split. Mag.	Duckworth	Indian Outing C.
August Zimmerman.(1980)	Harley-Dav.	Firestone	Remy	Coventry	Nat'l Capitol M. C.
Chrisy L. Ehlers...(1979)	Harley-Dav.	Goodyear	Split. Mag.	Duckworth	New Jersey M. C.
R. S. Woods.....(1978)	Harley-Dav.	Firestone	Remy	Coventry	Trenton M. C.
Frank Doyle.....(1938)	Harley-Dav.	Firestone	Bosch	Duckworth	.....
Watson Kluczek.....(out)	Reading St'd	U. S.	Bosch	Duckworth	New Jersey M. C.
Ed. Vredenburg.....(out)	Reading St'd	U. S.	Bosch	Duckworth	New Jersey M. C.
Lawrence Casperson..(out)	Reading St'd	Fisk	Bosch	Duckworth	New Jersey M. C.
Leslie Cramer.....(out)	Indian	Fisk	Split. Mag.	Duckworth	N. Brunsw'k M.C.
John Walton.....(out)	Indian	Goodyear	Split. Mag.	Duckworth	New Jersey M. C.
Howard Hill.....(out)	Indian	Goody'r-Fire.	Split. Mag.	Duckworth	New Jersey M. C.
John F. Carroll.....(out)	Indian	Goodyear	Split. Mag.	Duckworth	Paterson M. C.

LIGHTWEIGHT DIVISION

Claude S. Ramsay, Jr.(1983)	Cleveland	Federal	Bosch	Coventry	.....
C. W. Waughop....(1984)	Cleveland	Federal	Bosch	Coventry	New Jersey M. C.
Leslie Wintsch.....(1970)	Cleveland	Federal	Bosch	Coventry	New Jersey M. C.
Gustav Bley.....(1955)	Indian	Goodyear	Dixie	Duckworth	Paterson M. C.
W. H. Bergfeld....(1947)	Cleveland	Federal	Bosch	Coventry	New Jersey M. C.
William Fisher.....(out)	Indian	Goodyear	Dixie	Duckworth	New Jersey M. C.
Douglas Shotwell.....(out)	Cleveland	Federal	Bosch	Coventry	New Jersey M. C.
A. J. Berdon.....(out)	Cleveland	Federal	Bosch	Coventry	Paterson M. C.
Frank Schneider.....(out)	Cleveland	Federal	Bosch	Coventry	Paterson M. C.

SIDECAR DIVISION

Gene Coughlin.....(1992)	Harley-Dav.	Firestone	Remy	Duckworth	Crotona M. C.
Joseph B. Werner..(1982)	Harley-Dav.	Pennsylvania	Bosch	Renold	Passaic M. C.
E. G. Havenstrite..(1979)	Harley-Dav.	Firestone	Bosch	Coventry	New Jersey M. C.
Fred Schlagenheft..(1976)	Harley-Dav.	U. S.	Bosch	Renold	New Jersey M. C.
Thomas R. Lee....(1975)	Harley-Dav.	Firestone	Bosch	Coventry	Paterson M. C.
Walter Goerke.....(1970)	Indian	U. S.	Dixie	Duckworth	New Jersey M. C.
Walter Stuart.....(1966)	Indian	Goodyear	Dixie	Duckworth	Speedway M. C.
Raymond Case.....(1958)	Harley-Dav.	Firestone	Remy	Duckworth	Passaic M. C.
Orrie Steele.....(1953)	Indian	Goodyear	Split. Mag.	Duckworth	Paterson M. C.
Theodore Gempp...(1932)	Harley-Dav.	U. S.	Remy	Duckworth	Passaic M. C.
J. R. Neis.....(out)	Indian	U. S.	Dixie	Duckworth	New Jersey M. C.
Arthur Blaesser.....(out)	Harley-Dav.	Empire	Bosch	Duckworth	Passaic M. C.
Louis Weibel .....(out)	Harley-Dav.	Firestone	Remy	Duckworth	Paterson M. C.

(Continued from page 9)

dealer and get it in shape in 30 minutes. That he came through the run at all with such scant preparation is one of the wonders of the run. Hardly less remarkable was the performance of Gustav Bley, who had never competed in an endurance before. Many hardened and seasoned riders on heavyweight machines failed to survive the difficult contest, which seemed easy for Bley.

The Medal Winners

Medal awards on results are as follows: Gold medals, Mills, Indian; Dunham, Indian. Silver medals, solo class, Ruhle, Scherer, Herrington, Zimmerman, Ehlers, Woods, all Harley-Davidsons; Kunath, Jacobs, Stone, Webber, Walker, Harkins, O'Brien, all Indians. In sidecar class, silver medals, Coughlin, Werner, Havenstrite, Schlagenheft, Lee, Case, all Harley-Davidsons; Steele, Stuart, Goerke, Gempp, all Indians. Ramsey, Waughop, Wintsch, all on Clevelands, Bley on Indian featherweight, and Bergfels on Cleveland, are all awarded silver medals. The only bronze medal won was by Doyle, amateur, Harley-Davidson.

Following the departure of the nine lightweights there was a lull till eight o'clock when the first sidecar, a Harley-Davidson driven by Gene Coughlin with D. R. Hobart, of **Motor Cycle Illustrated,** as passenger, was sent off on the long 400-mile trip. At one minute intervals the remaining combinations were despatched and the solo riders then followed. It was after 9 p. m. when the officials at the club saw entrant No. 56 vanish down Broad street en route to Keyport, the first check marked on the route card.

No Checker at Keyport

The route was generally good to Perth Amboy, with some broken roads and dust and from then on it was only fair. At Keyport, the sidecars arrived in a group to find no traces of a checker. The drivers scouted the town for the control, and finally, after wasting some twenty minutes started off toward Bradley Beach, the second check.

The riders were accompanied by all the lightweights and over a dozen solo contestants who had caught up with them at Keyport. The race officials have ruled out this check.

The run to Bradley Beach was made through sand for the most part, particularly in the Coast section. Then followed more dust and sand to Seaside Park and Tom's River.

All of the contestants were on the move and there were no troubles of any kind in the first one hundred miles. At Pemberton there were some laggards who lost the road or whose carbureters had choked with dust from traveling the heavy roads along the Atlantic shore.

Livingston Avenue Section

Good roads were found practically all the way to Trenton, but the Livingston avenue section, over two miles long, near New Brunswick, started the casualties. The first part of this avenue is deep red dirt, which after the night's rain became gummy and impeded the progress of both sidecars and solo machines. Several combinations got mired in this stretch and had to be lifted out bodily, as the wheels went in to the hubs. A secret check was located at the middle of this stretch. Following the mud came powdery sand, and in this Art. Herrington, Harley-Davidson solo, went down with the machine on his leg. He sprained it badly but rode the rest of the course to the finish. Spills among solo riders were many in this section, to the apparent amusement of the checking officials.

The day section, Newark to Phillipsburg and back via Neshanic, started well, with rough stretches near Franklin Furnace. In fact, it was mining-town road for the greater part after leaving Rockaway, the first day check, 25 miles out. More poor roads dug out of mountain sides followed to Blairstown, the noon control. At Walpack the solo riders had their second check, stopping at noon in Phillipsburg.

The strain on the contestants began to manifest itself about eleven a. m. and many adopted the plan of riding at top speed to within two or three miles of the check and then resting alongside the road until time was about right to ride in. After Phillipsburg, came the *piéce de resistance* of the run—Forge Hill.

Forge Hill Troubles

This hill was built in the days of buggies and never touched since. It has two stretches, one of steep red mud, ordinary dirt and loose rocks. The second has a steeper surface of red mud and more and larger stones.

The two sections were so steep that solo machines had difficulty in getting up, and the sidecar group, with one exception, had to dismount passengers and get their assistance in pushing at intervals to get up at all. Two belated solo contestants stalled on the hill spoiled the ascent of all combinations that were put to the climb. With a clear road, Walter Goerke, with Mrs. Goerke as passenger, made the ascent with his passenger in the car.

There was a check at the "landing" between the two sections, and then came the second climb. All the passengers walked this hill and most of them pushed to get traction. Fair roads, mostly broken macadam and dirt, followed to Frenchtown and Flemington.

Neshanic Checker Missing

The soloists had long passed the combinations and had apparently checked somewhere near Neshanic, but on the arrival of the three-wheelers, at that place, there were no signs of a checker or yellow flag. The checking place was given as the railroad station, but there was nobody home. Contestants thereupon got the station agent to certify their times of arrival and proceeded onward. Over a mile out of Neshanic appeared the yellow flag, well hidden by a turn in the road, but no sidecar driver signed with him. This check was later ruled out.

The run in the late afternoon and evening to Newark was made over rough dirt roads with occasional stretches of fine surface. All but two of the starters appeared within the time limits.

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PROMISING PROGRAM FOR EMPIRE STATE MEET

Donovan Sanctions 100-Mile "Pro" Event and Awards Two-Mile National "Pro" Championship to Speedway M. C. for Sheepshead Bay, July 4th—Other Details

SHEEPSHEAD BAY, N. Y., May 29.—The failure of Chairman John L. Donovan, of the F. A. M. competition committee to grant a sanction for the 200-mile professional speedway race, which was planned to be run in connection with the N. Y. state F. A. M. convention at the Sheepshead Speedway on July the 4th, has not resulted in a postponement of the state session nor in the curtailment of the program. In place of the 200-mile event, which was to be the feature of the day's card, a 100-mile number has been supplemented and Chairman Donovan has given the Speedway M. C., which is standing sponsor for the affair, sanction to stage along with it the two-mile F. A. M. professional national championship, which events should go a long way toward pulling the crowd "Sheepsheadbayward" on Independence Day.

When it came to passing judgment on the sanction for the Sheepshead Bay meet as originally planned, Chairman Donovan found himself tied hand and foot by an agreement entered into three years ago with the promoters of the Dodge City speedway event. This agreement called for the granting of no other sanction for a speedway event of over 100 miles anywhere this side of the coast for July 4, thereby insuring the filling of the Dodge City run in years to come. In view of the fact that the promoters had gone ahead with the Dodge City plans this year, Donovan felt that his agreement with the Kansas folk could not be broken to grant the Sheepshead Bay sanction even though the scene of the contest was to be more than 1,000 miles away from the Kansas classic.

State Amateur Championship

Aside from the 100-mile professional and the two-mile National Professional Championship, the tentative program for the race meet at the seaside speedway for July 4 calls for the running of the state amateur championships at one, two, five, ten and 25-mile distances and a ten-mile professional contest. There will also be a special match race between an automobile, an aeroplane, and a motorcycle, while other novelty contests of a similar nature are promised.

The convention will be held at the track during the morning of July 4, and the race meet will occupy the afternoon. Dancing and other forms of entertainment will be indulged in during the evening. Grandstand seats, which carry with them parking privileges, may be obtained at 50 cents apiece from J. W. Barnard, care New York Sporting Goods Co., 15 Warren street, New York, or from the Sheepshead Bay Speedway Co., 1604 Broadway, New York. Boxes for six people are listed at $5, while those who prefer the "bleachers" can get in at a quarter a piece.

Arrangements are now being consummated to start tours from up-state cities, and from nearby cities in other states with Sheepshead Bay as their objective, and it is confidently expected that the attendance will be up in five figures.

The track will be open for practice on the morning of July 3, and the elimination trials will be staged on the afternoon of that day. Factory teams representing several different makes of motorcycles have been promised by their respective manufacturers.

RAIN BLANKS ALTOONA PROGRAM

(By Telegraph to Motor Cycle Illustrated)

ALTOONA, Pa., May 30.—Speed fans of Altoona and vicinity were keenly disappointed today when the races were postponed on account of rain. The new date for the program is June 3.

HARE HEADS MARYSVILLE M. C.

ROBERT HARE has been elected president of the Marysville, Cal., M. C., succeedinf A. Irving, resigned. The race committee consists of L. Morrison, D. Esterbrook, F. Rich, T. Day, C. McGinnis and B. Aldeman. If the expected sanction of the A. E. of M. is forthcoming, the annual race will be held July 3, and the club is assured of a strong line-up of speedsters.

NO THIRD TERM FOR PRESIDENT COFFMAN

F. A. M. Head Feels That Business Will Interfere with Official Duties and Will Therefore Decline Renomination

TOLEDO, Ohio, May 29.—Just who the F. A. M. conventioners, who assemble at Providence some time either late in July or early in August, will choose to head the national riders' organization for the coming year is a matter for conjecture. But the conjecture will not include the present incumbent, A. B. Coffman. Coffman, who has held the post for the past two years, and who has made an able and efficient leader, has eliminated himself from the coming contest.

In thus declining again to be a candidate for the F. A. M. presidency, he pleads a super-abundance of daily work as the underlying reason for his action. He feels that under conditions as they exist today he cannot do the F. A. M. office full justice and at the same time attend to his own business, and to the business of the M. M. A. Mr. Coffman says that he has enjoyed every minute of his two years' tenure office, that he likes the work and would much prefer to continue along with it if conditions favored that course, but under the circumstances he would feel it necessary for him to decline re-nomination if it were offered him.

PROVIDENCE WEEK-ENDERS ON 400-MILE RUN

Motorcycle Squad, Made Up of Both Sexes, Covers Picturesque Route on Two-Day Outing; B. A. Swenson Acts as Pilot

PROVIDENCE, R. I., May 28.—Some 21 motorcyclists from this city and other towns nearby participated in a week-end run promoted by the Providence Motorcycle Club which started yesterday morning with the party headed for North Adams, Mass., and finished here again tonight. B. A. Swenson, local Indian dealer, acted as the pilot and picked out 400 miles of good going.

The route took the party from Providence to Putnam, Conn., thence through Willimantic and Hartford to Springfield, where the Indian factory was visited. From Springfield the party went by way of Westfield and Pittsfield to North Adams, where they put up for the night. The trip back was slightly altered. It included Greenfield, Springfield, Worcester and Woonsocket, thence back to Providence.

Nothing outside of a balky motor or two occurred to mar the pleasure of the run and the balk was quickly taken out of the machines by the very efficient pilots. The run included about all the beauty spots there are in that section of the country, which is noted for its mountain trails. The trail of the Mohawk, which arises to 2,200 feet above the sea level, was, perhaps, the most picturesque part of the tour.

These in the Run

Among those in the run were: Mr. and Mrs. B. A. Swenson and son, Eddie, Mr. and Mrs. Wineooth, Mrs. J. H. Bailey, Byron Davidson, B. E. Mathewson, Mr. and Mrs. James Leath, P. T. Phetteplace, Earl H. Procter, A. J. LaCouture, William Ide, L. G. Moore, Peter Jaswell and George H. Page.

HUBBARD IS ENTHUSIASTIC

Charles H. Hubbard, of the Henderson Motorcycle Sales Corporation, of Los Angeles, is back from an extended trip in the East during which he visited the Henderson factory. Mr. Hubbard is enthusiastic over business conditions in the East and the activity at the Henderson factory.

APPLETON CLUB REVIVED

APPLETON, Wis., May 26.—There is a movement on foot in the local motorcycle trade and rider circles to revive the old Appleton Motorcycle Club which, before last summeer, was one of the strongest motorcycle organizations in the country.

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United States Chain Tre

A few days ago, Ensign Peak at Salt Lake, Utah, was climbed for
before had a motorcycle gone anywhere near the top. J. L. Ande
last two hundred yards are the most perilous), but he determined to

He enlisted United States Chain Tread Tires. As a result, he went up the steep, rough mountain-side in 4½ minutes carrying a passenger in a sidecar. The descent was made without a mishap, although at times the boulders strewing the tortuous path threw motorcycle and sidecar up in the air at the edge of an 800 foot drop!

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AND ASSOCIATED COMPANIES

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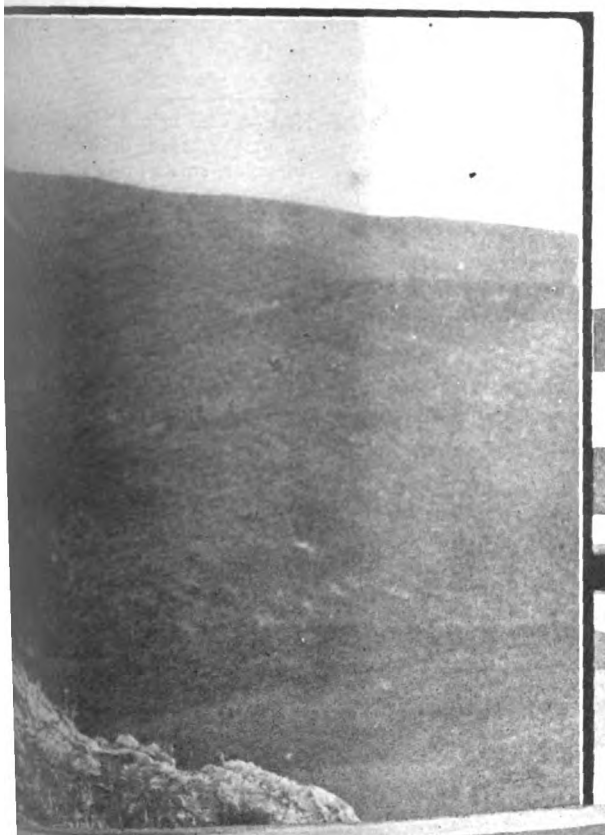
ires Climb Ensign Peak!

ime by a motorcycle and sidecar attached! Only once or twice Thor rider, determined not only to go all the way to the top (the 40 per cent grade with a sidecar, and do the trick in record time.

But the United States chain grip was there to steady them. This performance, recorded by moving picture operators, proves that for "biting" into rock and gripping tight where a skid or a slip means disaster, United States Tires are unequalled. That is why dealers who want to sell the best, sell United States Tires exclusively.



UNITED STATES RUBBER COMPANY
US
RUBBER SYSTEM
AND ASSOCIATED COMPANIES

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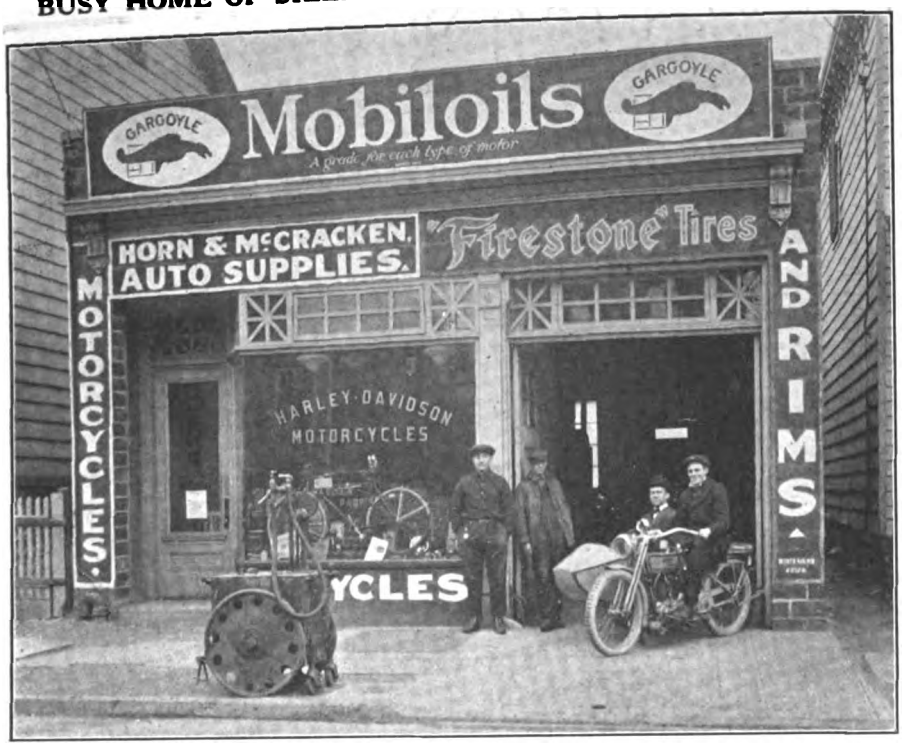
BUSY HOME OF SILENT GRAY AT COLLEGE POINT, N. Y.



Establishment of Horn & McCracken at 25 Thirteenth Street, a Rendezvous for Local Enthusiasts. The Iver Johnson Bicycle Is Also Handled

LOW SADDLE POSITION ON NEW MICHAELSON

Geared Foot-Starter and Ample Footboards Other Features on Model C Twin Made by Pan-American Motor Co. of Minneapolis

MINNEAPOLIS, Minn., May 26.—The Pan-American Motor Company, of 408-410 Sixth avenue, South, this city, which recently took over the manufacture of the Michaelson motorcycle, is announcing the Model C machine for 1916. This Michaelson model has a power plant which is substantially the same as that on former twin models. There are, however, a number of desirable changes on the Model C as compared with the Michaelson twin which preceded it.

The frame has been lowered to give a saddle position of reduced height from the ground. Pedal cranks have been discarded and a geared foot-starter fitted. This gives ample leverage for starting the motor without danger of back-kicking. Good-sized footboards with ample hangers are also provided.

The weight of the machine has been materially reduced. This has been made possible by the use of drop-forgings in place of casting on former models. Considerable dead weight has been removed from the flywheels, giving the motor less vibration and an increase in speed.

The main bearings in the Michaelson motor and gear-set are very large as compared with those of former models, annular ball-bearings being fitted at these points. The same system of carburetion, lubrication and ignition as was tried out and proven satisfactory on previous Michaelson models has been retained.

All working parts are carefully proportioned to withstand the severe strain and yet be as light as possible. Extra heavy drive chains are fitted. The motor on the Model C is rated by the manufacturers at 10-13 horsepower.

HELP CELEBRATE HOMECOMING WITH MOTOR PARADE

RACINE, Wis., May 31.—The Racine Motorcycle Club will take a prominent part in the big homecoming celebration being arranged by the citizens of Racine and has induced the committee to hang up a purse of $100 to be distributed among the owners of the best decorated motorcycles in the parade.

The Racine club will hold its first race meet on the half-mile track here July 2. This year's races will be strictly F. A. M. sanctioned events. The first tour of the season was to Cedarburg to take in the races arranged by the Milwaukee club in conjunction with the Cedarburg Driving Association.

BEST HE EVER SAW

"Enclosed you will find my check for which please send me Motor Cycle Illustrated for one year, beginning March 2, 1916. Your paper is the best of its kind that I have ever seen."

JNO. E. WICKLES,
Bicycles & Supplies.
724 E. 26th St., Erie, Pa.

BUSINESS OPENINGS FOR MANUFACTURERS AND JOBBERS

WEYERHAUSER, Wis.—The Vorce-Beers Hardware Company has purchased the stock of F. L. Vorce. Catalogs are requested on bicycles, automobile accessories, lubricating oils, small tools and enamels.

KNOXVILLE, Iowa.—Hamilton & Hamilton have just opened a store in this city for general hardware. They desire catalogs on bicycles, oils and small tools.

STONEWALL, Okla.—G. W. Garrett & Son have bought out the business of E. M. Bellew. Catalogs on mechanics' tools, lubricating oils and varnishes are requested.

ECKELSON, N. D.—Catalogs on bicycles, automobile accessories, oils and small tools are desired by Anton Fried & Son, formerly Fried & Schwartz.

MINOT, N. D.—The Minot Hardware Company has just started in business. Catalogs on bicycles, small tools and oils are desired.

BARBOURSVILLE, Ky.—J. F. Rosnick & Company have bought out the business of Vermilion & Son. The new owners request catalogs on bicycles, lubricating oils, small tools and colors.

SACO, Mont.—The Saco Hardware, Furniture & Lumber Company has organized to deal in automobile accessories, small tools, enamels and varnishes and lubricating oils. Catalogs on these goods are requested.

MILROY, Minn.—E. A. Fraser & Son have gone into a new building and are stocking automobile accessories, small tools and lubricating oils.

ALL LIGHTS SHOULD BE LIT PROMPTLY AT SUNSET

THAT riders should take care to have lights lit promptly at sunset and not wait for dark is called forcibly to mind by the experience of Oscar A. Bleck, of Michigan City, Ind. The laws in practically all States call for lights between sunset and sunrise, and a strict enforcement of the regulations will probably bring many a rider who overlooks this point into the hands of the constable.

Bleck's letter is as follows:

"I was riding along one night and about 7.29 was arrested by an officer, because I did not have my light lit at the time. I was taken to the station and they held my machine for bonds.

"I had previously looked at the almanac and found that the sun had set at 7:11. We arrived at the station at 7:40 and the law allows 30 minutes grace after sun set. I was one minute to the good and consequently they had to release me."

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DEPARTMENT OF MOTORCYCLE ILLUSTRATED
"ALL THE BICYCLE NEWS EVERY WEEK"

KRAMER WINS SEASON'S FIRST TITLE RACE

Veteran Champion Disposes of Big Alf. Grenda on Decoration Day in Quarter-Mile National Championship Race; McNamara Beats Oscar Egg in Five-Mile Tandem Paced Event

NEWARK, N. J., May 30.—Frank Kramer celebrated Decoration Day by winning the first national championship race of the season at the Newark Velodrome. The distance was a quarter of a mile. Kramer beat Alf. Grenda for first place, while in the race to decide third and fourth honors, Bob Spears was a winner over Alfred Goullet.

To get to the finals Kramer had to win his heat, defeat Marcel Dupuy and then Bob Spears. In the final against Grenda he trailed the tall Tasmanian until the last turn, when he raced around him and beat Grenda down the home stretch by three-quarters of a length.

In the five-mile tandem paced race, Reggie McNamara, of Australia, defeated Oscar Egg, the Swiss cyclist. Egg rode a hard race, and with poor pace to contend with, was all in at the finish, falling from his bike fifteen yards from the tape.

John D. Staehle won the miss-and-out race for the amateurs, while Ben O'Sicky, of Cleveland, was first in half-mile handicap. The summaries:

Half Mile Novice (Amateur).—Won by S. P. Sadler, Newark; Norval Nicol, East Orange, second. Time, 1:18⅘.

Half Mile Handicap (Amateur).—Won by Ben O'Sicky, Cleveland (55 yards); Nicholas Horvath, Newark (70 yards), second; E. J. Carroll, Oakland, Cal. (45 yards), third; W. Heller, Newark (50 yards), fourth. Time, 0:55⅕.

Two Mile Invitation (Professional).—Won by Jacob Magin, Newark; Joseph A. Fogler, Brooklyn, second; E. F. Root, Boston, third; Martin Ryan, Newark, fourth. Time, 3:55⅕.

Quarter Mile National Championship (Professional).—Won by Frank L. Kramer, East Orange; Alfred Grenda, Australia, second; Robert E. Spears, Australia, third; Alfred Goullet, Australia, fourth. Time, 0:31⅗.

Two Mile Handicap Repechage (Professional).—Won by E. F Root, Boston (130 yards); Harry Kaiser, Bronx (120 yards), second; Edward Madden, Newark (110 yards), third; Martin Ryan, Newark (150 yards), fourth; Percey Lawrence, San Francisco (155 yards), fifth. Time, 3:50.

Miss and Out (Amateur).—Won by John D. Staehle, Newark; Walter White, Newark, second; Christian Dotterweich, Newark, third; Jerry Nunziata, Vinone Sportiva Italiana, fourth. Time, 4:26⅘. Distance, 2 miles.

Five Mile Tandem Paced Match Race (Professional).—Oscar Egg, Switzerland, vs. Reginald McNamara, Australia. Won by McNamara. Time, 9:35⅕.

Alfred Goullet

MOSSUTI DIES FROM INJURIES RECEIVED IN RACE

UNION HILL, N. J.—Joseph Mossuti, whose knee cap was broken in a collision with an auto during the recent 25-mile road race of the Century Road Club of America, died today at the North Hudson Hospital as the result of blood poisoning, which set in at the injured knee. Mossuti's end was hastened by a sudden attack of scarlet fever.

The members of the America's New Jersey division attended the funeral in a body. Floral tributes were received from many riders in the Metropolitan district.

HANDSOME FRASSE BOOK IS JUST OFF THE PRESS

AS handsome from the typographical and illustrative viewpoints as it is interesting in text matter, a booklet which has just been put out by Peter A. Frasse & Co., Inc., in commemoration of its one hundredth year in business, is one of the most attractive pieces of trade literature that has reached the office of **Motor Cycle Illustrated** to date. The book goes back to the start of the Frasse business in 1816 and then works up through the various stages of the firm's development to its position of unquestioned success today.

Photographs of the company's founder and the early officials, of the various branches and finally of the present officers and the full administrative staff add greatly to the attractiveness of the book, which is printed in photo-brown on special paper throughout.

The book, which is indicative from cover to cover of the solidity and strong organization of the Frasse company, is the product of C. W. Oliver, of the advertising department.

AMERICA'S HANDICAP POSTPONED

NEW YORK, N. Y., May 31.—Out of respect to the memory of Joseph Mossuti, the cyclist who was mortally injured in the recent C. R. C. of A. race in Union Hill, N. J., the 25-mile handicap road race of the America's New York Division, which was to have been held at Floral Park June 4, has been indefinitely postponed. Announcement will be made later whether the race is to be run at all.

F. A. M. AND N. C. A. RESUME WORKING AGREEMENT

NEW YORK, May 29.—The old agreement between the F. A. M. and the N. C. A. by which the motorcycle organization recognized the sanctions and suspensions of the bicycle body and vice versa has been re-established. The agreement was originally entered into during the tenure of office of R. G. Betts shortly after the foundation of the F. A. M. and endured until the two organizations fell out over the sanctioning of paced races during the presidency of G. H. Hamilton.

R. F. Kelsey, of the N. C. A., and J. L. Donovan, chairman of the F. A. M. Competition Committee have agreed that paced bicycle races should be controlled by the bicycle body, thus removing the last obstacle to a renewal of the working agreement. By the terms of the new arrangement, Donovan will "keep his eye" on cycling events in the Middle West.

ACME RACE HOLDS INTEREST

NEW YORK, N. Y., May 31.—Though a damper seems to have been put on racing here, as a result of Mossuti's death, interest in the Acme Wheelmen's ten mile "Bronx County Classic" continues unabated. Pelham Parkway, the course of this event, will be closed to all traffic during the race.

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NEW POSTERS ISSUED BY TIRE COMPANY

Printed in Three Colors and Measuring 24" x 36", These Posters Have Been Gotten Up Especially for Dealers by the U. S. Tire Company

WILL HANDLE CYCLEMOTOR THROUGHOUT KANSAS

ROCHESTER, N. Y., May 31.—When the Cyclemotor first appeared in the American market about a year ago, the Ellis Bicycle Company, Wichita, Kan., secured the selling rights for its own city only and immediately started pushing this bicycle motor attachment. Their success was much better than expected, with the result that they recently applied and received the state distributorship for the Cyclemotor.

In Chicago the Edwards-Crist Mfg. Co. has unqualifiedly endorsed the Cyclemotor and is now distributing the Rochester bicycle booster in Cook County.

Wishing to subject the Cyclemotor to a severe test chief engineer, E. L. Evans, of the Cyclemotor Corporation, used the attachment on a trip to Buffalo, last saturday, a distance of about 79 miles. Clear sailing was experienced all the way, an average of fifteen miles an hour being obtained over the entire distance.

JAVA DEALERS SIGN UP FOR MOTOR WHEEL

MILWAUKEE, Wis., May 31.—The latest foreign agent for the Smith Motor Wheel to be appointed recently is the firm of W. H. Berkhemer & Son, of Batavia, Java. Both Berkhemer senior and son are now traveling in the United States contracting for the exclusive handling of motorcycles, bicycles and accessories on the big tropical island. The first motor wheel order, according to factory reports, calls for forty attachments, which are to be shipped via the same boat as the Java agents will take in New York when they leave for home, about June 10.

Among the commercial sales of the motor wheel last week was one to the Milwaukee Electric Company, and another to the Western Union Telegraph Company. The latter concern is trying out the Smith attachment for use in connection with message deliveries.

Motor wheel enthusiasts are constantly developing new and unusual phrases to voice their praise of the bicycle booster. The latest one comes from B. R. Almstead, of Montclair, N. J., who calls his "red buzzer" the "concentrated essence of push."

CYCLEMOTOR DEMONSTRATION DAY

BOSTON, Mass., May 30.—A Cyclemotor demonstration day was observed in this city by the S. J. Beckwith Company, 170 Washington street. All day a Cyclemotor-equipped bicycle was run up and down the street which passes the store and attracted considerable attention, resulting in the sale of five attachments and the securinng of a good list of live prospects. The demonstration was announced in most of the local newspapers the day before. The Beckwith store has been in existence for only three months and reports a brisk demand for the standard lines of bicycles carried, which include the Pierce, Reading-Standard and Emblem.

CHICAGO VELODROME WILL REOPEN IN JUNE

CHICAGO, Ill., May 31.—That the Riverview Velodrome will reopen this season on June 17 as an exclusive amateur track was announced last week by Paddy Harmon and Paul Cooper, the two promoters who lost a lot of money at Riverview last year because of the rainy season.

There will be meets on Saturday and Sunday evening, and possibly a matinee on Sunday. The amateurs have been divided into three classes, according to their ability which will be judged by the Board of Control, consisting of members of the clubs represented in the recently formed Federation of Chicago Bicycle Clubs. Prizes will be awarded at each meet.

JOHNSONS' BIKE STORE IS EXCEPTIONALLY FINE

STOCKTON, Cal.—This city has some exceptionally fine bicycle stores for a place of its size, and Johnsons', the new one opened this spring, easily takes first rank in attractiveness and convenience. The proprietors are Yolland Johnson, formerly associated with Branche's sporting goods house of Stockton, and his father, Col. Johnson. The store on East Weber avenue has been one of the busiest places in town for the last month or two. A handsome window display is made of bicycles and accessories, and the service department in the rear provides many conveniences for visiting riders.

NEAT WINDOW OF PROVIDENCE STORE

The Goodby-Rankin Company Changes Its Display Every Month

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MICHIGAN CLUB HOLDS FIRST RACEMEET

GRAND RAPIDS, Mich., May 30.—Several local riders failing to put in an appearance, though having filed their entries, the first racemeet of the Western Michigan Cycling Club, held last Saturday, at the Comstock Park Track, was run off with less éclat than anticipated. At the beginning of the meet much interest centered about the two Toledo boys, Travis and Sierlate, who had travelled all the way to Grand Rapids to compete in these races. But their performances were disappointing for neither was placed in any event. The summaries:

One Mile Novice Race.—W. Dellberg, first; C. Taylor, second; L. McMaster, third. Time, 2 min. 43⅗ sec. (All local entries.)

One Mile Handicap Cycle Race.—Meissner (scratch), Grand Rapids Y. M. C. A., first; Travis, Toledo, second; Sierlate, Toledo, third; McMaster, Grand Rapids, fourth; W. Dellberg, Grand Rapids, fifth. Time, 2 min. 36⅗ sec.

Miss and Out Cycle Race.—Meissner, Grand Rapids Y. M. C. A., first; W. Dellberg, Grand Rapids, second; Travis, Toledo, third; Kuhns, Grand Rapids, fourth; Taylor, Grand Rapids, fifth. Time, 11:59. (Distance 3 miles.)

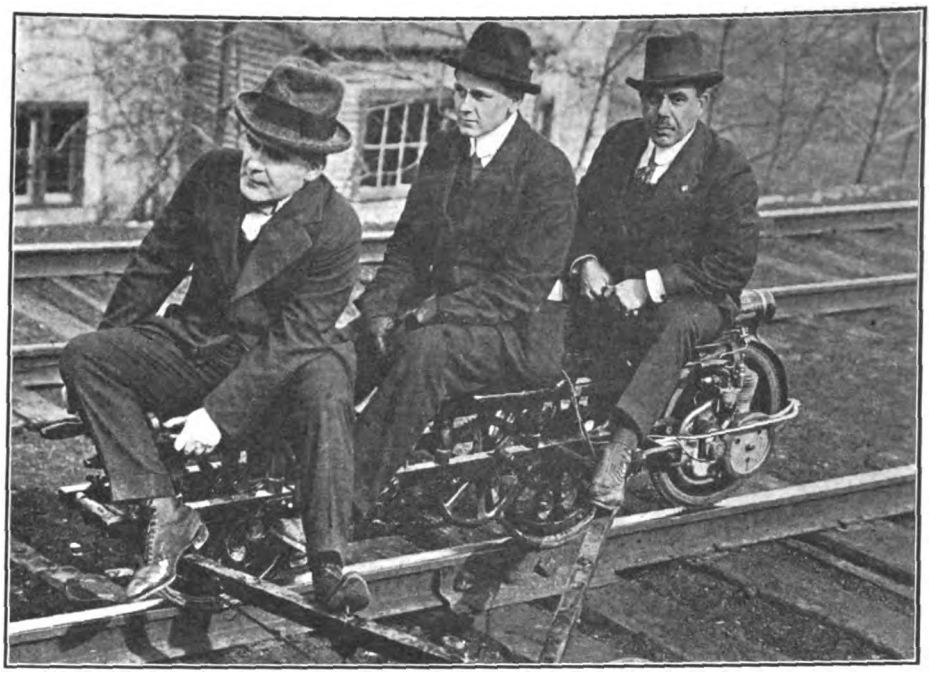
Five Mile Handicap Race.—C. Taylor, Grand Rapids, first; Kuhns, Grand Rapids, second; Boyd, Grand Rapids, third; Eichenberg, Grand Rapids, fourth; Payne, Grand Rapids, fifth; Travis, Toledo, sixth. Time, 15:22.

EXERCISES ON TRAINER; GETS ELECTRICITY

TORONTO, Canada, May 29.—A French inventor, according to a story which a Canadian soldier-cyclist has just brought back from "Paree," was not satisfied with merely taking exercise that would develop his muscles, but wanted to increase his bank account at the same time. So he got hold of a home trainer bicycle outfit and connected the rollers with a dynamo.

Now, whenever he hops into the saddle for his day's exercise, he generates not only strength, but also electricity. The electricity he stores away in storage batteries and uses it for the purpose of illuminating his home. A dynamometer attached to the dynamo shows the clever Frenchman how much "juice" he manufactures each day, and it also shows him how much he exercises.

DEMONSTRATING MOTOR WHEEL TO RAILROAD MEN



Fred St. Onge (at Right) of A. E. Bregent, Montreal, Testing Booster on Velocipede

SPENCER AGAIN TRIMS HANS OHRT

Canadian Rider Scores Another Victory Over the California Boy, While Kramer Continues to Show Splendid Form at Newark Velodrome

NEWARK, N. J., May 29.—Frank Kramer, whose riding has been the feature at every meet run off at the Newark Velodrome this season, continued his string of triumphs on Sunday by defeating Bob Spears, the elongated Australian, in a special match race at two-thirds of a mile, and followed this performance by winning the five-mile invitation for the professionals.

Earlier in the season Spears took two out of three heats from the champion in a match race, and it was sweet revenge for Kramer to turn the tables on Sunday afternoon. "Big Steve" won in two straight heats, and each time he rode from in front. Kramer was two lengths ahead, going into the last lap in the first heat. On the back stretch Spears closed the gap to a length, and he fought Kramer around to the tape, but at the finish his front wheel was at the hub of Kramer's back one.

Alfred Goullet, who was the king of the outlaw cyclists, won his first race of the season when he took first place in the two-thirds mile handicap for the professionals. Goullet rode from scratch and had to show all that was in him to grab off first honors. Eddie Root, who had 50 yards, finished second, and Gordon Walker, with the same allowance, was third. Fourth place went to Frank Corry and Alf. Grenda got fifth money.

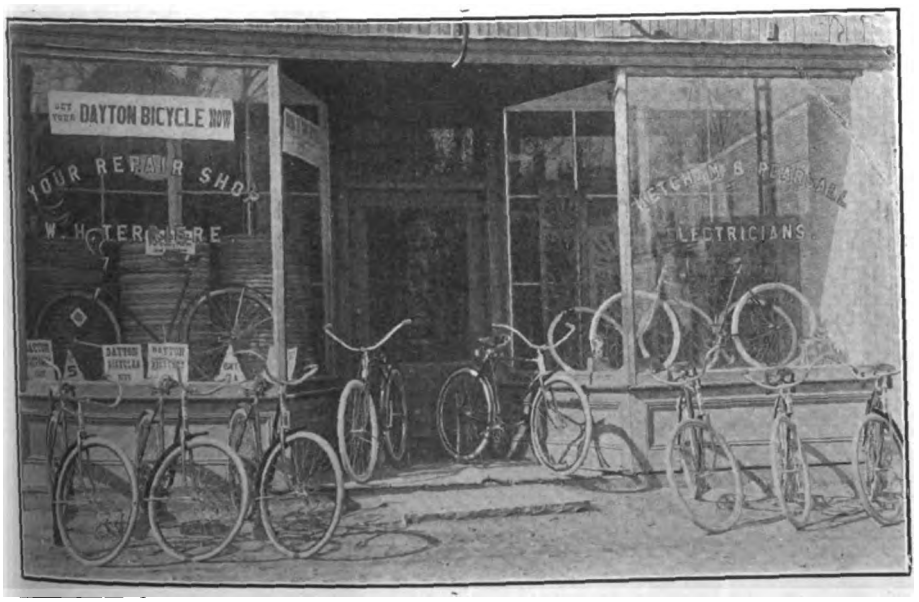
Beat Ohrt in Straight Heats

Arthur Spencer, the Toronto boy, demonstrated clearly that he was the master of Hans Ohrt, the California rider, in a match race. Spencer beat Ohrt in two straight heats at two-thirds of a mile, while a week ago he trimmed Ohrt in two out of three heats. Spencer rode from in front each time and Ohrt did not have enough speed to get around him. The first, which was rerun, resulted in a victory for Ohrt, but it was not allowed, as Ohrt had switched Spencer all over the track on the entire last lap.

Gus Lang, of Irvington, uncorked a pretty sprint in winning the two-mile open for the amateurs. He came out of the middle to the field on the back stretch and immediately rode to the front, passing Walter White and then William Spencer. White was there with a final kick and beat Spencer out for second place. Summary:

One mile novice (amateur)—Won by Leonard Ward, Newark; William Schneider, Newark, second. Time 2:34.

WHERE DAYTONS ARE SOLD IN BROOKLYN, N. Y.



The Busy Establishment of W. H. Terriere, a Progressive Dealer

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Two-thirds mile handicap (professional)—Won by Alfred Goullet, Australia (scratch); Eddie Root, Boston (50 yards), second; Gordon Walker, Australia (50 yards), third; Frank Corry, Australia (40 yards), fourth; Alfred Grenda, Australia (scratch), fifth. Time 1:22⅕.

The Brassard Race, at one mile (professional)—Frank Cavanagh, Newark, vs. Marcel Dupuy, France. Won by Cavanagh. Time 2:54. Last eighth mile 0:12⅕.

One-third mile handicap (amateur)—Won by William Eager, Newark (55 yards); William Schneider, Newark (55 yards), second; H. F. Abbott, South Orange, (45 yards), third; Archie Farnow, Salt Lake City (50 yards), fourth. Time 0:36.

Two-thirds mile match race (professional)—Frank L. Kramer, East Orange, vs. Robert E. Spears, Australia. Won by Kramer. First heat won by Kramer. Time, 2:02. Last eighth mile, 0:12⅕. Second heat won by Kramer. Time, 2:04⅕. Last eighth mile, 0:12.

Two-thirds-mile match race (professional)—Arthur Spencer, Toronto, vs. Hans Ohrt, San Francisco.—Won by Spencer. First heat won by Spencer. Time, 2:05. Last eighth mile, :12⅗. Second heat won by Spencer. Time, 2:07⅗. Last eighth mile, :12⅕.

Two-mile invitation, handicap (professional)—Won by William Hanley, San Francisco (50 yards); Gordon Walker, Australia (70 yards), second; Worth L. Mitten, Davenport, Ia. (120 yards), third; John Bedell, Lynbrook, L. I. (100 yards), fourth. Time, 3:45⅕.

Two-mile open (amateur)—Won by Gus J. Lang, Irvington; Walter White, Newark, second; William Spencer, Toronto, third; Thomas Fitzsimmons, East Orange, fourth. Time, 4:29⅕.

Five-mile invitation (professional)—Won by Frank L. Kramer, East Orange; John Bedell, Lynbrook, L. I., second; Reginald McNamara, Australia, third; Menus Bedell, Lynbrook, L. I., fourth; Eddie Root, Boston, fifth. Time, 10:02⅕.

BISON CITY RACE A MUD LARK

Forty-three Cyclists Ride in Steady Downpour of Rain; Big Crowd Turns Out to See Twenty-Mile Handicap

BUFFALO, N. Y., May 30.—Though the rain came pouring down like cats and dogs, forty-three of the one hundred and fifty on the entry list faced the starter today in the twenty-mile bicycle handicap road race staged by the Buffalo Cycle Dealers' Association. Sheriff Ed. Stengel fired the gun at 9:50 in the morning, sending off the first bunch of riders.

Thousands of people witnessed the event which was the most interesting and best organized seen in the Bison City in many years. The course ran through the heart of the city, which accounted in large measure for the presence of the large crowd.

It was a tough ride for the contestants, who had to plough through mud and dash over puddles of water. There were spills upon spills, and not less than six riders were forced out of the running.

The dealers had provided a substantial lunch for the contestants at the finish. Most of the riders, however, instead of making a bee-line for the sandwiches, jumped into the wading pond at Humboldt Park to wash off the mud before enjoying the hospitality of the local merchants.

R. J. Howard, with a seven-minute handicap, accounted for the mud lark, his time being 58:03. The best time was made by Eddie Levy, who completed the 20 miles in 55:09.

Officials patrolled the course in automobiles. The summaries:

Place.	Name of Rider.	Hdcp.	Time.
1	R. J. Howard	7:00	58:03
2	H. G. Hann	7:00	1.00:00
3	William McNamara	3:00	56:01
4	R. Knibes	6:00	59:02
5	Ralph Amsden	5:30	58:33
6	Thos. Vozga	5:30	58:34
7	Frank Kolb	5:00	58:55
8	L. F. Schreck	4:00	58:16
9	Thos. Collins	5:00	59:17
10	Eddie Levy	Scratch	55:09
11	A. Ciacinch	Scratch	55:10
12	John J. Gibbon	2:30	57:41
13	R. J. Hoover	3:00	56:12
14	Tony Burke	2:30	57:43
15	A. DiCarlo	1:30	56:44
16	E. L. Kramer	3:00	58:27
17	Jos. W. Hurley	4:30	1.01:00
18	Jos. Muelhbauer	1:30	58:13
19	G. J. Dobe	6:00	1.02:55
20	D. Costantini	4:00	1.02:08
21	William Anthony	1:00	59:25
22	William Heintz	4:30	1.02:55
23	Ray Wright	4:30	1.03:38
24	B. Szczodrowski	7:00	1.07:08
25	Peter Rott	1:30	1.01:41
26	Carl Muth	1:00	1.01:12
27	J. Gronkowski	Scratch	1.00:12
28	C. J. Campbell	7:00	1.07:50
29	Harold Chretian	5:30	1.07:08
30	John Wolf	4:30	1.07:08
31	J. H. Dekdebrunen	4:00	1.07:33
32	Elmer Bundt	Scratch	1.03:38
33	John Tanner	2:30	1.06:09

THE sudden death of Joseph Mossuti, C. R. C. of A., which resulted from an automobile collision in a recent race staged by his club, sadly emphasizes the great importance of running races on courses that are absolutely free from traffic of all kinds.

The first warning was sounded when Joseph Naphtal, C. R. C. A., was instantly killed by an automobile while competing in a race on Long Island the Sunday before last.

Races should be held on clear courses or not held at all. The responsibility rests squarely on the shoulders of the promoting club officials to see that chances for accidents are reduced as far as is humanly possible.

"Safety-First" is the right slogan to adopt for bicycle races. This applies to riders as well as promoters.

A TIMELY BICYCLE AD

Go a-Fishing on your Bicycle

BICYCLES TO RENT

The brooks are bubbling through the meadows and rushing down the hillsides and the lakes have thrown off their icy covering and gleam and glint in the Spring sunshine.

In the cool shadows the fish are lurking, big fellows, hungry after the Winter's fast.

Why not go a-fishing? Not to the fished-out places where everyone can go, but further into the country where the fishing is really good.

Seek out those places on the BICYCLE. It will GO ANYWHERE and bring you back more quickly and easily than any other means of transportation.

And all the time you will be in the "great out-doors," breathing pure air and enjoying the thrill of spinning over highways and byways.

There is only one Bicycle that will give perfect enjoyment—only one that is absolutely free from care and trouble—that's the "Speedwell."

You can buy it on terms that will make it easy for you to pay while you ride. SEE US BEFORE BUYING.

Bicycle Repairing, Tires, Parts and Repairs

SMITH

7 MECHANIC ST.

SNAPSHOTS OF THE BUFFALO BICYCLE DEALERS' ASS'N RECENT PARADE

Upper Left, The Prize Winners in the Parade. Lower, Start at McKinley Monument. Right, Parade Officials

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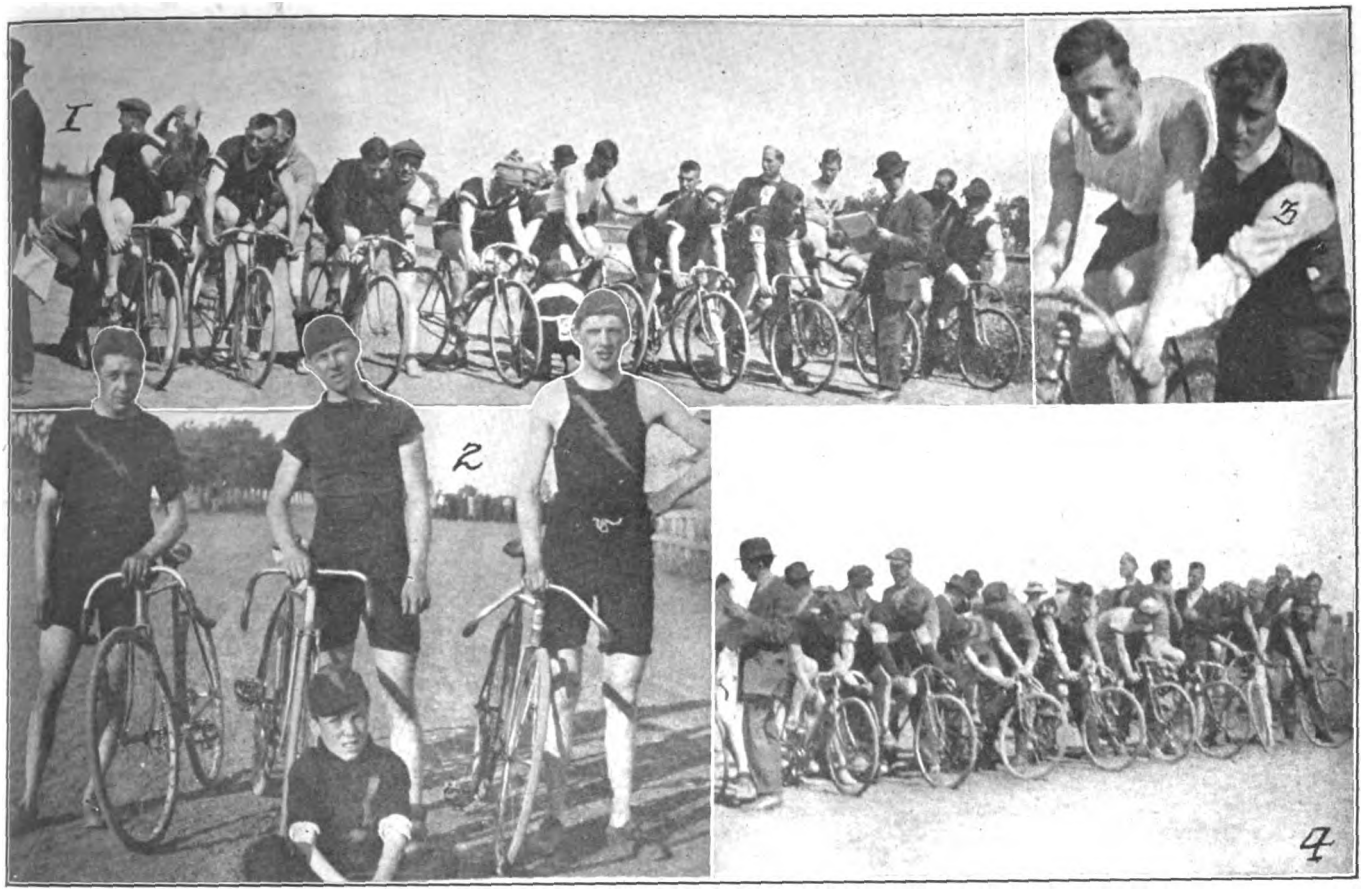
SNAPPY CARD OF RACES HOLDS STOCKTON'S INTEREST



1, Start of One Mile State Championship; 2, Winning Team in Australian Pursuit Race, Entered by New Century Wheelmen; 3, Geo. S. Simondi Winner of State Championship Race at One Mile; 4, Start of One Mile Consolation

STOCKTON, Cal., May 28.—The New Century Wheelmen of San Francisco practically cleaned up the track at the race meet held here last Sunday under the auspices of the California Associated Cycling Clubs. The first event was a two-mile tandem which was tucked safely away by Harry Spence and Les. Drury of the N. C. W.

Much interest centered about the next event on the program, which was the final of the one-mile state championship. So large was the field for this race that it was necessary to run off three heats. Geo. Simondi, of the Garden City Wheelmen, showed the way to the tape, being closely followed by F. Hoffman. For his victory in this event Simondi was presented with a large silver cup by the mayor of Stockton.

More than 90 riders faced the starter in the three-mile handicap. Clarence Mettled, of the New Century Wheelmen, accounted for the bicycle which was hung up as first prize. The time prize was annexed by W. Hammitt, also of the N. S. W. W. Thompson, of the New Centuries, accounted for the consolation race.

The feature event on the program was the Australian pursuit race, limited to 10 miles. The N. C. W. again was victorious, the members of the winning team being H. DeBrie, A. Sangalli and M. Castillo. The clubs figuring in the pursuit race were: Garden City Wheelmen, New Century Wheelmen, Samson Wheelmen, Racycle Club, Merced Wheelmen and Sacramento Wheelmen. Summaries:

Two-mile tandem race—Won by Harry Spence and Les. Drury, N. C. W.; second, W. Hammitt and A. Sangalli, N. C. W.; third, W. Thompson and R. Welch. Time, 4:40.

One-mile State championship—Won by Geo. Simondi, Garden City Wheelmen; second, F. Hoffman, Olympic Club; third, B. Girard, Olympic Club. Time, 2:54.

Three-mile handicap—Won by C. Mettler, N. C. W.; second, M. Cassials, Samson Wheelmen; third, L. Drury, New Century Wheelmen. Time, 7:32⅗.

Four-mile team relay—Won by junior division of the Samson Wheelmen. Time, 10:07⅘.

Australian pursuit race—Won by New Century Wheelmen; second, Garden City Wheelmen; third, Samson Wheelmen. Time for ten miles, 23:50.

One-mile consolation race—Won by W. Thompson, N. C. W.; second, A. Horner, Samson Wheelmen; third, R. Welch, N. C. W. Time, 2:35.

RHODE ISLAND WHEELMEN WILL HOLD REUNION

PROVIDENCE, R. I., May 30.—The members of the Rhode Island Wheelmen, an organization made up of old-time bicycle riders, are arranging for an outing and reunion on July 8. It has not yet been decided where the affair will be held, but it will be a sufficient distance from the city to make one of the features of the day a pleasant ride. Henry A. Carpenter is chairman of the outing, while William H. Gardner is acting as secretary and treasurer.

IGLEHART IS CRESCENT VICTOR

BALTIMORE, Md., May 30.—Walter V. Iglehart was the winner Sunday of the first club championship race of the season held by the Crescent Bicycle Club, Fred. M. Sanborn finishing second, Mm. H. McAvoy third, Wm. T. Wright fourth, and John E. Nitz, Jr., fifth, the first five men only receiving points in the championship competition. The time was 14 min. 55 sec.

ACME STAGE CORK AND BRASSARD RACES

BRONX, N. Y., May 29.—With a handicap of forty-five seconds, Frank Small won the third weekly cork race of the Acme Wheelmen which was held last Sunday over the Pelham Parkway. Fifteen men started, the limit handicap being 1:30: Summaries: 1, F. Small, 45 sec.; 2, J. Schaeffer, 30 sec.; 3, Spillane, 45 sec.; 4, G. Schaab, 30 sec.; 5, F. Mesner, 1:00.

The weekly Brassard race was also staged last Sunday, Frank Mesner winning in the "A" class over A. Miller, previous holder of the armlet. In Class "B" J. Markey vanquished H. Moorehead.

IRVINGTON-MILLBURN RACE CALLED OFF

NEWARK, N. J., May 30.—The Irvington-Millburn twenty-five mile road race which was to have been held today over the historic course, which has witnessed many thrilling events in the past, has been called off because of the refuusal of the South Orange Township Committee to grant a permit.

This committee's dilatory announcement of its refusal has made it impossible for the promoters, the Cycle Racing Association, to select another course for Decoration Day. All prizes and entrance fees have been returned.

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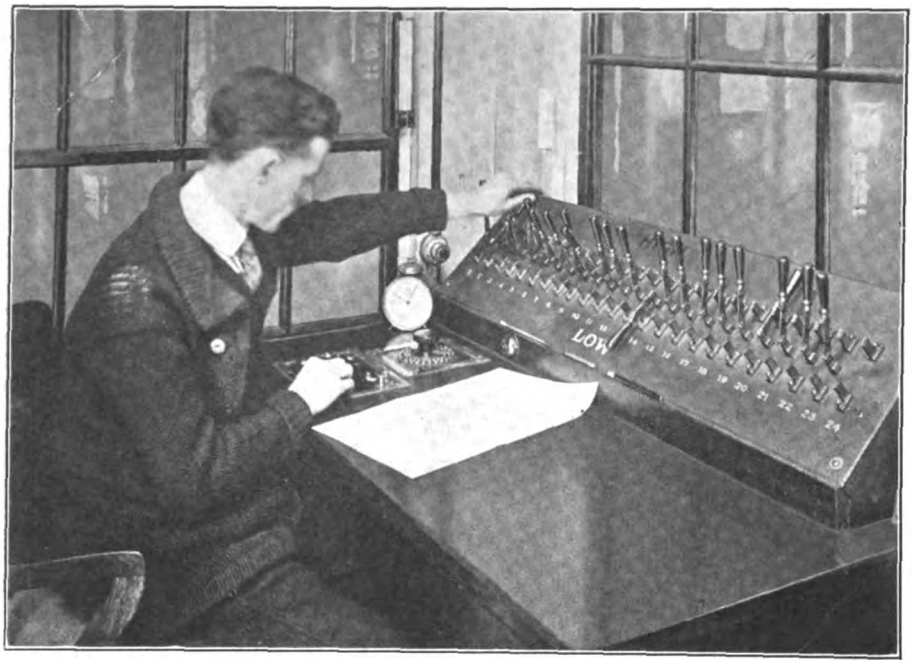
HOW INDIANS ARE SUBJECTED TO "FIRE TEST"

(Continued from page 27)



Operator at Table Controlling Heat in Furnaces by Switches

ing, red-hot boxes then are pulled out with a special hook, the covers are knocked off, and the contents are dropped into a sieve through which the carbonizing mass is sifted off into a barrel. The still glowing parts are then dumped into an oil bath, which, like the furnace, must be maintained at just the proper temperature to produce the most desirable results. There are a full dozen of these quenching tanks in the Hendee heat-treating room, and they are all piped up to a cooling coil in the pump room, and the oil is caused to circulate through all the tanks and through the coil, maintaining an even temperature of between 60 and 80 degreees.

A most striking feature of the quenching process to the visitor is the fact that, although box after box of glowing metal parts is dumped headlong into the oil tank, the oil never catches fire. The reason is, of course, that special oil of high flash test is used which is extremely hard to ignite.

Object of Quenching

The quenching process quite naturally cools the outside shell of the parts much more readily than the inside, and the contraction of the outside shell causes a strain in the metal which would quickly result in breakage were it not relieved. In the Indian parts the strain is relieved by mildly heating the parts in a hot oil bath. In this oil bath the parts are gradually brought up to a temperature of between 250 and 500 degrees, according to the nature of the part, and are gradually cooled off; this method of annealing blends the inside soft section of the steel with the outside hard shell, the process eliminating the last trace of strain.

Every batch of hardened parts that leaves the department passes through the testroom, where a certain number of samples are taken and subjected to a rigid test, which indicates immediately their exact state of hardness. If any one of the part does not measure up exactly to the Indian standard, and others in the same batch are found to be faulty, the whole assortment is sent back to the hardening room for retreatment. The testing is done by an ingenious little instrument called a scleroscope. This instrument comprises a steel ball contained in a glass tube, which also contains a scale. The ball is so arranged that it can be drawn to the top of the tube by means of a suction device. From this elevation it is dropped on the piece of steel to be tested, and the rebound or bounce is taken note of on the scale. The harder the steel is the higher it will bounce, so that it is fairly easy for a man accustomed to working the instrument to determine the exact state of hardness of the part under consideration.

Other Furnaces Used

Besides the carbonizing and heat treating furnaces already described, there are several other furnaces in the heat-treating room. There are a couple, for instance, which are used for annealing. In these the parts are heated very slowly, and allowed to cool again very slowly, so that they are softened all the way through. Still others are provided with crucibles in which lead is melted and covered with a film of borax in order to prevent it from oxidizing. In these pools valve stems and other small parts are dipped and brought to the temperature of the lead and then quenched, which hardens them to just the proper degree.

And so to the Indian of today is imparted through the medium of heat the same "stick-to-it-iveness" that the fire orgies of the American aborigines developed in their young bucks. The heat treatment is just one of the details in the manufacture of the Indian that keeps it constantly on the trail.

PUZZLED OVER MASSACHUSETTS ROAD LAW

Rhode Island Motorcyclists Seek Official Assurance That They Can Ride in the Bay State Without Registration; Law is Indefinite

PROVIDENCE, R. I., May 5.—George R. Wellington, clerk of the Rhode Island Automobile Department, is investigating a curious provision of the Massachusetts motor registration law which appears technically to prevent the use of the Bay State highways by Rhode Island motorists.

The Bay State laws says: "A motor vehicle owned by a non-resident, who has complied with the laws relative to motor vehicles and the operation thereof of the State or county in which he resides, may be operated on the highways of the State—without registration— provided that said State or county grants similar privileges to residents of this commonwealth—and the commission shall from time to time determine what States or counties do or do not grant similar privileges and its determination shall be final."

Mr. Wellington has never been informed whether Rhode Island has been recognized by the Massacusetts Highway Commission as one of the States entitled to the privileges provided for in this law.

This is an interesting and somewhat amusing question for Rhode Island motorcycle owners to consider, as residents of this State have come to understand that they are at liberty to use the Massachusetts highways at will under the Rhode Island registration, so long as they do not "sojourn" in Massachusetts for more than 10 nights in the calendar year, or are not regularly engaged in business in that State. Such is the provision of the Rhode Island law in relation to non-residents.

The word "sojourn" has been interpreted by the Rhode Island motorcyclist to mean "to spend the night." This allows non-residents of this State to use the Rhode Island highways continuously, without registering at the State House, provided they do not remain in the State more than 10 nights in a year and are not regularly engaged in business here.

Mr. Wellington has written a letter to the Highway Commission of Massachusetts, asking for an interpretation of the law as it has not been definitely settled that the Rhode Island laws and Massachusetts laws are in such form as to work out harmoniously. Motorcyclists here are considerably in doubt about the law and have urged the State board to action.

CANADIAN RACE RIDERS SCARCE

LONDON, Ont.—T. J. Maher, a local promoter, has issued a call for motorcycle racing men to engage in a barnstorming campaign throughout western Ontario. He wants to sign up about six racers whom he will use in special races at dirt tracks in small towns around the Province. He is finding difficulty in getting the men.

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Doings on the Pacific Coast

PLAN MOTORCYCLE DAY AT SAN DIEGO

Exposition Management and Los Angeles M. C. Pull Together For Big Program; Many Novel Stunts Are Promised

SAN DIEGO, Cal.—Plans are being definitely made by the San Diego Exposition management, in co-operation with the Los Angeles Motorcycle Club, to have Motorcycle Day at the Exposition distinguished by the largest attendance and the most spectacular processions and contests of any day scheduled for the entire year. The date for the program has not yet been officially decided upon.

Mr. Peach, San Diego Exposition excursion manager, has not only offered all the facilities of the Exposition, but has guaranteed to everyone participating in the excursion special rates to the Exposition and to all concessions. Furthermore, the Exposition talent is co-operating with the committee of the Los Angeles Motorcycle Club having the excursion in charge to provide a most interesting program of exposition entertainment features and special stunts by the riders.

The excursion will be pulled off as a moonlight event, the first squadron starting Saturday afternoon while the second will start on Saturday evening, proceeding over the beautiful boulevard for what will be about a five-hour run by moonlight.

The committee of the Los Angeles Motorcycle Club having the matter in charge consists of: John O'Conner, editor of *Pacific Motorcyclist;* Lester Miles, Doc Hannah, Paul J. C. Derkum and George Rubsch. A tremendous advertising campaign will place the event prominently before every rider in Southern California, using bill-boards, posters, etc., all to be paid for by the Exposition and the actual work of handling the proposition to be in the hands of the Motorcycle Club.

FIFTY-FIVE IN FIRST RUN OF THE FRESNO CLUB

FRESNO.—Merced was the destination and 55 was the number of riders in the first run of the year made by the Fresno Harley-Davidson Motorcycle Club. They started out from Ben Bresee's store early in the morning and picked up a good bunch of riders at Merced after which the combined party went to one of the scenic locations in which this district abounds and had a picnic and lunch. Club runs for pretty nearly every Sunday during the summer months are being planned.

HERTWICK OF FRESNO BUYS OUT PARTNER

SAN FRANCISCO, Cal.—L. H. Weilheimer, of Hertwick & Weilheimer, of Fresno, Indian agents for that county, was in San Francisco this week visiting A. Freed, of the Pacific Motorcycle Supply Company, Indian distributors. Mr. Weilheimer announces the dissolution of partnership of his firm, he having taken over Mr. Hertwick's interest. The deal will take effect June 1. He is preparing to move into a store which is now being fitted up for the purpose. The store is 22 by 150 ft., of which a space 12 by 20 ft. at the front will be used as an entrance lobby, with display windows 4½ ft. deep on each side. Behind that will be a main store 65 ft. deep, and further to the rear will be 40 ft. for a shop, which will be equipped to meet all requirements. The extreme rear of the store will be a large service room, which will be one of the strong features. It will be equipped with locked spaces for checking motorcycles, and facilities will be provided for customers to rest, wash and dress, so that visitors coming to town will be able to clean up to go to an evening entertainment without leaving the shop. Besides a good stock of Indian motorcycles and bicycles a complete stock of parts will be kept.

SOUTH AFRICAN CO. PRAISES A. B. C. GENERATOR

LOS ANGELES, Cal.—The A. B. C. Generator Company, of 318 West Eleventh street, has received its third order for A. B. C. models from Williams, Hunt & Co., of Johannesburg, South Africa. The letter accompanying the order says: "It is with very much pleasure that we are able to enclose herewith our third indent for A. B. C. Generator Sets, and trust that you will arrange for early shipment.

"We wish to state that your generators are giving the utmost satisfaction, and we can assure you that as soon as we have been able to bring the qualities properly before the motorcycle public, we shall be able to do quite a large business with you."

HEROLD SELLS OUT

SANTA ANA.—A. F. Herold, of Santa Ana, has sold out his interest in the Indian Service Station and is going to sell automobiles in Redlands. The purchaser of Mr. Herold's interest is A. H. Small, who will combine the Henderson and Indian agencies, moving from his store on Third street to Herold's former location at Sixth and Main. He is keeping open the store for 18-hour service, from 6 a. m. to 12 p. m.

BREEZY BITS FROM FRISCO'S TRADE CIRCLES

SAN FRANCISCO, Cal.—Z. Barton, manager of the Thor branch in San Francisco, is back from a visit to the San Joaquin valley trade, and reports everybody busy in that district. The local branch, which is the distributing center for the entire Pacific slope, is having a very lively business in parts as well as machines.

Edwin F. Merry, Excelsior distributor, has just received his second car of the new Series 17 machines, all of which were taken in advance by the various agents, and which are greatly needed.

E. J. Angwin, of the Motorcycle Sales Company, has left for a 10 days' vacation in Los Angeles, accompanied by two friends on a Reading-Standard tandem and sidecar outfit. They expected to reach Los Angeles in a day and a half.

W. M. Phelps, Pope motorcycle distributor, expects to receive shortly his first shipment of new three-speed model machines. In the meantime he is rather handicapped for lack of stock, but is doing considerable business in parts, of which he carries a large supply.

Chas. H. Johnson, traveling representative of the Hendee Manufacturing Company, returned a few days ago from a tour of southern California and the valley towns. He had intended to take in Arizona, but found too much to occupy his attention in California for this trip.

Among the recent trade visitors in San Francisco were: Fred Lundblade, of Knudsen & Lundblade, Eureka; Messrs. Griffin and Meginness, of Hollister; and Mr. Van Naden, of Eureka, Cal.

D. J. Lake, a dealer of Watsonville, Cal., has retired from the business.

A. Baiocchi, formerly of Santa Rosa, Cal., has opened a new cyclery at Healdsburg.

NO MOTORCYCLE RACE AT ASCOT THIS YEAR

LOS ANGELES, Cal.—The Los Angeles Motorcycle Club has definitely given up the idea of holding a speed meet at the Ascot track. Since it received its complete new paving under the supervision of Paul Derkum the management of the track has put up its price and the club has refused to consider a $500 fee for the use of the track for one day.

WILL MAKE RUN TO BOLINAS

THE San Francisco M. C. staged an interesting run on May 28 to Bolinas, on the coast of Marin county, north of San Francisco, which is reached by a picturesque road through redwood-covered hills. At Bolinas the party witnessed a demonstration of the largest wireless telegraph station in the world.

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O'HARE'S NEW "DEALER INTEREST" POLICY

Thor Sales Manager Puts a Novel Punch in the Co-operative Idea and Dealers Are Already Manifesting Their Approval of His System

CHICAGO, May 28.—Sales Manager C. B. O'Hare, of the Thor organization, has been a mighty busy executive since taking up his duties recently with the Aurora folks, and by way of proving that he knows just what he is after he has already given several new twists to the dealer policy of the company. In view of the fact that Mr. O'Hare is approaching the country-wide problem of co-operation with the dealer in a somewhat new way, a representative of **Motor Cycle Illustrated** called upon him a few days ago to discuss the matter.

It quickly became evident that on the one hand there is concerted energy in the direction of "dealer help." This, in the sales manager's own words, is the offensive campaign; on the other hand, a flank attack is being made to completely suppress all the negative energies that militate against dealer progress.

Mr. O'Hare has a great big idea that must be carried out in a big way; yet his plans are so logical and the work, starting as it has in such a subtle way, has already had its effect on the trade.

Dealers Are Alert

A canvass of the dealers in the East has developed the fact that they are alert to the modernisms of the new Thor sales executive, and the evidences of the responsiveness of the dealers which your representative saw in black and white, were almost unbelievable.

Mr. O'Hare described the viewpoint on which he is basing his sales policy in this unique way: "There are three walls in my office in which there are windows. The fourth is solid. To my right, figuratively, I look out of the window which I have chosen to call the window of the Casino Cycle & Supply Co. Directly in front I can see out the window of the Thor Motorcycle Co., at Boston, and to my left my viewpoint is that of Harry Neff, looking out on Federal street, Pittsburgh. In my mind's eye the fourth wall is the stock room, and I try to live in the realm of the dealer, seeing conditions through the dealer's windows, watching the Thor riders pass the door, hearing their remarks from the curbstone. In that way I 'get in' on the parlance of the man who actually buys and rides a motorcycle. With this thought in mind I have instituted what will be known as the 'Rider Interest' policy.

No Waste Energy

"The dealer's appreciation of this new life will be readily appreciated when the factory sales department assumes its share of the responsibility and burden attendant upon the handling of a multitude of people," continued Mr. O'Hare. "The dealer representing the Thor factory is bound to devote the excess energy which he spent in continuously selling a *sold* prospect. In any business where it is necessary to maintain a service department, it also becomes necessary to make the commodity which is marketed 'stay put.' It makes no difference what the quality is, you have the human side to contend with and diplomacy in handling this end of the business enters into the success of the institution, more perhaps than any other feature."

In the "Rider Interest" policy adopted by Mr. O'Hare there is embodied all that goes to make up dealer co-operation, and in connection with the dealer co-operation plan there has been added to the Sales Division at the factory a separate department which is known as the "Dealer's Department." This branch of the Sales Division will do nothing but handle the correspondence of the dealer that involves promotional work; ideas, suggestions, publicity, business systems, and anything else of a purely promotional nature affecting the dealer. The Advertising Department is controlled solely by the sales head, and its operations are linked closely to the sales development as seen from the sales executive's viewpoint.

Thus with the various controls affecting each department within convenient reach of the sales manager the possibilities for the development of the entire organization are greatly increased. The rider must eventually know the far-reaching tendencies of this great influence, and the good effect on the dealer becomes the natural sequence. The plan has been worked out with the object of creating in the buyer's mind the fact that a motorcycle or part thereof, is manufactured solely for the purpose of giving to the eventual rider the utmost satisfaction and good service. The dealer becomes the logical heir to added profits, a greater "good-will" and a greater and better reputation.

As the originator of the "Rider Interest" policy, Mr. O'Hare has put a new thought into the field, which the rider is bound to appreciate and the dealer in turn, instead of acting as a pacifier, at once becomes an ambassador to the national consumer. His position under this policy is elevated, his relation to the rider becomes more pleasant, and the entire field views the situation in a broader and cleaner sense.

FOUR TEAMS FINISH ROSEBURG RUN

Semi-Official Returns Give Perfect Score to One Harley-Davidson and One Indian Team—Nine Solo Riders Finish

(By Telegraph to Motor Cycle Illustrated)

PORTLAND, Ore, May 31.—The first and second Harley-Davidson teams, and the Indian teams of Ballou & Wright and Lystul checked in good season at the finish of the run to Roseburg and return yesterday. In addition to the teams, the following individual riders came in with what will probably be perfect scores when the official returns are in: J. Groat, Indian; A. J. Erickson, Harley-Davidson; Martin Peterson, Flying Merkel; A. C. Fleener, Indian; J. P. Schantin, Flying Merkel; George T. Kunz, Harley-Davidson. Ernest Long, Indian, checked in late, as did Dustin Farnham, Flying Merkel. H. Hall, Indian, went out on last lap with tire trouble.

The teams were: Harley-Davidson I—Leo Gilbert, Otto Walker, Henry Klein and H. Hadfield; Ballou & Wright, Indian—H. B. Dugar, E. C. Christensen, B. Rice and W. H. Macdonald; Harley-Davidson II—Clyde Fiske, M. C. Webster, C. G. Danielson and Edwin McKeen; Lystul Powerplus—J. Johansen, H. H. Kurtz, H. R. Eppstein and Ed. Berreth. Fisk was late at home control, while the Ballou & Wright team were all late in checking in. The others are figured semi-officially as being perfect.

Twenty-five riders, consisting of four teams, four riders each and nine individuals, left the Journal building Friday morning, May 26, on their way to Roseburg, 212 miles distant. The first Harley-Davidson team left at 6 a. m., was followed up in turn at five minute intervals by Ballou & Wright Indian team; second Harley-Davidson team and Lysuls Powerplus team and then by individual riders at one minute intervals. All riders checked perfect at Salem, Corvallis, Eugene and Drain, but last check at Roseburg put nine riders out of perfect class on account of checking in late. Twenty-five-mile schedule was easy going to divide, where very rough and a few muddy stretches were encountered for forty miles. The first team checked in on time at 3:29, Ballou-Wright Indian team late on account tire trouble, third and fourth teams perfect. Five individual riders late. Saturday was spent in amusement at last day of Roseburg annual strawberry carnival.

Return trip left Roseburg at 6 a. m., arrived at Portland at 3:29, one hour taken at Eugene for lunch and one hour at Salem on return trip. Two riders late and one out on return trip on account of tire trouble.

HERE'S A PROSPECT MAKER FROM THOR

CHICAGO, May 29.—The latest aid for Thor dealers gotten out by the Aurora Automatic Machinery Co. is a neat little leaflet, which in all its essentials is nothing more nor less than a condensed Thor catalogue. In it the Thor specifications are gone into in detail with special emphasis on those features of Thor construction which characterize it, and make it the sturdy mount it is and always has been. The leaflet, which is gotten up in two colors with an attractive front cover, visualizes the two leaders in the Thor line for 1916, model V6, the little twin, and model U12, the high-powered twin. The leaflet will be supplied in any quantities to Thor dealers upon application to Sales Manager C. B. O'Hare.

HARDING LOOKS FOR TORONTO SAUCER

TORONTO, Ont.—Jack Harding, the motordrome star, blew into town the other day expecting to take part in races on the local track this summer. He found, however, that the first and only "dishpan" in Canada had been demolished.

Blount Burtschaell, the Atlanta motordrome racer, who performed with credit on the local saucer for two seasons, has settled down in Toronto. He married a Toronto girl, and has gone into the electric contracting business here.

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In the Dealer's Realm

THE BULLETIN BOARD AS AN EFFICIENT SALES AID

Placed in the Window, It Attracts Prospects for Both New and Used Machines and Accessories

By GEORGE M. JOHNSON

AT present there seems to be quite a spurt of interest in the proposition of getting more out of the show window of the motorcycle shop than has been done in the past. There is no doubt that many motorcycle dealers have failed to take the fullest possible advantage of this valuable advertising feature. The importance of cleanliness and novelty has already been emphasized, and rightly so, for nothing could more quickly kill the effectiveness of a window display than sameness and a collection of dirt.

Some dealers are probably wondering what new thing they can do to attract the eyes of passersby to their front window.

Well, Mister Dealer, have you a bulletin board in your window? You know what I mean, of course. An up-to-date bulletin board consists of a frame of some sort and a good supply of letters which can be hung or attached to the frame so as to spell out sentences and notices. They come in various styles and sizes, at prices that vary accordingly; I have seen a very satisfactory one that retailed at $6.00.

Rare in Motorcycle Stores

The live wire automobile display room usually has one in its front window, but to the best of my knowledge when you look for them in motorcycle shops they are likely to be about as scarce as bridge work in a hen's mouth. This is one of several things that seem to suggest that when it comes down to efficiency in salesmanship the average motorcycle dealer could profitably take a lesson or two from the average automobile agent.

The field of usefulness of the bulletin board is practically unlimited. It will serve to advertise bargains in second hand machines that the shop has for sale. Attention can be called to a stock of new and attractive accessories just received. A catchy sentence about the latest improvement in the factory's last model, a terse statement regarding a recent killing in a big road race or widely advertised endurance run, etc., could be employed to catch the eye—and the interest—of the passing pedestrian.

Where Board Is Superior

Using one of these bulletin boards is far better than putting up a notice written out or printed by hand. For one thing, the bulletin board notices are easily read; a single glance will take in all the information given. Another very important point is the neat and attractive appearance of the bulletin board as compared with any other method of posting notices.

The reader quite likely will reason somewhat like this: "Everything about this shop window looks all right; it's up-to-date, no old stuff in sight. This fellow must know his business. It stands to reason that he's handling a first class machine. Guess I'll step in and look around."

Drives Away Custom

And on the other hand, if the window display is shabby, with perhaps a crudely scrawled notice that you can buy a 1912 model motorcycle, only run 2,000 miles, for $65, the observer may observe to himself: "Hum! If the motorcycle this man sells runs the way his show window looks, none of it for mine. This dump is a back number. How do I know the motorcycle isn't a back number too?" and he is rarely willing to take a chance.

Shelton Sturges, Indian agent in New Haven, Conn., has developed a new hunch in connection with his bulletin board, one that is certainly worth passing on to other motorcycle dealers. He uses pictures in addition to the notices, For example, a short time ago he had a small framed cartoon showing a disconsolate rider seated in the midst of what evidently *had been* a perfectly healthy motorcycle only a few short seconds before. This picture, which hung in the middle of the bulletin board, by the way, was an advertisement clipped from a copy of **Motor Cycle Illustrated**; it was in a neat though inexpensive frame about five by six inches. The accompanying inscription was as follows:

FAIR BATAVIA ENTHUSIAST

Miss Jessie Heins, of That New York City, on Her Silent Gray. She Has Been Riding for Five Seasons

"We will take that wreck of yours in trade on a Powerplus Indian."

The impression such a display would make on a beholder could hardly be other than favorable. In the first place the cartoon was exceedingly ridiculous and laughable; of a sort to make a chap feel good-natured, merely by looking at it. Then, if he chanced to own an old motorcycle, just when he was in the right mood, the idea that he could get something for it towards a brand new machine—like the three-speed model directly behind the bulletin board—was pounded into his brain. And whether he owned a motorcycle or not, the message of the funny picture and the offer must make an impression.

The next week Sturges' bulletin board showed a cartoon of a motorcycle rider with a pleased grin on his face, gracefully soaring over a hedge, and the onlooker was told: "You can go anywhere on an Indian Featherweight."

Board Changed Regularly

"Of course the arrangement would have to be changed pretty often," Sturges explained to the writer. "I might put up a picture of some particular part of a machine that I wanted to call definite attention to—I could get that from a catalog—or anything at all that is connected with motorcycling, humorous or not. It strikes me that the picture is the really important thing. That demands attention—far more so than if the bulletin merely were used to pass out a lot of information that people might or might not care enough about to read. If they spot the picture, however, they're more likely to stop."

There would be a fine chance to use photographs as indicated above. That would be a good opportunity, for example, to drive home the fact that a person can ride a motorcycle and dress neatly at the same time. Put up a picture of a well-dressed rider mounted on one of your latest models, with a suitable text.

When Fish Are Biting

During the fishing season, especially when it is about to open, get a photo of one of your riders just starting on an angling trip, or a machine decorated with a fine catch of bass or trout. Then have the bulletin say something like this:

"Why don't YOU go fishing on an ————?" or,

"There's good fishing now for those who ride the ————; here's what one of our riders did," etc, etc.

The same would apply to hunting pictures in the fall. There are plenty of

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riders who constantly use motorcycles as part of their sporting equipment. Doubtless some of them also make it a point to take pictures showing the motorcycle in action as a first aid to the hunter. My side-car outfit has often done duty in transporting a hunting dog. And on one occasion last fall I carried a heavy man and a good-sized dog on a trip up into the hills. The two passengers were a trifle crowded, but we got to our hunting grounds and got back all right. Our combination would have made a corking picture.

Get Good Photographs

If you don't happen to have any good negatives yourself, borrow some from riders who have. Get your prints, possibly even enlargements, made. The cost will be trifling, and it will give you some bully ammunition for your sales campaign.

Just one thing more. Every motorcycle dealer should, of course, be a motorcycle rider as well. He should take part in endurance and sociability runs whenever possible, and by all means should he know something about picture taking. Splendid opportunities for taking good pictures of motorcycling scenes will constantly be appearing, and the best of these photographs can later on be used for display and advertising purposes.

BRENNAN IN NEW QUARTERS

BROOKLYN, May 24.—Edward J. Brennan, who is head and shoulders of the Flxible Side Car Sales Co., the distributor of the sidecar for Brooklyn and Long Island, announces that he has moved his headquarters from 301 Schenck avenue to 1147 Bedford avenue in the heart of the automobile district. For the convenience of those riders who cannot call during regular business hours, the salesroom will be kept open during the evening and on Sundays throughout the summer.

MIAMI POWER BIKE LIST IS INCREASED BY 18

MIDDLETOWN, O., May 29.—Ohio, Indiana, Illinois and New York dealers, to the number of sixteen, have signed up to handle the Miami Power Bicycle with the active Miami travelers during the past week. The Buckeye dealers are Walter C. Warner, of Arcanum; Harry McNeer, of Portsmouth; T. S. Culp, of Canton; J. C. Moran, of Ashtabula; Spahr Brothers, of Canal Dover, and Palmison Motor & Cycle Company, of Sandusky.

From Indiana, M. W. Peart, of Anderson; J. M. Keller, of Frankfort; C. E. Klein, of Fort Wayne; C. B. Kirk, of Muncie, and the Broadway Hardware Company, of Gary, have signed up. In Matoon, Ill., Edward Crites has taken the Power Bicycle, while Bladstrom & Swanson in Rockford and W. M. Moll in Champaign have done likewise. Edward Moore in Cortland and C. L. Horton & Son in Afton are the latest from New York State.

F. A. Brumitt, of Boston, Mass., and F. B. Wilkins, of Middlesboro, Ky., complete the week's list.

BALTIMORE TRADE NOTES

HOWARD A. FRENCH & CO., local Indian Motorcycle and bicycle agents. They also handle the Iver Johnson, but the report that they cannot get enough Indian bicycles to supply the demand and have been compelled to substitute other makes, situation as regards filling orders is very little better on this make.

Robert L. French, 241 South Broadway, local agent for Racycle, Miami, and Flying Merkel bicycles, who has for some time been engaged in both the furniture and the bicycle business, has decided to close out his furniture business and will in the future devote his attention exclusively to bicycles and motorcycles. In common with other hustling local dealers Mr. French finds his greatest trouble is in getting his orders from the manufacturers filled.

SWENSON SHOWS 'EM HOW

PROVIDENCE, R. I.—B. A. Swenson not only tells city officials about all the varied capabilities of the motorcycle but gets out himself and shows them the goods. B. A., astride his Indian, chased a runaway horse the other day and finally stopped it in a spectacular manner. He has a badly cut hand as a result, but the motorcycle was undamaged and the capture itself was well handled.

THORS FOR EL PASO POLICE

EL PASO, Texas.—The Smith Machine Company, of 313 South Kansas street, has placed several Thor twins of 12 horsepower with the El Paso police department for the use of traffic officers.

(More News of Dealers on Page 46)

POPPENBERG BROS.....Buffalo, N. Y.
S. SCHWARTZ.....New Haven, Conn.
DOW WIRE & IRON WORKS.....Louisville, Ky.
T. E. BERRY.....Los Angeles, Cal.
GEO. L. MINER.....Rochester, N. Y.
JAMES MAYO.....Reading, Pa.

are some of the many live, wide-awake, aggressive dealers who handle the

They are building up a large and profitable business with this wonderful little machine.
You can do the same if you will "go to it" and we will be glad to tell you of the successful sales plans that these and other dealers are using.

The Miami Cycle & Mfg. Co.
Middletown, Ohio

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Stewart SERVICE

Compare The Service Offered

The market is flooded with motorcycle accessories.

The smallest, fly-by-night motorcycle accessory manufacturer talks quality, value, durability even louder than the largest, most firmly established manufacturer.

How are you to determine which accessories offer the best value for your money?

You can judge the quality and value of motorcycle speedometors and warning signals by comparing the service offered and rendered by competing manufacturers.

No business ever starts with a widely distributed chain of service stations.

They are built up slowly at a big investment only after years of successful making and selling.

They are a guarantee of a manufacturer's permanence in the business and of the true quality of his products.

Stewart service stations are well established in every principal city in this country to serve users of Stewart Products.

And this year, due to the dealer and rider stampede for Stewart motorcycle accessories, our volume has been doubled and we can offer Stewart quality, class, accuracy and service at prices heretofore impossible.

Stewart Motorcycle Speedometer $10.

Stewart Motorcycle Warning Signal $3.50.

Get yours today.

Branches and Service Stations in all Principal Cities

The Stewart-Warner Speedometer Corporation, Chicago, Illinois

Stewart Products for sale by Motorcycle and Accessory Dealers Everywhere

Motorcycle
Warning Signal

$3.50

$10

Motorcycle
Speedometer

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NOTES OF THE CYCLE TRADE IN LOUISVILLE, KY.

LOUISVILLE, Ky.—J. Bacon & Sons, operating a large department store and selling bicycles on the easy payment plan, are celebrating the firm's seventy-first birthday, with special sales in all departments. Advantage of the opportunity thus offered is being taken of by prospective cyclists in and around this city.

AMONG the visitors to this city during the past few days have been E. H. Strickland, of the Continental Tire Co., of Erie, Pa.; L. J. Hughes, of the National Bicycle Co., of Bay City, Mich., and a representative of the Cleveland motorcycle who is out after live dealers in Kentucky and Tennessee.

WITH a large stock of bicycles and supplies purchased before prices were advanced by the manufacturers, the A. L. Ray Company, of this city, is doing an excellent retail and jobbing business now. President Ray reports a 40 per cent. increase in April and May over the corresponding periods in 1915. Morris Ray is busy working in Kentucky, Illinois and Indiana at this time and is getting excellent results.

R. L. DAVIS, representing the Reading Standard and Pope motorcycle lines, is selling sidecars more than ever this season. He says that the demand for the attachments is way over double of last year.

BREGENT STIRS UP SOME LIVELY TRADE

MONTREAL, Que.—The A. E. Bregent Company, Montreal, distributor of Smith Motor Wheels and Pope bicycles, has sold three bicycles to Sir Herbert Holt, the prominent Canadian citizen, for use by members of his family.

Bregent is selling Smith Motor Wheels at retail in Montreal at the rate of twenty-five per week. The books of the company also show that the firm has retailed 545 bicycles in Montreal during the month of April alone, and more than this number has been sold during May.

The messengers of the C. P. R. Telegraph Company in Montreal have been equipped with Pope Viking bicycles by the Bregent Company, the sale being made through Fred St. Onge.

BOSTON HITS AT GARAGE LAW EVADERS

BOSTON, Mass., May 29.—Fire Prevention Commissioner John O'Keefe has started a campaign hitting at garage builders who evade the fire prevention laws by erecting garages in unit form, each unit with a capacity for two cars. Garage builders have been able in the past to lease the premises and store gasoline without obtaining a license or building permit. Commissioner O'Keefe, however, has so altered the garage regulations as to make it necessary for these unit garages to be licensed under the same condition as the regular public garages.

NEW EXCELSIORS SPREADING IN SOUTHERN CALIFORNIA

LOS ANGELES, Cal.—The Girton-Hoffer Co., Excelsior distributors, are having quite a contest for the new machines between Los Angeles riders and those in out-of-town territory. They are making strenuous efforts to keep up with the demand of the out-of-town dealers who keep close watch of the shipments and are on hand when a carload arrives to ride out the machine and usually bring another fellow along to ride one out.

Yesterday Buck and Buck, of Santa Ana, took two of the 1917 models and Frank Low & Son, of Santa Barbara, about an equal distance in the opposite direction, also have formed a habit of buying in pairs as shown in their latest order.

MONTREAL GETS A NEW DEALER

MONTREAL, Que.—The Automobile Owners' Accessory Company, Limited, has been incorporated under a Dominion charter with a capital stock of $50,000 to manufacture and trade in motorcycles, motorcycle parts, bicycle parts and other goods.

POWERPLUS FOR CRANSTON COPS

PROVIDENCE, R. I.—The Police Department of the city of Cranston has just bought a Powerplus Indian from B. A. Swenson of this city, for police service.

(More News on Page 48)

THIS MUCH IS CERTAIN

Electric Lamps and an "Exide" Battery furnish the most efficient and reliable light for motor cycle use

"Exide" Battery, Type 3-ZA-5 with cable type terminals

You no doubt realize the numerous advantages of electric light for motor cycle use.

The reliability of an electric lighting system is of course dependent upon the storage battery which furnishes the current.

The "Exide" Battery, type Z, especially designed for this service, is a quality-product, manufactured and backed by the oldest and largest battery maker in the country.

The battery is contained in a one piece, three compartment vulcanite case, having heavy walls and substantially re-enforced.

It is fitted with a one piece cover, having a flange which fits around all sides of each compartment.

The "Exide" Battery is equipped with a flood proof filling plug which overcomes slopping and spilling, and also limits the amount of water that can be poured into a cell to the exact amount needed to replace that lost by evaporation. The result is a clean, dry, and attractive battery.

Motor cycle dealers and users should write us at once and secure the name of the "Exide" Distributor nearest them.

THE ELECTRIC STORAGE BATTERY CO.

New York St. Louis Boston Cleveland Chicago Atlanta Rochester Detroit **PHILADELPHIA, PA.** 1888-1916 Washington Pittsburgh Denver Los Angeles San Francisco Seattle Toronto

A *good* deed often means a *good* deal—Please mention MOTOR CYCLE ILLUSTRATED.

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Prest-O-Lite For Motorcycles

The Utmost Practical Lighting Equipment

You need Prest-O-Lite to make your night riding pleasant and safe. Experienced riders everywhere have found that it meets every requirement for thoroughly satisfactory motorcycle lighting. More use it than all other systems combined.

The rich flood of penetrating rays is unaffected by road shocks or vibration. Prest-O-Lite is as sturdy as your motorcycle itself.

In operation, Prest-O-Lite is simple, has nothing that can fail you in emergencies and requires no attention at any time that you yourself cannot give.

Prest-O-Lite has demonstrated in the rider's hands that it is at once the most convenient and efficient system. Yet it costs but little to buy and but little to use.

The Full Value Equipment Combination Includes Prest-O-Lite

No matter what make of machine you buy, your dealer can fit you out with a complete equipment including Prest-O-Lite. A typical combination of equipment is Prest-O-Lite, a lamp and a mechanical horn. Ask your dealer about it. This combination gives you the greatest value for the least money.

Ask for details of motorcycle lighting.

DEALERS:

Make More Customer Friends. Tell your customers about Prest-O-Lite in your sales talks. Prest-O-Lite will prove your claims on the road. If you're not doing this now—investigate.

The Prest-O-Lite Co., Inc.

The World's Largest Makers of Dissolved Acetylene

246 Speedway, Indianapolis, Ind.

Canadian Offices and Factory:
Merritton, Ontario.

Prest-O-Lite Exchange Agencies Everywhere.

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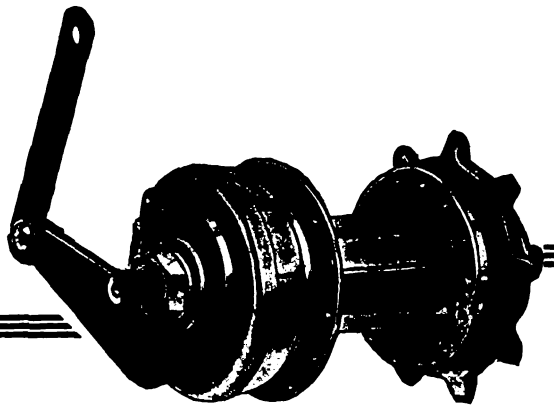

This Is the Brake

It has more friends in the bicycling field than any other brake on the market—more friends and older friends. Of course you know it; everyone does, the service reputation of the

CORBIN

DUPLEX COASTER BRAKE

is known to all. If you have a bicycle, the Corbin Duplex should be on its hub. If you are purchasing a new wheel specify the Corbin Duplex. Do it at once and save trouble and delay. You will do it sooner or later, every bicyclist does. It is the one brake that gives all round, day after day, mile after mile service. It is a logical part of every rider's equipment.

See your dealer at once.
Catalog on request.
Write today.

The Corbin Screw Corporation
THE AMERICAN HARDWARE CORPORATION, Successor
NEW BRITAIN, CONN.
BRANCHES: New York, Chicago, Philadelphia
Makers of Corbin-Brown Speedometers

KANSAS CITY, MO.

FRED P. AMES, agent for the Emblem in this city, is experiencing a big increase in business these days, the boom starting about two weeks ago. He points to the number of little twins of this make on the boulevards of Kansas City as excellent proofs of his statement.

NEWBY BROTHERS, handling the Henderson, Thor and Flying Merkel, are well pleased with their new location at Grand avenue & 24th street. The building has two large rooms, one being used as a sales floor and the other for the repair department. More people pass the Newby place than in the old location, and business has increased considerably.

CARL HANSON, Wigwam representative, looks to double his 1915 sales performance this season, the way things are going now. The past month with its fine weather has brought riders and prospects by the score. The Featherweight has been selling nicely, in particular to those who live in the suburbs.

BRONX, N. Y.

GENE COUGHLIN, local distributor of the Harley-Davidson, has sold 48 of the 1916 models to date and has practically no used machines on hand. His sidecar sales number is sixteen so far, all being new cars.

"The accessory business has also been fine," says Gene.

BOSTON, MASS.

M. CARPENTER, of the Hub Cycle Company, rode off with Miss Pauly of the same firm, on his Pope two-speed a few days ago and was quietly married. The newly-married pair are now spending their honeymoon in the Western part of Massachusetts and will return in a few days. Carpenter is a salesman for the Hub firm.

BROOKLYN, N. Y.

CENTRAL MOTORCYCLE & SUPPLY CO., 1047 Bedford avenue, is distributing the Reading Standard in Brooklyn. The following sub-agents have been appointed for that make: J. R. Nelson, of 112 Fourth place, and Wilbur Rankin, of Flatbush.

MANISTIQUE, MICH.

E. O. BRAULT, handling the Indian in this city, reports the sale of over a dozen machines so far, this being his first Spring business. "The Indian bicycle models are going well," says Brault, "and the shop is kept pretty busy, too."

ASHTABULA, O.

F. E. GILLETTE, proprietor of the Astabula Motorcycle Co., of this city, has signed up to represent the Reading Standard for 1916. The contract was obtained by Traveler Lou Guterman, of the Reading Standard forces.

POINT PLEASANT, N. J.

J. R. NELSON has taken the agency for the Reading Standard in the Asbury Park section of the State.

BELLEFONTAINE, O.

J. E. MATTOX has signed with Reading Standard Traveler Lou Guterman to represent that machine in this city during 1916.

(More News on Page 50)

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Twice in One Week

WESTERN UNION TELEGRAM

Received at
Los Angeles, Cal., May 24th, 1035A 1916

Henderson Motorcycle Co.,
1158 Cass Ave., Detroit, Mich.

Roy Artley rode Henderson Los Angeles to San Diego today in two hours twenty-two and one-half minutes, breaking best former record by thirteen and one-half minutes. Motor was not shut off during trip. Artley reports machine as cool and fast on arrival as at start.

HENDERSON MOTORCYCLE SALES CO.
501 P.M.

Roy Artley,
the Man at the Throttle

And then, just to prove that this ride was no accident, Artley did it again on May 27 and cut the time still lower. A character-instance of the way four-cylinder power "makes good."

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SHEDDING "DUTCH LIGHT" ON OUR EXPORT SITUATION

Amsterdam Importer Says Our Policy and Terms Will Cost Us Our Trade When War Is Over—Conditions Which the Dutch Trade Must Contend With

THE American motorcycle export situation from the Dutch angle is interestingly set forth in a letter from J. A. Snitslaar Delaville, a Dutch motorcycle importer whose headquarters are in Amsterdam. The war, according to Mr. Delaville, has put a check on Holland importing any motorcycles except those of American manufacture. Whereas in former years British, Belgium, German and French two-wheelers were greatly in predominance, at the present time American machines are holding sway.

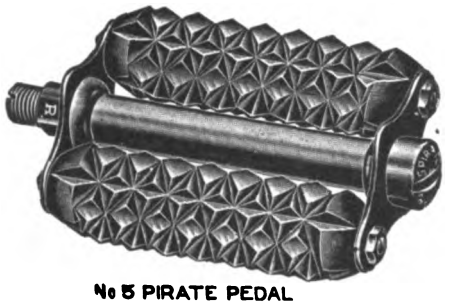
But Mr. Delaville is frank enough to say that, just as soon as the war has terminated, the Dutch motorcycle importer will again make connections in countries other than America for the very good reason that American manufacturers, with the exception of a very few, produce machines which appeal to the American rider and will not alter them to suit the whims and fancies of the foreigner; and Mr. Delaville is one of the many foreign importers who much prefers the C. I. F. Rotterdam or Amsterdam and C. O. D. or 60-day terms which are offered by our foreign competitors in the motorcycle field to the C. O. D. New York terms which the American manufacturer adheres to strictly.

In the line of suggestions as to just what the Dutch motorcycle buyer is looking for, the writer makes plain that the era of the heavy, high powered motor is about past in Holland, the greater demand being for five and seven-horsepower twins and singles fitted with two and three-speed gears and fully equipped, which machines are used mostly for sidecar and passenger work, and for light two-stroke machines, which are used mostly for solo riding. Both these light weight machines and the medium weight ones are, of course, to be fitted with 26-inch wheels, which are standard "across the pond," instead of the 28-inch wheels, which prevail in America.

Further along in his letter Mr. Delaville points out that the formalities and difficulties which beset the Dutch motorcycle importer at the present time are all but insurmountable. In the first place, before the importer even can place his order he must apply for a Netherland Overseas Trust import license and upon application must give banker's security for a substantial sum which goes as a guarantee that the motors are destined to be sold in Holland and that they will not be re-exported. When the motors arrive and are turned over to the dealers or importer's agents, the latter must also go through the same formality and even the private buyer must give the dealer a security guaranteeing that the motorcycle will not leave the country. These are handicaps on the Dutch trade which, of course, go a long way toward limiting it at the present moment.

FIND DAYTON MOTOR BIKES IN REGULAR SERVICE

SAN FRANCISCO, Cal.—W. H. Jackson, of W. E. & W. H. Jackson, distributors of the Dayton motorcycles, motor bicycles, etc., has just returned from a trip through the San Joaquin Valley with J. E. Peterson, the regular traveler in that territory. They went by auto and had a very enjoyable trip, calling on dealers in practically all the valley towns. One afternoon near Merced they overtook a rider on one of the Dayton motor bicycles, and on engaging him in conversation they found that he had been using the machine for several weeks in his work, which required a round trip every day between Merced and Chowchilla, 18 miles each way. The rider said the machine was giving a very satisfactory performance. At Stockton Mr. Jackson found another rider who makes the daily round trip of 26 miles between Stockton and Manteca on a motor bicycle.



No 5 PIRATE PEDAL

Two Pedals That Are Immensely Popular

Their design and construction assure strength and comfort. Especially is this true of the No. 5 PIRATE, whose deep corrugated rubber cushions are not only soft to the feet, but absorb shocks and keep the feet from slipping.

The No. 4 STANDARD is a new addition to our large and comprehensive line of Rat Trap Pedals. It is strongly made, well designed and gives a splendid foot hold.

The Standard Co. *Torrington Connecticut*

Manufacturers of

Diamond "E" Spokes and Nipples for bicycles, motorcycles, tricycles, velocipedes, invalid chairs, sulkies, carriages, cyclecars and automobiles. Pedals for bicycles, tricycles, velocipedes and motorcycles. Toe clips for bicycle pedals. Emergency axles for pedals. Screw machine products.

No. 4 STANDARD RAT TRAP PEDAL

We are boosters for "One Million Bicycles in 1916"

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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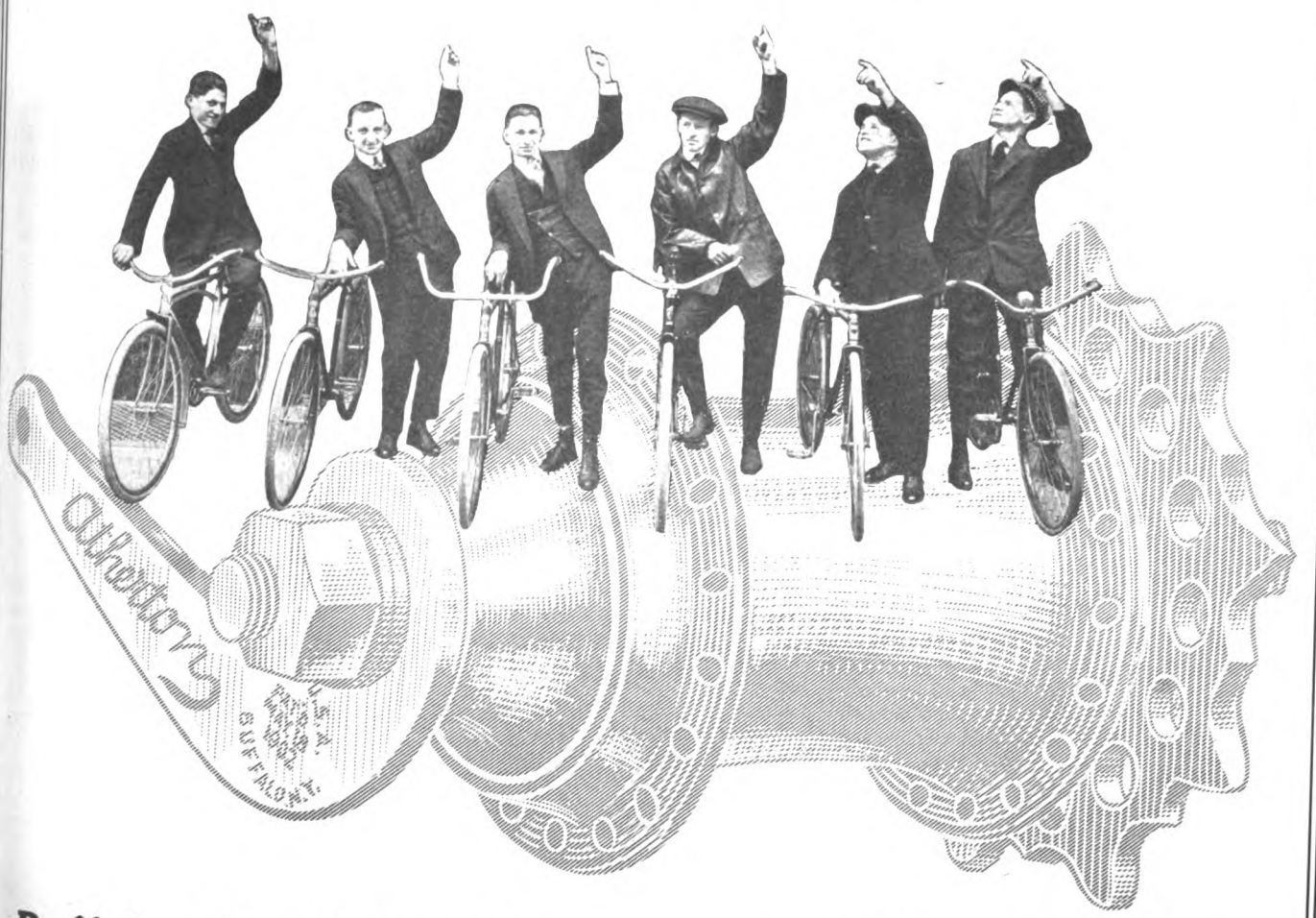
The Atherton for US
"It Always Works"

Here's a bunch of salesmen and bike riders who pin their faith to the ATHERTON. These young men, as well as thousands of other riders all over the globe, KNOW the thoroughgoing reliability of the ATHERTON "EMERGENCY" BRAKE.

The ATHERTON COASTER BRAKE will BUILD UP YOUR BICYCLE BUSINESS. It has three braking surfaces and two driving contacts. This brake offers the smoothest coasting feature, for it has no spring friction to overcome.

Our art booklets will be sent upon request.



Buffalo Metal Goods Co., Buffalo, New York

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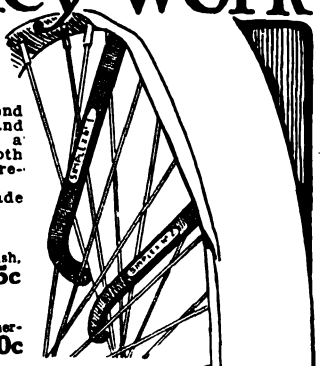
How They Work



It's a simple matter to remove the heaviest motorcycle tire with a set of **Simplex Tire Tools.**

Just insert the straight end under the bead, pry up and hook the curved end on a spoke. That's the trick. Both hands free to complete the removal of the casing.

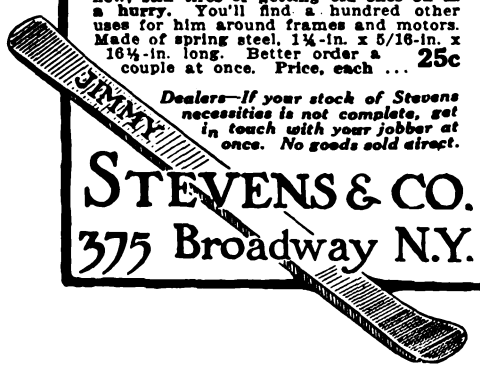
Simplex Tire Tools are made in two sizes:

No. 1 Set
Made of pressed steel, nickeled finish, suitable for tires 2x2½ inch. Price **25c**

No. 2 Set
Solid drop forgings, rust proof sherardized finish, will handle the heaviest tires. Price..... **50c**

A New Tool for the Shop

"Jimmy" is a big husky fellow, just right for the job where a little persuasion is needed. **Nothing better for putting on new, stiff tires or getting old ones off in a hurry.** You'll find a hundred other uses for him around frames and motors. Made of spring steel, 1¼-in. x 5/16-in. x 16½-in. long. Better order a couple at once. Price, each ... **25c**



Dealers—If your stock of Stevens necessities is not complete, get in touch with your jobber at once. No goods sold direct.

STEVENS & CO.
375 Broadway N.Y.

The Judge of Real Chain Value

will instantly see in "The Coventry" Chain certain refinements, certain features that are contained in no other chain made. And that rider will give these SPECIAL features in

"The Coventry" Chain

"THE MOTOR'S TRUE MATE"

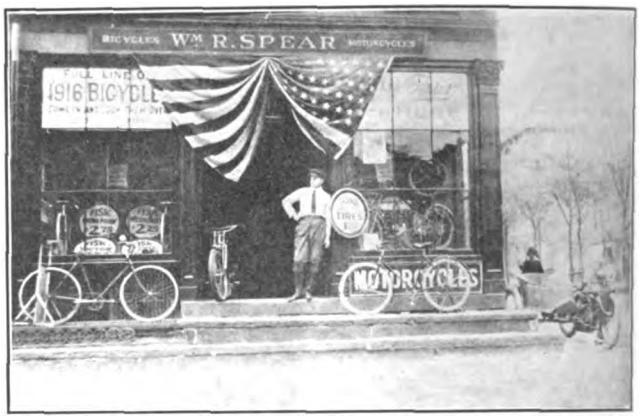
the consideration they justly deserve. For instance, there is the special heat treatment of the Sheffield steel that gives that marvelous durability to "The Coventry." Add to this the doubly strong roller, with shoulders at the end of the enlarged rivets to permit of easy repairing, and you have some of the main reasons for "The Coventry's" deserved popularity.

Write for our booklet, "The Motor's True Mate"

HERBERT F. L. FUNKE CO., Inc.
112 Broad Street **New York**

NEWARK, N. J.

WILLIAM R. SPEAR, who handles the Thor locally and also represents Thor interests throughout New Jersey, is among the real live wires in the East. His 1916 season is the banner year of his entire motorcycle career and to notify folks of this fact, Spear has draped the Stars and Stripes over his door.



Newark Headquarters of W. R. Spear on Washington Street. Spear Is Standing in the Doorway

"The big demand is for the 16-U" says Spear, "and sidecars go with most of the sales. We sell the Rogers car as stock equipment with the Thor. There has been considerable demand for the 6 horsepower twin, too."

Spear has taken hold with the same vigor which permeates Thor dealers all over the country and as popularized the Thor in sections where it has heretofore only been seen in small numbers.

BRIDGEPORT, CONN.

JAMES KASZAS, of 344 Pine street, has signed for the agency for the Reading Standard for Bridgeport in 1916. Traveler Lou Guterman got the contract on his last visit to this city.

ALBANY, ORE.

BALTIMORE GUN & CYCLE WORKS, handling the Indian, has just sold a Powerplus three-speed to Edgar Derry, buyer for the Craft Meat Co. Derry is now using the machine to locate stock and then follow them on horseback. He says that he saves one half the time necessary than when he used the horse only.

Proprietor M. P. Baltimore has also sold two Featherweights, one to a minister, the Reverend Mr. G. W. Roherbaugh, for making his parochial calls.

STEUBENVILLE, O.

R. M. PIERCE & CO. have signed up with Lou Guterman, Reading Standard traveler, to represent the Reading-made twin during 1916 in this city.

ROCKFORD, ILL.

JOE BICK, proprietor of the Thor garage on Wyman street has moved to 114 North Madison street. He has added the Indian bicycle to his line. Bick has been agent for the Thor for the past four years and has an excellent patronage. His new location will be known as the Indian Bicycle Shop.

CANTON, O.

AMOS W. DAUBERMAN has taken the agency for the Reading Standard for this city and vicinity. He signed up with Traveler Lou Guterman recently.

(More News of Dealers on Page 54)

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The SMITH MOTOR is fully protected by patents and is NOT furnished with any motorcycle or power bicycle, but only in the Smith Motor Wheel.

The Smith Motor Wheel is a money-maker for live dealers. We may have an opening for you. Write for particulars.

The Auto's Little Brother

Smith Motor Wheel
DETACHABLE

Makes Friends and Dollars For Live Dealers-

ONE of our dealers has referred to the Smith Motor Wheel as "Little Brother to the Automobile." We rather like the name because it carries the feeling of natural friendliness toward the *Smith* which is so quickly discovered wherever its spunky little motor is heard.

But the Smith Motor Wheel is not merely for the man or woman who does not own an automobile. It is a universal favorite among all classes of persons—old and young, wealthy, well-to-do and just so-so. *Everyone* is a prospect.

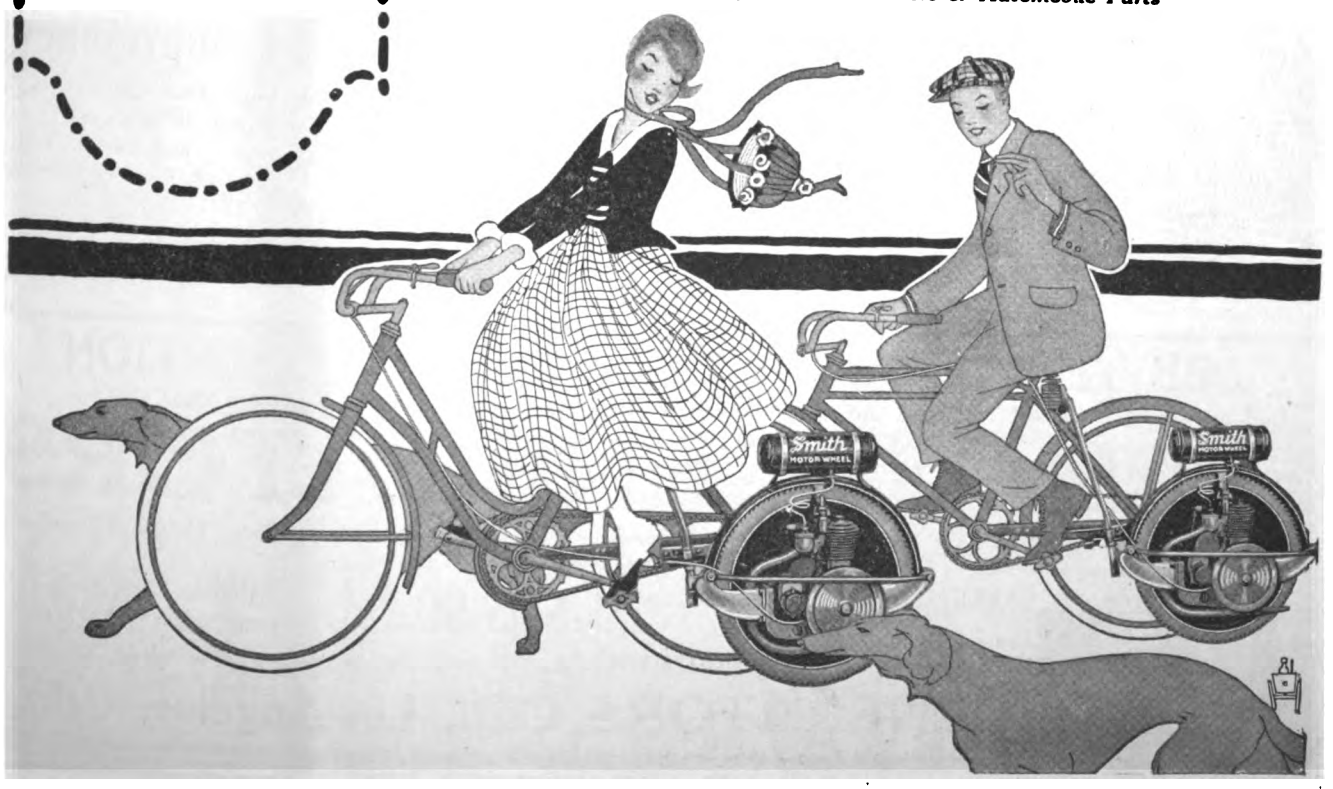
In fact one of our hustling dealers has just reported the sale of a *Smith* to a man who owned three pleasure cars. On the same day he sold a machine to a messenger boy. And this example of wide range of popularity is not an unusual thing.

The Smith Motor Wheel is a real *friend winner*. And for the same reason it is the best *dollar winner* the dealer has ever found.

Sales are easily made. Five minutes for attaching the Smith to any bicycle and the rider is ready to coast up hill or down. A short demonstration ride is all that is needed to close a sale. And there are never bothersome trade-in's—just clean cash profits.

The sale of bicycles, tires and accessories takes on new life as well when a dealer's store is Motor Wheel Headquarters.

MOTOR WHEEL DIVISION
A. O. SMITH COMPANY, Milwaukee, Wis.
World's Largest Manufacturers of Automobile Parts



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INCREASED EFFICIENCY IN NEW A. B. C. MODEL

Los Angeles-Made Generator Is Over Three Pounds Less in Weight Than Former Machine and Has Variable Output

REDUCTION in weight coupled with increased efficiency are two important improvements which have been effected in the new model of the A. B. C. generator, the product of the A. B. C. Generator Company, of 318 West Eleventh street, Los Angeles, Cal. This generator is for supplying current for motorcycle lighting independent of the source of ignition.

By means of the facility to make the laminations of the magnetic field any length desired, the electrical engineer, E. E. Taubert, of the firm has produced a machine with a variable output. This is a feature which makes the generator applicable to practically any purpose in motorcycle or automobile lighting.

Weight Is Reduced

The new generator weighs 4 pounds as compared with the 7½ pounds of the earlier model. This amounts to a reduction of 50 per cent. in weight. The dimensions have been reduced to 3¼ inches over-all diameter as against the former diameter of 4⅜ inches. The length is the same as on the previous model to provide for the necessary pulley connection when the machine is fitted to the motorcycle.

There is a universal connection for the generator to the motorcycle in the form of a bracket, which can be clamped to the frame of the machine. The bracket enables the generator to be turned thereon so as to get the correct angle for drive on any motorcycle.

The construction of the new A. B. C. generator has been simplified and with the weight reduction has come a lowering of the weight of the armature. The field is made up of steel laminations. The generator is claimed by the makers to be the most efficient small generator ever produced.

Made in Two Styles

The A. B. C. generator is furnished in two types. These are, the direct lighting type, and the battery-charging type. The two machines are similar, save for a cut-out on the battery-charging generator. Both types have the A. B. C. governor, made of brass throughout to eliminate rusting. All exposed parts are of either aluminum or brass and the outside is smooth. The direction of rotation can be reversed by reversing the wires outside without further external change. The generator can thus be mounted on either side of the motorcycle.

The A. B. C. generator is to be marketed in the light automobile field in the near future. The price of the redesigned generator is $25 for the direct lighting type and $30 for the battery-charging type.

PETITION LANE TO OPEN YOSEMITE VALLEY

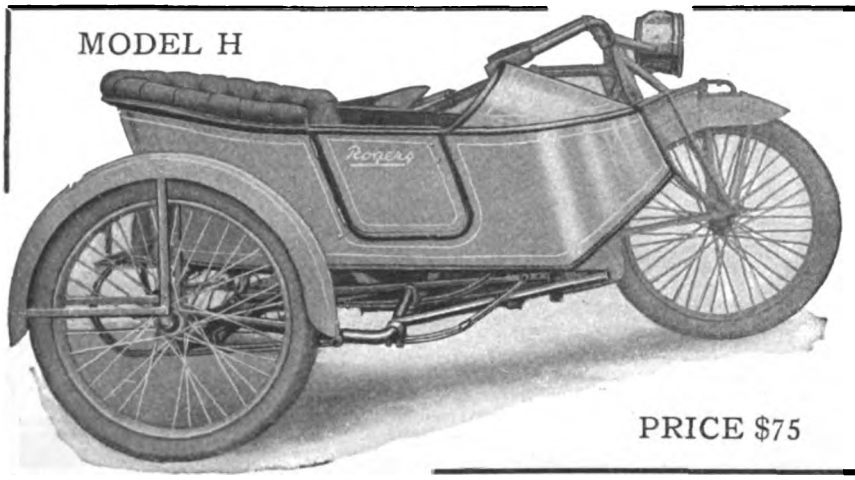
A MOVEMENT has been started by the Los Angeles M. C. to throw open the gates of the Yosemite Valley to motorcyclists on the same terms as granted to automobilists. The moving spirits in the movement ask motorcyclists everywhere to clip out the following petition, sign it and send it to Hon. Franklin K. Lane, Secretary of the Department of the Interior, Washington, D. C.:

"Whereas automobiles are permitted by the department of the Interior to enter the Yosemite National Park under rules and regulations prescribed by that authority, be it resolved that we, the undersigned riders of motorcycles, respectfully request that we be granted the same privilege subject to such rules and regulations as may be prescribed by the proper authorities."

ANOTHER CLUB FORMED

BAKERFIELD, Cal., May 29.—A few weeks ago George L. Snider, a local dealer, got the boy riders in his town together and staged a tour for them, with a view of so crystallizing interest in cycling as to attract the attention of his townspeople. The tour was a big success, and the boys realized that more sport could be got out of riding when a bunch of them shared the sport. Snider saw his chance and organized the "East Bakersfield Boys' Bicycle Club." This club is bringing new riders into the ranks every week, and Snider is reaping the profits.

(More News on Page 56)



THE AGE OF STEEL

Ask any engineer why a structure of Nickel Steel forgings and Seamless Steel tubing Autogenously welded to a *single* unit is superior to one made up of castings, stampings and brazed joints.

His answer will tell the story of

Rogers Supremacy

The One and Only
ALL STEEL SIDECAR

Write us giving make and model of your motorcycle and we will send you a circular describing a ROGERS car to fit it.

Rogers Manufacturing Co. 337 W. Madison St. Chicago

Irving Beck (Service Station) 1493 Fifth Ave., New York

BE THE LEADING DEALER IN YOUR SECTION

Nothing will do more to bring this about than to establish yourself headquarters for the now CELEBRATED

A. B. C. GENERATORS

The most simple—therefore the most developed Motorcycle Electric System on the market. Claims of Superiority — Applicability — Stability — Efficiency — Durability — Flexibility and Accessibility.

New Prices MODEL B—Complete less lamps Direct Lighting $25.00 | MODEL C Batt. Charging $30.00

You don't THINK you see the road—YOU DO SEE IT. Transportation paid on retail sales.

A. B. C. GENERATORS CO., Los Angeles, Calif.

All Los Angeles Police Use the A. B. C.

For assurance of prompt attention to your wants mention MOTOR CYCLE ILLUSTRATED.

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Morrow

The giant that safeguards thousands. The powerful grip of the MORROW holds in its grasp the safety of riders all over the world.

Born in the minds of men whose one aim was to further the interests of the bicycle industry, built with infinite care and strength the MORROW Giant Coaster Brake has for years consistently maintained its dominant supremacy in the field.

Bicycle dealers who harness the giant power of the MORROW to their stock have a potent force to help clinch their sales. Get full information today.

Eclipse Machine Co.
Elmira, N. Y.

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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Questions and Answers

CAUSES OF POUNDING

THERE is a pounding in my 1914 twin which I cannot locate. I at first thought that the noise was in the big end bearings or the wrist pins, but on taking the motor down I found that they fit perfectly. Please locate the trouble for me.

"SUBSCRIBER."

Chicago, Ill.

The pound may be due to a bent crankshaft or crank pin caused by some big backfire, or it may be due to soot in the combustion chamber. In the former case, it would be better to get a new pin or shaft, but first try the following: weaker mixture, less advance of spark and cleaning out of the cylinders. Be sure that oil is getting to all the bearings, too.

COOKING OUTFIT

I DESIRE to get a durable and compact cooking outfit which may be used for camping or cottage use. Please advise me.

CARYL SPILLER.

Louisville, Ky.

We suggest one of the Gold Medal outfits, which can be had for 2, 4 or 6 persons. These outfits include a fire-jack, complete cooking utensils and tableware for the number of persons in each case. They list from $10 to $12. Get your local sporting goods dealer to get you a catalog of this and other cooking outfits from one of the big Chicago or St. Louis houses. For a two-man proposition, the Preston mess kit, such as is used in the U. S. Army is fine, but this is not exactly suitable for cottage use. You can carry any Gold Medal outfit by sidecar.

WRITE THOR FACTORY

I HAVE a 1915 two-speed Thor and would like you to send me a good diagram of the two-speed set with explanations of how it operates and how to adjust it.

New York. GEORGE FALKE.

Space does not permit of our putting in a diagram of a two-speed gear in these columns, so we advise your obtaining an instruction book from the Thor agent or from the Aurora Automatic Machinery Company, of 1307 Michigan avenue, Chicago, Ill. State in your letter just what you desire.

NOT ON THE MARKET

I HAVE a 1911 Dixie Flyer and am anxious to get parts for same, also address of nearest dealer.

AUGUST SIEWERT.

Wheeler, Ind.

We have no record of such a machine. Certainly, it is not made today. It is probable that it is one of the numerous M. M. models, sold under several names during 1911-1913, and if so, the parts might be had from the Sterling Motor Co., Brockton, Mass. See if the machine looks like a M. M.

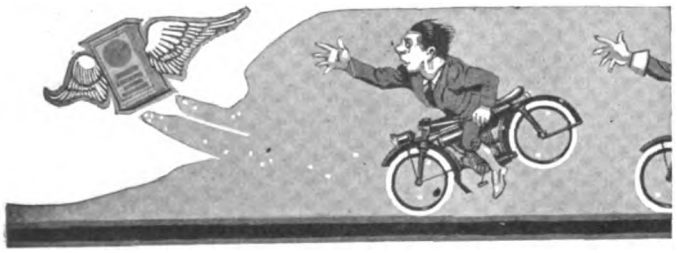
ROUTE TO LIBERTY, N. Y.

PLEASE give me the best route from Park Ridge, N. J., to Liberty, N. Y.

CHARLES LATTERMAN.

Park Ridge, N. J.

The route is Park Ridge, Pearl River, Nanuet, Monsey, Suffern, Ramapo, Sloatsburg, Tuxedo, Southfield, Arden, Harriman, Monroe, Chester, Goshen, Denton, Middletown, Fair Oaks, Bloomingburg, Mamakating, Wurtsboro, Rock Hill, Monticello, Bushville, Liberty.



THE EFFICIENCY OF ANY MOTORCYCLE

Is greatly improved by using quality lubricants—oils that readily lubricate *without* injury to the engine or any of its frictional parts.

HARRIS
TRADE MARK REG. U.S. PAT. OFF.
OILS AND GREASES

actually increase mileage and speed at less cost per mile. Try HARRIS OILS—it costs but little to test the remarkable QUALITY of these lubricants.

"A Little Goes a Long Way And Every Drop Counts"

A. W. HARRIS OIL CO.
326 S. Water St., Providence, R. I.
Branch: 143 No. Wabash Ave., Chicago, Ill.

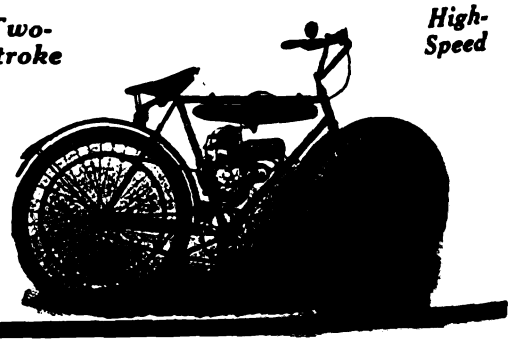
A Line You Can Handle Without Extra Expense

THE extremely low "handling" cost of the Cyclemotor is an item which greatly pleases dealers. The outfit requires no shop work for attaching and the motor is so simple in its construction that it needs no further attention from the dealer or later expense for "service" in tuning up and adjusting.

The margin of profit is very liberal and it will pay good dealers to investigate. A few choice territories are still open.

Cyclemotor Corporation
Arlington Building Rochester, N. Y.

Two-Stroke *High-Speed*



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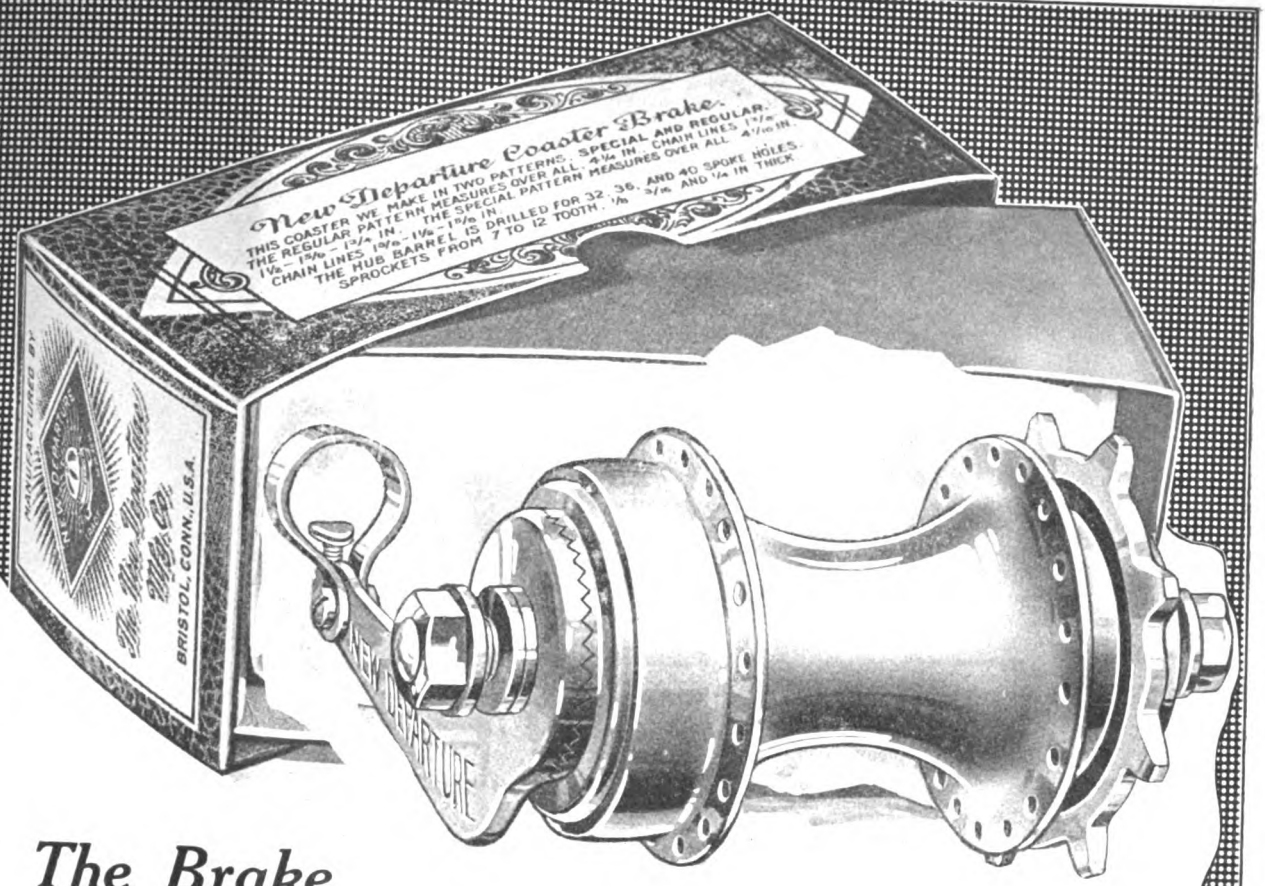

The Brake that will bring business to your store

Efficient, durable and relied upon by millions of riders throughout the world,

The NEW DEPARTURE COASTER BRAKE

The Brake That Brought the Bike Back

can become the best asset of your business as it now is of the majority of far-sighted Bicycle Dealers and Repairmen in every state of the Union.

Get in touch with prospective buyers by means of New Departure Sales Helps. Write for information.

The NEW DEPARTURE MANUFACTURING CO., Bristol, Conn., U.S.A.

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CALIFORNIA DEALERS FORM ANTI-THEFT BODY

Los Angeles Jobbers Back Association to Recover Stolen Cycles and Prevent Their Being Taken—Plans of the Organization

LOS ANGELES, Cal., May 29.—An organization known as the California Cycle Dealers' Anti-Theft Association has been formed and backed by the leading jobbers and accessory concerns in this State. Its object is to recover stolen bicycles and motorcycles, and to prevent their wholesale theft.

A committee composed of Julius Smith, Los Angeles manager for E. F. Merry; E. Lebell, manager for the Pacific Motor Supply Company, and R. M. Thompson, manager for F. M. Jones, had been appointed by Los Angeles jobbers to take up the matter of forming an association, and to report upon its merits. The committee gave the matter due consideration and reported favorably thereon, after which the jobbers voiced their unanimous approval by subscribing ample funds for the secretary to proceed with the work of preparing posters, membership cards, report blanks and other necessary printed matter.

Backers of Movement

The following have already endorsed the association: E. F. Merry, Appeal Mfg. & Jobbing Co.; F. M. Jones, C. L. Smith, Pacific Motor Supply Co.; C. Will Risden, Wm. H. Hoegee Co., B. F. Goodrich Co., and Buffalo Specialty Co. It is expected that all the agressive bicycle, motorcycle and accessory manufacturers will become members of the association and subscribe small amounts, as the organization will benefit them as well as the dealers and jobbers.

J. D. Milne, who has been appointed secretary of the association, is now engaged in completing the details which have already been started and approved by the local jobbers. On finishing these, he will make a tour of Southern California to interview dealers on the subject.

With regard to the aims of the association, Secretary Milne says:

Aims of Association

"It is important for the dealers to realize that this organization is their organization and that it is a strictly co-operative affair. In no sense of the word is the work being carried on for profit to those who are taking care of the dealers' interests. But, at the same time, the association must be self-supporting.

"Each dealer-member will be taxed six dollars per annum for membership, which is a comparatively small amount when it is considered that the saving effected by the return of one bicycle or motorcycle will more than cover his association fee. Through the poster that will be given each dealer-member for store display, we expect to stimulate a new confidence in the minds of prospects that will be the means of creating fresh new activity in the sale of new machines. The tremendous thefts of machines at the present time make people hesitate before purchasing new products. They want the second-hand material, because its theft will entail smaller loss.

"Thus it will be seen that the idea is purely a co-operative one. It is up to the dealers to render their support and show a spirit of loyalty and co-operation which will make the California Cycle Dealers' Anti-Theft Association a rousing success."

INDIA AGENT WANTS ACCESSORY CATALOGUES

A LETTER from the Provincial Cycle & Motor Company, of Meerut, India, requests large manufacturers of bicycle and motorcycle accessories in the United States to send catalogues and wholesale quotations. The Provincial Cycle & Motor Company is agent for a number of English and American cars, also the English Triumph, Douglas and Invicta, and the Indian motorcycle. They handle a full line of automobile and cycle accessories.

GOGGINS SIGNS FOR THOR IN GRAND RAPIDS

GRAND RAPIDS, Wis.—Hugh W. Goggins has taken the agency for the Thor line in this city and vicinity. He placed his initial order with the Thor factory on May 29 and is now busy with his demonstrator going after prospects.

"149"

The Peer of Motorcycle Chains

Accurate Every part is micrometer gauged for accuracy and pitch and each chain is carefully inspected and tested before leaving the factory.

Strong The breaking strength is several times what is needed for actual service. This provides a good factor of safety.

Durable No. 149 will give steady, day after day service when operated under anything like normal service conditions.

Diamond Chain & Mfg. Co.
Indianapolis, Indiana

The Wind Blew It Over!

This has happened to *you!* You know it has. And it's all because you have an old-fashioned stand that does not really support the motorcycle. The slightest grade and bang!—your stand tips and the machine falls. Result—anything from a bent hanger to a smashed frame.

The MILLS ADJUSTABLE STAND

fills the demand for an adjustable motorcycle holder that permits starting the motorcycle on any grade—allows the machine to stand upright no matter how steep the incline, and affords a substantial base that holds the motorcycle firmly. No more tipping over. Can be attached to any motorcycle in a minute. Looks better and costs but little more than the ordinary inefficient stand.

Your dealer can get it for you if you insist on it.

DEALERS, WRITE FOR SPECIAL PROPOSITION.

Mills Novelty Co.
225 South Green St.
Chicago, Ill.

When ordering, give make and model of machine.

Price $5.00

Terms, 1/3 with order, balance C. O. D.

Full details on request.

Mention of MOTOR CYCLE ILLUSTRATED is always appreciated by advertisers.

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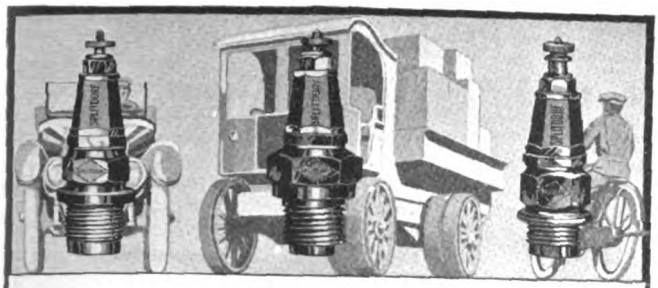


There's a Splitdorf Plug best suited for every motor

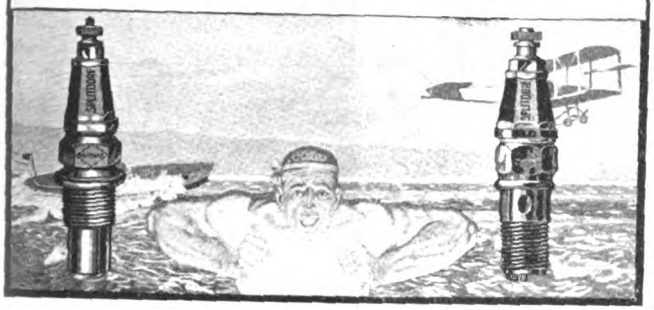
The imported India ruby mica insulation is wound laterally. This prevents any chance of oil seeping through. The 18 and 20 layers of mica are proof against the breaking-down effects of high tension current and account for the long life of

SPLITDORF SPARK PLUGS

With the Green Hexagonal Jacket

Do not accept substitutes. If you can't get SPLITDORF Spark Plugs from your dealer, write to us for them, stating make and year of your motor.

SPLITDORF ELECTRICAL COMPANY, NEWARK, N. J.



The SCHEBLER CARBURETOR

America's Standard Supreme through Merit

THE HEART OF THE MOTORCYCLE

WE EQUIP

THOR
POPE
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INDIAN
EMBLEM
DAYTON
SPACKE
DE LUXE
CYCLONE
EXCELSIOR
HENDERSON
IVER-JOHNSON
HARLEY-DAVIDSON
READING STANDARD

WHEELER & SCHEBLER
INDIANAPOLIS, INDIANA, U.S.A.
BRANCHES AND SERVICE STATIONS IN ALL PRINCIPAL CITIES

The Oldest and Largest Supply House

FREE

You can't be up-to-date without it.

Write today to

MOTORCYCLE EQUIPMENT CO.
Hammondsport, N.Y.
3664 S. Main
LOS ANGELES, CAL.

Thousands of Prospects

Are reached each week through the classified columns of Motor Cycle Illustrated. And the cost of putting your proposition before this great buying power is only three cents a word per single insertion and two cents a word when repeated.

If you've got something to sell—don't delay, send your ad to the classified department—THE BIG RESULT GETTER.

Motor Cycle Illustrated
13 Park Row, New York

NAMES——

By the hundred or the thousand, as many as you want—Mr. Dealer and Mr. Manufacturer—names and addresses of the motorcyclists and automobilists who are registered at the New York State Capitol.

We Furnish These Names At Lowest Prices

Dealers are making good money, and creating a lot of new business, by using our lists. Now is the time to write riders in your territory for repair work and new accessories. Get our list now. Beat your competitor to it.

Capitol Auto List Company
Room 233, Capitol **Albany, N. Y.**

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IMPORTS DROP AS JAPAN'S CYCLE PRODUCTION GROWS

Kobe Bicycle Dealer, in Interesting Letter, Gives Some Facts and Figures

THAT the first bicycles to be imported into Japan were of American manufacture, although they reached the Orient through European channels; that now, however, 98 per cent. of the imported bicycles are of British manufacture, the remaining 2 per cent. being American, and that the importation of bicycles into that live little country is falling off rapidly, as their local manufacture increases, are points in an interesting story anent Japan's "cycledom" which comes from Kobe, Japan, in a letter from Mr. N. Eomoto, manager of the R. Yokoyama Bicycle Co., of that city.

Among other things Mr. Eomoto points out that the local manufacture of tires, especially tires of a cheap grade, coupled with the prohibitive import duty which has been imposed upon goods of this sort, has all but wiped the imported tires from the Japanese market. Mr. Eomoto's letter in his own quaint style, and with all of his amusing vagaries, follows:

"As you might be aware well, industries of this line in this country have made a considerable development during recent years, producing every descriptions of cycle goods, most of which being in use in home with entire satisfactions.

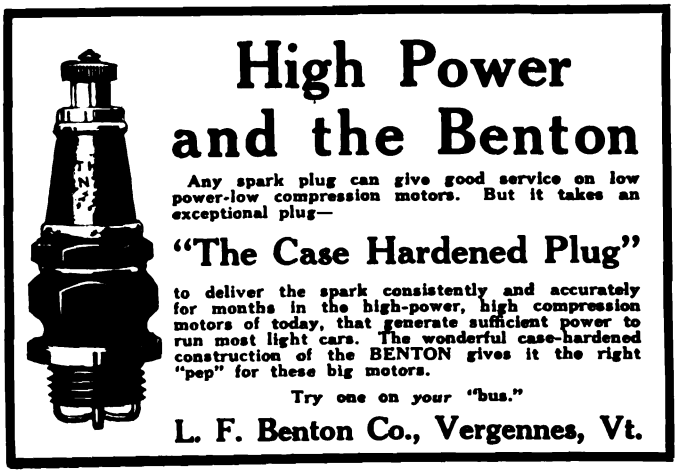
"Of all the species of cycle goods, tyre-making is one of the most developed in Japan. Since the Dunlop Rubber Company (F. E.) Ltd. have established their works in this city many Japanese rubber works have established. There are now about 30 rubber works, large and small, in Tokyo, Osaka and this city. It is estimated that these works have been making approximately 150,000 pairs of covers and tubes per month. Great majority of these covers and tubes, of course, are cheap grade, the prices being Yen 3.50 ($1.75) to Yen 15.00 ($7.50) per pair with tubes. As you may be aware, import duty of tyre is Yen 114.00 ($57) per kin (103⅓ lbs.). This is almost prohibitive. For this reason importation of tyre and tube have practically cut off, because buyers are always calling for cheap grade.

Tire Manufacture Booming

Not only the importation is cut off by the prohibitive duty but also a quite good quantities of cheap tyres have gone to England and her colonies, since outbreak of the great war. Thus tyre industries in this country have intensely stimulated. But the exportation of tyres into England will be all up now, as British Government have issue a law prohibiting importation of cycle goods into the United Kingdom, although we have not receive as yet full informations of this matter.

"Regarding bicycles, which have been built with absolutely home-made parts and accessories are very popular in Japan. Needless to say, the first importation of bicycle into this country was from your country, as great majority of European goods came from America. As to types of bicycles in this country now, 98 per cent. is English pattern, while American is only 2 per cent. The current prices of complete bicycles are Yen 22.00 ($11) to Yen 55.00 ($27.50) per machine. Most of the riders being a class of 'not-well-off' they are, as in tyres, always calling for cheap grade machine. As you also might aware well, import duty of complete bicycle is Yen 16.00 ($8) per machine, no matter what the price may be, while the duty of frame and not complete bicycle is 40 per cent. ad valorem. From this fact you will naturally think that importation of bicycle will soon be over in Japan. As the matter of fact, the importation of bicycles have been very small. According to an official return, importation of bicycles during the month of March this year were only 75, the total amount being Yen 4,219.00 ($2,109.50), and frame were only 84, amount being Yen 1,020.00 ($510). These of course nearly all come from England.

"On the other hand, exportations of bicycles and parts during the month of March this year was Yen 168,287.00 ($84,143.50). This figure is not of course a large one. But if you compare with the amount of importations referred above you will find that importation of cycles into Japan is only 32 per cent. [The figures are Mr. Eomoto's and are not quite clear to us.—Ed.]



The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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Champion

"TOLEDO MADE FOR THE WHOLE WORLD'S TRADE"

Motorcycle Mica

75c Can't Break

Special Oil Resisting Construction

Champion Spark Plug Co. 2308 UPTON AVE. TOLEDO, OHIO

The

F-N Tandem

is now sold exclusively by nearly all jobbers and dealers. *It is a live selling proposition* and does not lie on the shelves from year to year.

Quick sales, quick profits

Price complete

$10.00

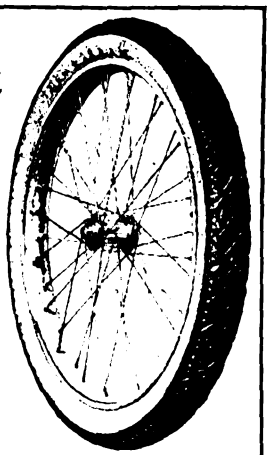
FENTRESS-NEWTON MFG. CO.

Largest manufacturers of tandems in the U. S.

Firestone

Motorcycle Tires

THE Red Side Wall and Black Tread, the trademark of Firestone Tires, stands for quality—the same materials and workmanship as in Firestone Automobile Tires. Equip now, for safety, easy riding and Most Miles per Dollar.



Firestone Tire and Rubber Company

"America's Largest Exclusive Tire and Rim Makers"

Akron, Ohio Branches and Dealers Everywhere

1916 CATALOG READY

MOTORCYCLE SUPPLIES and REPAIRS

MOST COMPLETE STOCK ON EARTH

QUALITY SERVICE

Write today. Special offer to dealers.

EXPERT OVERHAULING

Best equipped repair shop in Northwest

Estimates Furnished Work Guaranteed

MOTORCYCLE ACCESSORIES CO.

ST. PAUL MINN.

Electrical Equipment the Nerve Center of the Power Plant

Sever the nerves of a giant and though the great muscles still remain he is powerless. Sever a wire or break a connection somewhere in the electrical equipment and gone are all the efforts of triumphs in material and power production. This can be overcome by ordering one of our test sets at once without fail. Price for electrical equipped model, $5.50, stock model, $3.50.

HAESE & CO., Electrical Service Station

PUNXSUTAWNEY, PA.

"DUCKWORTH" CHAINS

Are sold on merit, not on price. Satisfactory service is their strongest selling argument.

DUCKWORTH CHAIN & MFG. CO., Springfield, Mass.

NATIONAL Motorcycle and Bicycle Spokes

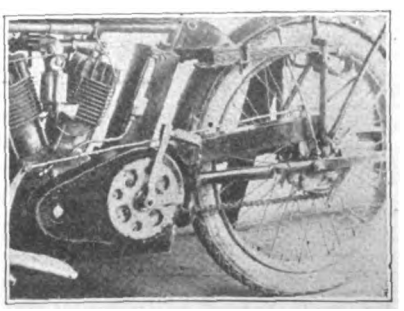
We are selling several of the representative motorcycle and bicycle manufacturers, as well as some of the largest jobbers in the country.

For Motorcycles—.135 x .110 and .120 x .100. Made of high grade wire, either hand buffed or regular bright nickel finish. For Bicycles—.092 x .072; .080 x .060; .072 x .056. Furnished in National hand buffed or regular finish. Finest grade of wire. Rust proof!

The National Screw and Tack Co.

Cleveland Ohio

A New Step Starter



The Pioneer B

which has all the essentials of our regular Pioneer Starter regarding clutch control; eliminates the pedals; starts the motor with the wheels on the ground.

Price $11

The PIONEER SYSTEM is more than just a step starter. We guarantee that you will be pleased.

Our same *liberal discounts to dealers.* increased mutual profit Send at once for our plan.

The Pioneer Mfg. Co. (W. Allis), Milwaukee, Wis.

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National Dealers' Directory

NEW YORK CITY

EXPERT REPAIRING
Motorcycles a specialty. All work guaranteed. Large accommodations for storing motorcycles and sidecars at low rates.
Broadway Auto Repair & Supply Co.
248 West 106th Street C. Lurie, Prop.

DAYTON MOTORCYCLES
Parts for DAYTON and DE LUXE
Repairs and Supplies
DRISCOLL & JEANROY
900 W. 126th St. New York.
'Phone, 8852 Morningside.

OILS SUPPLIES
J. C. FOLEY
Agent for INDIAN MOTORCYCLES
Repairing Storing
2050 JEROME AVE., Corner Burnside Ave.

HARLEY-DAVIDSON
M. J. GOLDMAN
All Makes of Bicycles—Expert Repairing.
115 Greenwich Ave. Phone 3986 Chelsea.

Uptown Indian Headquarters
Parts and Accessories
Cash—Installment—Exchange
LOUIS GOLDSMITH, 92 St. Nicholas Ave.

Harley-Davidson Sales Co.
Distributing Agents for
HARLEY-DAVIDSON MOTORCYCLES
533 West 110th Street, Near Broadway, New York
15 So. Lexington Ave., White Plains, New York

FLYING-MERKEL & MIAMI
Distributors and Service Station
Installment or Cash
MIAMI-MERKEL CYCLES CO.
1777 Bway. Room 450 Tel. Col. 549

Oliver's Bronx Distributing Agency for
INDIAN
All Repairs Guaranteed
993 Washington Ave., Near 164th St.
Oliver Borckheimer, Prop. V. C. Palomare, Mgr.

GUS. ROTHOLZ
N. Y. Distributor for Reading Standard Motorcycles. Rogers Sidecars in stock. Agent for Excelsior and Henderson
1491 Fifth Avenue Telephone, Harlem 2337

THOR MOTORCYCLES
Complete stock of parts, over-night service. When in need of Thor parts try us. Large stock of used machines, all makes, at bargain prices.
B. RUDERMAN,
1031 Bedford Ave. Brooklyn, N. Y.

T. J. SIXSMITH
203 W. 109th Street.
Expert Repairing. New York Agent for the EXCELSIOR.
Telephone, 8861 Riverside.

AMOS SHIRLEY, 935 Eighth Ave.
INDIAN and EXCELSIOR
Columbia, Hartford and Fay Juvenile Bicycles.
Parts for the Indian, Excelsior and Pope.
Repairs and Accessories.

STERN BROS.' F. A. M. SHOP
INDIAN MOTORCYCLES
MIAMI POWER BICYCLES
Storing, Repairing and Supplies
1519 SECOND AVE., Cor. 79th St. Phone Lenox 1933

EXCELSIOR
M. WORKSMAN, Agent
Large Stock of Parts and Supplies. Used Machines Bought, Sold and Exchanged on 5% Basis.
14 VESEY STREET.

BROOKLYN

HARLEY-DAVIDSON
Brooklyn and Long Island, 1157 Bedford Ave.; 594-596 Jamaica Ave. Exhaustive line of supplies, repairs, parts; in short, we stock everything for the motorcycle and the rider.
BOB BRAZENOR, Proprietor.

FRANK P. BAKER
BROOKLYN DISTRIBUTOR
Indian Motocycles
1060-1062 Bedford Avenue
Phone Bedford 5297 Brooklyn, N. Y.

1916 EXCELSIOR IS HERE
All models on display.
Full line of Parts—A1 F. A. M. Repair Shop.
HOWARD C. HENDRICK
155 Howard Ave. Phone: Bush 3639

N. T. G. MOTOR CO.
Where SERVICE is the Byword
MOTORCYCLES - BICYCLES - SUPPLIES - REPAIRING - MORE SERVICE
Indian Our Specialty
Eastern Parkway & Rockaway Ave.
Tel. 2008 East N. Y.

A. H. PATTERSON
Distributor of
Excelsior-Reading-Standard and Cleveland Motorcycles, Smith Motor Wheel, Crown bicycles and the best accessories.
1147 Bedford Ave., Cor. Madison, Brooklyn, New York

INDIAN
MOTORCYCLES, BICYCLES AND SUPPLIES
Expert Repairing
B. SLOTNICK, 5306 Fourth Ave., B'klyn
Near 53d St. Station Phone 4895 Sunset

WINGES BROTHERS, 1315 Bushwick Avenue, Brooklyn, N. Y., Brooklyn and Long Island distributors for the Dayton; also Indian agency. Expert repairing on all makes of motorcycles. Complete line of supplies. Prompt and satisfactory service a feature of this establishment.

LONG ISLAND

INDIAN
AND SMITH MOTOR WHEEL
All makes of Bicycles—expert repairing
FLUSHING BICYCLE EXCHANGE
30 MAIN ST. FLUSHING, N. Y.
Phone 496J Flush.

Plaza Motorcycle Exchange
EXCELSIOR DISTRIBUTORS
Parts and Supplies—Repairing by factory mechanics.
Bridge Plaza, Long Island City.
Phone Astoria 1880

D. & D. MOTOR SUPPLY CO.
INDIAN MOTOCYCLES
Phone: 2045 Astoria.
Expert Repairing—Gasoline.
Full Line of Accessories—Used Machines.
Bridge Plaza South, Long Island City, N. Y.

HARLEY-DAVIDSON
Territory—Long Island City to Port Washington on North Shore. Demonstration gladly given.
Full Stock of Supplies—Used Machines.
HORN & McCRACKEN
F. A. M. Shop College Point.

PATERSON, N. J.

W. EDW. MACDOUGALL CO.
Dist. of Harley-Davidson Motorcycles. Drop us a line if interested in second-hand machines.
102 Van Houten St., Paterson, N. J.

INDIAN
MOTOCYCLES
Rebuilt machines. A written guarantee with each machine. Write for details and price list.
JOHN STEELE, 91 Broadway, Paterson, N. J.

PROVIDENCE

Motorcycle Repairing and Winter Overhauling. Complete repairs on any make.
INDIAN A SPECIALTY. PRICES RIGHT
Work guaranteed. 1916 Indians always in stock; any make taken in trade. All makes of second-hands on sale.
B. A. Swenson, 522 Broad St., Providence, R. I.

NEW YORK

Mt. Vernon Motorcycle and Bicycle Shop
Agents for HARLEY-DAVIDSON. Reg. F.A.M.
Opp. Proctor's Thea.
Mt. Vernon, N. Y. Phone 2275
"WE FIX EVERYTHING"

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Special Service Department

Motorcycle Tires
Parts and Supplies
Also
BICYCLES and SUPPLIES
WHOLESALERS and JOBBERS
CITY SUPPLY CO.
56 Warren Street New York

You Can't Beat Our Prices
On Slightly Used and Rebuilt Motorcycles
The finest line ever offered, at the lowest prices, and if you don't get our list you'll be the loser. Machines from $30 up, and every one guaranteed.
A Big Free List on Request—Send For It
WESTERN SUPPLIES CO.
1448-52 Larimer St. Denver, Colo.
Largest Cycle and Motor House in the West

MOTORCYCLE ACCESSORIES
Our new 1916 Catalogue "C" describing everything new and necessary for the motorcycle at money saving prices, will be mailed free on request.
GET ONE BEFORE ORDERING YOUR SUPPLIES
E. J. WILLIS CO. 85 Chambers Street New York City

Motorcycle Accessories and Supplies
Manufacturers, Agents and Jobbers, Wholesale and Retail. Get Our Catalogue Before Buying Your Supplies.
Dealers, Attention! Send For Our Catalogue and Dealers' Price List.
HARLEY-DAVIDSON SALES CO.
533 W. 110th St., Near Broadway, N. Y.

Rogers SIDECARS
NEW YORK SERVICE STATION
Sidecars and parts in stock for all machines. Special attention to dealers.
IRVING BECK
1491 Fifth Ave. Phone Harlem 7663

BARGAINS IN USED MOTORCYCLES
Write for our revised list of used motorcycles of all makes and models, including the Harley-Davidson, Reading-Standard, Merkel, Thor, Indian, Yale, Shickel, Pope and De Luxe. Literature furnished on request.
The Place of Satisfaction.
MUELLER CYCLE AND SUPPLY CO.
Oldest and largest dealers in the northwest.
726 National Ave. Milwaukee, Wis.

CYLINDER GRINDING
Motor-Cycle Exclusively
New pistons and rings accurately fitted.
MUNCIE PISTON CO., Muncie, Ind.

Are You Looking for Bargains in Second-hand Motorcycles?
Read all the advertisements listed in the classified section of Motor Cycle Illustrated directly below.

Classified Advertisements

ONE INSERTION THREE CENTS A WORD; MINIMUM 50c.

MORE THAN ONCE TWO CENTS A WORD PER ISSUE

FOR SALE

FOR SALE—Thor single, $30. Twin, $40. Indian 13 single, $50. Indian twin, $50. Merkel twin 13, $65. Indian twin 13, $80. Excelsior 13 twin, $80. Pope 13, $90. Indian 14, $110. Excelsior 14 twin, $110. Excelsior 15, $160. Indian 15 3-speed, $190. Henderson 15 2-speed, $225. Installments. Knight Motor Co., 3323 Locust street, St. Louis, Mo.

FOR SALE—1914 Eagle, 9 h.p. De Luxe motor, equipped with Prest-O, free engine; run 5,000 miles; f. o. b. Groveland, $100.00. Write Arthur H. Wendt, Inman, Kansas.

FOR SALE—Three-speed powerplus Indian and sidecar. Run five hundred miles. J. H. Decker, 95 Wurts street, Kingston, N. Y.

FOR SALE—One Tigar motor bike, electric headlight, new, never been used; cash price $95.00. Waking & Co., Richmond, Ind.

HENDERSON 1916, latest model two-speed, never used, at a big reduction in cost, account of going out of business. This is a chance to get the best there is at the right price. Address Herb H., 500 Prospect avenue, N. E. Cleveland, Ohio.

FOR SALE—An established motorcycle, bicycle and auto supply depot, doing excellent business; extra fine location, reasonable rent; prospects for a good season, never better. Big transient auto and motorcycle trade. Everybody knows this place. Owner has other large interests to look after. Grab this opportunity. Write Wilson of New York, care of MOTOR CYCLE ILLUSTRATED.

FOR SALE—Indian, three-speed, 1915, Speedway motor, perfect condition, with equipment; $165. Will Von Lehn, 1317 New York Ave., Brooklyn, N. Y.

POSITIONS WANTED

POSITION WANTED—Expert repairman on bicycles, motorcycles, guns, locks, key fitting; all-around repairman. Address Harris, care of MOTOR CYCLE ILLUSTRATED.

DEALERS!

Now is the time to dispose of those used motorcycles. You need all available space for handling new business at this time of the year.

Let prospective buyers know what you have to offer. Advertise HERE.

HELP WANTED

SALESMEN WANTED—We want Harley-Davidson and Indian riders to demonstrate and sell the No Lift Stand, a fast seller. Very liberal commission. No Lift Stand Co., 377 Quincy St., Brooklyn, N. Y.

MISCELLANEOUS

BICYCLE TIRES VULCANIZED for the trade. Prompt service on Parcel Post and Express orders. Best work and lowest prices. 25 years' experience. W. M. Sharpe, 118 West Broadway, New York.

HARLEY-DAVIDSON, Indian, Excelsior, Thor and Merkel cylinders reground and fitted with our lightweight pistons and rings, $4.50; with leakless piston rings, $6. Bakeman Motor & Supply Co., St. Cloud, Minn.

THE CYCLE AND MOTORCYCLE FACTORY, MAGNAT-DEBON, 69 Cours de St. Andre, at GRENOBLE, FRANCE, desires to receive offers from American houses, for all the articles pertaining to this line of manufacture, viz.: "Tubes for frames, handlebars, hoop irons for rims, cranks, pedals, hubs, spokes, nuts, various connections, pressed and punched parts, aluminum cases, pistons, cylinders, cast (fly) wheels and all the accessories entering in the manufacture of bicycles and motorcycles." Please make offers and state whether these parts can be made on special models. Magnat-Debon, 69 Cours de St. Andre, Grenoble, France.

PARTY OF THREE, leaving Albany for California June 1, in motorcycle and sidecar, wants to handle side line. Address James Reid, New York Tel. Co., 158 State St., Albany, N. Y.

AMIABLE YOUNG MAN, age 20, desires partner for pleasure, educational trip to Denver on motorcycle. Start June 1; home August 1. Go via Chicago, Minneapolis; return via Kansas City, Cincinnati, etc. Rides twin Indian. J. Gudermann, 228 W. 41st St., N. Y.; 'phone 5983 Bryant.

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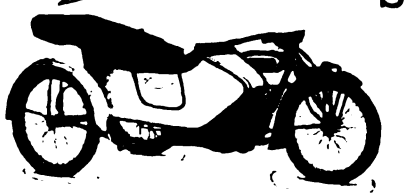
FEDERAL MOTORCYCLE TIRES

Federal Rubber Manufacturing Co. - Milwaukee

EXTRA SERVICE

Pullman

THE HARRY SVENSGAARD SALES CORP. DETROIT



This Name Guarantees Satisfaction

See that it is on the sidecars you sell in 1916!

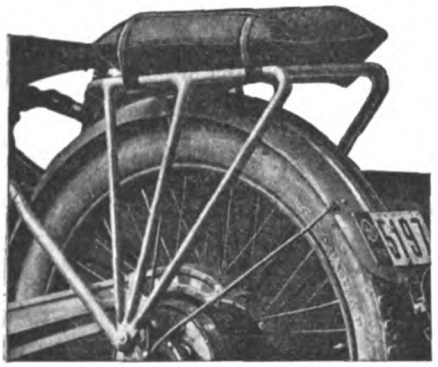
Harry Svensgaard Sales Corporation 214 Jefferson Ave. East, Detroit, Michigan

Berling Magneto

This "B" type will carry the motorcycle maker to Success because it will carry the rider to his destination.

ERICSSON MANUFACTURING Co. 1116 MILITARY RD., BUFFALO, N.Y.

TRAVEL ON AIR



INSIST ON COMFORT AND EASE, BY USING THE PNEUMATIC AIR CUSHION.

Is inflated without use of pump and deflated and carried in pocket or tool kit. Radically different and far superior to any article used for this purpose. FITS ALL LUGGAGE CARRIERS and can also be used for any other purpose, such as camping, fishing or any other place where comfort is desired. Its durability backed by two years' practical test.

PRICE $3.50

Write for literature today.

MOTORISTS' ACCESSORIES CO.
Ashland, Ohio.

NEW YORK SPORTING GOODS Co.

FREE TO DEALERS

Write us on your letter head or enclose your business card and we will send you our new catalogs.

No. 60 Motorcycle Supplies
No. 64 Bicycle Sundries

A few agencies still open for live dealers of "Victor," Pierce and "Crawford" Bicycles. Prices and terms on application.

New York Sporting Goods Co.
15 and 17 Warren St., near Broadway New York

Right On The Firing Line

WRIGHT'S SPARK PLUG

FOR DEFENSE
Against Ignition Troubles

Used on 1916 Harley-Davidson

Send for Convincing Catalog

N. Y. Mica Mfg. Co
Auburn, N. Y.

PATENT YOUR IDEAS

Inventions bring fortunes when protected by good patents. New ideas in great demand. I will get a valuable patent for you and will help you make money from it. Ask about my free advice, or send sketches for free search of patent records.

LESTER L. SARGENT, Patent Lawyer, N.W. Cor. 9th and G Sts., Washington, D. C.

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ALWAYS MAKES GOOD

ALWAYS MAKES GOOD

A THING TO THINK ABOUT

Have you noticed that while the

"GOOD OLD X"

Keeps on Winning

we use nothing but motors of strictly stock design, while both of our big competitors are now racing with 8 valve twins exclusively.

THINK IT OVER

It is glaring evidence of

The SUPREMACY of

EXCELSIOR STOCK DESIGN

The kind of motor you pay your money for

Excelsior Motor Mfg. & Supply Company

Office and Factory, 3703 Cortland Street, Chicago

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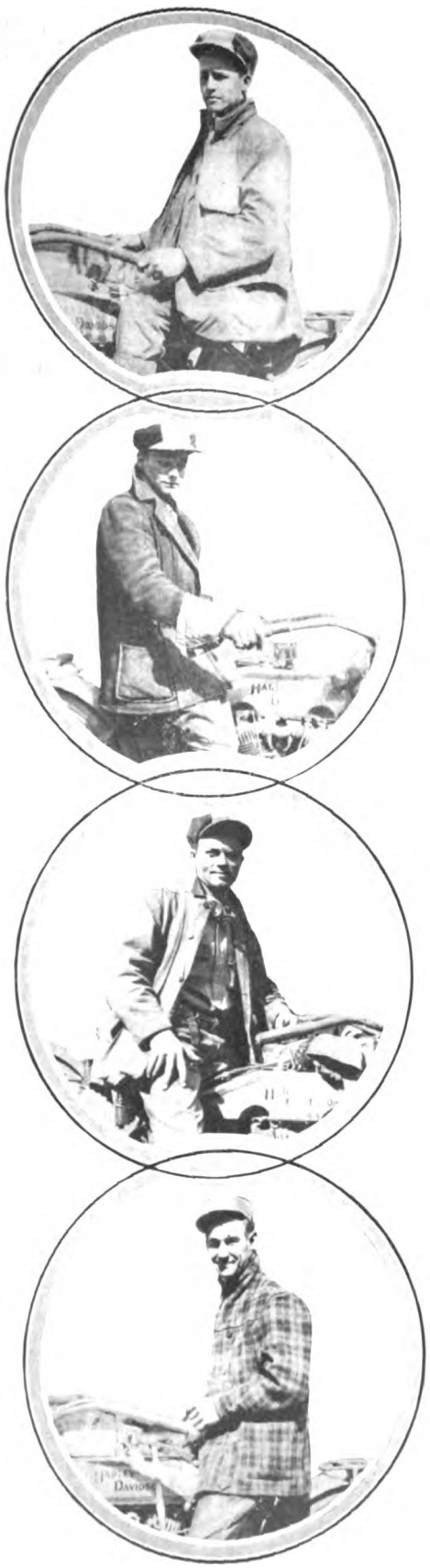
Full Decoration D
Sweep for Ha

A clean-cut, consistent exhibition of
for Decoration Day. Full returns f
HARLEY-DAVIDSON supremacy o
this superiority becomes more mar



The Four Perfect Scorers in the Portland-Roseburg Run

Newark, N. J.

In the big 400-mile Endurance Run of the New Jersey M. C. the Harley-Davidson team won the dealers' team cup, scoring 5,980 points out of a possible 6,000. In the professional sidecar division, Gene Coughlin, riding a Harley-Davidson sidecar combination, won highest honors. The C. W. Bush Trophy for the highest amateur sidecar score went to Joseph Werner, riding a Harley-Davidson with sidecar.

Portland, Ore.

In the 350-mile endurance run held between Portland and Roseburg on May 26th and 27th, the Harley-Davidson team was the only perfect scorer. Otto Walker, Ted Gilbert, Henry Klein and H. S. Hadfield, who made up the Harley-Davidson team, ploughed their way to victory through roads such as only Oregon can produce—a combination of clay, sand, silt, rocks and mud. Against a representative field, Harley-Davidson made the only perfect score.

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y Returns Show A Clean ley-Davidson

d-ability—that's the HARLEY-DAVIDSON record n every part of the country tell the same story of ad and track—an old story by now, yet new in that *with every season.* For instance:

Boston, Mass.

Never before was Harley-Davidson consistency so strikingly demonstrated as in the 1,000-mile endurance run of the Bay State Motorcycle Club from Boston to Buffalo and return. Maintaining the fast schedule with clock-like regularity over every sort of road surface, Kendall E. Sanders, driving a Harley-Davidson sidecar combination with Leon LaFlamme as passenger, finished the first 1,000-mile run in motorcycle history with the *highest consistent score,* his final mark being 996.

Then, too, there are the Billings, Mont., and the Omaha Harley-Davidson triumphs recorded in a former advertisement. On the whole, when the sun set May 30th, it was, in the words of a popular song, "The end of a perfect day" for Harley-Davidson.

HARLEY-DAVIDSON MOTOR CO., Milwaukee, Wis., U.S.A.

The Winning Newark Team

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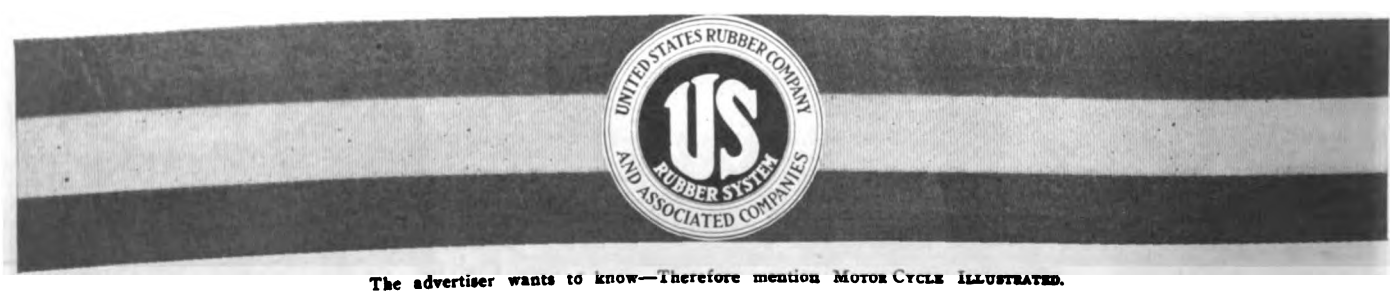
Los Angeles 987 Mile Run

In other words, the United States Tires were the only one group that consistently withstood the hellish bombardment of ruts, rocks, mud and intense heat. None of these tire-killers could make a dent on United States Tires.

Aren't you forced to admit, in the face of this evidence, that United States' are the best? Then ride and sell the consistent tires—United States Tires.

UNITED STATES TIRES



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United States 'Chain' Tread Tires

United States Tires Win

Of all the glorious victories won by United States Tires on Memorial Day, their triumph in the 987-mile Los Angeles Endurance Run eclipses every other tire-victory of the day.

Out of a swarm of starters in this terrific tear, only four finished. Three of these rode United States 'Chain' Tread Tires. Two of the three perfect scores were made on United States Tires.

Every United States Tire stood up perfectly

CONSISTENT TIRES ARE

UNITED STATES RUBBER COMPANY
US
RUBBER SYSTEM
AND ASSOCIATED COMPANIES

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Performance Proves

EVERY day adds further evidence of the dominant might of four-cylinder power. Just as Henderson riders in all parts of the world are every day proving the matchless ability of their machines for satisfying, efficient service.

Philadelphia, May 9—Carl Irrgang on stock Henderson won 2½-mile road race in four straight heats, defeating rivals using special speed models.

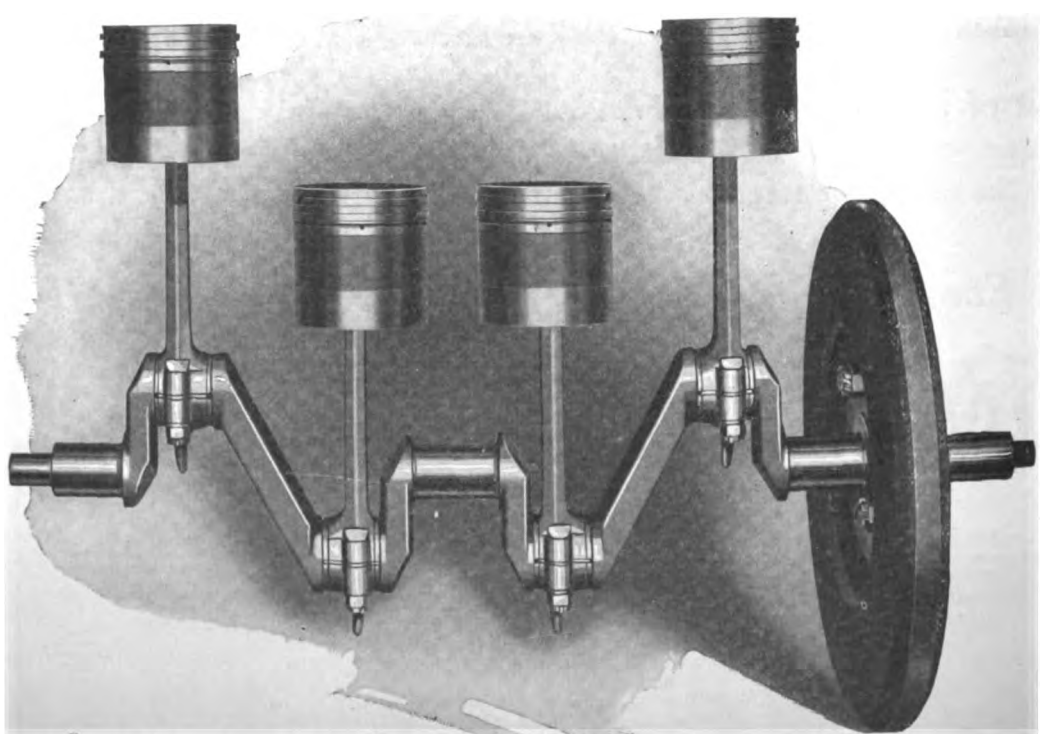
Rochester, N. Y., May 9—M. M. Mitchell on stock Henderson won match road race of six miles in 4:12, an average of more than 80 miles per hour.

New York, May 14.—In Crotona M. C. endurance run, only 21 riders out of 64 starters finished. Six Hendersons started and five finished—the sixth put out by blowouts. Average score of all five Henderson riders at finish, 997—two perfect scores.

Cheyenne, Wyo., May 29—Ten-mile stock race won by four-cylinder Henderson from field of 15 entries. Same machine also won slow race, showing wonderful flexibility and range of speed.

Boston, May 30—Henderson team won perfect score in 1000-mile three-day endurance run.

HENDERSON MOTORCYCLE CO., Detroit



One-piece drop-forged crankshaft, with pistons and connecting rods. One example of Henderson simplicity and strength. Generous bearing surfaces and husky proportions.

You get quick results from advertisers when you mention MOTOR CYCLE ILLUSTRATED.

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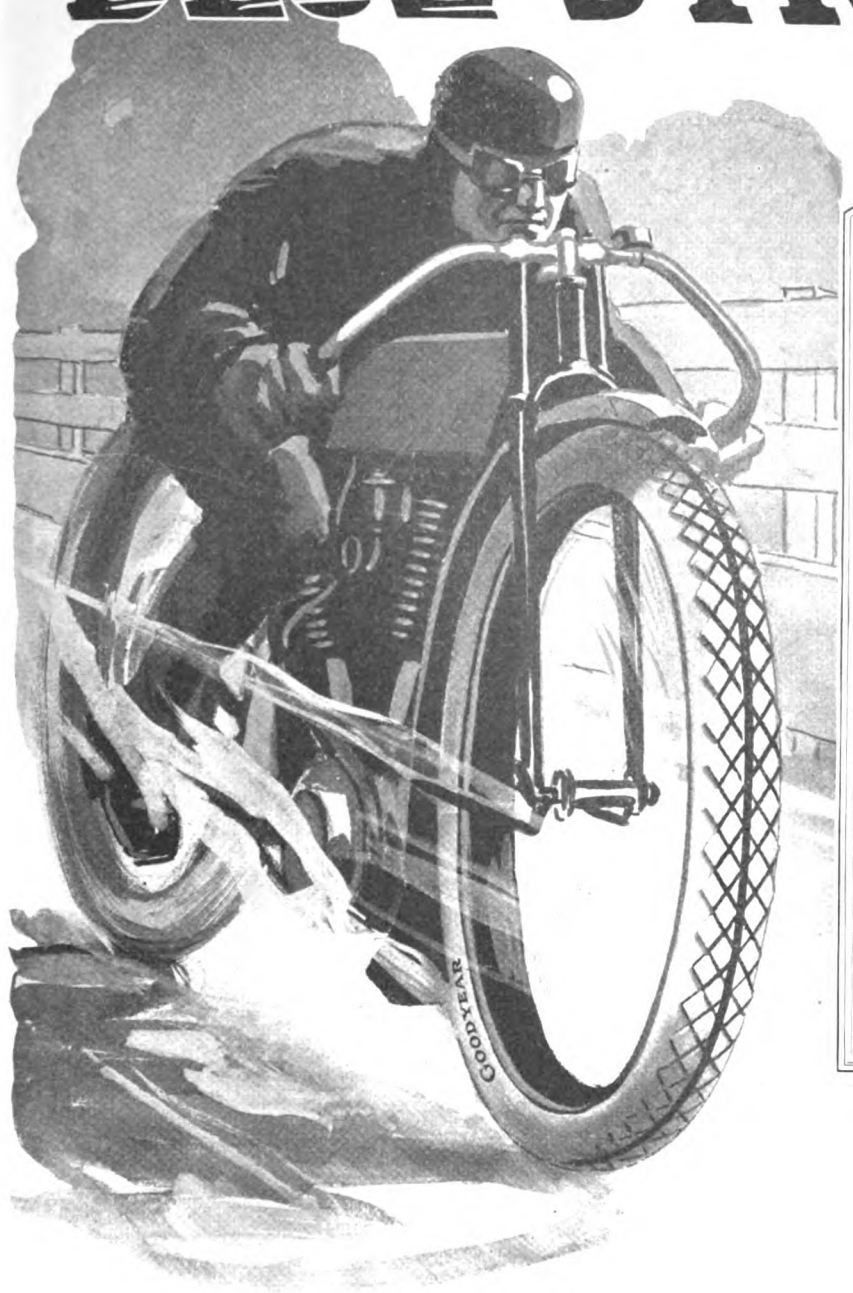
BLUE STREAKS



Race Bulletin

The following noteworthy races were won on Goodyear Blue Streak Motorcycle Tires.

Harrisburgh, Pa.
Decoration Day
5 Mile Open, won by Shorty Matthews
10 Mile Open, won by Shorty Matthews
15 Mile Open, won by Shorty Matthews
Track record broken by 3 seconds.

Wapokoneta, Ohio
Decoration Day
5 Mile Open.....won by Lee Taylor
10 Mile Open.....won by Lee Taylor
25 Mile Free-for-All, won by Lee Taylor.

Chicago, Illinois
Sunday, May 28th
10 Mile Open, won by Ray Creviston. Time 8:42.
5 Mile National F. A. M. Championship Race, won by Ray Creviston. Time 4:21 4-5.
5 Mile Open, won by Ray Creviston. Time 4:23.
15 Mile Open, won by Ray Creviston. Time 13:03 3-5.

Chicago, Illinois
Decoration Day
5 Mile Open, won by Ray Crevistor.

1000 Mile Endurance Run, Boston to Buffalo
Round trip won on Blue Streaks.
Round trip, side car class, won on Blue Streaks.

GOODYEAR
MOTORCYCLE TIRES

Motorcycles which must render hard and heroic service, need tires which will bear the brunt.

Motorcycles which race or travel at high speed, motorcycles which make long runs, want all the tire strength they can get.

Call Blue Streaks a form of over-insurance if you like—call them a superlative form of protection to meet exceptional cases and conditions.

Whatever you call them, depend on it, they will do what they are intended to do.

By present indications, the racing records captured by Blue Streaks last season seem likely to be duplicated.

Reports from all the big race meets show Blue Streaks invariably the winners.

They are simply demonstrating for another year that they are the most practical and popular tire among motorcyclists and therefore the easiest and most profitable tire to sell.

The Goodyear Tire & Rubber Co.
AKRON, OHIO

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"BAREFOOT" RUBBER

There is only ONE Motorcycle Tire made of the genuine Black "Barefoot" Rubber —and that's the GOODRICH. It's the identical tread, mind you, that goes on the big Goodrich "Barefoot" Automobile Tire—the strongest tire ever turned out of the big Akron factories. "Barefoot" Rubber is a distinct advance in the compounder's art. It CLINGS (like your bare foot) to a surface—doesn't GRIND over it. It DOES NOT gain Traction at the expense of Mileage. It is harder to puncture—harder to wear out. And note this—NOT ALL BLACK TREADS ARE MADE OF "BAREFOOT" RUBBER. The Market is full of "Me-too-Black Treads." Look for the name "GOODRICH" molded on the sidewalls —THAT points out the genuine.

Goodrich

BLACK "BAREFOOT" RUBBER
Safety Tread Tires

The B. F. Goodrich Company
AKRON, OHIO
Branches and Dealers Everywhere
The World's Largest Rubber Factory

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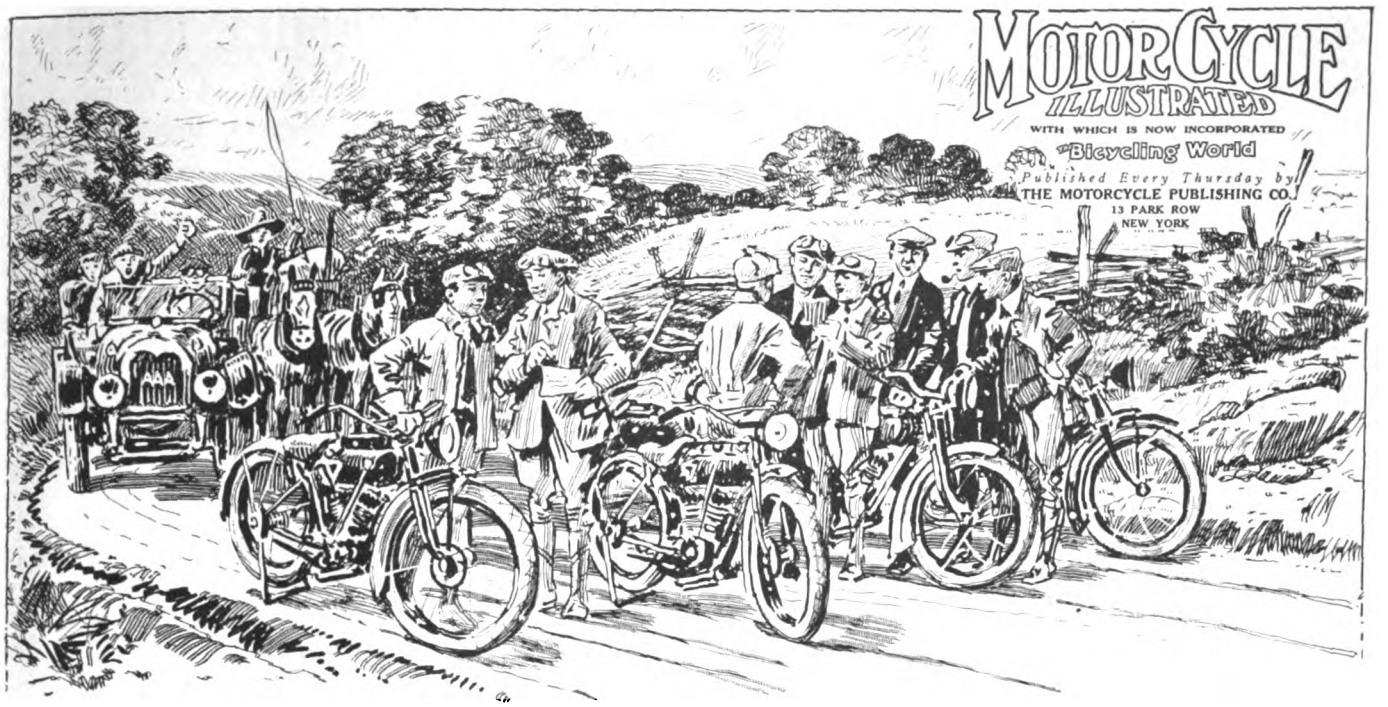

Vol. II JUNE 8, 1916 No. 23

WHY THEY BLOCKED THE ROAD

It's a serious matter to block a State highway and have a pompous automobilist and a grouchy farmer roaring themselves to the verge of apoplexy, as the two gentlemen referred to are doing in the illustration which heads this page,—but if you have a piece of red-hot news that simply can't wait and you happen to meet some of the boys that you know will be interested in the information, what are you going to do about it? Why, stop, of course, and spread the glad tidings. Let the coupon-clipper and the old gid-dap person howl!

That's what the dealer-riders with the papers in their hands are doing in the illustration. Before they left home they received a letter reading somewhat as follows—

THE BIG BREEZY VACATION NUMBER OF MOTORCYCLE ILLUSTRATED

will be published June 22 and will bring to you the finest, freshest, out-dooriest lot of photos, sketches and sales arguments you have ever seen between the covers of a magazine.

IT WILL PUT JOY IN YOUR HEART, PEP IN YOUR SALES TALKS AND SHEKELS IN YOUR CASH-REGISTER.

And of course they just had to show that letter to the first bunch of reg'lar fellows they met on the road. Natural enough, eh?

Now that you've been let in on the cause of the excitement, get ready yourself to welcome the Vacation Number,—and tell your friends it's coming. You'll be overlooking a big bet if you miss it.

EXPORTS CONTINUE LARGE DESPITE BRITISH EMBARGO

Motorcycle Shipments for March 240 Per Cent More Valuable Than Those a Year Ago—Bicycle Trade Both Ways Also Shows Big Increase

WASHINGTON, June 5.—Great Britain's embargo on the importation of cycle goods notwithstanding, the American exports of both motorcycles and bicycles and materials for the month of March showed a remarkable increase over the exports of goods of the same class for March of 1915. Glancing first at the motorcycle figures we find that during March of 1916 the total number of motorcycles exported from United States was 1,908, valued at $363,623, as against 5,078 machines, valued at only $104,750, which were shipped from our shores during March of 1915. The increase amounts even better than 240 per cent., considering valuation, and 229 per cent. considering the number of machines exported. At the same time, the average price of the exported machines has increased remarkably, standing at only $181 for machines shipped out during March, 1915, as against an average of $190.90 for machines exported during the third month of the present year.

Even more impressive are the figures dealing with the nine months ending with the respective Marches. During the nine month period ending with the March just past, we shipped motorcycles to the value of $2,488,853 to foreign countries as against a valuation of $603,393 for those shipped during a like period ending with March of 1915. The increase amounts to 301 per cent. These values represent the shipment of 12,734 machines during the former period, as against 3,266 machines during the latter, which figures out for a percentage increase of 259, considering the number of machines shipped. The average value of the motorcycles shipped during the nine month period just terminated is $195.

Not quite so startling, but still large enough to be impressive, are the figures dealing with the increase of bicycles and parts shipments during the respective periods. During March of 1915, for instance, our total bicycle exports were valued at only $42,753, while during the third month of the present year the valuation reached $113,702, a percentage increase of 165. For the nine month period ending with March of 1915, the valuation of our exports is given at $301,007, while during a like period ending with March of 1916, we shipped bicycles and parts to the value of $604,282 to foreign buyers; this represents an increase of 109 per cent.

The boom which has hit our domestic bicycle business, part of which at least can be attributed to the co-operative efforts of the trade members, is clearly reflected in the figures dealing with our bicycle and parts imports for March. We imported during the third month of 1916 bicycles and parts to the value of $5,801, as against $3,542, the value of our imports for the month of March of 1915. While the fig-

(Continued on page 52)

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CREVISTON CLOSE TO 100-MILE RECORD

Astride an Indian He Takes Interstate Sweepstakes at Columbus in 1:24:40 3-5—Stokes, Excelsior, Second and Meyers, Indian, Third

"Crevvy"

COLUMBUS, Ohio, June 4.—If Ray Creviston, who is one of the Indian "shooting stars," did not really shatter the 100-mile record at the Columbus Driving Park meet here today, he came pretty close to performing that enviable feat. The little pink-cheeked rider circled the course 100 times in just 1 hour 24 minutes and 40⅗ seconds, which is going some even if it is not a new record. Glen Stokes, of Chicago, who straddled an Excelsior, was second over the tape, while Fred Meyers, of Logansport, Ind., on an Indian, copped third money. Stokes was just a little over two minutes behind Creviston when the latter shot over the tape and held a fairly good lead on the third man.

Thirteen starters faced the gun, and among them were some whose names are known in motorcycle circles from one coast to the other. The line up included besides those who earned places Verrill, Wing, Taylor, Hilliard, Boido, Suddith, Sims, Davis, Woodland and Gold. Crevvy forged to the fore even so early as the first lap and was never headed, although Boido, also astride an Indian, challenged his position for the first 82 miles when a faulty spark plug put him out of the running. At that point Stokes assumed second place and had no trouble in holding it. Creviston covered the first 25 miles in 21 minutes 35 seconds, and Boido was in second place at the quarter, with Stokes third and Taylor and Davis strung out behind him in the order named. At the half Creviston had completed the distance in 43 minutes and 17 seconds, and Davis, a Columbus rider, was fighting hard to oust Stokes from second position. For 17 miles Davis and Stokes ran it nip and tuck for second money, but on the 67th lap Davis's luck went back on him and he was forced out.

Creviston completed the 75 miles in 64 minutes 41⅗ seconds. Boido held tightly on to second position until the 82d mile, when his oil ran out and he scorched his rear cylinder and retired to the pits. Taylor also went out at this point with a broken piston ring. It was at this point that Myers, who had made one stop for gas and oil, succeeded in passing the others and worming his way into second position.

Three qualifying heats and a 10-mile final preceded the running of the 100-mile sweepstakes. Stokes on the Excelsior took the first five-mile qualifying heat and Crevy came home first in the second. Hilliard, on an Excelsior, took the consolation heat. Taylor, on an Indian, was first across the tape in the 10-mile final with Stokes (Excelsior) second and Myers (Indian) third.

The summaries:

Five-mile qualifying heat—Stokes (Excelsior), won; Myers (Indian), second. Time, 4:29⅘. Verrill, Davis, Hilliard and Gold also started.

Five-mile qualifying heat—Taylor (Indian), won; Creviston, Indian, second. Time, 4:08⅘. Boido, Wing, Woodland, Suddith, Sims and Davis also started.

Five-mile consolation heat—Hilliard (Excelsior), won; Davis (Indian), second. Time, 4:17. Verrill, Wing, Boido, Suddith, Sims, Woodland and Gold also started.

Ten-mile final heat—Taylor (Indian), won; Stokes (Excelsior), second; Myers (Indian), third. Time, 8:20. Hilliard and Davis also started.

100-mile interstate championship sweepstakes—Creviston (Indian), won; Stokes (Excelsior), second; Myers (Indian), third. Time 1:24:40⅗. Verrill, Wing, Taylor, Hilliard, Boido, Suddith, Sims, Davis, Woodland and Gold also started.

WINNERS IN THE F. A. M. MEMBERSHIP CONTEST

First Four Prizes Are Awarded to the Boosters Bringing in Most Recruits From May 7 to June 3; Plenty of Prizes Waiting

WESTBORO, Mass., June 3.—The first official announcement of prize winners in the F. A. M. Membership Contest has been made by Secretary G. B. Gibson. The award for the week of May 7-13 goes to H. R. Hunter of Pomona, Cal., while that for the week of May 14-20 goes to A. M. Cocchiola, of 292 South Main street, Waterbury, Conn. Hunter recommended 15 applications, while Cocchiola recommended 12.

For the week of May 21-27, Howard G. Ramsey of Douglas street, Uxbridge, Mass., came first with 23, and for the week of May 28-June 3, Harry Muhl, of 610 West John street, Grand Island, Neb., was the recommender of most applications. Muhl sent in his name on nine applications in all. The four winners have been sent lists of the prizes donated by the different manufacturers and will be allowed their choice. On their informing Dr. Gibson of their selections, he will notify the donor and the prize will be sent.

NAVAS, OF CUBA, DROPS IN ON POPE

WESTFIELD, Mass., June 5.—One of the most interesting visitors who has dropped in on the plant of the Westfield Mfg. Co. in some time is P. Navas, of Havana, Cuba, who represents the firm of F. Navas & Co., located Trocerdareo, 28, that city. The firm, of course, is agent in Cuba for Pope-made bicycles and Pope motorcycles.

Mr. Navas came on business bent, but he had a tale of Cuban conditions to unfold which opened the eyes even of the well rushed Westfield plant managers. Bicycle sales have been so good in Havana, according to Mr. Navas, that he has sold every bicycle received almost as soon as the shipment came in. His chief desire in visiting the Pope plant was to put in an order for as many bicycles as the manufacturers could deliver to him in the near future, which, under present rush conditions, is not half the number he says he can sell.

MRS. JOHNSON PASSES AWAY

CHICAGO, Ill., June 2.—Esther, wife of Charles E. Johnson, assistant to John L. Donovan, Chairman of the Competition Committee of the F. A. M., died suddenly today after a brief illness. Brights disease is given as the immediate cause of Mrs. Johnson's death.

A BRACE OF HUSTLERS

Heinie Roberts Discussing Troxel Saddles with Jesse Edwards, of the Edwards-Crist Mfg. Co., in Chicago

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CREDITORS TO CONSIDER JOERNS OFFER, JUNE 12

ST. PAUL, Minn.—An order to show cause why the composition offer of 12½ per cent to the creditors of the bankrupt Joerns Motor Manufacturing Company of this city, should not be confirmed has been issued by Judge Wilbur Booth of the United States District Court, for the Third Division, District of Minnesota, and the creditors have been notified to appear in answer on June 12.

The order states that over 51 per cent. of the creditors have accepted the offer and that the Trustee in Bankruptcy has stated that there is sufficient money to pay all administrative expenses and preferred claims and 12½ per cent. on all other claims. The hearing will be held at the Federal Building in this city at 10 a. m.

PLAIN TALK TO R. F. D. MEN FROM INDIAN

SPRINGFIELD, Mass., June 5.—That it costs the Rural Free Delivery carrier who uses an Indian motorcycle on his route only $13.40 a month to operate the vehicle, as against $21.66 for the cheapest automobile he can operate and $28.47 for a horse and wagon, is just one of the interesting things which is brought out in a new R. F. D. leaflet gotten out by the advertising department of the Hendee Mfg. Co.

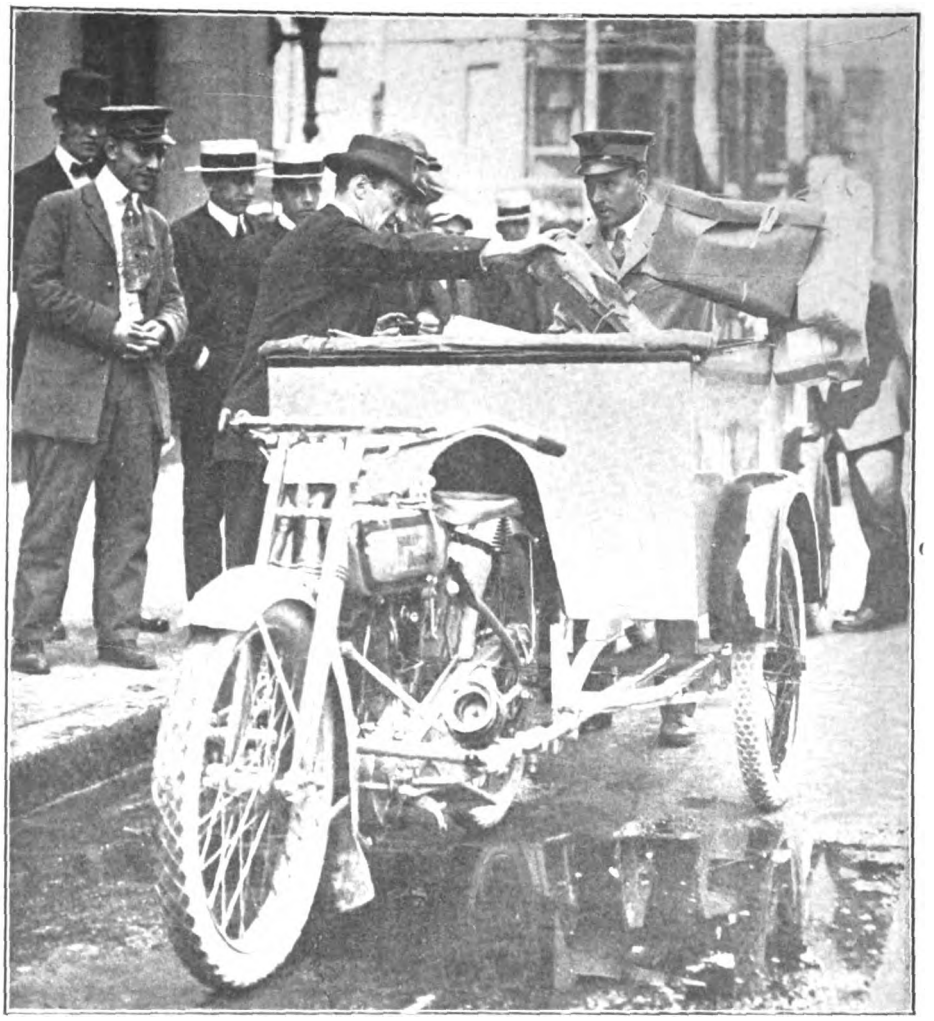
This obvious saving in dollars and cents is supplemented by an equally important argument bearing on the saving in time effected by the use of the Indian in service of this sort, the whole being presented in such a forceful manner as to be capable of convincing the most skeptical of carriers engaged in the R. F. D. service. The leaflet is well illustrated with half-tone engravings, the pictures showing not only the advantages of the sidevan over any other type of vehicle, but also the constructional features which are claimed to make the Indian the most logical of all outfits for this service. The Indian dealer who loses time in sending to the advertising department of the Hendee Mfg. Co. for a supply of these new leaflets and putting them in the hands of his R. F. D. prospects is passing up a big opportunity.

BRASTED PROVES HIMSELF A PLUGGER

NEW YORK, N. Y.—There were many brilliant feats performed in the recent spring endurance run of the Crotona M. C., but of the number perhaps none was more spectacular than that performed by William Brasted. Astride a Harley-Davidson, he rode in from Port Jervis, a distance of 100 miles to compete in the run carrying a tandem passenger, completed the circuit making a very creditable showing, and then atop of this 400 miles rode back again to Port Jervis. Brasted is such a retiring modest rider that even those connected with the Crotona M. C., which staged the run, were not aware of the fact that he performed this more or less remarkable feat until appraised of the fact by the Port Jervis M. C. of which Mr. Brasted is a worthy representative.

BOSTON P. O. ADOPTS MOTORCYCLE RIGS

Hub Authorities Order Harley-Davidsons with Cygnet Cars for Parcel Post Work From Agent Walker—Five in Service



One of the Harley-Davidson Cygnet Combinations Used by the Boston Post Office

BOSTON, Mass., June 5.—The United States Post Office Department has adopted the Harley-Davidson motorcycle with Cygnet Rear Car for parcel post delivery in this city. Harley-Davidson agent, W. J. Walker, landed the order and has delivered five complete outfits to date. These have been put into service and are attracting much attention along the routes in the main districts.

Prior to their adoption by the postal folks, the Harley-Davidson machine and Cygnet attachment were subjected to hard service tests. They proved their value to the satisfaction of the authorities, and the result was the order for immediate delivery. In comparison with the horse-drawn parcel post wagon, the motor apparatus effectively showed its superiority in speed, radius of action and reduced cost of operation, besides needing only one man to drive and make deliveries.

Agent Walker is highly elated with the adoption of the Silent Gray and the Cygnet for this purpose and is certain that the order will prove a fine opening for further orders in this and other neighboring cities for parcel post and collection service.

NORWEGIAN FIRM WANTS MOTORCYCLE AGENCY

NEW YORK, June 5.—Reflecting clearly the scarcity of foreign motorcycles as the result of the war, comes a call from Christiania, Norway, to the Exporters of Manufacturers' Product Inc., 11 Broadway, New York, for that firm to make arrangements for the Norwegian concern with one or other of the American motorcycle manufacturers. The Norwegian firm does not state the number of machines which can be handled in Norway in the course of a year, but the text makes plain that the number is or will be considerable in the immediate future.

The firm is not desirous of purchasing through agents in Copenhagen, Denmark, but wishes to act as direct representative of some American manufacturer. The Exporters of Manufacturers' Product Inc. state that they have several other calls from Scandinavian firms desirous of representing motorcycle manufacturers on the same terms, and the local exporting house is desirous of getting in touch with interested motorcycle makers.

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HERE'S A CHALLENGING QUINTETTE

The Road Team of the Keystone M. C. of Harrisburg, Pa., Which Is Anxious to Meet the Team of Any Other Club in Motorcycle Competition

AUSTRALIAN AGENT VISITS DAYTON FACTORY

DAYTON, O.—W. A. L. Crowle, of Adelaide, Australia, was a visitor to the factory of the Davis Sewing Machine Company last week. Mr. Crowle is in this country for the purpose of getting distributing rights for Australia for the Dayton line of cycles.

The Adelaide man made a thorough inspection of the motorcycle and bicycle departments of the Davis Company, and warmly commended the firm on its plant. In regard to Dayton products, he seems particularly pleased with the twin-cylinder Dayton motorcycle, and stated that the machine was finely suited for the wild and rugged Australian country.

COCHRAN SPREADER MAKES SPRING OILING EASY

IN order to facilitate lubrication between the leaves of a spring so that the latter may have greater elasticity, the Cochran Pipe Wrench Company, of 7800 Woodlawn avenue, Chicago, Ill., has brought out the Cochran spring spreader and oiler. This device is a steel wedge with a groove along one surface through which the oil flows. The wedge is inserted between the leaves and the oil is then allowed to enter the groove, whereupon it flows to the inner surface of the spring leaves.

SLIDES AND PHOTO CONTEST ANNOUNCED BY POPE

WESTFIELD, Mass., June 6.—"Pope Extra," the house organ of the Westfield Mfg. Co., has just made its appearance with a three-page announcement of the free picture slides, intended to be shown at the "movies," which form part of the dealer services of the Westfield company. There are sixteen slides in all, two showing motorcycle pictures and the balance boosting bicycles. On each slide there is space for the dealer's name and address, which will be lettered in free of charge. Announcement is also made in the "Pope Extra" of the bicycle and motorcycle photo contest; two handsome silver loving cups are being offered for the best motorcycle and bicycle photos, showing Pope machines, which not only reveal artistic merit, but also possess advertising value.

DEALERS AND RIDERS TO AID IN MILITARY WORK

SAN FRANCISCO, Cal.—Many local riders will play their part in the movement for military training among business men in this city. C. C. Hopkins, of Hopkins & Alzina, represented the motorcycle dealers at a meeting of automobile and military men in the Palace Hotel on May 31, at which plans for training 1,500 citizen soldiers at the Presidio at Monterey, Cal., on July 9.

The troops will be transported by automobiles and trucks offered by the dealers and owners, and a hundred motorcycle riders will be assigned to patrol duty along the road, carrying messages and looking out for trouble, etc. Several rolls are being circulated, and many have already signed up for the event, which will give them an opportunity to show their patriotism and at the same time demonstrate the mobility and capacity of the motorcycle in patrol and other military work.

MIAMI MAKES GOOD TIME ON NATIONAL PARK TRIP

TACOMA, Wash.—Elmer J. Bergstrom, on a Miami Power Bicycle, in company with Frank Gates on a motorcycle, made the trip to Mount Tacoma and the National Park last week in two hours and twenty minutes. Despite the bad condition of the roads, the Miami came through without a scratch and proved its dependability on tours. It demonstrated that it will stand abuse and will go anywhere.

TO ADD STOREHOUSE AT ECLIPSE PLANT

ELMIRA, N. Y.—The Eclipse Machine Company is breaking ground for a new building to be used as a general storehouse. The present storehouse will, on the completion of the new structure, become converted to manufacturing by the installation of machinery. This installation is being carried on now.

The new building will measure 200 by 60 feet, giving a floor area of 12,000 square feet. It will be of the latest concrete construction, with "saw tooth" roof. The big increase in demand for Eclipse goods has made the erection of this building necessary.

FRISCO RIDERS ENJOY RUN TO BOLINAS

SAN FRANCISCO, Cal.—Members of the San Francisco M. C. held a run to Bolinas on May 28, starting from Sausalito early in the morning. This run is considered the best so far this season and has many interesting features. Bolinas is 43 miles out, over good roads, through Corte Madera, Larkspur, Lagunitas, Tocaloma and Olema.

PROVING THE "PLOWABILITY" OF THE INDIAN

George H. Strickler of Boise City, Ia., Who Long Since Became Famous by Motorcycle Leaping on Slaughter House Hill, Undertakes a New "Light Occupation"

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THE SORT OF SALESROOM THAT DOES A MACHINE JUSTICE

The New Annex of the G. H. Westing Co., Indianapolis, Ind., Where Indians in All Models Are Displayed to Full Advantage in the Spotless Showroom in Front While Office Details and Service Work Are Attended to at the Rear

The party arrived before noon at Bolinas and proceeded to the giant radio station, three miles farther on. There they were conducted through the plant by the superintendent. A basket lunch was then eaten on the beach nearby.

On the return trip the party divided, two going over the coast road, through Willow Camp, and several over the Ridge Road. All came to Sausalito in time for the 5 p. m. boat to this city. The next run, on June 11, will be to Princeton, in San Mateo County. It will be a "feed run," the club setting up the luncheon.

BUREAU FOR AMERICANS TOURING CANADA

MONTREAL, Que.—Motorcycle tourists of the United States who decide to invade Quebec this Summer in order to visit the quaint French-Canadian districts are advised to make use of the highway information bureau at the Windsor Hotel, Montreal, which is maintained by local dealers and touring enthusiasts. This hotel is also the Montreal headquarters of the American Automobile Association. Mr. T. C. Kirby is in charge of the bureau where maps and literature of various kinds are to be had.

PREPARING FOR AMERICAN INVASION

HAMILTON, Ont.—The several highways between this city and Niagara Falls are being "blazed" in anticipation of visits from a large number of New York State motorcyclists and automobilists as a result of the license reciprocity agreement recently arranged between New York and Ontario. Very few American riders have yet been seen in Ontario.

SPLITDORF EMPLOYEES SHARE IN PROFITS

Newark Ignition Concern Inaugurates Monthly Dividend Plan That Will Net Its Workers $150,000 a Year

NEWARK, N. J., June 5.—The Splitdorf Electrical Company posted a notice in its works at noon Thursday, announcing a ten per cent. monthly bonus to all employes to take effect at once. Over 1,600 employees will be affected by the increase, which will amount to about $150,000 a year.

The increase was given voluntarily on the part of the company, according to General Manager C. W. Curtiss, and was not solicited by any of the employees. Both piece-workers and day-workers will receive the bonus.

In discussing the increase Mr. Curtiss said:

"We are granting the wage increase in the form of a bonus, because we think that is the best plan. Every man or boy in the production end of the plant will receive the increase. For instance, if a man is employed at an hourly rate and his weekly wage is $20 per week, at the end of the month he will receive $8 extra. If he is a piece-worker the bonus will be figured on the total amount of wages he receives for the entire month.

"The increase dates from May 1. The first bonus, which will be paid on Friday, will be based on the amounts that the men were paid on May 5, May 12 and May 19. The June bonus will be paid on June 30, and will be May 26 and June 2, 9, 16 and 23, which is for five weeks. Thereafter it will be for four weeks in each month."

Mr. Curtiss said this is the first of a series of improvements in the working conditions of the employees, many of which will not go into effect until the completion of the new building of the company, on August 1, when many of the departments will be rearranged.

At the present time two shifts are working at the Splitdorf plant, an open shop.

SPEEDOMETER INVENTOR IS DEAD AT NEW YORK

NEW YORK, June 2.—John K. Stewart, inventor of the Stewart speedometer and head of the Stewart-Warner Speedometer Corporation, died suddenly last night at his home in this city. He leaves a wife and two children.

In addition to heading the speedometer firm, Mr. Stewart was president of the Chicago Flexible Shaft Company and several other Chicago concerns. He had a Chicago residence as well as one in this city, and spent his summers in the latter.

CLARKSON COMING TO U. S. A.

WELLINGTON, New Zealand.—J. B. Clarkson, of the firm of J. B. Clarkson & Co., Ltd., is now on his way to the United States. His plans are to reach Chicago on June 9, Detroit on the 12th and New York on June 15. His headquarters in the latter city will be with R. Cameron & Company.

Mr. Clarkson holds the rights for the Excelsior throughout New Zealand and has the agency for a number of automobiles.

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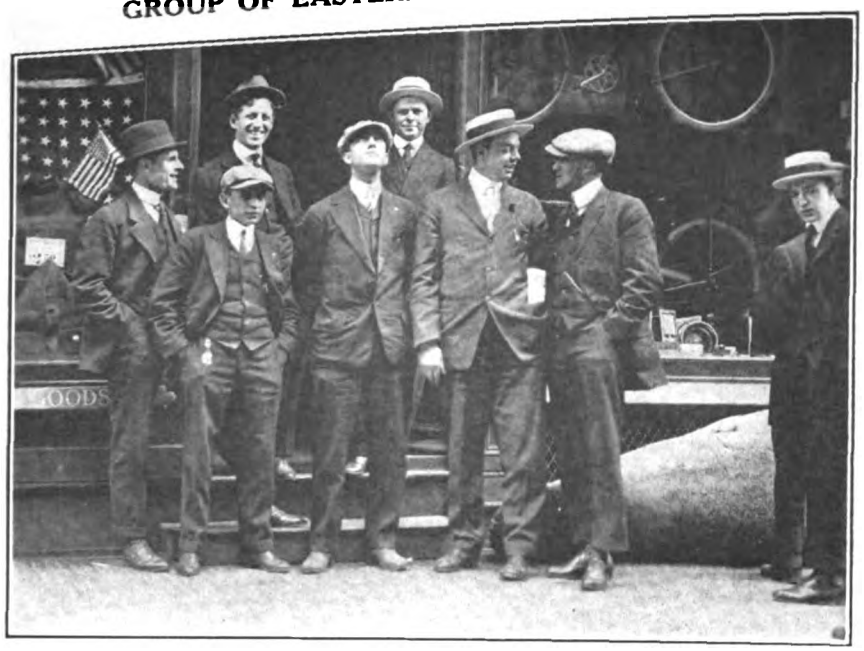
GROUP OF EASTERN ENDURANCE RIDERS



Top Row: J. U. Constant, Brooklyn; Harvey Snyder, Bridgeport, Conn. Bottom Row: I. W. Barnard, Brooklyn; W. Stuart, New York City; Archie Hanna, White Plains; C. W. Webber, New York City; Howard O'Brien, Springfield, Mass.

SNAPPY CARD AT HILLSGROVE TRACK

Postponement of Holiday Races at Providence May Draw Record Crowd; Five Events Will Be Staged, Four Being Professional

PROVIDENCE, R. I., June 6.—Far from putting a damper on the enthusiasm of the motorcycle fans in this section, the postponement of the Decoration Races at Hillsgrove until next Saturday promises to bring out a bigger crowd than ever, for many of the riders who had their "books filled" for the holiday will be able to attend the races at the end of the week.

The races which will be held at Hillsgrove and the riders who will participate are as follows:

Five mile professional: J. O. Grafford, local Harley-Davidson agent; B. A. Swenson, Gus Sundin and Teddy Carroll.

Ten mile amateur: H. M. Peckham, Fred Shogren, G. E. Peck and H. Allen.

Five mile professional for single cylinder: Alex. Houle, Jr., Fall River; A. J. Sandreau, Fall River, Teddy Carroll, Springfield; A. B. Carlson, F. Duckworth, New Bedford.

Five mile professional sidecar: B. A. Swenson, Zip Godin, Springfield, I. O. Clifford and Gust Sundin.

Ten mile professional for single cylinder: Alex. Houle, Jr., Fall River; W. Sandreau, Fall River; Teddy Carroll, Springfield; A. B. Carlson, and F. Duckworth, Fall River.

The officials are, referee, E. L. Buffington; judges, A. L. Joslyn, Edward A. Lutz, and A. E. Barber; timers, Harry H. Smith, W. L. W. Hillman and William M. Strong; starter, Ed. A. Swenson; clerk of course, John G. Edwards; scorers, John Kay, C. A. Joslyn, George W. Lane.

BRASS CITY M. C. MAPS JUNE RUN PROGRAM

WATERBURY, Conn., June 5.—At its meeting last week the Brass City M. C. of this city mapped out a series of runs which will keep its members busy for all the Sundays in June. The schedule is as follows:

June 11—Bridgeport and adjacent shore resorts; June 18—Springfield, Mass., with dinner in Forest Park; June 25—Hartford, Conn. to witness the display of roses in Elizabeth Park.

Five new members were added to the roster and each of the newcomers joined the F. A. M. so that the club still is a 100 per cent. F. A. M. body; its total membership is now 30.

FOUR CLEVELANDS ENTERED FOR WORCESTER RUN

NEWARK, N. J., June 5.—Four Cleveland two-strokes have been entered from this city in the forthcoming Worcester M. C. endurance run of June 10. They will start in the lightweight division, under the leadership of C. W. Waughop, of the H. F. L. Funke Co., Eastern distributor.

Three of the riders are members of the New Jersey M. C. of this city. They are C. W. Waughop, Elliot B. Holton and Claude S. Ramsey. The fourth is "Peanuts" Spurgeon of Cedar Rapids, Iowa. All four machines will be fitted with Bosch magnetos, Coventry chains and Federal 26x2¼-inch tires.

The Cleveland Motorcycle Manufacturing Company, of Cleveland, O., has donated four pairs of Cleveland cuff buttons to be awarded to the lightweight riders making the four highest perfect and consistent scores in the Worcester run.

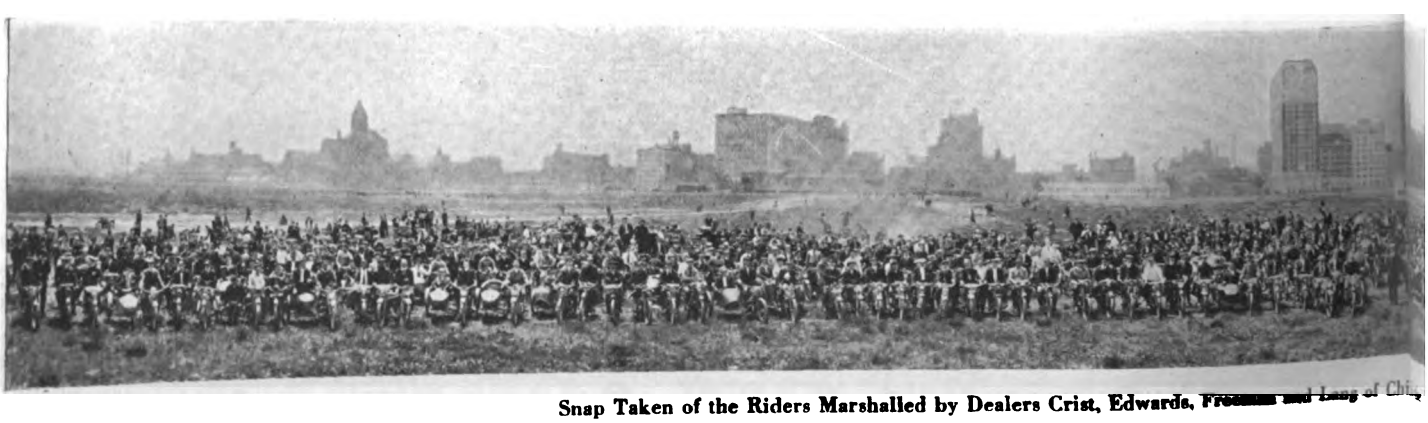
RACING BODY TO HOLD MEET AT MADISON

MADISON, Wis.—The first race meet of the Madison Motorcycle Racing Association will be held on Sunday, June 18, at the Dane County Fair Grounds track, which is a mile dirt oval. Three events, one of which is for lightweights, are carded. The meet is for the benefit of G Company, Wisconsin National Guard.

The major event will be a 100-mile race for non-ported stock twins. The first prize will be $125, the second $75, the third $35 and the fourth $20. This will be followed by a 15-mile race for similar machines with prizes of $25, $15 and $10. The lightweight race will be for two-strokes only at 5 miles, and will have five merchandise prize awards. So far, two Cleveland and an Excelsior entries have been received for this event.

Those interested should address W. J. Schultz, secretary, at 113 State street.

HERE ARE OVER TWELVE HUNDRED STRONG AFFIRMATIVE ANSWERS



Snap Taken of the Riders Marshalled by Dealers Crist, Edwards, Freeman and Lang of Chi...

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HONORS WELL DIVIDED AT BELMONT MEET

NARBERTH, Pa.—Honors were fairly well divided in the race meet which was staged in the one-mile track at Belmont on Decoration Day with A. Banks, astride an Indian taking the honors in the "pro" races and Miller on a Henderson with sidecar starring in the three-wheeler events. The meet is the first in a series to be promoted by the Tri-State Racing Association. The summaries:

Three-mile flying start race—Theodore Craddock, Indian, 3:18; Louis Thompson, Indian, 3:24.
Three-mile bucket-seat—M. Bagdon, Excelsior, 4:31; M. Marcus, Dayton, 4:39.
Five-mile amateur—E. Bristman, Indian, 4:59; Eddie Ely, Excelsior, 5:02; Victor Squostron, Excelsior, 5:05.
Five-mile professional—A. Banks, Indian, 4:38⅗; E. Craddock, Excelsior, 4:55; E. Pancoast, Dayton, 5:01.
Five-mile single professional—E. Layfield, Indian, 10:04; T. Kay, Harley, 10:40; Victor Squostron, Excelsior, 10:45.
Three-mile sidecar—M. Miller, Henderson, 4:03.
Three-mile special event—Frank Craddock, Henderson, 2:46⅖.
Ten-mile professional—Banks, Indian, 9:10; Pancoast, Dayton, 9:15; Craddock, Excelsior, 9:50.
Five-mile sidecar—Miller, Henderson, 6:32; Bagdon, Excelsior, 6:35; Brown, Pope, 6:42.
Fifteen-mile amateur—Disonac, Indian, 14⅘; T. Kay, Harley, 15.

ASHEVILLE-ATLANTA RECORD MADE BY RORISON

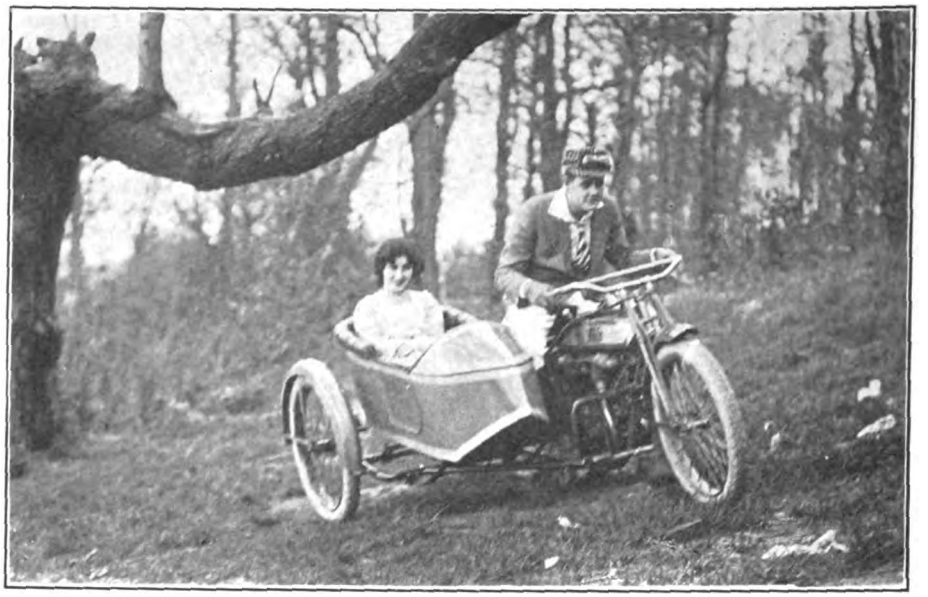
ATLANTA, Ga.—H. C. Rorison, a student at the University of Georgia, broke all records for both automobiles and motorcycles between Asheville, N. C., and Atlanta, Ga., on Monday, May 15, by covering the distance in eight hours and five minutes, riding a seven-horsepower, three-speed Indian motorcycle. He also beat the time of the fastest train. The previous record of nine hours nineteen minutes was also held by Rorison and was made with an Indian. It had been attacked unsuccessfully several times until he lowered it himself. The automobile record is nine hours fifteen minutes. The road is 280 miles.

The run was under the auspices of the F. A. M. and is therefore official. Rorison made only four stops, and these were for gas and oil.

EVERETT MEET CALLED OFF

EVERETT, Wash., May 31.—The race meet which was to be held yesterday on the three-furlong track has been indefinitely postponed. It was impossible to get the track in condition for safe racing in time for the date scheduled.

MOVIE STARS CAUGHT ON AN OFF MOMENT



Motor Cycle Illustrated's Staff Photographer Snapped Miss Edith Storey and Mr. Harry Hollingsworth at Lake Success, N. Y., While They Were Enjoying a Moment Between the Scenes of a New Vitagraph Release on a Thor with Rogers Sidecar

INJUNCTION PREVENTS LIBERTY DAY RACES

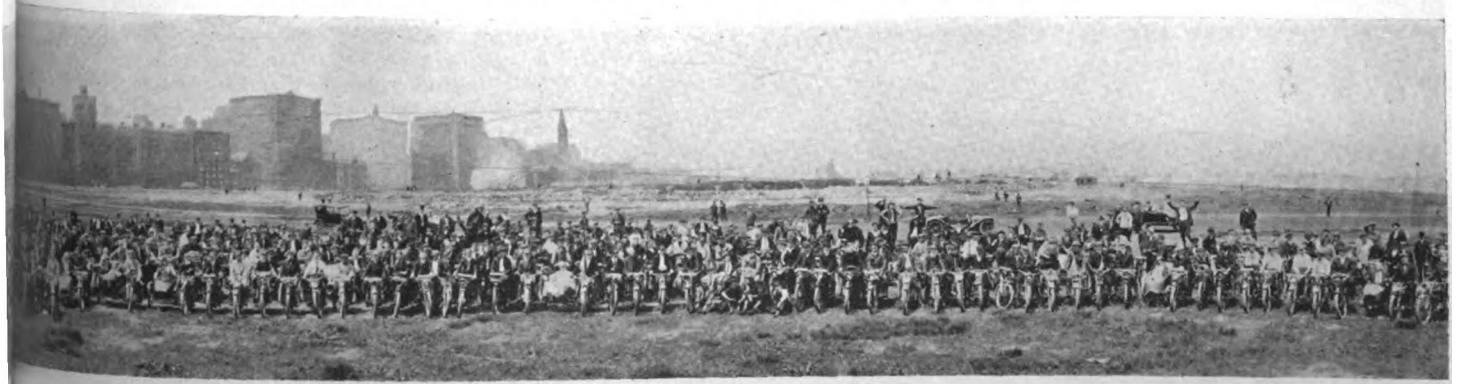
Sunday Observance Committee's Action Eliminates Motorcycle Events From Sheepshead Bay Program on June 4

SHEEPSHEAD BAY, N. Y., June 5.—The invocation of a Blue Law dated 1738 by the Sunday Observance Committee and the serving of a last-minute injunction by the local sheriff on the promoters of the "American Liberty Day" celebration at the Speedway yesterday, resulted in the calling off of the two motorcycle races scheduled as major parts of the program. The injunction not only barred motorcycles, but also automobiles, aeroplanes and fireworks. It was only by diligent work on the part of the promoters that a grudging permit was obtained to hold the athletic events.

Over 500 riders came to the Speedway for the events and much dissatisfaction was expressed at the Puritanical attitude of the Committee. The Harley-Davidson factory had sent over Leslie Parkhurst and William Brier with fast twins for the events, and the Hendee forces had Teddy Carroll and J. U. Constant with speedy mounts ready to compete. The cream of local riders with their machines were at the grounds, but short of practice on Saturday, not a mount was allowed on the track thereafter. In spite of an offer by A. E. Thompson of the Speedway Corporation, of $1,000 to any charity, the machines were barred for the day.

Among those who came to the Speedway yesterday were Jes Campbell, Harley-Davidson representative, of Boston, Mass., with Mrs. Campbell; E. A. Robertson, of the Splitdorf engineering forces, with Mrs. Robertson, of Newark, N. J.; M. E. Toepel, of the Splitdorf Electrical Co.; Walter Goerke, Indian man from Newark, N. J., with Mrs. Goerke; Charles Speaks, of the Firestone Tire & Rubber Co., of Akron, O., with Mrs. Speaks; F. A. M. Commissioner George Ellis and Mrs. Ellis from Yonkers, N. Y.; Frank Hart, of the Goodyear tire forces at Albany, N. Y.; Hap. Scherer, W. J. Ruhle, Art. Herrington and Walter Koch, of the sales force of the Harley-Davidson Motor Co.

E FREQUENTLY HEARD QUESTION "SHALL I RIDE A MOTORCYCLE?"



Parade from the Windy City to the Hawthorne Track to Attend the Memorial Day Racemeet

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ONTARIO DROPS BARS TO RIDERS FROM 10 STATES

Canadian Province Will Recognize Motor Vehicle Licenses and Permit Tourists to Remain for 21 Days Except Those from Rhode Island, Who Are Limited to Ten

TORONTO, Ont.—Through the passing of orders-in-Council this week the open-door policy has been extended to motorcycle tourists of ten States of the American Republic by the Government of Ontario. As a start in the reciprocal arrangement for the recognition of motor licenses of visiting tourists, the Ontario authorities raised the bars to the riders of New York State. The necessary action to extend the free entry privilege to many other States has been made, however, with the result that motorcyclists of Maine, Vermont, Connecticut, Pennsylvania, Maryland, Ohio, Wisconsin, Minnesota and Rhode Island are at liberty to ride on Ontario highways without securing a license for the purpose. The privilege to all riders of these States is limited to a period of twenty-one days with the exception that Rhode Islanders can only remain in Ontario for ten days. The motor statutes of Rhode Island permit visits from tourists of only ten days duration, which is the reason that residents of the Violet State can stay in Ontario for only the same length of time.

Although the Canadian officials at Windsor and other border points adjacent along the Michigan boundary line are recognizing Michigan licenses, no official announcement has yet been made that the license reciprocity arrangement has yet been made between Ontario and Michigan. Further, the motorcyclists of Illinois are not yet permitted to enjoy a free sojourn in this Province.

No American rider has made his appearance on the streets of Toronto since the declaration of traffic peace between Ontario and New York State three weeks ago. One or two automobilists have reached Toronto, however. One of these wayfarers declared that he had covered 309 miles in ten hours in New York State but that it had taken him ten hours to cover the 45 miles between Hamilton and Toronto because of the poor condition of the intercity roads and the fact that many detours are necessary because of the construction of the model permanent boulevard of concrete between the two Ontario cities. It is expected that the model highway will be finished late this year and next season American visitors will find a delightful stretch of road along the North shore of Lake Ontario.

Because of the poor to bad roads between Hamilton and Toronto, local motorcyclists have been advised to follow this route: Toronto to Erindale by the Dundas road, thence South to Clarkson; West to Oakville over a part of the model highway, then North again to the Lower Middle Road and straight West to Hamilton. This is a very circuitous route but is the best to be had at the present time.

NORMA TO ERECT FACTORY AT ELMHURST

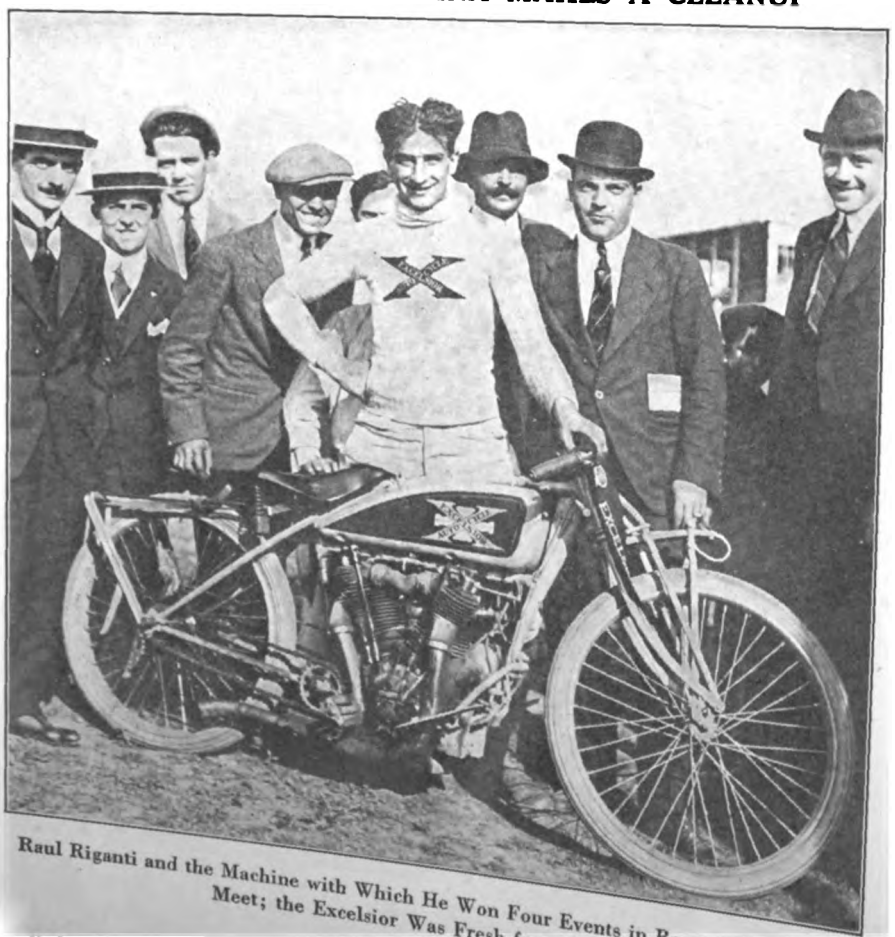
Well-Known Ball-Bearing Firm Acquires Ground for Four-Story Structure Near Important Shipping Center

NEW YORK, June 3.—The Norma Company of America, maker of Norma ball-bearings, at 1790 Broadway, this city, has purchased a ten-acre factory site at Elmhurst, N. Y., on the outskirts of Long Island City. The property fronts on Queens Boulevard and has a depth of about 1,000 feet, abutting in the rear on the main line of the Long Island R. R.

The plans now under way call for a four-story building to be erected on the new site. This structure will be of reinforced concrete and will measure 70x350 feet on the ground. Every modern improvement will be embodied with a view of obtaining the maximum of production efficiency. The location was determined upon, not only for the magnificent shipping facilities afforded, but also for its ready access to labor markets and home section of Long Island City.

Norma bearings are widely in use in magnetos, generators and motors in the various vehicles trades, and since the advent of the firm in the field some five years ago, a steadily-increasing demand has been noticed for these products. The call for Norma ball-bearings has, in fact, been such that the erection of the new factory in Elmhurst has become a vital necessity. The Norma bearings were originally made abroad and imported by the firm.

FIRST "X" IN ARGENTINA MAKES A CLEANUP



Raul Riganti and the Machine with Which He Won Four Events in Recent Buenos Aires Meet; the Excelsior Was Fresh from the Crate

SIDELIGHTS ON TORONTO CYCLE TRADE

TORONTO, Ont.—Addison L. Foster, formerly superintendent of the Splitdorf Electrical Co., Newark, N. J., is now manager of the Canadian branch of the Splitdorf company and he is starting out to establish a serviceable relationship with Canadian motorcyclists and others who use Splitdorf magnetos and magdynamos. The branch is located at 469 Yonge street, Toronto.

The H. M. Kipp Co., Indian agent, 447 Yonge street, Toronto, has ordered a second carload of the Indian lightweight model from the Hendee headquarters at Springfield, Mass., and it is announced that no more of this model can be imported because of the congestion of orders at the factory. The featherweight is selling well in Toronto.

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CONFER ON EXTENDING THE FIRESTONE SCOPE

MEMPHIS, Tenn.—R. J. Firestone, general manager of the Firestone Tire & Rubber Co., of Akron, O., and a number of Firestone officials, recently met at Memphis for a conference with a view of extending operations in the South. Mr. Firestone made a tour of the Central West and South, visiting Memphis, Kansas City, Oklahoma City, Dallas, and New Orleans. The men meeting at Memphis were N. B. Burwell, Southern District sales manager; E. W. Besaw, Western District sales manager; J. E. Mayl, manager of the Memphis office; and G. P. Pope and S. D. Waters, of the "638" Tire & Vulcanizing Co., distributors of Firestone tires in Memphis. Mr. Firestone stated that the company was operating three shifts in the factory, working full twenty-four hours, and turning out 10,000 complete tires daily.

STEADY PAYROLL INCREASE AT DAYTON PLANT

DAYTON, O., June 1.—"Our payroll last week was in excess of $70,000," said an official of the Davis Sewing Machine Company in an interview with a **Motor Cycle Illustrated** correspondent. "If that doesn't speak volumes for the activity of our bicycle and Motor Bicycle business, I don't know what does.

"Our payroll for the month of January broke every previous monthly record in the 50 years of history of our company, and every month since then there has been a nice increase over the January figure. For June, it is sure to go way over the $200,000 mark. There have been various percentages of increase in the daily wages of all our employees this year, but these record-breaking figures are largely due to the enormous demand made on us by our selling organization."

PROVING THE REMY'S SPEED PROCLIVITIES

ANDERSON, Ind., June 5.—Among some manufacturers and riders has arisen the question as to whether, in point of continued high speed performance, the battery distributer ignition system is equal to the magneto and whether the dynamo which is used in conjunction with the former system is capable of standing up under conditions encountered on the race track.

That in this respect the battery system is in every way the equal of the magneto, according to the Remy Electric Co., maker of the Remy ignition and lighting system which is standard on Harley-Davidson motorcycles is proven by the fact that the winner of the five-mile stock event at the Decoration Day meet of the Portland (Ore.) M. C. was astride a Harley-Davidson with Remy equipment. His time was 4:44⅕, and he forged to the front past other contenders whose machines were magneto equipped.

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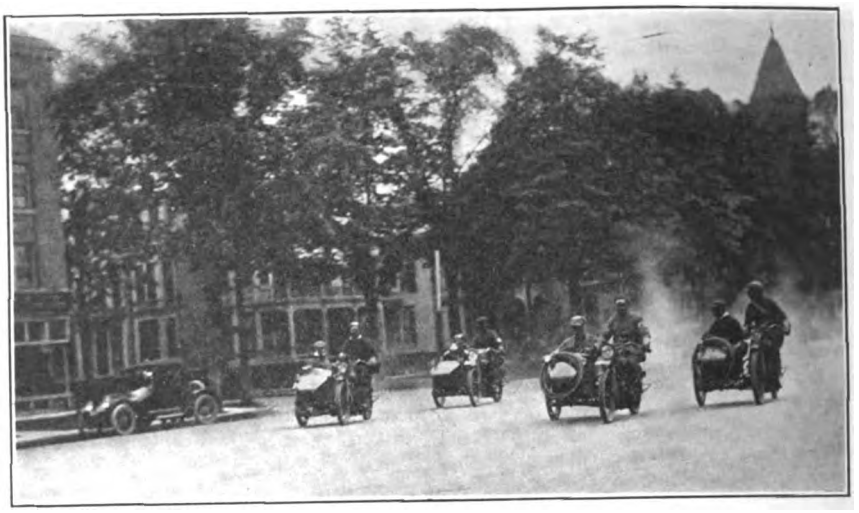
HERE'S THE LAST WORD ON THAT BAY STATE RUN

Number of Perfect Scores Remarkable for Grind of Its Nature—Some Performances That Are Worthy of Special Notice—A Word Concerning Non-Finishers

BOSTON, Mass., June 5.—Although perhaps the last word was said in the last issue of the **Motor Cycle Illustrated** concerning those who finished in the 1,000-mile Bay State endurance run, there is a whole lot to be said concerning those who were less fortunate, which is another way of saying less hardy.

To dig out at 3 o'clock in the morning and cover 333 miles or thereabouts on schedule time, to sleep in a strange bed and then do the same thing over again for two more days is something akin to hardship if it is not for a fact hardship itself, and the boys who managed to do it and still check back in Boston after their run to Buffalo with their 1,000 point scores unscathed and their consistency scores but slightly impaired, certainly displayed a degree of hardiness that was unexpected. And when a team of four riders managed to finish with perfect regular scores and each rider with a consistency score of 995 as did the Indian team comprising H. F. Drake, John U. Constant, Harvey Barnard and Hal. H. Noyes, the thing is even more remarkable. These four diamond medal winners were only one point on consistency behind K. E. Saunders, a Harley-Davidson rider, who made the highest individual score, which is going some all considered. Saunders rode with the Harley-Davidson team, the highest individual score made by a rider not a team member being made by J. J. Berlo astride an Indian, who made a perfect regular score and consistency score of 998 points.



Indian Sidecars Leaving Springfield En Route for Buffalo on Outward Trip

There is only one survivor whose name did not appear in **Motor Cycle Illustrated's** story of the run. He was J. Baird astride an Excelsior, who made a regular score of 985 and a consistency score of 979.

Rear Cars Perform Well

In a run which brought home only 22 of 69 starters with perfect scores, the fact that two rear cars carrying three passengers each were able to come through at all speaks well for that type of vehicle. In this connection it should be pointed out that the Harley-Davidson machine fitted with Cygnet rear car and manned by C. F. Chase, H. E. McKay and R. Rothwell, checked in with a regular score of 981 and a consistency score of 940, while the Indian with similar equipment and manned by Neal H. Rand, Alexis Waldo and Ephraim Hanley, made a regular score of 974 and a remarkable consistency score of 961.

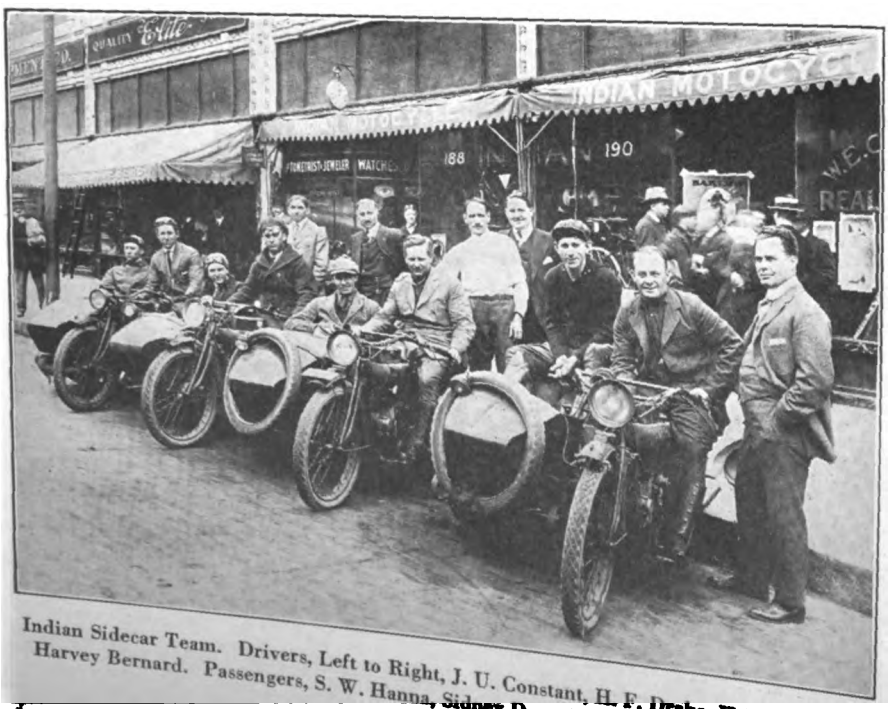
Of those who tried and failed none is more deserving of honorable mention than Clyde Spurgeon, who straddled a Cleveland lightweight and made the out trip and fell out at Batavia on the way home. Melvin N. Cater and Harry E. Ohlson on an Excelsior sidecar combination also put up a brave fight, reaching Rochester on the return trip before ill luck or something akin to that put them out of the running. The other contenders who made 900 miles or over of the trip which is enough to earn them survivors medals, but who failed to check in at the finish are: N. Bernheir, Harley-Davidson, out at Pittsfield on return; Harry L. Bernard, Henderson, out at Batavia on return; Leo Gero and G. Bachler, Indian sidecar, out at Batavia on return.

STRONG TEAM WORK BY WINNING INDIAN SQUAD

BOSTON, Mass.—Sidecar passengers are often regarded as mere fixtures in a long endurance run, but Captain Hal Noyes of the diamond-medal-winning Indian sidecar team in the 1000-mile Boston-Buffalo contest gives special credit to the passengers in his squad and asserts that they contributed materially to the team's victory.

Coes, Hanna, Dean and Armstrong are all experienced motorcycle men and gave valuable aid in keeping to the running time by holding the watch on the drivers.

In making tire changes the wisdom of having old riders aboard was apparent, as they knew just what to do. On the return trip, between Pittsfield and Westfield, when Noyes and Coes knew they would have to make a rear wheel tire change, Coes leaned out of the sidecar while the motorcycle kept up its terrific pace and hauled the spare tire out from beneath the sidecar body and got it ready. When the machine was stopped for the tire change only eight minutes by the watch were required.



Indian Sidecar Team. Drivers, Left to Right, J. U. Constant, H. F. Drake, Hal Noyes and Harvey Bernard. Passengers, S. W. Hanna, Sidney Dean, Russell Coes, Earl Armstrong

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GOODRICH MAN A BAY STATE WINNER

BOSTON, June 5.—One of the many surprises of the Bay State 1,000-mile endurance to Buffalo and back was the performance of Joseph J. Berlo of Roxbury, Mass., who although participating for the first time in a run of this sort came home with the highest score among the contenders not entered on teams. Berlo is a member of the sales promotion and advertising department of the B. F. Goodrich Co., Boston branch, and rode an Indian machine in the contest, shod, of course, with the new Black Safety Tread Goodrich tires. Berlo attributes his success, or the greater part of it, to the use of the new Goodrich shoes which carried him over the none-too-good roads without the slightest trouble and without any perceptible wear on the tire treads.

SHEEPSHEAD RACES POSTPONE QUAKER RUN

PHILADELPHIA, June 5.—Because a great number of expected participants in the secret time run of the Motorcycle Club of Philadelphia, to Reading and return, which was to have been staged on Sunday, June the 4th, signified their intention of riding to Sheepshead Bay, N. Y., to attend the motorcycle races there, the event has been postponed to take place on Sunday, June the 18th.

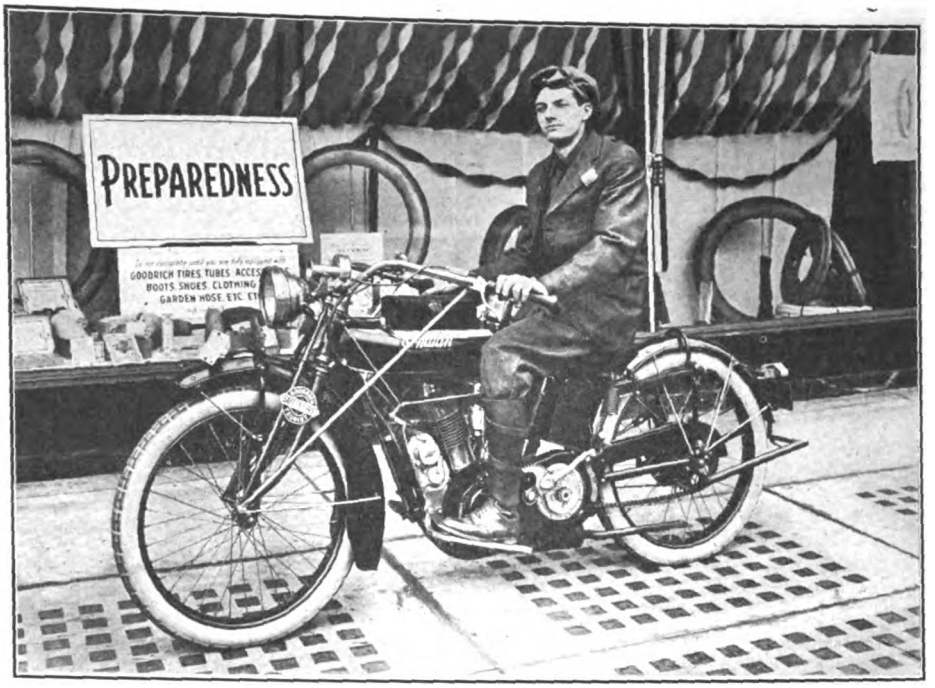
The run will start at 8 o'clock in the morning from the clubhouse at 33rd street and Columbia avenue, and it is expected that more than 100 entries will be received. The price list is a long and valuable one, consisting of tires, speedometers, horns, lamps and other motorcycle fitments. Further information can be had by addressing the committee, c/o Motorcycle Club of Philadelphia, 1703 North Thirty-third street, Philadelphia, Pa.

EAGLE GETS ALL THAT'S LEFT OF STERLING

BROCKTON, Mass., June 5.—Manufacturing rights, tools, stock and other effects of the Sterling Motor Co. have passed into the hands of the Eagle Motorcycle Co., with factories in Brockton, Indianapolis, and Boston, and which will continue the manufacture and sale of Eagle motorcycles. The plant of the Sterling Motor Co., which was one of the first engaged in the manufacture of motorcycles in the United States, recently passed into the hands of an ordnance manufacturer.

RAIN HALTS ALTOONA MEET —ANOTHER COMING

ALTOONA, June 3.—Rain, which caused the postponement of the Altoona Motorcycle Racing Association Memorial Day meet until this afternoon, again interfered with the running of that event and it has been called off. However, the promotors are now planning an even larger meet to be staged on the Altoona Driving Park track on July 4th. As the track is only a one-half-mile circuit, only events for 30, 50 open-ported machines and 50 cubic inch stock machines can be staged. A large attendance is expected.



J. J. Berlo, Individual Winner in the Bay State Run

ATTRACTIVE BADGE FOR THE CYCLE PARTS MEN

BELOW is illustrated the attractive badge that will be worn by the trade boosters at the coming annual convention of the Cycle Parts Industries in Atlantic City. The pendant hangs on a neat red, white and blue ribbon and the bar across the top is designed to carry a card bearing the wearer's name.

CIRCUS PERFORMER VISITS WESTFIELD COMPANY

WESTFIELD, Mass., June 5.—Part of a circus dropped in on the plant of the Westfield Mfg. Co. last week. The part that dropped in consisted of Robert Reed, dare-devil and trick motordrome rider, who is with the Otis L. Adams Greater Exposition shows which were exhibiting at Northampton in this state. Reed, together with Earl Charles and J. P. Halley, travels around with the show and performs a great number of startling and impressive feats in a portable motordrome which has a diameter of only 30 ft. at the bottom and 45 ft. at the top, the angle of the sides being 78 degrees. Both of the riders straddle Pope single-speed twins while doing their act, and Reed was enthusiastic in making plain to the Pope manufacturers that he had covered between 95,000 and 100,000 miles on the motordrome circuit with his machine with scarcely no trouble.

SPLITDORF IS CONVALESCING

NEWARK, N. J.—Charles F. Splitdorf, vice-president and sales-manager of the Splitdorf Electrical Company, of this city, is recovering from a sudden illness which he experienced while on a trip through the West a short time ago. Mr. Splitdorf's illness brought his trip to a sudden termination and he was removed to a place where he has rest and quiet.

TORONTO M. C. PICNIC

TORONTO, Ont.—Members of the Toronto M. C. held the first motorcycle picnic of the season when they jaunted out to Bond Lake on Sunday, June 4, for an outing. A dozen riders took in the trip and as many more lady friends occupied seats in the sidecars.

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ADJUSTMENT OF HAND HORN IS SIMPLE

User Can Correct All Changes in Tone in a Short Time and Need Not Send Instrument To Factory for This Purpose—Operation Is Equally Satisfactory

By E. A. AUFIERO
The E. A. Laboratories, Inc., Brooklyn, N. Y.

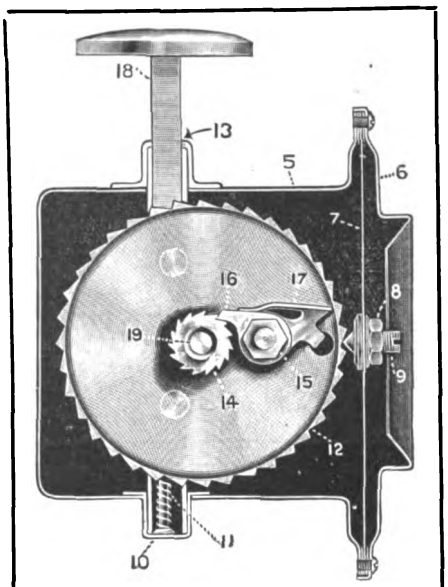
IN looking over the motorcycle field in the matter of signalling devices, one is impressed with the fact that the bulb horn is rapidly growing to be a thing of the past and that the mechanical horn is easily the leader in point of use. The reliability of the signal whose diaphragm is vibrated by mechanical means is far superior to that of the beating reed, both in volume of sound and quickness of action; hence the hand horn increases in use by leaps and bounds.

With the varied types of horn now in service there seems to be an idea that on the least loss of tone or difficulty in operation of the mechanism the horn should be sent to the maker for adjustment or should be turned over to a mechanic for repair. As a matter of fact, there is no necessity for this. With a well-constructed instrument the owner of the horn can make all the necessary adjustments in short order and thereby avoid trouble and expense. The operation in all cases is very simple and the tools necessary are a small screwdriver and a pair of pliers.

Adjusting for Tone

Take the case of the hand horn. To adjust this for tone, loosen the small nut in the center of the diaphragm with the pliers or wrench and with a screwdriver in the slotted end of the screw projecting from the diaphragm turn this to right or left until the desired tone is obtained. This screw, which carries the anvil on its inner end, should have a small engagement with the rotating toothed wheel or rotor, so that the plunger will work without pressure. On getting the tone, the nut should be set up to keep the anvil secure.

The hand horn is assembled with the bracket in the upright position. To place it on the machine, first remove the bracket,



Section of Hand Horn Showing Operating Mechanism

clamp it to the frame and then reattach the horn to the bracket. To fit the horn in a position where it is not directly above the bracket, loosen the nuts holding the bracket to the flanged part of the case, put the bracket on and attach in the position desired.

The horn may be taken apart by removing the eight screws that hold the mouthpiece to the case of the instrument. Referring to the figure, 5 is the case and 6 the mouthpiece. The rotor shaft 19 can be taken out by taking off the two bearing screws with their nuts. These support the shaft from the outside of the case. The plunger 18 can then be drawn out through its opening at the top and the spring 11 will come out. The ratchet device 16, 17 and 14 come away with the rotor.

In reassembling place spring 11 guided by pin 10 (in the short projection at the lowest point of the case), then press plunger 18 down until shaft 19 and rotor 12 are again secured with the two bearings screws. The latter must not be set pressing against the ends of shaft 19, otherwise the saft will not revolve.

Two Drops a Week

Oil should be put through the plunger guide 13 in the quantity of two drops every week. This is all that is needed to keep the horn in fine working condition under ordinary usage.

A few words on the action of the mechanism will be of interest to users. When plunger 18 is depressed, the teeth engaged with those on shaft 19 revolve the rotor 12 so that the edges of the teeth on the rotor strike the anvil 9 and vibrate the diaphragm 7. On releasing the plunger, the spring 11 pushes it upwards.

On shaft 19 is a ratchet wheel 14, engaging with the rotor 12 through a pawl 16. When the plunger rises, ratchet 14 revolves with shaft 19 and simply clicks pawl 16 without moving rotor 12. On the downward stroke, the pawl is driven by the teeth on the ratchet and thus rotates the rotor 12 to give the sound. This arrangement allows of quick operation of the mechanism and assures a steady volume of sound. If the rotor revolves faster than the shaft 19, the pawl clicks on or over-runs the ratchet and the operation of the horn is not interferred with.

MAY F. A. M. FIGURES SHOW SUBSTANTIAL GAINS

WESTBORO, Mass.—F. A. M. membership statistics for the month of May, 1916, show that 353 affiliated and 102 unaffiliated members have been gained to the Federation strength. During that period there were 320 renewals. Massachusetts led with 62 affiliated members gained, but fell behind New York in total numbers. There were also 12 unaffiliated and 36 renewals in Massachusetts, giving a total of 110, while New York's total was 127, divided into 68 renewals, 42 affiliated and 17 unaffiliated. Alaska had one renewal.

Live Wire Sales Force of R. C. Crist Co. Awaiting Prospects at Michigan Avenue Establishment of Big Chicago Excelsior Agency

HARLEY-DAVIDSON CLUB TO HOLD MEET ON JUNE 10

PITTSBURGH, Pa.—The first annual meet of the Harley-Davidson M. C. of this city will be held at Schenley Oval on Saturday, June 10, with a card of eight events. The affair will be open to riders of Western Pennsylvania only.

The program includes the usual five-mile amateur preliminary and a race for amateurs on lightweights. There will also be a five-mile event for sidecars and a two-mile race for Smith Motor Wheels. The 15, 10 and five-mile pro. events scheduled are for 50 cubic inch stock or 30½ cubic inch racing machines.

SIDECAR RUN FOR WOUNDED

Toronto, Ont.—Walter Andrews, the Toronto distributor for Harley-Davidson motorcycles, has arranged an outing for the wounded and sick soldiers who have been sent home to Toronto from the firing line. The convalescents, about fifty in number, will be taken in sidecars or on the rear seats of Harley-Davidson motorcycles on a Sunday to be selected.

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HINDS SETS A NEW PICTON-BLUFF RECORD

Christchurch Powerplus Rider Covers 648 Miles of New Zealand Roads in 31¼ Hours—Mud, Fog and Heavy Rain Were Encountered and Over 100 Creeks Were Forded

E. F. C. Hinds with Powerplus Outfit at Invercargill, Near End of Run—D. Barr Is the Passenger. Note Lighting Equipment Combining Electricity and Acetylene

CHRISTCHURCH, New Zealand.—Ernest F. C. Hinds, driving a Powerplus combination with rigid frame, set a new record recently between Picton and Bluff. The distance, 648 miles, was traversed in 31¼ hours. The performance was conducted by the Pioneer Motor and Sports Club of New Zealand, and official observer riding in the wicker sidecar alongside of Mr. Hinds at all times.

The start was made from Picton on a Wednesday, with C. H. Mason in the sidecar as observer. Rain had made the roads greasy but a fair average speed was maintained past Blenheim and through Porters Pass into Ward. Just outside of Ward the tank ran dry, due to an assistant neglecting to fill it at Picton, and nearly an hour was lost getting to the refilling station. Leaving Ward, Hinds and Mason were warned not to continue, as all creeks were in flood and going was difficult. However, the pair pressed on and took all but five of the creeks without assistance, the fifth needing a push by the driver and passenger to get through.

Red Clay to Kaikoura

The section Ward-Kaikoura was mostly red clay and progress had to be made on low gear, picking a way first on one side and then on the other of the road. After the Clarence river was passed the surfaces to Kaikoura were fairly good. In the latter place both men took refreshment and refilled the tanks, then started toward Conway, 26 miles out, over heavy shingle, broken stone and mountain roads. In this section the high gear could not be used. From Conway to Cheviot it was all low gear work, although the roads were practically level all the way.

The arrival in Cheviot was made in a pouring rain and pitch darkness. After leaving, the travelers traversed the notorious Greta Cutting with its four flooded creeks, all but one of which were taken under motor power. Owing to the water getting over the motor and the sidecar on the second creek, the combination had to be got through by hand. It was a case of battling with a south-wester from then on till Christchurch, 238 miles out of Picton. The time was 10¾ hours.

Heavy Rain From Christchurch

At Christchurch, P. R. Harman, secretary of the Pioneer Club, relieved Mason as observer, and a start was made once more at 10:45 p.m. toward Geraldine. The Indian crowd had built a temporary bridge over a bad water-race and a couple of riders sped ahead to show the way. They unfortunately lost the road and on getting back were miles behind Hinds and his rig, who were getting pretty well hammered over vile roads amid a torrent of rain which soon changed to a heavy fog. This meant slow going and the fording of many streams, as the bridges could not be seen in time.

Hinds with Mason and Harman, Official Observers at Pioneer Club Headquarters

Good roads followed the passage from Geraldine to Oamaru, but no speed could be made until the fog cleared near Timaru, and then it was "all out" to where the control should have been. The pair had to wait nearly two hours in the early morning to get fuel for the run to Dunedin. Finally, all stocked up, they rode the pot-holey and rough 80-mile stretch in 2½ hours. At Dunedin, Hinds and the Powerplus had come 484 miles in 22½ hours.

More Mud and Slush

D. Barr now relieved Harman as passenger and Hinds drove off toward Balclutha, over good roads. The wicker body of the car got loose in this stretch and a temporary repair had to be made. After Balclutha a detour was necessary, and when the main road was resumed the passage was one of slush and deep mud. It took 90 minutes to go eight miles on the Pakerau stretch, and the rig was bogged three times. Gore was reached in due season and speed was made from there to Edendale and One Tree Point, but the stretch to Invercargill was one of the roughest of the trip. Hinds was so shaken and bruised that he steered part of this stretch with knees and elbows.

From Invercargill to within eight miles of the Bluff going was fairly good, but the rest of the trip was rocks and boulders. The Bluff was reached just 31 hours 15 minutes out of Picton. Hinds was all in. He had traversed 36 miles of heavy shingle, 27 miles of broken stone, 13 miles of bog and slush, and ridden 10 hours in heavy rain. Fog was encountered for five hours, all told. The Powerplus rig was put through 103 flooded water-races and creeks on the trip and came through finely.

IT'S BAUTZ,—NOT BANTZ

In the June 1st issue appeared an article referring to the excellent business conditions found throughout the South by Thomas J. Bautz, of the Holland-Baden-Ramsey Co., of Baltimore, Md., in which Mr. Bautz's name was spelled with an **n** instead of a **u**. This correction is being made promptly so that Mr. Bautz's many friends on the trade circuits will not hail him as Bantz the next time he breezes over the route. He's still Tommy Bautz,—at your service.

ENFORCING CUT-OUT LAW

LOUISVILLE, Ky.—Local authorities are now enforcing the law with regard to cut-outs. The police have been going after automobilists and motorcyclists with a vim. F. Flingman, a local rider, was recently fined $10 for having his cut-out open.

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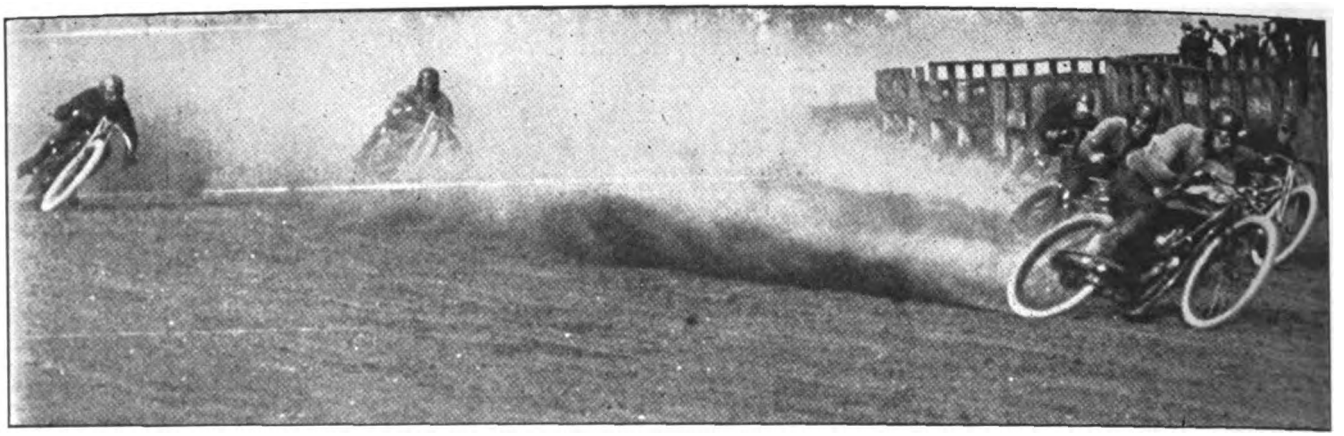

Photo by International Film Service, Inc.

—AND INDIAN SUPREMACY STILL GOES MARCHING ON!

Three More Victories on Track, Road and Hill!

Right on the heels of the Indian triumphs at Chicago, Toledo, Harrisburg, Dayton and in the Boston-Buffalo 1000 Mile Run comes another trio of achievements to keep Indian enthusiasts up on their toes.

At Columbus, Ohio—

Ray Creviston did the sensational when he breezed his Indian 100 miles in 84 minutes and 40 seconds. A picked group of speedsters on racing models of all prominent makes contended with Creviston for the prize, but his machine was so fast he was never headed all the way. At the same meet Lee Taylor on an Indian won the 5 mile elimination event and the 10 mile final.

For assurance of prompt attention to your wants mention MOTOR CYCLE ILLUSTRATED.

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At Fresno, California—

George Woods, riding a 1916 Powerplus Indian, won the spectacular Toll House Hill Climb, establishing an official record of 14 minutes and 24 seconds for a course that rose 3,100 feet in 7½ miles.

Woods had plenty of rivalry in the accomplishment of this feat but none of the other makes entered had the stuff to match his Powerplus.

At Indianapolis—

George Vonstaden, Indian mounted, took first honors in the Consolidated Club Road Race, doing the distance of 59½ miles in 1 hour, 14 minutes and 34 seconds. Classy field—but none up to Indian.

No racing season has opened up with such a preponderance of Indian clean-ups as 1916. Indian superiority has shown itself at the first shot of the gun. To the thousands of men who are going to buy machines in the next month Indian offers more PROVED VALUE than can be laid before them anywhere in the world outside of an Indian store.

Indian

HENDEE MANUFACTURING COMPANY

(Largest Motorcycle Manufacturers in the World)

Springfield, Mass.

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Catching the Public Eye

IMPORTANCE OF THE SHOW WINDOW'S BACKGROUND

ONE OF THE SECRETS OF MAKING UP A STRIKING AND INEXPENSIVE LAYOUT.

By G. A. SMITH
Manager of Window Advertising for U. S. Rubber Co.

G. A. Smith

THE student of stagecraft finds that his third important lesson concerns the unfailing value of a suitable background. It is no less important for the window dresser to understand how a proper background contributes to the "punch" in a window display.

Motion picture producers spend thousands of dollars to take companies of actors to some particular place where they can profit by the tropical scene, the picturesque mountain trail or a street in a crowded city with just the right atmosphere. The background has a lot to do with putting in the "punch," with getting the story across to the audience. Just so with the window background; it supplements the window display proper and gives it character.

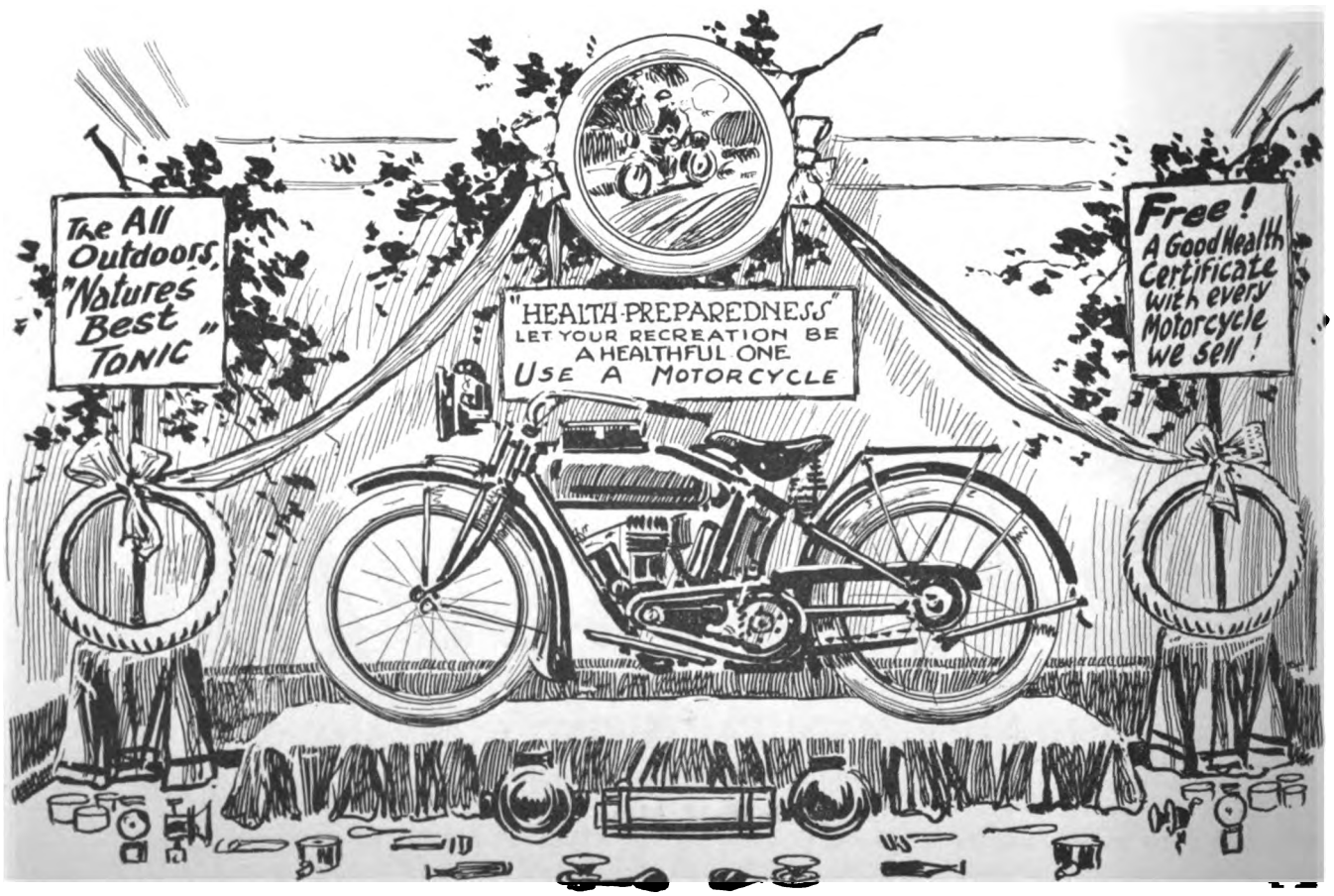
When you want to make people cry over the sufferings of a starving family, you must provide an attic as a background, and if there can be a bare pallet on the floor and snow drifting in through a broken window, so much the better for the effect. You certainly could not wring tears from anyone over the woes of that family if you showed them surrounded by Empire furniture and with a grand piano in the foreground. The background would be obviously faulty, and the same thing can be said of many windows in which motorcycles and bicycles are shown.

Three-fourths of the success of every window display depends upon the skill with which the background is worked out, and this applies especially to the cycle lines. It is necessary to show the prospective buyer something more than the machine itself—he must have brought to his mind some form of the delightful service he is going to derive from the cycle he purchases. In order to do that the general scheme for the window must be carefully planned.

I feel that I can safely say that very few cycle dealers are getting one-tenth of the value that they should obtain from their show windows. The average cycle dealer is not familiar with the basic principles of window decorating, and he hardly has the time to work out pleasing effects. But I am going to co-operate with him so that he can get the desired results with a very small expenditure of time and money.

In large department stores the management looks upon the decorative background as one of the most effectual aids in displaying merchandise and in inducing passers-by to enter and make purchases.

Too many dealers, I fear, fail to consider window display advertising from the



An Attractive and Inexpensive Window Described in the Accompanying Article

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A NEW SERVICE FEATURE

Mr. G. A. Smith who begins herewith a series of window display articles and designs for motorcycle and bicycle dealers has for the past three years been connected with the Economist School of New York as an instructor, and has just left that line of work to become manager of the Window Advertising Department of the United States Rubber Co. In that capacity Mr. Smith will have charge of all the company's display work in Manhattan. Mr. Smith will also design window displays for the company's many branch stores throughout the country.

In addition to the lines of work above referred to, Mr. Smith has had actual experience with the display advertising departments of several big general merchandising houses and on the staffs of trade journals. The first-hand knowledge thus obtained, combined with long and scientific study of the possibilities of window display work, makes him one of the most capable men in his line.

In adding Mr. Smith to its already strong Service System, Motor Cycle Illustrated has taken another big step towards the fulfillment of its editorial ideal—"All the News plus Service."

human nature angle. They shy at the expense, and seem to feel that a window display is hardly worth what it costs. On the contrary, a good display is worth ten times what it costs.

It is well to keep in mind that the expense of a window display can always be kept in proportion to the importance of the occasion and the size and general character of the store. Many practical and appropriate backgrounds can be produced at very low cost if the dealer is familiar with the materials to be used.

No matter what kind of a permanent background your window may have, there are times when a temporary background is essential in order to put across a "punch." Temporary backgrounds cover a wide range of ideas and devices. Under this heading come scenic paintings, artificial foliage, platforms, pedestals, etc., etc.

Let it not be understood that I advocate the continual use of decorative settings; that is not the case. But I regard them as necessary at certain times. The approach of a new season, a special sales drive of some kind, a holiday or a reduction in price on some special line of goods may give a fine opportunity for a striking background.

Deciding Upon a Background

The necessary qualifications for the man who is to produce appropriate backgrounds are a good knowledge of the store's policies and clientele and a clear idea of proportion, harmony, form and color. The extent to which color harmony can be carried in displaying motorcycles and bicycles is not as great as with some other lines of merchandise, but care should be taken to see that there are no jarring notes in the cycle dealer's window.

Care must be taken to see that the background is in proportion to the size of the window. A background arrangement for a shallow window, for example, might be unsuited to a deeper window. The height of the ceiling also has an important bearing on the vertical proportion of the background.

The window design shown in the accompanying illustration is simple throughout and inexpensive. Ordinary lumber, such as can be taken from packing cases, will serve, but each piece of woodwork must be covered with felt, plush, velour or cotton flannel in order to provide a pleasing effect. The material can be stretched neatly over the boards and tacked at the back.

The center platform is shown raised from the floor by means of six-inch supports. This makes an excellent base on which to place a motorcycle. The two other stands are placed in the corners of the window and serve as supports for the two motorcycle tires. Just above each tire is tied a broad ribbon, which is then carried up to another motorcycle tire hung or otherwise fastened in the center of the layout at the back. Inside this latter tire there should be a pleasant motorcycle view of some kind. Any sign painter can turn out such a picture at small cost.

Suspended under the center tire there should be a fairly large window card bearing an appropriate catchline. The lines shown in the sketch, "Health-Preparedness—Let Your Recreation be a Healthful One—Use a Motorcycle," are good ones, especially at this season.

One of the cards at the side can bear the inscription, "The All-Outdoors—Nature's Best Tonic," and the one at the other side can be made to read, "Free! A Good Health Certificate with Every Motorcycle We Sell."

Sprays of seasonable foliage are arranged at the corners of the window in such a way as to give a suggestion of the outdoors and at the same time to set off the signs, and more foliage can be used to good effect behind the tire in the center.

Sundries, such as inner tubes, lamps, horns, tools, etc., can be used sparingly on the floor of the window. Care must be taken to see that the window does not look crowded, also that there is nothing in front of the motorcycle to obstruct a view of it, or to seriously draw attention away from it.

I am now preparing other simple, inexpensive and striking window designs for **Motor Cycle Illustrated's** dealer friends, and they will appear in every other issue from now on. The next designs to appear will show two strong vacation windows—one for the motorcycle and the other for the bicycle. They will be among the many attractive features of the Vacation Number, which appears June 22.

THE "VIBRATION" BUGABOO

Experienced Rider Proves That Motorcyclist Receives Only About Half as Many Jars as a Pedestrian; Timely Pointer for Dealers

By D. B. PANGBURN

THE chief objection of the uniniated to the motorcycle seems to be embodied in the commonest question they ask, "Doesn't it shake you all to pieces?" And it is very hard to convince an unbeliever that the shaking he (or she) would get wouldn't break soft-shelled eggs, if you can't get him to take a ride on the tandem and see it for himself.

For a long time I figured on how to prove to such people that I was telling them the truth. Finally I hit upon using a pedometer, and with it I discovered some very interesting facts, as set forth below. The pedometer is, of course, designed to measure the distance a person walks. To this end it contains a delicately balanced weight, on an arm, which is so nicely adjusted that at each step the shock of the heel striking the ground causes the weight to move. Thus the instrument really counts the number of heel strokes, or steps, and the mechanism reduces this to miles. This sensitiveness to the slightest jarring particularly adapts the pedometer to the measuring of motorcycle vibration.

My method was to walk over a given distance, wearing the pedometer, and then ride my machine over the same road. In this way I obtained a direct comparison between the number of heel shocks (i.e., steps) and the number of shocks of the same or greater intensity suffered by the motorcycle rider. The results were surprising.

I found that when riding over well paved streets the number of shocks were only from one-quarter to one-third as great as in walking the same distance. On poorly paved streets and indifferent dirt roads the number rose to from one-third to one-half as many as in walking, while the very roughest kind of riding found in ordinary travel showed hardly as many jolts as indicated when walking over the same roads.

I also extended my tests to the sidecar, and found that the passenger, on the average, is shaken up about one third, or less, as much as if using shank's mares.

Comparison with automobiles gave an interesting commentary on the excellency of motorcycle spring suspension. In trying my shock registering device on one of the best American cars (Pierce-Arrow), I found that given the same streets and the same speed the auto showed almost two-thirds as much jarring per mile as the solo machine, while the flivver equalled the motorcycle.

These facts, the results of repeated trials, show conclusively that the modern motorcycle not only doesn't "shake you all to pieces," but, taken on the average, it shakes you a good deal less than pounding the pave.

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Cleveland

The CLEVELAND LIGHT MOTORCYCLE gained highest honors in the Lightweight Division in the racking 400-mile Endurance Run of the New Jersey M. C. held on May 29th and 30th.

Ramsey, Amateur, came through this terrific test which was featured by every variety of bad roads, with steep, tortuous mud-covered hills that baffled many heavyweight riders, with the wonderful score of 1,993 points. He won the Smith-Fraser trophy, for best amateur lightweight performance.

Waughop, professional, upheld CLEVELAND supremacy in that division by coming through with a score of 1,984, winning the gold medal for best professional score in the lightweight section.

CLEVELAND MOTORCYCLE MFG. CO.

7209 Platt Ave., Cleveland, O.

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Wins Highest Honors in Lightweight Division

An incident, significant of CLEVELAND adaptability, occurred at the start of the run. Waughop, through no fault of his own, suffered a collision with a street-car and wrecked the machine on which he intended to compete. He immediately uncrated a brand new machine at the store of the Newark Cleveland dealer and with only 30 minutes preparation succeeded in getting this untried CLEVELAND "tuned" to the right pitch for the gruelling grind to come. And, as usual, CLEVELAND made good.

THE CLEVELAND LIGHT MOTORCYCLE IS MAKING HISTORY—IN BOTH SALES AND SERVICE. THERE ARE STILL SOME GOOD AGENCY LOCATIONS OPEN—BUT TO GET THEM QUICK ACTION IS NECESSARY.

2 STROKE 2 $140

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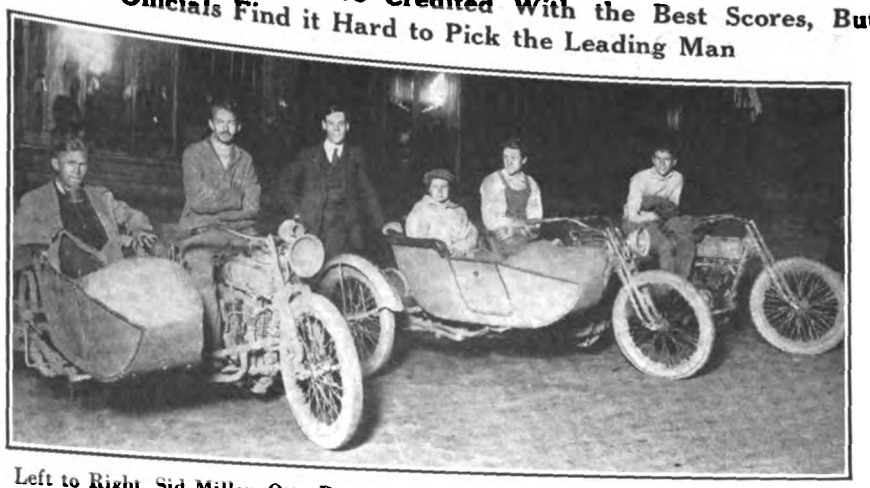
AFTERMATH CHANGES OMAHA RUN RESULTS

Harley-Davidson Riders Are Credited With the Best Scores, But Officials Find it Hard to Pick the Leading Man



Left to Right, Sid Miller, Otto Ramer (in Saddle), Mr. and Mrs. Charles Howes and Carl Pederson. Ramer Finally Was Declared the Winner. Victor Roos Stands with His Hand on Howes' Sidecar

OMAHA, Neb., June 5.—Riders in the 472-mile, two-day endurance run held Sunday and Monday, May 28 and 29, for the *World-Herald* trophy under auspices of the Omaha M. C., had a hard time negotiating the heavy roads in Kansas south of Leavenworth, as was told in the last issue of **Motor Cycle Illustrated,** but they encountered even greater difficulties at the completion of the run in determining the winner of the event.

Three Harley-Davidson riders, Otto Ramer, Charles Howes and Carl Pederson, cleaned up the run for the "Silent Gray Fellows," but so muddled had the checking sheets become that at the end of the contest, judges, referee and riders were decidedly up in the air as to which of the trio came through the gruelling contest with the highest score.

Ramer was finally declared the winner by the narrow margin of three points after he had been penalized 100 points for deviating from the scheduled route. Through laxity on the part of field judges, several other riders were led astray from the course, both here and at Kansas City. Howes finished second, and by the weird figuring of the judges, Pederson, who checked third at the final control nearly an hour ahead of the next rider, was dropped to sixth place. All three of the Harley-Davidsons were Firestone equipped.

Seven Indian, seven Harley-Davidson and four Excelsior riders lined up for the start at 6 o'clock Sunday morning, and on the trip south, sticking to the roads on the west bank of the Missouri, they encountered excellent conditions. At the night control in Kansas City, all of the fellows checked in with scores intact, with the exception of Arch Sorenson, an Excelsior driver, who was delayed twenty-eight minutes.

Sunday evening a typical Kansas storm broke, and long before daylight, the highways to the north were impassable to all save a lot of rugged-hearted motorcyclists out to win a perfectly good silver loving cup. Discouraged over the outlook, a quintette of the riders faced about and returned to Kansas City, where they expressed their mounts and themselves back home.

North from Leavenworth, however, fairly dry roads were found and the tourists started out to burn up the straightaways in a wild effort to make up for previous delays.

Ramer with his Harley-Davidson sidecar outfit, pulled into the second night control at 6:54, forty-five minutes late. Charley Howes, accompanied by his plucky little wife in a side-car, drove the second Harley-Davidson into the control at 7:45 o'clock, and twenty minutes later "Pete," riding solo on a '14, two-speed Harley-Davidson drifted in,

Herman "Skinny" Fisher, of Indian fame, was the fourth arrival, being closely followed by Eddie Palm on a 1917 three-speed Excelsior and Harry Stryker on a three-speed, 1915 Indian. Louis Vleck, another "Big X" rider, was the last to check in. The balance of the field straggled in sometime before morning.

Both of the winning Harley-Davidsons were equipped with Remy ignition and lighting sets, Schebler carburetors and Renold chains. Fisher's Indian carried Goodyear "Blue Streaks" and Splitdorf magdynamo.

Riders who competed in the reliability contest were: Indian, Herman Fisher, W. C. Oviat, Joe Mangona, C. W. Haberstraub, Birdie Lutz, Harry Stryker and Carl Adolphson; Excelsiors, Louis Vleck, Ed. Palm, William Dristy and Tom Fryer; Harley-Davidson, Otto Ramer, Charles Howes, J. C. Van Avery, James Fisher, Carl Pederson, Joe Gentili and A. C. Henderson.

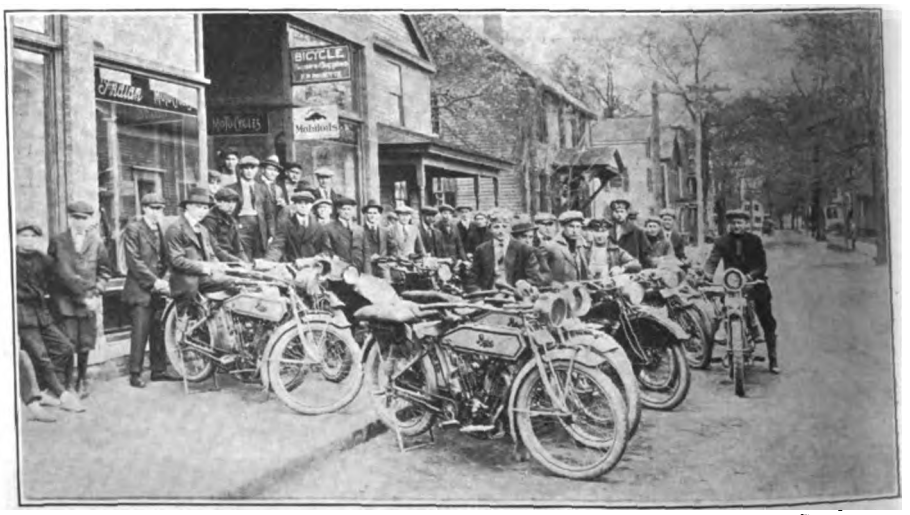
THIS HUSTLER BUYS THE "X" MATERIAL

CHICAGO.—The accompanying photo introduces John P. (Purchasing) Mahoney, purchasing agent for the Excelsior

John P. Mahoney

Motor Mfg. & Supply Co., who has friends all over the country, but who is so busy the year round lining up material to keep the Excelsior plant going at top speed that he has no time to break into print. Mr. Mahoney has done the buying for the Excelsior company for many years, and has had a great deal to do with getting Excelsior machines out fast enough to meet the growing demand, but this is the first time his picture has been published in a motorcycle trade paper.

STARTERS IN SEALED TOOLBAG RUN AT WESTFIELD, MASS.



Members of Westfield M. C. Who Competed in "Toolless" Affair on May 21, Over Hundred Mile Course. Three Pope Riders Made Perfect Scores

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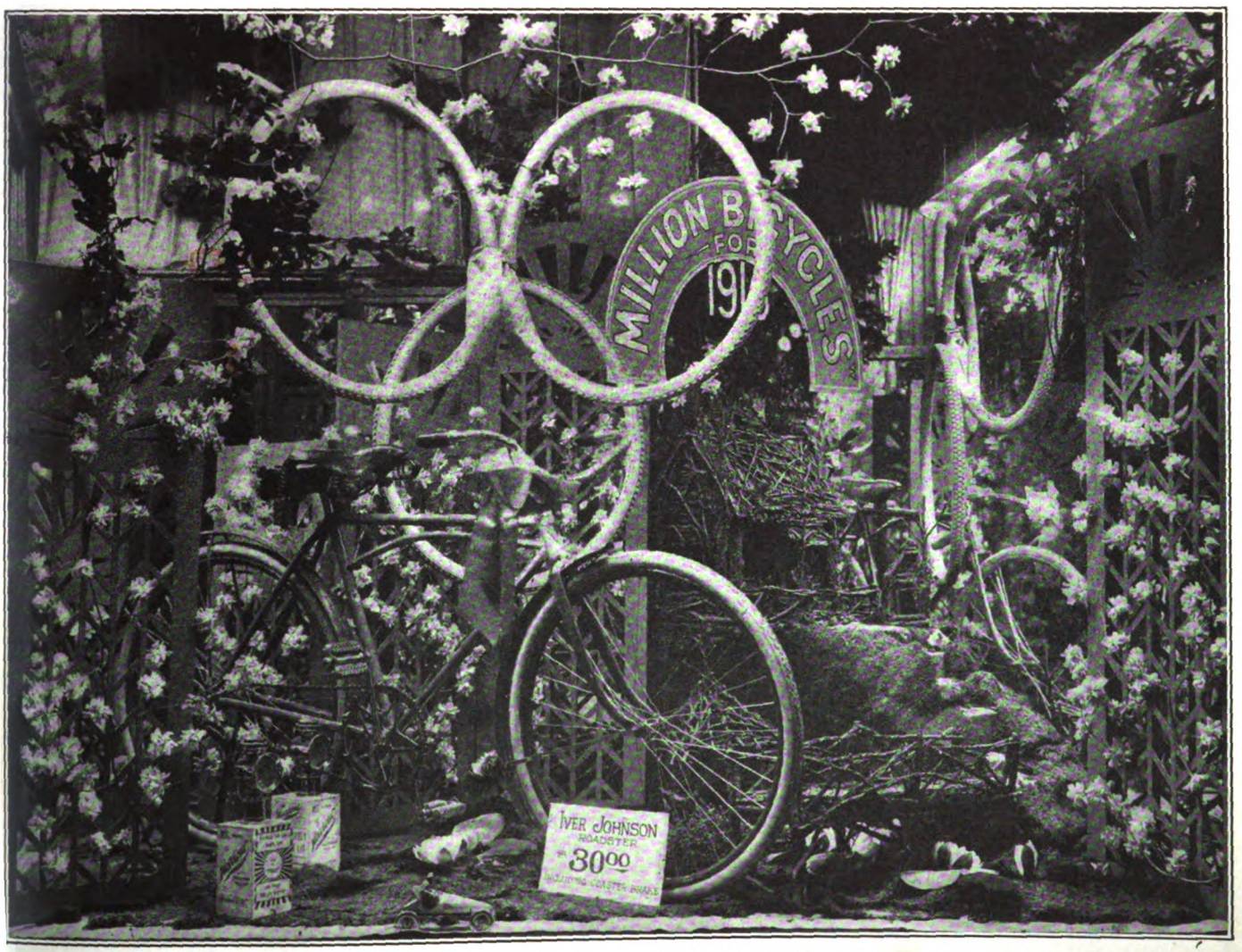
SUPPLEMENT TO MOTOR CYCLE ILLUSTRATED

THE BICYCLING WORLD

FOUNDED 1877

ALL THE BICYCLE NEWS EVERY WEEK

JUNE 8, 1916



Artistic Window Dressed by Fred. W. Geisler, Manager of the Bicycle Department of E. G. Koenig's Sons Sporting Goods Co., Newark, N. J.

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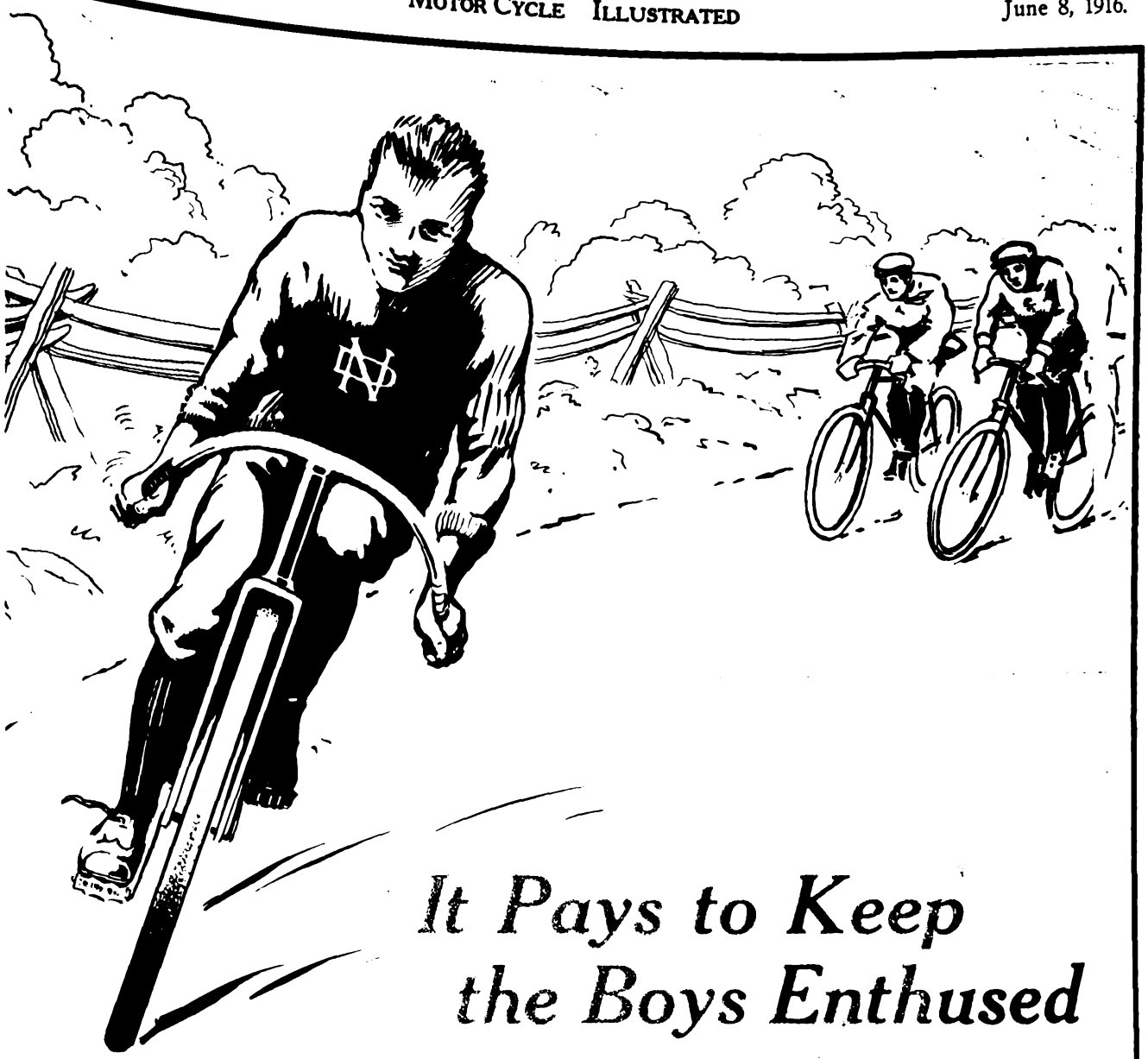

It Pays to Keep the Boys Enthused

Encourage them in their sports. Promote Road Races for them. Make your store their headquarters.

Then see to it that your stock of wheels is equipped with the

NEW DEPARTURE COASTER BRAKE

The Brake that Brought the Bike Back—The Brake that every boy in America knows and swears by.

Let this combination boost your business, build your sales and increase your profits.

Use New Departure Sales Helps.
The kind that really help.
Ask us about them.

THE NEW DEPARTURE MFG. CO.

Bristol, Conn., U. S. A.

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THE BICYCLING WORLD
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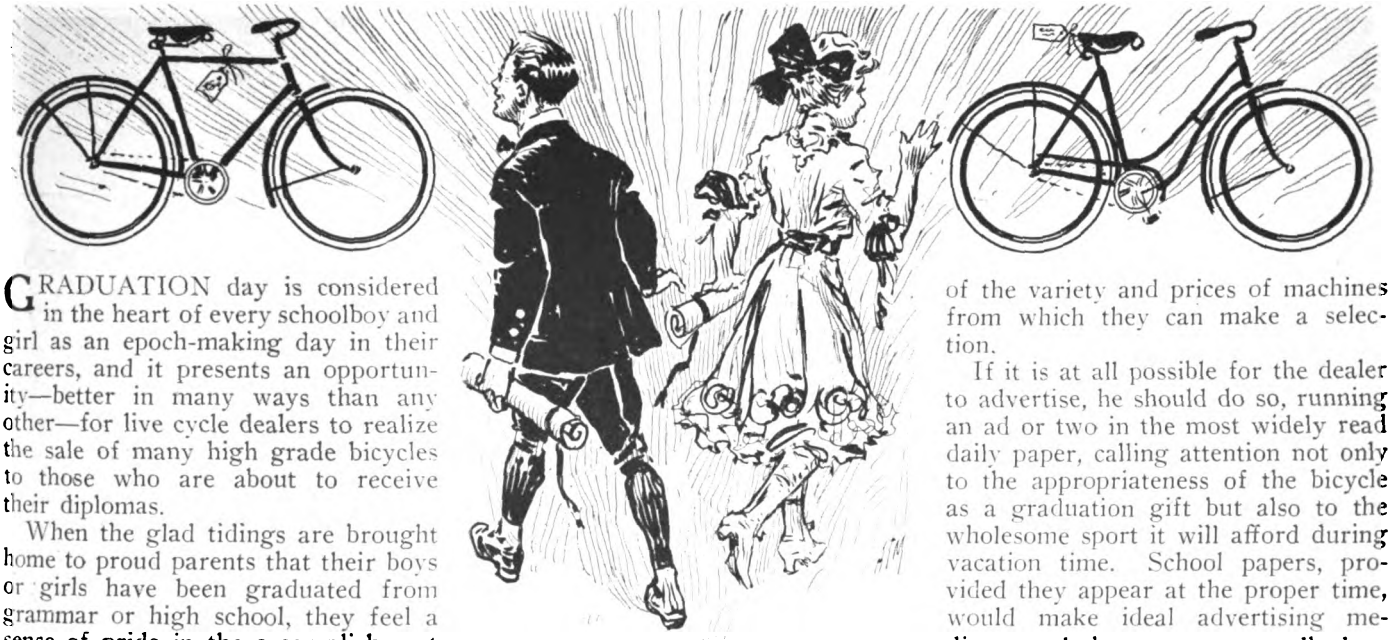
DEPARTMENT OF MOTORCYCLE ILLUSTRATED
"ALL THE BICYCLE NEWS EVERY WEEK"

THE BICYCLE AS A GRADUATION PRESENT

The Month of June Offers a Lively Market for the Sale of Better Bicycles to Graduates—Selling Campaign and Circular Letters Suggested to Dealers

By FRANK HARDY



GRADUATION day is considered in the heart of every schoolboy and girl as an epoch-making day in their careers, and it presents an opportunity—better in many ways than any other—for live cycle dealers to realize the sale of many high grade bicycles to those who are about to receive their diplomas.

When the glad tidings are brought home to proud parents that their boys or girls have been graduated from grammar or high school, they feel a sense of pride in the accomplishment of their youngsters which is almost as keen as that felt by the happy children themselves.

Time to "Loosen Up"

Graduation day thus marks the time when daddy knows that he is expected to "loosen up and come across" with a gift which will be suitable for the occasion. He naturally scouts around for a present of real value—one which will be appreciated by its recipient.

And right here is the dealer's chance. From many angles the two-wheeler is the ideal graduation gift—it fulfills well the requirements of such a present. It will bring joy to every youngster, and exhilarating exercise, pleasant recreation, and lasting health. These facts must be forcibly brought home to each parent, and the success with which the dealer meets will depend largely on the manner in which he tackles his opportunity.

He must first secure a list of prospects, and then circularize them by sending a series of letters, the factory catalog and literature. Two ways suggest themselves to the writer of obtaining the names of prospects. The dealer may go direct to the schools and ask the principal or head teacher for a list of the graduates, or else approach one of the graduating pupils—preferably a bicycle rider—and ask him or her to get the names and addresses of graduates, offering as compensation a bicycle accessory.

Campaign Must Be Short

Since most graduations occur the later part of June and the announcement of those who are graduated is generally made but a week or two prior to commencement day, the dealer's campaign must of necessity be short. It would be advisable for him to send out about two circular letters, enclosing the general factory literature in the first and a catalog in the second. The first will be intended to arouse the interest of the parents and the second will give some idea of the variety and prices of machines from which they can make a selection.

If it is at all possible for the dealer to advertise, he should do so, running an ad or two in the most widely read daily paper, calling attention not only to the appropriateness of the bicycle as a graduation gift but also to the wholesome sport it will afford during vacation time. School papers, provided they appear at the proper time, would make ideal advertising mediums and the rates are usually low.

Two Letters Suggested

The circular letters should not be sent to the graduates, but to the parents. Thus if the graduate's name is Jones the letter and enclosed literature should be mailed to Mr. and Mrs. Jones. Below are suggested two circular letters:

FIRST LETTER

Dear Sir and Madam:

We know the just pride of parents when they hear the good news that their children have been graduated.

You undoubtedly feel that you ought to express your appreciation in some concrete way.

There are many presents which would be appropriate—but certainly none will prove to be a better and sounder investment than a good bicycle.

Perhaps you have ridden a wheel years ago. Then you know the splendid returns in health and

(Continued on page 38)

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News of the Bicycle Trade

DEALERS ARE NOW WAKING UP

More Bicycle Merchants Are Advertising Than at Any Previous Time, Says Sales Manager Brown; Pierce Business Continues Brisk

BUFFALO, N. Y., June 6.—Commenting on the large volume of business which the Pierce Cycle Company is swinging this year, Fred L. Brown, the sales manager, declared that dealers the country over were never as wideawake as at the present time.

"They have been asleep at the switch for many years," said Mr. Brown, "but the 'One Million Bicycles Campaign' has aroused them to the realization that increased sales can result only from the application of modern methods. More dealers are advertising in newspapers and other mediums than during any time in my experience in the bicycle field.

"Indeed, every mail is bringing in requests from dealers asking for electrotypes, advertising and selling suggestions. Many of our dealers are going out and hustling—following up leads until they've either landed a sale or know that the supposed prospect is a false alarm. They are naturally producing greater results.

"What is making our business unprecedentedly brisk just now," continued Mr. Brown, "is the increase in the price of our machines which went into effect on May 1. Dealers have had their last chance to submit orders at the old figures and in a large number of cases they have estimated their wants for nearly the entire season and placed orders accordingly."

ST. LOUIS DEALERS WILL PROMOTE RACES

ST. LOUIS, Mo., June 6.—The Cycle Trades Association of this city met at the Marquette Hotel here last week and decided to revive interest in cycle racing. Activity in rousing interest in cycling did not stop with the passing of resolutions, but the dealers here immediately drew up plans for staging a twenty mile bicycle road race on June 17 at Fairground Park.

All those who contemplate entering the race must first register with O. F. Hassemer, 3655 Potomac street, who represents the N. C. A. in this district. Entry blanks can be had from these dealers:

E. S. Brown Cycle Company, 1000 North Grand avenue.

Fisk Rubber Company, 2208 Locust street.

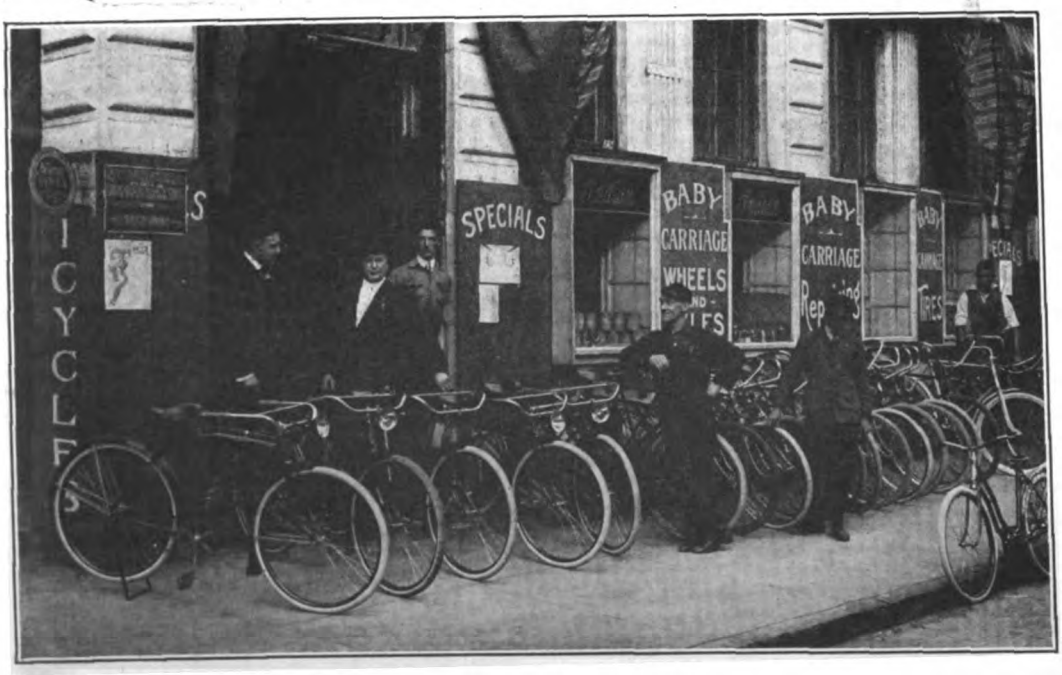
B. F. Goodrich Rubber Company, 3001 Locust street.

C. B. Jansky, 616 Vandeventer avenue.

R. J. Leacock Sporting Goods Company, 810 Pine street.

United States Tire Company, 3149 Locust street.

BRINGING THE SALESROOM OUT TO THE PROSPECT



George W. Thomas of Savannah, Ga., Made a Full Display of the New Indian Bicycle Line on the Sidewalk in Front of His Store When His First Shipment Arrived

SALES ARE 3 TO 1 FOR BETTER GRADE OF BICYCLES

MICHIGAN CITY, Ind., June 6.—The Excelsior Cycle Company is experiencing one of the best years in its history. Just now they are turning out from 150 to 200 bicycles daily. It is interesting to note that the sales are largely in favor of high grade bicycles. Three of the better bicycles are sold for every machine of an inferior grade.

BICYCLE CONDITIONS FINE

COLUMBUS, O.—The demand for bicycles is holding up exceedingly well in this city and all over Central Ohio. There are about a dozen agencies, all doing a nice business. A good demand is also being experienced for the Smith Motor Wheel and the Dayton motorbicycle.

KAISER'S AIR RAIDS BOOST LAMP SALES

LONDON, Eng., May 25.—With Zeppelin raids liable to swoop down upon poor London almost any night, all the lights in the city are being turned out to prevent the enemy airships from sighting the metropolis. Going about the town in total darkness to attend parties and dances did not appeal very much to the London dandies and they found that the threatened raids of the Kaiser's airmen "butted in" on their social obligations.

However, this condition did not last long. London has quite a number of bicycle riders, and one of them hit upon the bright idea of attaching an ordinary bicycle lamp to a cane and in that way penetrating the nightly darkness of "good ole Lunnon." Now, reports have it, the dudes are no longer allowing the Kaiser to interfere with their pleasures.

SCASION VISITS DAYTON PLANT

DAYTON, O.—Alexander Scasion, of the Progressive Cycle & Auto Supply Co., of New York, was a recent visitor to the plant of the Davis Sewing Machine Company in this city. Scasion has taken the agency for the Yale in the metropolis and on Long Island and expects a big business in that line during the next few months. Many other dealers have visited or written in to the Davis Co., after reading the announcement of the purchase of the Yale bicycle rights.

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TAUNTON DEALERS STAGE TEN-MILE RACE

TAUNTON, Mass., June 1.—Ned Chandler of Boston, tucked away the silver cup, offered by Mayor Flood and the bicycle which were the time and place prizes in the ten mile road race which was staged here recently under the auspices of the local dealers. His time was 28:12, which was 1:03 better than that of Fred Maricona, of Providence.

Those to finish in their order were Ned Chandler of Boston, Ferruce Marchiano of Providence, R. D. Greenbaum of Revere, E. B. Fox of Revere, Fred Maricano of Providence, Manuel Sousa of Taunton, William Prouty of Mattapan, R. M. Toney of Revere, Tom Panacy of Brockton, O. Colonna of Providence, Matthew Bryson of Boston, Fred Handy of Taunton, Roy Gilman of Taunton, William Coe of Taunton, Charles Coe of Taunton, Fred Perreault of Boston, Notarahtonio of Providence, Charles Young of Brockton, Milton Egger of Brockton, James Duggan of Taunton, and Blevins of Taunton.

THREE ORIOLE CITY CLUBS ON WEEKLY RUNS

BALTIMORE, Md., June 6.—The regular run of the Crescent Bicycle Club was held last Sunday to Belair, the riders leaving Mt. Royal and North avenues at 9.30 a. m., and arriving in Belair at 11.45 a. m. Walter Doersch, Ernest Nitz and Fred M. Sanborn decided that they had not gone far enough and continued on to Conowingo, on the Susquehanna River, sixteen miles north of Belair, reaching there at 1 p. m. They arrived home at 5 p. m., having covered 85 miles.

The regular Sunday run of the Triangle Wheelmen was held to Havre De Grace. The run was in charge of Captain Horace Seward.

The Fulton Cycle Club held their run on Sunday last to Overlea, on the Belair Road. No mishaps occurred to any of the cyclists and the run was a very pleasant one.

10,000 SEE BICYCLE RACE IN WINDY CITY

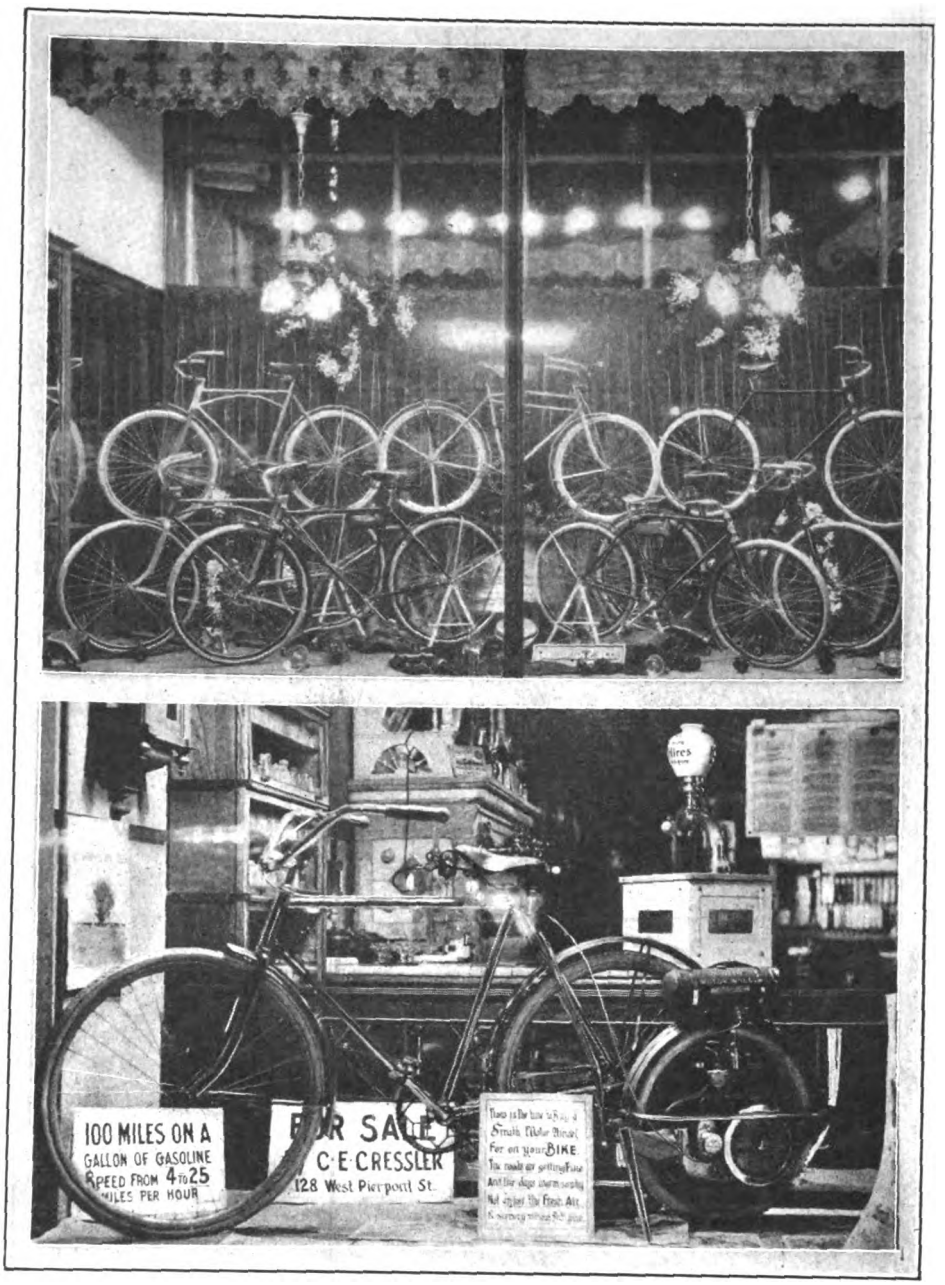
CHICAGO, Ill.—A crowd of more than ten thousand people saw Earle Stasch, unattached, win the twenty-mile handicap race of the Cycle Dealers' Association on the Lincoln Park Course. A. Vanderpelt, of the Belgian-American Cycling Club, was second, while Philip Klaes, a clubmate, sailed across the tape third. The first prize went to Wm. Kill, of the Chicago Cycling Club, his time being 47:45.

EAGLE CYCLE CLUB ELECTS ITS OFFICERS

BALTIMORE, Md., June 6.—The Eagle Cycle Club was the fourth bicycle organization which went on a social run here last Sunday. The objective of the ride was Chattalanee Springs in the Green Springs Valley. Those who participated in the affair were: C. Byrd, W. Anderson, F. Mirando, J. Wilen, Edwin Durr, M. Zlar, Henry Lasner, H. Nechamkin, A. Weinstein, N. Silverstein, Harry Laspe, J. Barnett, R. Jones, S. Nusbaum, A. Yanoff, C. Lee, L. Jackson, A. Harrison and H. Goodman.

At a recent meeting new officers were elected by the Eagles: President, S. Nusbaum; vice-president, N. Silverstein; recording secretary, A. Weinstein; financial secretary, J. Wilen; sergeant-at-arms, H. Nechampkin; field captain, C. Byrd, and color bearer, W. Anderson.

TURNING THE PUBLIC EYE "WHEELWARD"



Above Is the Attractive Display of Emblem Bicycles Which Is Proving a Real Live Magnet for Walbridge & Co. of Buffalo, N. Y., While Below Is a Display of a Motor Wheel Outfit Made in a Kingston, N. Y., Druggist's Show Window by C. E. Cressler, Which Redounded to the Benefit of Both Merchants

PLANNING CAMPING TRIP

MARYSVILLE, Cal.—The Marysville Bicycle Club is laying plans for a three weeks' camping trip to the Grass Valley district. All participants will carry their camping outfits on their wheels.

Long trips are becoming quite popular among California bicycle clubs. Extended tours are being planned for the summer months.

GOULLET WILL GET BACK TO FORM, FANS BELIEVE

NEWARK, N. J., June 6.—There will be but six national championship races at the Velodrome this year to decide the professional championship, held for fifteen consecutive seasons by Frank L. Kramer. Already two of these races have been run, placing Kramer far in the lead.

Alfred Goullet, the blond-haired Australian, who was the runner-up of Kramer in last year's championship races, is in rather poor form this season. Goullet, as the leader of the outlaw movement, put up a hard fight against the promoters, which sapped up much of his energy. It is believed, however, that Goullet will get back into form shortly and offer a lively battle to Kramer for the national honors. He is now at the bottom of the champ series pile.

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On Road and Track

C. A. C. C. WILL ADMIT UNATTACHED RIDERS

At the Annual Convention of the California Organization Plans Are Made to Extend Its Scope; Bright Prospects for Bicycle Sport This Year; Greeninger Is Elected President

SAN FRANCISCO, Cal., June 1.—Enthusiasm over the immediate outlook of the bicycle sport in the Golden State was the keynote of nearly every address delivered at the annual convention of the California Associated Cycling Clubs, which was held here at the club house of the New Century Wheelmen last Saturday evening. The convention was well attended.

"Not at any time in the past five years," said President R. A. Greeninger, "has the C. A. C. C. been in such flourishing condition and faced such bright prospects. There are at the present time six Bay City clubs in our oganization, and I know that there are many out of town clubs desiring affiliation with our body."

To extend the scope of the C. A. C. C. the delegates voted to admit unattached riders to membership, the fee to be one dollar per annum.

Prominent among the clubs that entered actively into the convention proceedings was the Capital City Motorcycle and Bicycle Club, of Sacramento. The bicycle division of that club was but recently established, and has during the short period of its existence become one of the most important factors in boosting cycling on the Pacific Coast. Among the other clubs represented at the convention were the Garden City Wheelmen, New Century Wheelmen, Olympic Club, Acme Wheelmen and Samson Wheelmen.

New Officers Chosen

R. A. Greeninger, of the N. C. W., was elected president for the ensuing year, while J. Woodson, of the Capital City Club, was chosen vice-president, John Bird, Garden City Wheelmen, second vice-president, Geo. F. Drury, N. C. W., secretary-treasurer. Frank Klotzs, of the Samson Wheelmen, was appointed chairman of a special racing and records committee which will supervise events in the Sacramento and San Joaquin valleys, while Harry Spence, N. C. W., will take care of all publicity matters. The chairman of the general racing and records committee is still to be chosen.

The delegates at the convention were as follows: W. Hammitt, P. Morgan, R. A. Greeninger, H. Spence, A. Sangalli, L. Drury, J. Coughlan, W. Rhodes, N. Eisentraut, J. Bird, G. Simondi, F. Klotzs, J. Skow, R. Girard, F. F. Faster. Mr. Woodson, of the Capital City Club was unable to attend; but a letter from him was read in which many wise and helpful suggestions were made for advancing the work of the C. A. C. C.

After the business end of the convention had been disposed of, the delegates were the guests of the New Century Wheelmen at an informal banquet.

60,000 SPECTATORS SEE BICYCLE RACES AT SHEEPSHEAD BAY

Start of the Two-Mile Handicap Bicycle Race at the Speedway, and Tom Bello, Winner of Race

NEW YORK, N. Y., June 6.—Before a crowd of 60,000—sixty thousand, that's right—the largest assemblage that has ever witnessed a sporting meet in New York, two bicycle road races were staged in connection with other games at the Sheepshead Bay Speedway, last Sunday, under the auspices of the American Liberty Day Celebration Committee.

Tom Bello, of the Unione Sportiva Italiana, triumphed in the two-mile metropolitan championship race, turning the trick in 4:39 3/5. Anthony Attardi, a clubmate, accounted for second position. In the six mile bicycle race the Unione Sportiva Italiana again rode to victory; this time the colors of the Italian club were flashed across the tape by Nelson Johnson. The summaries:

Two-mile bicycle race, amateur, Metropolitan Association championship—Won by Tom Bello, Unione Sportiva Italiana; second, Anthony Attardi, Unione Sportiva Italiana; third, W. Waeldner, Seventy-first Regiment A. A.; fourth, Nelson Johnson, Unione Sportiva Italiana. Time, 4:39 3/5.

Six-mile bicycle race, amateur, handicap—Won by Nelson Johnson, Unione Sportiva Italiana (160 yards); second, Thomas A. Kennedy, Empire City Wheelmen (140 yards); third, Fred Woisin, Acme Wheelmen (90 yards). Time, 14:00 1/5.

GOLD WATCHES FOR ACME RACE

NEW YORK, N. Y., June 6.—Two gold watches with chains and knives are the latest prizes which have been received by the Acme Wheelmen for their ten-mile handicap road race to be held over the Pelham Parkway on the morning of Sunday, June 18. The prize list is still growing every day, the awards including several fifty dollar bicycles and a host of valuable accessories. Present indications are that the race will attract a large field of the best eastern riders.

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WILL SPENCER SPLITS HONORS WITH KRAMER

Canadian Amateur in Lengthy Pursuit Race Beats out Eddie Carroll; Frank Kramer Wins Second Title Race of Season by Defeating Reggie McNamara

NEWARK, N. J., June 5, William Spencer, the Toronto amateur, started the honors, as well as the plaudits of the fans, with Frank Kramer at the Velodrome here on Sunday afternoon. Kramer won the second national championship race of the season, while Spencer finished first in one of the longest Australian pursuit races ever contested in Newark.

Kramer's victory in the championship race gives him ten points while Bob Spears, his nearest competitor, has but four. Kramer defeated Reggie McNamara in the final to decide first and second place. Kramer rode from in front and had the race well in hand at all times. Taking the first turn, McNamara drew up alongside of Kramer and stuck with him all around the back stretch and to a point entering the home stretch. Here Kramer gradually pulled ahead and McNamara was a length in the rear at the finish.

Humbled Spears and Ryan

In the grand semi-final, Kramer vanquished Bob Spears while in the semi-final the champion beat out "Grassy" Ryan. Spears tried to beat Kramer to the first turn on the last lap, but Kramer won by a length. Ryan was no match for the East Orange rider.

The pursuit race, in which Spencer beat out Eddie Carroll, of Oakland, California, went thirteen miles, five and one-half laps; the time was 31 minutes 58 seconds. At three miles all of the other riders had been eliminated and the race narrowed down to a fight between Spencer and Carroll. It lasted for almost eleven miles before Spencer was the winner.

Frank Cavanagh won the Brassard race at one mile from Iver Lawson. It was Lawson's first appearance at the Velodrome this season and Cavanagh, who as a rule is deficient in headwork, outgeneralled Lawson on Sunday. While the Swede was preparing to jump into the lead, Cavanagh shot off the bank into first place and was never headed.

McNamara Cops Handicap

Reggie McNamara, riding from scratch was first in the two-mile repechage handicap race for the professionals. He qualified by honor and won from scratch after riding a hard race. McNamara caught the field and then after setting the pace won in a fast finish. Jake Magin who had fifty yards finished second and John Bedell with 180 yards was third. Freddy Hill who was given an allowance of 130 yards finished fourth, while Alfred Grenda, riding from scratch, got fifth money.

Tommy Smith and Tommy Grimm who had a handicap of 160 yards easily won the one-mile tandem handicap race for the professionals from Iver Lawson and Willie Hanley who got second money. Marcel Dupuy and Charles Piercey finished third.

The one-third mile handicap race for the amateurs went to Marcel Burger, of the Olympic Club, of San Francisco. Burger started from the fifty-five yard mark and beat out A. J. O'Sicky, of Cleveland, Ohio, who had a like allowance. George Taylor, of Irvington, won his novice by defeating Paul Penn of the West Orange Cycle Association.

The Summaries

One-Third-Mile Novice (Amateur).—Won by George Taylor, Irvington; Paul Penn, West Orange Cycle Association, second. Time 0:44⅕.

One-Third-Mile Handicap (Amateur).—Won by Marcel Burger, Olympic Club, San Francisco (55 yards); A. J. O'Sicky, Cleveland (55 yards), second; William Eager, Bay View Wheelmen (30 yards), third; A. L. Kopp, Irvington (30 yards), fourth. Time 0:37⅘.

The Brassard Race, One Mile (Professional).—Frank Cavanagh, Newark, vs. Iver Lawson, Salt Lake City. Won by Cavanagh. Time 2:48⅖. Last eighth mile 0:12⅗.

Two-Mile Invitation, Handicap (Professional).—Won by John Bedell, Lynbrook, L. I. (75 yards); Percy Lawrence, San Francisco (80 yards), second; Harry Kaiser, Bronx (20 yards), third; Fred Hill, Boston (70 yards), fourth. Time 4:00.

One-Third-Mile National Championship (Professional).—Won by Frank L. Kramer, East Orange; Reggie McNamara, Australia, second; Robert E. Spears, Australia, third; Oscar Egg, Switzerland, fourth. Time 0:50⅕.

Present standing of the riders: Kramer, 10; Spears, 4; Grenda, 3; McNamara, 3; Goullet, 1; Egg, 1.

Australian Pursuit Race (Amateur).—Won by Arthur Spencer, Toronto; Eddie J. Carroll, Oakland, Cal., second; John L. Staehle, Bay View Wheelmen, third; Gus. J. Lang, Irvington, fourth; Thomas Fitzsimmons, East Orange, fifth. Time 31:58. Distance 13 miles 5½ laps.

Two-Mile Repechage, Handicap (Professional).—Won by Reggie McNamara, Australia (scratch); Jacob Magin, Newark (50 yards), second; John Bedell, Lynbrook, L. I. (180 yards), third; Fred Hill, Boston (130 yards), fourth; Alfred Grenda, Australia (scratch) fifth. Time 3:51⅗.

One-Mile Tandem Handicap (Professional).—Won by Thomas Smith, Irvington, and Thomas Grimm, Irvington (160 yards); Iver Lawson, Salt Lake City, and William Hanley, San Francisco (85 yards), second; Marcel Dupuy, France, and Charles Piercy, Australia (75 yards), third; Eddie Root, Boston, and Joe Fogler, Brooklyn (50 yards), fourth; Alfred Grenda, Australia, and Alfred Goullet, Australia (scratch) fifth. Time 1:40⅗.

FIRST BICYCLE CORK RACE

BROOKLYN, N. Y., June 6.—The Brooklyn Wheelmen held their first bicycle cork race of the season last Sunday over the Rockaway Road, Ozone Park, L. I. The race was a five-mile handicap affair; Ray Caldwell, starting from scratch, hit the tape first. Ten riders faced the starters and sailed over the line in a blanket finish.

DELIVERS LAWN MOWERS ON TANDEM BICYCLE

WESTFIELD, Mass., June 6.—The accompanying photograph shows H. P. Perry and his Cleveland tandem, loaded with lawn mowers. Perry uses this wheel every business day in the year in calling for and delivering lawn mowers for the Westfield Grinding Company of this city. With the carrier which he has rigged up he has no difficulty in handling two and sometimes three mowers.

The Cleveland bicycle he uses was made for a superintendent of the Westfield factory over twenty years ago. Perry bought it a few years later and has ridden it continually for pleasure and business, carrying barrels of flour and other bulky articles with apparently no difficulty. During all these years this tandem has given him consistently good service.

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A ONE-DAY VISIT TO NEW ORLEANS

How the Bicycle Proved to Be a Boon Companion to a Tourist Whose Stay in the Quaint Old Creole City Was Brief But Interesting—Many Sights Crowded Into a Day Awheel.

By JOHN E. HOGG

Andrew Jackson Monument on the Site of the Battle of New Orleans. Henry Clay Appeared at Its Dedication

LATE one afternoon, a few weeks ago, I walked down the gangplank at New Orleans from the S. S. *Comus,* after a six days' tumble down the Atlantic Coast from New York, through the Straits of Florida and the Gulf of Mexico. Next morning I was awheel, bright and early. I did not find it necessary to rent a bicycle, my friend, Mr. George M. Beckett, the Indian motorcycle and bicycle dealer, having thoughtfully taken care of me.

I secured a map of the city, and after picking out the points of interest that I desired to visit, Mr. Beckett marked my route on the map with a red pencil, so that all I had to do was to follow this, thus sparing myself the annoyance of having to stop and ask questions as to how to get about.

Through the Business Section

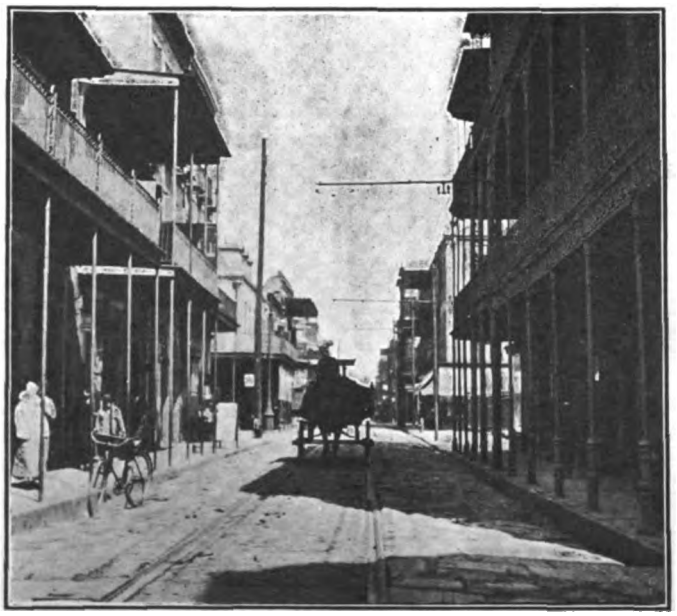
My first point of interest being the steamboat docks along the levee, my route led uptown, through the congested business district of the city and down Canal street to the river. Canal street is a fine broad thoroughfare, thoroughly businesslike and as up to date as the main street of any big Eastern city. There are four car lines on the street, and these run along in a nicely parked space in the middle, with the two sides well paved with asphalt for the use of other vehicles.

Aided by the wind at my back I soon traversed the length of Canal street, and was greatly amused to find myself pedaling vigorously uphill toward the river. The river was at high tide and up almost to the brink of the levee, which is from 35 to 65 feet above the level of the city. It was a novel experience to go aboard a steamboat and observe that the surface of the water was on a level with the roofs of many houses in the city. All along the river front there were countless numbers of ships loading cargoes for ports all over the seas, while along the docks were thousands of bales of cotton, barrels of sugar, and every manner of merchandise waiting to be loaded into the ships. All of the heavy work is done by negro huskies, who sing as they go about it.

In the Latin Quarter

Leaving the docks I pedaled down Bienville street, and over a lot of rough cobblestone pavement to the Latin quarter of the city, where in a moment I felt as if I had been transported to France. The air was filled with the nasal twank of French conversation, and as one looks about and sees shop fronts of typical French architecture and signs all written in French, the feeling is much the same as when one traverses the Bois de Boulogne of Paris. The entire French quarter is novel and interesting, and I was greatly amused when upon hearing someone call out, "Carbon. Carbon." I looked about to see a peddler with a little spring wagon, retailing coal, five cents' worth at a time.

A few more blocks of Pavé (French for cobblestone pavement) brought me to the old St. Louis Cathedral, a most interesting structure, both from the standpoints of history and architecture, as well as one of the oldest buildings in New Orleans.



La Rue Chalmette, New Orleans. This Is a Typical French Street in the Latin Quarters. Note Rough Cobble Pavements

St. Louis Cathedral Which Was Built in 1794. It Was Named After the Saint of the French King at That Time

The Ancient State House

Within a few rods of the old cathedral are Jackson Square, the site of the battle of New Orleans, and the old Cabildo, the ancient state house of the Spanish days, later acquired by the French and in which was transacted the Louisiana Purchase. At all of these places the tourist can spend a great deal of time, as there is so much of interest to be seen. This is where the bicycle tourist has a big advantage. He can linger to his heart's content, and depart as he pleases.

The clock in the cathedral tower of the photograph reproduced herewith will testify to the fact that it was getting very near to lunch time when I departed from the neighborhood, and feeling hungry for some French cookery, I rode back into the French quarter and to Monsieur Alphonse Cozabonne's restaurant, where a delightful meal, including everything from soup to nuts, and also a bottle of wine, is served for the modest sum of forty cents. Everything about the place is decidedly French, including the conversation, menu and music.

A Babel of Tongues

After lunch I visited the Old French Market, one of the quaintest and most interesting places in New Orleans. Here one would have to be a wonderful linguist if he were to converse with all the people about

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the place. Every race and nationality under the sun is represented in the market, and the babel of conversation that one hears is simply bewildering.

At the United States Mint

From the market I rode on through the French and Italian quarters of the city to the United States mint, and after securing a pass was admitted to the big money factory. It was interesting indeed to see huge bars of gold and silver rolled out into sheets, like so much tin, and then stamped out into coins in huge machines that turned them out just as if they were so many iron washers.

The engraving and printing department where the bills are made was also very interesting. There were bills of all denominations in the various stages of making, from the raw paper to the huge sheets of bills, ready for the trimming machine that gives them the final touch. It was in the finishing room that the guide allowed me to undergo the sensation of having two million dollars in my hands at once. The money was in two bundles—a thousand thousand-dollar bills in each. Those in charge wouldn't turn their backs long enough, though, for me to make a sneak.

Riding Against the Wind

Leaving the mint my route led out Canal street to the Maitairie Cemetery. It was a pull of about five miles, and there was a headwind that was so strong that I could scarcely make any progress against it. I pedaled for several blocks, then decided that it was too much like work, so hooked to a passing motor truck and was towed right to the cemetery gate.

The cemetery is a beautiful place, wonderfully parked, and looks almost like some strange sort of city, with its tombs all built above ground.

To Lake Ponchartrain

After touring pretty well over the cemetery, I left by the opposite gate, and about a mile's riding brought me to the city park, which is reputed to be one of the most beautiful parks in the United States. There are some wonderful floral effects, and with the trees hanging heavy with the Southern moss everything appears very tropical. At the north side of the park I found a gravel and shell road leading down to Lake Ponchartrain.

Here Is a Glimpse of the Old French Market in New Orleans, Built in 1723, Around Which the City Grew. The Market Occupies Four Blocks

I had no idea where the road went when I started, but just followed it out of idle curiosity through a dense cypress swamp until I brought up on the shore of the lake. I espied a bath house a short distance down the shore, and had a swim in mind, but upon sampling the temperature of the water with my hand, decided to defer my bath until I returned to my hotel. The water was like ice.

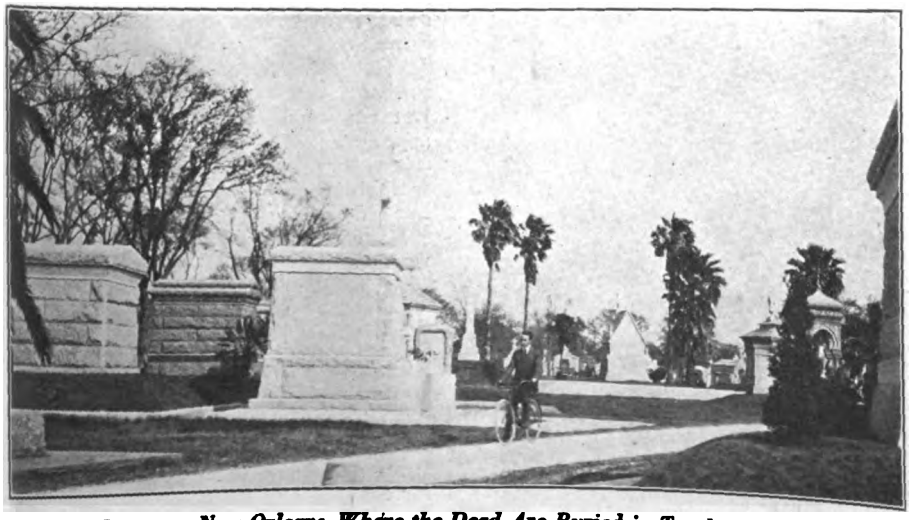
Delightful Return Trip

Even as I stood upon the shore of the lake, watching and listening to the ripples gently lapping the bank, the sun, which had grown big and red, dropped below the cypress-fringed horizon, leaving a gorgeous pink and golden glow over the sky.

I was soon back on Canal street, and with the stiff breeze on my back found that I progressed with wonderful ease, in fact I was able to coast a great deal of the way. The trip back to Mr. Beckett's store was only a pleasant jaunt.

After a bath and a change of garments I met some friends with whom I had a supper appointment. We adjourned to Fabacher's—one of New Orlean's famous restaurants—and before we had finished eating I was positively ashamed of myself, and my friends declared that I could eat more for a small person than anyone they had ever seen.

I doubt very much if anyone ever toured New Orleans by any of the conventional modes of travel and saw as much of it in one day, or returned with as pleasant an appetite. If you would tour a city for the sake of seeing it, and getting the maximum enjoyment out of it, I believe that some one has yet to invent a better means of doing it than by bicycle.



Matairie Cemetery, New Orleans, Where the Dead Are Buried in Tombs Above Ground. This Is Because the Cemetery Is Situated Below the Level of the Mississippi River and the Ground Is Saturated with Water

BICYCLE GIRL STIRS UP TORONTO INTEREST

TORONTO, Ont.—The lady cyclist has come back. "The woman on a wheel" rode into Toronto last Sunday and before she had arrived in the downtown section of the city she had created a sensation. Judging by her appearance, the lady had just dropped off from a trip from Palm Beach, Florida. She was attired in a pure white linen dress and shading her pretty facial features was a Panama hat of smart design. Her bicycle was a shining new model and she pedaled with ease along all the principal thoroughfares. Her male escort also bore that Palm Beach appearance and he looked as cool and happy as the lady. But the rider in the pure white dress caught the eye of everybody.

Everybody Was Interested

People in crowded street cars followed them with their eyes until the pair had passed from view. Motorists turned around to watch their airy progress. Pedestrians halted to watch the cyclists go by. To many it was a remarkable spectacle.

The presence of the two riders on the streets of Toronto was due to an arrangement of a prominent local bicycle producer who adopted the idea merely to get more people talking about bicycles. He put across the stunt without attempting any self-advertising and, judging by the manner in which everyone watched the cool couple in their city ramble, the performance served its purpose. It was a clever boost for the bicycle.

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SPECIAL DEALERS' SERVICE IS POPULAR

Sales Helps Offered by Goodyear Are Being Used Extensively by Bicycle and Motorcycle Dealers —Description of Tire Company's Cooperation Plan Which Is Already Showing Results

AKRON O., June 6.—The special service of the Goodyear Tire & Rubber Company is being used this season by a surprisingly large number of motorcycle and bicycle dealers. New features have been added, but the most popular has been the circular letter service, the demand for which has literally swamped the Goodyear multigraph department, one of the largest in the country.

Letter Service

The circular letters are written by men who have given careful thought to the problem of increasing sales. An attractive letterhead is made up from the data secured from the dealer, or he may furnish his own stationery if desired.

After the letters are prepared they are sent, with suitable enclosures, to the dealer, addressed and stamped, ready for signature. The only part the dealer is asked to perform is that of signing and mailing the letters. The popularity of this service is attested by the fact that more than 1,000,000 of these letters have been ordered.

Helpful Road Signs

Many dealers have found that there are few ways of catching the tourist trade better than by road signs, posted at intervals along the routes which motorists use. The tourist is quite likely to seek out the service station dealer whose road signs have assisted him in finding his way along unknown paths. Then they serve a double purpose—they are both advertisements and mileposts and the mile post feature doubles their advertising value. 200,000 of these signs distributed over all sections of the country are now pointing the way to Goodyear service stations.

Motorcycle Gloves

Motorcyclists' gloves constitute a new feature among Goodyear selling helps. The gloves are made of durable material and are especially useful to riders when working around their machines. On the large cuff of each glove is printed the dealer's name and address, so that the rider is reminded of his friend, the dealer, whenever he is tinkering with or riding his mount.

Several plans are being used in distributing these gloves. A favorite one is to give a pair with each large purchase. As good-will producers many dealers have found the gloves second only to the letter service.

Newspaper Advertising

A new plan has been adopted for furnishing the dealer with newspaper advertisements. Instead of supplying an electrotype of the whole ad, as before, Goodyear is furnishing a cut of the tire and writing up special copy for him. This method has been found more satisfactory, and it costs no more than the former method. The new way gives a personal touch which the dealer appreciates.

Another efficient help is the "Blue Streak Bicycle Cap." Many dealers are using them as premiums, giving a cap with such purchases as bicycle tires. This method of distribution has been found better than giving them out promiscuously. When given with a purchase they are more desired by the boys, and thus swells a dealer's sales.

The color of the cap is white with the Blue Streak bicycle tire tread design in blue across the top. The dealer's name and address appears on the front of the cap in large letters.

THE BICYCLE AS A GRADUATION PRESENT

(Continued from page 31)

wholesome fun which the bicycle affords. You still vividly recall those happy trips through the country—the sport you had jaunting along beautiful roads, the ruddy glow of health which came to your cheeks, the fine physical condition that cycling developed—and the keen appetite which simply insisted upon being satisfied.

There are many pertinent arguments we might offer to show that the bicycle is a really worth-while present for graduation—and perhaps the best argument is that no gift could bring greater and more lasting joy to its recipient.

Make your graduation gift an investment in health and pleasure—BUY A BICYCLE.

Yours very truly,

THE JAMESTOWN CYCLERY.

P. S. Drop in to see our fine display of 1916 models.

SECOND LETTER

Dear Sir and Madam:

There will be one million bicycles sold in 1916. That's the allotment which the manufacturers are assigning to meet the big demand this season.

The great popularity of the bicycle undoubtedly makes the two-wheeler an ideal graduation gift. Everybody seems to be riding this year—and a present of a good wheel to your son or daughter would be doubly appreciated, first because many of their friends are now riding, and second because of the great sport they will enjoy.

We have a wide variety of machines from which you can make a selection—there is sure to be a bicycle in stock which will fit any purse.

The 1916 models, incorporating all of the latest and best improvements, are now on display at our store. We guarantee every wheel bought from us, and will see that absolute satisfaction is given all of our customers. If there is any adjustment to be made later, we will gladly do so free of charge. We know that our prices are right—that our line of machines cannot be matched anywhere.

Before buying a graduation present for your son or daughter, step around to our store and inspect the models now on display.

We are enclosing a catalogue which describes a few of he models in our stock. But you cannot judge the quality or the appearance of the machine from the catalogue—a personal visit to our store alone will give you some idea of the splendid line of bicycles we are offering.

Make your graduation gift something worth-while—BUY A BICYCLE.

Very truly yours,

THE JAMESTOWN CYCLERY.

MOTOR WHEEL HELPS THE MAIL MAN

Special Delivery Letter Carriers of Dallas, Texas, Who Have Been Successfully Using Smith Motor Wheels in the Past Few Months

QUAKER BIKE RACE POSTPONED

PHILADELPHIA, Pa., June 6.—The thirty-mile motor-paced bicycle race, with Menus Bedell, Percy Lawrence and Martin Ryan as contenders, which was scheduled for Sunday, was postponed because of rain. On Thursday evening Carman, Didier, Linart and Wiley meet in a forty-mile motor-paced race. This features the program.

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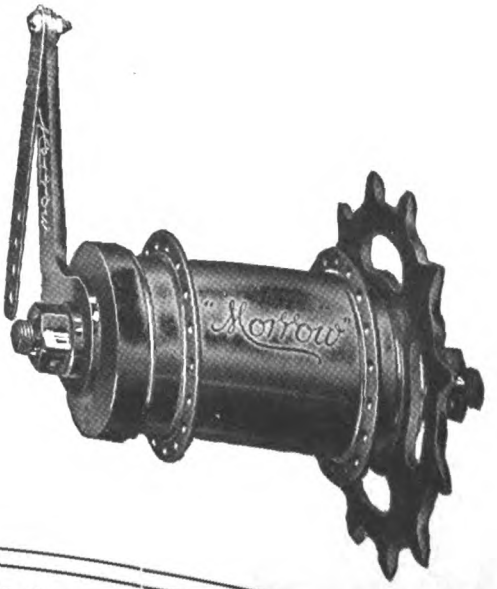
The Morrow Makes the Motor Wheel More Effective

Freer coasting—more positive braking—a safety and surety which you never knew before—these are the advantages derived from the presence of the MORROW in the rear hub of your wheel.

To get the most out of your motorwheel's power, to get the smoothest kind of coasting—to glide down the steepest hill with absolute—sure—control at your instant command—you need the MORROW.

The standard for more than a decade, the MORROW is on most of the wheels in this country. There may be some without it—therefore, insist when you buy your motorwheel that it is equipped with the "safety-first" brake—the MORROW.

Morrow literature is interesting. Why not let us tell you all there is to know about the MORROW? Write today for full literature.



Eclipse Machine Co.

Elmira, N. Y.

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Rollfast

TRADE MARK

-made to last

The Magnet That Draws Big Bicycle Business

The dealer who stocks ROLLFAST tires sells them. What's more, the man he sells them to creates a ROLLFAST epidemic in his section. The reasons for this business-making popularity of the ROLLFAST dealer are plain.

First, the man who gets ROLLFAST tires obtains the exclusive selling agency. The sole-selling privilege for a quality tire such as the ROLLFAST *means something*. It's a guarantee of tire-selling success. The exclusive selling right for your town enables you to sell these tires at the price they were made to sell for—YOU DO NOT HAVE TO CUT PRICES.

Just get a line on these friend-making tires from your jobber. Any of the big men listed here will be glad to consider your application for the ROLLFAST agency. BUT WRITE TODAY.

Harwaco Rubber Works Co.

Church & Murray Sts. New York

Rollfast Distributors

Atlanta, Ga., Walthour & Hood.
Baltimore, Md., Holland, Baden, Ramsey Co.
Boston, Mass., Hub Cycle Co.
Buffalo, N. Y., Vim Cycle & Hardware Co.
Chicago, Ill., Edwards & Crist Mfg. Co.
Denver, Colo., M. L. Foss.
Detroit, Mich., Detroit Cycle Supply Co.
Indianapolis, Ind., Geo. H. Westing Co.
Jacksonville, Fla., McGraw Bros.
Kansas City, Mo., Townley Metal & Hardware Co.
Los Angeles, Cal., Appeal Mfg. & Jobbing Co.
Memphis, Tenn., Johnson & Meyer Co.
Minneapolis, Minn., Hall Williams Co.
New York City, City Supply Co.
New York City, N. Y. Sporting Goods Co.
Omaha, Neb., Lee-Colt-Andreesen Hdw. Co.
Philadelphia, Pa., Geo. C. Miller & Co.
Philadelphia, Pa., Geo. W. Robb.
Pittsburgh, Pa., Sportsmen Supply Co.
Reading, Pa., Keyser Fry.
San Francisco, Cal., Appeal Mfg. & Job. Co.
Syracuse, N. Y., The Olmsted Co.
Tacoma, Wash., Washington Cycle Sup. Co.
Worcester, Mass., J. W. Grady & Co.
Youngstown, O., Stambaugh Thompson Co.

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In the Dealer's Realm

A GOOD REPAIR SHOP IS A REAL ASSET

It Helps to Keep a Rider Satisfied with His Mount and to Assist the Dealer in Making Further Sales; Poor Shop Service Hurts Both Dealer and Machine He Handles

By SUBURBANITE

WHILE in the shop of a local agent for one of the leading makes of motorcycles one day, the conversation turned to the subject of repairs. A rider who was with me at the time had been having quite a bit of trouble with his machine and it was then standing idle in the garage, owing to his inability to locate a decent repair shop. As a result of his own unsuccessful tinkering and the fruitless search for a good shop he was gradually getting disgusted with motorcycles in general and his own in particular.

So, when he remarked during the course of the conversation to the dealer: "Why don't you have a good repair shop here, so that the fellows who ride Blanks will know they can get a fair deal and have their work attended to promptly?" he was more or less amazed to receive the answer: "It wouldn't pay. The two fellows I have do well enough on any little odd jobs that I have to take and anything else I don't care to bother with. If anyone wants their machines thoroughly overhauled, they can ship them to the factory."

The Poor Repairmen

Now from personal experience, I happen to know what these "repairmen" can do in the way of odd jobs. They go about repair jobs oddly and when they get through the results are remarkably poor. As a consequence, riders who have had one such experience grow cold toward this dealer and his business methods and cease to boost for the machine he handles. Some other dealer who is more to be relied on when it comes to getting a little service gets their confidence and their trade when it comes time to change machines for a new model.

Then our dealer, with his "odd job" repairmen wonders why we all suddenly swerved to another make of machine, when we had always been so enthusiastic over the good points of the mount he handles. The real reason for the switch never seems to enter his mind, or if it does, he takes no steps to remedy such a condition of affairs. In other words, he seems to be too narrow-minded to look ahead and think of us as future sales prospects, but hammers away at getting entirely new business and neglecting that at his very door. His attitude is: 'This way out, please. I have quite finished with you. Next!"

I am not saying this from experience with a few local dealers only. On the contrary, I have found this to be very much the case when riding through no less than twenty different States and meeting all sorts of dealers and riders. Judging from a comparison of notes on the subject, it seems to me to be a mighty poor case of business sagacity for a dealer to neglect the shop end of his business. Too many dealers either totally overlook the repair department as one of the best adjuncts of their business, or else conduct it in such a slack and careless way with inexperienced repairmen, that it is worse than useless. In the latter case, it does not pay and must necessarily have a bad effect on the sales department. And how few dealers look at it from this standpoint!

Live Dealer Has Good Shop

Invariably I have found that the most successful dealers and the ones that make the rider a booster for the particular models which they sell are the ones who are far-sighted enough to see the business possibilities of a thoroughly equipped and well-managed shop. They keep the rider boosting for the greatest possible length of time, too. There are plenty of odds and ends that the rider whose time is more or less taken up by business would rather hand over to the repairman than spend his limited time on. This is, of course, if he were sure of getting the work done properly. Take my own case.

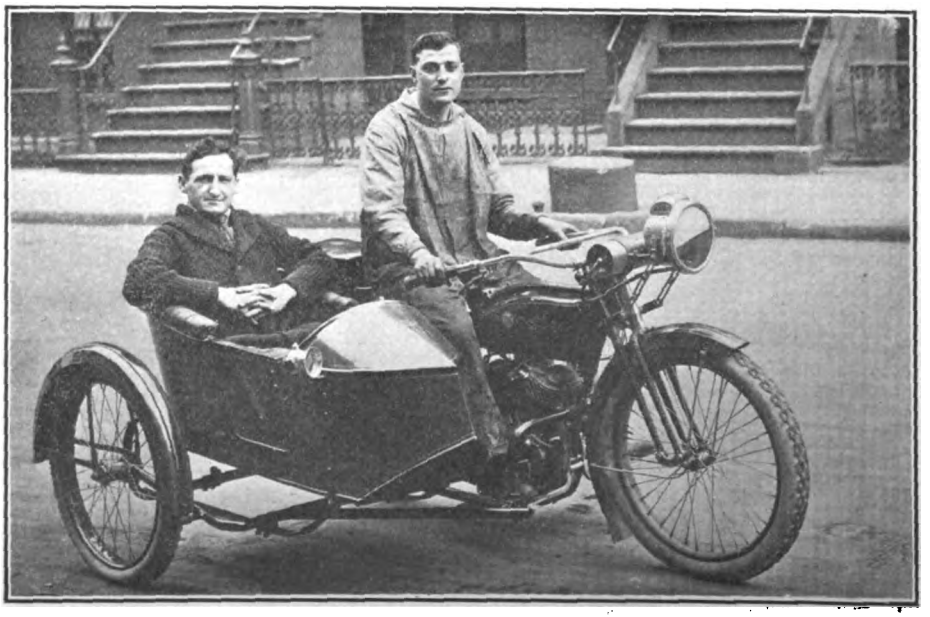
When I feel that my motor should be taken apart for a thorough cleaning, the idea of doing it myself does not appeal to me in the least. It means that I will spend a precious Saturday afternoon and Sunday in the garage instead of on the road, and when one goes to business, riding days are all too scarce to be wasted. For me to take a motor down alone is rather heavy work, but I have to tear right in and do it myself or take the risk of having someone whose mother evidently raised him to be a butcher make a mess of it.

If my local dealer would keep a decent repair shop, my mount could be left with him on Monday evening and would be all ready for me by the next Saturday afternoon. Then there will be another motorcycle booster on the road Sunday, enjoying the combination of good roads, fresh air and a smooth-running motor, instead of one sitting in a garage and getting grouchier each minute; wondering where the rest of the crowd is and what they are doing. My case is, unfortunately, only one of countless others. Here's a chance to get business now and next season, but the dealer isn't seeing it.

We have all met the rider who possesses little or no mechanical ability and who must of necessity depend on a repair

(Continued on page 50)

BOOSTING READING-STANDARD IN JERSEY CITY, N. J.



Agent Andrew Lardine (in Saddle) Ready to Demonstrate Powerful Brown Twin to Customer—Lardino Is a Veteran R-S Dealer and Has a Record for Sales in His City

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SCHWARTZ'S POWER BIKE WEEK PROVES BIG SUCCESS

Line Up of Miami Four-Strokes at Schwartz's Store on Opening Day

NEW HAVEN, Conn.—S. Schwartz, who took on the agency for the Miami Power Bicycle a short time ago, started right in to boom the little four-stroker by holding a Power Bike Week when the first lot arrived. He took page advertisements in the Sunday papers, and half pages up to Wednesday after the shipment had arrived. The balance of the week was taken with quarter pages in the dailies.

The 'Safe, Silent, Clean" end was the center of the entire campaign. There were no mentions of dimensions in any of the ads; the ease of control, the commercial and pleasure sides were the ones that were emphasized. The campaign brought in its full quota of results.

Most of the sales were to men of over 30 years. The actual number of sales was 15 machines in two days, but more would have been made had the weather not been so stormy on the other days of the week. As a result of the Power Bike Week, Schwartz is cleaned out of Miamis and has ordered 25 more to be rushed to him.

Schwartz is thinking of putting on a special salesman to take charge of the Power Bike end, as his bicycle business is growing larger each week. He looks for the sale of 100 Miami Power Bikes within the next month, and is planning to form a Miami Power Bicycle Club. C. A. Van Doren and C. F. Pineau, of the Miami Cycle & Mfg. Co., forces were on hand.

GOOD SALESMANSHIP WINS OUT, SAYS FRISCO DEALER

SAN FRANCISCO, Cal.—Commenting upon the report from a good many retailers that business at present is hardly up to the expectations of a month or so ago, a prominent San Francisco dealer says: "The days of easy money in the motorcycle business are gone. The time was a few years ago when motorcycles sold themselves; people would come in unsolicited, and if you didn't have what they wanted they would take the next best thing offered, and plank down the money.

A good many dealers fell into bad habits then, and do not yet realize the change that has come about. They sit in a chair and complain because business does not come in. As things are now, it takes some salesmanship to make the machines go, and the stores that are getting ahead are those where a man can't go in without having somebody meet him right at the front of the store to learn his wants; where all hands are steadily and enthusiastically boosting the game along and keeping their eyes peeled for prospective buyers."

FOR PARCEL POST SERVICE

BOSTON, Mass., June 1.—It was learned today that the Harley-Davidson Company, here, of which Jess Campbell is branch manager, has received an order for three machines, one equipped with a Cygnet rear car from the local postal authorities. The machines are to be used in the distribution of parcel post matter, which for some time had been a problem to the local post-office people.

More News of Dealers on Page 44

Over 11,000 Miles

On Vitalic Tires!

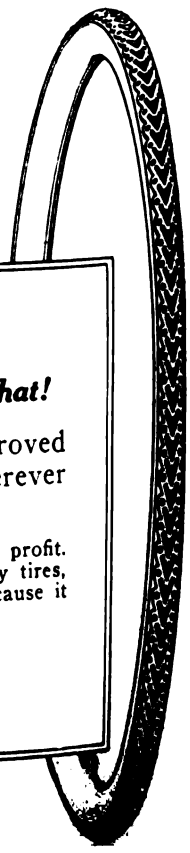
What ordinary bicycle tire could come anywhere near that record? None! It took VITALICS to do it.

Out of over 60 tires used during a period of 25 years by Dr. F. S. Cate of Florence, Cal., the Vitalic was the only one to reach anywhere near this mileage. Among the 60 tires used were the *very best* of other makes, a number of them much higher priced than the Vitalic. But Vitalics ran *more than three times* the average mileage of the seven next best makes of tires used (based on an accurately kept mileage record sworn to before a notary).

It is this unmatched *mileage* which Vitalics are giving wherever used that proves beyond question their unequalled standard of construction; highest quality of rubber instead of the cheaper grade put in ordinary tires; two plies of heavy *motorcycle* fabric, frictioned with pure rubber, instead of common bicycle fabric; an extra heavy inner tube of pure white rubber.

Write for the testing section and examine these features of construction thoroughly.

VITALIC TIRES
TRADE MARK
For Bicycles



Dealers—

Think what you could do with a tire like that!

There isn't any room for doubt—Vitalics have proved their supremacy over all other bicycle tires wherever comparison has been made.

Thousands of dealers rely on the Vitalic to make their tire profit. Once introduced, it easily brings a better price than ordinary tires, and always sells over and over again to the same trade, because it never disappoints.

Write for attractive Display Material and Dealer Helps.

Continental Rubber Works
1718 Plum Street, Erie, Pa.

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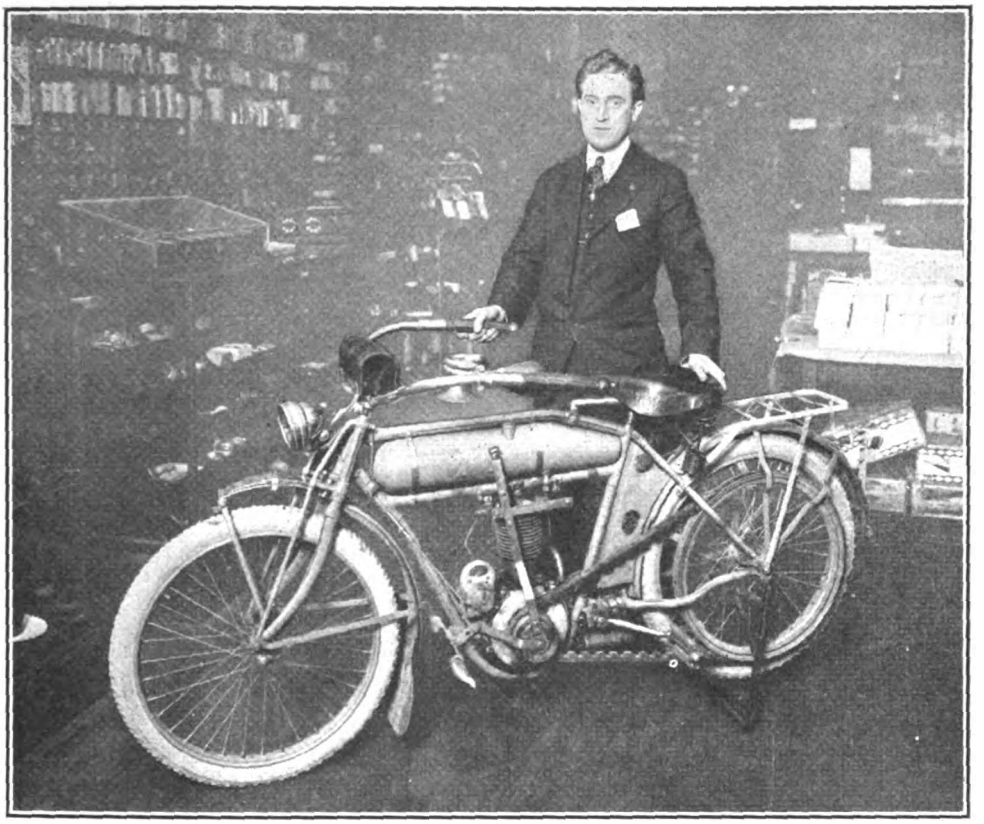
THE BEST DRIVE SPARTAN FOR LIGHTWEIGHTS



"We Have Found Belt Transmission Absolutely Satisfactory"

Buckingham

JOE BUCKINGHAM of the Weaver-Ebling Auto Co., one of the best known tradespeople in New York, writes:

"We have been handling the Pope Motorcycles for two seasons, and have sold quite a number of the Lightweight Model on which we have used Spartan Belts.

"The belt has proven entirely satisfactory even in the most severe tests and in sandy roads, etc., and we have had absolutely no trouble with slipping.

"We have found Spartan Belt Transmission absolutely satisfactory and cannot say too much for the operation of this little Pope Wonder with its

SPARTAN BELT

THE CLEAN, SMOOTH, NOISELESS TRANSMISSION

Made only by
THE GRATON & KNIGHT MFG. CO.
Worcester, Mass.

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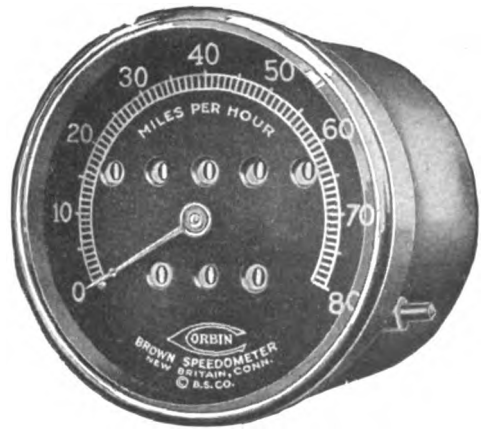

There is just one thing more expensive than driving without a speedometer and that is driving with an inaccurate one. False information is worse than no information at all.

You pay for accuracy.

Get it!

Specify the

CORBIN-BROWN SPEEDOMETER

"The Speedometer of Absolute Accuracy"

Motorcyclists of experience for years have used the Corbin-Brown when making their big drives, their record runs; in fact, whenever they have real man-sized work to do. They realize the importance of having not only an accurate speedometer, but a durable one—one which will stand up under the hardest strain. Such a speedometer is the Corbin-Brown.

Specify it! At all dealers.

Catalog on request.

The Corbin Screw Corporation
THE AMERICAN HARDWARE CORPORATION, Successors
NEW BRITAIN, CONN.
BRANCHES: New York Chicago Philadelphia
Makers of Corbin Duplex Coaster Brakes for Bicycles

NEWARK, N. J.

WALTER GOERKE, the Indian Man, has a contented look, for business has increased 40 per cent over last year's total sales so far. Every third machine sold is a sidecar combination, which proves the popularity of the third-wheel attachment.

Less than 10 per cent of Walter's sales are of rigid frame models and a big majority of the mounts are Prest-O equipped, as deliveries on the electric machines are slow. Second hand sales to date have been money-makers for the Goerke establishment.

CARL W. BUSH COMPANY, handling the Silent Gray, has received its fourth carload of Harley-Davidsons and sidecars this Spring, with another to follow one June 15. This shipment contains 34 machines and 12 sidecars, and puts the firm well on the way to the 200 mark.

Lincoln Holland, sales manager of the company, in commenting on the recent winning of the New Jersey M. C., run by the Harley-Davidson team and in the sidecar class, says: "The winning of the contest was the best argument that there has been no let-up in the Silent Gray march toward perfection and should effectually set at rest the talk that this year's machine is not as good as that of 1915. In fact, the sidecar demonstration of power and stability in the run will be our best talking point during the remainder of the season."

M. I. BUNKIN, manager of the Haverford Cycle Company's branch, is just getting around again after a week's stay indoors, due to a near-collision with an automobile. In the affair, Bunkin upset his Excelsior combination to avoid the four-wheeler which was going at 40 miles per hour.

Bunkin has 20 of the Series 17 Excelsiors being uncrated, with 7 more due this week, and sidecars are being unpacked almost as fast. Smith Motor Wheel sales are hovering around the 50 mark.

DAYTON SALES COMPANY has been putting Dayton Power Bikes out on the road and now has 10 of the front-drive mounts around town. The firm expects to dispose of 25 before the season closes.

COLUMBUS, O.

O. C. BELT, of the Belt Motor Company, Indian agent, in Central Ohio, has just returned from a visit to the Hendee factory at Springfield, Mass. He reports a better trade in motorcycles than last year with nice prospects for the future.

FRANKLIN RUBBER COMPANY, located at 265 North Fourth street, has taken the Central Ohio agency for the Excelsior. The territory consists of three counties, and steps have been taken already to establish a number of sub-agencies.

RUSSELLVILLE, KY.

MACK RICHARDSON has opened a shop here to represent the Indian line of motorcycles and bicycles. The shop is brand new and is finely equipped throughout.

KANSAS CITY, MO.

ORVILLE NEWBY, of Newby Brothers, Henderson agents, has been at St. Joseph, Mo. for the past two weeks with his demonstrator. He reports good results from St. Joe. with the four-cylinder mount.

More News on Page 46.

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Another big WIN for

CYGNET REAR CAR

Sensational Score for both CYGNETS in 1000 Mile Boston-Buffalo Run

2 stock CYGNET REAR CARS flashed away from Boston at the crack of the starting gun. 3 days later **both** swung across the finish line with practically perfect scores. 1029 miles in flood and sunshine, over boulevard or "mucky" country road, up mountain and down hill is a test that tells. Though others failed, the sturdy CYGNETS were "there" every time in the front rank at every checking point. Their well-nigh faultless performance was the sensation of the run.

Notice especially that each Cygnet carried two passengers—these men and the cycle operator testify enthusiastically to the comfort, safety, speed and easy riding of the outfit. No machines or riders came through with half so much ease as the Cygnet men.

Cycle Dealers and Riders, the truly remarkable performance of the CYGNETS means much to you—that here at last is **auto capacity, comfort and safety at the low motorcycle cost.** Of course the CYGNET fits any standard motorcycle—is attached or detached in 30 seconds. And it has a score more of big features that you'll surely want to know about. You'll read our free CATALOG with great interest—write today—NOW.

CYGNET REAR CAR CO.

Dept. 4, 1200 Niagara St., BUFFALO, N. Y.

GOOD AGENCIES STILL OPEN FOR LIVE DEALERS

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ELISCO

Light Gauge, Cold Rolled

Steel Tubing

Unequalled for Mechanical Accuracy and Finish

Made under the "Elisco" process by automatic machines which combine six operations in one, and ensure a degree of uniformity and finish hitherto unobtainable.

We are still able to make reasonably prompt delivery of 18 and 20 gauge tubing in most sizes from 7/16 inch to 2 inch outside diameter.

Let us submit samples and quote prices.

The Elyria Iron & Steel Co.

East 131st Street Cleveland, Ohio

Chicago Office, 1243 Peoples Gas Building
Atlanta, Georgia, Office, Candler Building

TACOMA, WASH.

MOTORCYCLE SERVICE COMPANY has opened a store at 608 South Ninth street, with Ray Pentecost and "Sparkplug" Reichert in charge. Both boys are well known on the Row and in their new departure guarantee the best work on all machines. Parts for all makes of motorcycles are carried and the new concern utilizes a small automobile as a service car.

F. M. BAILEY, distributing the Smith Motor Wheel in this city, reports a number of sales in the South Tacoma district, as well as one to the Dempsey Lumber Company. Another shipment of the little boosters is on the way from the Milwaukee factory.

FRED AMBLADE has taken the agency for the Excelsior in Tacoma and now displays an electric "Big X" sign at his store. Mike Herman, an expert repairman, is in charge of Amblade's shop.

CHARLESTOWN, W. VA.

B. E. ANDRE, who handles the Dayton line of motorcycles in this city, has just returned from a trip to Dayton, O., where he visited the Davis Sewing Machine Company's factory. He reports things humming at that plant and expects a consignment of machines soon.

WASHINGTON, D. C.

F. L. LEISHAAR, handling the Indian in this city, is "painting the town red" with Indians this year. During the season to date he has sold 76 Indians of all models, thereby equalling his sales for the entire 1915 season. His sales were chiefly of the three-speed twin model, and in addition he sold about 25 Indian sidecars and about 15 Hendersons. Leishaar's record was established in the face of competition from another agency for the Hendee product. He predicts that his sales will reach at least an even hundred Indians.

RICHMOND, IND.

EARL J. WRIGHT, who represents the Dayton line of motorcycles, bicycles and the Motor Bicycle, has just returned from a visit to the Davis Sewing Machine Company's factory in Dayton, O. He put in a liberal order while visiting the Dayton plant.

CHICAGO, ILL.

CHICAGO CYCLE SUPPLY CO., of 22 West Lake street, has just taken the distributing agency for Yale bicycles in the Middle West. The negotiations covering this agency were completed with the Davis Sewing Machine Co., of Dayton, O., marketing the Yale cycle. The Davis firm is putting a new and complete line of Yales on the market.

The Chicago Cycle Supply Co. is the first of the big Middle Western and Western jobbers to contract for the Yale. Distribution will be made through Illinois, Indiana, Michigan, Missouri, Oklahoma, Kansas, Nebraska, Iowa and Southern Wisconsin.

CHICO, CAL.

G. C. FISH, of this city, has just closed a contract with the Motorcycle Sales Company, Northern California distributor for the Reading Standard, to handle the agency for Chico for that make. Fish is one of the best-known and most popular riders in this section.

More News on Page 48

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AT THE GOLF CLUB WITH THE CLEVELAND

QUINLAN SAYS

WE have just contracted for Bosch Magnetos for our entire requirements for the coming year, and this is the very best possible recommendation that we could give, indicating that we are willing to pay what appears to be a high price, in order that we may be assured of the very highest type of ignition.

Our Service Department advises that they have experienced absolutely no trouble with the Bosch Magneto, and our Purchasing Department states that they are receiving satisfactory deliveries, and as representative of the Sales Department, the writer appreciates the value of Bosch equipment on the CLEVELAND.

Be Satisfied — The motorcycle you sell CAN be Bosch-Equipt, too. Insist if you must. — Specify Bosch

Correspondence invited.

BOSCH MAGNETO COMPANY

206 WEST 46th STREET NEW YORK CITY, N. Y.

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Questions and Answers

DOUGLAS DETAILS

PLEASE give me some details about the Douglas motorcycle of which readers of the motorcycle magazines are hearing so much these days. What are the dimensions and the power? I presume there are none made in this country.

Chicago, Ill. HARRY JOSEPHS.

The Douglas motorcycle, made in Bristol, England, has a two-cylinder opposed motor, with a bore of 2.37 inches and a stroke of 2.36 inches. It is rated at 2¾ horsepower. The piston displacement is about 25 cubic inches. There is an outside, pressed-steel flywheel and the valves are arranged side-by-side. The motor will turn up to 4,500 revolutions per minute. There is none made in this country, although a motor of similar design may be offered to the riding public in this country for 1917.

PARTS FOR IMPERIAL

I DESIRE to get parts for an Imperial motorcycle. I have written to several companies, but none of them seems to know where the machine was made.

Britt, Iowa. J. F. LORENZ.

The only Imperial motorcycle we know of is made in England, by the New Imperial Cycles, Ltd., Birmingham. There is no agency for this machine in the United States nor do we know where you could get parts. You do not describe the machine at all, so we are at a loss to know if it is the English Imperial, or some privately-built jobbing motor-cycle with that name. Look on the motor for any initials and let us know what you find.

CURING UNEVEN RUNNING

MY 1913 twin has been overhauled and has good speed when run with throttle well open, but when run at low speeds it operates unevenly. When I retard the spark it runs smoothly, however. Kindly advise me of the remedy, and if it is hurtful to run on retarded spark.

EDWARD DAVIES.

Jamaica, N. Y.

The spark is probably set too far forward for running at slow speed. First try to run on a weaker mixture, with spark well advanced, but throttle closed, and see if there is not an improvement in the running. If this does not do the trick, look for leaks along the inlet piping. Then choose whether you would rather have high speed, with poor running at low speed, or good running at low speed and a machine that will not be so fast. If you decide on the latter, put back the magneto timing one tooth. Running on retarded spark is not very good for the motor.

CYCLONE PARTS

I HAVE a Cyclone motorcycle which is in need of repair parts and would be glad to have you inform me if the makers are still doing business or not.

Waitsfield, Vt. ALLAN E. FARR.

As far as we know, the Joerns-Thiem firm are out of business. There was some talk of reorganizing a short time ago, but nothing has come of it. We suggest that you write the company, or communicate with the Bell telephone interests, some manager, in fact, in St. Paul, Minn. We do not know where you can get parts other than the company.

It's Easy to Sell the

Miami PowerBicycle

And Profitable Too

Factory men are getting big wages now and the low first cost, economical upkeep and simple construction of the MIAMI appeals to them.

The Miami Cycle & Manufacturing Co.

Middletown, Ohio

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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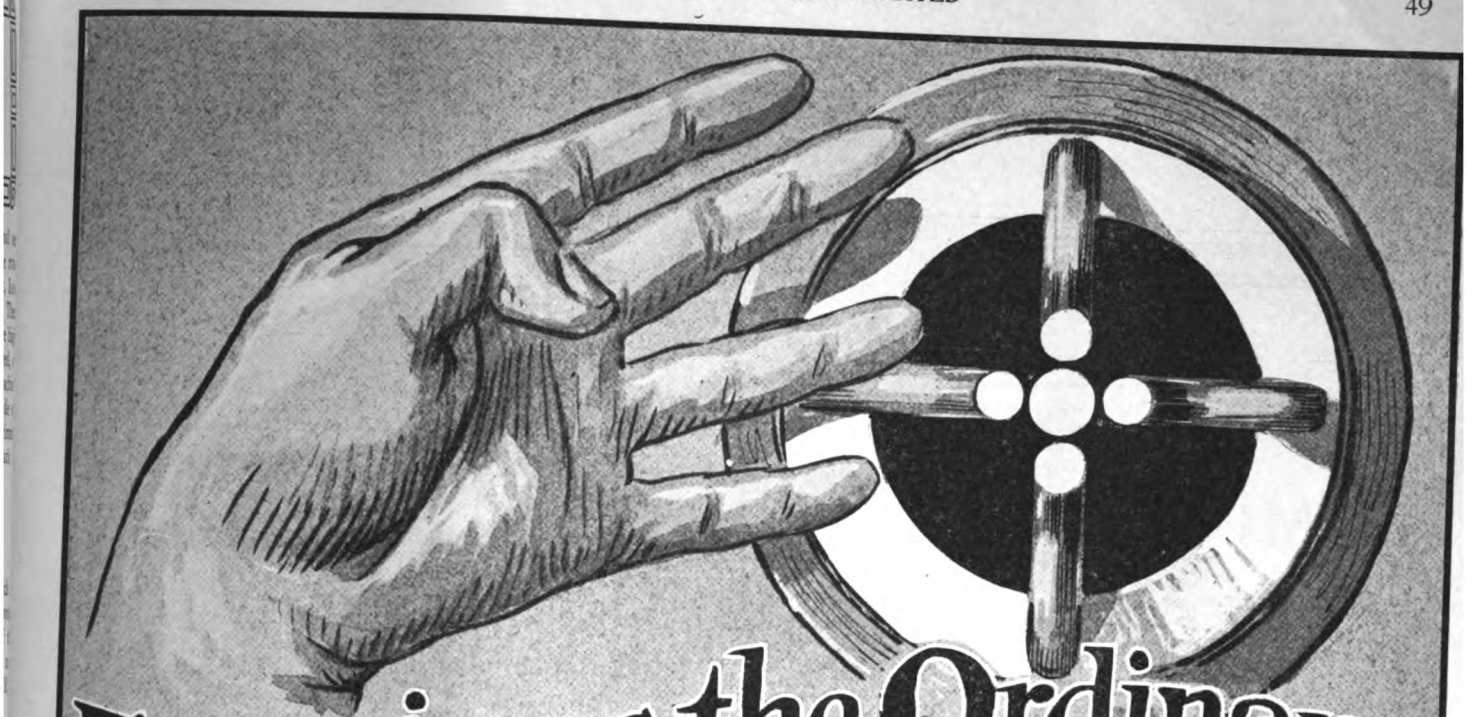

Four Times the Ordinary Spark-Power

Indian Motocycle — WILL RISDEN LOS ANGELES — INDIAN MOTOCYCLES — Indian Motocycle

SO. CAL. DISTRIBUTOR

ACCESSORIES—SUPPLIES—REPAIRS WHOLESALE AND RETAIL

Los Angeles, California.
May fourth,
Nineteen hundred sixteen

Mr. Wm. N. Davidson,
Walker Ave. & Davidson Way,
Oakland, California.

Dear Sir:

Some time in November, you sent us a set of Bethlehem Spark Plugs to put in the 1916 POWERPLUS INDIAN. It gives me pleasure to state that these plugs were put in the first POWERPLUS INDIAN received by us. The machine was used to cover the territory and show to agents, and nearly every one in our territory got their first POWERPLUS ride on this machine. We have since run this machine over eight thousand miles, and to date it has not been necessary to examine - much less, clean - either one of the BETHLEHEM Spark Plugs.

Considering the fact that this machine was placed in hard service the moment it was received, and copiously supplied with oil at all times, to compensate for our not having time to break it in slowly, we think that the performance of these plugs is the most remarkable that ever came to our notice, and it is a genuine pleasure to say the word where we hope it may do some good.

Very truly yours,

C. WILL RISDEN

J. C. Butler Jr.
Motorcycle Sales Manager.

BETHLEHEM FIVE POINT SPARK PLUG

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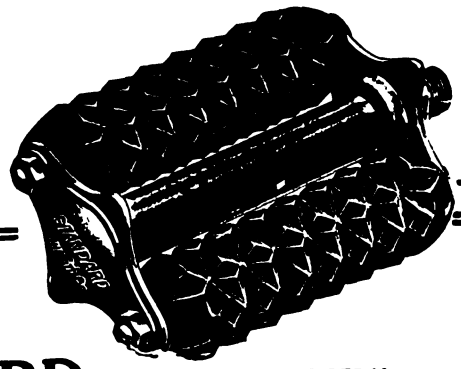


No. 3 MOTORCYCLE PEDAL

No. 3 STANDARD MOTORCYCLE PEDALS

Our products comprise:

Diamond "E" trade mark brand Spokes and Nipples for Bicycles, Motorcycles, Tricycles, Velocipedes, Invalid Chairs, Sulkies, Carriages, Cyclecars and Automobiles. Pedals for Bicycles, Tricycles, Velocipedes and Motorcycles. Toe Clips for Bicycle Pedals. Emergency Axles for Pedals. Screw Machine Products.

When you buy a motorcycle, make sure that it is equipped with STANDARD PEDALS.

Most manufacturers have reasoned out that "STANDARD" EQUIPMENT means increased value on the machine.

STANDARD PEDALS are big, roomy, soft and minimize the shocks. Deeply corrugated to insure positive foot grip. Insist upon STANDARD EQUIPMENT.

The Standard Company

TORRINGTON, CONN.

We are boosters for "One Million Bicycles in 1916"

BITS OF TRADE NEWS FROM BUSY SAN FRANCISCO

SAN FRANCISCO, Cal.—Plans have been completed for a "People Fair," to be held June 4 to 12 at the Municipal Auditorium, along lines similar to the old-time mechanic's fairs prior to 1906. Four dealers in motorcycles will exhibit: John H. Baumgardner with the Indian; Maggini & Perkins with the Harley-Davidson; Motorcycle Sales Co. with the Henderson, and Fred H. Bente with the Excelsior.

The Excelsior exhibit will include a big-valve twin, a regular model, a lightweight and a Superior sidecar outfit. The Motorcycle Sales Co. is preparing literature for distribution at the exhibition, describing Roy Artley's run from Los Angeles to San Diego on a Henderson in better than the best time made by an automobile to date.

A. FREED, of the Pacific Motor Supply Co., has taken another order for Indians, this time from the Pacific Telephone and Telegraph Co. The order is for six Powerplus with spring frame, to be used by foremen and trouble-shooters.

JOHN H. BAUMGARDNER, representing the Indian, has just returned from a two-weeks' vacation trip through northern California.

A. V. TOBEY has retired from the management of the Midway Cyclery, at Sunnyvale, being succeeded by Martin Maas.

A GOOD REPAIR SHOP IS A REAL ASSET

(Continued from page 41)

shop. Many of this class do depend on the shop and soon drop out of sight. You hear, after a while, that this one had sold his machine and tells everyone he meets that motorcycling is a mighty poor sport. Then you hear the same thing about others. If they had been able to get satisfactory repair service when some trivial trouble had happened to their mounts, they would still be enthusiasts and consider riding the best sport ever.

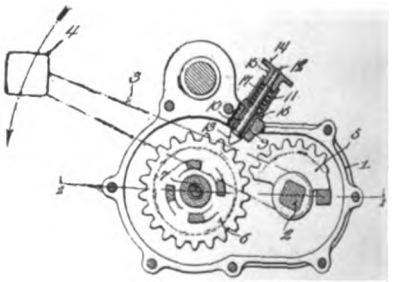
So, wake up, Mr. Dealer and look at things from the right angle. Let us riders feel that we can place some dependence on you. You will find us correspondingly grateful and your business will profit accordingly.

HARLEY MOTOR STARTER

AMONG the many patents granted to William S. Harley, chief engineer of the Harley-Davidson Motor Company, of Milwaukee, Wis., is a recent one, No. 1,184,345. This patent refers to the mechanism on the Harley-Davidson motor starter for bringing the gears in the starter to such relative positions that their teeth will properly intermesh.

In the figure 5 is the segment attached to the crank or arm 3 to which the foot of the rider is applied. The gear 6 is mounted on the main shaft of the gearset. At an angle to the gear 6 is fitted a spring plunger 13 with wedge face and button top 14. A spring 17 keeps the plunger in the upward position when not operated by the rider.

Should the segment 5 not mesh with gear 6 when the rider applies his foot to arm 3, the rider presses on 14. This pushes the wedge 13 downward and engages it with a tooth or in a tooth-space on gear 6 and



so moves this gear as to enable the teeth on segment 5 to intermesh accurately with those on 6.

The patent was issued on May 23, 1916 and is assigned to the Harley-Davidson Motor Company. The application was made by Mr. Harley on August 24, 1915.

NOVEL AWARD AT CANTON MEET

CANTON, O.—The Canton M. C. gave a race meeting at the county fair grounds a short time ago, and among the events was one for the prettiest girl. This was won by Ruth Wottle, of Canton.

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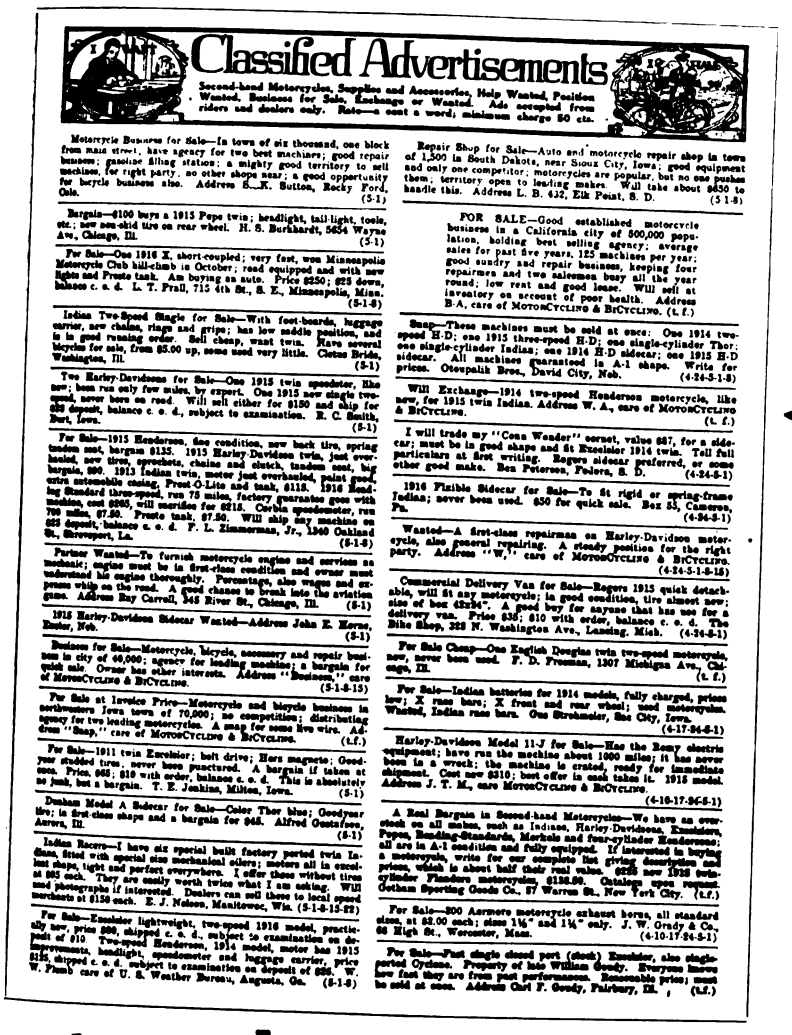
THE BIG STORY!

Do You See It? It's Written All Over This Page



Classified Advertisements

Second-hand Motorcycles, Supplies and Accessories, Help Wanted, Position Wanted, Business for Sale, Exchange or Wanted. Ads accepted from riders and dealers only. Rate—a cent a word; minimum charge 50 cts.

Motorcycle Business for Sale—In town of six thousand, one block from main street, have agency for two best machines; good repair business; gasoline filling station; a mighty good territory to sell machines, for right party, no other shops near; a good opportunity for bicycle business also. Address S. K. Sutton, Rocky Ford, Colo. (5-1)

Bargain—$100 buys a 1915 Pope twin; headlight, tail-light, tools, etc.; new non-skid tire on rear wheel. H. S. Burkhardt, 5654 Wayne Ave., Chicago, Ill. (5-1)

For Sale—One 1916 X, short-coupled; very fast, won Minneapolis Motorcycle Club hill-climb in October; road equipped and with new lights and Prestо tank. Am buying an auto. Price $250; $25 down, balance c. o. d. L. T. Frall, 715 4th St., S. E., Minneapolis, Minn. (5-1-8)

Indian Two-Speed Single for Sale—With foot-boards, luggage carrier, new chains, rings and grips; has low saddle position, and is in good running order. Sell cheap, want twin. Have several bicycles for sale, from $5.00 up, some used very little. Cletus Bride, Washington, Ill. (5-1)

Two Harley-Davidsons for Sale—One 1915 twin speedster, like new; been run only few miles, by expert. One 1915 new single two-speed, never been on road. Will sell either for $150 and ship for $50 deposit, balance c. o. d., subject to examination. R. C. Smith, Burt, Iowa. (5-1)

For Sale—1915 Henderson, fine condition, new back tire, spring fender seat, bargain $135. 1915 Harley-Davidson twin, just overhauled, new tires, speedometer, chains and clutch, tandem seat, big bargain, $90. 1913 Indian twin, motor just overhauled, paint good, extra automobile casing, Prest-O-Lite and tank, $115. 1916 Reading Standard three-speed, run 75 miles, factory guarantee goes with machine, cost $260, will sacrifice for $215. Cleveland speedometer, run 700 miles, $7.50. Prestо tank, $7.50. Will ship any machine on $25 deposit, balance c. o. d. F. L. Zimmerman, Jr., 1360 Oakland St., Shreveport, La. (5-1-8)

Partner Wanted—To furnish motorcycle engine and services as mechanic; engine must be in first-class condition and owner must understand his engine thoroughly. Percentage, also wages and expenses while on the road. A good chance to break into the aviation game. Address Ray Carroll, 345 River St., Chicago, Ill. (5-1)

1915 Harley-Davidson Sidecar Wanted—Address John E. Horne, Exeter, Neb. (5-1)

Business for Sale—Motorcycle, bicycle, accessory and repair business in city of 40,000; agency for leading machine; a bargain for quick sale. Owner has other interests. Address "Business," care of MOTORCYCLING & BICYCLING. (5-1-8-15)

For Sale at Invoice Price—Motorcycle and bicycle business in northwestern Iowa town of 70,000; no competition; distributing agency for two leading motorcycles. A snap for some live wire. Address "Snap," care of MOTORCYCLING & BICYCLING. (t.f.)

For Sale—1911 twin Excelsior; belt drive; Hess magneto; Goodyear studded tires, never been punctured. A bargain if taken at once. Price, $65; $10 with order, balance c. o. d. This is absolutely no junk, but a bargain. T. E. Jenkins, Milton, Iowa. (5-1)

Dunham Model A Sidecar for Sale—Color Thor blue; Goodyear tire; in first-class shape and a bargain for $65. Alfred Gustafson, Aurora, Ill. (5-1)

Indian Racers—I have six special built factory ported twin Indians, fitted with special size mechanical oilers; motors all in tuned shape, tight and perfect everywhere. I offer these without tires at $65 each. They are easily worth twice what I am asking. Will send photographs if interested. Dealers can sell these to local speed merchants at $150 each. E. J. Nelson, Manitowoc, Wis. (5-1-8-15-22)

For Sale—Excelsior lightweight, two-speed 1916 model, practically new, price $80, shipped c. o. d., subject to examination on deposit of $10. Two-speed Henderson, 1914 model, motor has 1915 improvements, headlight, speedometer and luggage carrier, price $115, shipped c. o. d. subject to examination on deposit of $65. W. W. Plumb care of U. S. Weather Bureau, Augusta, Ga. (5-1-8)

Repair Shop for Sale—Auto and motorcycle repair shop in town of 1,500 in South Dakota, near Sioux City, Iowa; good equipment and only one competitor; motorcycles are popular, but no one pushes them; territory open to leading makes. Will take about $650 to handle this. Address L. B. 432, Elk Point, S. D. (5-1-8)

FOR SALE—Good established motorcycle business in a California city of 500,000 population, holding best selling agency; average sales for past five years, 125 machines per year; good sundry and repair business, keeping four repairmen and two salesmen busy all the year round; low rent and good lease. Will sell at inventory on account of poor health. Address B-A, care of MOTORCYCLING & BICYCLING. (t. f.)

Snap—These machines must be sold at once: One 1914 two-speed H-D; one 1915 three-speed H-D; one single-cylinder Thor; one single-cylinder Indian; one 1914 H-D sidecar; one 1915 H-D sidecar. All machines guaranteed in A-1 shape. Write for prices. Otoupalik Bros., David City, Neb. (4-24-5-1-8)

Will Exchange—1914 two-speed Henderson motorcycle, like new, for 1915 twin Indian. Address W. A., care of MOTORCYCLING & BICYCLING. (t. f.)

I will trade my "Coca Wonder" corset, value $67, for a sidecar; must be in good shape and at Excelsior 1914 twin. Tell full particulars at first writing. Rogers sidecar preferred, or some other good make. Ben Peterson, Fosters, S. D. (4-24-5-1)

1916 Flexible Sidecar for Sale—To fit rigid or spring-frame Indian; never been used. $50 for quick sale. Box 53, Cameron, Pa. (4-24-5-1)

Wanted—A first-class repairman on Harley-Davidson motorcycle, also general repairing. A steady position for the right party. Address "W," care of MOTORCYCLING & BICYCLING. (4-24-5-1-8-15)

Commercial Delivery Van for Sale—Rogers 1915 quick detachable, will fit any motorcycle; in good condition, tire almost new; size of box 42x36". A good buy for anyone that has use for a delivery van. Price $35; $10 with order, balance c. o. d. The Bike Shop, 323 N. Washington Ave., Lansing, Mich. (4-24-5-1)

For Sale Cheap—One English Douglas twin two-speed motorcycle, new, never been used. F. D. Freeman, 1307 Michigan Ave., Chicago, Ill. (t. f.)

For Sale—Indian batteries for 1914 models, fully charged, prices low; X rear bars; X front and rear wheel; used motorcycles. Wanted, Indian rear bars. Geo Strohmeier, Sac City, Iowa. (4-17-24-5-1)

Harley-Davidson Model 11-J for Sale—Has the Remy electric equipment; have run the machine about 1000 miles; it has never been in a wreck; the machine is crated, ready for immediate shipment. Cost new $310; best offer in cash takes it. 1915 model. Address J. T. M., care MOTORCYCLING & BICYCLING. (4-10-17-24-5-1)

A Real Bargain in Second-hand Motorcycles—We have an overstock on all makes, such as Indians, Harley-Davidsons, Excelsiors, Popes, Reading-Standards, Merkels and four-cylinder Hendersons; all are in A-1 condition and fully equipped. If interested in buying a motorcycle, write for our complete list giving descriptions and prices, which is about half their real value. $225 new 1916 twin-cylinder Flanders motorcycle, $116.50. Catalogue upon request. Gotham Sporting Goods Co., 57 Warren St., New York City. (t.f.)

For Sale—800 Aermore motorcycle exhaust horns, all standard sizes, at $2.00 each; sizes 1¼" and 1¾" only. J. W. Grady & Co., 66 High St., Worcester, Mass. (4-10-17-24-5-1)

For Sale—Four single closed port (stock) Excelsior, also single-ported Cyclones. Property of the late William Goudy. Everyone knows how fast they are from past performances. Reasonable price; must be sold at once. Address Chas F. Goudy, Fairbury, Ill. (t.f.)

Not a Single *Thor*

Second-hand or otherwise, for sale —not one! And we can take you out on the country roads and city streets where you will see Thors that have been in use for thirteen years!

The CLASSIFIED AD Man Says: "Waiting for Thor 'For Sale' Ads Is a Light Occupation!"

Get Our Catalogue

AURORA AUTOMATIC MACHINERY COMPANY

GENERAL OFFICES, Thor Bldg., 1307 Michigan Avenue, CHICAGO

SALES OFFICES AND WORKS, 361 W. Superior Street, Chicago PACIFIC COAST BRANCH, 61 Fremont Street, San Francisco

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HOW AGENT KIRK SHOWS THOR'S PULLING POWERS

Kirk with Thor Combination and Surrey Drawn Through Skiatook Streets

SKIATOOK, Okla.—D. F. Kirk, who represents the Thor in this city and vicinity, has been active in boosting the Giant Twin and other models of Aurora built motorcycles on every occasion. His latest stunt is drawing an old and heavy surrey containing six children.

"The surrey is pretty stout," says Kirk, "and I have had the machine up to a pretty good clip, too. But if I open her too wide, I am afraid that the old carriage will not stand the strain. I have often hauled six grown people and a sidecar passenger with the Giant Twin.

EXPORTS CONTINUE LARGE DESPITE BRITISH EMBARGO

(Continued from page 9)

ures themselves are small, the jump that has taken place in the 12 month interval amounts to 60 per cent., which in itself is significant. On the other hand, a drop of 50 per cent. has taken place in our cycle imports during the nine month period ending with March of this year, contrasted with a similar period ending with March of last year. For the former period the imports amounted in value to $25,964, as against $68,952, the figures for the latter period.

Hawaii took only $2,985 worth of motorcycles, bicycles, and parts during March of this year, as against $6,323 worth during March of last year. However, during the nine month period ending with March of this year our Pacific Ocean territory took $64,948 worth of the same goods, as against only $47,461 worth for the period ending with March a year ago. Porto Rico, on the other hand, took only $967 worth of cycle goods during March of 1915, as against $2,135 worth during March of the present year, while during the nine month period ending with 1915 she took $20,664 worth, as against $19,629 worth of American cycle goods imported during the nine month period ending with March just past. No such contradictory figures are given for our cycle trade with Philippine Islands. Our Oriental possessions took cycle goods to the value of $500 during March of 1915, but increased it to $2,331 during the third month of the present year. During the nine month period ending with March a year ago they took $22,364 worth as against $37,573, the value of our cycle trade with them during March of this year.

MEMPHIS TIRE TO GIVE REAL SERVICE TO MOTORISTS

MEMPHIS, Tenn.—The Memphis Tire & Vulcanizing Co., at Marshall and Union streets, has undertaken to supply real service to automobilists motorcyclists, etc. The concern has placed telephone stations, 100 in number, on all of the leading roads and streets, parkways, country club routes, etc., at places where other 'phones are not acessible in case of trouble.

All Duckworth!

Rider.	Machine	Tires	Magneto.	Chain.	Club.
Elmer J. Mills.....(1996)	Indian	Goodyear	Split. Mag.	Duckworth	N. Brunsw'k M.C.
W. J. Buhle.....(1995)	Harley-Dav.	Firestone	Remy	Duckworth	Milwaukee M. C.
H. E. Munath.....(1995)	Indian	Goodyear	Dixie	Duckworth	New Jersey M. C.
Arthur Dunham.....(1995)	Indian	Goodyear	Dixie	Duckworth	Bridgeport M. C.
Ivan F. Jacobs.....(1994)	Indian	Goodyear	Dixie	Duckworth	Cleveland M. C.
H. C. Scherer.....(1993)	Harley-Dav.	Firestone	Remy	Duckworth	Grand Rapids M.C.
A. W. Herrington..(1992)	Harley-Dav.	Firestone	Remy	Duckworth	Milwaukee M. C.
Simeon Stone.....(1989)	Indian	Ster.-Goody'r	Dixie	Duckworth	Paterson M. C.
Bertram M. Walker.(1985)	Indian	Goodyear	Split. Mag.	Duckworth	Speedway M. C.

In the N. J. Run

Duckworth supremacy and popularity were clearly shown in this grinding endurance run of 400 miles, every trophy and medal winner being DUCKWORTH equipped!

At Los Angeles

987 miles of rough going, DUCKWORTH superiority again manifested itself—the three winners had DUCKWORTH CHAINS on their mounts.

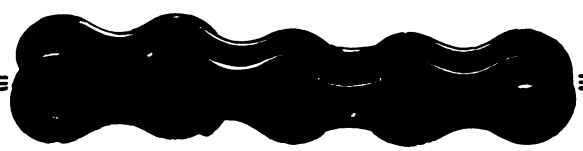
Boston-Buffalo

The first 1000 mile endurance run ever held brought out the sterling DUCKWORTH quality in no uncertain way—for the perfect score was made with a DUCKWORTH-equipped sidecar combination.

From coast-to-coast the story is the same—

"DUCKWORTH FOR YOUR MONEY'S WORTH!"

DUCKWORTH CHAIN & MFG. CO., Springfield, Ohio



The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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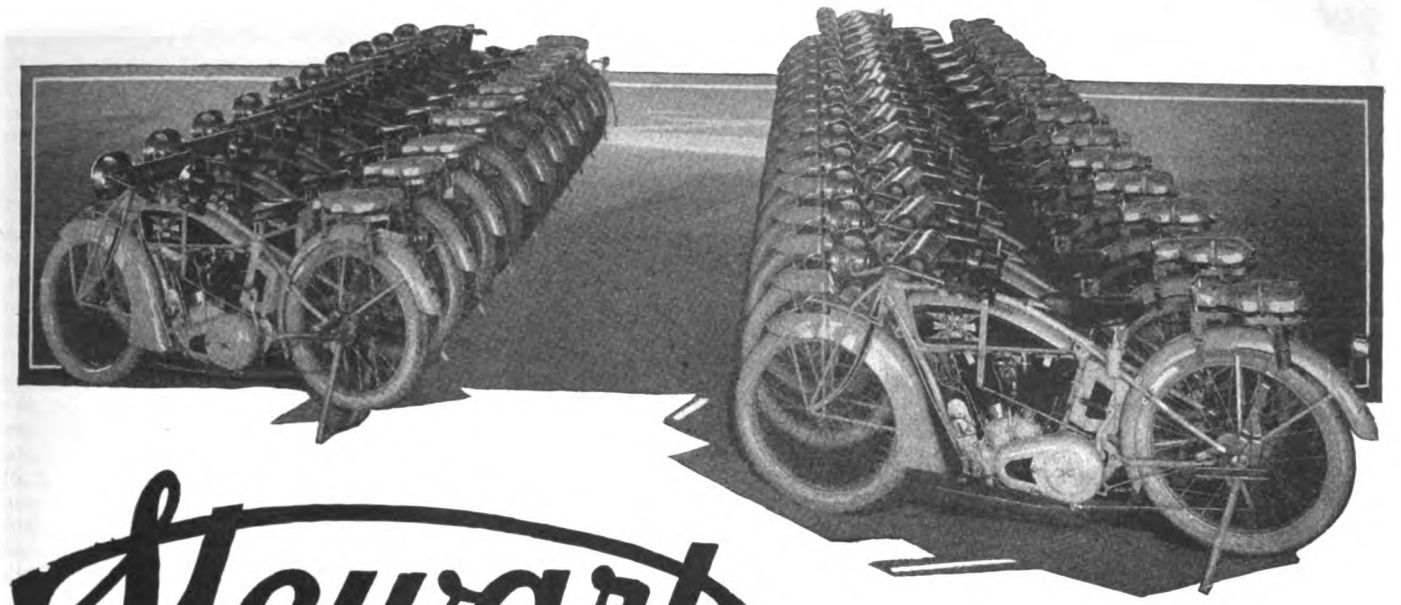

Stewart

Motorcycle Necessities

Are Used by Liberal Motorcycle Manufacturers

Above are shown 25 Model 17-3 Excelsior Autocycles ready for shipment to the State of Wisconsin to be used by the Conservation Commission.

These autocycles are equipped with Stewart Hand-Operated Warning Signals.

Many motorcycle manufacturers desiring to offer riders the utmost in pleasure, safety and economy are using Stewart Motorcycle Warning Signals and Stewart Motorcycle Speedometers as regular equipment.

These are liberal manufacturers who are willing to pay the extra cost of Stewart accessories to give you the best.

In buying a new motorcycle look for the liberal manufacturer who uses Stewart Products. You will be sure of a quality machine all the way through.

If you are not buying a new motorcycle this year bring your present one up-to-date—make it safe and add to your pleasure by getting a Stewart Motorcycle Warning Signal ($3.50) and a Stewart Motorcycle Speedometer ($10 complete) today.

The Stewart-Warner Speedometer Corporation, Chicago, Ill.

Branches and Service Stations in all Principal Cities

Stewart products are for sale by motorcycle and accessory dealers everywhere

Motorcycle
Warning Signal

$3.50

$10

Motorcycle
Speedometer

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PLANS UNFOLDED FOR NEW BRUNSWICK RUN

Starters Will Go Around 56 Mile Course Until All But One Is Eliminated in Each of Three Divisions

NEW BRUNSWICK, N. J.—June 5.—The Indian M. C. will put on one of the most trying tests for man and motorcycle starting 3.00 p. m. July 1, and running until all the competitors have been eliminated except one in each class. It is a type of contest original with these boys who ran off their first one last year successfully with a record of 38 hours and 851 miles for the two leading men. This year they have made conditions, both in regard the schedule and the course, possible so the event may run over 1000 miles to bring out the winner.

This year the course is as follows: New Brunswick, Old Bridge, Helmetta, Jamesburg, Dayton and back to New Brunswick and then out on the upper loop through Bound Brook, Somerville, Millstone, to New Brunswick. It is approximately 56 miles and has to be covered in two and a quarter hours by solo and sidecar and two and three-quarter hours by lightweight.

No contestant will be allowed to race round the course and loaf in New Brunswick; the leeway allowed will be 5 minutes on the early side of the scheduled time at the check. No allowance for a contestant coming in late; he is eliminated.

Sidecar drivers must not be relieved at the bars under penalty of disqualification and checks at the ends of the loops will be maintained to keep the riders on the course at all times.

All contestants start with a zero score and begin accumulating points at the rate of one per mile ridden, the man with the most mileage, naturally having the greatest number of points wins in his class.

Silver cups are being donated, H. Clark Saunders, Indian agent, the City Commissioners and the Board of Trade having offered one each already. The committee in charge is soliciting a large prize list from the accessory manufacturers and in addition gold, silver and bronze medals will be awarded to the contestants who will have been eliminated just before the contest ends. In other words the runners-up will be rewarded for their efforts.

The contest is sanctioned by the F. A. M., so that if any records are made in either class the winners will be credited with the record on the federation's book. At present no sidecar or lightweight 24-hour record has been attempted and this affords a rider a chance to be the first to take a crack at old Father Time.

Requests for entry-blanks should be addressed to Harold DeHart, Indian M. C., 93 Carroll Place, New Brunswick, N. J.

BULLETINS TO AROUSE INTEREST

HAMILTON, Ont.—The officers of the Hamilton M. C. have arranged to place bulletin boards in the windows of most of the local dealers on which are fastened club notes, photographs and printed items of interest to Hamilton riders.

McCOLL OPENS SECOND BRANCH

PARKHILL, Ont.—Ken. D. McColl, of Parkhill, formerly a popular racing man of London, Ont., has opened his third motorcycle, bicycle and sporting goods store in Western Ontario, the latest being at Thedford. His main store is at Parkhill and another branch is located at Forest. He handles the Excelsior and recently he added the Smith Motor Wheel.

TO EXHIBIT CYCLE CORPS TACTICS

TORONTO, Ont.—The cycle corps of the 109th Regiment, Toronto, commanded by Staff Sergeant G. L. MacKay, formerly Dominion Racing Board Chairman of the Canadian Wheelmen's Association, is drilling the members of the section in fancy and trick movements in preparation for exhibitions at patriotic demonstrations, fall fairs and other events. The members of the cycle corps consist of practically every racing rider left in Toronto. Sergeant MacKay is already booking dates for engagements with the idea of arranging exhibition tours throughout different Ontario sections.

PASSES CAR, PAYS $5 FINE

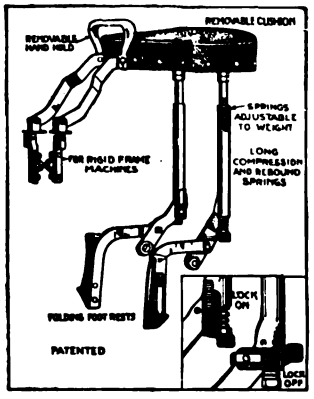
PETERBORO, Ont.—Because Detective Newhall of the Peterboro police department was on a local street car which was outdistanced by a motorcycle ridden by Harry W. Ristow, the latter was fined $5 by Magistrate Dumble in the local court.

BUSINESS BUILDERS

The Stoll Combination Tandem No. 2

with SPRING FOOTREST ATTACHMENT

leaves nothing to be desired in the way of COMFORT and SERVICE



Stoll Combination Tandem No. 2
Price $11.00

IT IS A BIG SELLER

More than 1000 owners of 1915 and 1916 Stoll No. 2 tandems are already enjoying the added pleasures thru the use of this attachment. It is simple, neat, practical, and

Relieves the Feet of All Jars

Moving Footrest Attachment No. A Only
Price $3.85

Do you realize that these features which are so necessary to insure the greatest of Comfort and Satisfaction, are found only in Stoll No. 2 tandems?

Neat locking device prevents rattle and wear.
Quick-detachable cushion—snaps on or off like a glove. Makes an ideal luggage carrier. No straps to lose.
Long, flexible enclosed springs, working in oil, provide smooth and easy riding.
Springs can be instantly adjusted for different weights.
All joints are pivoted; insures easy riding and freedom from shocks whether you sit at the front or back of the tandem. Not rigid in front like most tandems.

Bear these features in mind when you buy your tandem. Get the greatest value for your money. The surest way is to insist upon having a STOLL tandem. Your dealer has it or can get it for you.

Manufactured by

THE STOLL MANUFACTURING COMPANY Denver, Colo.

(The largest motorcycle tandem factory in existence.)

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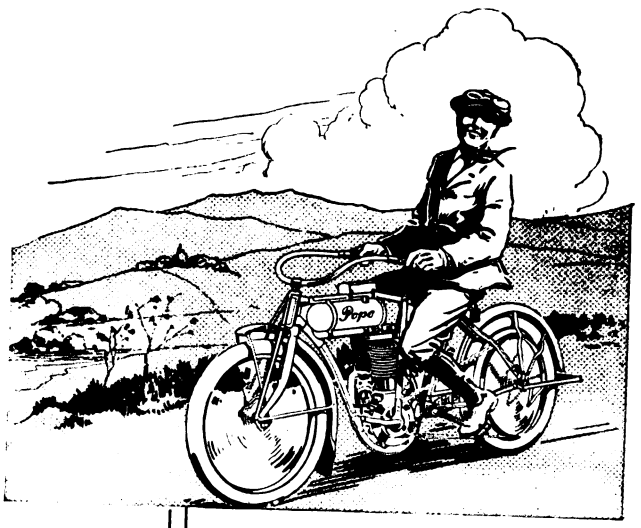
For a Real Man's Vacation



there's nothing that can beat a Pope Lightweight. Ready at all times to take him to his favorite trout stream, the tennis courts or the golf club, it furnishes the cheapest method known for traveling around speedily.

During the six years of its popularity, the Pope Lightweight has achieved a reputation for not only getting there, but getting back. Built along motorcycle, rather than bicycle, lines it is strong and wonderfully powerful for its size.

All the red-blooded men in your community will be answering the powerful call of the outdoors in a few weeks. They will take kindly to the Lightweight which costs so little at first and which carries them wherever and whenever they want to go with such a slight demand upon their vacation roll.

Get a stock of Pope Lightweights on your floor and tell their attractive story to the vacation prospect. Enlarge upon their simplicity, ease of operation and splendid construction—with Schebler carburetor, Spartan V-Belt, Eclipse clutch and United States motorcycle tires. You'll find that they sell like high hats to Fourth of July orators—with a good profit in every sale.

Pope

Lightweight

Price, Only

$150.00

Westfield Manufacturing Company

(Successors to the Pope Mfg. Co.)

11 Lozier Avenue **Westfield, Mass.**

Largest Manufacturers of High-Grade Bicycles in the World

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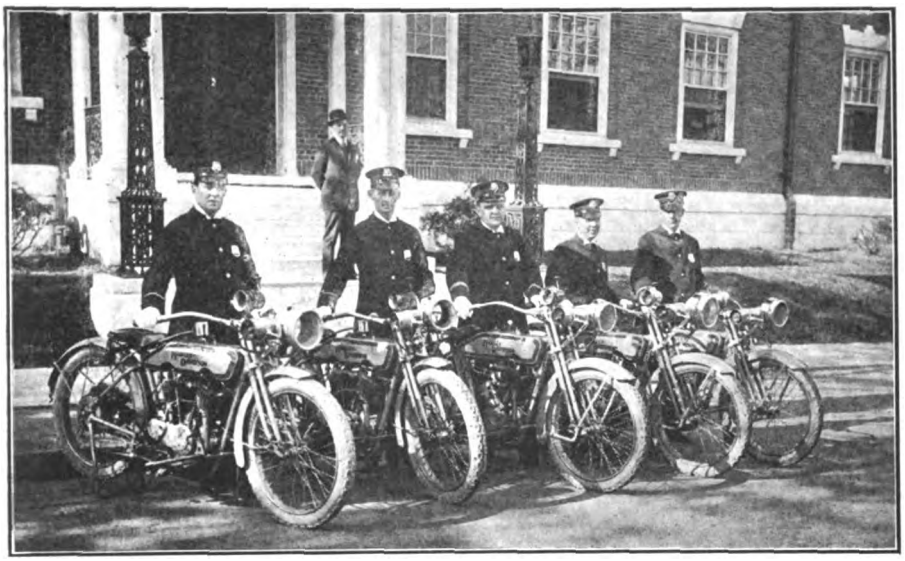
MT. VERNON POLICE USE HARLEY-DAVIDSONS



Mt. Vernon Cops with New Mounts Obtained From Colen

MT. VERNON, N. Y.—J. I. Colen, Harley-Davidson dealer in this city, has sold six three-speed 1916 twins to the Mt. Vernon police force, five of which appear with their riders in the illustration herewith. In addition to the police machines, Colen has sold eight others to the Westchester Lighting Company.

Colen, who was formerly in the surgical department of the Johns Hopkins University, has built up a thriving business in this city, in both motorcycles and bicycles. His repair shop is very busy these days. He uses the slogan "We Fix Everything" on all his stationary and lives up to the motto at all times.

BALL PLAYER'S LONG TRIP

WASHBURN, Wis., May 31.—The chance of becoming a member of the Washburn baseball club is the lure which prompted Ace Willey, a former resident of the city, to desert the sunny clime of California and make a trip from San Francisco to Washburn with his Harley-Davidson motorcycle.

BIDS FOR 1917 PLATES

FRANKFORT, Ky.—Bids will be received from June 15 to June 20 by James P. Lewis, Secretary of State for Kentucky, for furnishing 30,000 license plates to used on motorcycles and automobiles during 1917.

USE MOTORCYCLES NOW

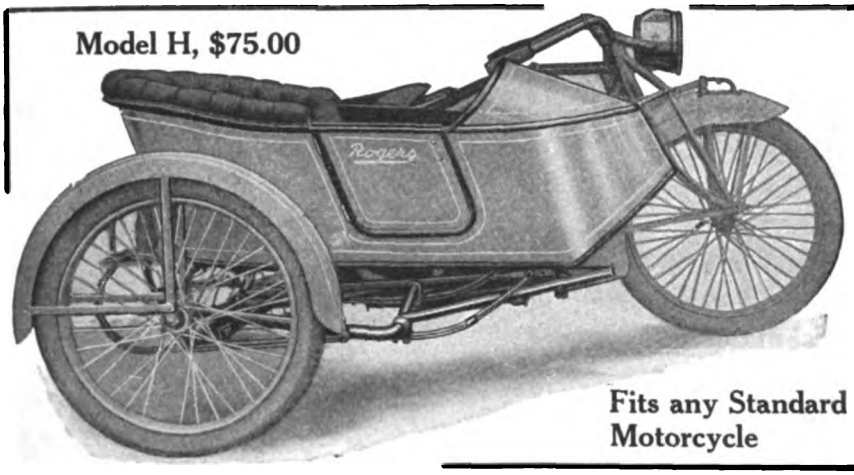
SPOKANE, Wash.—On account of the poor trolley service between this city and Parkwater, a considerable number of residents of the latter suburb have purchased motorcycles and power bicycles. The tendency is well liked by local dealers.

HENDERSONITES RIDE TO OLYMPIA

TACOMA, Wash.—Six members of the Henderson M. C. of this city, rode to Olympia one day last week under the guidance of Agent Fuller. Nisqually Falls was visited en route. The 100 mile trip over good roads was made in fast time.

TAKES ON CLEVELAND

TACOMA, Wash.—The Fuller Cycle & Supply Company has taken the agency for Cleveland bicycles for Tacoma. The firm also handles Dayton products.



ARE YOU PREPARED

We hope that war is a long way off, but **VACATION TIME** is near.

If your motorcycle is not equipped with a

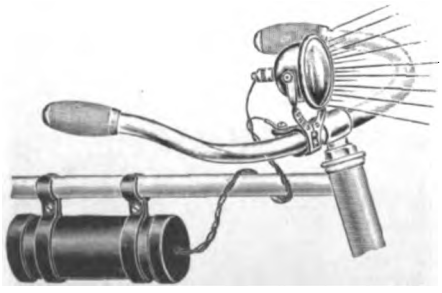
Rogers Sidecar

you will lose half the pleasure of your vacation.

Get Busy Now.

Rogers Manufacturing Co. 337 W. Madison St. Chicago

Irving Beck (Service Station) 1493 Fifth Ave., New York



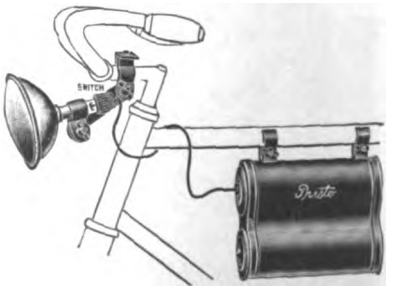
No. 1650

PRESTO-ELECTRIC BICYCLE LAMPS

$1.10 TO $1.90

Eliminate All Danger By Using a PRESTO Electric Light On Your Bicycle

The PRESTO gives a powerful, penetrating light. Adjustable pivoted reflector, throwing light in any direction desired. Any ordinary dry cell battery operates PRESTO light. Made in eight different styles. Reflectors highly polished and nickel plated. **Retail prices from $1.10 to $1.90, without battery.** Dealers, write today for complete information.



No. 1682—Equipped with 3 Volt Tungsten Bulb—4" Bull's Eye Lens

METAL SPECIALTIES MFG., COMPANY 730-738 WEST MONROE STREET CHICAGO, ILLINOIS

You get quick results from advertisers when you mention MOTOR CYCLE ILLUSTRATED.

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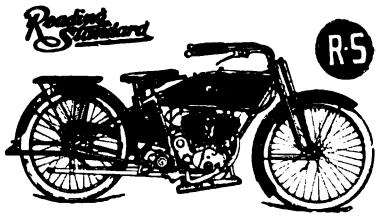
RIDE AN R-S FOR REAL SATISFACTION



12 H. P. 3 speed
Model 16B $265

6 H. P. 3 speed
Model 16K $230

Large folding foot boards, foot and hand operated clutch, foot operated brake, double oiling system, the R-S shock absorbing seat post, adjustable to weight of rider; these are but a few of the "trimmings" which carry out to the smallest detail the Policy of Service plus Comfort.

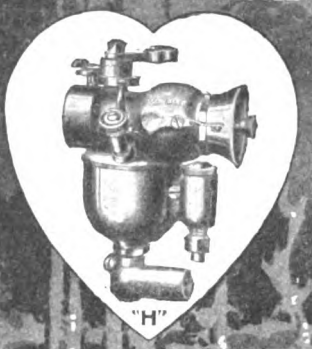
Then, too, its powerful and silent long stroke motor with imported ball bearings, mechanical intake valves and integral cams and gears serves to give the R-S buyer *more* value, *more* service, *more* satisfaction.

Write for New Catalog

READING STANDARD CO.
501 Water St., Reading, Pa.

The SCHEBLER CARBURETOR
America's Standard
Supreme through Merit

THE HEART OF THE MOTORCYCLE



WE EQUIP
THOR
POPE
YALE
EAGLE
INDIAN
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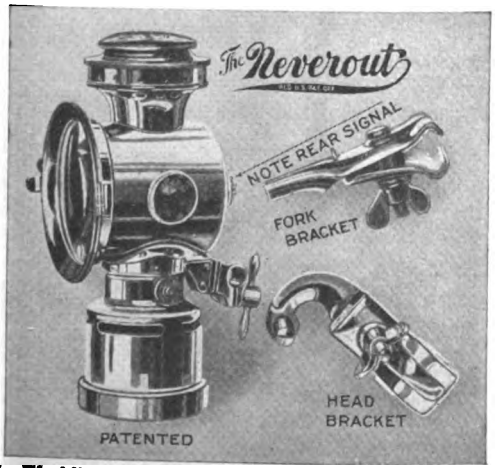
SPACKE
DE LUXE
CYCLONE
EXCELSIOR
HENDERSON
IVER-JOHNSON
HARLEY-DAVIDSON
READING STANDARD

WHEELER & SCHEBLER
INDIANAPOLIS, INDIANA, U.S.A.
BRANCHES AND SERVICE STATIONS IN ALL PRINCIPAL CITIES

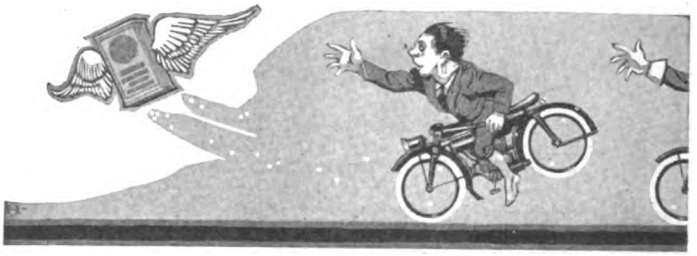
The Neverout
PATENTED
BICYCLE OIL LAMP



The World's Most Famous Bicycle and Motorcycle Lamps

GUARANTEED TO STAY LIT
(or money refunded)
Made of best Quality brass—Cannot rust
Riveted and Clinched
FOR SALE BY LEADING DEALERS
Write today for complete description

ROSE MANUFACTURING COMPANY
933 ARCH ST. PHILADELPHIA, U. S. A.

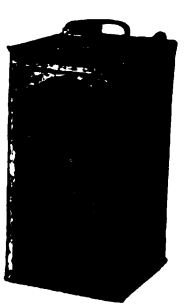


THE EFFICIENCY OF ANY MOTORCYCLE

Is greatly improved by using quality lubricants—oils that readily lubricate *without* injury to the engine or any of its frictional parts.

HARRIS
TRADE MARK REG. U.S. PAT. OFF.
OILS AND **GREASES**

actually increase mileage and speed at less cost per mile. Try HARRIS OILS—it costs but little to test the remarkable QUALITY of these lubricants.



"A Little Goes a Long Way And Every Drop Counts"

A. W. HARRIS OIL CO.
326 S. Water St., Providence, R. I.
Branch: 143 No. Wabash Ave., Chicago, Ill.

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SIX PERFECT IN POUGHKEEPSIE RUN

Revised Scores Show That Four Solo Riders and Two Sidecar Pilots Came Through with Clean Slates—Ten Fall Out

POUGHKEEPSIE, N. Y., June 5.—The revised score sheets in the 20-hour endurance run of the Poughkeepsie M. C. show that, as was reported in the last issue of **Motor Cycle Illustrated**, four solo riders completed the grind on May 28 with perfect scores and, in addition, two sidecar pilots managed to scrape through without penalty. The perfect score men were: F. Horlacher, B. Willig, R. Horlacher, on Harley-Davidsons, and J. Erts, on an Indian, in the solo class, and W. A. Gindele and H. Cork, on Harley-Davidsons, in the sidecar division.

The route lay from Poughkeepsie to Albany, then to Canajoharie, which point most of the riders reached on time. From there on, however, steep, slippery grades for which the Catskill region is noted, made all the worse by continued thunder showers, put a full ten of the 33 starters out of the running. Oneonta was the third checking stop, and from there the route lay back to Poughkeepsie again. The full scores are as follows:

Solo Division—F. Horlacher, Harley-Davidson, 1,000; B. Willig, Harley-Davidson, 1,000; R. Horlacher, Harley-Davidson, 1,000; J. Erts, Indian, 1,000; G. Strongman, Harley-Davidson, 973; W. Merritt, Harley-Davidson, 970; H. Gindele, Indian, 500; C. Bodley, Indian, 500; F. Bennett, Indian, 500; C. Pegg, Harley-Davidson, 500; H. Eastmead, Harley-Davidson, 500; J. Hildwein, Harley-Davidson, 500; C. Baker, Harley-Davidson, 488; T. Henkes, Indian, 449; C. Schroder, Dayton, 350; A. Kaiser, Indian, 349; J. Bishop, Indian, 349.

Sidecar Division—W. A. Gindele, Harley-Davidson, 1,000; H. Corke, Harley-Davidson, 1,000; E. Taylor, Harley-Davidson, 880; R. Whalen, Indian, 500; S. Sherow, Indian, 500; Wm. McDowell, Harley-Davidson, 449.

DIXIE HIGHWAY MEN MEET TO POST ROUTE IN OHIO

HAMILTON, O.—The Hamilton members of the Butler County Dixie Highway Association met recently to place more than 200 metal direction and danger signs over the route in the southern part of the county. Middletown members of the association covered the northern part at the same time.

BAREFOOT BOOKLET BARES BLACK TREAD BENEFITS

AKRON, Ohio, June 5.—The benefits accruing to the vehicle owner through the use of the new Goodrich Barefoot safety tread tire, and the reasons for the use of the black rubber in the tread from which it takes its name, are most interestingly set forth in a little booklet which has just been gotten out by the B. F. Goodrich Co. Among other things it is pointed out in the booklet that the new black tread on the tire is made of an exclusive, secret and unusual rubber compound which is lighter in weight than the orthodox tread rubber and which is free from "sand papery" ingredients. It is claimed that the black tread clings closely to the road and does not grind over it, this happy result being brought about by the stretch of the tread which acts as a sort of a lubricant between the inner fabric structure and the road.

The little booklet, which is a distinct aid to dealers carrying the Goodrich line, is gotten out in two colors and can be had by Goodrich dealers in quantities for the asking.

INNER TUBE RESILIENCY IS DESIRABLE QUALITY

IN a recent letter to the trade the Goodyear Tire & Rubber Company of Akron, O., states that the ability in an inner tube to stretch freely under strain and return to its normal condition when the strain is removed is a most desirable feature. "A few years ago," says the letter, "some manufacturers took pride in announcing that their tubes were so strong that they would not stretch. But all this is now changed, and tube makers emphasize the stretching qualities of their tubes.

"First of all, a tube should be made of the best rubber, with only enough mineral matter to make curing possible. Pure rubber without mineral matter will not cure at all. Air, being a gas, will very slowly permeate almost any kind of a solid. However, in its permeation of rubber, the lowest degree can be accomplished, using the purest rubber obtainable.

"Rubber in tubes must neither harden nor crack, but it must recover from its stretch in a casing even after longe use. Nothing is more annoying than to have a tube stretch in an old casing so that it cannot be used in a new casing."

The Value of Being Right

ONE of the chief assets in handling the Cyclemotor is **knowing** that it is **built right** and is going to **work right.** There are no mechanical faults to "explain" or remedy, and no later imperfections to adjust. It gives perfect satisfaction **from the start.**

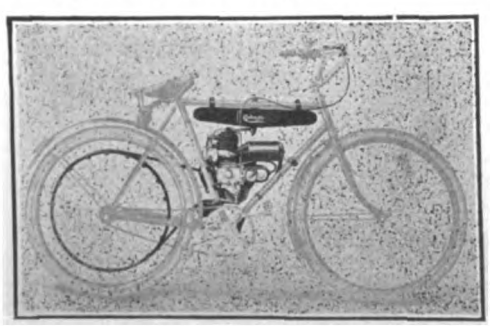
The dependable and efficient method of transmitting power to the rear wheel is an example of Cyclemotor ingenuity and achievement. Through this unique arrangement is obtained an effective, noiseless, clean transmission requiring no attention or upkeep expenses and consuming no running power.

Combined with the famous high speed, two-stroke, 15 pound motor it makes the simplest and most practical motor attachment for good dealers to handle.

Write for detailed particulars today and be the exclusive representative for your town.

CYCLEMOTOR CORPORATION

Arlington Bldg., Rochester, N. Y.



Belt rim large diameter giving less strain than "pull" from hub when pedaling.

Rigidly fastened directly to spokes with patented clamps having a positive grip and self-locking device.

H·R Stands for RENOLD

"The Chain of Proven Reliability"

Special Service Chains

8198 5/8" Pitch 1/4" Width **DON'T FORGET** 8199 5/8" Pitch 3/8" Width

that Renold Chains are the lightest weight chains on the market for the great breaking strength obtained.

A century in business! 1816-1916!

Peter A. Frasse & Co., Inc., Canal and Sullivan Sts., **New York City**

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BE THE LEADING DEALER IN YOUR SECTION

Nothing will do more to bring this about than to establish yourself headquarters for the now CELEBRATED

A. B. C. GENERATORS

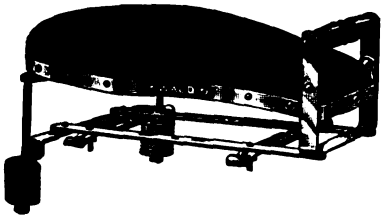
The most simple—therefore the most developed Motorcycle Electric System on the market. Claims of Superiority — Applicability — Stability — Efficiency — Durability — Flexibility and Accessibility.

New Prices MODEL B—Complete less lamps Direct Lighting **$25.00** | MODEL C Batt. Charging **$30.00**

You don't THINK you see the road—YOU DO SEE IT. Transportation paid on retail sales.

A. B. C. GENERATORS CO., Los Angeles, Calif.

All Los Angeles Police Use the A. B. C.



No. 422 tandem to be used on rigid carriers, the price includes one pair footrests.

Retail Price

$5.50

Complete

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WALD MANUFACTURING CO.

Dept. F **SHEBOYGAN, WIS.**

$1 a Foot to the Rider

Would YOU, Mr. Rider, pay extra for a chain that is GUARANTEED to be the strongest, most durable and yet the lightest chain for its strength in the world? Wouldn't YOU figure that a few cents extra spent on a chain that practically eliminates all chain troubles is MONEY WELL SPENT! Go to your dealer, and ask to see

"The Coventry" Chain

"Strongest in the World"

He will tell you that "The Coventry" has a breaking strength of 5,700 lbs., 900 pounds stronger than the strongest competitive chain.

If your dealer does not handle "The Coventry" send us his name and we will mail you a copy of "The Motor's True Mate," a handy chain instruction book that's worth money.

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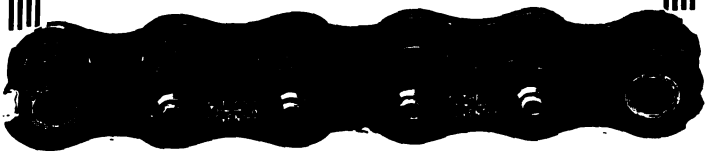

NAMES—NAMES—NAMES!

By the hundred, or the thousand, as many as you want—Mr. Dealer and Mr. Manufacturer—Names and addresses of the motorcyclists and automobilists who are registered at the New York State Capitol. The motorcycle registration law just went into effect, and here is a splendid opportunity to get business by circularizing the riders of any part of, or the entire State of New York.

We Furnish These Names at Lowest Prices

We copy official automobile and motorcycle records in the Capitol here and can compile a list of the auto or motorcycle owners for your section of the State, at lowest rates, sending you supplements, giving the additional registrations. We can compile a list of owners of any particular motorcycle or automobile you may wish a list of.

Dealers are making good money, and creating a lot of new business, by using our lists. Now is the time to write riders in your territory for repair work and new accessories. Get our list now. Beat your competitor to it.

CAPITOL AUTO LIST COMPANY **68 State Street Albany, N. Y.**

Capitol Auto List Company
68 State St. Albany, N. Y.

We want ..... names and address s of motorcycle riders in our vicinity. Quote prices.

Name .....

Street and City .....

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—THE PERFECT HEADLIGHT—

A NEW ERA IN GAS LIGHTING

Motorcycle Riders!

Do YOU know that with "Brilliant" Burners—

You can get THREE TIMES the light you are now getting.

You can get the same light for much less cost.

You always have a dependable light — absolutely steady, no flicker, no jarring or blowing out — even without the front glass in the lamp.

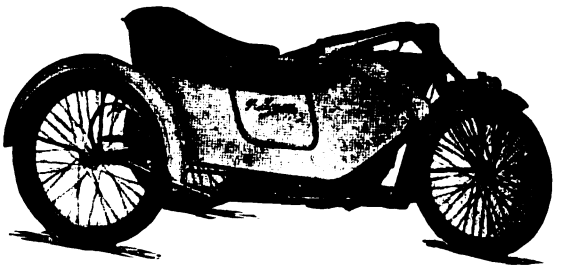
Your night riding will be safer and more pleasant with the strong "Brilliant" white light ahead of you on the road.

Thousands of these Burners are now in use. They are fully guaranteed. If not obtainable at your dealer's, a set will be sent prepaid upon receipt of $2.

DEALERS: Write today for our proposition.

The Monosmith Brothers Co. Spencer, Ohio U. S. A.

The H. M. Kipp Co., Ltd., Distributors for Canada



Pullman

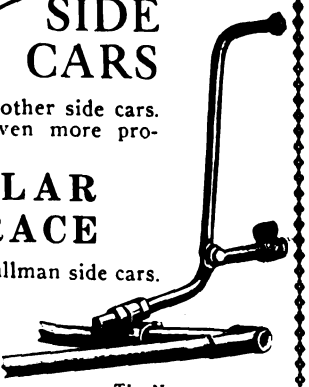
THE HARRY SVENSGAARD SALES CORP. DETROIT

SIDE CARS

always were better than all other side cars. Now their superiority is even more pronounced because of the

TRIANGULAR FRONT BRACE

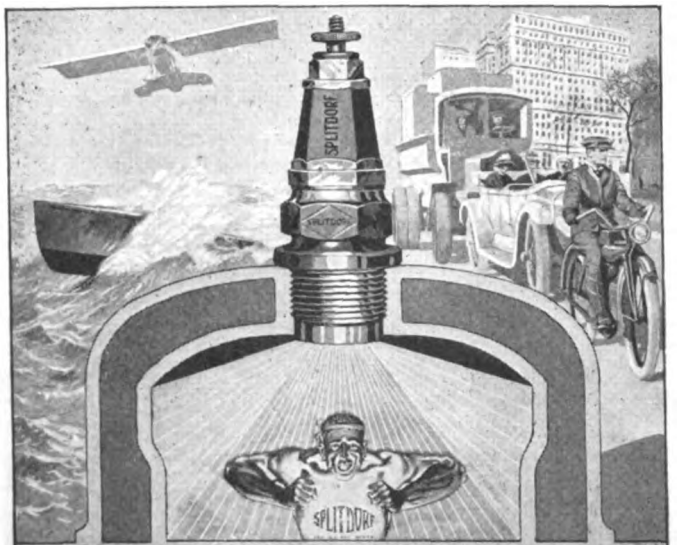
which is being used on all Pullman side cars. It has so many advantages over the old construction that we have printed them all in a pamphlet which we will mail to you upon request.



The New Triangular Front Brace

Harry Svensgaard Sales Corporation

214 Jefferson Avenue East, DETROIT, MICHIGAN



It is never necessary to throw away

SPLITDORF SPARK PLUGS

With the Green Hexagonal Jacket

The Jacket is only a protection for the insulation. If it is accidentally broken it can't score or injure the cylinders. The plug is O. K. with or without the Jacket. The jacket can be replaced. The whole mica core and bushing can be easily removed and cleaned with gasoline.

Splitdorf Spark Plugs are made in all sizes for all motors. If your dealer can't supply Splitdorf Plugs, write to us for them.

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Make play of removing heaviest tires. Three hefty tools, made of carbon steel. 25c. per set

Dealers—your jobber stocks Stevens goods.

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High Power and the Benton

Any spark plug can give good service on low power-low compression motors. But it takes an exceptional plug—

"The Case Hardened Plug"

to deliver the spark consistently and accurately for months in the high-power, high compression motors of today, that generate sufficient power to run most light cars. The wonderful case-hardened construction of the BENTON gives it the right "pep" for these big motors.

Try one on *your* "bus."

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You can't be up-to-date without it.

Write today to

MOTORCYCLE EQUIPMENT CO.
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The Oldest and Largest Supply House

NEW YORK SPORTING GOODS CO.

FREE TO DEALERS

Write us on your letter head or enclose your business card and we will send you our new catalogs.

No. 60 Motorcycle Supplies
No. 64 Bicycle Sundries

A few agencies still open for live dealers of "Victor," Pierce and "Crawford" Bicycles. Prices and terms on application.

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MOST COMPLETE STOCK ON EARTH

QUALITY Write today. Special offer to dealers. SERVICE

EXPERT OVERHAULING

Best equipped repair shop in Northwest
Estimates Furnished Work Guaranteed

MOTORCYCLE ACCESSORIES CO.
ST. PAUL MINN.

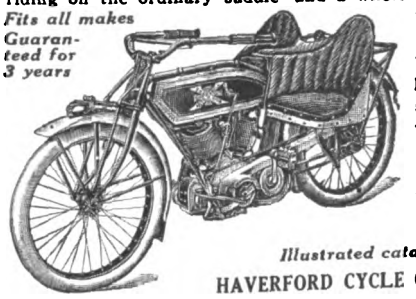
IT BALANCES PERFECTLY

You remember the time before you learned how to ride a bike. You would almost swear it couldn't be done. You couldn't imagine how it was possible to ride a two-wheeler without falling off.

TRY A TRIPLEX

Riding in a pair of these chummy Side Seats is just as easy as riding on the ordinary saddle—and a whole lot more comfortable and convenient.

Fits all makes
Guaranteed for 3 years



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Price $3.25

Satisfaction guaranteed with each

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for the life of the instrument.

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220 Taaffe Place, Brooklyn, N. Y.

NATIONAL Motorcycle and Bicycle Spokes

We are selling several of the representative motorcycle and bicycle manufacturers, as well as some of the largest jobbers in the country.

For Motorcycles—.135 x .110 and .120 x .100. Made of high grade wire, either hand buffed or regular bright nickel finish. For Bicycles—.092 x .072; .080 x .060; .072 x .056. Furnished in National hand buffed or regular finish. Finest grade of wire. Rust proof!

The National Screw and Tack Co.
Cleveland Ohio

AUBURN
Reg. U. S. Pat.

Auburn Spark Plugs

win by their merit.

Look for the A I M behind the name

Ask Your Dealer.

FIRE Your Old Plugs Away

You must have perfect Ignition. Replace your plugs with Auburn.

They score a Bull's Eye every time.

Auburn Ignition Mfg. Co., Inc. Auburn, N. Y.

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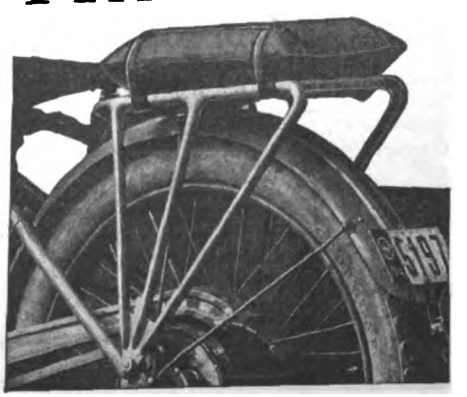

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Is inflated without use of pump and deflated and carried in pocket or tool kit. Radically different and far superior to any article used for this purpose. FITS ALL LUGGAGE CARRIERS and can also be used for any other purpose, such as camping, fishing or any other place where comfort is desired. Its durability backed by two years' practical test.

PRICE $3.50

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'Phone, 8852 Morningside.

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Repairing Storing
2859 JEROME AVE., Corner Burnside Ave.

HARLEY-DAVIDSON
M. J. GOLDMAN
All Makes of Bicycles—Expert Repairing.
115 Greenwich Ave. Phone 3986 Chelsea.

Harley-Davidson Sales Co.
Distributing Agents for
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15 So. Lexington Ave., White Plains, New York

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Distributors and Service Station
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MIAMI-MERKEL CYCLES CO.
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All Repairs Guaranteed
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N. Y. Distributor for Reading Standard Motorcycles. Rogers Sidecars in stock. Agent for Excelsior and Henderson
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Complete stock of parts, over-night service. When in need of Thor parts try us. Large stock of used machines, all makes, at bargain prices.
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Parts for the Indian, Excelsior and Pope.
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INDIAN MOTORCYCLES
MIAMI POWER BICYCLES
Storing, Repairing and Supplies
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Brooklyn and Long Island, 1157 Bedford Ave.; 594-596 Jamaica Ave. Exhaustive line of supplies, repairs, parts; in short, we stock evetything for the motorcycle and the rider.
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All models on display.
Full line of Parts—A1 F. A. M. Repair Shop.
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Where SERVICE is the Byword
MOTORCYCLES - BICYCLES - SUPPLIES - REPAIRING - MORE SERVICE
Indian Our Specialty
Eastern Parkway & Rockaway Ave.
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Distributor of
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All makes of Bicycles—expert repairing
FLUSHING BICYCLE EXCHANGE
30 MAIN ST. FLUSHING, N. Y.
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INDIAN MOTOCYCLES
Phone: 2045 Astoria.
Expert Repairing—Gasoline.
Full Line of Accessories—Used Machines.
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Territory—Long Island City to Port Washington on North Shore. Demonstration gladly given.
Full Stock of Supplies—Used Machines.
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Dist. of Harley-Davidson Motorcycles. Drop us a line if interested in second-hand machines.
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MOTOCYCLES
Rebuilt machines. A written guarantee with each machine. Write for details and price list.
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Motorcycle Repairing and Winter Overhauling. Complete repairs on any make.
INDIAN A SPECIALTY. PRICES RIGHT
Work guaranteed. 1916 Indians always in stock; any make taken in trade. All makes of second-hands on sale.
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Agents for HARLEY-DAVIDSON. Reg. F. A. M.
Opp. Proctor's Thea.
Mt. Vernon, N. Y. Phone 2275
"WE FIX EVERYTHING"

TAKE A TIP

Order those extra copies NOW of our big VACATION NUMBER Published June 22

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You Can't Beat Our Prices
On Slightly Used and Rebuilt Motorcycles
The finest line ever offered, at the lowest prices, and if you don't get our list you'll be the loser. Machines from $30 up, and every one guaranteed.
A Big Free List on Request—Send For It
WESTERN SUPPLIES CO.
1448-52 Larimer St. Denver, Colo.
Largest Cycle and Motor House in the West

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Our new 1916 Catalogue "C" describing everything new and necessary for the motorcycle at money saving prices, will be mailed free on request.
GET ONE BEFORE ORDERING YOUR SUPPLIES
E. J. WILLIS CO. 65 Chambers Street New York City

Motorcycle Accessories and Supplies
Manufacturers, Agents and Jobbers, Wholesale and Retail. Get Our Catalogue Before Buying Your Supplies.
Dealers, Attention! Send For Our Catalogue and Dealers' Price List.
HARLEY-DAVIDSON SALES CO.
533 W. 110th St., Near Broadway, N. Y.

Rogers SIDECARS
NEW YORK SERVICE STATION
Sidecars and parts in stock for all machines. Special attention to dealers.
IRVING BECK
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BARGAINS IN USED MOTORCYCLES
Write for our revised list of used motorcycles of all makes and models, including the Harley-Davidson, Reading-Standard, Merkel, Thor, Indian, Yale, Shickel, Pope and De Luxe.
Literature furnished on request.
The Place of Satisfaction.
MUELLER CYCLE AND SUPPLY CO.
Oldest and largest dealers in the northwest.
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CYLINDER GRINDING
Motor-Cycle Exclusively
New pistons and rings accurately fitted.
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Are You Looking for Bargains in Second-hand Motorcycles?
Read all the advertisements listed in the classified section of Motor Cycle Illustrated directly below.

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MORE THAN ONCE TWO CENTS A WORD PER ISSUE

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FOR SALE—Thor single, $30. Twin, $40. Indian 13, single, $50. Indian Twin, $50. Merkel twin 13, $65. Indian twin 13, $80. Excelsior 13, twin, $80. Pope 13, $90. Indian 14, $110. Excelsior 14, twin, $110. Excelsior 15, $160. Indian 15, 3-speed, $190. Henderson 15, 2-speed, $225. Installments. Knight Motor Co., 3323 Locust street, St. Louis, Mo.

FOR SALE—1914 Eagle, 9 h.p. De Luxe motor, equipped with Prest-O, free engine; run 5,000 miles; f. o. b. Groveland, $100.00. Write Arthur H. Wendt, Inman, Kansas.

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FOR SALE—Profitable motorcycle and bicycle agency, situated in New York City limits, handling leading make of motorcycle and bicycles. Full stock of good parts. Large transient automobile trade. On automobile thoroughfare. Gasolene depot. *Grab this opportunity.* It will pay you to investigate. Peters, care of MOTOR CYCLE ILLUSTRATED.

ESTABLISHED BICYCLE BUSINESS in a city of 90,000 population, not far from New York. Will sell cheap. Good reasons. Box 96, care of MOTOR CYCLE ILLUSTRATED.

DEALERS!
Now is the time to dispose of those used motorcycles. You need all available space for handling new business at this time of the year.
Let prospective buyers know what you have to offer. Advertise **HERE.**

HELP WANTED

TRAVELING SALESMAN to call on motorcycle repair shops, dealers and jobbers with line of motorcycle repair parts and accessories. Unlimited territory. New York men preferred. Address C. M., care of MOTOR CYCLE ILLUSTRATED.

WANTED—YOUNG MEN WITH NERVE. Good pay, short hours, opportunity for travel, advancement. Normal physic; good references required. The O'Connor Corporation, 6309 S. Eggleston, Chicago, Ill.

MISCELLANEOUS

BICYCLE TIRES VULCANIZED for the trade. Prompt service on Parcel Post and Express orders. Best work and lowest prices. 25 years' experience. W. M. Sharpe, 118 West Broadway, New York.

$25 REWARD for information leading to the return of an Indian, No. 74G.955, 1915 model single-speed, spring frame, equipped with a No. 8 Old Sol, Corbin-Brown speedometer and AK horn. Send all information to The Olmsted Company, Inc., corner Jefferson and South Clinton streets, Syracuse, N. Y.

THE CYCLE AND MOTORCYCLE FACTORY, MAGNAT-DEBON, 69 Cours de St. Andre, at GRENOBLE, FRANCE, desires to receive offers from American houses, for all the articles pertaining to this line of manufacture, viz.: "Tubes for frames, handlebars, hoop irons for rims, cranks, pedals, hubs, spokes, nuts, various connections, pressed and punched parts, aluminum cases, pistons, cylinders, cast (fly) wheels and all the accessories entering in the manufacture of bicycles and motorcycles." Please make offers and state whether these parts can be made on special models. Magnat-Debon, 69 Cours de St. Andre, Grenoble, France.

PARTY OF THREE, leaving Albany for California June 1, in motorcycle and sidecar, wants to handle side line. Address James Reid, New York Tel. Co., 158 State St., Albany, N. Y.

AMIABLE YOUNG MAN, age 20, desires partner for pleasure, educational trip to Denver on motorcycle. Start June 1; home August 1. Go via Chicago, Minneapolis; return via Kansas City, Cincinnati, etc. Rides twin Indian. J. Gudermann, 228 W. 41st St., N. Y.; 'phone 5983 Bryant.

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EXTRA SERVICE

Federal Rubber Manufacturing Co. - Milwaukee

The choice of the experienced rider is

PREST-O-LITE

The Only Practical Light for Motorcycles.

The best Road light at the lowest cost. Simple, sturdy, absolutely reliable and highly convenient. Send for literature.

The Prest-O-Lite Co., Inc. 246 SPEEDWAY INDIANAPOLIS, IND.

The World's Largest Makers of Dissolved Acetylene

Prest-O-Lite Exchange Agencies Everywhere

Berling Magneto

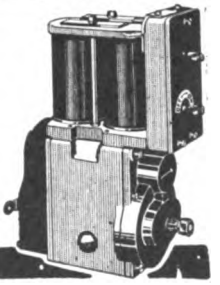
This "B" type will carry the motorcycle maker to Success because it will carry the rider to his destination.

ERICSSON MANUFACTURING Co. 1116 MILITARY RD., BUFFALO, N.Y.

CONSTANT REMY SERVICE

REMY

Thousands of Harley-Davidson riders are using the Remy System—because it provides strong, steady, 100% efficient ignition that never fails. Provides better light, too—a brilliant flood of light at the twist of the switch. Safe and reliable always.



Ask your nearest Harley-Davidson dealer

REMY ELECTRIC COMPANY

Factories: Anderson, Ind. Sales & Engineering Offices: Detroit, Mich.

The **F-N Tandem** is now sold exclusively by nearly all jobbers and dealers. *It is a live selling proposition* and does not lie on the shelves from year to year.

Quick sales, quick profits

Price complete

$10.00

FENTRESS-NEWTON MFG. CO.

Detroit, Mich.

Largest manufacturers of tandems in the U. S.

Do Business by Mail

It's profitable, with accurate lists of prospects. Our catalogue contains vital information on Mail Advertising. Also prices and quantity on 6,000 national mailing lists, 99% guaranteed. Such as:

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Write for this valuable reference book; also prices and samples of fac-simile letters.

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PATENT YOUR IDEAS

Inventions bring fortunes when protected by good patents. New ideas in great demand. I will get a valuable patent for you and will help you make money from it. Ask about my free advice, or send sketches for free search of patent records.

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ALWAYS MAKES GOOD

An X Clean Up Some Going at Detroit

The Bunch was There, TWENTY of them.

Half of them on 8 valves.

The big 100 mile event in which were 20 starters, representing the best men and machines the several factories could produce, including 8 valve motors and other special construction, was won by

BOB PERRY on a GOOD OLD X

with strictly stock design motor.

In this race special prizes were offered for the leader at 25 and 50 miles, GLEN STOKES on the X getting both of them.

At 55 miles, STOKES dropped out for fuel, and PERRY took the lead, which he steadily increased till the finish,

WINNING BY 5 MILES

In the short distance races, the results were:

5 Miles Won by STOKES, EXCELSIOR
5 Miles Won by PERRY, EXCELSIOR
10 Miles Won by STOKES, EXCELSIOR

giving the GOOD OLD X a clean-up on the events of the day.

BEAR IN MIND we build nothing but strictly stock design motors and it is a point worthy of your careful consideration that two of our leading competitors are now racing 8 valve motors exclusively, thereby tacitly admitting the unassailable supremacy of the

EXCELSIOR STOCK MACHINE

the kind delivered to every buyer of an EXCELSIOR AUTOCYCLE.

Excelsior Motor Mfg. & Supply Company
Office and Factory, 3703 Cortland Street, Chicago

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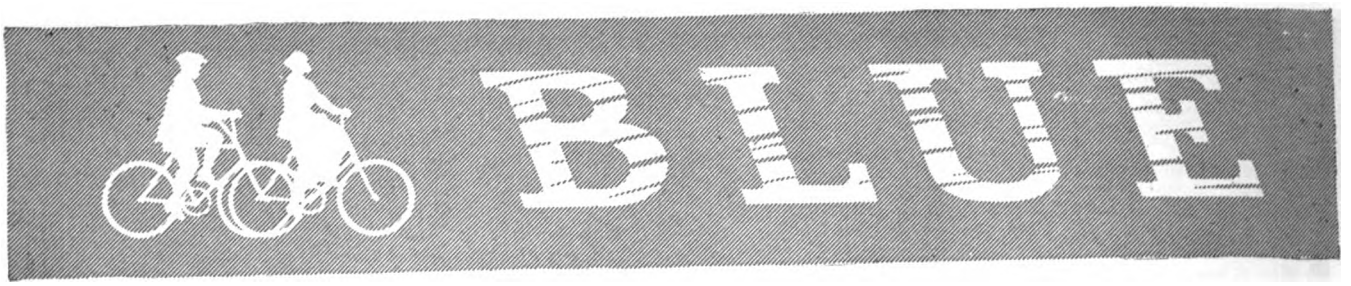

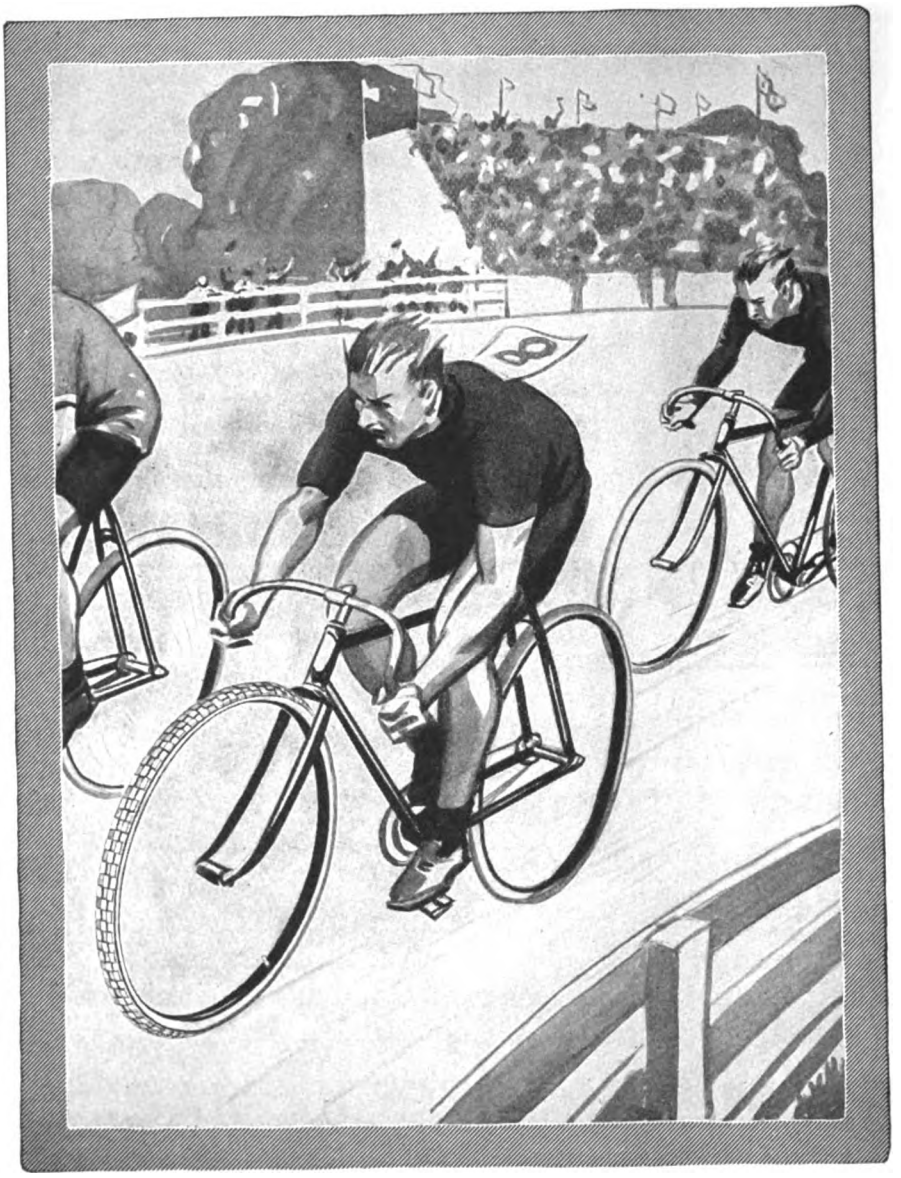

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AKRON
Bicycle Tires
Guaranteed

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STREAKS

Hold a Bicycle Race
Complete Plans Sent Free

YOU can accomplish selling results in your city equal to those obtained in scores of other cities where bicycle races have been put on.

Dealers' sales in bicycles, tires and sundries were surprisingly increased—in a great many instances doubled.

You can gain immediate profit and popularity by carrying out the simple Race Plan we will gladly send you on request.

This Race Plan is but one of the several proven, practical and profitable selling aids we are offering to bike dealers, whether they have accepted the Goodyear Square Deal Tire Policy or not.

This Blue Streak Bicycle Tire Policy—one brand, one quality, one price, one guarantee—has already put the big idea across — that one advertised tire at one advertised price has brought tire dealers more sales and a larger profit.

It would be a simple matter to put a race on in your town or city. We will gladly send you complete plan free. Write us or send us a postal containing your name and address.

The Goodyear Tire & Rubber Company
Akron, Ohio

GOODYEAR
AKRON
Bicycle Tires
Guaranteed

You get quick results from advertisers when you mention MOTOR CYCLE ILLUSTRATED.

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United States Tires Win

Of all the glorious victories won by United States Tires on Memorial Day, their triumph in the 987-mile Los Angeles Endurance Run eclipses every other tire-victory of the day.

Out of a swarm of starters in this terrific tear, only four finished. Three of these rode United States 'Chain' Tread Tires. Two of the three perfect scores were made on United States Tires.

Every United States Tire stood up perfectly

CONSISTENT TIRES ARE

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Los Angeles 987 Mile Run

In other words, the United States Tires were the only one group that consistently withstood the hellish bombardment of ruts, rocks, mud and intense heat. None of these tire-killers could make a dent on United States Tires.

Aren't you forced to admit, in the face of this evidence, that United States' are the best? Then ride and sell the consistent tires—United States Tires.

UNITED STATES TIRES

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Win All Five of 'Em at Pittsburgh

"Clean sweep" is "old stuff," but is necessary over and over again where riders are mounted on Harley-Davidson. The latest victory where the Harley-Davidson took everything was on the half-mile track at Pittsburgh.

There were five races and Harley-Davidson took all five. Beginning with the five-mile amateur won by L. Crist, the Harley-Davidson ran true to form with L. Keys winning the five mile, ten mile and fifteen mile events for professionals. For good measure Crist rounded out the fifteen-mile by making it Harley-Davidson second as well as first.

"Rich" Bacon did the same thing in the ten-mile event and then Bacon showed the crowd that the side-car motors were there too, H. Glacken winning second to Bacon's first, both on Harley-Davidsons. This completed the Harley-Davidson day at Pittsburgh. Five events—the Harley-Davidson won all five and in three of 'em won not only first, but second honors as well.

Harley-Davidson Motor Co.

Milwaukee, Wis.

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BLUE STREAKS

Everybody—Clean Up!

Grime and grit are all right on the race track, but they were never intended for pleasure riding.

It is perfectly true, as every motorcycle dealer knows from actual experience, that a very appreciable number of motorcycle sales are lost because some riders, some motorcycles, some shops and some salesmen don't "look" as though the sport of motorcycling is all the fun claimed for it.

It's the happy smile—not the grimy face—that makes men want a motorcycle.

And it's the clean, bright, silent motorcycle—not the greasy, snorting demon—that will attract a larger and larger number of pleasure riders.

We think you will agree with us that motorcycling is for the many and not the few—that if motorcycling were made cleaner for the rider it would be a more popular sport. And popularity means increased motorcycle sales for dealers.

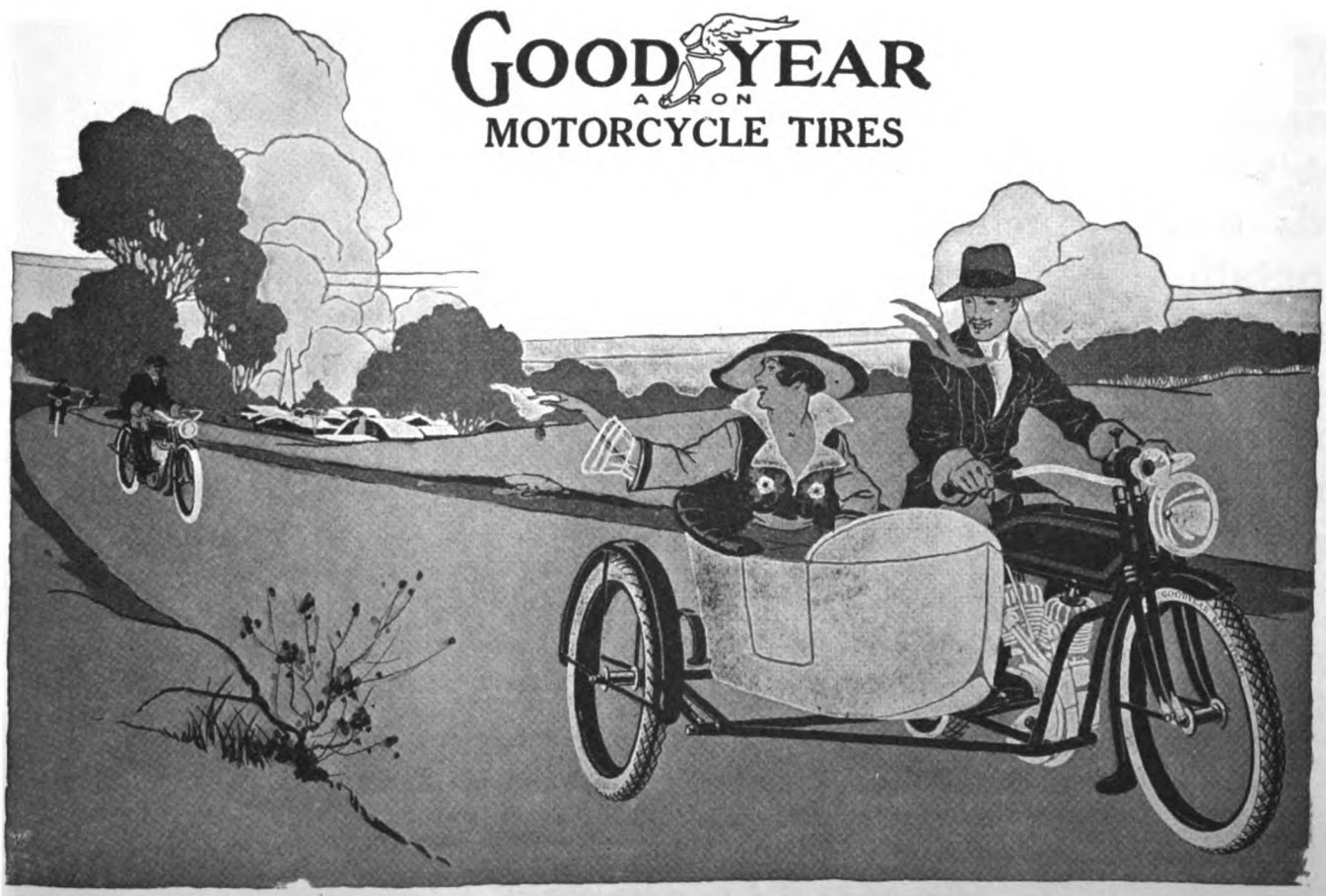
The Goodyear Dealer Helps are offered for the purpose of assisting motorcycle dealers in presenting the motorcycle to possible purchasers in the best possible light.

We want you to sell Blue Streak Tires. We show our faith in the profit and prestige Blue Streaks can bring your store by offering you ways and means of increasing your motorcycle sales as well.

These Helps we gladly send you—most of them free or at a trivial cost. Posters, Window Cards, Window Displays, Good-Will Gloves, Motion Picture Slides, Newspaper Advertisements, Goodyear Letter Service and the beautifully enameled Goodyear Blue Streak Service Station Sign.

Whether you are a Goodyear Dealer or not, makes no difference. We want you to see samples of these Selling Helps. Write us today.

The Goodyear Tire & Rubber Company
Akron, Ohio



You get quick results from advertisers when you mention MOTOR CYCLE ILLUSTRATED.

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Thor

"Police—Positive"

—the motorcycle chosen by the Chicago Lincoln-Park Commissioners to patrol the metropolitan parks of the city of Chicago.

This system is known the world over as the greatest in existence. The final choice of the

Thor

was considered consistent with those standards upon which its reputation has been built and maintained. Police require speed and reliability. They got both when they bought Thors.

Officer Sweeney says: "The Thor is as sure as my gun"

AURORA AUTOMATIC MACHINERY COMPANY
GENERAL OFFICES, Thor Bldg., 1307 Michigan Avenue, CHICAGO
SALES OFFICES AND WORKS, 361 W. Superior Street, Chicago PACIFIC COAST BRANCH, 61 Fremont Street, San Francisco

(Originators of the "Rider-Interest" Policy)

Mention MOTOR CYCLE ILLUSTRATED—It helps you, the advertiser and us.

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WITH WHICH IS NOW INCORPORATED
"Bicycling World"
Published Every Thursday by
THE MOTORCYCLE PUBLISHING CO.
13 PARK ROW
NEW YORK

Vol. 11 June 15, 1916 No. 24

ADVERTISING MEN ORGANIZE AT MILWAUKEE AND LAUNCH MONSTER PUBLICITY CAMPAIGN

Motorcycle and Accessories Manufacturers Will Nationally Boost Power Two-Wheeler; Association Formed and Executive Committee Elected to Start Rousing Campaign Immediately; Trade Men Are Enthusiastic Over Outlook; Bicycle Makers Will Be Invited to Join

"BIGGEST THING EVER PUT OVER IN MOTORCYCLE INDUSTRY," SAYS QUINE

By J. H. DONEHUE

MILWAUKEE, Wis., June 13.—Advertising representatives of nineteen manufacturers of motorcycles and allied products closed a meeting of epochal significance at the Wisconsin Hotel late this afternoon, by launching a motorcycle and accessory trade association, the purpose of which is effectively to nationalize interest in the power two-wheeler.

Resolutions providing for a boosting organization, which will be country wide in scope, went through with a snap, and a representative of each company participating in the sessions affixed his "John Hancock" to the history-making document and thus pledged himself and his firm to active co-operation.

The affairs of the new organization will be administered by an executive committee of five members to be elected annually by the organization. The committeemen selected to fire the opening gun in this big campaign for what promises to be a new era in American motorcycledom are: Dan R. Walls, Splitdorf Electrical Co.; H. S. Quine, Goodyear Tire & Rubber Co.; J. Leo Sauer, **Motor Cycle Illustrated** and *Bicycling World;* M. C. Stokes, U. S. Tire Co., and Frank J. Weschler, Hendee Mfg. Co.

This committee, which will get into action at once, was elected to serve until the Cycle Parts Convention in Atlantic City, when the new association will stage another rousing meeting. One of the important features of the Atantic City session will be an invitation to bicycle manufacturers to merge their boosting efforts with those of the organization formed today.

Enthusiasm Wallops Mercury

Enthusiasm and the mercury were climbing neck and neck when the advertising men and several manufacturers gathered for this morning's session at 10.30. But before luncheon recess was called at noon coats were off; the air was thick with cigar smoke and ideas. Mercury had been forced out of the contest, and enthusiasm went on climbing.

W. V. C. Jackson, of the A. O. Smith Company opened the morning meeting as the temporary chairman and called upon Arthur Davidson, of the Harley-Davidson Motor Co., to state the purpose of the conference. Mr. Davidson explained that the need for co-operative motorcycle boosting has long been recognized throughout the industry, and that various manufacturers and their advertising staffs had decided upon concerted and immediate action to give the motorcycle its proper place in the American transportation field.

After summing up along these lines, Mr. Davidson nominated Harry S. Quine for permanent chairman of the meeting, and Mr. Quine was seated amid applause. It became evident at once that the chairman was hot on the trail of results. He stated that an industry whose backers spent about eight million dollars annually on advertising and whose products aggregated about two billion dollars in yearly value should move ahead faster than the motorcycle trade has been progressing.

Big Opportunities Go Begging

Mr. Quine argued that many motorcycle opportunities remain neglected, and that only half-hearted efforts have been made to educate the public He spoke enthusiastically of the great future in store for the motorcycle in the commercial field. Mr. Quine concluded by asking the trademen to check their animosities at the door, if they had any, and to tackle the biggest movement the American motorcycle industry has ever known in a spirit of friendship and true co-operation.

Hearty Support Assured

The chairman then called upon Lacey Crolius, Harley-Davidson Motor Co., who told of the constructive publicity work he had done among sporting magazines. E. M. Jackson, Hendee Mfg. Co., said that his firm was constantly studying the problem of national publicity and would give its hearty support to any constructive movement.

T. W. Henderson, Henderson Motorcycle Company, pledged his co-operation and declared that opportunities existed on all sides for motorcycle educational work. He argued that larger advertising expenditures would make friends of newspapers and sporting magazines, but he was assured by Lacey Crolius that no subscriptions or increased advertising appropriations are contemplated in the present movement. The chief aim is to secure better results from the money now being spent.

The meeting then adjourned for luncheon. The trade men, however, first went to the

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roof of the hotel where a group photograph was taken. At the luncheon the speaker was Frank Bruce, president of the Milwaukee Advertisers' Club. He spoke for organization and scored open mufflers and untidy riders. He said that the motorcycle industry has fundamentals for a great future and should be on a higher plane. Mr. Bruce submitted for action by the manufacturers' association a resolution decrying speed mania and lack of precaution in riding machines.

In the afternoon session, R. W. Ashcroft, of the United States Tire Company, was the first speaker. Mr. Ashcroft said that his firm is now spending more money for motorcycle advertising than ever before, and would most heartily support the new movement. The aim shoud be to present the pleasure features of the motorcycle very strongly he said, and to strive for a higher plane.

Firestone Men Concur

Lewin G. Fairbanks and Charles E. Speaks, of the Firestone forces, both promised co-operation from their company, and pointed out methods by which the motorcycle can be given greater publicity along constructive lines. They stated that the Firestone policy is to boost the motorcycle at every opportunity, and that this good work will be kept up.

W. H. Parsons, of *Motorcycling & Bicycling* read a paper on the methods of obtaining motorcycle publicity. Dan R. Walls, of the Splitdorf Electrical Company, spoke enthusiastically in favor of the movement. "Upon your success largely depends our success," said Mr. Walls, "and so you may count upon our active and consistent support." He said that he was deeply interested in the campaign and predicted big things for it

Fred Hart, of the Excelsior Motor Mfg. & Supply Company, declared that his firm has recognized the importance of broader publicity work and accordingly would join in the movement. There had been too much competitive boosting of individual motorcycles, he thought, and not enough co-operative publicity.

G. V. McMahan, representing the Remy Electric Company said that his firm was in full accord with the present plans. He gave many valuable suggestions during his speech, and these will be taken up by the Executive Committee later. E. R. Perrin, representing the Cyclemotor Corporation, voiced his approval of the campaign and believed that the country was ripe for just such action.

Offers Valuable Suggestions

Active co-operation in the plan was promised by R. F. Rogers, of the Rogers Mfg. Company. In his talk, Mr. Rogers discussed the great field which is now open to motorcycle and sidecar sales. He offered a number of valuable suggestions for the campaign. Another live booster was heard from when Walter W. Shoemaker, of the Graton & Knight Mfg. Company, commended the trade men present for their activity and stated that he would assist in every way possible.

Messrs. Alexander and Quinlan, of the Cleveland Motorcycle Company, lent their aid in getting things started, but were then called away and did not return in time to address the meeting.

M. C. Stokes, of the United States Tire Company, had a volume of snappy publicity ideas to offer. He is convinced that the motorcycle is about to enter upon a new epoch in which its influence will be doubled. George T. Briggs, of Wheeler & Schebler, continued the good work by pledging the firm's co-operation. He spoke at length of the great possibilities for educational work by traveling men. "When I left the factory, I was instructed to state that our company would back the campaign to the limit," was what C. L. Corey said anent the attitude of the Champion Spark Plug Company.

Thor co-operation was emphasized by C. B. O'Hare in an address which embodied many helpful pointers. W. F. Dunlap put the Klau-Von Peterson-Dunlap Company on record in favor of the new association and its aims. Frank G. Effinger, of the A. O. Smith Company, was loaded to the muzzle with publicity suggestions. He said that his company strongly favored

(Continued on page 50)

MOTORCYCLE MAKERS ENDORSE BOOSTERS' PLANS

Resolutions Are Drawn Up at Meeting of M. M. A. in Milwaukee Thanking Parts and Accessory Men for Splendid Cooperation; Will Stage Commercial Motorcycle Week in Brooklyn, N. Y.

MILWAUKEE, Wis., June 14.—If ever the Motorcycle Manufacturers' Association had a more enthusiastic meeting than the session held at the Hotel Wisconsin this morning, there are none connected with the manufacturers' organization who can recall it.

Appreciate Generous Support

The spirit which has characterized the entire cycle trade gathering here crystallized into a flame of unbounded enthusiasm at the M. M. A. session, when those members not present at yesterday's trade meeting, which culminated in the formation of the Motorcycle and Allied Trades Association, realized how large was the movement and how generous was the co-operation which the parts and accessories folks extended to the motorcycle makers in a huge and impressive effort to exploit the motorcycle to its fullest possibilities.

In recognition of this co-operation, the M. M. A. moved for the appointment of a committee to draw up suitable resolutions expressing its gratitude to those trade men outside of the two-wheeler manufacturing circles, who had so freely and unselfishly banded together to further motorcycle interests. The chair appointed W. V. C. Jackson, A. O. Smith Co., a committee of one to draw up resolutions and present them at the joint session of the trade bodies this afternoon.

Following the reading of a report by Secretary Hallock on the dealers' situation in Brooklyn, the members moved to follow out the secretary's suggestion regarding the staging of a "Commercial Motorcyle Week" in that city—a seven-day period by which the commercial two-wheeler is to be exploited to full advantage. The idea, as tentatively outlined, includes, among other things, the staging of a motorcycle parade, featuring the utility side of the power two-wheeler, a publicity campaign including newspaper and other advertising, and window displays embodying the same idea, and the thorough combining of territory by motorcycle and tire factory travelers with a view of locating and landing commercial prospects, and spreading among merchants generally the story of the motorcycle's real utility.

On the motion of Mr. Weschler, the chair appointed E. M. Jackson, of the Hendee Company, to be chairman of a committee, with C. B. O'Hare, of the Thor, and W. S. Quinlan, of the Cleveland, as associates, to arrange details of the plan in co-operation with Secretary Hallock and R. F. Rogers, of the Rogers Mfg. Co.

The rest of the meeting included considerable discussion on general trade conditions, the difficulties confronting the manufacturers in the way of increasing costs of both labor and materials and the best ways of offsetting them and on the situation with regard to spurious parts.

Following are companies on charter list of motorcycle and allied trades association with representatives who signed resolution pledging support to the National campaign:

T. W. Henderson, Henderson Motorcycle Co.; M. C. Stokes, United States Tire Co.; W. D. Callender, *Motorcycling & Bicycling;* D. R. Walls, Splitdorf Electrical Co.; G. T. Briggs, Wheeler & Schebler; R. F. Rogers, Rogers Mfg. Co.; E. M. Jackson, Hendee Mfg. Co.; H. S. Quine, Goodyear Tire & Rubber Co.; Charles E. Speaks, Firestone Tire & Rubber Co.; Walter Shoemaker, Graton & Knight Mfg. Co.; J. H. Donohue, **Motor Cycle Illustrated.** C. B. O'Hare, Aurora Automatic Machinery Co.; H. L. Corey, Champion Spark Plug Co.; Arthur Davidson, Harley-Davidson Motor Co.; W. V. C. Jackson, A. O. Smith Co.; Frederic B. Hart, Excelsior Motor Mfg. & Supply Co.; W. S. Quinlan, Cleveland Motor Cycle Co.; B. A. Quayle, The Standard Welding Co.; W. G. Schack, Emblem Mfg. Co.; F. Milton, The Electric Storage Battery Co.; E. R. Perrin, Cyclemotor Corporation; H. M. Huffman, Davis Sewing Machine Co.; L. D. Harden, Westfield Mfg Co.; A. B. Coffman, Toledo, Ohio.

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FIRST COMPLETE REPORT OF M. M. A. MEETING

Practical Ideas for a Broadside Publicity Campaign Characterize Latest Session.

(This story was received as the forms were going to press, and is printed in telegraphic form.)

MILWAUKEE, June 14, 11.30 P. M.—Tuesday's record-breaking pace was maintained when advertising representatives of motorcycles and allied products opened third session of big conference at Wisconsin Hotel this morning. The resolution drawn up and offered by Bruce at Tuesday luncheon was adopted today by M. M. A. The organization of the Motorcycle and Allied Trades Association having been perfected yesterday afternoon attendants at this morning's meeting got down to brass tacks in two hours and proposed more practical plans for advancing motorcycle interests along publicity lines than had been offered in all previous history of the industry in this country.

Outstanding feature of session was resolution providing for National Motorcycle Gypsy Tour week to be staged at advantageous time early in season of 1917. The idea originated with Lacy Crolius, of Harley-Davidson Motor Co., and was amplified somewhat by other members of new association. Intention is to have tours held all over the country at same time, several cities in each state being chosen as central points from which trips will radiate. Object is to impress general public with all around attractiveness of Motorcycle.

This resolution provided for submitting ideas to M. M. A., which body will act upon it at next meeting. Suggestion had hearty approval of all advertising men.

Another plan which made strong appeal called for holding big motorcycle parade during F. A. M. convention at Providence, with view of attracting attention to commercial outfits as well as pleasure machines. This was proposed by Chairman H. S. Quine. Sales-managers of the various companies will handle arrangements for parade. M. C. Stokes, of United States Tire Co., opened still another interesting discussion when he suggested that motorcycle side car combinations have great possibilities in some sections of country for livery service. He argued that they have some advantages over present jitney cars. Frank Rodger, of Harley-Davidson Motor Co., backed him up by reporting that several western dealers are already applying the idea with success. Mr. Rodger was instructed to supply the association with data along this line.

Morning meeting opened with fine talk on methods of organizing dealers by T. R. Thomas, of Goodyear, who has been covering country on dealers education campaign. Top feature of Thomas talk was that no dealers are so hostile that they cannot be brought together if proper tactics are followed. He emphasized need of better salesmanship by dealers. E. J. Mueller, of Harley-Davidson Motor Co., talked on commercial possibilities, few dealers use special literature sent them. Solution of problem is to have factory salesmen visit cities and give demonstration week. Birmingham, Ala., has 150 commercial motorcycles owing to constructive methods of leading dealers there.

Cameron, of Goodyear, suggested that companies offer bonus to salesmen for each commercial outfit sold by dealer in their territory. This would be temporary proposition and dealers would follow up work themselves when properly interested.

Following Mr. Cameron's interesting talk, Lacy Crolius sprung his big idea involving the National Motorcycle tour week. He argued that riders on the various tours in Wisconsin alone could pass through 600 towns in two days' outing. Suggests prizes for riders making best appearance and small trophy for every F. A. M. member participating. Latter idea aims to stimulate F. A. M. membership campaign. Believes that organized touring is better than racing or endurance runs for boosting motorcycle.

M. C. Stokes suggested that tire men and other allied workers be supplied with data about motorcycles and vans so they can help sales. Said U. S. Tire Co. was ready to assist in every way possible. Executive committee of Motorcycle and Allied Trades Association will arrange to supply such information to all allied lines.

Lacy Crolius made a plea for standardization in the sales arguments used by manufacturers and dealers so that buyers will not receive contradictory statements from different salesmen.

Chas. E. Speaks, of Firestone, made a strong plea for co-operation with dealer. Said factory travelers should work with dealers and assist in working out effective sales system. Commercial possibilities of motorcycle are practically unlimited in his opinion. Dealer needs factory backing to give confidence. Could put motorcycle van on business map in 60 days if all work along proper lines.

O. W. Adams, of Cyclemotor, discussed value of dealers holding to prices, and argued that many dealers are embarrassed by trying to give free service that should be paid for. Greatest need is for better business methods in cycle lines.

Lacy Crolius followed this with suggestion that manufacturer give dealer a card telling him what service to allow, and so protect himself. Also suggested card to be given by dealer to buyer of motorcycle, stating what work would be done free so as to provide friendly understanding.

E. R. Perrin, of Cyclemotor, made plea for systematic method of giving information concerning all types of American motorcycles to prospective buyers so that a proper selection could be made.

Frank Effinger, of A. O. Smith Co., gave breezy talk on newspaper publicity, and summed up by stating that motorcycle industry and dealers must supply real news in order to keep in public eye.

Frank Rodger came through with another pointer, which provided for having factory travelers assist dealers in getting on friendly terms with local newspapers. He also emphasized importance of club spirit, and argued that club riders should wear their colors or insignia in all runs and contests. Crolius broadened the already broad spirit of the meeting by remarking that best results would be obtained if manufacturers refrain from putting names of their machines too much to the front in general newspaper publicity, and strive for boosting motors in general.

At this stage motion was made for reconsideration of name of new organization, and it was changed from Motorcycle and Accessory Trade Association to Motorcycle and Allied Trades Association. That closed the morning session. After another photo had been taken on roof in drizzle of rain the advertising men and members of M. M. A. had dinner together, and were addressed by Mayor Daniel W. Hoan, of Milwaukee. Mr. Quine introduced Wm. Harley, of Harley-Davidson Motor Co., who in turn presented Mayor Hoan as an old school friend.

Mayor Hoan gave warm welcome to trade men, and said Milwaukee is proud of A. O. Smith Co. and Harley-Davidson Motor Co., its cycle representatives; said motorcycle is doing great things in transportation field, and that industry is to be congratulated on character of men in it and progress it is making.

Chairman Quine of executive committee of Motorcycle and Allied Trades Association got the afternoon business meeting under way by asking for quick action on the matters in hand, and general co-operation for future.

Appointed Lacy Crolius as chairman of publicity committee, with power to select two or more fellow workers, with recommendation that L. G. Fairbanks, of Firestone, will be one of appointees. Appointed C. E. Speaks, of Firestone, as chairman of dealers' promotion committee, with power to name two or more assistants.

Announced clearing house for information, which will be handled by Secretary Hallock, with all companies assisting through their salesmen in gathering valuable data.

Crolius, Harley-Davidson; Jackson, of Hendee, and Mathis of Excelsior, were named to prepare data for dealers concerning free service schedule, and also cards for buyers stating what may be expected in way of work by dealer without charge.

Chairman Quine announced that all members of new association will be supplied with special letterheads.

W. V. C. Jackson, of A. O. Smith, then offered resolution in behalf of M. M. A., giving full endorsement as follows to the plans of Motorcycle and Allied Trades Association: Whereas, the "Motorcycle Manufacturers' Association," being duly informed of the organization of the "Motorcycle and Allied Trades Association," and fully recognizing and appreciating the wonderful spirit of co-operation displayed by the representatives of the allied trades in formulating and carrying out plans for the welfare of the motorcycle; therefore be it resolved that the "Motorcycle Manu-

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WORCESTER RUN SHOOTS BROADSIDES INTO SCORES

58 Entrants Start in 24-Hour Grind to Canadian Border and Return; 3 Indian Solo Riders, 3 Harley-Davidson Sidecar Teams and 2 Cleveland Men Are Sole Survivors

1, Elmer Havenstrite and Hap. Scherer, Harley-Davidson Sidecar, at Start; 2, Part of Indian Factory Sidecar Team Ready for the Grind; 3, "Cannonball" Baker, with Indian, Figured as High Solo Score; 4, Shelton Sturgis and R. L. Veazey, Indians

WORCESTER, Mass., June 12.—Those who participated in the Worcester M. C. 24-hour run through Massachusetts, Vermont and New Hampshire experienced all the varieties of roads for which these three States are notorious. There were 477 miles to be traversed between the hours of 6 p. m. on Saturday, June 10, and 6 p. m. yesterday, and the roads were rain-soaked and deep in mud or oozy clay, following nine days of downpour.

There was considerable sand during the night section, and many a rider who shot through at all hazards in the darkness thought hard on seeing what he had traversed by daylight. Out of 58 starters, three solo twins, three sidecar combinations and two lightweights are known to have finished. It was a test of riders rather than of machines.

Solo and Sidecar Survivors

The three solo riders who finished are Erwin G. Baker, Shelton Sturgis and R. L. Veazey, all on Indians. Kendall Sanders, with George L. Clift as passenger, in a Harley-Davidson sidecar, also finished within schedule time. Baker's score is figured at 985 at the present writing, while Sturgis is credited with 960. Sanders-Clift score is figured at 993, which, if verified, will give him highest score in the run. The Harley-Davidson combination, of Hap. Scherer and Elmer Havenstrite, as well as that of W. H. Tannebring and R. H. Frost, also finished, the latter pair being late and probably not among the scorers. The Scherer-Havenstrite score is calculated at 971. There were no perfect scores.

Two Lightweights Finish

C. W. Waughop and "Peanuts" Spurgeon, on Clevelands, were the lightweight riders to complete the course. They covered a 360-mile course, one that was shorter than that for the big machines.

The course was from Worcester through Harvard, Ayer, Groton and Pepperell to Manchester, N. H., 63 miles, for the first check. This stretch was mud and sand, and there was plenty of water in spots. The next jump was to Bristol via Concord and Franklin over good roads to within ten miles of the check when the first steep hill was encountered. On this hill the sidecars had difficulty, as traction was poor. Several of the three-wheeler outfits gave up here. Beyond the check and toward Plymouth the worst section of the run was met with. Clay and niggerhead boulders had to be surmounted. Profile House and the Old Man of the Mountains were passed early in the morning in a fog. Franconia, 165 miles out, was the next check. Here the lightweight course went cross-country to Well's River, meeting the return course of the big fellows.

Thirteen Check at Border

As successive checks were passed, going toward Derby Line, on the Canadian border, the check sheets showed fewer and fewer names. Beyond St. Johnsbury the

(Continued on page 52)

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PERRY SAILS TO VICTORY IN DETROIT CENTURY

Stokes, a Fellow Excelsiorite, Tucks Away Second Honors in Feature Event; Impressive Array of Star Speedsters; Preliminary Heats Inject Pep Into Meet

1—"Red" Parkhurst Crowding Stokes in the One Hundred Mile Race. 2—Glimpse of the Five Mile Heat. 3—The Bunch Stringing Out in Century Grind. 4—Going Into Action in State Champ Race. Center—Bob Perry, Excelsior

DETROIT, Mich., June 11.—An imposing string of first-flight riders with the fastest machines in the racing stables of the various factories was on hand for the meet of the Interstate Racing Association at the mile track here today. There were "Red" Parkhurst and Bill Brier with their new eight-valve Harley-Davidsons, Bob Perry, Glen Stokes, Joe Wolter, Lorenzo Boido (yes, he of Phoenix, Ariz.), and Hilliard on Excelsiors—Hilliard on the fast big-valve that McNiel used to ride. And in the Indian camp were Ray Creviston, Lee Taylor, "Krazy Horse" Verrill, Fritz Meyers, Jim Davis (who cracked the 100-mile dirt-track record a couple of times last summer) and Vern Walker.

Naturally, the landscape was full of speed as soon as this aggregation was turned loose, and the grandstand was kept busy watching the excitement in every minute of the program.

Preliminary Sprints Run Off

A few short sprints were run off first to warm up the interest of the crowd for the big race. The first heat, of five miles, was a close and spirited argument all the way, Hilliard on the Excelsior and Verrill on his Indian fighting at close quarters for the first couple of miles. Hilliard gradually pulled away from his rival, but was in turn passed when Glen Stokes stormed up from the rear and went into first place in the fourth mile. Parkhurst, on the Harley-Davidson, worked past Verrill and so registered for third position at the finish. The time, from a rolling start, was 4:09 4/5 for the five miles.

In the second heat Brier moved up to the front on the first lap and liked the view so well that he stayed there the rest of the race. Boido took his "Ex" through for second place, and Joe Wolter followed for third. Their time, with standing start, was 4:22.

The consolation heat showed an entry list of decided class for an event of this character, as several of the top-notch riders had lost out in the qualifying heats through various forms of bad luck. For instance, it is a little unusual to see Bob Perry, Verrill, and Ray Creviston in line for such a race, but there they were. Bob Perry tore loose right from the start and tucked away a big lead without delay, winning by a safe margin in 4:25, with Vern Walker, Indian, second, and Millen, Indian, third.

Stokes Wins Ten-Mile Heat

The ten-mile final heat developed into a dramatic battle between Stokes and Parkhurst. Stokes had the lead, but "Red" hung right in his smoke and fought like a terrier to get past. At the tape it was Stokes, Parkhurst and Brier, with the time 8:15 for the ten miles.

The five-mile race for Michigan riders only was full of interest all the way, with the fortunes of the riders shifting so frequently that the spectators were kept on edge. Millen, on an Indian, led off at the getaway, but Kemp, with a Henderson, came up in the second mile and went past. Walker, on an eight-valve Indian, also came up from the rear and, riding in Kemp's pace, went past Millen at the same time. And the rest of the race was a beautiful scrap between Walker and Kemp. For mile after mile they fought it out on even terms, Walker trying to get by, but unable to make up the few feet needed. On the fourth mile he snatched a chance to squeeze by when Kemp slid a trifle wide at one spot on the turn, and held his advantage to the tape. Millen registered third. The time was 4:31 1/5.

Imposing Lineup in Century

Then the whole flock started in the big event, the 100-mile sweepstakes race in which a handsome silver cup went to the winner, in addition to the substantial cash prizes and sweepstakes prizes for the leaders at intermediate distances.

Ray Creviston shot into the lead on the first mile, but Leslie Red Parkhurst went past him on the second mile, and a little later Stokes came up and crowded him back into third. Stokes was traveling with the speed of a bunch of bad news, and in the sixth mile he passed Parkhurst for the lead, with Crevvy, Boido and Brier bunched in third place. Boido began to skip on one barrel in the eighth mile and halted at the pits to look into the matter, restarting after short delay.

Creviston went out of the race for keeps at 13 miles, which might tend to verify the theory of the unluckiness of the number. Stokes, Parkhurst and Brier continued to head the procession, keeping that order past the 25-mile mark, at which point the first intermediate-distance prizes were awarded. The pace continued fast and the competition close, all the leaders having their hands full to hold their places.

A few riders dropped out because of minor difficulties, watching the others from the sidelines. Joe Wolter hung up at the

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pits a moment in the 42d mile, but got going again in a couple of minutes. Boido halted again in the 48th.

Stokes still led at 50 miles, with Parkhurst second and Brier third. Soon after that things began to happen.

Parkhurst Takes Lead

In the 54th mile Stokes drew up to the pits to take on gas, and Parkhurst took the lead. Bob Perry, in the meantime, had been industriously pushing the miles behind him and had passed Brier for second place. So at 55 miles it was Parkhurst, Perry and Brier.

But at 57 miles both Parkhurst and Brier drew into the pits for adjustments, and Stokes also pulled in for a second time—these three riders going to the side line practically together. And how it changed the situation! Bob Perry had the lead by a nice safe margin, and Hilliard was next best. Verrill had put the time to good use by moving up into third place, and for some distance the race continued in these positions. Stokes was the first of the retired list to get into action again, and he set about industriously putting himself where he would count most. At 75 miles the order was Perry, Hilliard and Verrill, with the time for that distance 63:24, and Stokes coming up in the rear with haste evident at all points in his make-up. Perry had a lead of about five miles at this point and was taking no unnecessary chance of losing it.

At 90 miles Hilliard had cracked a trifle under the strain and had been passed by both Verrill and Stokes, who were then riding in that order. Stokes forged past Verrill for second position in the 93d, and might have caught Perry eventually if the race had been long enough, as he seemed to be gaining slowly on the leader. But Perry still had a mere trifle of a little more than four miles to the good when the checkered flag waved to him, and gathered in the bacon amid the congratulations of the many friends he has made among the riders by his good sportsmanship and clean riding. His time was 86:27⅗.

BIG CROWD SEES PITTSBURGH RACES

Eight Events Staged by Harley-Davidson M. C. at Schenley Oval Show Close Finishes—Excelsior Wins Lightweight Race—Motor Wheels Have Contest

PITTSBURGH, Pa., June 12.—Lawrence Keys astride a Gray Fellow, captured the 15-mile feature event of the Harley-Davidson M. C., at Schenley Oval, on June 10, in a whirlwind finish. The big crowd present gave him a fine ovation. He came up from fourth place at the fifth mile and overhauled L. G. Crist, Reading Standard, in the last lap, both machines going great guns. Keys covered the distance in 18:31⅕. Crist was second and Black, Harley-Davidson, third. The showing made by Crist was fine, this being his first pro. race.

Crist Takes Amateur

The Harley-Davidson M. C. which promoted the affair, had a five-mile amateur as the preliminary. This went to L. G. Crist, then on a Harley-Davidson, in 6:13⅘. Glacken, on a machine of the same make, took the lead at the start of this event, but was soon passed by Simon, Indian, who held first place for a few laps, when Crist came up and was never headed. Simon came second and Glacken third.

The five-mile pro. simmered down to a contest between Keys and Schmidt, Indian. Keys won by a good margin in 6:11 2/5. Bacon, Harley-Davidson, was a poor third. Bacon, Harley-Davidson, copped the sidecar race for five miles in 7:25⅗, with Glacken, second, and Petrovitch, Indian, third. There were only three starters in the three-mile lightweight event, the winner proving to be Kopp, Excelsior, with Fitsroy, Cleveland, second, and Stubler, Indian, third. Time, 5:27.

The Smith Motor Wheel race for two miles was won by Hewett in 5:28 1/5. O'Brien was second and James third. In the 10-mile pro. race, Keys and Schmidt fought it out, after passing McCall on an Emblem in the second mile. Schmidt had plug trouble and retired. Keys went on, followed closely by Bacon, the finish being Keys, Bacon, McCall. Time, 12:20⅗.

Three "Red Buzzers" Clash

Crist turned pro. for the 15-mile feature and had things his own way until overhauled by Keys in the last lap. The stands and fences of the Oval were packed with interested spectators. The track itself was in fine condition, the morning's rain having laid the dust on the half-mile course.

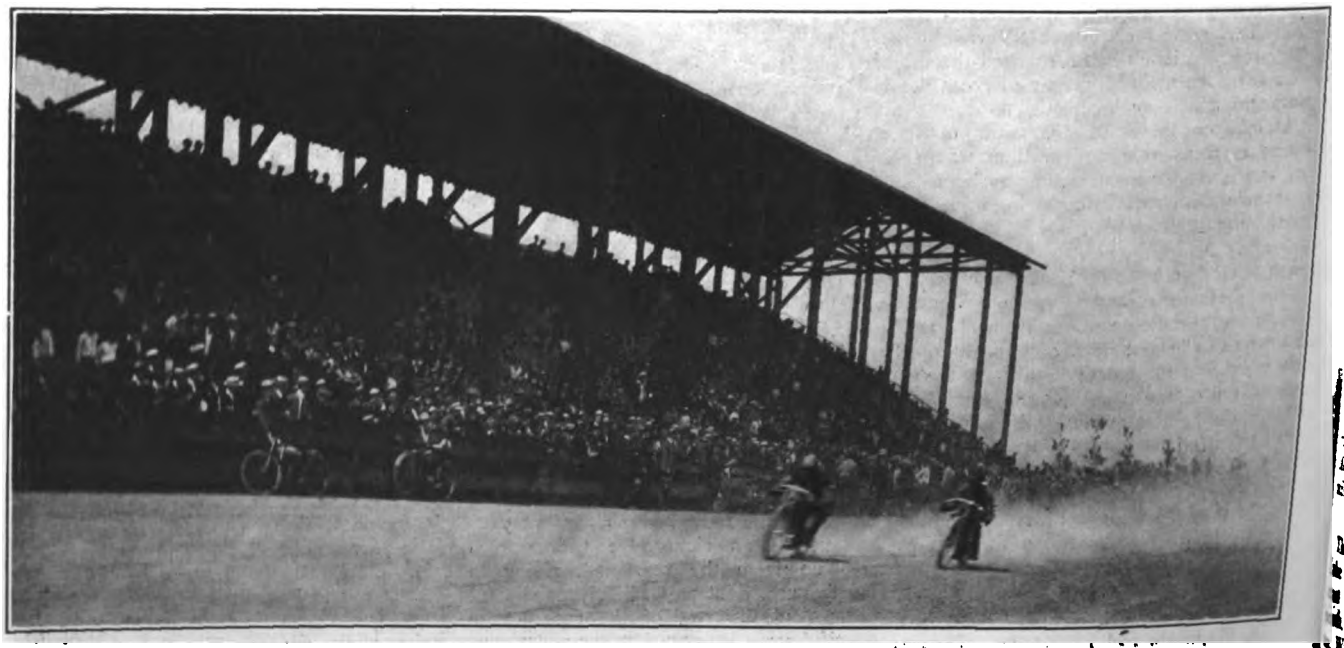
MORRISON AND GRELL STAR AT ELWOOD

ELWOOD, Ind., June 12.—Morrison, on his Indian, captured the five and 10-mile races at the meet here yesterday, his times being 6:24 and 13:50. Grell, on an Excelsior, took the 50-mile race in 1:00:40. Grell also came second in both the five and 10-mile events.

Ellis, Indian, took second money in the 50-mile race and came third in the 10-mile. Johnston was third in the five mile.

RECORD MAY SALES FOR BIG EX.

CHICAGO, Ill.—Sales Manager Fred B. Mathis, of the Excelsior Motor Mfg. & Supply Co., reports that Excelsior sales in May, 1916, have exceeded those of the same month in any previous year of the company's existence.



Lawrence Keys Winning the Fifteen Mile Race by Close Margin in Pittsburgh Meet Last Saturday

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KEYSTONITES FACE THE CAMERA AT LEBANON FAIR GROUNDS

Members of Thriving Harrisburg, Pa., Organization Who Rode to Grounds to Witness Snappy Card of Races on Memorial Day

NATIONAL CONVENTION PROGRAM DETAILS

B. A. Swenson Plans Two-Day Endurance Run Over Mohawk Trail and Arranges Schedule of Races, Meetings and Tours for the Big Week in Providence

PROVIDENCE, R. I., June 10.—The first official correspondence received by B. A. Swenson relative to the F. A. M. National Convention dates arrived today in a letter from President A. B. Coffman. The letter sets the seal on the holding of the convention during the last week in July, by a majority vote of the directors of the Federation. The dates are now July 25, 26, 27, 28 and 29.

Two-Day Endurance Run

One of the features of the convention this year will be the holding of a genuine endurance run to Providence, starting on Monday, July 24, in the early morning from Albany, N. Y., and finishing at the convention on Tuesday afternoon. The course, which is slightly over 500 miles, is from Albany to Pittsfield through the Berkshires, then to North Adams, Greenfield and Bernardston, Mass., and along the Mohawk Trail to Brattleboro and Bellows Falls, Vt. The scenery is magnificent throughout. Proceeding northward to Claremont, the tour will continue eastward past Lake Sunapee to Franklin and then toward the north through Bristol and Plymouth.

At only one point in this part of the course is there a hill of any magnitude, and this is near Plymouth. The grade here is 5 miles long with sharp turns, but is easily negotiated. Following the ascent is a 7-mile coast to Woodstock. The run will then be continued to the Profile and Franconia, Bethlehem and through Bretton Woods in the White Mountain section. Crawford Notch will be descended, but before the descent is made, all brakes will be examined by officials of the run. From Crawford House the rest of the first day's run will be to either Fryeburg or Bridgton, Me., night stop. Distance, about 323½ miles.

From Portland to Providence

The second day's run, July 25, will be past Lake Sebago to Portland, then down the coast through Saco, Kennebunk, Portsmouth, Newburyport, Ipswich, Salem, Boston, Wrentham and Providence. Distance is 211½ miles. At the finish of this run, the delegates and riders will register at convention headquarters. The run will be gone over from start to finish by B. A. Swenson and D. R. Hobart, of **Motor Cycle Illustrated,** as a pathfinding party in ample time to furnish complete road directions, etc., to all participants. Awards will be given for completing the endurance run.

Following the suggestion of President Coffman, Mr. Swenson will have the delegates register on July 25 and the morning of July 26. A business session will be held Thursday morning, followed by a race meet at the Speedway in the afternoon, part of the program of the convention races being run off on that date, July 27. A ladies' committee has already been appointed to take care of members of the fair sex who attend the annual affair, and a program is being worked out for them. This includes a trip to Rocky Point by boat, starting at 9:30 on Friday morning, and a clambake, dance, etc., at that popular resort during the afternoon and evening. The trip will be participated in by all visitors.

Saturday's Features

Saturday will have a business session in the morning and the rest of the races in the afternoon. A smoker is on the cards for that night, and it is possible that some stag entertainment will also be held on the Thursday night of the convention week. In the races, Mr. Swenson is desirous of having trophy awards instead of merchandise prizes and has taken steps to that end.

Competition Chairman John L. Donovan has assigned the one and 25-mile professional championships, and the one, five, two, 10, 25 and 50-mile national amateur championship races for the program here. These and other details require much preparation, but Mr. Swenson believes that before the 20th of the month the work of arranging all details will be completed. Headquarters, for the present, will be in the Swenson Tepee, 522 Broad street, where all correspondence relative to races, tours, etc., should be addressed.

Plans are also under way to conduct a series of tours to meet in Newark, N. J., from Pennsylvania and New Jersey riders, as well as from the South, and joining at that city to continue along the Shore Route to Providence. Mr. Swenson has also written the Buffalo M. C. to make arrangements to collect all Middle Western riders and ride through Syracuse to Albany and across to Providence through the Berkshires. These tours will arrive at the convention on Monday or Tuesday in ample time for riders to register.

Another Squad of Keystone Clubsters, Participants in Reading Run

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REDUCED RATE OBTAINED ON SIDECAR SHIPMENTS

Harley-Davidson Co. Gets Decision From Western Committee That Cars Can Be Billed at "Knocked Down" Rate, Which Is Two Times First Class—Effective on June 7

MILWAUKEE, Wis., June 8.—The contentions of the Harley-Davidson traffic department that sidecars are entitled to be classed as "knocked down" have been granted by the Western Classification Committee of the I. C. C. Heretofore the ruling has been that they must be billed as "set up," taking the rate of 2½ times first class. Under the new ruling, effective on June 7, sidecars from that date can be billed at the "knock down" rate of two times first class.

The fight on behalf of the dealers has continued over a considerable period and involved considerable correspondence on the part of the Harley-Davidson folks, but it required an actual demonstration to convince the Western Classification Committee that dealers were entitled to the lower rate. The method of crating with the sidecar wheel off and mudguard detached requires 59 2/3 cubic feet, while if the car is crated "set up" the crate measures 93⅞ cubic feet, all told.

The first intimation that the committee would concede the lower classification was given in a letter received by the Harley-Davidson folks from W. E. Prendergast of the committee, notifying the motorcycle manufacturers that he had found the measurements of sidecars as just given, and adding that if the sidecars were crated with wheels and mudguards detached and placed inside the crate, the space was reduced at least 30 per cent., and the shipper was entitled, in his opinion, to the "knocked down" rating. In a later letter to the Harley-Davidson traffic department, Mr. Prendergast stated that if the conditions named in his first letter were complied with, that would be all the authority needed to bill the shipments as "knocked down."

It is not known whether dealers will be authorized to file claims for the difference on shipments prior to June 7 at present. Under the old classification it was cheaper to ship by express to many points than by freight by reason of the old rate on sidecars. With the new rate a considerable saving will be effected for the dealers.

TEN PERFECT IN HARRISBURG ENDURANCE

HARRISBURG, Pa., June 12.—Of 18 starters in the annual spring endurance run of the Keystone M. C., 14 managed to complete the 272 mile course to Altoona and return and check in at the finish. Ten of the finishers came home with perfect scores, despite the fact that every one of the contenders with the exception of C. Early made at least two falls on the mountainous course made exceedingly slippery by continued rain. M. Caley was knocked unconscious when he skidded into a telegraph pole and was taken to the Lewistown hospital but managed to come to his senses in time to mount his machine and check in at the next control two minutes ahead of time.

The scores are as follows: R. D. Caley, Harley-Davidson, 1,000; D. Peters, Excelsior, 1,000; E. Kohle, Pope, 1,000; C. Sollers, Harley-Davidson, 1,000; W. Holtz, Indian 1,000; C. Early, Harley-Davidson, 1,000; Ray Heagy, Harley-Davidson, 1,000; R. L. King, Harley-Davidson, 1,000; F. Senseman, 1,000; V. Harlacher, Thor, 978; G. Doneley, Indian, 975; C. Baskette, Harley-Davidson, 975; C. Uhler, Thor, 970.

WEBSTER NOW ASS'T SALES MANAGER OF MIAMI

MIDDLETOWN, O., June 12.—W. G. Ash, sales manager of the Miami Cycle & Mfg. Co., announced last week the promotion of Ralph D. Webster, formerly a factory traveler, to the assistant sales managership. This change will relieve Mr. Ash of the detail work of the sales department and enable him to devote more time to visiting the trade.

VAN CLEEFS ADD ANOTHER WAREHOUSE FOR STOCK

CHICAGO, Ill.—Van Cleef Brothers, makers of Dutch Brand cements and other products, have rented another warehouse near the present location. This new acquisition is now stocked full with all sorts of Van Cleef products for immediate shipment.

The firm is not having any trouble with material, as there is ample stock on hand to take care of all orders for another year or more, notwithstanding the greatly-increased demand for Dutch Brand goods.

FIRESTONE ACCESSORIES FOR U. S. ARMY

AKRON, O.—The Firestone Tire & Rubber Company has received an order from the Quartermaster's Department, U. S. Army, for a goodly supply of accessories in order to be ready for all emergencies in the Pershing expedition after Villa in Mexico.

In speaking of this order, H. A. Grubb, Texas manager for the Firestone interests, says: "It is, indeed, pleasing to have our accessories given recognition by the government, in addition to the generous praise given our tires which are used on the Army trucks with the expedition."

READING JUNE 4 INJUNCTION

Referee T. Mahoney Perusing Document Handed Him by Sheepshead Bay, N. Y., Sheriff Prohibiting Motorcycle Races On American Liberty Day

BLAIR SEVERS CONNECTIONS WITH S. K. F. CO.

HARTFORD, Conn., June 12.—F. R. Blair, formerly secretary, treasurer and sales manager of the S. K. F. Ball Bearing Company, this city, has tendered his resignation and become president of the F. R. Blair & Company, 50 Church street, New York. It is understood that the Blair company will devote itself to developing motor efficiency devices.

WILSON NOW WITH EDWARDS-CRIST FORCES

CHICAGO, Ill.—C. E. Wilson, formerly with the Excelsior General Supplies Co., of this city, is now traveling for the Edwards-Crist Manufacturing Company. He is connected with the jobbing end of the concern, under the able guidance of H. N. Kirk, manager of this department.

Wilson will cover Illinois, Wisconsin, Michigan, Indiana, Iowa, Nebraska, Missouri and Kansas as his new territory.

WITHERBEE IGNITER MOVES TO NEW QUARTERS

SPRINGFIELD, Mass.—The Witherbee Igniter Company, maker of Witherbee storage batteries, has moved to a new building on Liberty street at the corner of Chestnut street. In the new location, the firm will not only have the additional manufacturing space necessitated by the expansion of its business, but will be ideally located for its particular manufacturing requirements.

The new building is a handsome structure in what is practically the heart of the city. It is of reinforced concrete construction with saw-tooth roof.

DINES REMY HEADS

DETROIT, Mich.—Department heads of the Remy Electric Company were entertained by Walter Johnson, the European representative for the firm, at a dinner given on May 26, at the Detroit Athletic Club. Johnson has been in the United States for ten weeks, and will go back to Europe shortly.

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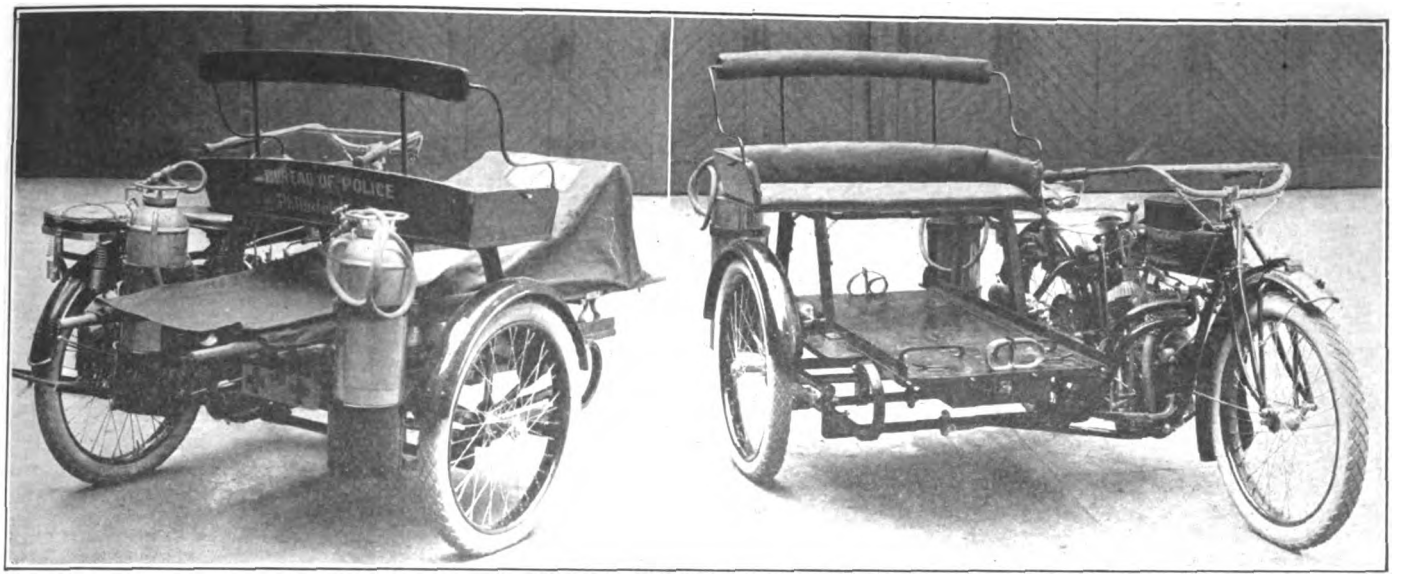
QUAKER CITY POLICE GET NOVEL INDIAN OUTFIT



Left, Rear View of Bus with Stretcher in Position for Carrying Injured Man; Right, Stretcher Removed Showing Floor and Carriers

PHILADELPHIA, Pa.—The Bureau of Police of this city has purchased a most useful combination police rig from the Hendee Mfg. Co., of Springfield Mass. This rig, which consists of a Powerplus three-speed with spring frame and a special sidecar body, can be used as an emergency patrol wagon, an ambulance or a fire wagon at will. The rig was made up at the Indian works to the order of the Bureau and well tried out by the Hendee designers and testing staff.

The sidecar chassis is of special construction for the heaviest kind of service and is built along Indian sidecar lines. The width is sufficient to accommodate two patrolmen on a single seat having a lazy-back. This seat is on a frame of sufficient height to allow of placing a stretcher on the floor below, the floor having ample length to take a stretcher with patient in it. A regulation stretcher, with cover, is carried, rolled on this platform.

At each corner of the rear of the car is carried a big chemical fire extinguisher in a special boot. An apron is fitted to the seat, with snap-fasteners to the floor at front and sides. The motorcycle has a tandem attachment of F. N. make to carry a fourth patrolman when desired.

GOODYEAR TO BUILD $1,500,000 FACTORY IN CANADA

Work Will Be Started Immediately on Exclusive Pneumatic Tire Plant in New Toronto; Present Factory to Be Used Only for Mechanical Goods and Solid Tires

TORONTO, Ontario, June 12.—Formal announcement has been made by C. H. Carlisle, general manager of the Goodyear Tire & Rubber Company of Canada, Limited, to the Canadian representative of **Motor Cycle Illustrated,** regarding the decision of the company to erect a huge new factory building at New Toronto, a suburb of this city, to cost $1,500,000. The site for the plant covers an area of twenty-seven acres and the factory, which will have four floors and a basement, will be used exclusively for the manufacture of pneumatic tires for the Canadian and foreign trade.

Ready by Next February

The work of construction will be started immediately. The contract for the steel work has already been let and other arrangements are being made so that it is expected that the structure will be ready for occupation by February 1, 1917. The main building will be 560 feet long and 100 feet wide and, in addition, there will be a structure for the accommodation of the power plant and also a special building in which rubber cements will be made.

The site is adjacent to the Lake Shore Road, seven and one-half miles from the geographical centre of Toronto, and the new model cement boulevard from Toronto to Hamilton will skirt it. A railway siding is to be extended to the new factory, but, in addition, the Goodyear company is planning to make use of the new roadway for the delivery of tires to Toronto and Hamilton by motor lorries. This will make the company independent of local railway lines.

To Use Old Plant

The Goodyear company has had a factory in Canada since 1910 when the plant of the Durham Rubber Company, at Bowmanville, Ontario, was acquired. This factory, which has had many additions during the past six years, will continue to be used, but only mechanical goods and solid tires will be made in this building. Some 800 workmen are employed and it is estimated that 600 men will be engaged in the manufacture of pneumatic tires at the New Toronto works when the latter are opened next February. With so many skilled laborers enlisting for service in the Canadian army, there is a scarcity of rubber workers, however, and Mr. Carlisle expressed a fear that his company might have a fine new plant but not sufficient labor to keep all wheels moving.

The amount mentioned as the cost of the new structure, $1,500,000, includes not only the outlay for the building which will be of brick and steel construction, but also for the tire-making equipment, the latest designs of which will be installed in the plant.

For the present, the headquarters' staff of the Canadian company will remain at the present head office of the company at Simcoe and Richmond streets, Toronto. There is a possibility that some of the executive officials, at least, will be transferred to New Toronto in due time.

The Goodyear company has branches in Canada at Toronto, Vancouver, Edmonton, Calgary, Regina, Winnipeg, Hamilton, Ottawa, Montreal and St. John, ten in all.

VAN CLEEF IS FINISHING RECORD TRIP

FELIX VAN CLEEF, of the firm of Van Cleef Brothers, makers of Dutch Brand products, at Chicago, Ill., has finished visiting New England territory and is now in New York. This will be the last of the present trip, and Mr. Van Cleef states that he has never experienced a business tour in which the amount transacted during the present one has been anywhere near equal. Large orders have been received by Mr. Van Cleef, and others of goodly size have been sent in direct to the factory.

ASHEVILLE HAS RIOT BUS

ASHEVILLE, N. C.—The local police department has ordered from the Hendee Manufacturing Company a police riot bus drawn by an Indian motorcycle. The rig carries two patrolmen on the wide seat on the sidecar, and a third on the tandem.

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LIVE WIRES? WELL, JUST LOOK 'EM OVER

This Is the Corps of Trade Enthusiasts That Is Working with General Committeemen Surre and Morehouse to Make the Cycle Parts Convention Program a Record Breaker

BELOW is given a full line-up of the trade hustlers who compose the various committees in charge of the Cycle Parts convention program, and General Committeemen Surre and Morehouse report that every man on the list is "doing his bit" to make the coming season a record buster. In most cases the present committeemen are taking care of convention details with which they have already had experience at Atlantic City and the work is, therefore, considerably facilitated. The list follows:

ROAD RACE

Max M. Sladkin, Haverford Cycle Co., chairman.,
C. F. Olin, New Departure Mfg. Co.
M. C. Schweinert, A. Schrader's Son, Inc.
W. V. C. Jackson, care of A. O. Smith & Co.,
H. S. Quine, care of Goodyear Tire & Rubber Co.

CABARET COMMITTEE

F. T. Chase, Frank Mossberg Company, chairman,
Chas. Hertzler, The Bearings Company of America,
H. A. Wattenscheidt, A. R. Mosler & Co.,
H. M. Tisne, A. Schrader's Son, Inc.,

BASEBALL COMMITTEE

H. H. Hamilton, Federal Rubber Mfg. Co., chairman,
H. M. Hoffman, care of Davis Sewing Machine Co.,
Louis Schwab, Stevens & Company,
J. W. Grady, J. W. Grady & Co.,
A. B. Coffman, American Wood Rim Company,
E. F. Knapp, care of The Standard Company,
J. W. Ash, care of Miami Cycle & Mfg. Co.,

BOWLING COMMITTEE

E. Horace Hawthorne, care of Hawthorne Mfg. Co., Chairman,
M. C. Stokes, U. S. Tire Company,
H. Mesinger, c/o H. & F. Mesinger Company,
Milton Brown, Fisk Rubber Company,
A. B. Dick, c/o Louis Rastetter & Sons,
M. J. Cabana, Buffalo Specialty Co.

GOLF COMMITTEE

DeWitt Page, New Departure Mfg. Co., Chairman,
W. E. Diehl, Corbin Screw Corporation.
W. S. Quinlan, National Screw & Tack Co.,
W. E. Holland, c/o Holland, Baden, Ramsey Co.,
C. L. Elyea, Elyea-Austell Company.

GRANDSTAND COMMITTEE

W. E. Owens,
W. H. Grover.

PRESS COMMITTEE

J. Leo Sauer, **Motor Cycle Illustrated** *and Bicycling World.*
T. J. Sullivan, *Motorcycling & Bicycling,*
R. F. Kelsey, *Bicycle News.*

LADIES' COMMITTEE

Mrs. W. J. Surre,
Mrs. C. E. Morehouse.
Mrs. E. E. Hawthorne,
Mrs. Keyser Fry.

RECEPTION COMMITTEE

D. F. Printz, Reading Saddle & Mfg. Co., Chairman,
B. S. Keefer, Chicago Handle Bar Co.,
E. J. Dunn, Eclipse Machine Co.,
W. H. Crosby, The Crosby Company,
L. M. Wainright, Diamond Chain & Mfg. Co.,
F. H. Harris, B. F. Goodrich Co.,
Clinton Lovell, K. & C. Mfg. Co.,
D. S. Troxell, Troxell Mfg. Co.,
J. B. Tucker, Tucker Woodwork Co.,
L. C. Spraker, Kokomo Rubber Co.,
C. E. Weaver, Kelley Handle Bar Co.

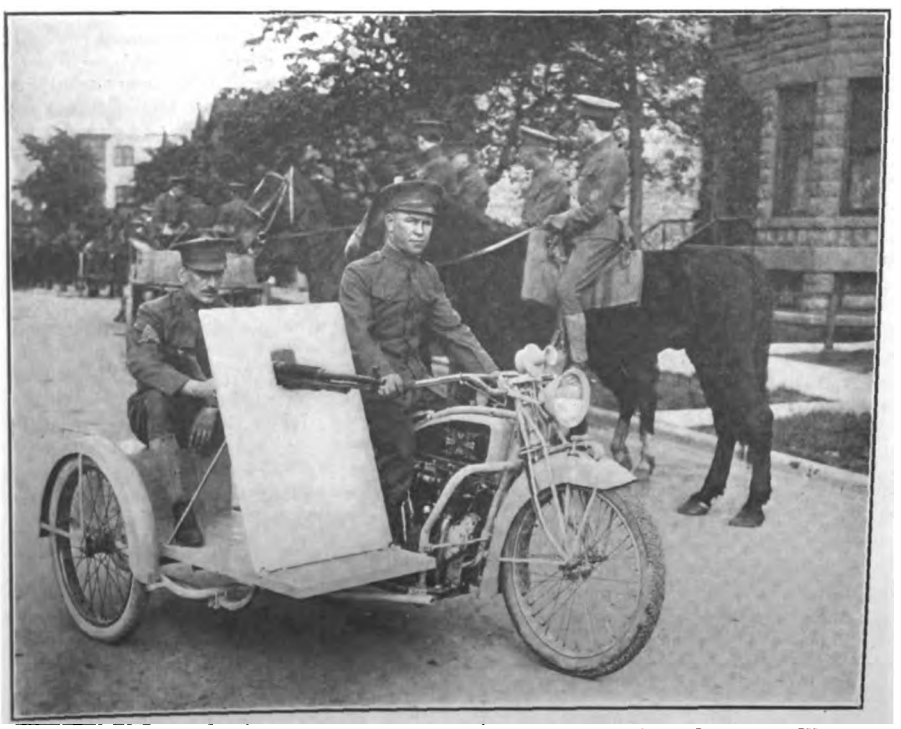
CLASSY CARD FOR N. Y. CONVENTION MEET

One Hundred Mile Feature Has Big Prize List and Other Seven Events Include Five State Amateur Championships

SHEEPSHEAD BAY, N. Y., June 9.—The official entry blank for the New York State F. A. M. meet in connection with the State convention on July 4, has been issued, and a classy card of events is scheduled. There will be eight races of which one is a two-mile National pro. championship, and the other a 100-mile pro. feature. In the two-mile event, medals to the value of $75 are offered, with cash prizes of $20, $15, $10 and $5. In the long race, first prize is $400, second prize $250, third $200, fourth $175, fifth $150, sixth $125, and seventh $100. This prize list is exceptionally large, and should draw the pick of the speedsters in the United States.

The opening event, slated for 2 p. m., is a one-mile New York State amateur champ. race. This will be followed by a two-mile amateur N. Y. champ., the two-mile National pro. race, a 25-mile State amateur champ. event, and a five-mile of the same class. The sixth race will be for pro. riders on stock mounts, the distance being 10 miles, this being followed by a 10-mile State amateur championship event. and then the 100 mile feature. Added features will be a race between an aeroplane, motorcycle and automobile, and a parachute leap from an aeroplane. Application for entrance should be made to Secretary Irving Barnard, Speedway M. C., 15 Warren street, New York.

FEATURE OF CHICAGO'S PREPAREDNESS PARADE



Excelsior with Rogers Sidecar Carrying Machine Gun Used by First Regiment, Illinois National Guard. The Gun Is a Standard United States Army Piece

BIG HAVERFORD DISTRIBUTION

CHICAGO, Ill.—The Haverford Cycle Co., distributing the Excelsior in Philadelphia, Buffalo, Detroit and other cities, is now turning over more than 100 Excelsiors per week, and is continually calling for increased shipments. Most of the machines are shipped by express in carload lots.

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Western Representative, HARRY G. JACOBS
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D. R. HOBART, Technical Editor

WOULDN'T YOU LIKE TO BE WITH THEM?

CERTAINLY you would; any red-blooded sportsman would. Well, the big Vacation Number of **Motor Cycle Illustrated**—due June 22—will tell you how to get just as much fun and healthful recreation out of life as these fellows are getting. It will tell you in snappy, chatty articles and show you in bright original photos and sketches how to make every minute count in your vacation,—and throughout the whole summer, for that matter.

If you are a cycle dealer, both you and your business need this attractive, helpful number; if you are a rider, you can't do justice to all your summer opportunities without it. As for those who are not riders, no one could do them a more friendly turn than to place in their hands a copy of this special number. It will make cyclists of them—sure as shootin'.

There's a big tip for the dealer.

BUSINESS OPENINGS FOR MANUFACTURERS AND JOBBERS

ZANESVILLE, O.—The Bonifield Wolfe Hardware Company has bought out the stock of the Fillmore Hardware Company. Catalogs on bicycles, mechanics' tools, lubricating oils and varnishes are requested.

STATESBORO, Ga.—Frank H. Balfour and H. T. Melvin have bought the hardware store of George Rawls. Catalogs on bicycles, automobile accessories, lubricating oils and small tools are desired.

HAVRE, Mont.—Jestrab Brothers, newly organized, desire catalogs on automobile accessories, bicycles, small tools and lubricating oils.

SANTA ROSA, Cal.—Charles A. Smith has bought out W. L. Whitaker's hardware business. Smith requests catalogs on lubricating oils and automobile accessories.

NUNDA, S. D.—H. O. Lindstrom has started in business to deal in oils and small tools as well as bicycles. Catalogs are requested.

RYDER, N. D.—Ole Olness has started in business and requests catalogs on automobile accessories, small tools, lubricating oils and varnishes.

ROCKVILLE, Ind.—The Rockville Hardware Company is now run by Cleeman and Cole. Catalogs are requested on small tools and lubricating oils.

WINDSOR LOCKS, Conn.—The F. S. Bidwell Company has been incorporated with a capital stock of $75,000. Bicycles, small tools and oils are handled.

INDIANS WIN GOLD MEDALS IN DUBLIN TRIAL

SPRINGFIELD, Mass.—Recent advices to the Hendee Mfg. Co. from Dublin, Ireland, give the final awards in the Dublin & District Motor Cycle Club's Easter Monday trial, two Indians with sidecars receiving full marks and gold medals. These combinations were driven by E. Carton and C. B. Franklin, and were the only two machines to receive full honors. Franklin was also the winner of the Dunlop Challenge Cup.

S. Redmond, on a 1912 Indian road racer, also completed the course and earned a silver medal. The trial, the communication stated, was a very severe one, through the hills of County Wicklow, and totaling 145 miles. Out of 18 starters, only five finished, three of these being Indians.

NEW DROP FORGE COMPANY

MILWAUKEE, Wis.—The John Obenberger Forge Co. has been organized with a capital stock of $100,000 and is equipping a plant at West Allis. John Obenberger will head the new concern. He is one of the best-known drop forging men in the Middle West.

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MICHIGAN PATHFINDERS ON THE JACK PINES TRAIL

Take Ten-Day Trip to Mark Course of Gruelling Run to Be Held July 2-3-4; Low-Gearing Traveling; Scouts Carry Complete Camping Equipment

By PAUL J. BAILEY

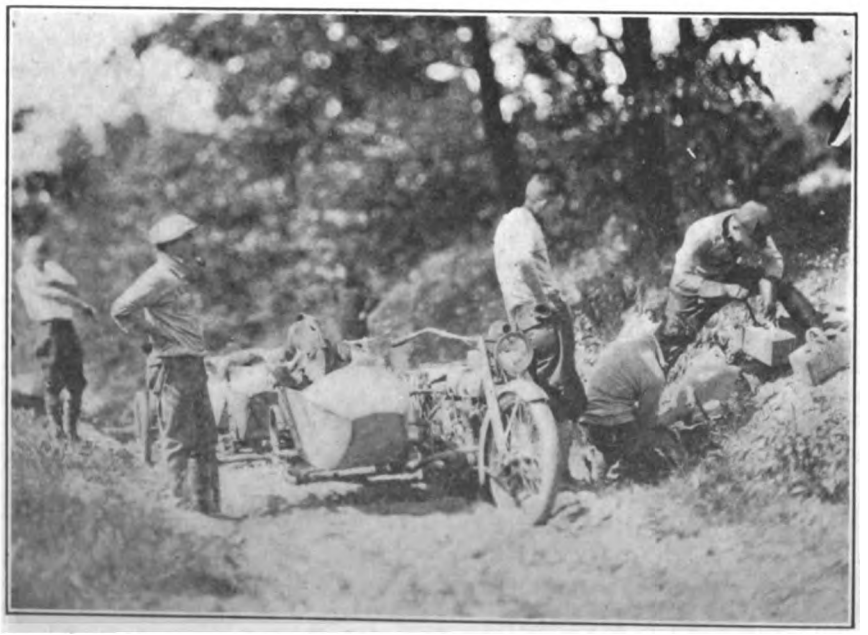
Sand Streak Between the Michigan Hills, a Foretaste of Road Surfaces to Come in the Peninsula

GRAND RAPIDS, Mich., June 10.—With the raindrops pattering a gentle accompaniment to the purr of the motors, the pathfinding crew of the Grand Rapids Motorcycle Club started on their journey Sunday morning, June 4, to lay out the course of the big national championship endurance run to be held on July 2-3-4.

All the machines carried sidecars, loaded to the guards with camping equipment, road signs, paint for marking the turns, etc. After the first few miles had been covered the rain slackened, and later in the morning the skies cleared and the sun shone out; making all hands rejoice in its brightness.

But by that time the warmth of the sun was no longer needed, for the riders had entered the rough stuff and were kept busy enough to maintain their circulation. The good road was left a short distance out of the city, when a left-hand turn led up a narrow little side road climbing a steep hill, cut by ruts and deep with sand.

And all the rest of the way followed suit. The course that is being laid out is being chosen as a "goat-getter." Its chief object is to be as bad as possible to prove that roads can't be bad enough to stop an up-to-date motorcycle. And the specimens of road that this pathfinding crew are picking out are well designed for endurance run purposes.



Pathfinders Painting Road Sign on One of Many Rocks By the Wayside

Low Gear for Miles

For miles at a time the machines traveled on low or second gears, for the sand was so deep that "high" was out of the question for the heavily-loaded sidecars. And when those same sand streaks led up steep hills—ah, then came the pull. Some idea of the nature of the roads can be gained from the fact that even the lowest-geared machine in the party, a big three-speed twin with a low gear of 12 to 1, had to have the sidecar passenger on foot pushing to get up several of the hills. Furthermore, this was shortly after a rain, while the sand was wet—and it is worse when dry.

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The course is to be marked thoroughly, so as to avoid any riders going astray on the run, with a mark at every crossroad, turn or fork all the way. A cross indicates straight ahead, an "R" means a right-hand turn, and an "L" a turn to the left. The letters are in bright red paint with broad white outline.

Out for Ten Days

The pathfinders expect to be out on this journey about ten days, and are carrying full camping equipment so as to stay wherever they happen to be when night falls, as much of the time will be spent a long way from any hotel. Tom Martin is lugging a specimen of .44-caliber Colt heavy ordnance for the sake of preparedness in case he meets the same wildcat that looked him over while he was stopped to fix a puncture in the woods on the run last Summer. Other members of the party have items of equipment that meet their ideas of necessities for the trail.

"Hap" Scherer, who was one of the main spirits in laying plans for this big tour of the Jack Pines, intended to be a member of the pathfinding party, but at the last moment found himself slated to ride in an eastern endurance run on a conflicting date. This was the Worcester, Mass., 24-hour contest up to the Canadian border.

WILL REFUND CITY FEE TO BUFFALO RIDERS

BUFFALO, N. Y., June 12.—At the last meeting of the Buffalo Councilmen a special resolution was passed ordering the city treasurer to return the one dollar municipal motorcycle license fee. This resolution is the outcome of the persistent efforts of riders who demanded the refund of their fee, because of the new State registration and license law now in force. The city ordinance provided that if a motorcycle license should be required by the State, the city license ordinance would become null and void, but it did not provide for the return of the municipal fee.

The city treasurer will return the city fee paid by any rider upon application and presentation of his 1916 certificate and city license number plate. A number of riders have already made applications.

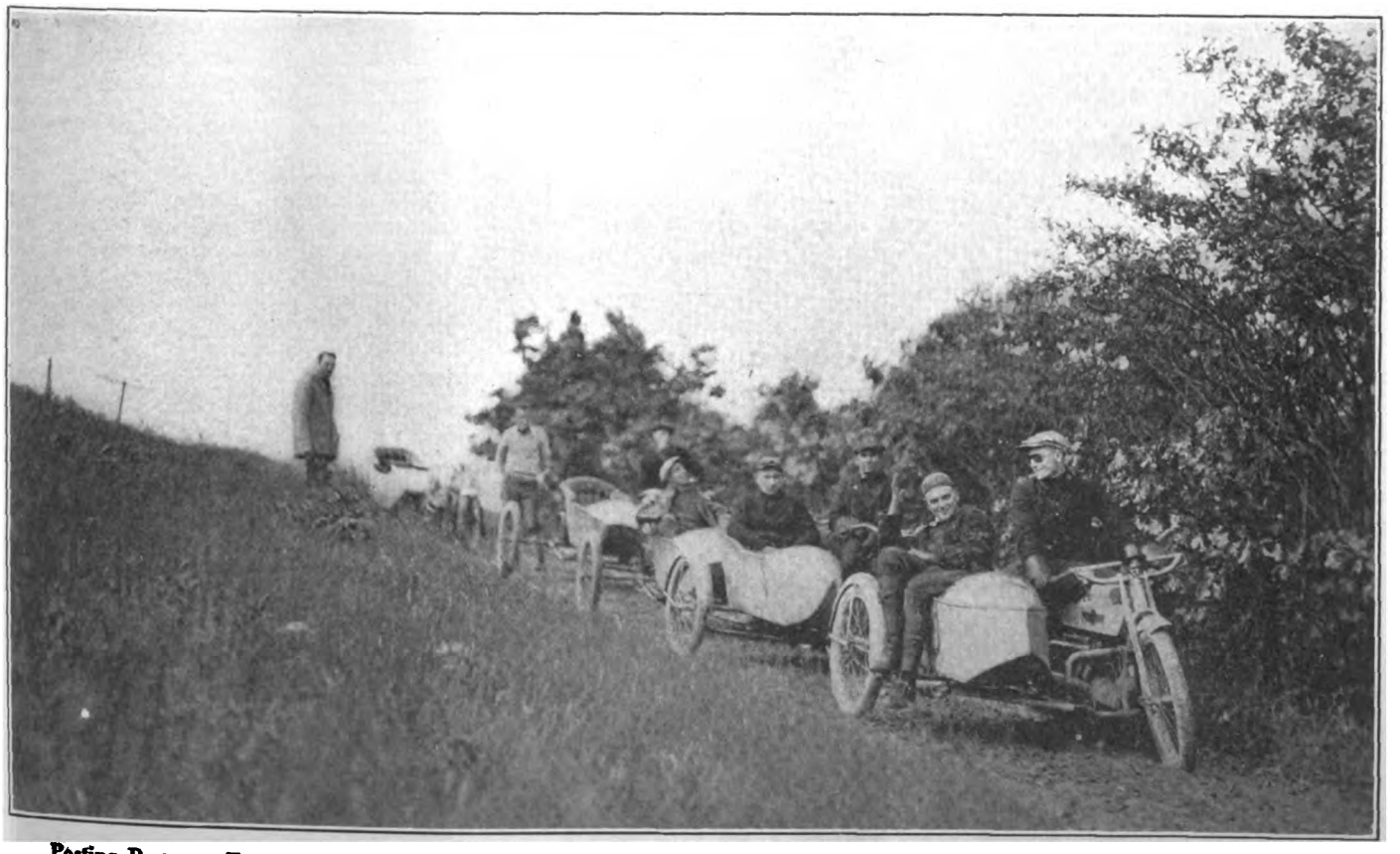
Resting at the Mouth of a Sandy Gulch, Where Low Gear Is Needed

WANTS $400,000 FOR SPEEDWAY

LEXINGTON, Ky., June 12.—J. T. McKee, one of the active promoters of the new Lexington Motor Speedway Co. here, has had the papers drawn up and started a campaign to secure subscriptions for the $400,000 worth of stock. The track is to be a two-mile circuit, of board construction, and will be used for automobile and motorcycle events.

WANTS SIDECARS FOR POLICE

YOUNGSTOWN, O.—Chief of Police Hertenstein is genuinely pleased with the success of the motorcycle squad of his force and advocates extensions in it to obtain greater efficiency. He wants two sidecars for use as emergency patrols, as a start.



Posting Party on Typical Road in Jack Pines Run—At Many Places the Way Is So Narrow That Two Vehicles Cannot Pass

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WHY SHEEPSHEAD BAY WAS PICKED FOR CONVENTION

WHILE it is now generally known that the New York State Convention and races will be held at the Sheepshead Bay Speedway on July 4, there have been a number of inquiries received from time to time concerning Saratoga, N. Y., and pointing out the suitability of that city and its track for such a purpose. An exposition of the superiority of the Sheepshead Bay location, etc., will, therefore, be of interest.

The Speedway is a two-mile track, suitable for the highest speeds possible. It is one of the most excellent for racing in the United States. It is close to Coney Island, the metropolitan pleasure resort, to which visitors can ride in a few minutes and enjoy themselves between times. Access to the track is over good roads for the most part.

The Saratoga track, where former conventions have been held, is not available until the latter part of the Fall, owing to its being subsidized for horse racing during this Summer. It is by no means in the same class as the Speedway for racing either.

PROVIDENCE'S RACES ARE AGAIN POSTPONED

PROVIDENCE, R. I., June 10.—The races postponed from Decoration Day until to-day were postponed again this morning because of the rain and muddy condition of the track at Hillsgrove. The date for holding the races will be announced next week.

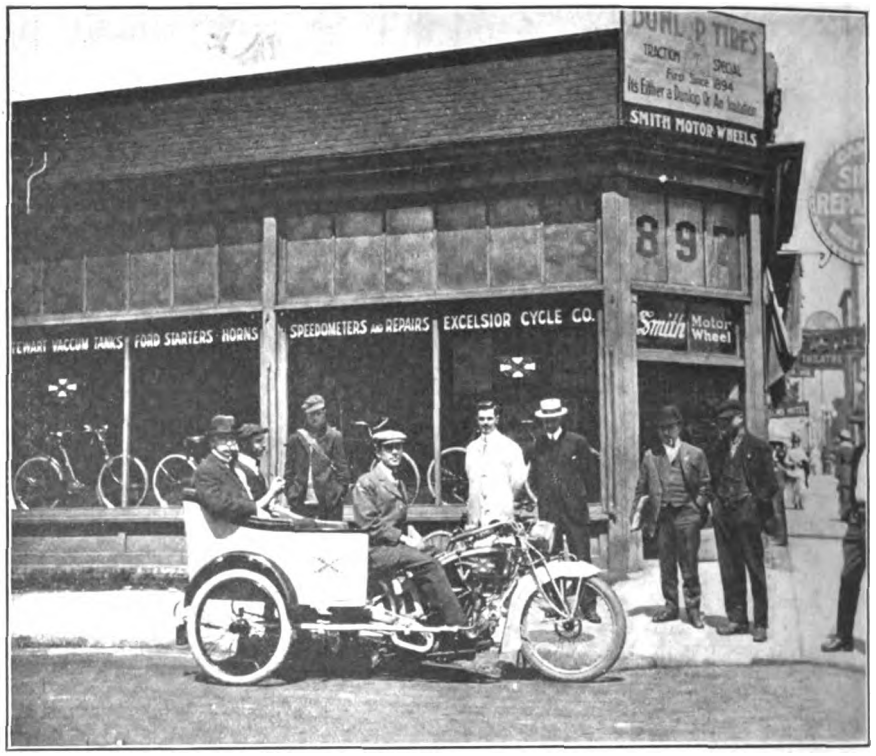
ENTERTAIN NEW MEMBERS

PROVIDENCE, R. I., June 13.—The regular weekly meeting of the Providence Motorcycle Club was held this evening. The thirty new members, who have joined since the membership campaign started, were tendered a reception. The ladies brought lunch baskets and these were auctioned off. A musical program was presented.

DAVISITES FOR PREPAREDNESS

DAYTON, O.—Employees of the Davis Sewing Machine Company took part in the Preparedness Parade in this city on June 3. There were over 1,000 Davis men in line. Over 15,000 men of this city participated in the affair.

DEMONSTRATING FIRST CYGNET IN VANCOUVER



Dealer W. E. Woodley with Excelsior Drawing Rear Car in Front of New Quarters of Excelsior Cycle Company. Rig Attracted Much Attention

WILL FINANCE SALES FOR EXCELSIOR DEALERS

Factory Makes Arrangements With Republic Finance and Investment Company to Handle Installment Accounts for Its Agents

CHICAGO, Ill., June 12.—Excelsior dealers, both large and small, will welcome the announcement from the Excelsior Motor Mfg. & Supply Co., that it has just finished negotiations with the Republic Finance and Investment Co., Indianapolis, Ind., whereby the latter firm will handle installment accounts for "X" dealers.

The plan to be followed involves the payment of one-half of the total price of the machine, the investment concern taking the buyer's papers for the balance and giving over to the dealer the full cost price of the motorcycle plus a portion of his profit. The Republic company enjoys a splendid reputation for fair and square dealings, and was first thoroughly investigated by the Excelsior factory before the present arrangement was entered into.

Details of this co-operative plan were very carefully arranged, and they ensure the most satisfactory terms to the purchaser of machines and place ready cash in the dealer's hands, thus enabling him to expand his business.

Quite a number of Excelsior dealers in the past have had installment accounts carried by the Republic Finance and Investment Co., but these have been mostly the larger dealers and distributors. In fact, papers have been carried in amounts as high as $350,000.

THEY TAKE CARE OF ROCHESTER, N. Y., TRAFFIC

One Shift of Officers on Harley-Davidsons Who Are on Duty Eight Hours a Day. Three Shifts Keep Machines Busy for 24 Hours

JAPANESE TRADESMEN STOP AT MILWAUKEE

MILWAUKEE, Wis.—I. F. Ishizawa, directing manager of the Japan Automobile Co., of Tokyo, and Isamu Hoshiko, of the same city, visited the Harley-Davidson Motor Company and the A. O. Smith plants on June 8 and 9. Mr. Ishizawa is a dealer in motorcycles and bicycles in Japan, being the Harley-Davidson distributor as well as representative of a number of automobiles.

While in this city the Japanese visitors made tentative arrangements with Sales Manager W. V. C. Jackson, of the A. O. Smith Company, to handle the Motor Wheel in their country. They were pleased with their visit to the Smith factory.

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THE BICYCLING WORLD

FOUNDED 1877

DEPARTMENT OF MOTORCYCLE ILLUSTRATED

"ALL THE BICYCLE NEWS EVERY WEEK"

NEW YORK BICYCLE POLICE ANSWER EMERGENCY CALL

Means Adopted by Metropolitan "Finest" to Convey Injured on Bicycles with Regulation Stretcher

ODELL WINS CHICAGO HARE AND HOUNDS

CHICAGO, Ill., June 12.—O. L. Odell, of the Mystic A. C., was the winner of the hare and hound chase staged yesterday from the Riverview club house over an eight-mile course. P. Klaes, of Belgian-American C. C., came in second, followed by F. Van Riett, Sleipner A. C.; H. Borzecchi, Lesar Dewird, L. P. Matson, J. Lezin, A. J. Sacchini and M. Boxtall. Odell came home in 17:48, with Klaes in 18:50 and Van Riett in 18:52.

The run was a revival of the formerly-popular cycle event. The hare was given two minutes in the eight-mile course, the field being sent away in a "pack" when the 120 seconds were up. The course was south on Western avenue, to Fullerton, Cradford, and Diversey avenue; then back on Western and home. The chase was so successful that another will probably be held in the near future.

BENSON TRAVELING EAST

MILWAUKEE, Wis., June 12.—J. A. Benson, who has covered the State of California successfully boosting the Smith Motor Wheel, is now on a trip through Ohio in behalf of the "red speed demon." Benson will call on most of the present motor wheel dealers and will also travel new territory to sign up additional agents. Leaving the Buckeye State, the California hustler plans to blaze a trail eastward.

DIDIER MAKES NEW RECORD FOR REVERE TRACK

OSTON, Mass., June 8.—Leon Didier, the French rider, showed the way over the tape to Victor Linart, the famous Belgian cyclist, and George Wiley, of Syracuse, in the three-cornered motor-paced race at thirty miles, which was contested at the Revere track last night.

Incidentally, Didier established a new track record of 42 muintes 1⅕ seconds for the distance. The none too bright night played havoc with the crowd. However, the fans attending were treated to one of the best matches that has ever taken place at the Beach oval.

Up to within five miles of the finish Linart had the race well in hand, but a sprint started by Didier shook the Belgian from his pace and left the field practically clear for the Frenchman.

Wiley put up a game struggle to hold out the pace Didier started, but the Parisian rider literally flew and was not to be caught.

CRESCENTS PREPARING FOR HOLIDAY CLASSIC

BALTIMORE, Md., June 10.—The run of the Eagle Cycle Club was held Sunday to Annapolis, William G. Anderson being in charge. Those on the run were C. Byrd, F. Mirando, J. Wilen, Edwin Durr, M. Zlar, Henry Lasner, H. Nechampkin and A. Weinstein made the trip.

The regular run of the Crescent Bicycle Club was scheduled Sunday for Havre De Grace, but owing to the heavy rains in that vicinity only two riders showed up for the journey, Walter Iglehart and Walter Doersch. Fred Sanborn returned Sunday from a two-day trip to Philadelphia, where he was the guest of Wm. T. C. Yorke, of the Century Road Club of America.

The members of the Crescents are working hard to make a success of their ten-mile handicap road race which will be held on the 4th of July. A liberal prize list will be offered the competitors.

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PRIZES WANTED FOR CYCLE PARTS RACES

Response Has Not Been Prompt to Committee's Request for Awards to Be Used in Bicycle Events at Atlantic City Convention

ERIE, Pa., June 12.—Though the big bicycle races which will be a feature of the Cycle Parts Convention in Atlantic City are still far down in the table of coming events, Messrs. Surre and Morehouse, of the arrangements committee, are anxious to secure a large prize list now in order to start an early campaign to arouse the interest of eastern riders.

The prizes received by the committee will be published frequently, and unless the list increases many of the cyclists who might otherwise compete in these events might not deem it worth their while to enter the Cycle Parts meet.

Manufacturers have not responded very promptly to the request for prizes. At this writing but seventeen firms have donated awards for the races. Though the committee expects that other manufacturers will come through in due time with prizes, it believes that the work of attracting favorable attention to the races will be greatly facilitated by the early receipt of awards.

The Atlantic City racemeet is not directly connected with the campaign of the "Million Bicycles" committee, and the prizes placed with that committee will not, so far as is known, be hung up at the Cycle Parts meet. The events to be staged at the famous seaside resort are a separate proposition, and those manufacturers who intend to support the Cycle Parts races should send their donations to the Haverford Cycle Company branch in Atlantic City.

Following is a list of the prizes which the committee received up to June 7th.

A. O. Smith Company, Smith Motor Wheel.

Eclipse Machine Co., coaster brakes.

Emblem Mfg. Co., 1 Emblem Bicycle.

Fisk Rubber Co., 1 pr. Bicycle tires.

Corbin Screw Div., 1 No. 10 2 speed coaster brake.

Racine Rub. Co., 2 pr. 28 x 1¼ Racine tires.

Troxel Mfg. Co., 6 saddles.

Frank Mossberg Co., Assortment of tools.

Badger Brass Mfg. Co., Solar Lamps.

Diamond Chain & Mfg. Co., 6 No. 71 Roller Chains.

Racine Rubber Co., 2 pr. Chicyco recer tires.

Persons Mfg. Co., 1 Track Racer Saddle.

Firestone Tire & Rub. Co., 2 pr. bicycle tires.

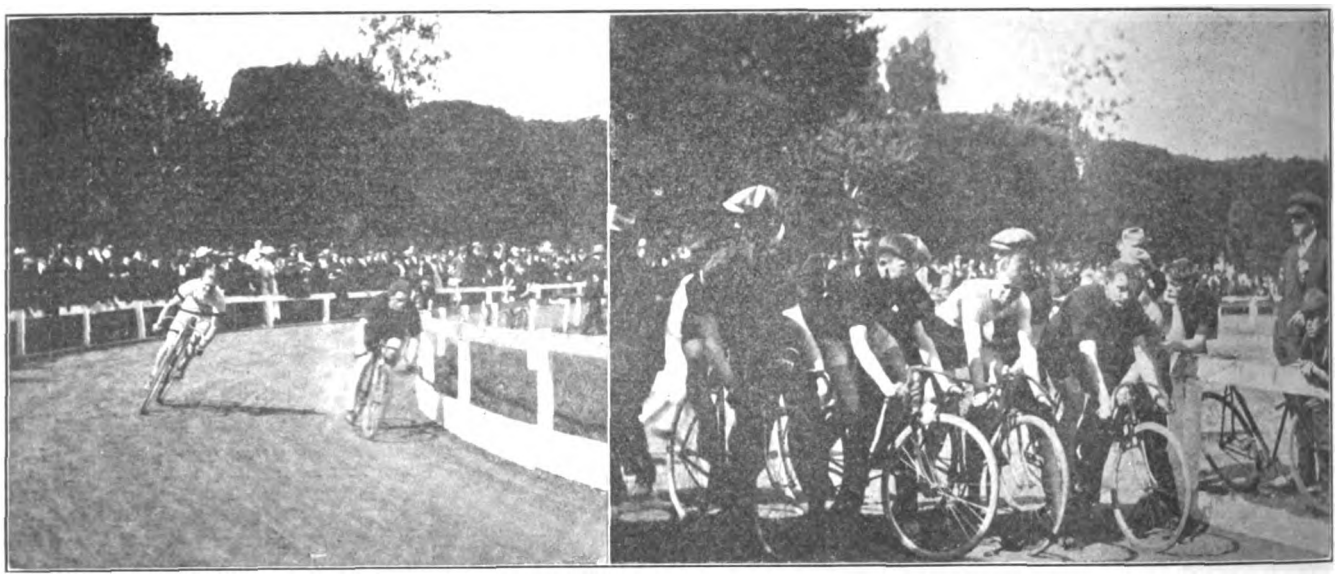
Chicago Handle Bar Co., 1 Shelby Bar.

Splitdorf Electrical Co., 1 silver cup.

American Wood Rim Co., 6 prs. rims.

W. H. Crosby Co., $10.00.

SAN FRANCISCANS ARE ARDENT FOLLOWERS OF CYCLE RACING



Left, W. Thompson Winning Second Heat, with J. Hyerdall Close; Right, Start of One Mile Final in Which Hyerdall Was Victorious

SAN FRANCISCO, Cal., June 10.—Jerry Hyerdoll, of the Olympic Club, captured the one-mile bicycle race held last Sunday as the feature of the annual athletic games of the Knights of the Red Branch at the Shellmound Park track. The circuit is a ten lap affair, and being somewhat sandy it was impossible to make fast time.

Summaries:

First heat.—F. Hoffman, Olympic Club, first; W. Hammitt, New Century, second; G. Drury, New Century, third. Time, 2:37.

Second heat.—W. Thompson, New Century, first; J. Hyerdoll, Olympic, second; W. Rhodes, New Century, third. Time, 2:41.

Final.—J. Hyerdoll, Olympic Club, first; F. Hoffman, Olympic Club, second; W. Hammitt, New Century, third. Time, 2:31.

NEW CENTURY WHEELMEN ELECT THEIR OFFICERS

SAN FRANCISCO, Cal., June 10.—At the meeting of the New Century Wheelmen, held last week, M. Newmark, one of San Francisco's best-known business men and a veteran in the cycling sport, was elected to honorary membership. Newmark first became identified with cycling about twenty-five years ago.

At the same meeting officers were elected for the ensuing year: President, R. A. Greeninger; 1st vice-president, John Coughlan; 2nd vice-president, George Drury; recording secretary, Harry Spence; financial secretary, Earl Castillo; treasurer, Les. Drury; captain, W. Hammitt; 1st lieutenant, G. Drury; 2nd lieutenant, W. Penoluma; sergeant-at-arms, A. Page.

NEW DESIGN PATENT FOR GREAT WESTERN

LA PORTE, Ind., June 12.—A patent has just been allowed to the Great Western Mfg. Co., this city, protecting its use of the new double-curved top bars of the motorbike made by this company. The patent is No. 49,125 and dated May 30, 1916.

"The Great Western Mfg. Company," said President E. J. Lonn, in making the above announcement, "is a great believer in individuality in the design of its machines. This makes the eighth design patent which has been issued to us, and we are, therefore, fully protected."

CYCLEMOTOR EXPORT BUSINESS GOING STRONG

ROCHESTER, N. Y., June 12.—Among the recent foreign agencies closed by the Cyclemotor Corporation is that of F. Navas, Havana, who visited the factory here last week. Navas was very much impressed with the way in which the Cyclemotor is manufactured and stated that he could undoubtedly dispose of several outfits before the present season is over.

The export business of the Cyclemotor Corporation is growing apace. Agencies have been established in Copenhagen, Denmark; Santo Domingo; Rio de Janeiro; Tokio, Yokohama and Nagaii, Japan; and Lima, Peru. A shipment of 256 Cyclemotors is now being prepared, the factory reports, for a representative in Holland, while a recent cable from Sweden contained instructions from the dealer there to double his order.

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ENGLISH VETERANS MOUNT BICYCLES AGAIN

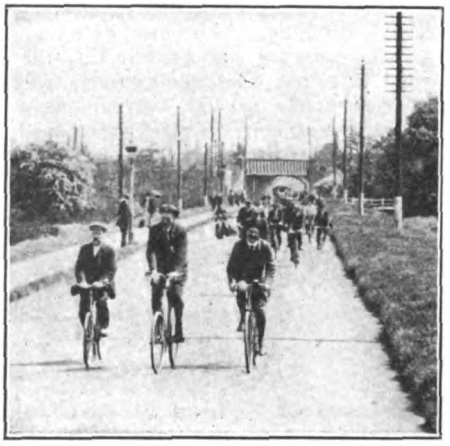
More Than 300 Old Time Cyclists Take Part in Great Rally Over Famous Ripley Road; Letter from Lord Northcliffe Read; Distinguished Riders Present

By H. W. BARTLEET
Special London Correspondent

Participants in Cyclists' Rally Halted at Esher in Front of Bear Hotel, Noon Control. Esher Is Eight Miles From Ripley

LONDON, Eng., June 1.—Most American cyclists have heard of the famous Ripley road, that 24 miles of highway which runs along the Thames valley from London to the little Surrey village of Ripley, on the main road to Portsmouth. Ripley was once aptly dubbed the Mecca of all good cyclists, and no London rider deems his cycling education complete till he has ridden to Ripley and lunched at the famous Anchor Hotel.

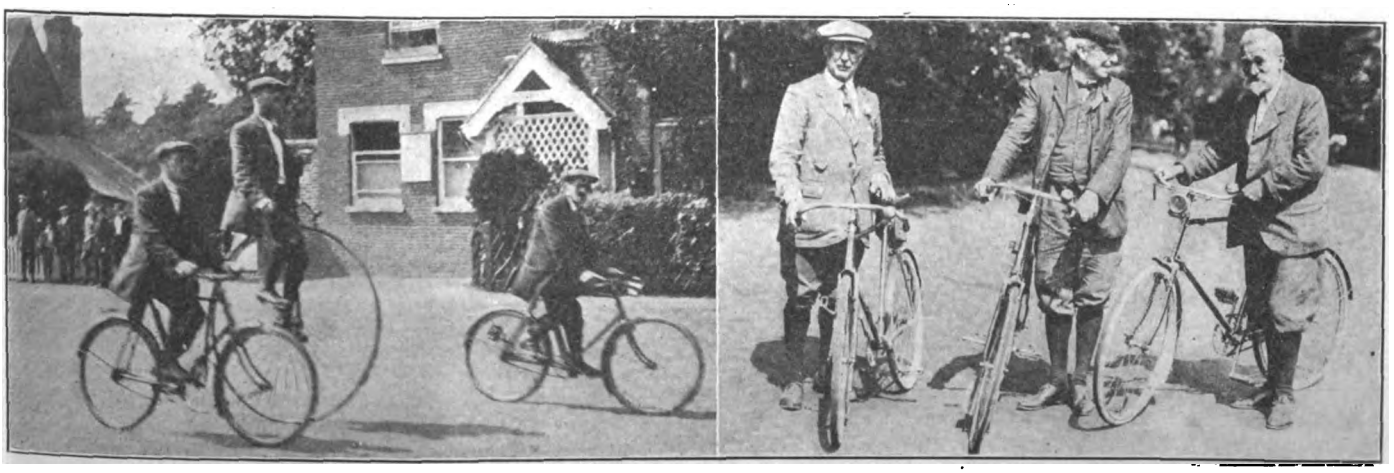
When therefore "Bill" Munday, an old-time racing man, suggested that a gathering of ancient cyclists should be arranged on the ever popular road, the idea was received with acclamation. W. F. Freeman, an organizer of C. T. C. tours, undertook the secretaryship, a circular was sent out, and the London papers took up the scheme, with the result that Sunday, May 21, saw nearly 300 cyclists, all over military age, and many in the sixties and seventies, assembling at the Bear Hotel, Esher, at noon.



On Road Across Ditton Marsh

Some came in motor cars, a few rode ancient high wheels, but the majority used modern safeties. It was a "go-as-you-please" affair; the men rode the eight miles to Ripley, where a cold lunch was served, and back to Ditton for tea. George Lacy Hillier presided at the lunch, having on his right hand Rowley B. Turner, and on his left Shirley Fussell. These are three of the best known men in English cycling history.

Hillier was the champion path rider of 1881, afterwards editor of *Bicycling News*, and a trenchant cycling politician and writer. It was Turner who, in 1868,



Left, Ordinary and Some Primitive Safeties on the Road; Right, F. W. Nicholls, F. T. Bidlake and J. Wery, Veterans Who Rode Through

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brought a wooden-wheeled, iron-tired boneshaker from Paris to Coventry, and persuaded the then European Sewing Machine Co. (now the Swift Co.) to make him 400 bicycles to sell in France. This was the very beginning of the British cycle industry.

Fussell is a leader in the Pickwick B. C., the pioneer cycling club of the world. When, some few years ago, another claimant to the title of oldest club arose, it was Shirley Fussell who detected the weakness of the claim, and proved beyond cavil the priority of the Pickwick.

Letters From Prominent Men

At the luncheon, Hillier read letters from several absent old-timers, including Fred. Wood, the great professional rider from Leicester, whose name will be remembered by many Americans; Lord Northcliffe, a one-time cyclist and cycling journalist, and A. M. Bolton, who crossed the Pyrenees on a high bicycle and related his adventures in a book.

M. D. Rucker, who will be recalled as the managing director of the great Humber Company, and the associate of E. T. Hooley, in some of that bold financier's ventures, arrived on an ancient spring-framed bicycle. The secretaries of both the Cyclists Touring Club and the National Cyclists Union, Messrs. Burke and Noble, were present, as was Wat. Britten, the first man to ride from London to Bath and back in a day, back in 1878. Among the giants of the track I noticed E. M. Mayes, F. P. Wood, G. L. Morris, A. E. Walters (holder of the world's 12 and 24 hours records), B. W. Attlee, R. L. Ede (who spoiled Zimmy's sequence of championship wins in 1892 by taking the 25 miles event), Major C. E. Liles, 1 mile British champion in 1880; A. J. Watson, 1 and 5 miles champion in 1895; while speed on the highway was represented by E. Dance, twice holder of the record from London to Brighton and back, H. Green, holder of the Land's End to John O'Groats record; G. A. Olley, who, during a long career, held records at 1 mile and 1,000 miles—so versatile was he.

In that distinguished gathering were also E. Dangerfield, almost unbeatable at a hundred miles in his day; A. J. Wilson, founder of the North Road Club, Road Records Association, Cycle Trades Benevolent Fund, and now advertising expert to the Dunlop Co.; F. T. Bidlake, the greatest exponent of tricycle riding; M. A. Holbein, road record breaker on all types of machines and long distance swimmer; Pembroke Coleman, who was official timekeeper for nearly thirty years, and also "Boots" Green, who used to fire the pistol for championship races.

Needless to say many lapsed friendships were renewed at the Great Rally and conversation centered on feats awheel in "the good old days."

QUINE THROWS LIGHT ON PRIZE DISTRIBUTION

Chairman of "Million Bicycles" Committee Fully Describes Purpose of Committee in Asking to Handle Donations for Races; Seeks to Prevent Confusion and Duplication

AKRON, O., June 10.—Reiterating the object of the "Million Bicycles Committee" in asking for prizes, as an effort to encourage bicycle road racing along broad lines, Harry S. Quine, chairman of the committee, in a general letter mailed to the manufacturers last week, calls attention to the effective distribution of prizes which is made possible by regarding his committee as a clearing house for such donations.

It appears that in this connection there is some misunderstanding regarding the true status of the committee. And in his letter Mr. Quine states that, as was announced a few months ago, the committee's sole object in asking to be considered as a clearing house is to secure an equitable distribution of prizes—to see that some races are not overstocked through the manufacturers' generosity, while others suffer for lack of prizes because of failure to make proper solicitation.

Many Give Support

Many manufacturers have responded to the offer of the "Million Bicycles "committee, while quite a few have not yet given their support. In some cases confusion has arisen, which has hampered the committees' efforts—for instance, in checking up certain prospective race meets, the committee has found that not a few manufacturers had already promised prizes direct, though they had authorized the committee to donate certain prizes for them. This made it hard to prevent duplication and also emphasized the importance of placing the work of prize distribution entirely with the committee.

In his general letter, Chairman Quine lauds the efforts of Mr. Persons, of the Persons Mfg. Co., who on his own initiative volunteered his services to "Million Bicycles" committee in canvassing prizes. Mr. Persons has for many years, being an ardent booster, solicited prizes for races in New England; and when he heard of the plan proposed by the committee he immediately offered his support, requesting the committee to govern and account for every prize received through his solicitation. Those members of the trade, therefore, who pledged prizes to Mr. Persons, have really given their support to the "Million Bicycles" committee.

Prize Arrangement

The prize distribution arrangement with the "Million Bicycles" committee is effective, says Mr. Quine in his letter, only until the trades convention at Atlantic City this summer. At that meeting provisions will be made for the general distribution of prizes next season if the plan is endorsed by the manufacturers. In the meantime Mr. Quine hopes that manufacturers will either give prizes through his committee, or in such cases where they act direct to notify the committee to that effect, in order to prevent confusion and duplication.

In concluding his letter, Chairman Quine points out the advisability, in the case of bicycle makers and various parts manufacturers, of offering as prizes other articles than their products, especially at this time when materials are so scarce. He continues:

"Secretary Olin, of this committee, has obtained a most attractive array of jewelry, as substitutes in such cases. Guaranteed watches, cuff links, clocks, stick pins, diamond rings at unheard of prices are included in the showing. They are just the kind of prizes that amateurs will prize and treasure all their lives—and the watches, for instance, can be inscribed with your name as donor, at small additional cost. They cost you less than some of the prizes you are accustomed to give. You will find it very interesting to get in touch with Secretary Olin at once, on these things."

JOBBERS AND DEALERS WILL CO-OPERATE

Tradesmen of Golden State Meet in Los Angeles and Discuss Plans for Bettering General Trade Conditions

LOS ANGELES, Cal., June 10.—Plans for co-operation between dealer and jobber, and the establishment of more frank relations, looking to the advancement and betterment of the bicycle business, were the chief objects that came up for consideration at the meeting of bicycle and accessory jobbers of California in this city on June 5. Practically every jobber in the Golden State attended the informal convention, which was voted a success, both from a social as well as a business standpoint.

An effort will be made by the jobbers to keep all of their dealers posted on the latest trade developments and to assist them in making thoroughly businesslike decisions in connection with the more or less complex problems which have arisen because of advancing prices and uncertain deliveries. The jobbers were one in declaring that it was as much to their interest as to the dealers' that the latter be at all times fully informed of conditions affecting the trade.

One of the points made clear at the meeting was the advisability of having every cycle merchant price his merchandise now, at the figure he will have to ask when he replenishes his supply. The prices of bicycles have in the majority of cases advanced, and dealers who still have on hand a stock of machines bought under old list prices should charge according to the new retail figures, rather than maintain their old prices.

The credit situation in the state will be greatly improved, if the inter-dealer and jobber co-operation in eliminating the dead beats, which was earnestly discussed at the meeting here, proves successful.

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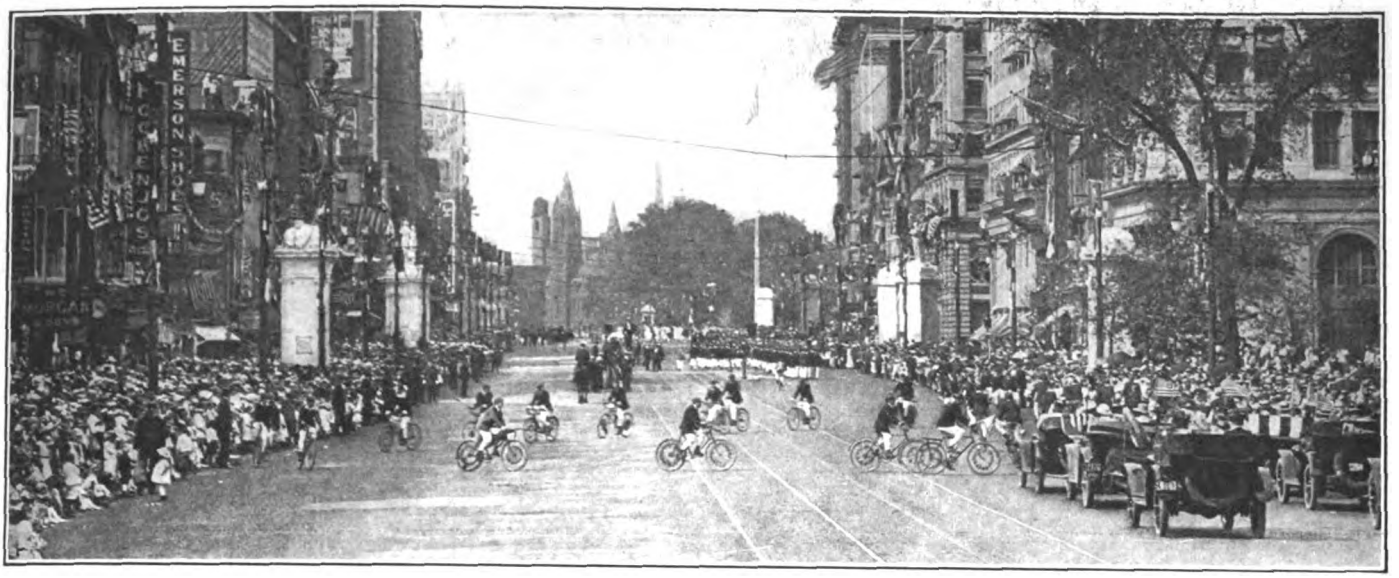
DECORATED BICYCLES FEATURE PARADE OF NEWARK (N. J.) SCHOOL CHILDREN



Several Hundred Bicycle Riders from the South Side High School Participated in This Parade Which Was Held Last Week in Connection with Newark's 250th Anniversary Celebration; Fancy Evolutions Drew Plenty of Applause

PIERCE COMPANY RUNNING SHORT ON PARTS

BUFFALO, N. Y., June 12.—So acute has the parts situation become for the Pierce Cycle Company that Sales Manager Fred L. Brown is preparing a general statement to dealers, in which he will give a complete list of the parts which the factory now finds it impossible to supply.

Brown has been making many trips lately to manufacturers in an effort to secure parts for Pierce bicycles, and in almost every instance he found that the parts makers were literally swamped with orders. The shortage of material is tying their hands: also in ordering coaster brakes, for example, Brown requested the manufacturers to ship them without ball bearings.

RODE TO WESTFIELD, MASS.

This Trio of Toledo Boys Averaged 100 Miles a Day in Cycling on Columbias to the Westfield Plant

IT PAID ADAMS TO BE ACCOMMODATING

ROCHESTER, N. Y., June 12.—The fact that O. W. Adams, traveler for the Cyclemotor, was able to strip his machine of the motor attachment in rapid-fire fashion, at Mason City recently, had much to do with his signing up an agency there. A road race was about to start when Adams reached the city, and one of the contestants, finding that his bicycle was out of commission, asked the manager of the Seeley Cycle Store to lend him a machine.

But all of Seeley's bikes had been sold, except for a number of second-hands. Adams saw his chance to be accommodating, and rapidly went to work taking down the Cyclemotor on his mount. The ease and speed with which he did it surprised both Seeley and the riders present. Seeley freely expressed his admiration for a motor attachment which could be taken down so readily and placed an initial order for two Cyclemotors.

AUTO DEALER ESTABLISHES BICYCLE DEPARTMENT

MILWAUKEE, Wis., June 12.—Automobile dealers are coming back to the bicycle. If you don't believe it just write to the A. O. Smith Co., maker of the motor wheel. They have placed several agencies with the four-wheeler men for the "little red buzzer," and have made the discovery that not a few of the auto dealers are also taking on bicycles.

The latest recruit is H. C. Wollaeger, Wisconsin distributor of the Studebaker. This live wire has just signed for the Smith motor wheeel, and also handles a standard line of bicycles and commercial bicycle vans. A distinct cycle department has been established by Wollaeger having its own sales force.

OVER 200 IN WILKESBARRE BICYCLE PARADE

WILKESBARRE, Pa.—One of the largest bicycle events in years in this section was the municipal cycle parade held on June 3. More than 200 riders took part, covering a three-mile course which was lined three deep with spectators. It took two hours for the procession to pass.

The grand prize offered by the city for the entire parade was awarded to James Purcell, of 66 Wyoming street. Purcell also

ST. ONGE HAS NOVEL SIDE-CAR OUTFIT

MONTREAL, Quebec, June 12.—A bicycle feature which has been attracting great notice in Montreal in recent weeks has been the cycle-sidecar outfit, propelled by Smith Motor Wheel, which Fred. St. Onge has been using to demonstrate the "Milwaukee Booster." The picture shows St. Onge and a motor wheel prospect riding along one of Montreal's streets, St. Onge being on the saddle with camera slung over his shoulder. It is a Pope bicycle and Houghton sidecar, the latter being a product of Marion, Ohio.

The picture shows St. Onge with his sidecar leaving this city on a tour through the Province. He can attain a speed of over 16 miles per hour with passenger up.

St. Onge has just returned from a business trip to the Pacific Coast. He is the live-wire salesman for the A. E. Bregent Company, Montreal, Pope and Smith distributors.

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Who

Read the Real Facts About the Bost

Latest reports confirm Indian superiority in the two big Eastern endurance runs held at Memorial Day time.

In the case of the endurance type of contest where so many different classes receive awards it is almost always easy for any make to get something out of it in an advertising way. Thus very often a good deal of confusion is created as to which machine gave the best and most consistent performance.

It is with this in mind that the Indian wishes to reiterate that it showed by a wide margin the best performance in the Boston-Buffalo endurance run and in the Newark endurance trials.

Another make advertises the highest consistent score of 996, made with a sidecar combination. This entry was the lone survivor to finish with high score out of an original team of four.

Yet the Indian put through FOUR sidecar outfits earning FOUR PERFECT SCORES and a consistent mark of 995—an amazing feat when you consider that FOUR sidecars were driven 1000 miles and that all four Indians together were penalized only one point more than the single sidecar combination, which had a score of 996.

Furthermore, five Indian solo machines finished with perfect scores and earned very high consistency ratings. And furthermore, 11 out of the 14 Indian starters finished. The first 1,000 mile endurance contest ever held in the United States was an out and out Indian victory and cannot be otherwise than so apparent to anyone who will analyze the scores.

In the Newark run Indian was credited with the highest score for amateur rider and highest score for professional rider—and awarded the only two gold medals of the event.

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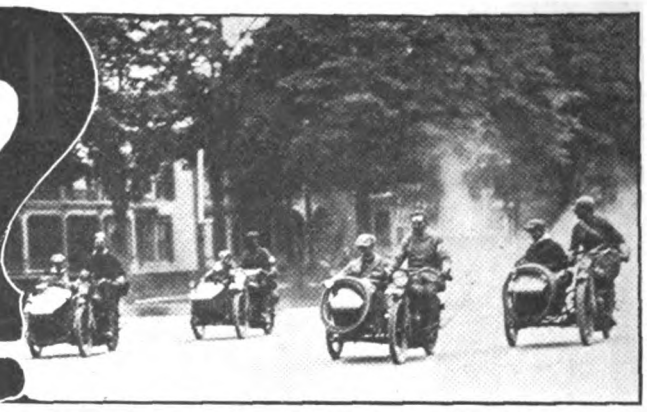
Won?



uffalo and Newark Endurance Runs

The Indian Solo Team of New Brunswick also won the Holt Cup

As regards the Dealers' Team Cup, which is competed for each year in this event, Indian already holds two legs upon this trophy, and was within 8 points of winning it for the third and final time.

Why say more? We've given you the facts! Who won?

And in the West—

In the Los Angeles three day endurance run of 987 miles only four starters finished. Two of these were Indians. Powerplus again showed its real stuff against all prominent makes ridden by crack men.

Do not forget that Indian is always in competition everywhere. It doesn't pick and choose for the sake of favorable conditions.

North, South, East or West, in big events or little, for the sake of keen sport you'll always find the

Indian

HENDEE MANUFACTURING COMPANY

(Largest Motorcycle Manufacturers in the World)

Springfield, Mass.

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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60% OF THE FINISH

Think of it! 39 machines started

Such was the splendid record of the Indian Motorcycles in the Worcester 24-Hour Endurance Run, from Worcester, Mass., to the Canadian border and back, one of the most frightful courses ever selected for an endurance contest.

Over roads covered from start to finish with deep, clinging mud and long stretches of water! Over all sorts of roads, including the climbing of the White Mountains, made almost impassable by

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S WERE INDIANS!

finished! 3 WERE INDIANS!

a several days' continuous rainstorm, riding the entire distance in blinding rain and fog, the Indian-Powerplus combination brought E. G. "Cannonball" Baker, Shelton Sturgis and R. L. Veazey across the finishing line with high consistency records!

"Cannonball" Baker finished with highest individual consistency record.

Powerplus once more proves its claim of being the supreme motorcycle motor! The sturdy Indian constantly continues to win from coast to coast! Indian winning is more than a habit—*it's a certainty!*

HENDEE MANUFACTURING COMPANY
(Largest Motorcycle Manufacturers in the World)
Springfield, Mass.

A *good* deed often means a *good* deal—Please mention MOTOR CYCLE ILLUSTRATED.

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U. S. TIRE SALESMEN IN ANNUAL MEETING

From All Parts of Country Representatives Gather at Indianapolis to Study Sales and Manufacturing Methods

INDIANAPOLIS, Ind., June 10.—Salesmen of the United States Tire Company have been in active session in this city for the last three days, their headquarters being at the G. & J. plant. The occasion was the annual conference of salesmen from all parts of the country, and is the result of the big tire firm's policy to get the men together and obtain the benefit of their collective ideas. All the sessions were secret.

Those present at the conference included M. E. Stokes, motorcycle and bicycle tire department sales manager; J. J. Hause, assistant department sales manager; G. C. Gaillard, F. B. Goodloe and P. H. Nystrom, all of New York; F. R. Burton, Atlanta; J. A. Visconte, Boston; P. C. Anderson, Chicago; W. C. Price and E. W. Bailey, Cincinnati, and G. K. Culp, special sales representative.

Secretary-treasurer W. B. Harding; superintendent C. E. Stoutenburgh; Tom Jordan, assistant superintendent; H. J. Stombaugh, order department; and E. Riggi, chief accountant, were present from the G. & J. factory.

From Cleveland came P. H. Goodall; C. L. Crippen from Columbus; W. W. Napier from Kansas City, and C. A. Oldham and J. Ward from Indianapolis. E. B. Tozier, of Minneapolis; H. H. Colbath, of Philadelphia; P. N. Gregg, of St. Louis; H. A. Farr, of San Francisco, and E. H. Johansen, of Washington, were present.

Sales Manager Stokes stated that it was the policy of the United States Tire Company to familiarize its representatives with the general details of manufacturing and the requirements of the trade to the end that they would be prepared in every way to discuss these lines as specialists. He said that the conferences had done much to develop U. S. tire business in both the motorcycle and bicycle lines, and that they are looked forward to with great pleasure by all. The recent meeting was the most enthusiastic ever held, he stated. The meeting of the factory and sales organizations was a most important point of the conference.

"The United States Tire Company," said Mr. Stokes, "is enjoying the best season in its motorcycle and bicycle tire department in its history. The primary object of the conference in Indianapolis is to formulate plans for handling the business of the season of 1917."

W. B. Harding, secretary-treasurer of the G. & J. Tire Company, said regarding the conference: "We cannot speak too highly of the loyalty of our sales force as regards our line, and they, on the other hand, are equally as enthusiastic concerning the product of our factory. They are so convinced of the merits of our product that as private individuals none of them would have a moment's hesitation what a motorcycle or bicycle tire would be in the event of having to purchase for themselves.

"We have increased a well-established business by nearly 50 per cent." said Mr. Harding, "and this over the best year in the factory's history. Our product is apparently giving universal satisfaction. The prospects for the seasons of 1916 and 1917 are wonderful, and our policies for this season will be properly outlined at the present conference."

MOTORCYCLE COMPANY FORMED AT FT. BLISS

Effective Service Given by Power Two-Wheelers Leads to Organization of Permanent Company by Gen. Bell

EL PASO, Tex., June 12.—With the organization here of the Provisional Motorcycle Company, a feat which just has been consummated by General George Bell, Jr., a motorcycle company for the first time has become part and parcel of the United States army. Heretofore what use has been made of the power driven two-wheeler by the U. S. regular forces, especially in connection with the Mexican punitive expedition, has been purely spasmodic and in the nature of a trial.

The organization of the motorcycle company now stationed at Ft. Bliss but which will be used to patrol a goodly portion of the 1,700 mile border between U. S. and Mexico, comes as a result of the service the motorcycle has rendered the U. S. troops in this more or less indiscriminate usage. The company, which is under the command of Lieutenant Clyde L. Eastman, formerly in charge of the dispatch bearing motorcycle squad of the 20th Infantry, comprises some 30 Harley-Davidson machines most of them fitted with side cars of orthodox design, with the exception of the army drab finish.

A machine gun company comprising both Harley-Davidson and Indian machines is now in the course of organization under the active leadership of General Bell, and will no doubt be fully organized just as soon as the last shipment of special machine gun motorcycles reaches here from the Springfield Armory.

ROY ARTLEY AND HIS RECORD-CRACKING HENDERSON

He Shattered the Los Angeles-San Diego Record and Then Did It Again to Show That He Could Better His First Performance

HUGHES MEETS WITH HAZARDS ON LONG TRIP

LOS ANGELES, Cal., June 10.—Letters and telegrams received by F. A. Sutphen, secretary of Henderson Motor Cycle Sales Corporation in Los Angeles, from Hughie Hughes, the famous automobile driver who is crossing the continent on a Henderson, tell of strenuous times in the desert. He got caught by the washout at Needles and had to detour hundreds of miles to find the route into Colorado. A letter from Denver stated that he had met all kinds of difficulties, hazards and delays, but the 4-cylinder had kept plugging right along, and he had never taken his tools out from the day he started on the new machine.

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GIVING THE VAN USER WHAT HE NEEDS

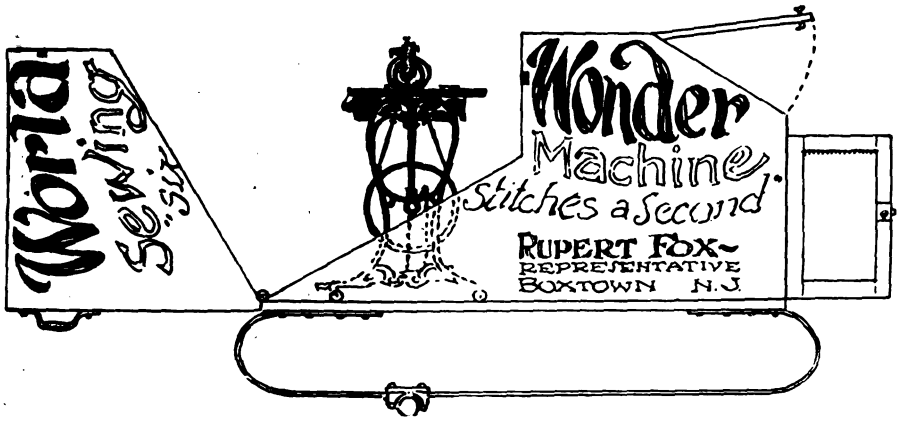
Two More Original Utility Designs Eminently Adaptable For the Newsdealer and the Sewing Machine Salesman and Replacing the Automobiles Generally Employed by Them—Applicable to Standard Chasses—Part 2

THESE VANS COMBINE SIMPLICITY IN DESIGN WITH RAPIDITY IN LOADING

By D. R. HOBART, *M.E.*

IN the previous installment, the van body adapted to grocers' and butchers' use and the special van for florists and men covering a milk route were shown. The next type of body to be considered is that for the newsdealer who has a route for delivering magazines and papers.

The writer knows of a number of newsmen whose custom is such that they have resorted to light automobiles to make their deliveries. In nearly all cases, these men are paying too dearly for the convenience of delivering their papers, but none of them would use the present form of sidevan with plain box body, as it is claimed by them to be unsuitable. If they could obtain a body similar to that shown in the sketch herewith, things would very probably be different.



Van Body with Hinged Cover for Sewing Machine Salesman, Showing Demonstration Arrangement. This Van Can Be Used by a Washing Machine Demonstrator as Well

Newsdealer's Van

There are two compartments in this van for newsdealers. The back one is 20 inches long and 26 inches wide, inside dimensions. It is about 36 inches in height over all. It is divided into eight pigeon holes, measuring 20 x 12½ x 8¼ inches. In these are inserted newspapers, endwise, just as they come from the press or news company. For convenience, a label is placed on the partition above each pigeon hole giving the name of the papers within.

The front compartment has nine pigeon holes or spaces. The upper three, A, B and C, are 10 inches high and 8 or 8¼ inches wide. These are for magazines packed vertically. The depth of 15 inches will allow of two rows in each of the spaces. The lower spaces, six in number, are for the larger sized magazines, inserted endwise and laying flat. The rear compartment door opens to the left, while the front compartment door opens in the same direction—toward the motorcycle. There is no door on the top.

The newsdealer loads the publications into the compartments, closes the doors and starts on his round. If the Jones family take the *Evening Blade, Popular Fiction* and the *Family World*, he stops at their house, gets the former from its space in the back compartment, and the others from the front spaces. He carries a list with him for the purpose. This system ensures his delivering the publications with the minimum loss of time, and is the one used by most of the big newsmen.

When the user wishes to deliver nothing but newspapers, he loads the back as usual, then folds the papers for the A, B and C spaces. For the lower front spaces, he slides the papers in endwise. With either an all-newspaper or a mixed load, there is little time lost in loading or unloading. A slightly different arrangement of this van could be used by the newspaper publisher in distributing the various editions.

The length outside of this van body is 30 inches, which seems somewhat short, but then packed with publications the body will weigh just about enough to give the motor plenty to do to carry the load at speed.

For Sewing Machine Salesmen

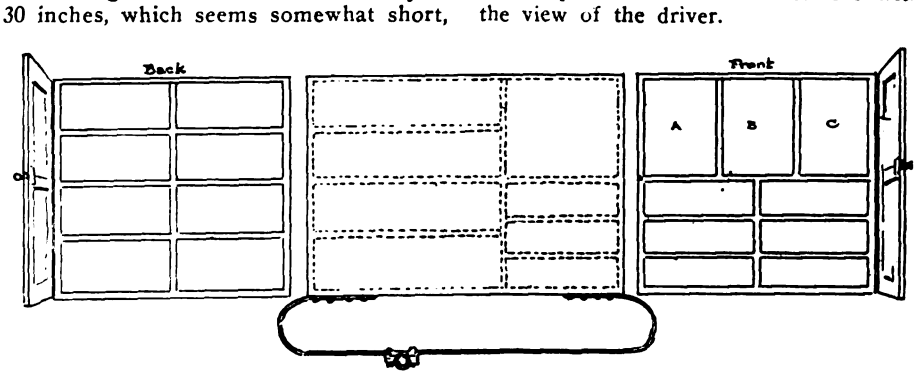
The second design shown is for the traveler who sells sewing machines. This body is made with a divided front compartment and a diagonal rear compartment with combined rear door and top cover. In this rear section is fitted the sewing machine, the feet being clamped to the floor. The machine is placed directly over the axle of the sidevan.

The door and top cover is hinged to the rear of the floor and opens to the rear, exposing the machine. A handle is provided to manoeuvre the door and suitable locks are fitted to keep it closed. Folding braces (not shown) are provided to retain the door in its lower position. Normally, the van is driven with the door closed to protect the machine, but when a demonstration is to be given the door is swung back and the salesman can stand on it and demonstrate. A folding seat can be rigged up if desired, but this is not provided for in the design.

Front Compartments

The upper front compartment is for circulars, etc., and has drawers for needles and the usual smallware that is desired by sewing machine users. The lower compartment with front door is for the salesman's personal luggage when on tour. Such a body could be used by a washing machine traveler or a phonograph man, as well as for the purpose mentioned.

The designs shown are all adaptable to the standard sidecar chassis and, with the exception of the milkman's van, are not expensive, nor do they require the services of a regular coach-builder to make up. None of them interfere with the view of the driver.



Newsdealer's Special Van Body with Newspaper Compartments in the Rear and Lower Front. Lettered Spaces Are for Magazines Placed Upright

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Another Triumph for Cleveland

Out of fifty-eight starters in the annual twenty-four hour Worcester Endurance Run, nine finished. Two of them were Cleveland Light Motorcycles, the only lightweights entered in the run.

Never, even in the experience of such veterans as "Cannonball" Baker, John U. Constant, and other stars were there encountered riding conditions to equal those found in

Mention MOTOR CYCLE ILLUSTRATED—It helps you, the advertiser and us.

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hopeless by the majority of heavyweight riders because of the constantly shifting mass of mud and boulders with which they were strewn—such were the obstacles that ended the riding efforts of forty-nine out of fifty-eight of the starters—and the Cleveland Light Motorcycle came through it all.

For lightweight machines, the course was cut short to three hundred and sixty miles, but the two Cleveland riders who finished the terrible run, Waughop and Spurgeon, declared they would much rather have followed the heavyweight schedule as the short cut was worse, infinitely worse in its thirty miles of rocky, muddy, twisting hills than the heavyweight road.

When riding schedule and road conditions are so bad that nearly nine-tenths of the riders, all veteran road pluggers, are forced to quit and the Cleveland light motorcycle finishes—what's the answer?

Cleveland Motorcycle Mfg. Co.

7209 Platt Avenue
Cleveland, O.

Mention of MOTOR CYCLE ILLUSTRATED is always appreciated by advertisers.

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The Final Test

When all is said and done—claims made—orders in—performances forecast—there is still one final test for any new motorcycle model. This is the test of the open road.

No matter how handsome it is, how clever may be its construction, a new model is not admitted to the exclusive ranks of motorcycle leaders until it has made good beyond question in the "rough and tumble" test of road service.

Pope Three Speed Model T-16

the latest Pope product, arrival of which has been awaited with such interest by everyone who knows motorcycles, has made good in this sternest of all tests—the test of the open road.

Through the rough places and the smooth, the overhead valve motor is consistently giving even more power than was expected. Almost without a sound, the motor is driving the sturdy "Champion of the Hills" under all sorts of conditions. Out on the road the three speed mechanism is working wonders. The combination control of clutch, brake and gear release, the famous rear spring suspension, the sector type starter direct on motor shaft —all these original Pope features are showing their worth in service.

Model T-16 has *proved* itself, and every day enthusiastic riders are finding fresh pleasures in their favorite sport.

How about it? Have you ordered a demonstrator to show the wideawake riders in your community? If not, get in your order today.

Westfield Manufacturing Company
(Successors to the Pope Mfg. Co.)
11 Lozier Ave. Westfield, Mass.

Largest Manufacturers of High-Grade Bicycles in the World.

Columbia Tribune Crescent
Cleveland Rambler Pope Bicycles

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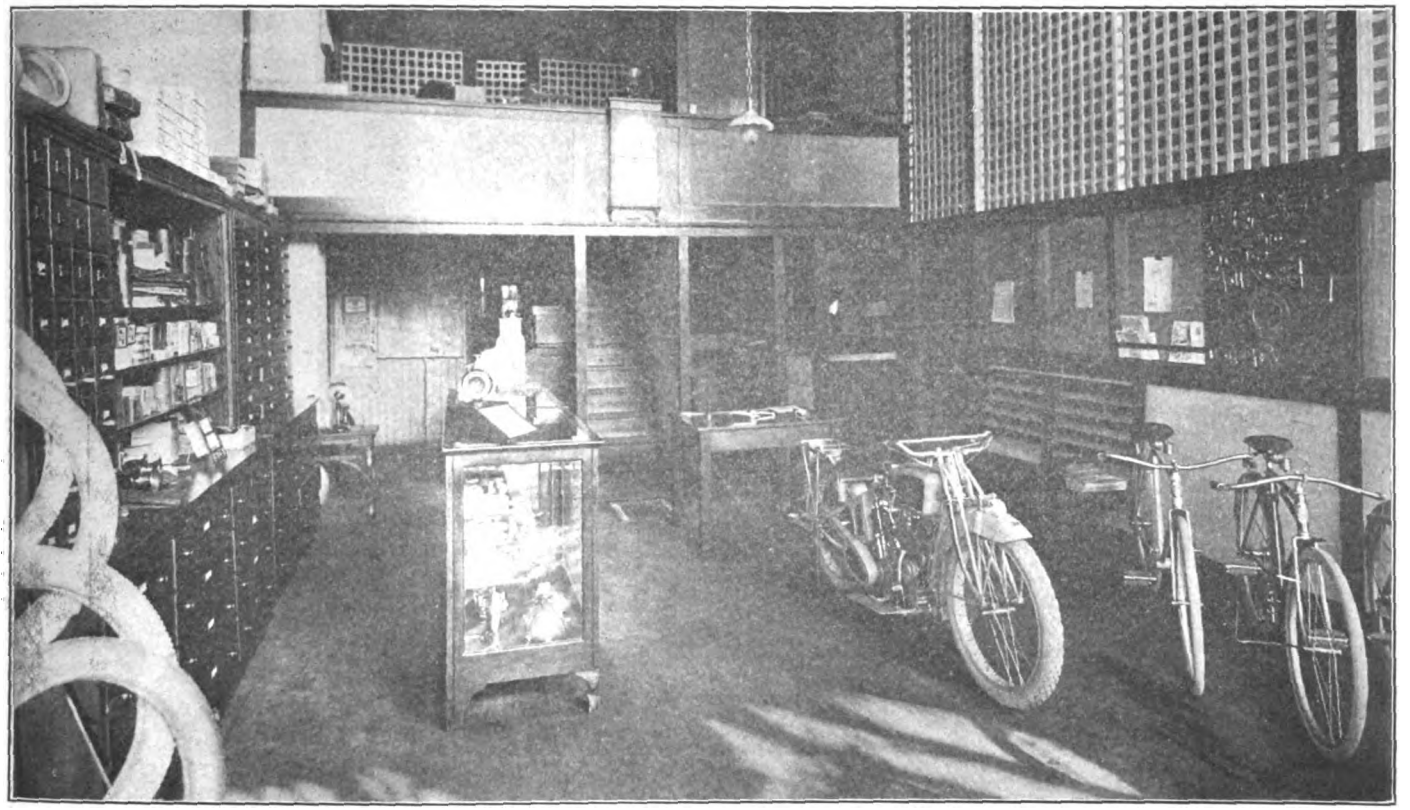
In the Dealer's Realm

SAUFLEY STUCK TO ONE MAKE OF MOTORCYCLE

Kansas City Man Abandoned Automobile Agency and Concentrated on Power Two-Wheeler, Building Up a Fine Business—Developed Huge Mail-Order Trade

By R. FRANKLIN MUNDORFF

EIGHTH IN A SERIES OF SUCCESS STORIES ABOUT DEALERS



Main Sales Floor and Office of the Saufley Supply Company, Showing Neat Arrangement in All Details

SIX years' concentration on one make of motorcycle, coupled with liberal use of street car and other forms of advertising, developed the machine business of E. B. Saufley, heading the Saufley Supply Co., of Kansas City, Mo. In the last two seasons, the issuing of attractive catalogs describing first class goods which the cyclist needed and personal attention to the territory most desired for his goods, built up a thriving mail order business in parts and accessories for Saufley. From a small and unsuitable store in East Fifteenth street in 1909, Saufley has grown to occupy his own special building at 1519 McGee street in which both his retail and mail order businesses are efficiently conducted. He has handled the Excelsior motorcycle since 1909.

Enters Motor Car Field

E. B. Saufley had finished school and was looking for a position in the fall of 1908. He believed that he had salesman's ability and he knew that he had a leaning toward motors and motor vehicles. So he entered the motor car business, but did not stay in it long, for the motorcycle business was showing its possibilities in Kansas City. Saufley obtained the agency for the Excelsior in 1909, gave up the automobile representation and opened a motorcycle store at 1118 East Fifteenth street.

In Unsuitable Buildings

"I moved to 718 on the same street" says Saufley, in referring to his first season as a motorcycle man, "and later to 624 East Fifteenth street, where I remained until 1914. All this time I had been occupying buildings which more or less handicapped my business by reason of disadvantageous conditions. It was hard sledding for a while, but I soon began to learn by the experience method. I made a lot of mistakes, like all beginners. One mistake that I didn't make was to change the make of motorcycle I was handling.

"In 1914 a building especially designed for my business was erected at 1519 McGee street. I had conceived the idea of establishing a mail order business in parts, materials and accessories for motorcycles and bicycles and the business was launched under the style of the Saufley Sup-

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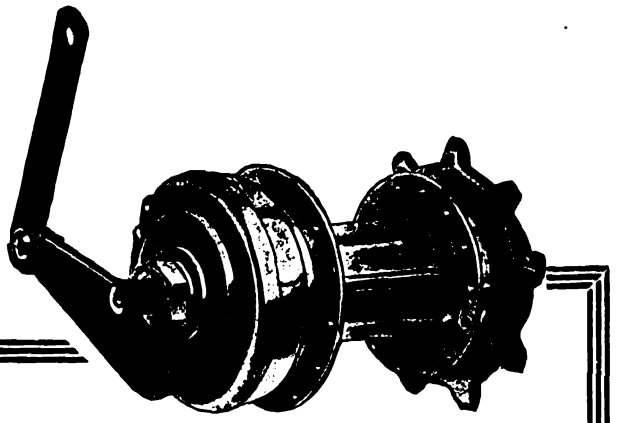

You Know What You Want

Get it. Go out and get it.

You don't buy a bicycle on snap judgment. You find out first, then make your choice. Follow the same course when purchasing a coaster brake for that bicycle. Investigate! Look over the brake field. If you do you will decide, as the majority of bicyclists have before you, on the

CORBIN

DUPLEX COASTER BRAKE

Remember, the right brake is as important as the right bicycle. The Corbin Duplex is the right brake. Its grip is sure and powerful, its action smooth, instantaneous or gradual as the case requires. It possesses the maximum of brake surface. Its construction is such as to insure the greatest utility and durability. In every respect it is your brake, the brake you need and the brake you will specify if you investigate at your dealer's today. Do so. Catalog on request.

The Corbin Screw Corporation
THE AMERICAN HARDWARE CORPORATION, Successor
NEW BRITAIN, CONN.
BRANCHES: New York, Chicago, Philadelphia
Makers of Corbin-Brown Speedometers

ply Co. I placed a large stock of tools, parts and accessories and began to issue catalogs and to travel parts of Missouri, Kansas and Oklahoma. The business immediately began to prosper and in 1915 I annexed for the first time the agency for bicycles, taking the Excelsior and the Pierce lines as well as the Smith Motor Wheels and began the distribution of them through western Missouri, Kansas and Oklahoma.

"My first supply catalog was issued in 1911 and contained eight pages," continued the Excelsior dealer. "In 1912 it demanded sixteen pages and in 1913 thirty-two pages and in 1914-15 it contained sixty-four pages. My 1916 catalog is now in the hands of the printer and will contain about 128 pages because the bicycle business is demanding just as much space as the motorcycle business."

A Fine Sales Record

Saufley has made almost a remarkable record in selling Excelsior motorcycles in Kansas City. In Jackson county alone he has sold more than five hundred machines since starting in the business and in 1915 when he placed the agency for the Smith Motor Wheel he disposed of his total allotment, twenty-five wheels, within two months' time.

This is E. B. Saufley, Proprietor of the Thriving Saufley Supply Company, of Kansas City, Mo. Neatness and Thoroughness Are the Watchwords Throughout His Entire Establishment.

Saufley uses the Kansas City street cars continuously for advertising and occasionally employs the local publications. He considers his catalogs his greatest advertising means and the one that is least expensive, exclusive of his show windows. The dressing of the latter is taken particular care of.

The business has gradually increased during the last few years from a one-man concern to such an institution as requires two repairmen, a bookkeeper, stenographer, two shipping clerks, a house salesman and a traveler. To this is added Saufley himself as a potent sales-factor either indoors or on the road.

Building Arrangement

The Saufley building is a large one-story structure. It is the best arranged motorcycle building in this section of the country. A large display window with different trims each week marks the Saufley store from that of others. At the extreme right of the front of the building is the entrance for motorcycles. It is a sort of enclosed passage to the rear of the building for the machine shop and auxiliary salesroom for used mounts. Motorcycle

(Continued on page 40)

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The SMITH MOTOR is fully protected by patents and is NOT furnished with any motorcycle or power bicycle, but only in the Smith Motor Wheel.

Easy Sales-Quick Profits and No Trade-Ins

-that's why dealers boost

Smith Motor Wheel
DETACHABLE

More than 15,000 Motor Wheelists are working for the Smith Motor Wheel dealer.

For every *Smith* which is sold and in use represents a definite advertising and selling influence upon which the dealer may cash in.

That is why sales are easy and that is why profits come quickly to the A. O. Smith representative.

Add to the advertising force of more than 15,000 Smith Motor Wheels now in use and giving satisfaction, the further advertising power of the big national magazine campaign of publicity and there is no wonder that the Smith is so popular a line with the live dealer.

A little newspaper advertising by the dealer links his store with the national advertising and enables him to cash in on the universal friendly feeling which is found everywhere toward the Smith Motor Wheel.

To be Motor Wheel Headquarters means much to the aggressive dealer. Five minutes for attaching a Smith to any bicycle, a few moments of demonstration and a sale is made—and it's a sale which will surely bring others as well.

And folks soon learn that it pays to come to the Motor Wheel Store for new bicycles, tires and accessories.

The Smith Motor Wheel is a money-maker for live dealers. We may have an opening for you. Write for particulars.

MOTOR WHEEL DIVISION

A. O. SMITH COMPANY, Milwaukee, Wis.

World's Largest Manufacturers of Automobile Parts

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(Continued from page 38)

riders bringing their machines to the shop do not dirty the sales floor or disturb those in the sales room.

Retail business is transacted in the main sales room. Motorcycle and bicycle tires are displayed on a neat rack in one corner of this room. Well to the front are the Excelsior motorcycles, Pierce and Excelsior bicycles and Motor Wheels. The retail parts and accessories cabinet is near the rear of the room and along the north wall. The visitors' corner, designed specially for their comfort, is directly opposite this cabinet.

Shipping and Stockroom

In the balcony is Saufley's private office. Directly beneath this and to the right is the bookkeeper's office and to the left, the salesmen's desks for both the retail and wholesale departments. Directly in the rear of this is the shipping room and the stock room. Tiers and tiers of shelves, boxes and cabinets all arranged and numbered contain the tools, supplies and materials. In the rear of the shipping room is the repair shop.

Opposite the shipping room is the used machine department. Saufley has made it a practice in his establishment of never allowing a used machine to be displayed in the large salesroom with the new ones. Needless to say, his used machine business has not suffered because of this arrangement and his sales of new models have been constantly increasing.

Saufley says that not only is the bicycle business going to be extremely large this season as a result of the Million Bicycles propaganda, but that the motorcycle business gives every evidence of doubling that of last year.

PORTLAND, ORE.

GEORGE T. STRINE has taken on the representation for the Cleveland lightweight motorcycle. He signed up a few days ago with Traveller Murath, of the Western territory.

NEW YORK, N. Y.

GUS ROTHOLZ, representing the Reading Standard in this city, has sold 16 new machines to date as well as 12 used mounts. Over two-thirds of the new ones were disposed of with Rogers sidecars and six of the used models were sold complete with the third wheel attachments.

"There has been a run on sidecars" says Gus, "and also on lamps, particularly since the new law about sidecar lights has been put into force. Most of the calls are for acetylene lights, as my sales have been largely of machines fitted with Prest-O tanks. Just the same, I have had considerable demand for electrically-equipped models from various sources."

FELIX LEWIN, manager of the Henderson branch at 227 West 106th street, has to keep three demonstrators these days. "There have been several occasions when two machines were in use and a customer had to be demonstrated right away, so I have to have three ready now. We have no second-hand machines at all, the last one being sold a week ago."

MINNEAPOLIS, MINN.

NELS A. ROSENDAHL, handling the Dayton Motor Bicycle, has just mounted two of the crack Western Union messengers on front-drive lightweights. The boys, George Cook and George Kittock, have been enabled to double their capacity for delivering messages since purchasing the mounts, and Rosendahl is going out after other messengers.

Do You Know That The

Miami PowerBicycle

is just the ideal machine for light package delivery? The low first cost and economical upkeep of the MIAMI appeal to progressive merchants in many different lines.

The Miami Cycle & Manufacturing Co.
Middletown, Ohio

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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Stewart $10
Motorcycle
Speedometer

Your Friends Will Say— "There's Real Class"

Get a Stewart Hand Operated Motorcyle Warning Signal (3.50) and a Stewart Motorcycle Speedometer ($10 complete) today—and listen to the comments your friends will make tomorrow.

They'll all say—"That's real class"—for the name Stewart stands for the last word in motorcycle style, accuracy, quality and service.

With Stewart Products on your motorcycle you will have every reason to be proud of your mount—for you know you've got the best.

Don't buy a cheap flimsy speedometer and warning signal and then after they break down and your friends kid you to death have to make a second investment to get real accessories —Stewart.

You need not pay more than Stewart prices but you can't afford to pay less.

Get yours today.

Branches and Service Stations in all Principal Cities

The Stewart-Warner Speedometer Corporation, Chicago, Illinois

Stewart Products for sale by Motorcycle and Accessory Dealers Everywhere

$3.50 Stewart
Motorcycle
Warning Signal

Digitized by Google

Questions and Answers

AIR LEAKS MAY BE CAUSE

MY 1912 twin will run well either on slow speed or on high speed, but will miss and choke up and nearly stop when the throttle is first opened. The motor has just been cleaned out and fitted with new valves and rings. The compression is good and the magneto is in fine shape.

Chicago, Ill. R. W. F.

Look for leakages in the piping between the carbureter and the cylinders, by applying oil to all the joints when the motor is running and noting any bubbles. If the inlet valve springs have not been renewed recently put in new ones, for the old ones may have lost part of their temper by this time. Try changing the mixture after making sure of the gas-tightness of the joints in the inlet piping and that the inlet springs are not weak.

PARTS FOR MITCHELL

I HAVE a Mitchell motor in a loop frame machine and need new bearings and a timer. Please let me know where I can get these parts. ARTHUR SEDGWICK.

Detroit, Mich.

If you cannot get them from the Motorcycle Equipment Company of Hammondsport, N. Y., you had better have them made up. The Mitchell motorcycle has long been off the market and parts, we understand, are next to impossible to obtain. We advise you to get a more modern machine rather than continue with the one you now have.

NOT GOOD ON SOFT ROADS

HAVING had a set of steel-studded tires fitted to my machine by the advice of a tire man, I find that they are not good for preventing skids, and would like to know if it is the fault of the tires themselves or whether they are not suitable for motorcycle service.

Chicago, Ill. J. P. TREMAINE.

Steel-studded tires are not good skid preventers on soft roads, nor on dry hard roads. By soft roads we refer to dirt, broken macadam, etc. The salesman who got you to purchase the casings evidently was not aware of this. The metal studs often set up "dry skids," especially if the surface is at all irregular. There is no need to dispose of the casings, simply drive with greater caution than usual.

BUY LIGHT TWIN

PLEASE decide for me which is the better suited for my purposes, a single or a light twin, both of the same power, and made by the same factory.

C. A. STRODL.

West Hoboken, N. J.

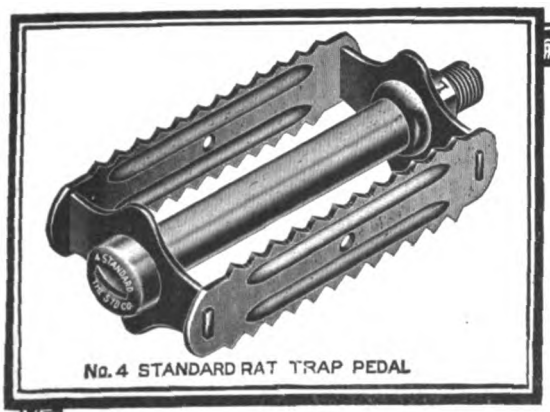
We suggest the light twin of the make referred to as being most satisfactory rather than the single, as being more even in running.

ONE DRY CELL WON'T DO

PLEASE tell me the name of an electric horn which can be installed on a Bosch-equipped machine, one that does not require more than one No. 6 dry cell to operate.

Harrisburg, Pa. E. L. SNYDER.

There are no electric horns which work directly from the magneto, and so the fact that the machine has the Bosch magneto fitted does not interfere with the putting on of an electric alarm. We know of no horn which will work satisfactorily with 1.2 volts from a dry cell.



No. 4 STANDARD RAT TRAP PEDAL

THESE STRONG SUBSTANTIAL MOTORCYCLE TYPE PEDALS

have that sturdy look that comes only from correct design and first class construction.

THE NO. 4 STANDARD is a new type of rat trap pedal added to our line this year, making it the most comprehensive line of rat trap pedals offered to the trade.

THE NO. 5 PIRATE has such big, soft, easy rubber cushions! It minimizes the jars and bumps. Try a pair and find out for yourself.

Our cycle parts and accessories appeal to the mechanical expert. They have been standard from the beginning, and mark the utmost in the industry.

Our products comprise: Diamond "E" trade mark brand, Spokes and Nipples for Bicycles, Motorcycles, Tricycles, Velocipedes, Invalid Chairs, Sulkies, Carriages, Cyclecars and Automobiles. Pedals for Bicycles, Tricycles, Velocipedes and Motorcycles. Toe Clips for Bicycle Pedals. Emergency Axles for Pedals.

THE STANDARD COMPANY, TORRINGTON, CONN.

We are boosters for "One Million Bicycles in 1916"

200 X

No 5 PIRATE PEDAL

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Prest-O-Lite for Motorcycles

Perfect Light as Sturdy as Your Motorcycle

For lasting efficiency, get Prest-O-Lite. It throws brilliant rays that make your night riding pleasant and safe.

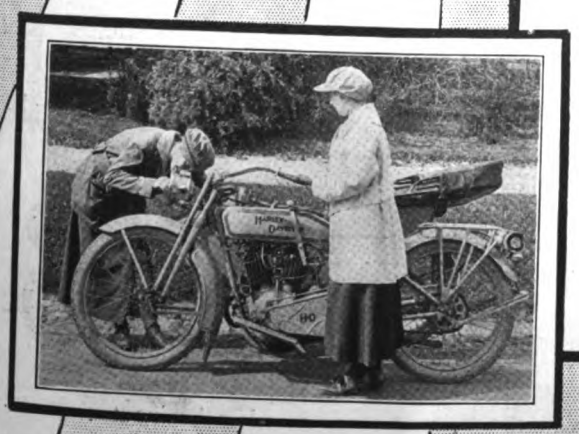
Road shocks and vibration do not affect its steadiness. The occasional spill or tip over, which your mount is built to withstand, does not damage your Prest-O-Lite and it will not fail you in emergencies.

Remember, good light is as vital as fuel. For that reason, more experienced riders use Prest-O-Lite than all other systems combined.

Complete Equipment Giving Perfect Service

Many dealers are offering "complete equipment combinations" including Prest-O-Lite that give you maximum value at lowest cost. A typical outfit is Prest-O-Lite, a lamp and a mechanical horn. You can get this on any make of motorcycle you buy. Ask your dealer.

Full Details of Motorcycle Lighting Sent Free on Request. Ask for it.



The Prest-O-Lite Co., Inc.

The World's Largest Makers of Dissolved Acetylene

246 Speedway, Indianapolis, Ind.

Canadian Office and Factory: Merritton, Ontario

Prest-O-Lite Exchange Agencies Everywhere

An Opportunity for Live Dealers

If you are not "cashing in" on the Prest-O-Lite Proposition, send for details.

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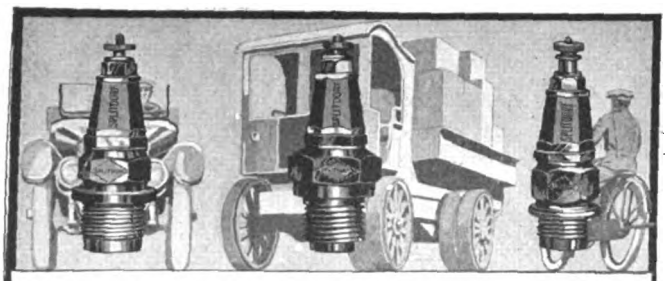

There's a Splitdorf Plug best suited for every motor

The imported India ruby mica insulation is wound laterally. This prevents any chance of oil seeping through. The 18 and 20 layers of mica are proof against the breaking-down effects of high tension current and account for the long life of

SPLITDORF SPARK PLUGS

With the Green Hexagonal Jacket

Do not accept substitutes. If you can't get SPLITDORF Spark Plugs from your dealer, write to us for them, stating make and year of your motor.

SPLITDORF ELECTRICAL COMPANY, NEWARK, N. J.

2-STROKE Cyclemotor HIGH-SPEED

Best where DEPENDABILITY counts *Most*

The sturdy little "always-ready" motor never fails you when you want to make a quick call on that customer; deliver an important message, or do the hundreds of other daily duties requiring alacrity combined with dependability. Dealers are reporting constant sales to messengers, delivery boys, reporters, etc.

Cyclemotor Corporation

Arlington Bldg., Rochester, N. Y.

DEALERS:—

We can show you how to double your sales and profits without increasing expenses. Ask for our paying proposition.

HOLLAND AGENT FOR FLYING MERKEL IS RIGHT ON THE JOB

AMSTERDAM, Holland.—Herr M. Adler, who represents the Flying Merkel in the Netherlands is extremely active these days, pushing the Middletown, U. S. A., made machines for both military and civilian service. Herr Adler has an excellent aide in Herr Henri Meyer, manager of a number of Dutch trade journals in the sporting goods line, and who participates in all endurance runs and military tests. As all runs are officially observed by army officers, a number of sales of Flying Merkels and Miami Power Bicycles have been made.

The picture shows Herr Meyer talking to a Dutch army officer at the start of one of the recent endurance tests from this city. Agent Adler is standing between the two. He has the rights to Miami products for the Dutch East Indies as well as for the Netherlands proper.

SPOKANE, WASH.

C. W. MILLER, manager of the Falls City Cycle Co., Inland Empire distributor for the Harley-Davidson and the Flying Merkel bicycle, reports renewed activity in motorcycle sales these days. Among those who have purchased Silent Grays recently are the Sullivan Machinery Company of this city and the Humbrid Lumber Co. of Sandpoint, Idaho.

INLAND MOTORCYCLE COMPANY, handling the Excelsior and the Dayton bicycle, is now agent for the Smith Motor Wheel and is also advertising Prest-O-Lite service.

WAUSAU, WIS.

V. G. RINGLE, who represents the Dayton line of cycle products, has just sent in an order to the Davis Sewing Machine Company, in Dayton, for the immediate shipment of 25 Dayton bicycles. "Anybody can cut prices," says Ringle, "but it takes brains to sell a high-price article." Ringle has been doing a nice business this season in Wausau in other Dayton products.

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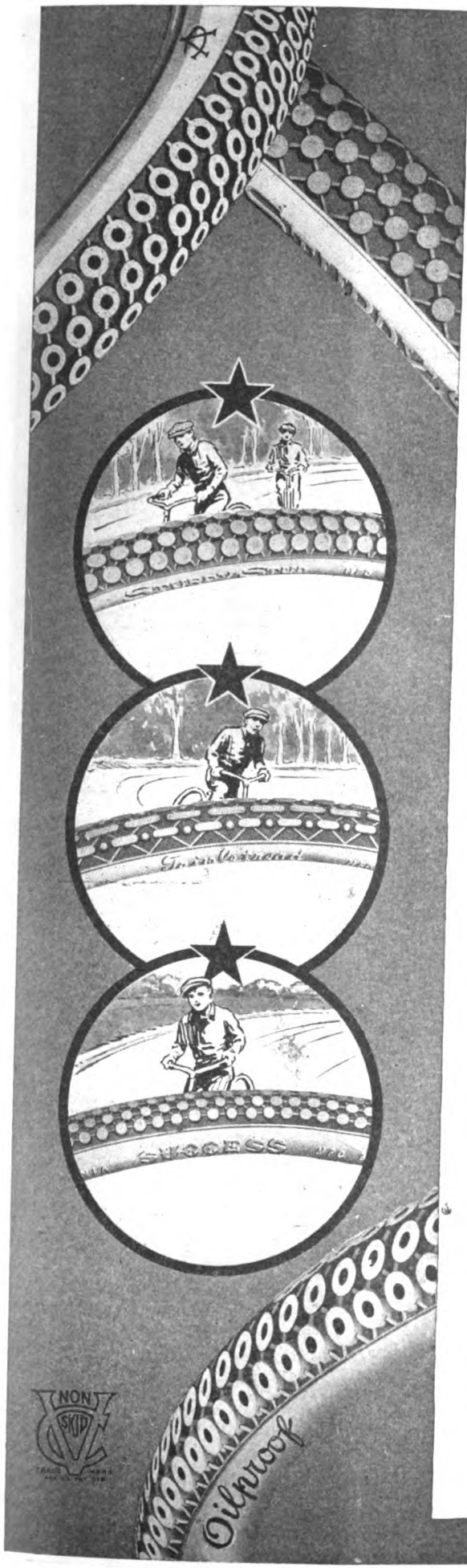

Buy More Mileage at a Time

and get the lower rate of cost per mile by equipping

VACUUM CUP Oilproof MOTORCYCLE TIRES

Guaranteed Oilproof and—per warranty tag on each casing—for

5,000 Miles

Under all normal conditions of service, good for several thousand more.

Three plies of tough automobile fabric in

STURDY STUD Oilproof MOTORCYCLE TIRES

Sold direct to dealers at a generous saving to the user. *Guaranteed*—per warranty tag—for

4,000 Miles

Safest, longest-wearing bicycle tires in the world—

VACUUM CUP Red Oilproof Tread BICYCLE TIRES

Stonebruise and *Puncture-proof*. *Guaranteed*—per warranty tag—for a season's service, else replaced or repaired free.

★THREE★STAR★ LINE OF BICYCLE TIRES

Three grades of quality and three tread designs at prices that mean economy in every sense of the word.

Pennsylvania Rubber Co., Jeannette, Pa.

Direct factory branches and service agencies throughout the United States and Canada

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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CINCINNATI, O.

JOE WANDSTRAT, of the Brendamour Sporting Goods Company's motorcycle department, has been transacting considerable business with the Covington, Ky., police department. He has just sold the department two Series 17 three-speed Excelsiors, one with a special ambulance equipment.

The ambulance car has a Sheets automatic drop stretcher on a regular sidecar chassis, the stretcher being the invention of Officer Sheets of the Covington police force. Wandstrat demonstrated this rig with a patient in the stretcher, Sheets on tandem and Wandstrat driving. The load rode easily and the worth of the apparatus was fully demonstrated.

TACOMA, WASH.

W. P. GLASGOW, Harley-Davidson agent in this section, has been entertaining Otto Walker, the Silent Gray speedster. Walker stayed in this city for a week and on June 4 made some fast time at the opening of the Tacoma Speedway.

PIERCE COUNTY'S participation in the general revival of business and prosperity is strikingly demonstrated by the big increase in the number of sales made by local motorcycle dealers. At the end of May the number of motorcycle licenses taken out in the county was in excess of the number for the same period in 1915.

RAY DAY, the popular representative of the Indian in this city, has recently persuaded J. S. Johnson to preside over the repair shop, which he is able to do most efficiently, having had many years of experience in the care and repair of all makes of machines. In addition Johnson will be able to find numerous buyers for the Powerplus and Indian Maid sidecars as well.

"Where Service Predominates" is the new slogan of the firm and appears conspicuously on a new supply of cards.

SPRINGFIELD, MASS.

A. F. ARNOLD, of 656 Main street, this city, has taken on the Reading Standard for the 1916 season. Arnold sold his first machine from Traveller Guterman's demonstrator, just after signing up with the factory man.

SAN FERNANDO, CAL.

WILLIS A. ROWE, representing the Cleveland in this city, took just two months to sell enough of the two-stroke lightweights to have one for every two hundred people in San Fernando. Rowe has just sold his tenth Cleveland, at the end of his 60th day as agent, and there are slightly less than 2,000 people in this city, hence the proportion.

LOS ANGELES, CAL.

C. WILL RISDEN, distributing the Indian in Southern California, states that for the five months to date in 1916 business is way ahead of the corresponding period last year and a considerable improvement over that of 1914. Risden, with practical co-operation, is doing more than ever in the way of supporting the out-of-town agents, and the latter are profiting by this encouragement.

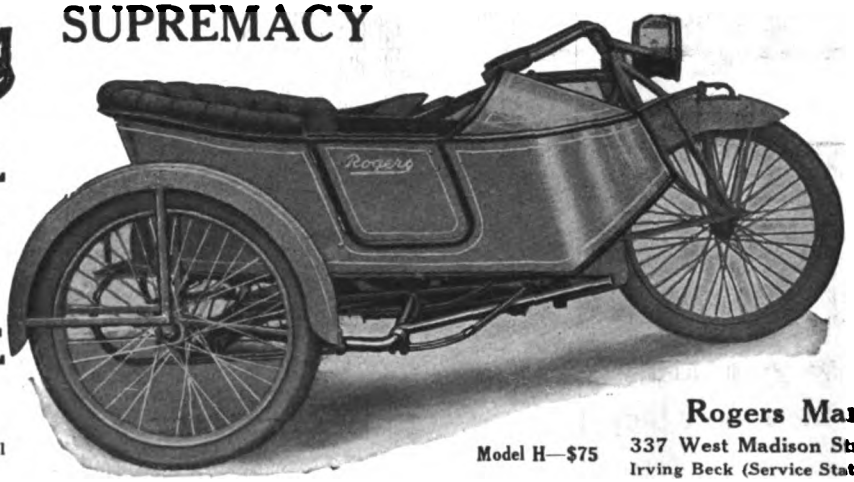
NEW ROCHELLE, N. Y.

FRANK BRUNO has taken on the agency for the Reading Standard for the present season. He signed up with Lou Guterman, factory representative, a few days ago.

Rogers

SUPREMACY

ALLSTEEL
Autogenously
WELDED
FRAME



Universal connections fit all standard motorcycles

Model H—$75

Rogers

ALLSTEEL
One Piece
WELDED
BODY

Finished to perfectly match all standard motorcycles

Rogers Manufacturing Co.
337 West Madison Street Chicago
Irving Beck (Service Station), 1493 Fifth Ave., New York

NAMES—NAMES—NAMES!

By the hundred, or the thousand, as many as you want—Mr. Dealer and Mr. Manufacturer—Names and addresses of the motorcyclists and automobilists who are registered at the New York State Capitol. The motorcycle registration law just went into effect, and here is a splendid opportunity to get business by circularizing the riders of any part of, or the entire State of New York.

We Furnish These Names at Lowest Prices

We copy official automobile and motorcycle records in the Capitol here and can compile a list of the auto or motorcycle owners for your section of the State, at lowest rates, sending you supplements, giving the additional registrations. We can compile a list of owners of any particular motorcycle or automobile you may wish a list of.

We can also furnish a list of owners of any city, county, district or territory you may desire.

Dealers are making good money, and creating a lot of new business by using our lists. Now is the time to write riders in your territory for repair work and new accessories. Get our list now. Beat your competitor to it.

CAPITOL AUTO LIST COMPANY 68 State Street Albany, N. Y.

Capitol Auto List Company
68 State St.
Albany, N. Y.
We want ..... names and addresses of motorcycle riders in our vicinity. Quote prices.
Name .....
Street and City .....

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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Full time and good wages

have boomed bicycling

Every worker in your local factories is a live prospect for a new bicycle.

The NEW DEPARTURE COASTER BRAKE

will get you your share of this business because these men know the Brake that Brought the Bike Back, how well it's made, how easy it is to keep its few parts in order and how it stands up year after year.

The New Departure, the brake the working man swears by, is the brake for you to specify.

Use New Departure Sales Helps in your Boost for more business. Ask us about them.

THE NEW DEPARTURE MFG. CO.

Bristol, Conn., U. S. A.

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Doings on the Pacific Coast

INDIAN MAIDS CHARM THE COAST RIDERS

LOS ANGELES, Cal., June 12.—This is surely sidecar year in California. Tommy Butler, the genial manager of C. Will Risden's tepee here, had to deprive himself of his own sidecar recently, when an insistent customer, falling in love with an Indian Maid, said: "Now or Never." Tommy had sold every sidecar in stock.

Having another order for a car, Butler began to shoot dots and dashes over the telegraph wires on the coast. He found, much to his despair, that every Indian agent and distributor had been "cleaned out" of sidecars.

FOX AND HOUND RUN FOR MIAMI RIDERS

LOS ANGELES, Cal., June 10.—F. M. Hodge and T. E. Berry, Southern California Miami distributor and Los Angeles agent respectively, will lead a fox and hound run of Miami riders on Sunday, June 18. They are planning to wind up at some attractive amusement resort where there will be refreshments and dancing. Three prizes have been put up for the first who track the foxes to their lair.

Wigwam Dealer Tommy Butler, of Los Angeles, and His Featherweight

MURATH GETTING 'EM FAST IN FAR WEST

LOS ANGELES, Cal.—J. Barney Murath, who is traveling the Western States in the interests of the Cleveland lightweight, is placing agencies right and left in the Pacific Coast section these days. Barney is a newcomer in the motorcycle field, but before he signed up to disburse the little two-strokers he learned something about the gasoline motor in the automobile trade.

He had a thorough shop course in the Cleveland factory in the Sixth City. Then he went after 'em. They say Barney never fails to pick a man who can make good at selling the lightweight.

ARTLEY WILL RIDE POPE FOR LIGHTWEIGHT MARK

LOS ANGELES, Cal., June 10.—F. A. Sutphen, of the Henderson Motorcycle Sales Corporation, who recently sent Roy Artley on a Henderson on two record-breaking trips between this city and San Diego, has persuaded Artley to take a shot at the lightweight mark for the same route on a Pope machine. Much interest has been aroused, and it is expected that some keen competition will ensue.

"149"

The Peer of Motorcycle Chains

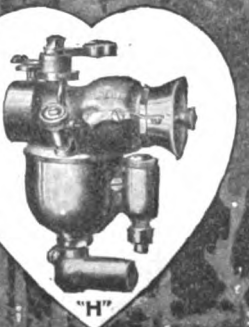
Accurate Every part is micrometer gauged for accuracy and pitch and each chain is carefully inspected and tested before leaving the factory.

Strong The breaking strength is several times what is needed for actual service. This provides a good factor of safety.

Durable No. 149 will give steady, day after day service when operated under anything like normal service conditions.

Diamond Chain & Mfg. Co.
Indianapolis, Indiana

The SCHEBLER CARBURETOR
America's Standard
Supreme through Merit
WE EQUIP
THE HEART OF THE MOTORCYCLE



THOR
POPE
YALE
EAGLE
INDIAN
EMBLEM
DAYTON
SPACKE
DE LUXE
CYCLONE
EXCELSIOR
HENDERSON
IVER-JOHNSON
HARLEY-DAVIDSON
READING STANDARD

WHEELER & SCHEBLER
INDIANAPOLIS, INDIANA, U.S.A.
BRANCHES AND SERVICE STATIONS IN ALL PRINCIPAL CITIES

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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GOODRICH

"Barefoot" Rubber MOTORCYCLE TIRES

Safety Tread

The strongest-built, best-wearing Motorcycle Tire ever produced at the big Akron factories. It stands in the motorcycle world for the *same high quality service* as its bigger brother in automobile circles, the Goodrich "Barefoot" Automobile Tire.

And why!

It is different. It has those muscular, grip-in "toes" of the tough "Barefoot" rubber. That's why it *sticks to the road*—just like your bare foot to a slippery surface. It gives you better traction and will *outwear any other tread on the market.*

We've spent thousands of dollars, and years of experience to develop its great strength and slow-heat-generating body. That's why it means to you *More Miles, Safer Miles, Easier Miles.* And look at the *Price!*

$9.90 each for 28 x 3 in. C. C. Rim

$8.85 each for 28 x 2¾ in. C. C. size or 29 x 2¼ in.
Old Type Rim

THE B. F. GOODRICH COMPANY, AKRON, OHIO.
THE WORLD'S LARGEST RUBBER FACTORY

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ADVERTISING MEN ORGANIZE AT MILWAUKEE

(Continued from page 10)

the campaign, with emphasis upon co-operation for dealers. At this point, Chairman Quine crystallized the sentiments by asking if anyone present objected to the new association and its aims. The approval was unanimous.

Committee Appointed

A committee was then appointed to prepare resolutions providing for the new organization. This committee consisted of T. W. Henderson, M. C. Stokes, W. D. Callender, R. F. Rogers and George T. Briggs. After a recess, the resolution was presented to the assembly and a debate followed as to the name of the association. Messrs. Roger. Parsons, E. W. Jackson, Effinger, Hallock, Arthur Davidson, Jacobs, McMahan and Briggs led in the discussion. The name was finally changed to include the accessory men, being the Motorcycle & Accessory Trade Association. (At the last business session this name was changed to the Motorcycle and Allied Trades Association.)

Arthur Davidson read a telegram from C. F. Olin, of the New Departure Mfg. Company, expressing his regret at being unable to attend the meeting and pointing out that a broad-gauge policy campaign to back up the motorcycle dealers was certain of obtaining excellent results. Mr. Olin had been invited to attend the session by reason of his experience gained as chairman of the Million Bicycles Committee.

Quine's Closing Speech

The executive committee was then named and Chairman Quine closed the meeting as follows: "We have done a lot of talking today, but we have traveled far toward giving the motorcycle the prominence to which it is entitled. I can see fine things ahead. In this new association, we have the germ of one of the biggest things that has ever been put over in the American motorcycle industry"

Following the adjournment, dinner was served in the Badger Room. The trade men attended the theater in a body after dinner.

UNITED STATES TIRES IN LOS ANGELES RUN

UNITED STATES tires once more proved themselves equal to the most gruelling kind of endurance work in the three-day endurance run of the Los Angeles M. C. May 28-30. This run consisted of 987 miles of rocks, ruts and mud, coupled with high temperatures practically all day, and the chain tread tires on the Indians of Ludlow and Fletcher, and on the Excelsior of Bennett stood up magnificently under this severe service.

Ludlow and Bennett received perfect scores in this run, while Fletcher was penalized for lateness on the first day. Only one other rider completed the run.

FIRST COMPLETE REPORT OF M. M. A. MEETING

(Continued from page 11)

facturers' Association" hereby expresses its complete endorsement, and pledges its heartiest support, assistance and co-operation in making successful the efforts of the "Motorcycle and Allied Trades Association" to gain for the motorcycle its proper place in the industrial and economical world.

Jackson thanked Quine in behalf of trade men for valuable assistance given at meetings, and D. R. Wells, of Splitdorf, followed this up by call for expression of thanks to A. O. Smith Co. and Harley-Davidson Motor Co. for hospitality extended as hosts, which was given to accompaniment of cheers.

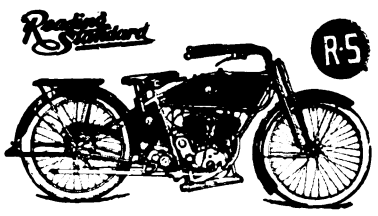
Following afternoon business session manufacturers and advertising men were taken for tour of city in automobiles Dinner at Milwaukee Athletic Club tonight closed the two-day program.

Milwaukee hospitality will long be talked of by trade men, and veterans in industry say these meetings were most remarkable ever held in spirit and scope of results.

INCORPORATES WITH $30,000

PROVIDENCE, R. I., June 10.—The Atlas Manufacturing Company, 7 Eddy street, has been granted a charter by Secretary of State J. Fred Parker, to deal in general machinery, motorcycles and bicycles

WHO AM I?



I am at your service. I am still, quiescent, until you wake me to life. Then my great heart starts to beat—strongly, regularly, but with all, quietly. I am ready; I am willing; I am capable, at a moment's notice, to carry you on the wings of the wind to your destination. I have in me the power to carry you over the steepest hills, through the deepest mud, through the most treacherous sand. Your every wish meets instant response in my great, strong frame. A touch of the throttle, and I loiter at a snail's pace—another, and I bound forward, annihilating space; eating up the miles without abating in the slightest my strong, even, quiet purr. Another touch and I become still—awaiting your further commands.

Catalog upon request.

Reading Standard Company

501 Water Street, READING, PA.

USE QUALITY OIL

The life of a motorcycle depends largely on how it is lubricated.

HARRIS

TRADE MARK REG. U.S. PAT. OFF.

OILS AND GREASES

Are America's Leading Lubricants. We've been making QUALITY oils for over thirty years. This experience, expert knowledge and best ingredients go into every drop of HARRIS OILS.

All Good Dealers Recommend Them.

"A Little Goes a Long Way and Every Drop Counts."

A. W. HARRIS OIL CO.,

326 S. Water St., Providence, R. I.
Branch: 143 No. Wabash Ave., Chicago, Ill.

For assurance of prompt attention to your wants mention MOTOR CYCLE ILLUSTRATED.

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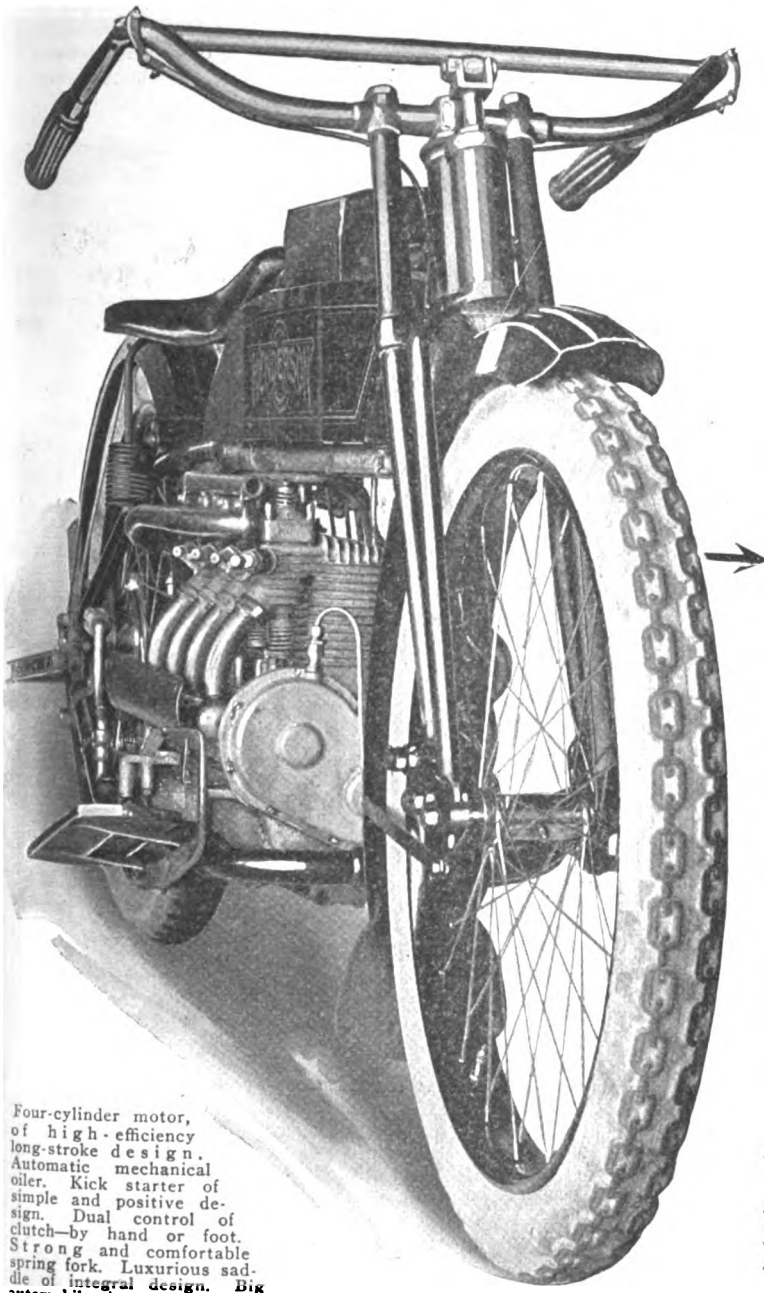
Its Fifth Year, and Still Too Good to Part With



Four-cylinder motor, of high-efficiency long-stroke design. Automatic mechanical oiler. Kick starter of simple and positive design. Dual control of clutch—by hand or foot. Strong and comfortable spring fork. Luxurious saddle of integral design. Big automobile-size non-skid tires. Wheelbase 58 inches.

"MY Henderson is one of the first 1912 models that you made, being fitted with the round tank, etc. But while I believe in having the best and do not need to hesitate in buying a motorcycle on account of the matter of price, yet I see no reason for getting a new model, as mine is still as good as the day I bought it. The cylinders are as tight as they ever were and there is not a worn part in the engine. I have four good automobiles in my garage, but in going back and forth from my place of business I use the motorcycle in preference practically all the time."—E. P. Du Pont, Montchanin, Del.

We have said that the *smoothness* of the four-cylinder motor lengthens the life of all parts of the machine by eliminating destructive vibration. We have said that the rugged strength of the Henderson makes it durable and dependable. We have said that the machine is built for long, faithful service and hard work.

And reports of actual performance prove the truth of every claim we have made.

Henderson Motorcycle Co.

Detroit

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(Continued from page 12)

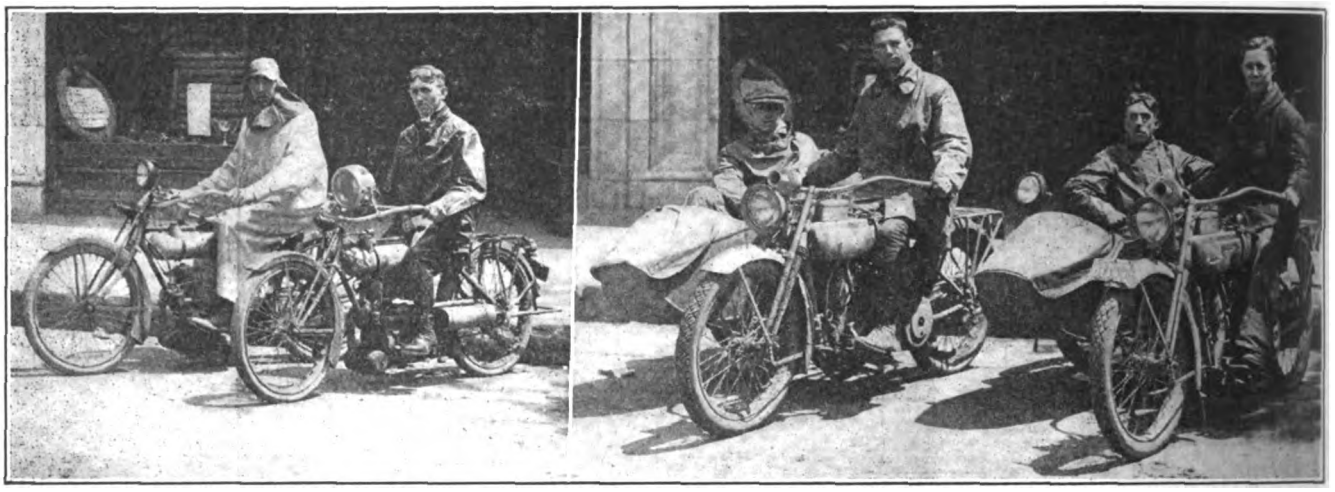
Indian factory sidecar team and that from Boston, using Harley-Davidsons, withdrew, as they were over 30 minutes late. The rules stated that a lateness of 30 minutes would eliminate any contestant. Three Indian solo riders and five Harley-Davidson sidecar drivers, with passengers, checked at Derby Line, 237 miles out. Baker, Sturgis and Veazey were the solo men, while Sanders and his passenger, Scherer and his passenger, Tannebring and partner, J. A. Fozie and John Rome, and Harold Smead and William Peltier were the sidecarists.

Back through St. Johnsbury to White River Junction went the course. Thirteen riders, drivers and passengers signed here. Across to New Hampshire and back at least six times the route continued, then down the Connecticut River to Bellows Falls, to Keene, N. H., to Fitchburg and then home. Thirteen signed at Keene. Foizie had a chain come loose in Clarmont, N. H., holding him up for 18 hours, as it wrecked the rear sprocket. Tannebring had ignition trouble in the downpour that was at its best after leaving Keene.

Russell R. Coes, Indian solo, was hit near Manchester, N. H., by an automobile and suffered a compound fracture of the leg. He was removed to the Manchester hospital and is now resting comfortably. B. A. Swenson, with Eddie Swenson, checked on time at Manchester and Bristol, but in making a tire repair left a tire iron in the rear shoe and had a terrific blowout. Swenson withdrew, as he could not have checked in at Franklin on time.

Gene Coughlin, Harley-Davidson sidecar, had hard personal luck. He got ptomaine poisoning, and in spite of pain struggled on to St. Johnsbury. He then drove to Keene, feeling somewhat relieved after resting, but was obliged to quit.

C. W. Waughop and "Peanuts" Spurgeon, Cleveland lightweights, covered their course and made every check designated, on a schedule that was but two miles per hour slower than that of the big fellows. Their scores were shattered, but they came on regardless.



Waughop and Spurgeon, Clevelands; Saunders and Clift, Scherer and Havenstrite, Harley-Davidson Teams

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OFFICER MAKES ROUNDS OF ARSENALS ON INDIAN

BOSTON, Mass. — Lieutenant J. S. Hatcher, of the Ordnance Department, U. S. Army, left this city on June 7 for a 25-day tour of the United States armories and arsenals on his Indian motorcycle. His journey will take him to Watertown and Springfield, Mass., Watervliet, N. Y.; Sandy Hook, N. J.; Kittatiny, Pa.; the Naval Gun Factory at Washington, D. C.; Annapolis, Md., and the Army Remount station at Front Royal, Va.

Lieut. Hatcher, who is stationed at Boston, is an experienced motorcyclist, having ridden 15,000 miles or more, although he has not been on a machine since 1913.

CLOSE LAST LINK IN CHICAGO-MILWAUKEE ROUTE

KENOSHA, Wis.—At a special election held in the towns of Pleasant Prairie and Summer, in Kenosha County, bond issues amounting to $210,000 were voted for the completion of the Sheridan road.

According to Daniel O. Head, chairman of the Sheridan Road Improvement Association of Kenosha County, this means that the last link in the improving of the highway which connects Milwaukee and Chicago will be completed and thus eliminate the chief objectionable feature to touring between the two cities.

BARGE LINE FOR MOTORS

TACOMA, Wash.—A barge line has been started to convey motor vehicles up and down the Columbia river. The line will make several trips per week for the benefit of those who wish to take their machines to the ocean beach. The rates will be one-half of those formerly charged by the Astoria, Ore., steamers.

TEXANS OFF ON LONG TOUR TO NEW YORK

TEMPLE, Texas.—Mr. and Mrs. Albert Bayless, with a Silent Gray combination, and Russell Graves and Dold Bristow on Harley-Davidson solo mounts have just left this city for a tour in which New York is the objective. The party plans to camp in the open on the trip.

The route will be through Galveston, Houston, Beaumont, New Orleans, Montgomery, Birmingham, Atlanta, Chattanooga, Richmond, Washington and Philadelphia.

INTERESTING FOLDER TELLS OF DODGE CITY RACE

NO pains have been spared by the promoters to boost the international championship 300-mile race at Dodge City, Kan., on July 4. The latest publicity scheme is in the nature of a well gotten-up folder showing views of the 1915 event at the start, a section of the crowd in the bleachers, some real action pictures and the cowboy band which is a feature of each race. The present event will be the third run off at Dodge City, and the promoters state that there will be 50 of the world's most expert riders in competition on Independence Day.

NOW PAINTING LINCOLN HIGHWAY SIGNS

BUCYRUS, O.—Rupensberger Brothers, of this city, have received the contract for painting signposts for the Lincoln Highway, from the Atlantic to the Pacific. The posts will be painted red, white and blue between Jersey City and the West Coast, every sixth telephone pole being used. The Rupensbergers expect to finish by October 1.

HAMILTONITES ARE ACTIVE

HAMILTON, O.—The club rooms of the Butler County Cycle Club, which are always kept up to date, have been completely renovated. A new sanitary fountain and showers have been installed, as well as new window shades. The club's baseball team is now fitted with uniforms and is ready to take the field. The most recent social event was a dance, which was held on June 9 and at which the attendance was very large.

FEWER LICENSES SO FAR

TACOMA, Wash.—The number of motorcycle licenses so far taken out in 1916 in the state of Washington does not equal the record of 1915. However, there are between 40 and 50 applications coming in per week and these will soon change the standing.

OPEN TIRE SHOP

FOND Du LAC, Wis.—Arthur and Anton Zeman, of Milwaukee, have established a tire repair shop at Western avenue and Main street.

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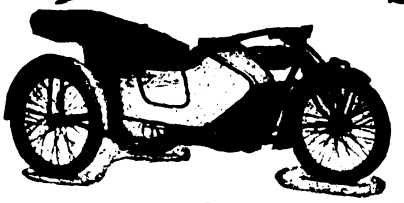

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WILL CANADA SOLVE OUR TRADE WAR PROBLEM?

Entente Allies Recouperation Plans Include Preferential Tariffs That Will Hit at Neutrals as Well as Teutons—Canadian Drawback Affecting American Goods Reexported May Help Us

OTTAWA, Ont.—Indications are that the present Canadian tariff schedule affecting goods imported from the United States, and which is abnormally high, as a matter of course, on account of the war, will be continued in force for a long time after the war is ended; and it is even whispered in some quarsome goods. This state of affairs will result from the fact that the Entente Allies are said to be, and those in the know, firmly believe them to be, considering the inauguration of a trade war when the present struggle is terminated which will affect the commerce of their present enemies materially, and which, at the same time, will not work out to the advantage of neutral countries.

In the waging of this trade war it is expected that the Entente Allies will arrange a preferential tariff whereby a market state bordering on free trade will be enjoyed by the members of the Entente Alliance. If the expected arrangement is made a fact by the Allies, it will mean that it will be far cheaper to export goods from Canada to Russia, France, Italy, Great Britain, Belgium, Japan, Portugal and other foreign countries than it will be to make the same shipments from the United States to the same countries. The trade war is to be waged primarily so that the Allied countries can assist each other in the matter of internal recuperation, which will be sorely needed when the various countries have laid down their arms.

It is perhaps well for the American manufacturer to be advised now that the Canadian Customs Department permits a drawback of 99 per cent in duty on materials which are imported from the United States and subsequently exported from Canada to some foreign country in a finished state. Many American manufacturers are taking advantage of this knowledge to open branch factories in Canada, the leaders in the movement being the automobile manufacturers. Other motor men are following suit.

The establishment of a branch factory in Canada may appear to be an expensive proposition, but the initial outlay seems small when thought is given to the great foreign markets. Russian trade, for instance, is undeveloped; France will be so busy with reconstruction that importation of finished products will be heavy for many years; England will probably form a better motorcycle market in the future than in the past, and Italy will undoubtedly import a considerable quantity of goods also.

ELLIS TO START ON BUFFALO RUN ON JUNE 17

YONKERS, N. Y., June 9.—George Ellis, New York State F. A. M. Commissioner, will start on Saturday, June 17, at 8 p. m., on another "lonesome" run, this time to Buffalo and return, a distance of 860 miles. He will ride an Indian. The route will be Yonkers, Poughkeepsie, Albany, Utica, Syracuse, Geneva, Avon, Batavia and Buffalo, returning the same way. Ellis started on a Thor on the evening of May 27, to ride to Portland, Me., and return., but a heavy rain caused him to give up within 15 minutes after the start.

TRAINED ANIMAL MANAGER BUYS INDIAN RIG

ARTHUR F. HILL, manager of Villecita's Indian Leopards, has recently secured an Indian sidecar combination for the use of himself and his wife in traveling with the show. The troupe of leopards has played in every capital of the old world except Russia and Italy, and Hill is now about to start for South America and Cuba.

STARS OFF FOR DODGE CITY

LOS ANGELES, Cal., June 10.—Don Johns and Morty Graves are packing up prior to leaving for Dodge City, where they will cover the circuit on July 4 on Powerplus Indians.

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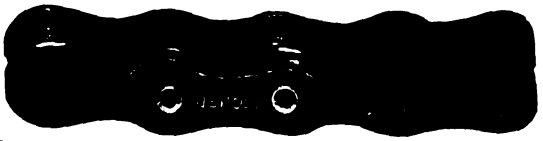
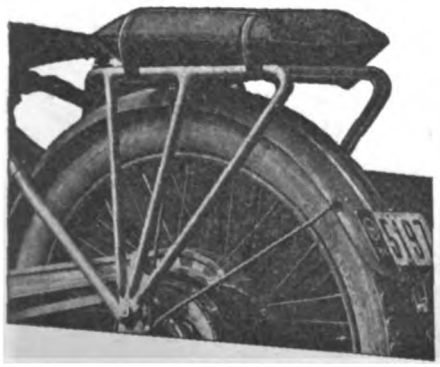


TRAVEL ON AIR



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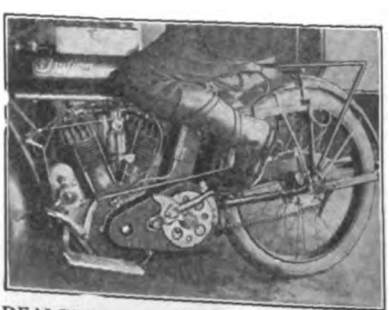

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Let prospective buyers know what you have to offer. Advertise HERE.

HELP WANTED

TRAVELING SALESMAN to call on motorcycle repair shops, dealers and jobbers with line of motorcycle repair parts and accessories. Unlimited territory. New York men preferred. Address C. M., care of MOTOR CYCLE ILLUSTRATED.

WANTED—YOUNG MEN WITH NERVE. Good pay, short hours, opportunity for travel, advancement. Normal physic; good references required. The O'Connor Corporation, 6309 S. Eggleston, Chicago, Ill.

MISCELLANEOUS

BICYCLE TIRES VULCANIZED for the trade. Prompt service on Parcel Post and Express orders. Best work and lowest prices. 25 years' experience. W. M. Sharpe, 118 West Broadway, New York.

WANTED—IDEAS for meritorious cycle accessories. Increased facilities enable us to handle the manufacture and distribution of the right sort of fitments. Stevens & Co., 375 Broadway, New York.

THE CYCLE AND MOTORCYCLE FACTORY, MAGNAT-DEBON, 69 Cours de St. Andre, at GRENOBLE, FRANCE, desires to receive offers from American houses, for all the articles pertaining to this line of manufacture, viz.: "Tubes for frames, handlebars, hoop irons for rims, cranks, pedals, hubs, spokes, nuts, various connections, pressed and punched parts, aluminum cases, pistons, cylinders, cast (fly) wheels and all the accessories entering in the manufacture of bicycles and motorcycles." Please make offers and state whether these parts can be made on special models. Magnat-Debon, 69 Cours de St. Andre, Grenoble, France.

GOOD OPENING for first class garage and salesroom in prosperous county seat town. Party must have at least $5,000 to invest in site and building. Address R. S. Hamilton, Baker, Mont.

AMIABLE YOUNG MAN, age 20, desires partner for pleasure, educational trip to Denver on motorcycle. Start June 1; home August 1. Go via Chicago, Minneapolis; return via Kansas City, Cincinnati, etc. Rides twin Indian. J. Gudermann, 228 W. 41st St., N. Y.; 'phone 5983 Bryant.

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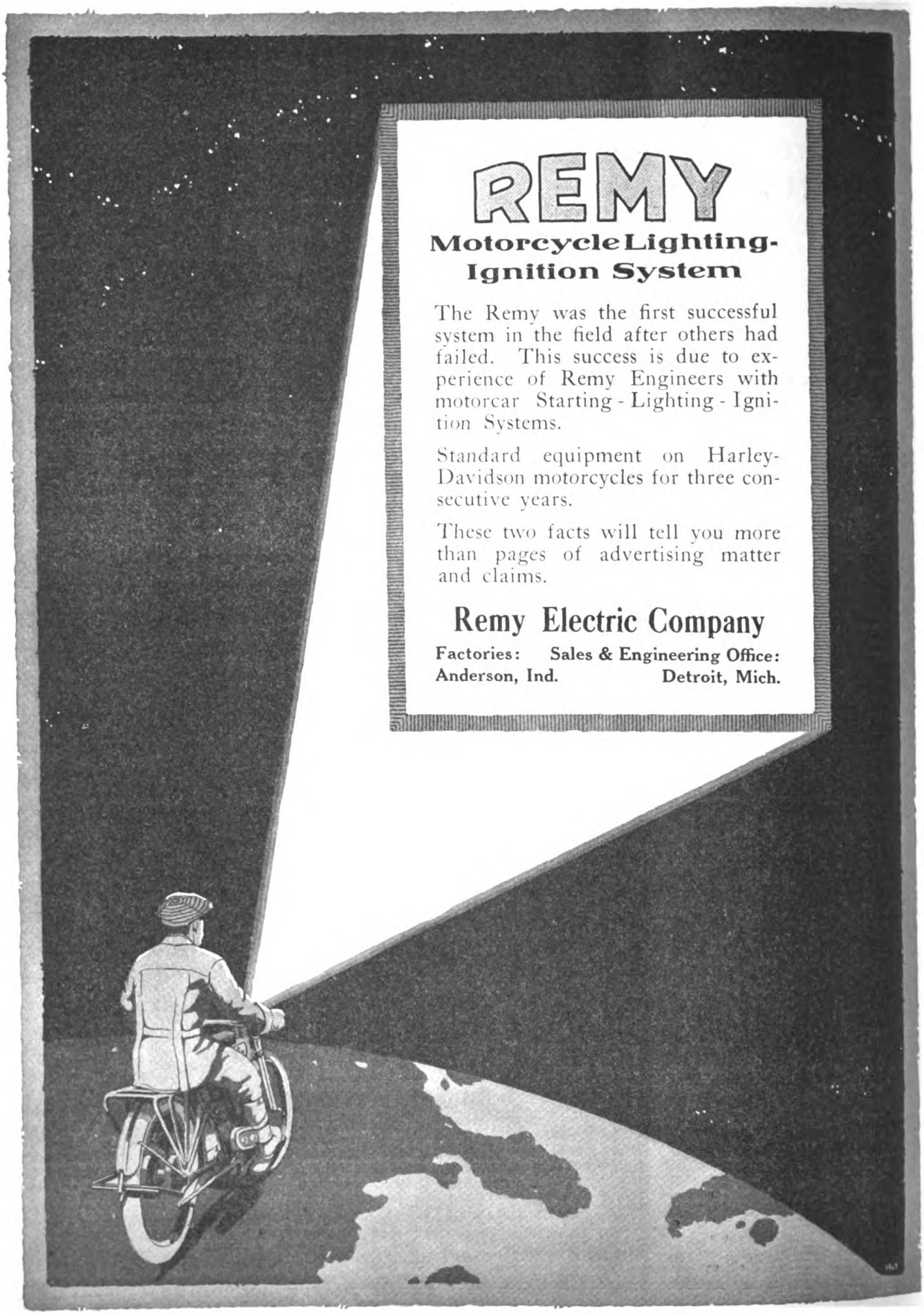

A *good* deed often means a *good* deal—Please mention MOTOR CYCLE ILLUSTRATED.

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Another Cleanup for the "X"

Winning Eight Out of Ten Places

At Madison, Wisconsin, June 18th, competing with eight valves and other specially designed racers,

BOB PERRY on the GOOD OLD "X"

Won the 100 Mile Open
Breaking the State Record

JOE WOLTERS, EXCELSIOR Second. HILLIARD, EXCELSIOR, Fourth.

EXCELSIOR stock design motors also got second and third in the 15-mile open, competing with a number of eight-valve specials.

In the LIGHTWEIGHT race, the Baby "X" showed itself a worthy member of a winning family by winning first and second in competition with higher-priced lightweights.

BEAR IN MIND we build nothing but strictly stock design motors and it is a point worthy of your careful consideration that two of our leading competitors are now racing 8-valve motors exclusively, thereby tacitly admitting the unassailable supremacy of the

EXCELSIOR STOCK MACHINE

the kind delivered to every buyer of an EXCELSIOR AUTO-CYCLE.

Excelsior Motor Mfg. & Supply Company
Office and Factory, 3703 Cortland Street, Chicago

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MORROW

Morrow

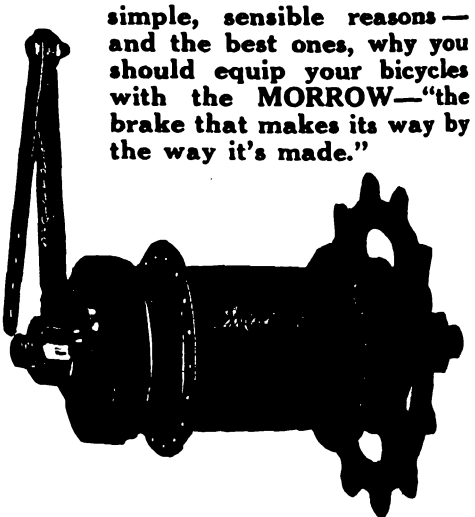
Puts More Riders on the Road

Why? Here's the reason—and a reason every dealer who sells bicycles will understand. The man who equips his machines with the MORROW Coaster Brake, the "old reliable" standby that has progressed in perfection with the bicycle itself—that man puts a tone of surety, of confidence and pride into his sales-talk that cannot help but impress, convince and SELL the prospect.

The MORROW makes a better salesman out of the bicycle dealer **because he has entire faith in the MORROW—its reputation—its quality—its perfect performance—and faith in one's goods is the prime requisite in successful selling.**

Further, the MORROW makes a better rider out of the bike buyer. The smooth, frictionless action of the MORROW-equipped bicycle makes him want to ride whenever he has a chance—it's *so safe and easy*.

Dealers—these are the two simple, sensible reasons—and the best ones, why you should equip your bicycles with the MORROW—"the brake that makes its way by the way it's made."



Eclipse Machine Co.

Elmira New York

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The Worcester 24-Hour
A Proof of Power

The Diamond Medal Winners and the 16-J

Kendall Sanders and George L. Clift who won the endurance run to the Canadian line and return with a score of 993 in a run made so hard by nine days of rain that there were no perfect scores.

Harley-Davidsons Show Supremacy

There were 20 sidecars and 17 solo riders. Penalties were two points for every minute early and one point for every minute late at controls "up to thirty minutes, and then disqualified." *That is what "got" the other contestants.*

Elmer Havenstrite and "Happy" Scherer Who Brought Harley-Davidson Added Honors

Harley-Davidson Motor Co.
Milwaukee, Wis.

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THE BEST DRIVE SPARTAN FOR LIGHTWEIGHTS

Belt Drive is the Right Drive for Lightweights

BELT drive provides all the positiveness of transmission that is required for Lightweight Motorcycles. However, that is not all, for belt drive not only gets all the power required to the rear wheel, but while doing so, that flexibility, that smoothness so much desired is always evident.

Because Lightweights are proving more and more popular, and can be made to sell at a reasonable price, many manufacturers are considering making Lightweight Motorcycles—and most manufacturers will make belt drive Lightweights, because they sell best and satisfy most.

There remains one important point, that is the kind of belt—belt transmission depends considerably on the belt; the belt must be right. When you select your Lightweight, insist that it come through with a long-lived, genuine

SPARTAN BELT

THE CLEAN, SMOOTH, NOISELESS TRANSMISSION

Made only by
THE GRATON & KNIGHT MFG. CO.
Worcester, Mass.

You get quick results from advertisers when you mention MOTOR CYCLE ILLUSTRATED.

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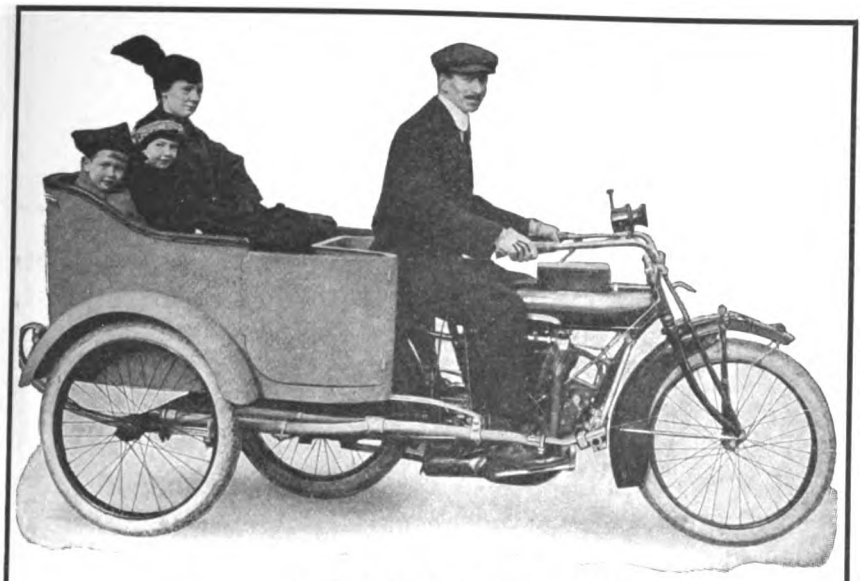
CYGNET REAR CAR

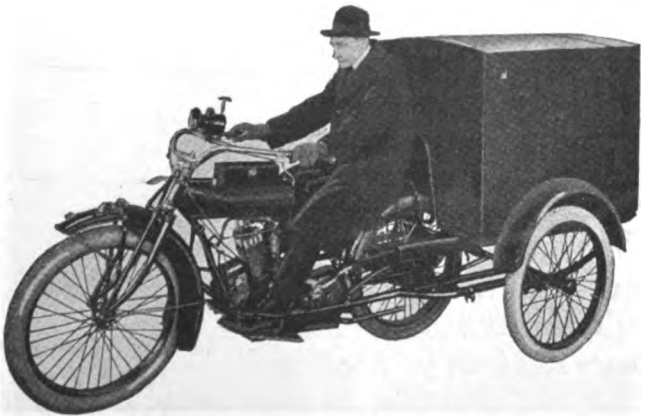
"brings many new buyers to motorcycle"



PASSENGER CAR

Two to three passenger; best auto design and finish; spring seat and back upholstered; semi-elliptic springs; crown fenders; color to match any make of motorcycle.

Fits any standard motorcycle-"On or off in 30 Seconds"



DELIVERY VAN

Two types—rear door, as shown, and open top type. 500 lbs. capacity. Speedy, novel. "The key to many a merchant's delivery problem."

—**why** do these words appear time and again in letters of CYGNET dealers to us?

—**because** with its roomy, comfortable design the CYGNET at once appeals to the man who would share the joy of motoring with family or friends.

—**because** he can ride his cycle **solo** during the day on business and convert it into a two- or three-passenger auto to take the "folks" out with him.

—**because** he secures auto capacity, comfort and safety at one-quarter the expense of even a small auto.

The CYGNET fills a real want—are you prepared to cash in on **that want in your community?** If the experience of nearly one thousand dealers means a thing, you can bank on increasing your motorcycle sales 15% to 50%.

Write for complete information

Cygnet Rear Car Co.

Dept. 4

1200 Niagara St., Buffalo, N. Y.

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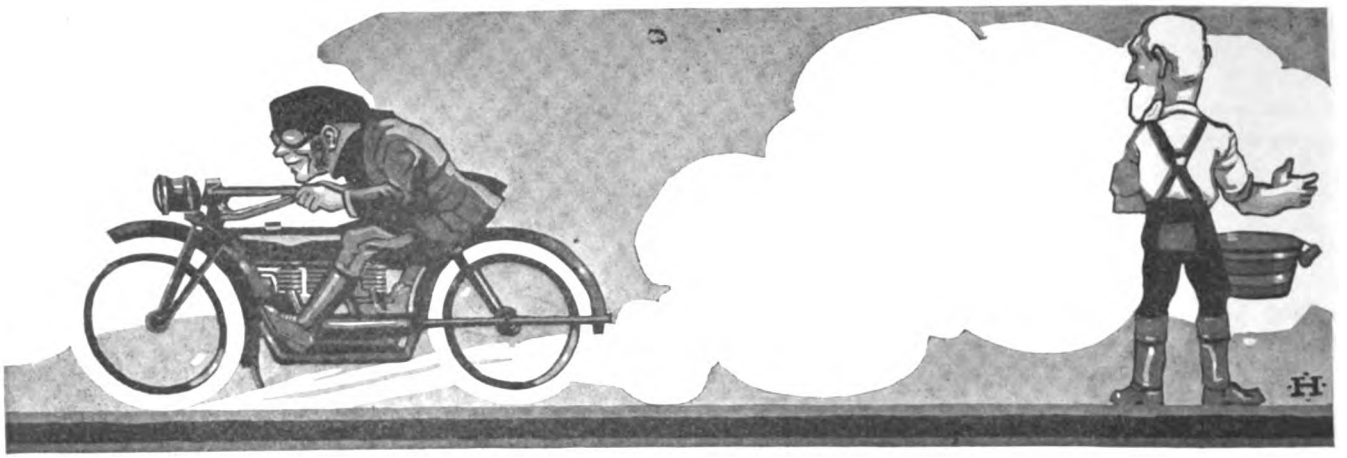

Speed Like the Wind—
Added Power—
Increased Efficiency—

All to be had if you use the *best* lubricants for your motorcycle—the oils that dominate the field—that are recognized as superior by every unbiased motorcyclist, dealer and supply man—namely,

HARRIS

TRADE MARK REG. U.S. PAT. OFF.

OILS AND GREASES

Try *One* can. It doesn't cost much to prove the *Quality*. Isn't it worth while to get greater efficiency at less cost?

The High Quality, Satisfying Service, and Value is due, briefly, to the following reasons:

HARRIS OILS start with the finest Pennsylvania Premium Crude refined by careful processes—based on our thirty years' experience in the oil business. They give *real lubrication* because there are practically no soot-deposit forming ingredients —no injurious substances—no waste. These qualities make for a sweet, smooth-running motor—no flagrant smoking—economy—and highest engine efficiency.

HARRIS MOTORCYCLE OILS are put out in the following grades: Extra Heavy Motorcycle Cylinder Oil (especially designed for high speed, air-cooled motors), Heavy, Medium and Light.

"A Little Goes a Long Way and Every Drop Counts."

A. W. HARRIS OIL COMPANY

326 S. Water St., Providence, R. I. **Branch: 143 No. Wabash Ave., Chicago, Ill.**

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Originators of the "Rider Interest" Policy

THE *Thor* 17Y-4 H.P. SUPER-SINGLE

MADE GOOD IN A DAY

RECOGNIZED AS THE PIONEER

It at once became

THE STANDARD COMMERCIAL MOTORCYCLE

Backed by the

"RIDER INTEREST" POLICY

17Y-4 H. P.

Thor

$200.00 F. O. B. Factory

ONE THOR—MORE THORS

Aurora Automatic Machinery Co.

GENERAL OFFICES, Thor Bldg., 1307 Michigan Ave., Chicago. SALES OFFICES AND WORKS, 361 W. Superior St., Chicago.

PACIFIC COAST BRANCH, 61 Fremont Street, San Francisco

A *good* deed often means a *good* deal—Please mention MOTOR CYCLE ILLUSTRATED.

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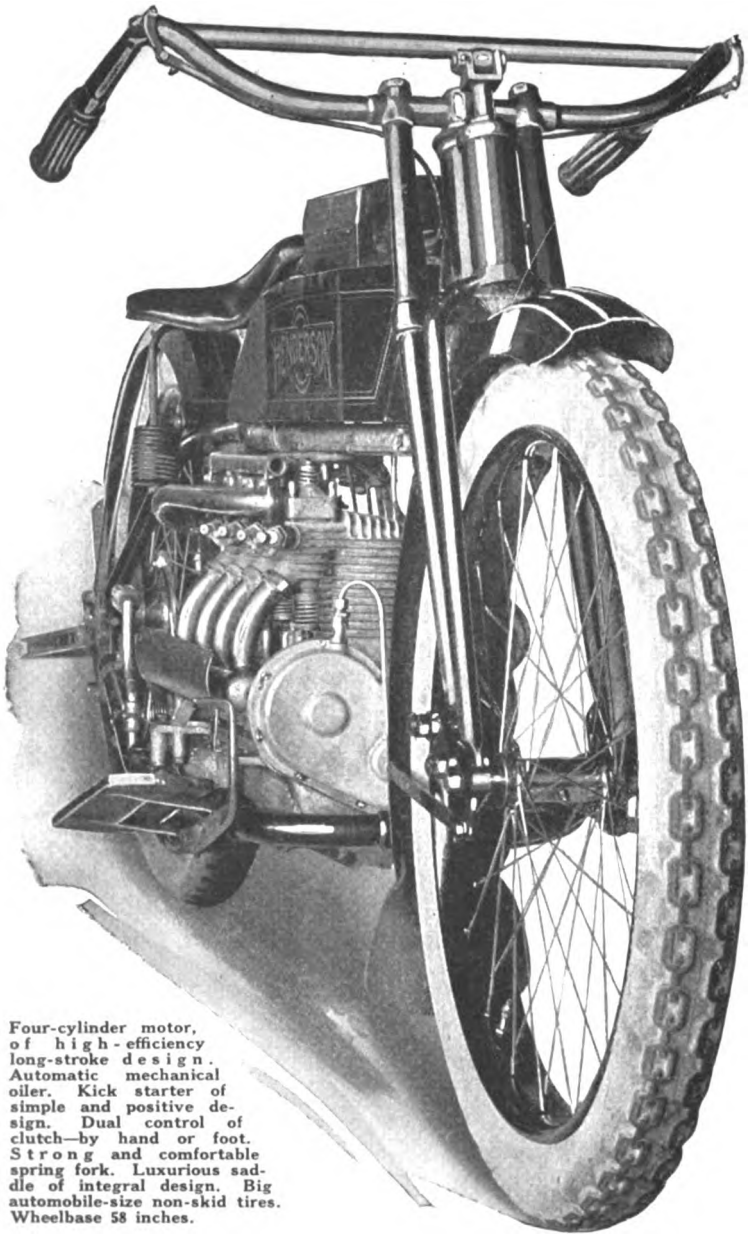
Henderson Dealers Know



Four-cylinder motor, of high-efficiency long-stroke design. Automatic mechanical oiler. Kick starter of simple and positive design. Dual control of clutch—by hand or foot. Strong and comfortable spring fork. Luxurious saddle of integral design. Big automobile-size non-skid tires. Wheelbase 58 inches.

that every machine they sell this season is a guaranty of still greater future business. For every day of its service adds to the proof of the leadership of four-cylinder power and starts new customers toward the Henderson Store.

HENDERSON MOTORCYCLE CO.

Detroit

A *good* deed often means a *good* deal—Please mention MOTOR CYCLE ILLUSTRATED.

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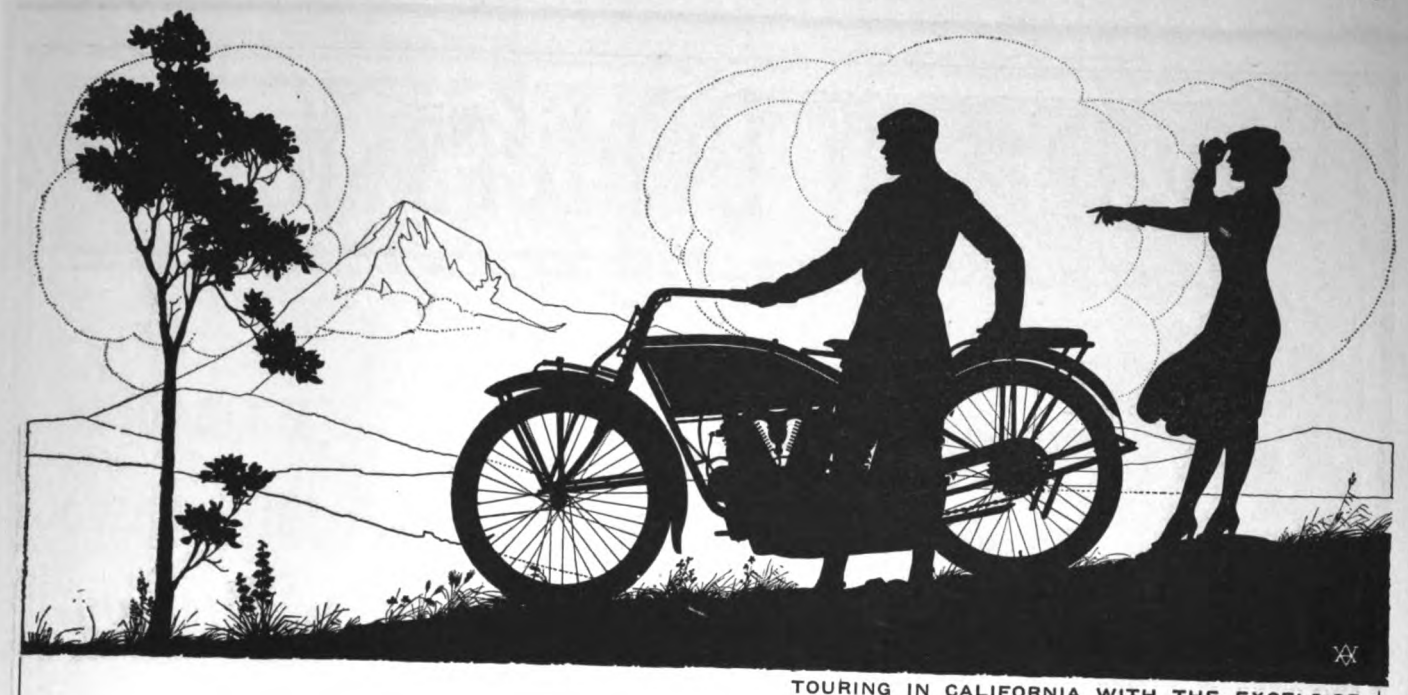

TOURING IN CALIFORNIA WITH THE EXCELSIOR

BOSCH

MAGNETO IGNITION COSTS MORE BUT BOSCH-EQUIPT MOTORCYCLES DON'T

THAT'S an important statement, Mr. Dealer and Mr. Owner. It means just this—that the extra care, the use of the best materials Bosch can buy, the employment of expert workmen only, make possible the production of an ignition system second to none in its service-giving qualities, and, quite naturally, a trifle higher in its selling price.

But the maker of a Bosch-Equipt Motorcycle is willing to absorb that extra cost and charge it up to "+SERVICE," that is, a little more efficiency and reliability than you expect, but only as much as you are entitled to.

There is no reason why your motorcycle should not be equipt with the best ignition system obtainable — it costs you no more and you are better served at a point which is most vital to your engine and to your comfort.

Be Satisfied

The motorcycle you buy or sell can be Bosch-Equipt—insist.

Specify Bosch

BOSCH MAGNETO COMPANY

206 WEST 46th STREET NEW YORK CITY, N. Y.

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A Vacation with a Rogers Is Time Well-Spent

Whether you visit the great scenic spots of America, your favorite lake or hunting ground or some of the Summer Social Centers, you can double your enjoyment with a pleasant companion in a

Rogers Side Car

ROGERS MANUFACTURING COMPANY CHICAGO

There are other sidecars, but the ROGERS is

The One and Only All Steel Car

We have a model to perfectly match in color and trimming every standard motorcycle and any ROGERS car can be perfectly fitted to any standard motorcycle by changing only a few inexpensive parts, a point of great value to both dealer and owner.

Write for catalog stating the make and model of the motorcycle you sell or use.

Rogers Manufacturing Company

337 West Madison Street **Chicago**

Irving Beck (Service Station), 1493 Fifth Ave., New York

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Exploring a' la Pope

One of the finest pleasures that summer affords is found in riding over strange highways and byways by motorcycle—in following trails that are alike impossible for either auto or wagon—and experiencing the joy of the outdoors far from the beaten routes of travel. Exploring of this sort demands a

Pope Motorcycle

—the motorcycle that "Not only gets you there, but gets you back." It calls for the mount, that, because of its efficient overhead valve motor, has the power to pull you steadily through the unexpected mud hole and sand stretch, or up the steepest hill—that is sturdy enough to stand the strain of the hardest kind of service—and that, because of its exclusive methods of springing, gives supreme comfort over bad roads and good.

Made in Models for Every Need

Three-Speed Twin

The utmost in motorcycles. For sidecar service and the hardest kind of solo work. Model T-16. Price, $275.00.

Three-Speed Single

All the exclusive features of Model T-16, combined with the simplicity of the single cylinder motor. Model TM-16. Price, $240.00.

Big Twin

For the man who wants plenty of speed and power, as well as comfort, at a moderate price; for solo or tandem riding. Model L-16. Price, $225.00.

Big Single

A strong, powerful and easy riding single cylinder machine, with gasoline and oil capacity for long tours. Model M-16. Price, $200.00.

Lightweight

A wonderfully satisfactory model for the man who wants a speedy, sturdy mount that provides the cheapest method of rapid transit known. Model H-16. Price only $150.00.

WESTFIELD MANUFACTURING COMPANY

(Successors to the Pope Mfg. Co.)

11 Lozier Ave., Westfield, Mass.

Largest Manufacturers of High-Grade Bicycles in the World

Makers of Columbia, Cleveland, Tribune, Rambler, Crescent and Pope.

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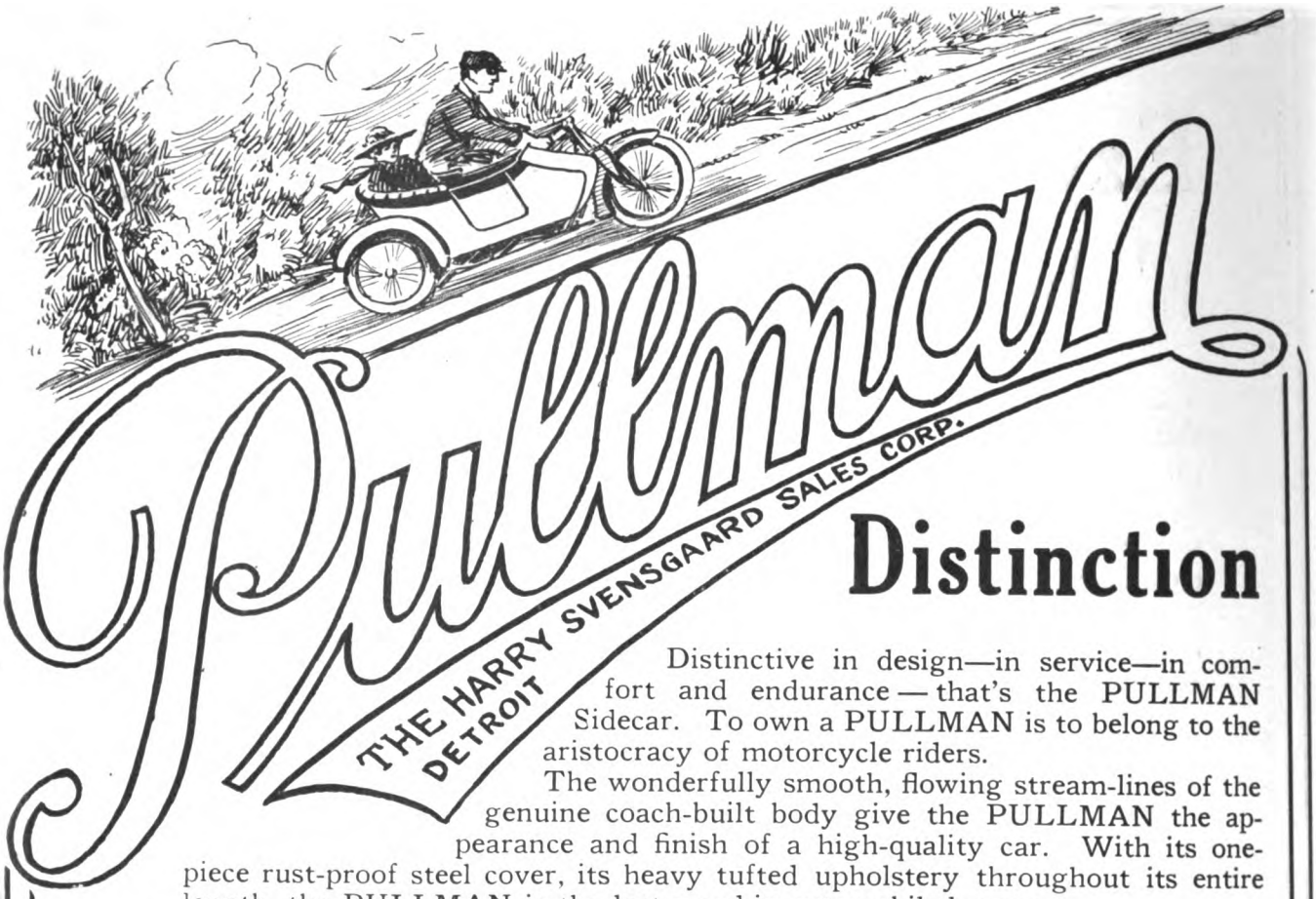


Pullman

THE HARRY SVENSGAARD SALES CORP. DETROIT

Distinction

Distinctive in design—in service—in comfort and endurance — that's the PULLMAN Sidecar. To own a PULLMAN is to belong to the aristocracy of motorcycle riders.

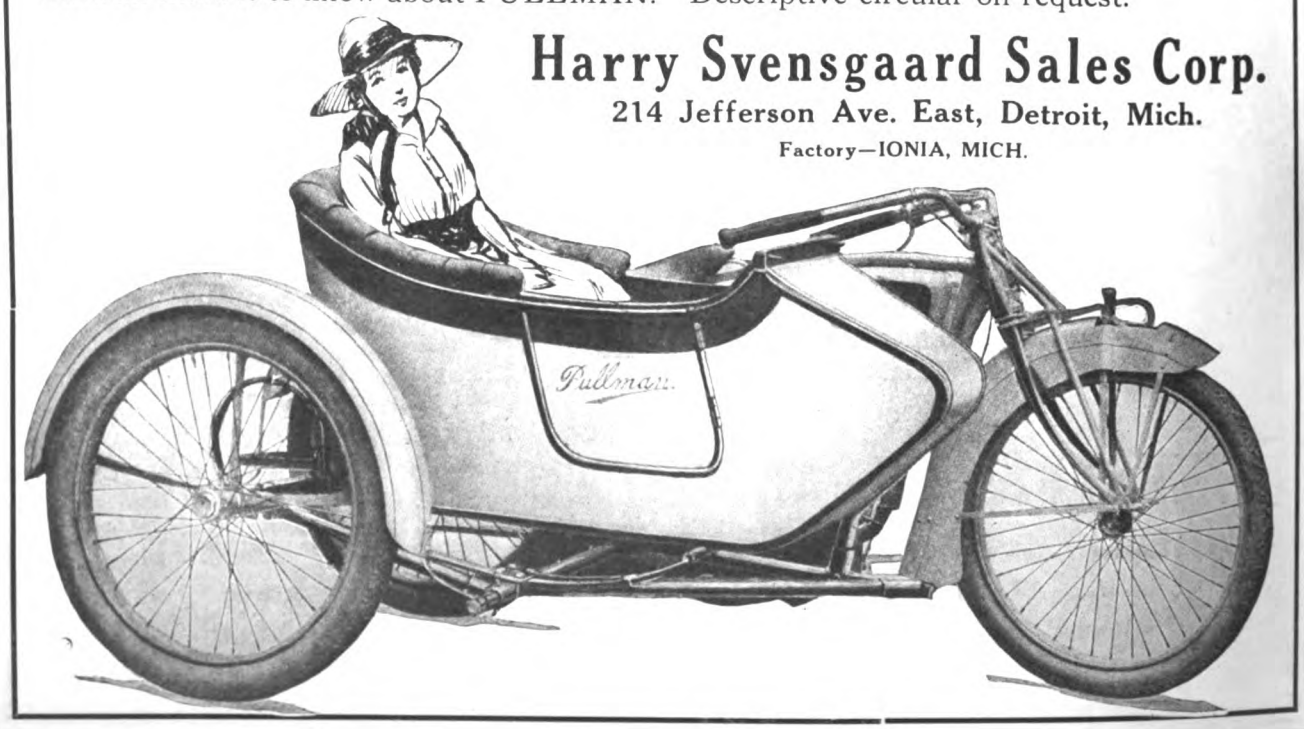
The wonderfully smooth, flowing stream-lines of the genuine coach-built body give the PULLMAN the appearance and finish of a high-quality car. With its one-piece rust-proof steel cover, its heavy tufted upholstery throughout its entire length, the PULLMAN is the last word in automobile luxury.

Then consider these quality structural points:

Flexible triangular front frame connection and rear axle attachment.
Chassis of Seamless Cold Drawn steel tubing and nickel steel drop forgings.
Instantly adjustable extension axle and long vanadium steel springs.

The dealer who harnesses the wonderful sales-power of PULLMAN quality to his motorcycles opens a straight road to a big selling success this season. Don't fail to learn all there is to know about PULLMAN. Descriptive circular on request.

Harry Svensgaard Sales Corp.
214 Jefferson Ave. East, Detroit, Mich.
Factory—IONIA, MICH.



Mention of MOTOR CYCLE ILLUSTRATED is always appreciated by advertisers.

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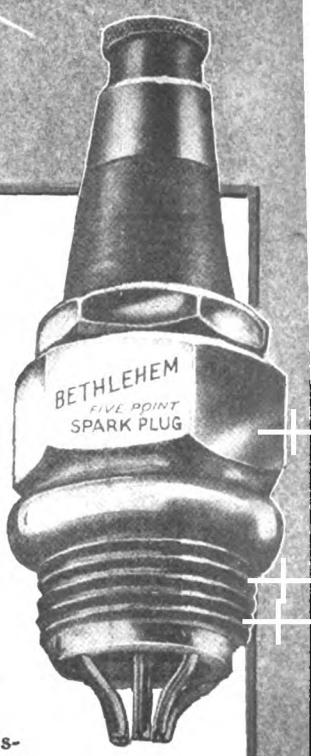
BETHLEHEM FIVE POINT SPARK PLUG



The wise men of to-day see in the BETHLEHEM FIVE POINT SPARK PLUG the ultimate in scientific spark plug building. They use the BETHLEHEM because it is SURE. They know that its hissing, blazing spark can never fail—for one of the five sparking points is constantly throwing fire, even though the others should fail.

They use it because the BETHLEHEM is *guaranteed for life.* If today, tomorrow or three years from now, a BETHLEHEM PLUG goes wrong, you get a new plug or your money back.

This broad guarantee is made possible only by the inimitable perfection of every part of the BETHLEHEM, from its multiple sparking points that give four times the ordinary sparking power—its non-corroding extra heavy nickel electrodes, to its heat-proof mica insulation.

Bethlehem Spark Plugs Cost $1.25

Look for the display case at your dealer's.

The Silvex Company

E. H. SCHWAB, General Manager

171 Madison Ave. New York

Factory: South Bethlehem, Pa.

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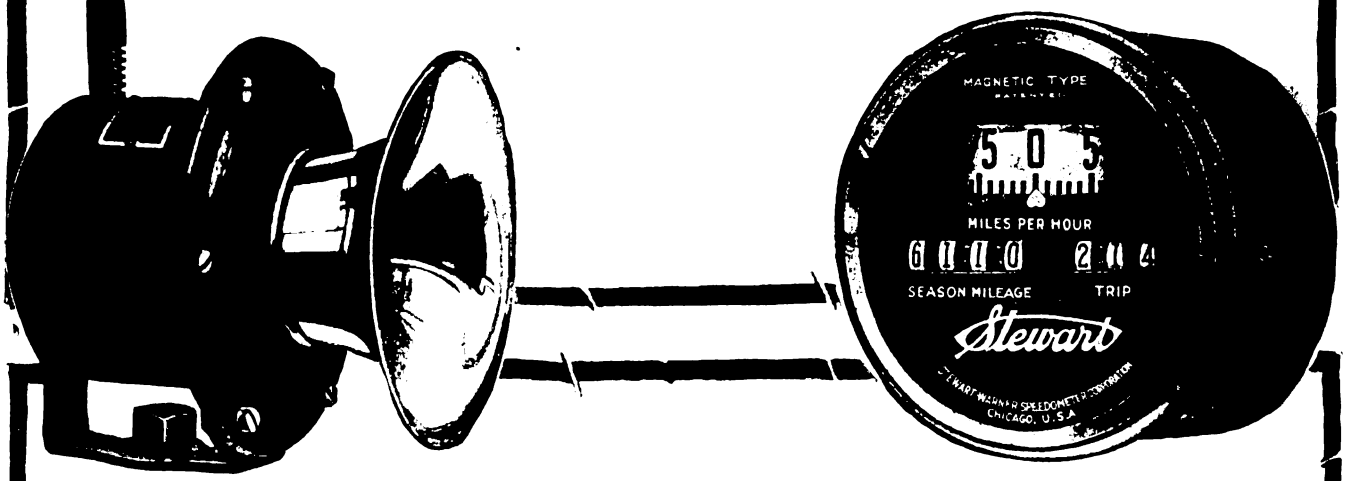
Stewart

Motorcycle
Warning Signal

Motorcycle
Speedometer



$3.50 **$10**

Dealers!
Keep Your Profits and Reputation

A few dealers here and there are still trying to force unknown, cheap accessories on motorcycle riders.

But what does it get them?

Stewart quality, reputation, service and advertising make most riders demand Stewart accessories. That means easy sales and many of them for Stewart dealers.

Stewart quality, durability, accuracy and appearance please Stewart users more every day. That means satisfied and permanent customers for Stewart dealers.

Stewart motorcycle accessories are backed by a nation-wide chain of service stations which insure prompt, efficient service to every user of Stewart Products.

That means that dealers can keep their legitimate profits on the sale of Stewart products.

Dealers selling cheap unreliable accessories often give away their reputation and profits in doctoring up weak, easily broken down warning signals and speedometers.

The Stewart (hand) Motorcycle Warning Signal now sells for $3.50.

Only $10 complete for the Stewart Motorcycle Speedometer.

Write us for details of dealer proposition.

The Stewart-Warner Corporation, Chicago, Illinois

Branches and Service Stations in all Principal Cities

Stewart products are for sale by motorcycle and accessory dealers everywhere

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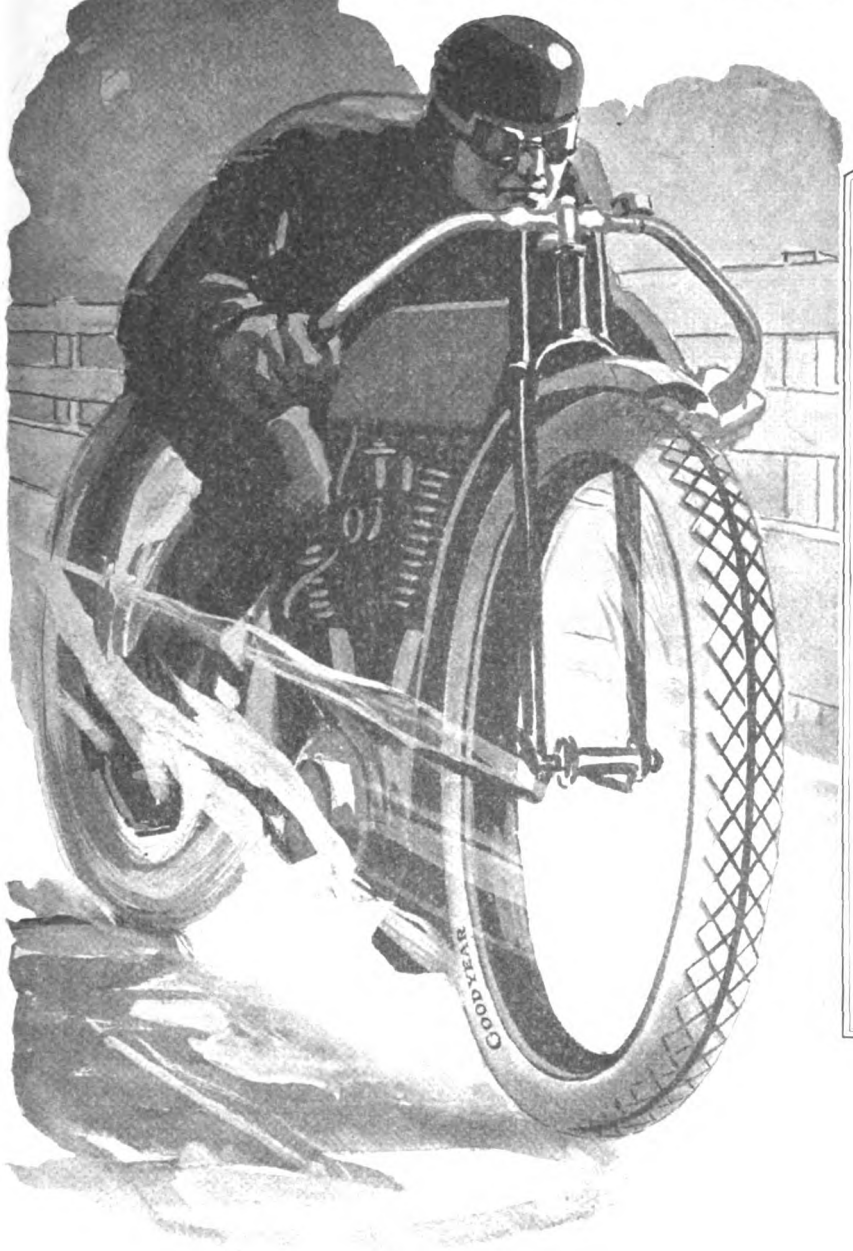
BLUE STREAKS



Dayton, Ohio

June 17. Matthews wins ten-mile open, Taylor second. In five-mile open, rain stopped races. A good crowd. We race in Toledo, tomorrow, Sunday. No tire trouble.
(Signed) LEE TAYLOR.

Toledo, Ohio

June 18, Taylor wins five-mile open, twenty-five mile free-for-all. Matthews wins five-mile heat and ten-mile final. Creviston wins five-mile consolidation. A clean sweep for Goodyear tires. No tire trouble.
(Signed) LEE TAYLOR.

Oakland, California

June 18. Five-mile stripped stock, Don Johns first, Dave Kennie second, Morty Graves third; time, 4 minutes 25 seconds. Ten-mile stripped stock, Dave Kennie first, Don Johns second, Morty Graves third; time, 9 minutes 17 seconds. Five-mile stripped stock, Graves first, Dave Kennie second. All on Blue Streaks. No tire trouble. Races at Stockton yesterday.
(Signed) DAVIE KENNIE.

Madison, Wis.

June 18. Goodyear tires win races at Madison, Wisconsin, on rough track. Fifteen-mile race, Gene Walker first, Perry second, Hillard third. All Goodyear equipped. Hundred-mile race, Wolters first, Perry second, Hillard fourth. All Goodyear equipped.
(Signed) BOB PERRY.

GOODYEAR
MOTORCYCLE
TIRES

Motorcycles which must render hard and heroic service, need tires which will bear the brunt.

Motorcycles which race or travel at high speed, motorcycles which make long runs, want all the tire strength they can get.

Call Blue Streaks a form of over-insurance if you like—call them a superlative form of protection to meet exceptional cases and conditions.

Whatever you call them, depend on it, they will do what they are intended to do.

By present indications, the racing records captured by Blue Streaks last season seem likely to be duplicated.

Reports from all the big race meets show Blue Streaks invariably the winners.

They are simply demonstrating for another year that they are the most practical and popular tire among motorcyclists and therefore the easiest and most profitable tire to sell.

The Goodyear Tire & Rubber Co.
AKRON, OHIO

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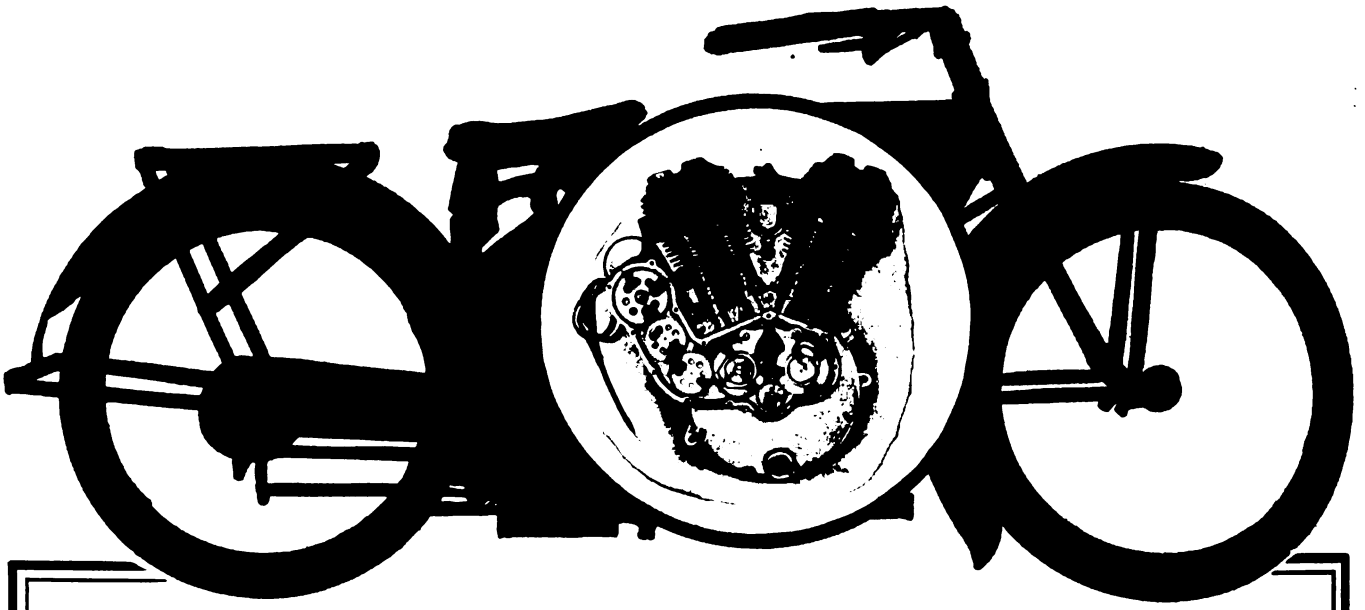

Any Motorcycle Built around the R-S Motor Would Give Good Service—but—

When you take into consideration the added features of R-S superiority, there is small wonder that every R-S dealer is a successful one.

This famous R-S motor, with its side-by-side valves, its flexible, silent power that generates its full strength with marvelous quickness, has been endorsed by the Society of Mechanical Engineers as being ABSOLUTELY perfect in design, construction and finish.

Add to this no less than 60 refinements and improvements: Some of these are

Three speed sliding gear, double locking device, side-by-side valve motor —new step starter—new front fork—R-S Perfection Seat Post—long, comfortable foot-boards—very strong frame—large countershaft clutch—foot and hand operated—30″ saddle position, etc.

If the rider wants a surplus of power, a luxury of comfort and a true refinement of design and appearance, coupled with the knowledge that his mount has been developed by 12 years of consistent manufacturing success, his choice should be an R-S.

Dealers—your business success depends upon the selection of the proper machine. ARE YOU SATISFIED? Write us.

Reading Standard Company **Reading, Pa., U. S. A.**

For assurance of prompt attention to your wants mention MOTOR CYCLE ILLUSTRATED.

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MOTORCYCLE ILLUSTRATED
WITH WHICH IS NOW INCORPORATED
Bicycling World
Published Every Thursday by
THE MOTORCYCLE PUBLISHING CO.
13 PARK ROW
NEW YORK

Vol. 11 June 22, 1916 No. 25

COMMITTEE MEN OF NEW TRADE ASS'N SUGGEST LINE OF ACTION FOR CAMPAIGN

In Special Statements to Motor Cycle Illustrated, Members of the Motorcycle and Allied Trades Association's Executive Committee Tell of Vital Subjects to Be Considered First; Rider Education and Means of Obtaining Publicity Will Be Discussed

INITIAL MEETING OF EXECUTIVES WILL PROBABLY BE CALLED NEXT WEEK

NEW YORK, N. Y., June 21—What will be the first steps which the Motorcycle and Allied Trades Association, formed last week at the epoch-making meeting in Milwaukee, will take to start with a bang the monster publicity campaign that will nationally boost the power two-wheeler on a scale heretofore unknown? That is the important question now uppermost in the mind of the trade.

With the object of sounding out the members of the executive committee of the new association as to their ideas on the line of action which should first command the attention of the association, **Motor Cycle Illustrated** has requested Messrs. Quine, Walls, Stokes, Weschler, and Sauer, the men who will ably direct the affairs of the new trade body, to give their individual opinions on this important matter.

Each of the committee men promptly responded to the request of **Motor Cycle Illustrated** and their statements will be found in full on these pages. Being the first indication of what the members of the executive committee officially consider subjects vital to the big boosting campaign, the statements merit the earnest attention of everybody in the trade, be he manufacturer or dealer.

Will Break All Records

That the publicity campaign when actually under way will crimp all previous performances goes without saying, for anyone who was present at the sessions of the advertising representatives, held in Milwaukee last week, can testify to the fact that never before was such enthusiasm and concentrated attention given at a trade meeting. The men who gathered from the motorcycle and accessory factories the country over came to consider a serious problem, and with their combined efforts and energies focussed on the object which brought the new association into being, no one can doubt that this constructive, educational movement will meet with an unprecedented success.

So the first shot fired in the new trade body's huge campaign—and that's what the statements printed here really amount to—is of more than passing importance. Much meat and hard facts will be found in the opinions given by the executive committee, and for that reason they should be read carefully by every member of the trade. When the committee meets within a week or so to set the wheels in motion, the suggestions incorporated in these statements will be the first to be considered. Other suggestions from manufacturers, dealers or riders will, of course, be welcome and should be sent in immediately to Secretary Ed. F. Hallock, Room 48, 116 Broad street, New York.

"START WITH COMMERCIAL FIELD!" QUINE

Chairman of Executive Committee Outlines Policy

By H. S. QUINE

TODAY the Motorcycle and Allied Trades Association is merely a name plus the apparent good will of all the industry. The name is of little importance. What we accomplish in real deeds by converting good will into action is of the utmost importance to the motorcycle's future.

And directly linked with the future of the motorcycle are the welfare and property of all who are allied with the industry.

The first thing of importance to be done therefore is for every member of the association to supply the executive committee and the special committees with all the information possible. Remember Mr. Motorcycle Manufacturer and Mr. Parts Maker that this is your association; that you helped form it, and that as a member you have more than a passive responsibility for its success. All of you doubtless know a lot of things that might be done and that should be done; all of you have in your minds, written there by experience

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H. S. Quine

and observation, impressions of vital importance; suggestions, criticisms and plans. You should contribute most of them to the common welfare of the industry.

To my mind the first big specific movement for the industry and its associations to take should be in the direction of the development of the commercial importance of the motorcycle. There are thousands of practical things the motorcycle can do better, more quickly and more cheaply than any other known vehicle. After the great war has ended economy of operation will be a much more interesting subject to merchants and manufacturers in all lines of business than it has been in many years. The country's greatest thinkers are agreed that the United States must suffer by the war; that the devastated nations will turn all their efficiency and preparedness to commerce in order to recoup their losses.

America a Fat Market

And the one fat market for all of them is the United States. With our present tariff we shall not only lose more of our competitive foreign markets but we shall also have a hard time holding our own markets against German, French, British and even Russian aggression.

This means opportunity for the motorcycle. It costs less than the automobile first and last. It consumes little gasoline. It gets there and back again. Its small powerful engine performs almost miraculous feats. The watch word of this industry then should be preparedness. Manufacturers of motorcycles first should prepare themselves and their product. Parts makers should cooperate and both should prepare the dealers and help them capture and hold their markets. This may sound like a pretty theory now, but it soon will be a stern business fact.

Success Depends on Work

The work we have started can be done and it will be done if we carry into everyday humdrum the enthusiasm and the vision that was ours at Milwaukee. Success depends on work; on unselfishness; upon the casting out of spites and animosities; on a general comprehension that we must work for the whole industry as well as for ourselves. For pleasure use, the motorcycle of the future must certainly be modified in some respects. For commercial use all that is needed is to take the machine and demonstrate it to the man who should use it. Let us begin with a real showing at Providence.

From there the steps are easy. Get acquainted with the chairmen of the various committees; work with them. If we do this consistently a year or two from now we will doubt that the condition we face today ever existed.

WESCHLER ON ELIMINATING PREJUDICE

Suggests Liberal Publicity and Co-operative Advertising as Means

By FRANK J. WESCHLER

ONE of the prime essentials in connection with the big movement of the Motorcycle and Allied Trade Association is to secure more favorable comment on the motorcycle through the public press.

The average newspaper editor today as well as the general public is more or less prejudiced against the motorcycle because of the abuses of riders in operating their machines such as open mufflers, excessive speed, lack of attention as to proper dress and appearance and other evils we are so familiar with.

The Cardinal Question

The question that now presents itself is—What are the most effective means for combating these evils? In the opinon of the writer it can be done only through the most active cooperation of the manufacturer and allied trades—the dealer, the clubs, and the rider.

The Manufacturers' and Allied Trades' Association can accomplish a wonderful good toward this end by sending out liberally favorable publicity to the magazines and the daily press.

The spirit of reciprocity should also be shown by the manufacturers in setting aside a fair proportion of their advertising appropriation for these same newspapers and magazines. These amounts to be expended either directly or through a co-operative plan with their respective dealers.

Confidence in Plan

I am heartily convinced that the above plan will bring the desired results, and even if it fails it will at least have a tendency to put a damper on the unfavorable articles which now get so much prominence.

The dealer, through his close association with his customers and riders, can accomplish wonders toward eliminating the abuses above mentioned and thus give the press no occasion for publishing unfavorable comments. Of course, he must set the example himself.

Enlisting the Club's Aid

The clubs can assist to this end by constantly fostering the spirit of safe and sane riding, neat attire and careful conduct of the riders.

In case of the rider it is a well known fact that it is simply a small percentage responsible for these flagrant abuses which are so detrimental to the sport. Let us all appeal to them to assist us in this worthy undertaking and keep motorcycling on the high plane it is so justly deserving of.

The above is what I consider the first important step of this new association, and the time to start it is NOW.

F. J. Weschler

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STOKES HAS QUICK ACTION SUGGESTION

Would Put Trade's Publicity Bureaus at Committee's Disposal

By M. C. STOKES

TO get right down to brass tacks, it strikes me that the first thing to be done along publicity lines is for each member of this association who maintains a publicity department to throw that department open to the committee immediately for the dissemination of good live motorcycle news.

If this plan were to be followed to its logical conclusion and the names of the various companies eliminated from the news matter or publicity matter which is sent out from their departments, it would put at the disposal of the committee at once a vast and efficient publicity organization which undoubtedly would go a great way toward enabling the motorcycle to obtain favorable recognition through the medium of the press.

In my opinion, with the Sheepshead Bay convention, the Providence F. A. M. meet and the Dodge City international race as feature events to be staged in the very near future, each and everyone of these classics could be made the subject of real live news stories, the sort of stories that not only will do us immeasurable good but will also be perfectly acceptable to news editors and sporting editors alike. If each of us will but pledge ourselves to do this one thing and do it right away, there is not a doubt in the world but what we will make a large and favorable dent with our motorcycle publicity before another 60 days have gone.

Martin C. Stokes

WALLS SPEAKS FOR NEATNESS AND CARE

Wants Rider Educated to Respect Public Opinion

By D. R. WALLS

IN my opinion the first thing to be done is to start a sort of punitive expedition against the rider who brings the sport into disrepute. Let us, for instance, contrast the neat rider with the slovenly kind and endeavor to show the latter the error of his ways. Let us pull hard to make the fellow who speeds along at 60 and over with cut-out open and an entire disregard for the other fellow's rights feel that other folks, including both pedestrians and automobilists, are, like him, out in pursuit of pleasure, and that by hogging things in this manner he is not only hurting himself but is interfering with the pleasures of others. We can bring these facts home to the thoughtless riders not only through newspaper publicity, but also through the trade papers, which, in my opinion, should go to great lengths to perform this helpful mission; we can, also, carry the story of neatness and carefulness home to the motorcycle rider through the medium of the dealer, and I candidly believe that any dealer who will not fall in line with this policy is a detriment rather than a benefit to the trade and should be eliminated.

Dan R. Walls

J. Leo Sauer

Dealer as an Aid

In this connection it might be well to coach the dealer to preach the doctrine of neatness and carefulness to his customers and some sort of a pledge binding the members to an observance of these cardinal principles of motorcycle prosperity might with good effect be included on the F. A. M. application blank. And, above all, let it be known through the medium of the press that the dirty and careless rider has been disowned by the trade and the decent element connected with the sport. Let the public at large feel that we are looking up and not down.

"KEEP RIDER SATISFIED" SAYS SAUER

He Is Prospect Maker and Business Builder

By J. LEO SAUER

THE thought that struck me most forcibly when I read the summarized minutes of the Milwaukee trade gathering, was that most of the speakers realized fully that the public at large looks with disfavor on motorcycles and motorcycling, and that this black eye which the vehicle has obtained owing to the abuses of careless and unthinking riders must be corrected or at least alleviated before very great strides can be made in the direction of increased business.

It occurs to me that we must go further than simply inducing the rider to clean up, close his cutout, and obey speed and traffic regulations. We must induce the rider to promulgate motorcycle enthusiasm. It is through him that we must get in touch with new prospects. He must make the new prospects, and in realization of this every effort must be made by the trade to keep a rider satisfied and to see that he gets the fullest possible enjoyment from his mount. I do not mean to suggest an

(Continued on page 40)

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HERE ARE THE MEN WHO STARTED THE BIG THINGS AT THE MILWAUKEE TRADE GATHERING

Top Row, Left to Right—W. F. Dunlop, Klau-Vom Peterson-Dunlop Co.; H. S. Quine and J. B. Snapp, Goodyear Tire & Rubber Co.; W. H. Parsons, Motorcycling; T. R. Thomas, Goodyear Tire & Rubber Co.; Harry G. Hull, L. Ward and L. G. Fairbanks, Firestone Tire & Rubber Co.; George Culp, M. C. Stokes, H. P. Stamm and E. C. Dusold, United States Tire Co.; Fred B. Hart, Excelsior Motor Mfg. & Supply Co.; R. W. Ashcroft, United States Tire Co.; H. L. Corey, Champion Spark Plug Co.; E. R. Perrin, Cyclemotor Corp.; Otto Grigg, Harley-Davidson Motor Co.; W. D. Callender, Motorcycling; Harry G. Jacobs, Motor Cycle Illustrated; W. S. Quinlan, Cleveland Motorcycle Mfg. Co.; John H. Donehue, Motorcycle Illustrated; W. H. Cook, Motorcycling; Frank B. Rodger, Harley-Davidson Motor Co.; W. S. Hoyt, Erwin & Wasey Co.; W. V. C. Jackson, A. O. Smith Co.; H. G. Alexander, Cleveland Motorcycle Mfg. Co.; D. R. Hix, Motorcycling; J. J. Hegeman, Firestone Tire & Rubber Co.; G. P. Miller, Motorcycling.

Bottom Row, Left to Right—Arthur Davidson, Harley-Davidson Motor Co.; George T. Briggs, Wheeler & Schebler; T. W. Henderson, Henderson Motorcycle Co.; W. Jack Cameron, Goodyear Tire & Rubber Co.; Daniel R. Walls, Splitdorf Electrical Co.; Charles E. Speaks, Firestone Tire & Rubber Co.; E. M. Jackson, Hendee Mfg. Co.; Walter Shoemaker, Graton & Knight; W. M. Horton, Cleveland Motorcycle Mfg. Co.; E. J. Mueller, S. Lacy Crolius, Harley-Davidson Motor Co.; T. J. Sullivan, Motorcycling; R. F. Rogers, Rogers Mfg. Co.; C. B. O'Hare, Aurora Automatic Machinery Co.; O. W. Adams, Cyclemotor Corp.; Frank G. Effinger, A. O. Smith Co.; Hugh Sharp, Harley-Davidson Motor Co.

AND HERE ARE THE MEMBERS OF THE MOTORCYCLE AND ALLIED TRADES ASS'N WHICH THEY FORMED.

HENDERSON MOTORCYCLE CO., Detroit, Mich.
UNITED STATES TIRE CO., New York, N. Y.
MOTORCYCLING & BICYCLING, Chicago, Ill.
SPLITDORF ELECTRICAL CO., Newark, N. J.
WHEELER & SCHEBLER, Indianapolis, Ind.
ROGERS MFG. CO., Chicago, Ill.
HENDEE MFG. CO., Springfield, Mass.
GOODYEAR TIRE & RUBBER CO., Akron, O.
GRATON & KNIGHT MFG. CO., Worcester, Mass.
FIRESTONE TIRE & RUBBER CO., Akron, O.
MOTOR CYCLE ILLUSTRATED, New York, N. Y.
AURORA AUTOMATIC MACHINERY CO., Chicago, Ill.
CHAMPION SPARK PLUG CO., Toledo, Ohio.
HARLEY-DAVIDSON MOTOR CO., Milwaukee, Wis.
A. O. SMITH CO., Milwaukee, Wis.
EXCELSIOR MOTOR MFG. & SUPPLY CO., Chicago, Ill.
CLEVELAND MOTORCYCLE MFG. CO., Cleveland, Ohio.
STANDARD WELDING CO., Cleveland, Ohio.
EMBLEM MFG. CO., Angola, N. Y.
ELECTRIC STORAGE BATTERY CO., Philadelphia, Pa.
CYCLEMOTOR CORPORATION, Rochester, N. Y.
DAVIS SEWING MACHINE CO., Dayton, Ohio.
WESTFIELD MFG. CO., Westfield, Mass.
A. B. COFFMAN, Toledo, Ohio.

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HOW THOSE PRESENT VIEWED THE "BIG IDEA"

The Speeches and Opinions of the Trade Men Who Helped to Form the Motorcycle and Allied Trades Association Crystallized Into Snappy Sentence Form

W. V. C. Jackson, A. O. Smith Co.—"We are after efficiency in advertising the same as we seek it in our own shop."

Arthur Davidson, Harley-Davidson Motor Co.—"Collectively we are big, indiviudally we are small. Let's work collectively."

C. F. Olin, New Departure Mfg. Co.—"Publicity secured in this way is invaluable."

H. S. Quine, Goodyear Tire & Rubber Co.—"We have the power to do just the things that the big idea itself promises that we can do."

F. J. Weschler, Hendee Mfg. Co.—"Much can be done in a publicity way by a timely display of tact."

E. M. Jackson, Hendee Mfg. Co.—"None of us are in this business temporarily. We all intend to stick and are building for the future."

T. W. Henderson, Henderson Motorcycle Co.—"I feel sure that this committee will do things that will merit their having the everlasting gratitude of motorcycle manufacturers."

R. W. Ashcroft, United States Tire Co.—"We should advertise the pleasure side of the motorcycle."

Louis G. Fairbanks, Firestone Tire & Rubber Co.—"I think that the greatest good will come through our personal contact with the people."

Daniel R. Walls, Splitdorf Electrical Co.—"We must eliminate the careless, slovenly rider."

Frederick B. Hart, Excelsior Motor Mfg. & Supply Co.—"We should quit getting individual publicity and work for motorcycle publicity."

H. G. McMahon, Remy Electric Co.—"The advantages derived from this organization will be far-reaching."

E. R. Perrin, Cyclemotor Corp.—"Our concern is glad to be included in such a movement."

George T. Briggs, Wheeler and Schebler.—"We should get the views of automobile editors and endeavor to cultivate them."

F. Dunlap, Klau-Vom Peterson-Dunlop Co.—"This movement is so big that it is going to take a lot of time to put it over."

C. B. O'Hare, Aurora Automatic Machinery Co.—"We should devote some effort to coaching the dealer to send local motorcycle news to his newspapers."

W. Walter Shoemaker, Graton & Knight.—"While not an advertising man I can appreciate fully what is being done here."

R. F. Rogers, Rogers Mfg. Co.—"We must bend our efforts to induce a better class of people to take up motorcycling."

Frank Effinger, A. O. Smith Co.—"We should establish a central clearing house for motorcycle information."

T. R. Thomas, Goodyear Tire & Rubber Co.—"It is quite easy to get motorcycle dealers to organize."

E. J. Mueller, Harley-Davidson Motor Co.—"We believe that the biggest feature field for the motorcycle is the commercial field."

W. Jack Cameron, Goodyear Tire & Rubber Co.—"Let the motorcycle manufacturer offer their travelers a bonus on each commercial van sold in their territory. That will promote commercial sales wonderfully."

Frank B. Roger, Harley-Davidson Motor Co.—"The club is an important factor in motorcycle sales. Let us stimulate club organizations."

M. C. Stokes, United States Tire Co.—"Everybody in the trade should be furnished with sales arguments on the motorcycle."

Charles E. Speaks, Firestone Tire & Rubber Co.—"We want to cater to the good, clean, live dealer."

O. W. Adams, Cyclemotor Corp.—"Too much free service is the straw that breaks many a dealer's back."

W. S. Quinlan, Cleveland Motorcycle Mfg. Co.—"We are with you on anything that will work for the good of the industry."

H. L. Corey, Champion Spark Plug Co.—"I have orders to sell out the factory if necessary to fall in line with this movement."

J. B. Snapp, Goodyear Tire & Rubber Co.—"Dealer education is, perhaps, the biggest and the first thing to be tackled."

S. Lacy Crolius, Harley-Davidson Motor Co.—"I think a national tour week having the full support of the trade would make for increased interest and a great deal of publicity."

Lawrence Ward, Firestone Tire & Rubber Co.—"We tire men, being close to the trade, can do much to further the movement. Command us."

J. J. Hegeman, Firestone Tire & Rubber Co.—"Our first thought must be to stir up enthusiasm in both rider and dealer; our next, to maintain it."

W. S. Hoyt, Erwin & Masie.—"A combination of effort of this sort cannot fail of doing big things in both the publicity and advertising lines."

W. G. Schack, Emblem Mfg. Co.—"This is a time when big things are required of us and I know that we all feel equal to the occasion."

Horace M. Huffman, Davis Sewing Machine Co.—"Co-operative effort proved itself this year in the bicycle trade. It is deserving of a thorough trial by the motorcycle industry."

A. B. Coffman, President of the F. A. M.—"The best possible way of reaching the rider and winning his aid is through the Federation of American Motorcyclists."

L. D. Harden, Westfield Mfg. Co.—"We trade men should learn more about the F. A. M. and take a keener interest in its affairs."

Burt A. Quayle, Standard Welding Co.—"We are ready to do our part. It's a big idea and should be carried through."

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WOLTER TAKES 100-MILE AT MADISON

Excelsior Speedster Wins Feature Event at Dane County Fair Meet—Lightweight Race Goes to Kindschi, Excelsior

MADISON, Wis., June 18.—Joe Wolter, on his Excelsior, proved the victor in the 100-mile feature race at the Dane County Fair track this afternoon. He made a non-stop run of the century in 94:54. Bob Perry, Excelsior, was second, Carl Eschereich, Cyclone, third and A. E. Hilliard, Excelsior, fourth.

Perry, who has captured practically every hundred mile event on this track, led until his gasoline supply gave out at the 95th lap. His stop at the pits gave Wolter first position. Gene Walker, the Birmingham favorite, looked fine as a prospective winner in the early stages of the race, but his magneto went dead in the 57th mile. Eschereich threw his chain four times, but got third place in spite of these handicaps.

Walker took the ten mile pro. opening race, on his Indian, with Perry second and A. E. Hilliard third. Time 9:04. The five-mile lightweight event resulted in a win by R. A. Kindschi, Excelsior, with C. H. Christofferson, Excelsior, second and Vincent Marchica, Indian, third. The time was 7:42 3/5. The speeds made in all races were fine, as the track had been repaired and the turns widened. The attendance was large.

HARRIMAN RESIGNS AS HENDEE AD. MANAGER

R. L. HARRIMAN, advertising manager for the Hendee Manufacturing Company, manufacturer of Indian motorcycles, recently resigned his duties and will leave that firm on July 1. He has made no announcement of his future plans.

MATHEWS AND MARKS WIN AT DAYTON MEET

DAYTON, Ohio, June 17.—Rain stopped the meet of the Miami Racing Company in this city today, before the third event could be completed. This event, a ten-mile professional, was cut to nine miles on account of the downpour. Mathews, Indian, was in the lead most of the time, getting a good start and finally winning. Morrison, Indian, contested Mathews' position several times, but finished second. Streifthau, Indian, managed to worm his way into third place.

The five-mile professional event had ten starters. It was a fight all the way and at the finish the field was all in two hundred yards. Marks, Thor, won by remarkable riding of the turns, with Mathews second and Taylor, Indian, third. The opening event was a bicycle race for one mile. This went to Faler, on a Pierce. No times were taken for any of the three events which were run.

UNIONTOWN CLIMB IS SET FOR JULY 20

UNIONTOWN, Pa.—The third annual hill climb of the Uniontown Motoring Association will be staged on July 20. The course will be the same as in previous years: from Hopwood to the summit of Chestnut Ridge, a distance of three miles. A motorcycle event will be a feature of the climb.

The two wheeler climb will be open to non-stock machines ridden by professionals. The entry fee is $10. First prize will be $100, second $75, third $50 and fourth $25. Application should be made to the Association, 921 National Bank Building, Uniontown.

RACE AT GRAND RAPIDS

GRAND RAPIDS, Mich.—The Grand Rapids Auto Owners' Association will hold a race meet on July 8 at the Grand Rapids track at which a sanctioned 50-mile motorcycle race will be a feature. A purse of $175 has been offered for this race.

GRAVES AND JOHNS VICTORS AT STOCKTON

Indian Riders Win Three Events at California Meet on Soft Track—Kinney, Cyclone, Takes Ten Mile Race

STOCKTON, Cal., June 20.—Morty Graves captured two five-mile pro. events over a soft track in this city on Sunday. His times were 4:24 3/5 and 4:37 2/5 respectively. Johns copped out another five-mile pro. event in 4:20, while Kinney took the ten-mile event in 9:17. Johns and Graves rode their Indians, while Kinney straddled a Cyclone.

The first motorcycle race on the card was a five-mile amateur for stripped stock mounts. This was won by Mankle, Indian, in 5:45 1/5. Hunt, Pope, and Link, Indian, came second and third. The next event was Johns' victory, a five-mile pro. for stripped stocks. Kinney, Cyclone, came second, and Graves, Indian, third. Johns' time was 4:20.

In the five-mile amateur which succeeded, Travers, Indian, won, with Hunt next and Mankle, Indian, third. Time, 5:25 4/5.

In the ten-mile pro. Kinney, on the Cyclone, came to the front when Johns fouled a plug. The finish was Kinney-Johns, Graves dropping out in the third mile. Time, 9:17.

The sixth event, a five-mile pro., saw Graves victorious. Kinney came second and Burns, Indian, third. Time, 4:24 3/5. Johns then went out for the mile track record for Stockton, tying his former mark of 51 seconds. Graves then copped out the eighth event, a final five-mile, in 4:37 2/5, with Burns second.

A two-mile bicycle race, put on as a preliminary, resulted in Gerard, Olympic C. C., winning in 5:43 2/5. Alling, of Sampson, was second, and Thompson, of New Century Wheelmen, third.

COMMERICAL PARADE PLEASES PROVIDENCE

Idea of Displaying Utility Outfits During F. A. M. Meet Meets With Whole-Hearted Approval of Conventionites

PROVIDENCE, R. I., June 19—The idea of injecting a commercial feature into the mammoth motorcycle parade which is to be staged here in connection with the annual convention of the Federation of American Motorcyclists, July 25-29, is receiving the hearty support of those interested in the running of the 1916 national meet.

Plans are under way to have the various manufacturers in the trade lend their aid to making this commercial section one of the most interesting features of the parade, and several of the manufacturers, including the Splitdorf Electrical Co. of Newark, have promised to send suitable floats.

It is calculated that at least 40 or 50 commercial motorcycles of one sort or another can be landed for the affair and these equipped with suitable placards which will bring home to the observer the real story of the motorcycle's commercial worth, cannot fail to make an impression on the local business men, as well as out of town observers who will be drawn to Providence by the F. A. M. annual.

NEW YORK GUARD TAKES 10 INDIANS; ARMY ANOTHER

NEW YORK, June 19.—The New York Sporting Goods Company, Indian representatives at 15 Warren street, has just received an order for ten Indians with Cygnet Rear Cars from the headquarters of the First Armored Motor Battery, New York National Guard. These outfits will be used for machine gun and ambulance work, following the mobilization of the Guard for service on the Mexican border early this week.

The firm has also delivered to the Quartermaster's Department, Eastern District, U. S. A., at Governors Island, N. Y., a Powerplus with electrical equipment. This is the second Powerplus this month to be turned over to the same department. All of the machines were ordered equipped with United States tires.

CHAPPLE OUT WITH NEW YORK GUARD

NEW YORK, June 21.—Among the well-known motorcyclists who have gone with the National Guard forces for service at or across the Mexican border is the veteran trackman, Arthur Chapple. "Chap" has a commission in the First Armored Motor Battery, New York National Guard, and will have charge of the 50 motorcycle troopers who act as escort and despatch riders in that organization.

MORE LATE MOTORCYCLE NEWS WILL BE FOUND ON PAGES 40-41

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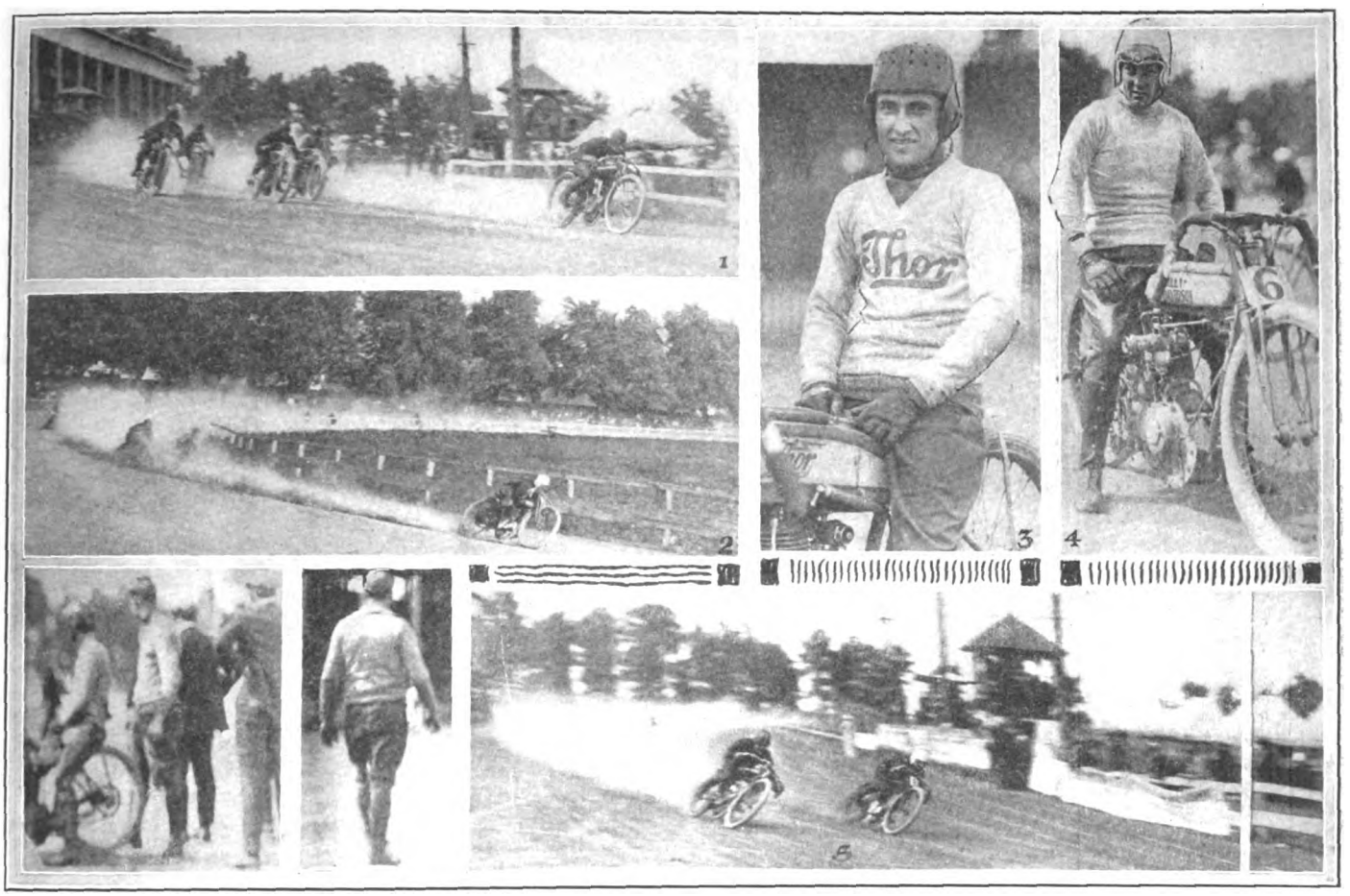
TAYLOR TAKES FEATURE EVENT AT TOLEDO

Wins 25-Mile Free-for-All in 28:46 on Indian—Verrill Noses Out Jones for Second Place—Creviston and Matthews Also Show Good Form in Long Race



1—On the Turn at Start of the 25-Mile Feature; 2—Weishaar Leading at Eight Miles; 3—Don Marks, Thor, Who Showed Well; 4—Maldwyn Jones on New Harley-Davidson; 5—Weishaar and Taylor Fighting It Out

TOLEDO, O., June 18.—A few entirely new combinations were in the entry list at the race meet of the Interstate Racing Association at the half-mile track here this afternoon, also a couple of familiar faces appearing above new machines. Maldwyn Jones made his bow with the new four-valve Harley-Davidson racer that he will use this season, and gave a good account of himself, considering that it was his first time on his new mount.

Frits Meyers also had a new machine, an Excelsior instead of the Indian he has used before. Ray Weishaar stepped up from the wilds of Kansas with a four-valve Harley-Davidson, and both he and Don Marks, with his blue Thor, did themselves proud.

In the first qualifying heat Taylor, Indian, was the winner, with Morrison on an Indian, second, and Meyers with his Excelsior third. The time was 5:40 2/5.

In the second heat, Matthews and Pineau, the Merkel rider, had a stiff argument for the lead at first. Matthews slowly drew away from the other, but Jones in turn came up and put in a bid for the lead. Then Weishaar also advanced and the real race became one between Jones and Weishaar for second place. Matthews' time for the five miles was 5:41.

The consolation race was peculiarly enough the fastest of the day. Ray Creviston was in it on account of various little things having kept him out of the qualifying heats, and he reeled off the five miles in the sizzling time of 5:36. Marks (Thor) rode a consistent race to second place, and Pineau (Merkel) came in for third money. Verrill (Indian) and Sudduth (Thor) fought a neck-and-neck battle all the way for fourth place, with nothing but glory for the winner of the position, as no prize money was attached.

Matthews Wins Final

In the ten-mile final heat, Matthews worked his Indian into the lead during the first half of the race, but Ray Weishaar stuck close enough all the way to be dangerous, running a good second. Morrison registered third. The time was 11:19.

The first part of the 25-mile free-for-all was a battle royal between Taylor with his Indian and Weishaar on the Harley-Davidson. Both seemed about matched for speed, and both rode like masters. Taylor led off at the start, but after seven or eight miles were reeled into history Weishaar unwound a streak of speed and went by the Indian rider like a flash.

The battle went on past the fifteen-mile mark, at which point the tide was a trifle in favor of Taylor, with Jones in third place. But at 17 miles something happened all at once to the bronchial tubes of Weishaar's motor—it gave a convulsive cough and expired. This left Taylor with undisputed possession of first place, while Jones fell heir to second. Pineau had certain difficulties of his own, so that Verrill swung back into third position again.

Thus at 20 miles the order was Taylor, Jones and Verrill. And the final mile or two saw a dramatic battle for second place that left the crowd shaky with excitement. Verrill had muttered mystic incantations into the fluttering ear of his mount, and thus coaxed from it a renewal of life that slowly moved him up toward the front again.

Then there followed an exhibition of the kind of riding that won him the name of "Krazy Horse." Forgetting that there was any such article as a cutout or spark retard on his motor he tied 'er wide open and jammed the machine around the turns with precipitancy that looked like death and destruction with the balance wheel loose. The machine wagged its tail like the hailing sign of a home-coming collie, slid and wobbled sidewise from one stretch to the next, and apparently defied all the laws of physics at one and the same time. But in some way known only to himself, Verrill kept it right side up, squeezed by Jones on the last lap, and got second place.

Taylor's time in winning the race was 28:46 for the 25 miles.

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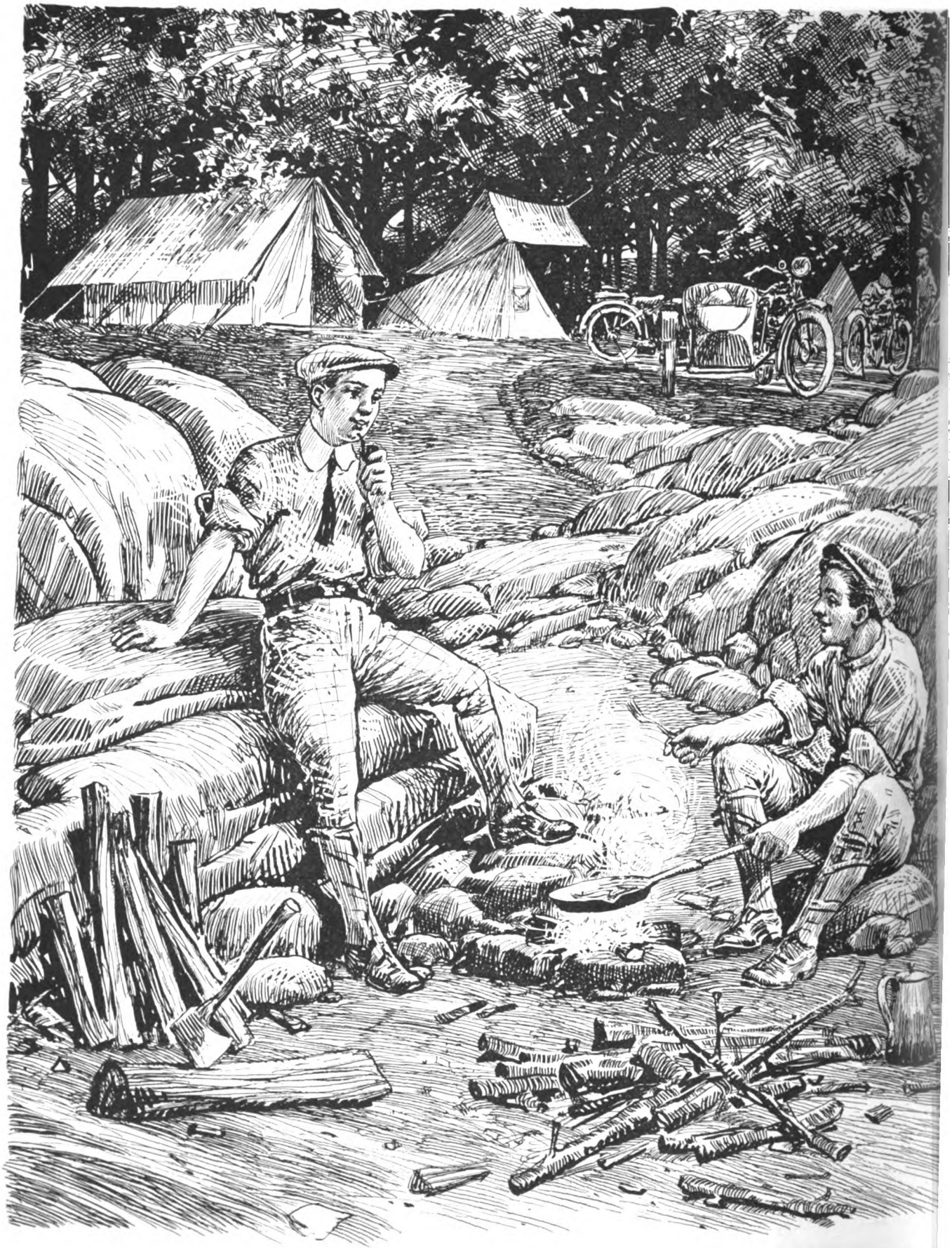

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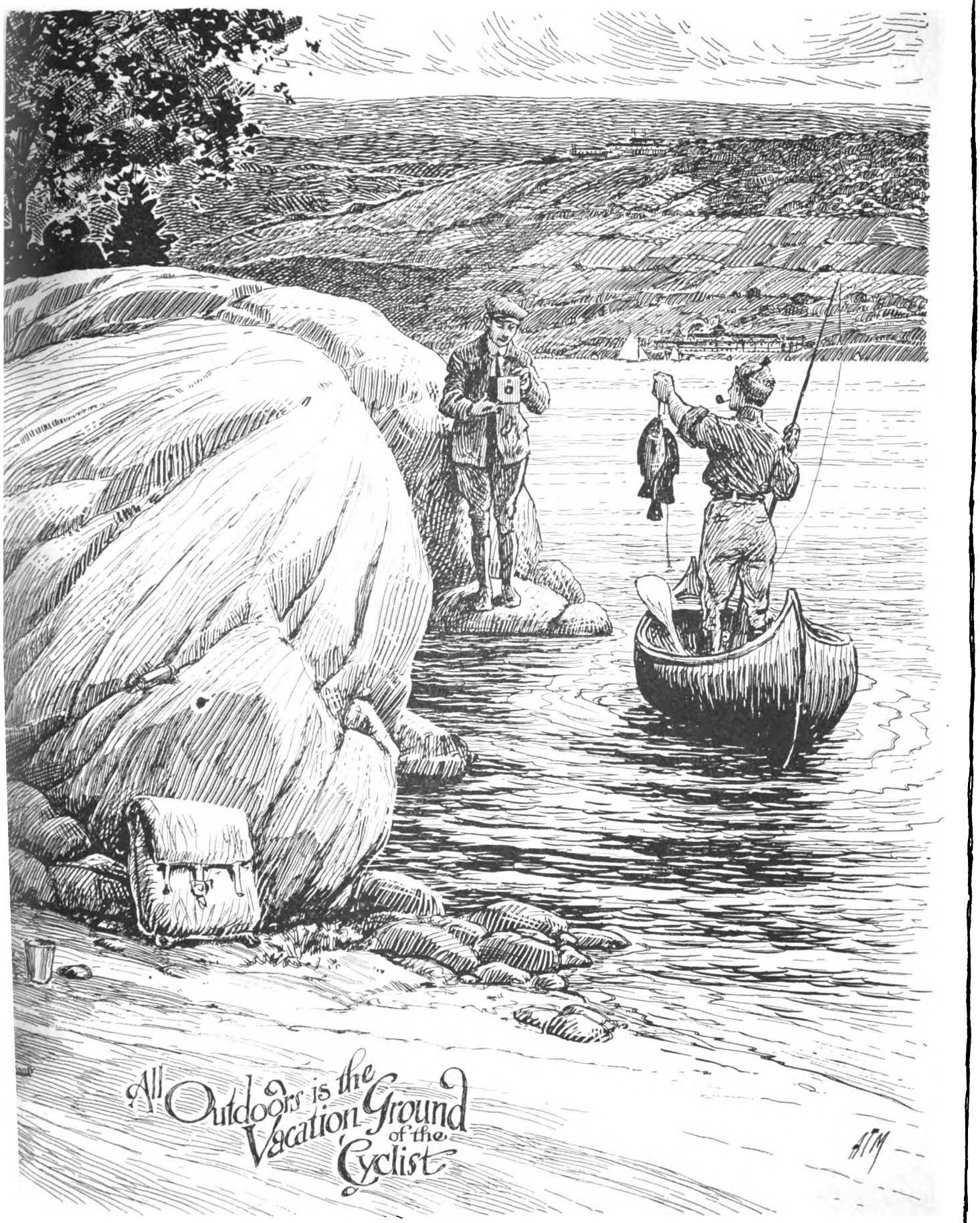

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WHAT THE CAMPING CYCLIST NEEDS

A Veteran Sportsman Tells Just What to Take and How to Make the Most of Each Article of Equipment; Complete and Practical Information Based Upon Personal Experiences on a Motorcycle Camping Trip

PACKING CAPACITY OF MOTORCYCLE IS AMPLE FOR ALL REQUIREMENTS

By W. H. WALLACE*

A FEW years ago I read in *Recreation* a charming article entitled "Becoming a Canoeist at Forty-two," the title of which fired my imagination. I did not want to become a canoeist, but I did last year blossom out as an even more devil-may-care recreationist, by becoming a motorcyclist—not only that, but a camper to boot. At—well, I'll not tell my age till I have to.

It is true I had camped before, "full many a time and oft," but the motorcycle called for a much more refined camping outfit. However, with the aid of Mr. Cave's "Boy Scout's Hike Book" and a few suggestions from him, I soon was on the right track of acquiring just the outfit I needed. Being of a practical turn of mind, it was but natural that, like every other camper, I should want to work out some kinks of my own. But with seemingly everything planned for me, there was small chance, until I got into the midst of my preparations and found, with much joy, that the man who adjusts everything had not completely linked up motorcycling and camping. Then I cut loose, stepped on the throttle, so to speak, and did my best to go Hamilton Laing one better by getting together a better camping kit—inasmuch as against his two trips from New York to Manitoba and New York to San Francisco and Portland, my little hikes around New England and New York State lay deep in the shade.

The "packing" capacity of a motorcycle is ample for all the requirements of comfort and convenience of the average man. The following list of articles includes everything necessary, and for a two weeks' trip will weigh under fifty pounds. This equipment is the same as the one used by myself in covering more than 1,500 miles, and while it is not claimed to be ideal it served its purpose well and cost little.

Starting with a spring-frame Indian machine, I fitted to it the luggage carrier furnished by the manufacturer and which will safely carry 100 pounds. At Mr. Cave's suggestion I bought a pair of "panniers" and a "carry-all," the same rig recommended to Mr. Laing and which he reported so satisfactory, these being adapted to fasten to the luggage carrier by straps and having a combined capacity about equal to two suit cases. In order to prevent the panniers rubbing against the frame, cleats of wood faced with sole-leather were placed horizontally on the sides next to the frame, and it was also found necessary to place pieces of compo-board inside of the panniers next to the frame to prevent bulging and thus defeating the object of the cleats on the outside. These containers are made of waterproofed canvas and proved themselves quite ideal for the purpose.

The remaining equipment selected can

**This article and the accompanying photographs appeared in "Recreation," under Mr. Wallace's name, and are used here by courtesy of that publication.*

Ready for Supper: Complete Cooking Kit and Grub Outfit Spread for Use. The Author Is Officiating as Cook

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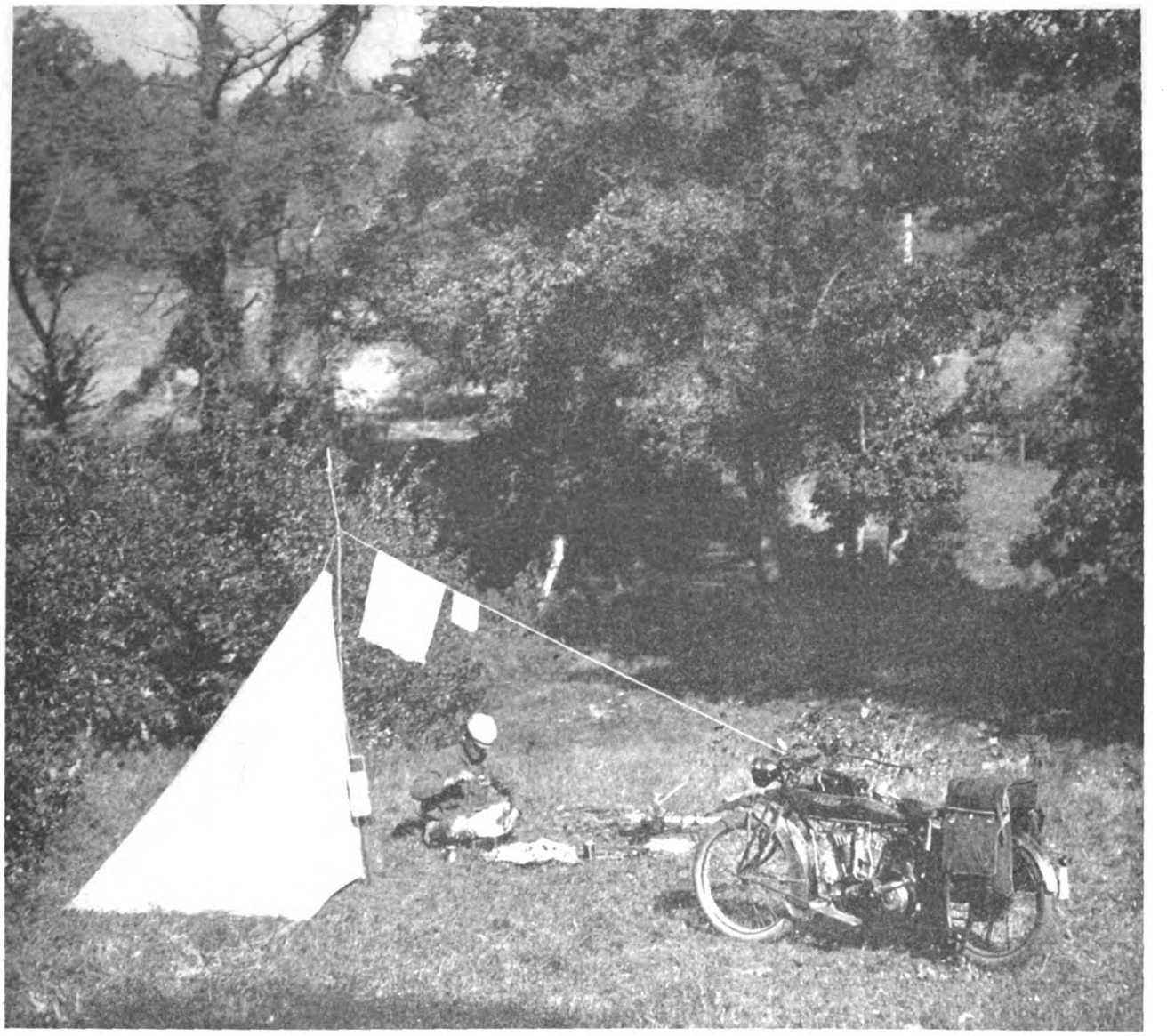

The Author in Camp, Eating His Dinner. Note Equipment of Panniers on Machine and Method of Pitching Tent

be divided into three classes, as indicated below:

FOOD STAPLES.—Flour (prepared, soup stock, egg powder, bacon (sliced), raisins, figs, cereal, sweet chocolate, butter, sugar, salt, pepper, coffee, tea.

TOILET AND MEDICAL.—Shaving outfit, tooth brush and paste, washing soap, wash rag, towel, tr. iodine, adhesive tape, antiseptic gauze, stearate of zinc.

GENERAL.—Tent, poncho, blankets, water bucket, wash basin, candle lantern, camp stove, rubber match box, fry pan, cooking pot, tin cup, tin plate, bread pan, knife and fork, tablespoon, dessert spoon, camp axe, trenching tool, canteen, sweater, change of underwear, cheesecloth, ball of cord.

There are several brands of prepared (self-raising) flour from which very palatable bread can be made by simply mixing to a stiff dough with water and baking *over* the fire in the fry pan—which should be well greased with butter—one side at a time, like you would bake a hot cake. For best results the dough should not be more than one-half inch thick, and the fire must not to be too hot. Soup stock can be had in several different varieties, of which pea is probably the most satisfactory. This is a mixture of desiccated peas and bacon and is one of the most important articles on the food list. The egg powder is simply desiccated eggs and is satisfactory as scrambled eggs or omelette.

The Invaluable Cereal

The cereal may be either Cream of Wheat, Hecker's Cream Farina or Wheatena, and as the matter of preparing it with the limited cooking outfit might puzzle some I will tell how it may be done with good results. Put three pints of water in the cooking pot and leave the pint measure in it *lying down*. When the water comes to a boil stand up the measure three-quarters full and after adding one-half teaspoon of salt, stir into it *slowly*—using a small stick for the purpose—three tablespoonfuls of Cream of Wheat or Hecker's Cream Farina, or four of Wheatena. Continue stirring until it becomes thick, when it is covered with the inverted bread pan and left to cook for twenty minutes or longer, being placed so that the water in the pot boils only moderately. If care is taken not to spill any of the cereal into the water in the pot what remains after cooking the cereal will be all right for the coffee, as "Washington's Coffee," the most convenient kind for camp use, is a perfectly soluble powder that requires only the addition of hot water.

Most people associate cereal with milk and sugar, but my favorite way of eating it is with butter, salt and pepper; which fits in nicely with camping ethics, as milk is more or less of a nuisance any way you take it, unless you can be satisfied with the powdered form. The cereal with bacon and coffee makes a good camp breakfast.

While on the subject of breakfast a few remarks in regard to starting a fire will be timely. The "one best bet" is a small wad of cotton waste saturated with gasoline. Make a bed of sticks on which to lay the waste—or other absorbent material—and after lighting place your best wood on top,

(Continued on page 65).

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WHAT THE CAMPING CYCLIST NEEDS

A Veteran Sportsman Tells Just What to Take and How to Make the Most of Each Article of Equipment; Complete and Practical Information Based Upon Personal Experiences on a Motorcycle Camping Trip

PACKING CAPACITY OF MOTORCYCLE IS AMPLE FOR ALL REQUIREMENTS

By W. H. WALLACE*

A FEW years ago I read in *Recreation* a charming article entitled "Becoming a Canoeist at Forty-two," the title of which fired my imagination. I did not want to become a canoeist, but I did last year blossom out as an even more devil-may-care recreationist, by becoming a motorcyclist—not only that, but a camper to boot. At—well, I'll not tell my age till I have to.

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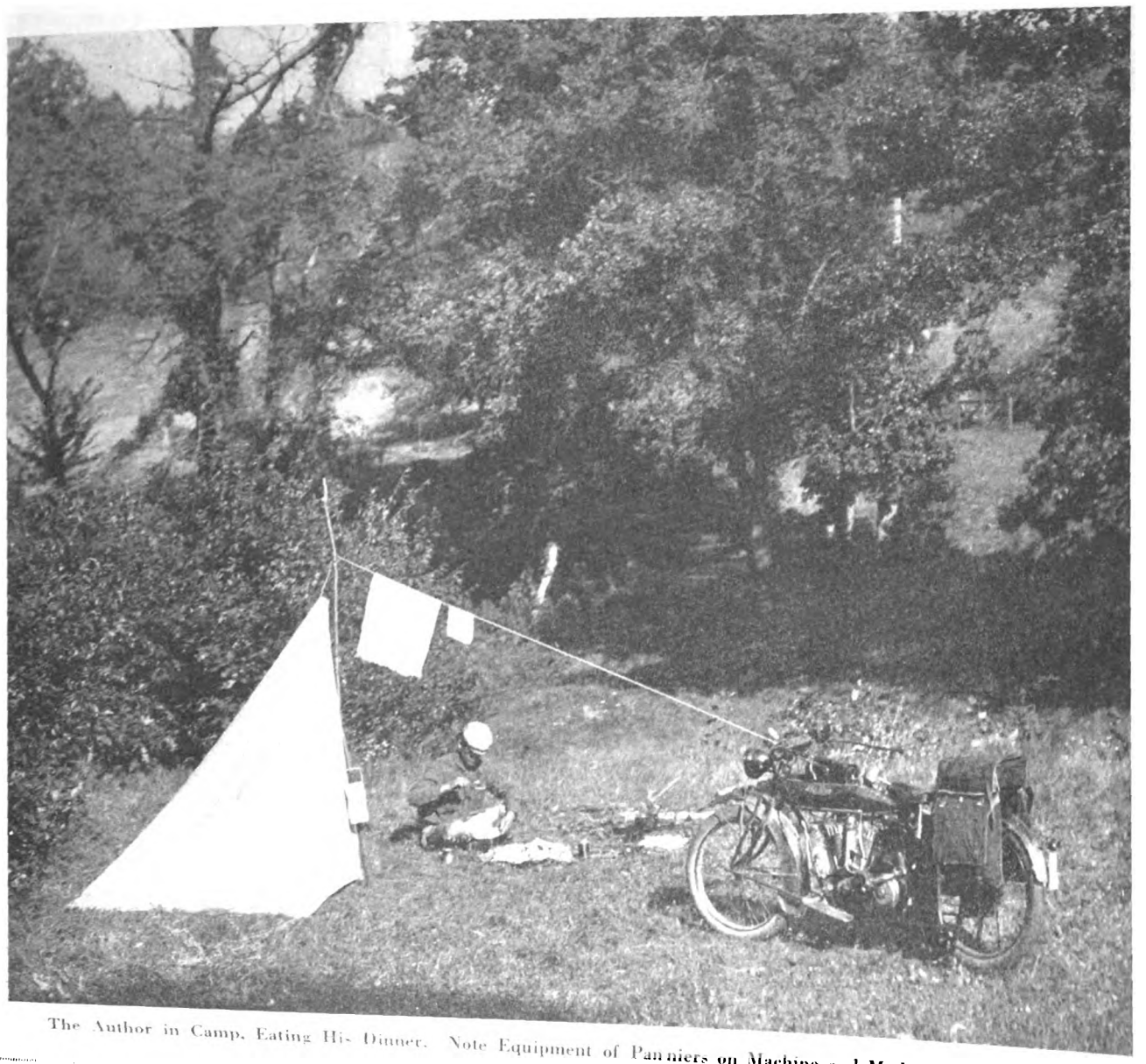

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ANGLING FOR THE MOTORCYCLE SPORTSMAN

Some "Rock-bottom" Advice by a Faithful Disciple of Izaak Walton for Would-be Anglers—Just What You Want to Know About Rods and Bait—How to Carry Equipment and Combine Camping with Fishing

METHODS OF CATCHING THE ELUSIVE TROUT AND BASS

By NORBERT HAVEN

TO me the word vacation has always meant—and probably always will mean—fishing. And during the eight years of my riding experience the fishing has invariably been more or less closely associated with the motorcycle. I know a good number of motorcyclists who fish but I know of more who do not—doubtless because they don't realize how good a thing they are missing. To the person who has "been there" this little article may not prove of practical value; he doesn't need the information and suggestions. It is especially aimed at the chap who thinks in a vague sort of way that he might like to "take a whirl at the fishing game."

The Angler Is a Specialist

To begin with, let me say that the confirmed angling fan is very much of a specialist. He employs a special rod, outfit and method for the different kinds of fish. He is the true expert angler and can even give the farmer's boy pointers on taking trout from the brook on his own father's land. As an indication of the extent of specialization I might add that of the four common fishing methods—bait fishing, bait casting, fly casting and trolling—each calls for its own particular outfit.

The three commonest game fish in the United States are trout, bass and pickerel; and there are few places not within reach of waters inhabited by one or more of these fish. In addition, such common varieties as croppies, perch, bullheads, etc., are very widely distributed, not to mention the opportunities afforded by salt water. The owner of a motorcycle can always get good fishing, no matter where he lives; he may have to go a good distance for it, but that is where the motorcycle fits in.

What Will It Be?

In preparing for a vacation trip that is to include some angling one should consider in advance what kind of fish he is most likely to find. To carry a bait casting outfit into a region of mountain streams alive with trout would be as foolish as to go quail hunting armed with an elephant gun. The best all-around rod for trout fishing is a fairly light fly rod—about six ounces in weight, depending somewhat on the length, which, in turn, should be determined by the character of the water. For small streams, perhaps more or less choked with brush, the rod should be 8 or 8½ feet long—add a foot if the fishing is to be done on a large open stream. This rod will do for both fly and bait fishing, being far better for use with such light baits as grasshoppers, worms, small minnows, and the like, than the stiff bait rods. With a fly rod one can bait fish to his heart's content; but casting a fly with a bait rod is impossible.

The line should be of enameled silk, and hooks of rather small size, tied to snell. The reel may be either single action click or a multiplier. If without experience in fly fishing, get expert advice as to the patterns of flies to select and how to go at it; there is no space in this article for any instruction on that highest type of all angling—fly casting.

The Lair of the Bass and Trout

If the proposed motorcycle trip is to a region of lakes and ponds, or along a large river the chances are that bass and pickerel will be more in evidence than trout. This is especially true of south and central United States, away from the highlands. Trout require cold or cool water, and, therefore, are largely confined to northern or mountainous sections.

The commonest method of catching bass and, to a less extent, pickerel today is bait casting, a comparatively new angling

NEARING THE PLACE WHERE FINNY PREY ABOUNDS

method and one fully as specialized as fly casting. There are probably ten bait casters in the United States to every fly caster, though many anglers who live in regions where both trout and bass are common are adept at each. The bait casting rod is short and stiff with large guides. Four-foot rods are common, but my personal preference is for a rod six feet in length, as that gives more pleasure in playing a hooked fish The line *must be* of soft, unenameled braided silk, and the reel must be a "quad," that is, a quadruple multiplier. No other type of line or reel can be used satisfactorily.

The bait caster reels his bait—an artificial minnow usually of wood, plugs, they are called, a spoon, frog, or what not—up to the end of his rod, and then throws it away as though hurling a potato off a pointed stick, controlling the reel by a light pressure of his thumb on the spool. Then the bait is reeled in rapidly its swift motion through the water attracting the fish into striking. This is a very "killing" method, and large catches are often made, but no little skill is required to do it well.

Assortment of Bait Necessary

An assortment of baits of varying size, pattern and color should be made; fish will sometimes bite one, sometimes another. For pickerel a bright nickel spoon is required about two inches long and weighted with lead so that it can be cast, is the best bet. The bait casting outfit is ideal for a motorcycle rider to take with him because of its slight bulk. The rod joints may be so short as to stow away in the pocket of an outing coat, while the reel and baits will take up but little space.

The above is true even more of trolling when done with a hand line, but for the time expended, trolling from a boat gives about the least satisfaction of any form of angling. Besides, often there is no boat to be had.

Bait fishing for bass offers splendid possibilities, but the question of live bait is often a problem. Some suggestions as to how I have solved this difficulty in the past may be worth while. Bass bait includes such creatures as *minnows, helgramites,* small frogs, newts, grubs, worms, hoppers, crickets, etc. One cannot carry a pail of live minnows on a motorcycle trip but he can easily carry a pail, and sporting goods stores now offer *folding* bait pails, apparently made for the particular benefit of the motorcycle clan.

A Home-Made Net

My custom is to make a small net of stout mosquito bar, with a top opening about the size of a barrel hoop. On the fishing grounds I cut a green willow sprout and bend it into a loop, fastening by a few turns of cord or wire. That makes the top of my net. I usually have no difficulty in locating a small stream flowing into the lake or river with plenty of small minnows in it, and some of them are easily caught by setting the net in a narrow spot and driving the minnows into it by wading and splashing down the stream.

The same net can be used for catching helgramites, probably the best all-around bass bait. They live under flat rocks in the swift, shollow part of a stream. Hold the net behind the rock with one hand, and turn the stone with the other; the flow of water will sweep the bait down into your net. Newts can be found under stones in most cool, moist places along small streams.

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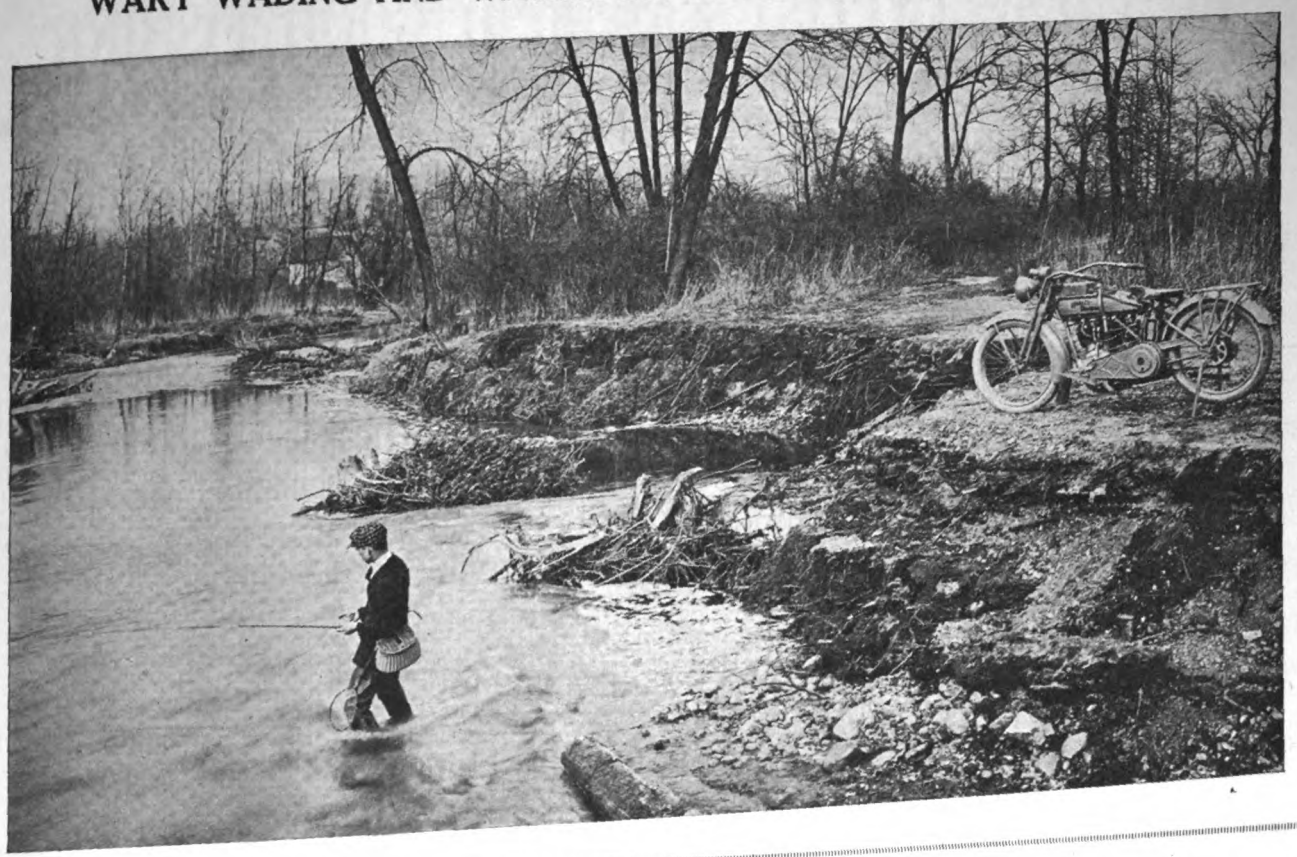
WARY WADING AND WATCHFUL WAITING—AND THEN THE RISE



Small frogs are usually plentiful in swampy places along the lake or stream, and are easily caught in the same handy net mentioned above. When Mister Frog jumps, make a swift swing at him, and, if you are quick enough, you can nail him in the air. If he is swimming under water, the net makes his escape almost impossible. Carry one or two empty tobacco tins for the various insects, which will be found in abundance in any open field. The crickets will be under boards, flat stones, etc. In bait fishing for bass one can use a trout outfit, though a slightly heavier rod is more desirable. I might add that bass will take artificial flies very readily, especially in running water.

How to Carry the Rod

Unless the motorcycle is hooked to a sidecar, carrying a fishing outfit may not be the easiest thing. A jointed rod, unless the joints are very short, is best lashed across the handlebars. Have it in the original wooden form and use only a *few turns of light cord*. The reason for this is that if you spill in sand or mud, when the 300 pounds of motorcycle smashes down the string will break, not the rod. If it is firmly lashed both rod and case will probably break, and the fishing part of the trip will meet a sudden and tragic end.

I saw advertised the other day a tackle box that appealed greatly to me. It was large enough to hold quite an assortment of lines, baits, hooks, etc., and yet small enough to fit a coat pocket. It is just the sort of thing a motorcycle fisherman ought to own.

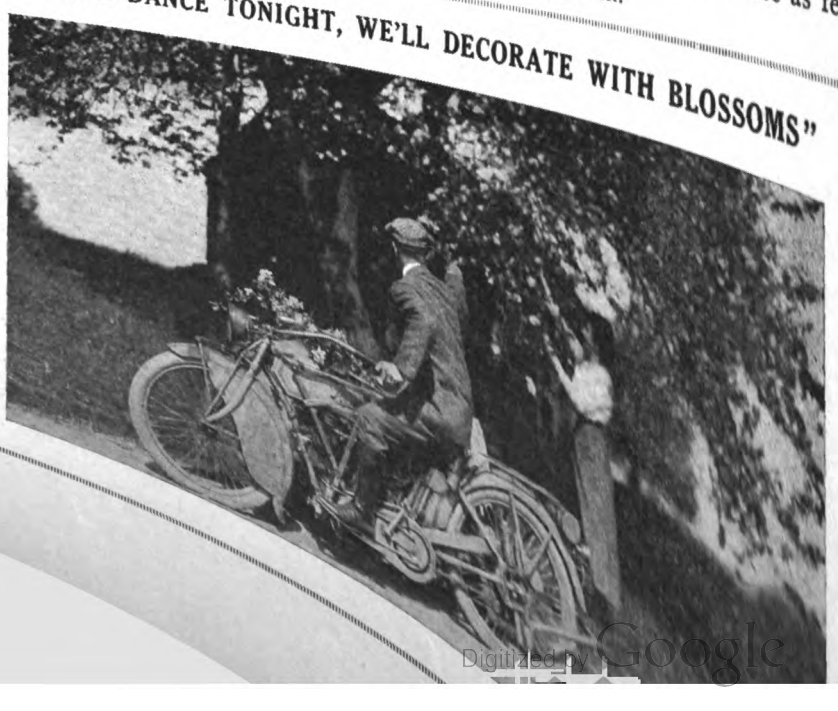
A motorcycle rider, or better still, two or three kindred spirits, can get a lot of fun out of a camping-fishing excursion. If the fishing grounds are too far away to be reached and fished in a single day, make it a two or three days' trip and camp out. There are on the market several types of small shelter tents that require no poles, or such poles as one can easily cut in the woods. The weight is only 3 to 4 pounds; they are not bulky, and are moisture, insect and snake proof. One of these tents, rolled in a blanket, could not take up much space on the luggage carrier or in the sidecar, while the possibilities it offers for a healthful and enjoyable trip are unlimited.

Toting the Fish Home

Every fisherman needs some sort of a creel or basket in which to tote the victims of his luck or skill. I prefer the creel of French willow, the only objection being its bulk. On the trip out I pack my grub in the basket; on the return my fish—sometimes. Tackle stores offer folding creels, convenient because of the little room they take up; folded, one will go in your coat pocket.

In warm weather fish require care if they are to be kept in good condition. Every two hours or less when trouting I take time to slit and draw the fish caught, washing them and packing them carefully in the creel with damp moss or ferns. No true Waltonian cares to take home a catch of soft, soggy fish, fit only for use as fertilizer in the garden.

"PORCH DANCE TONIGHT, WE'LL DECORATE WITH BLOSSOMS"



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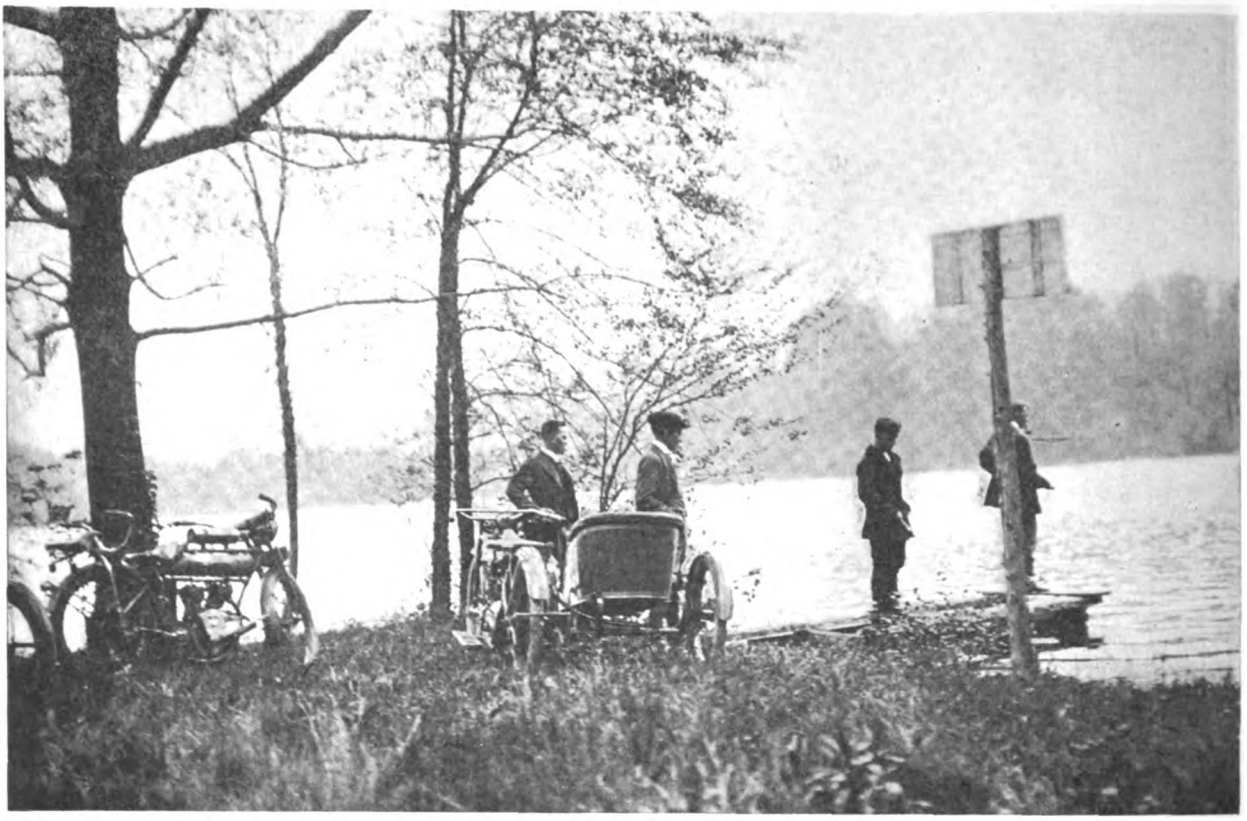
HOW THE CYCLIST CAN FIND GOOD FISHING

Naming Some Localities in the Middle and New England States Where Finny Game Can Be Had and Giving Directions How to Locate Good Grounds

TOPOGRAPHICAL MAPS ARE INVALUABLE AIDS TO THE ANGLER

By JOHNSON MEIGS



Izaak Walton's Followers Are Many in the Big Clan of Riders

I LIVE in a town of a hundred and fifty thousand inhabitants in the southern part of New England. One could hardly expect that there could be first class fishing close to a city of that size, and there isn't. But each season I have pretty fair success, especially as regards trout, the best as well as least common of our game fish. Connecticut game laws limit a day's catch to thirty, which law is generally regarded by fishermen as a joke, since half that number is a good catch; yet on a number of occasions I have stopped fishing early in the afternoon because my creel contained the limit of the speckled laddies. And what I have done, any angler in the East can do—by aid of a motorcycle.

There is still plenty of good trout fishing in New England, and in general the further north you go the better it gets. In Connecticut the best fishing is found in the northeast and northwest sections; the north central district is lowland and too thickly settled. I have had good success on several streams that flow into the Housatonic in the northwest of the state, and some of the best streams—by reputation—I have not yet fished.

Similar conditions prevail in New York and on up into the Berkshires in Massachusetts, though I must admit that my trips over to the Empire State side have not been so successful as when I stuck to Connecticut. In the same region are a large number of lakes and ponds which afford good opportunities for bass, pickerel, perch, etc. The Housatonic itself affords excellent bass fishing, and along its steep-sided, winding valley are any number of beautiful locations for a camp. Already many little summer cottages are being built here and there.

For the Wily Trout

For trout fishing, motorcyclists of New York City and vicinity would find that it paid them better to run up into the Catskills, where there are still many good streams, or better yet, into the Adirondacks where are the best trout waters, both streams and ponds, left in the state. The trout season ends in Connecticut on July first, the day the bass fishing opens, while in most parts of New York one can fish for trout until September first. For the best trout fishing in New England go into the northern parts of New Hampshire, Vermont or Maine, and remember this: the further you get from settled communities and especially large towns the more and bigger trout you will find. Practically any stream which answers these conditions will afford good sport.

Pennsylvania Has Trout and Bass

Pennsylvania also contains many trout streams that are decidedly worth fishing, the larger streams usually being well supplied with gamey black bass as well. The Delaware River is famous for its bass fishing, particularly in the region of the Water Gap. I have often fished the Delaware further up in New York state, but in hot weather the bass all seem to be affected with a parasitic worm which is found imbedded in the flesh. Many of the smaller tributaries of the Delaware contain trout, and the headwaters of the river itself give up some huge trout to anglers who know enough to get them.

In general, to get bass, pickerel, etc., one does not have to go so far from centers of population as when after trout. In addition to the places already mentioned, for the vicinity of New York City the highlands of northern New Jersey, with their numerous beautiful lakes and ponds, probably offer the best chances.

Before selecting any particular location

(Continued on page 70)

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TAKE YOUR CAMERA WITH YOU ON THE TRIP

You Can Get the Finest Kind of Souvenirs With It to Look Back to in Days to Come—A Wide Range of Choice in Apparatus Can Be Had at Moderate Cost

By GOSLIN

"GOT your camera with you, Curly?" asked Weff as we swung away from the house. "Well, I should say yes," I responded, patting the leather case hanging under my right arm, "this little old box has been with me on every long trip I've taken for the past year. Its predecessors have traveled the same way ever since I straddled a motorcycle back in 1911.

"And the result is I have a great collection of motorcycle pictures in the album. Not that one of them would cop a blue ribbon at a camera club exhibit; far from that be such. Some are out of focus, others are dark or hazy, and maybe four out of five are good, clear prints, but every last one of them can conjure up memories of golden days of pleasure and good companionship. They tell of days that are gone and that cannot be brought back, except in the memory, do these good, bad and indifferent pictures, and what they show is recalled just as clearly as if it happened yesterday."

Recalling Old Memories

Well hidden, the same as with every man jack of us, I have a streak of sentiment and as each year starts with a few less of the old guard riding, that battered old album becomes more dear to me. For what have we but memories when the bunch has scattered to the four winds and our riding days are over? Only memories and a few pictures of those days of fun and good fellowship with that old happy-go-lucky crowd.

Isn't this argument enough why your camera, your motorcycle and yourself should be inseparable companions each time you ride?

Here's a typical picture of the 1914 bunch, taken up in Stockholm, N. J., along the brook. Right after I snapped that one someone pushed Allen and he shoved the next man and before the thing ended everyone of the fourteen of us had been in and out of the water enough to be soaking wet. Those white blotches in the picture are the result of my carrying a vest pocket Kodak in the hip pocket; then sitting down in the brook, all of which proves that a camera is not waterproof.

Snapping the View

That's the way you can record the day's doings when out with the crowd, but there are some of us who like to travel alone and enjoy the scenery. Most everybody has a liking for beautiful views, and what is better than a camera to help you enjoy the place you admire?

You don't have to be a camera fiend—one of those bugs who totes a 20 pound outfit eleven miles up and down hill and then rushes home to develop the plate—to have pleasure out of a camera. Just have the apparatus along with you and if that vista on the canal bank or the ruins of the old water-mill or the picture of the valley with its toy-like farms and houses all around strikes your fancy, aim the lens at the scene and press the button. Later on you will have a whole lot of fun going over your summer pictures when the winter winds are howling and the machine is laid up.

Snapshots vs. Postcards

Then, too, how about when you go off on that tour this summer? It's all very well to say that you can get post cards from each town you visit, but where is the personal touch that you get out of photographing the same stuff yourself? It's just as you saw it with your own eyes, snapped from an angle that appeals to you. Buying pictures made by someone else leaves out the intimate part that you get only when you snap the scene yourself.

How will you tell the fellows back home of the wonderful bit of road engineering you saw, unless you can show them photographs which explain better than words? And that sand or mud stretch that you conquered; that piece of rough riding that made you proud of your ability as a rider—how will you convince the bunch that it was the toughest ever encountered, if you can't show them a print with the machine bogged down almost to the rear hub?

Why a tour without a camera, huh, who ever heard of such a thing?

(Continued on page 72)

WHERE BASS ARE SNARED IN MOUNTAIN LAKE'S COOL DEPTHS

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PRACTICAL POINTERS FOR THE SIDECAR OWNER

Veteran Rider Gives Hints on Lining-Up Third-Wheel Attachment and Recommends Use of Movable Searchlight for Night Traveling—Articles To Be Carried in Sidecar Locker

By GEORGE M. JOHNSON

CONSIDERING the notable increase in the number of sidecars which the present season promises to see on the road, a few suggestions regarding the use and operation of the combination might not be out of place. Much has already been said regarding proper lining up of the car; little more need be added. Probably the commonest mistake is to have the motorcycle exactly vertical when the outfit is standing on a level surface. It should lean *away* from the car, so that as the outfit is driven on a crowned road, with the car a trifle lower than the motorcycle, the latter will then be vertical. This adjustment of the two makes for easier driving and puts far less strain on the motorcycle frame.

There is no doubt that from the standpoint of pure mechanics, the attachment of the car at the side is a bad principle. The pull and strain on the motorcycle is tremendous, especially with a heavy load and on poor roads. The fact that the motorcycles stand up under such treatment speaks well for the staunchness of their construction. But to spare the motorcycle as much as possible the driver should use reasonable care. He should, above all, take all turns at highly reduced speed.

Curves and Rough Roads

The solo motorcycle, of course, tends to tilt on a curve, and the greater the speed the more the tipping; this is why curves on racing ovals are banked. With a sidecar attached, the tendency to tip is still there, but owing to the rigid connection between machine and car both former and latter remain vertical, and all the force is expended in strain on the motorcycle and tires. The importance of rounding turns at slow speed is thus easily apparent. The same is true of travel on rough and uneven roads, where the motorcycle is now higher, now lower, than the sidecar. The driver should go slowly, striving to take the bumps so as to minimize the strain on his outfit.

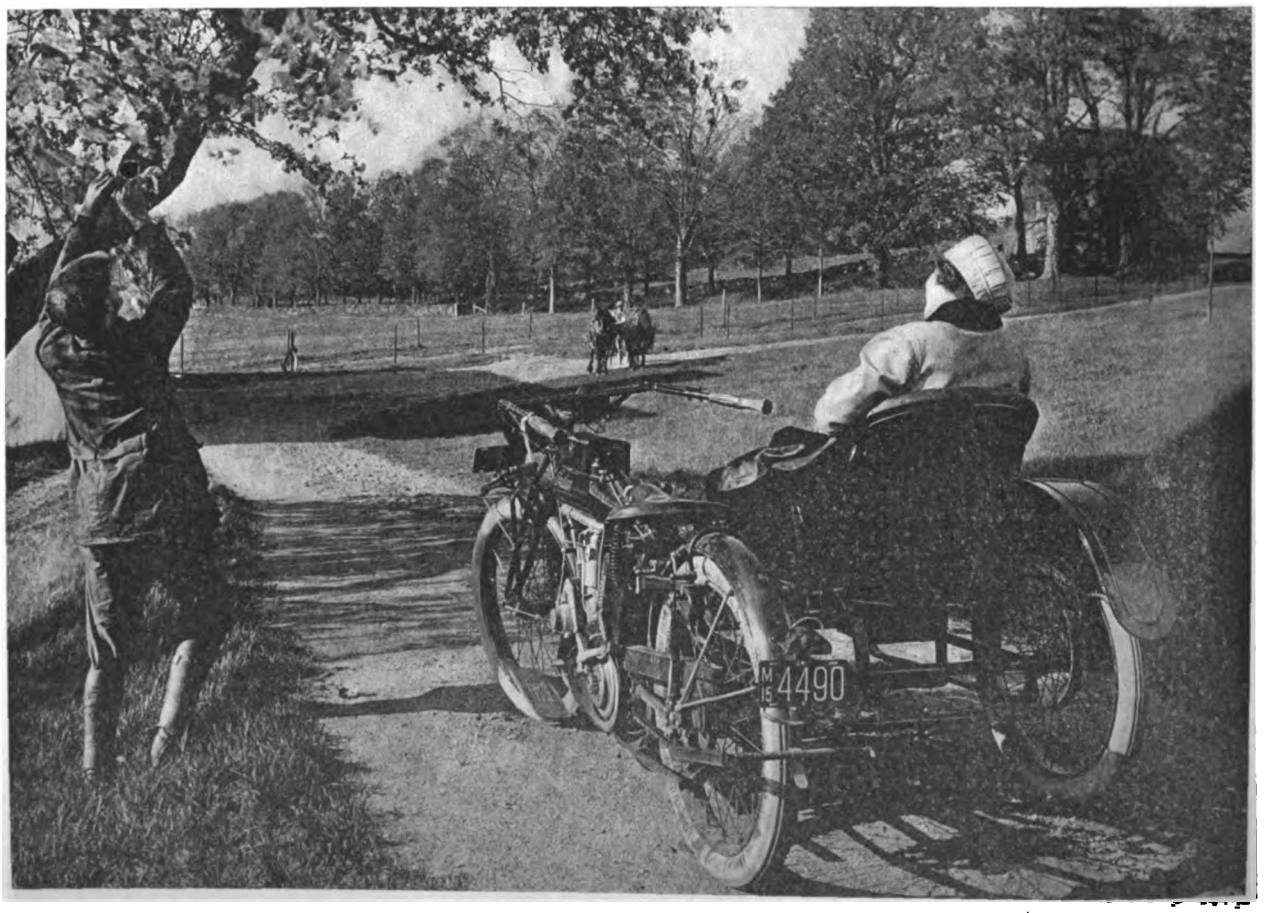
It is sometimes desirable for convenience or safety to have a headlight mounted on the sidecar, in addition to the one on the motorcycle itself. The most satisfactory arrangement is an electric searchlight, with a handle that can be turned by the passenger, who can derive a good deal of pleasure from flashing the light on various objects along the road as the outfit speeds along. With this sort of equipment the reading of signposts at crossroads is the easiest thing in the world. The juice for the lamp is probably best provided by dry cells or a storage battery under the sidecar seat—by the way, one should never buy a car that doesn't have a roomy recess under the seat; it will come in handy in a dozen ways.

Light on Sidecar

If a gas light is used, connection with the tank on the motorcycle may be made by copper tubing which can be clamped or wired to one of the sidecar connections. It will be found, however, that if much night riding is done, a motorcycle size Presto will not last long feeding two husky headlights and a tail lamp. Furthermore, having the source of sidecar light on the motorcycle is not convenient if the driver, as is the case with many, has the habit of disconnecting the car from time to time so as to use the motorcycle as a solo mount.

Mention was made of the recess under the sidecar seat. This can be used to carry a number of convenient articles which

HONEYMOONING A LA SIDECAR—MILADY SAYS IT "CAN'T BE BEAT!"



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THE ROVER'S APPETITE IS KEEN AFTER A DAY WITH ROD AND GUN

otherwise would have to be left behind. For example, one can carry a spare driving chain, so that a snapped chain need mean only the slight delay of fitting the extra one. It is not necessary to buy a new chain for this; use an old one, which will be plenty good enough for the emergency. The extra chain is particularly handy in case of trouble after dark, but be sure that is of exactly the right length before packing it away in the kit.

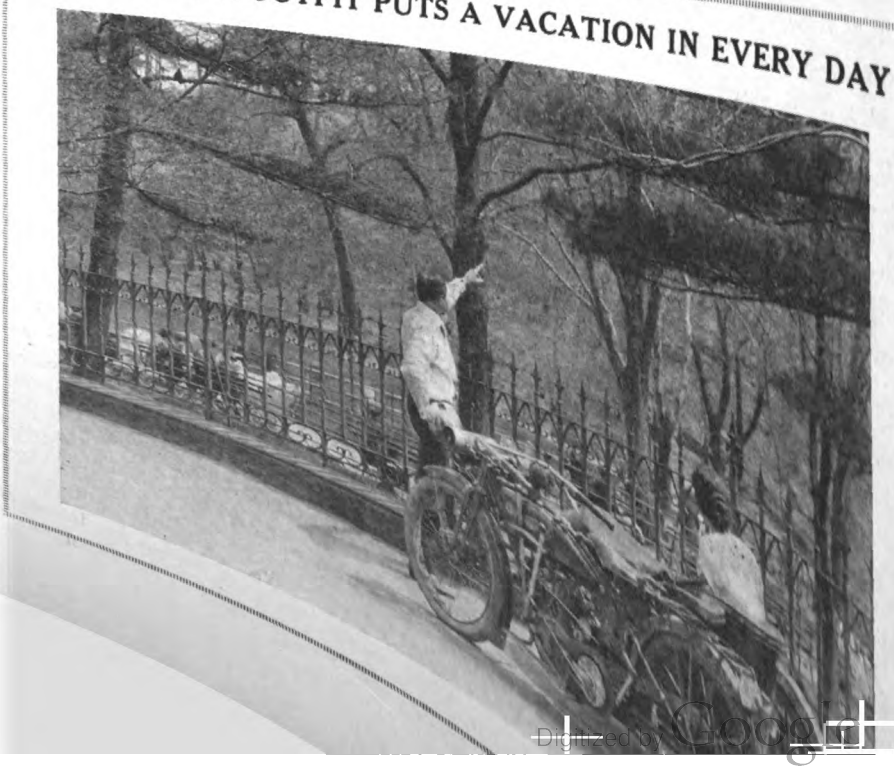
For Tubes and Parts

The same carryall can be used to hold a good supply of tire materials. A spare butt-end tube—very carefully wrapped to prevent chafing—might be included. One or two good inner blowout patches—the kind with a flap that fits between casing bead and rim or wheel—and possibly also an outer blowout patch with lacing would be worth packing away. For a long time I have made it a point to carry a foot or two of old inner tube, which may some time save my life in a case of exceptionally bad tire trouble.

There are a number of little kinks and nicknacks that a motorcyclist would like to have along, except for limited space available in the always crowded toolbox. All these can be carried in the convenient sidecar "chest." Among them might be mentioned the following: a roll or two of tire tape, a coil of soft iron wire and ditto copper wire, a can of rubber cement —replacing the useless tube always supplied with repair outfits, one or two extra spark plugs, goggles—protected by being kept in a stout box, a pair of canvas gloves to be worn when doing dirty repair work or adjustment on the road. These last cost the trifling sum of ten cents. One should always have them on hand, for if you fix up a chain with good gauntlets on, they will be ruined, and if you do it bare handed when you put the gauntlets on again their inside will be so dirty that whenever you wear them in the future your hands will be generously smeared with black.

Needless to say, all stuff carried under the sidecar seat should be well packed to prevent damage to fragile articles. If the outfit stands out in a driving rain, water will surely soak down into the recess, wetting the contents. In such a case, everything should be taken out and thoroughly dried before being replaced. Stuff packed under the seat will remain wet for weeks if this is not done, and much of it may be utterly ruined.

THE SIDECAR OUTFIT PUTS A VACATION IN EVERY DAY



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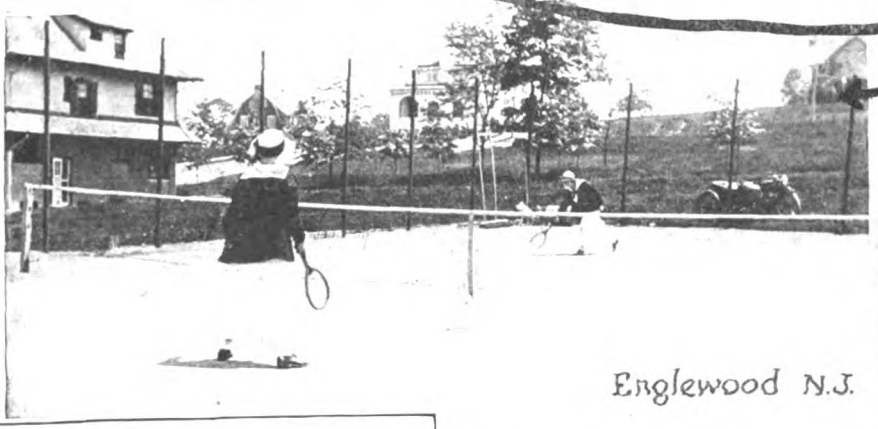
45 MINUTES



Englewood N.J.

FORTY-FIVE minutes from Broadway! Sounds like a popular song, or perhaps since it is out of date, an unpopular one; smacks, also, of the suburban railway time-table. To be sure, there is not much of the vacation atmosphere about it. Yet what a vacation, what a varied week or two weeks can be spent not over forty-five minutes from Gotham's White Light district, or for the matter of that, not over forty-five minutes from Chicago's loop district, St. Louis's Olive street, or Hickville Corners "Post Office" on Main street. That is, of course, provided the forty-five minutes are spent in the saddle of a motorcycle.

What We Desire in Vacation

We are wont to look on a vacation as a period when we break away from the things we see around us every day and seek new pastures of pleasure; days spent in gazing on new and eye-pleasing settings, or spent in the acquisition of the deep pleasure that comes in following one's pet pursuit. In its very essence the term vacation to the average run of folk denotes a change, a shifting of scenes, as it were; the breaking away from the things we see, the things we hear, and the things we do throughout the better part of the year, and removal to some distant point where these boresome material things cannot intrude.

By E.F.

And because we regard this week or these two weeks, as the case may be, in this light, the most logical of us do the most illogical things in seeking out the ways and the means and the place of spending this comparatively short space of blissful freedom. We get a resort guide, perhaps, or else we read the resort columns in the daily newspapers, and guided wholly by the word picture painted by some enterprising "ad" writer, we pick out one or other of the very many hotels or boarding-houses at some far distant point and make up our minds to enjoy those two weeks, even if the bed be as hard as boards and the only "excellent cuisine" in sight is the one you provide for the host and famished mosquitos which inhabit the said surroundings. And for all the lack of comfort and

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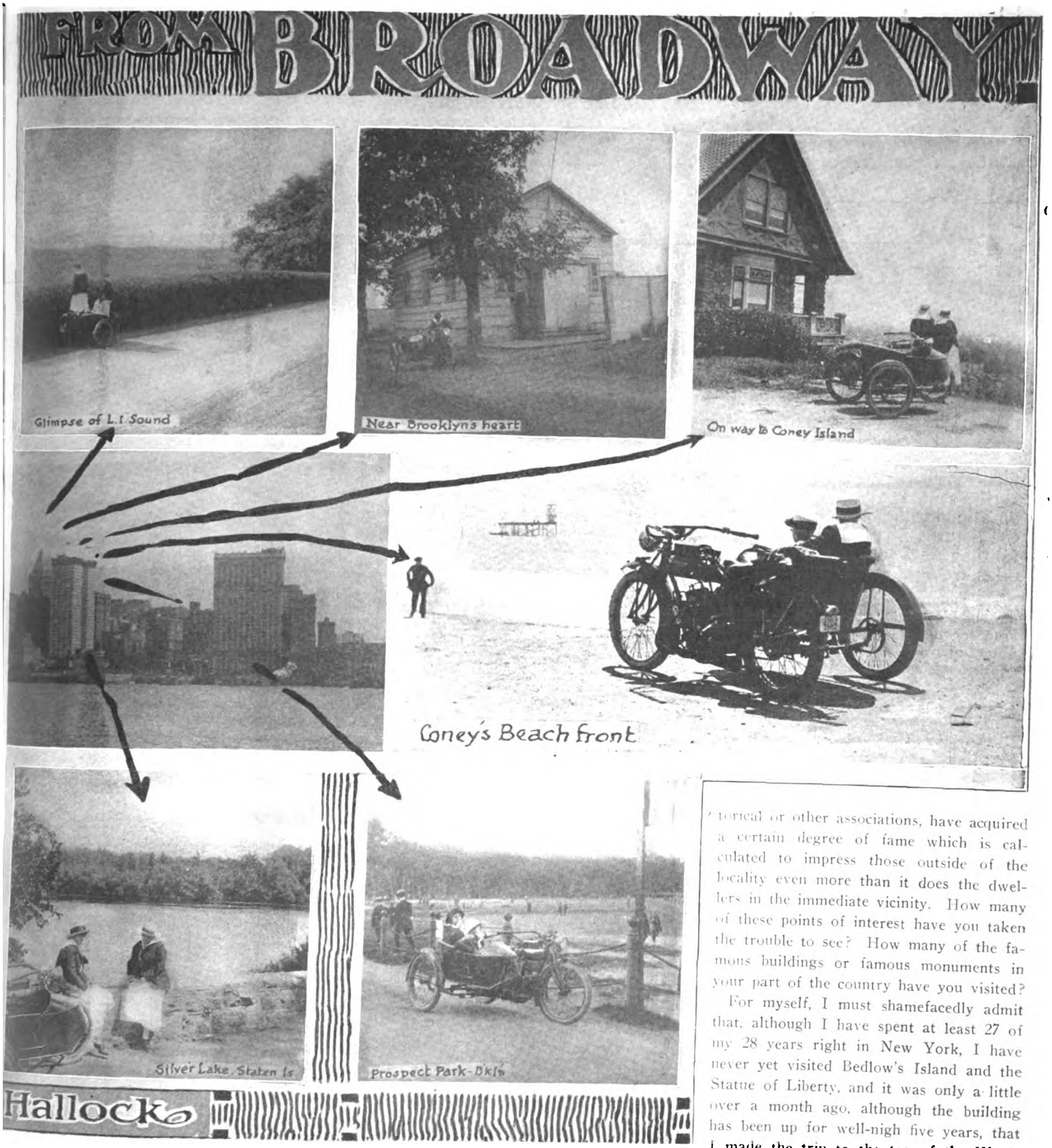

lack of convenience, we enjoy these two weeks simply because they represent a radical change. We are seeing things and doing things that are different, and in seeing and doing them we are made happy.

Do You Know Your Vicinity

But did you ever stop to consider the number of things there are to be seen which you have never encountered and the number of things there are to be done which you never have accomplished right in the neighborhood of your own home city? Perhaps you will scoff, but just sit down by yourself and count up on your fingers the number of attractions which your city holds and which have escaped you altogether; picture yourself following some tourist through your home town and its environs. He or she, as the case may be, will visit this joint and that, will look with interest on this building and that monument which, because of some historical or other associations, have acquired a certain degree of fame which is calculated to impress those outside of the locality even more than it does the dwellers in the immediate vicinity. How many of these points of interest have you taken the trouble to see? How many of the famous buildings or famous monuments in your part of the country have you visited?

For myself, I must shamefacedly admit that, although I have spent at least 27 of my 28 years right in New York, I have never yet visited Bedlow's Island and the Statue of Liberty, and it was only a little over a month ago, although the building has been up for well-nigh five years, that I made the trip to the top of the Woolworth building, the world's highest inhabitable structure. Yet it is safe to say that there is not a tourist visiting New York who does not include both of these wonders, or near wonders, on his first day's itinerary.

Interesting Places Near Home

If then we pass up these really big things simply because they are near to us, how much more likely we are to let the little

(Continued on page 68)

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THIS WAY TO BOATING AND BATHING

You Can Laugh at Trains and Trolley Cars If You Use a Motorcycle or Bicycle to Reach Your Favorite Lake or Seashore Resort

ABSOLUTE FREEDOM AND LOW EXPENSE ARE ASSURED

By IRA B. WILLIAMS

NO one who has given a moment's thought to summer vacation tendencies can deny that boating and bathing are among the most fascinating of hot-weather occupations—but the transportation problem is ever present for thousands who wish to avail themselves of those pastimes. The person who lives even a few miles from the seashore or a lake is often deprived of the beneficial effects of water sports through the dread of stuffy, crowded trains or equally crowded trolley cars.

For such persons the motorcycle, or the bicycle, saves the day—perhaps many days. If the trip to the water is a comparatively short one, a bicycle will meet all the requirements, combining pleasant and moderate exercise with the refreshment due to the change of scene and the fun derived from being in, or on, the water. If the trip is longer, say anywhere from ten to fifty miles, the ideal vehicle is the motorcycle—ridden solo or with a side-car attachment, as the conditions may require.

The average worker's holidays are too few. His family suffers with him. When he can't arrange to get away from home, they must submit to the same distressing confinement. Time and the ability to get away on a moment's notice mean everything. For the train or trolley traveler the Saturday half-holiday is merely provoking; it's too short. Even the full day on Sunday is spoiled through delays and the thousand and one other troubles that result from depending upon other people to carry you.

The motorcyclist is free. He can trundle out his mount, hop in the saddle and head for the open country, for the calm waters of a lake or the beckoning billows of the seashore, in a few minutes. A side-car will comfortably accommodate the missus and the kiddies—if the rider is blessed with such responsibilities—and from start to finish there will be the pleasant knowledge that all hands are having a jim-dandy outing at negligible cost.

That's an interesting point—the low cost. Installment systems have now placed the motorcycle within the reach of even the workman of low wages, and the running expense need never be a drawback. The worker who allows the item of expense to keep him from using a motorcycle in order to get in touch with the pastimes that he loves is merely double-crossing himself. He is "penny wise and pound foolish."

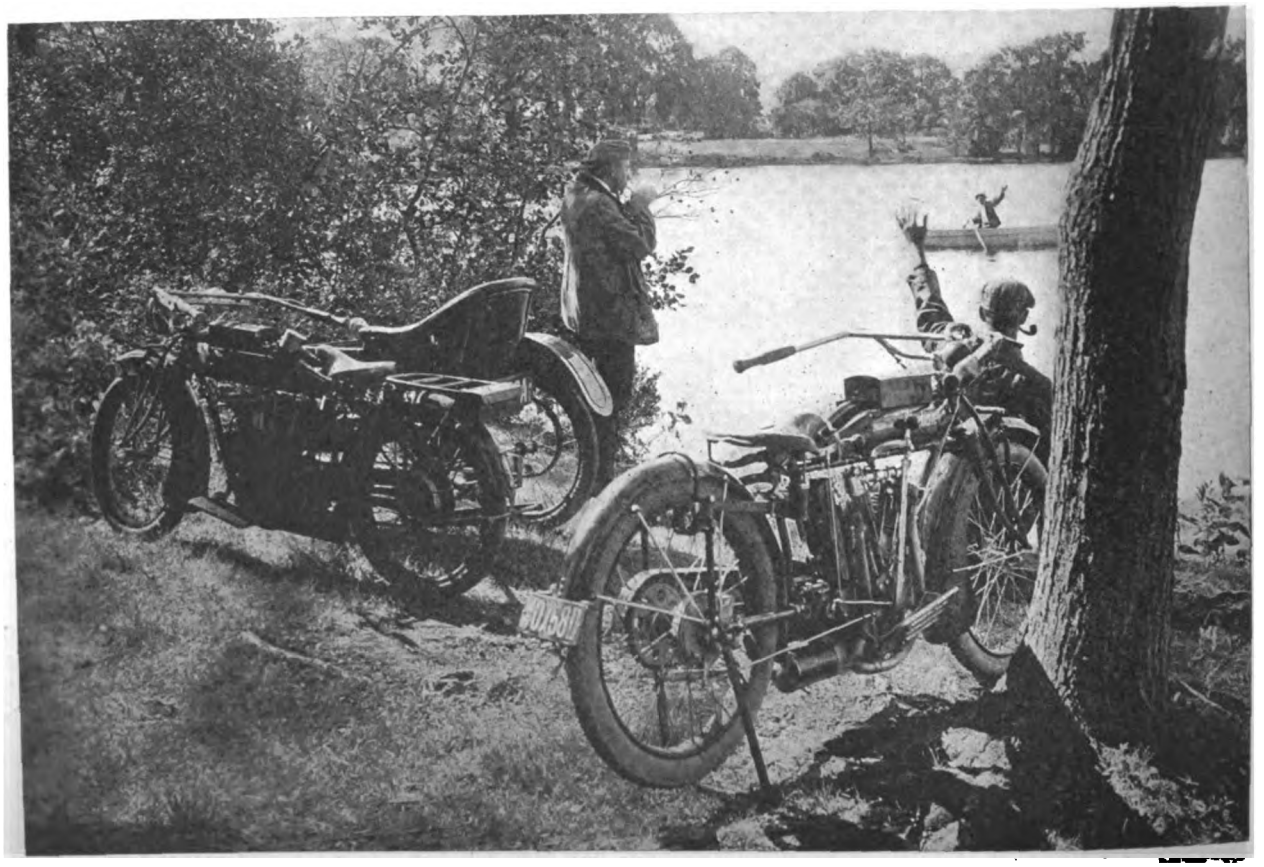
To the Beach in the Evening

By using a motorcycle the average worker can even arrange to visit his favorite beach in the evenings. Fifteen or twenty miles of a run in the cool of the evening wouldn't make a motorcycle "breathe hard," whereas a similar trip by train or trolley would be out of the question.

If a day trip is to be made it is the simplest matter imaginable to stow a substantial lunch either on a solo machine or in a side-car, and it is equally easy to add a camera or any extra articles that may be needed.

B. A. Swenson, Indian dealer in Providence, R. I., has had a simple trailer built on which he tows a small motor boat to the lake or river in which he wishes to fish. The motorcycle whisks the trailer along without the slightest trouble, and takes it back home in the same way. It is doubtful if many sportsmen would go to the extent of following Mr. Swenson's example, as it is usually possible to hire a suitable boat at the end of the trip.

"AHOY, BILL! WILL YOU SWAP A ROW FOR A RIDE?"



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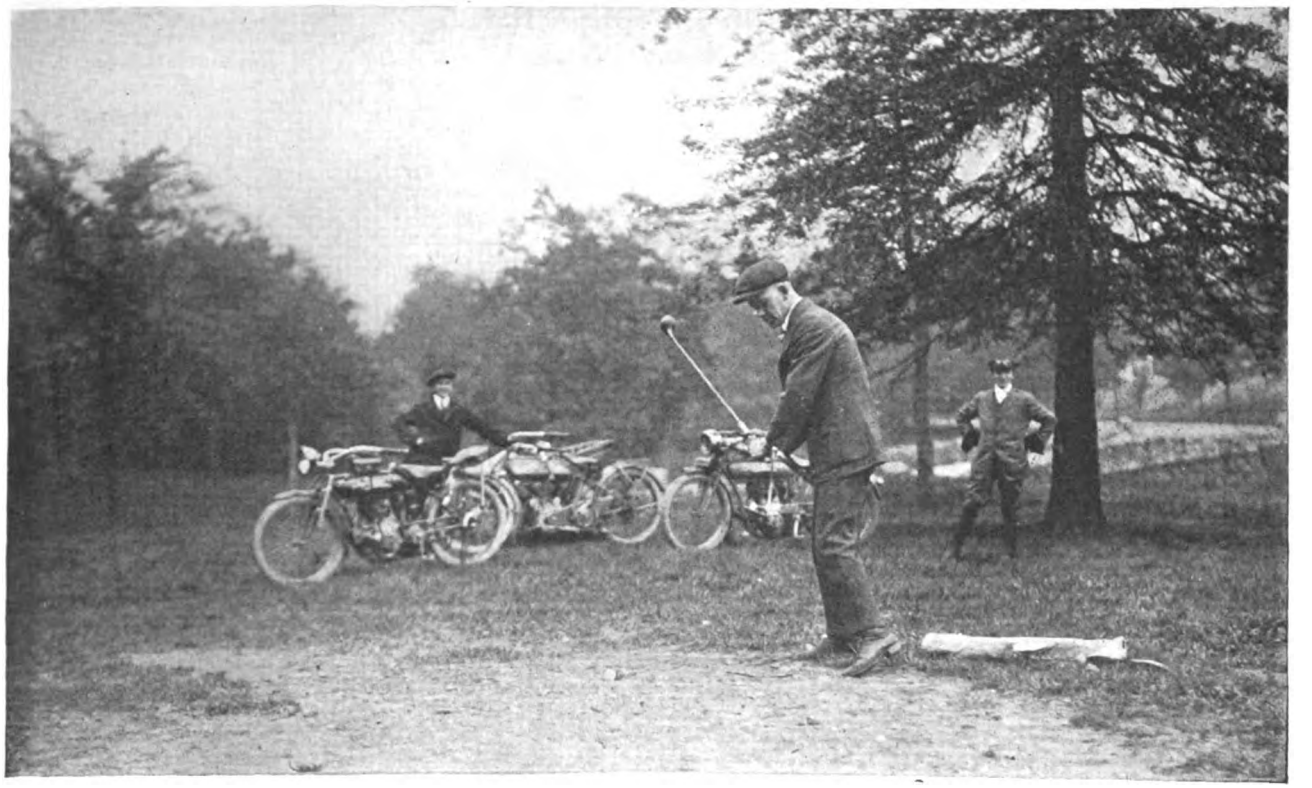
OTHER CLUB ACTIVITIES INTEREST BESIDES THOSE OF THE ROAD



LINKING THE MOTOR WITH THE LINKS

Many Golfers are Discovering That the Motorcycle Fits Into Their Plans Better Than the Costly and Cumbersome Automobile; Gives Quick, Economical Service

NOT every man has the leisure, or the idle cash, to justify his adopting golf as a hobby, but late statistics show that the great middle class is breaking into the ranks of the links lovers at a surprisingly rapid pace. Golf doesn't cost as much as it used to. Clubs are more moderate in their assessments, caddies are almost human in many cases and the paraphernalia of the game is now comparatively inexpensive.

But it is not always a simple matter to reach a good links, and a motor car is something of a nuisance when only one person is to make the trip.

A motorcycle would do the work,—do it just as well and about ten times as cheaply Therefore the middle class golfer, the man who doesn't care to burn up thirty-cent gasoline and wear out precious tires unnecessarily, is overlooking a good bet if he fails to consider the power two-wheeler.

Lightweight Fits Requirements

If he cares to use a sidecar, for his clubs, or for a passenger and the clubs,—well and good, but if he simply wishes to keep in close touch with the links in the most pleasant manner imaginable and to get there and back without loss of time or money, he can have all his requirements met by the lightweight motorcycle.

It is practically as easy to store a lightweight motorcycle as to find room for a bicycle, and the machine will be equal to all the demands of good, bad and indifferent country and suburban roads.

It is well to keep in mind that the golfer who is at all interested in a motorcycle will probably make a quick buyer. He has the money, and it simply remains to show him that the use of a power two-wheeler would simplify matters for him, add to his pleasure, save him time and afford more opportunities to visit the links. In other words, it is only necessary to show him that it would be a common-sense "buy."

Motorcycles are already quite common at golf clubs, but there ought to be more of them. They dovetail with all the requirements of the player and help in more ways than one to "keep him up to his game." The expense of running a motor car is out of all proportion to the benefits derived from it by the average golfer; it makes a costly fuss over doing what the motorcycle would accomplish without the least trouble.

"I'LL JUST WHISPER IT: THIS IS THE LIFE!"

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"GETTING WISE" TO TOURING JOYS

Some of the Pleasures That Await the Fellow Who Has Not Yet Undertaken an Overnight Trip—Helpful and Practical Tips for the Intending Tourist

By DUDLY ESSEX

GREEN trees and grass, with a blue sky overhead and a soft south wind blowing against your face—gee! but isn't that the combination to stir the gypsy blood in your veins and cause you to tie a little bundle of fresh linen to the luggage carrier some fine Saturday afternoon and beat it away over the hills and far away?

Can't you see those finger-boards beckoning to you to come out and learn more of the country that lies over the edge of the sky?

Can't you feel that lure of the open road to be out and going?

You know your motorcycle now, and have enough confidence in your skill to meet any road-side emergencies; besides haven't you ridden all of the roads out around your home town in your search for new scenes?

Join the Ramblers' Club

Come on, your first adventure does not have to be a big one. A week end trip over the Saturday half-holiday and Sunday is enough to make you a full fledged member of the Ramblers' Club. And what is better than a motorcycle for such a trip.

You invest a certain amount in your motorcycle, and your first return is health; your second should be a glimpse of as much of these here, now, United States as is possible, a realization of the greatness of the wonderful country you are a citizen of.

If you are not getting full returns from your investment, it is your own fault. The motorcycle is eager enough to take you. Your faithful mount is always ready to be up and away, just as soon as you straddle it. And it will take you at a steady and tireless pace to the land of your heart's desire.

The most necessary thing is nerve. Just beat it away from the home-town with the idea of not turning back before you have reached the place you have picked out as your destination.

Over the Hills and Far Away

Of course, there is a feeling of awe and a thrill of fear and pleasure at your daring, when you go away for the first time, especially when you ride off alone. Well I remember my first long ride. It was to Philadelphia, and I only dreaded getting lost. I did twice; also had some wayside trouble that stumped me for two hours. But I plugged at it with the result I gained the confidence necessary for those who cut loose and ride out over the hills and far away. And you can do it, too.

Indeed there is nothing better than to ride off on a Saturday afternoon and explore regions always a little too remote for the trip in one day. And as you undertake trip after trip of this sort you exhaust the new places possible to view, which makes it almost compulsory to start out on a two-day trip after a while. You have to increase your cruising radius each year if you tire of the near-by scenes.

And what do you need to take with you on the average Saturday and Sunday trip? A change of linen and you are presentable at your turning point, which is travelling light, if you ride solo.

If you are out with the wife in the sidecar, you can carry a little more; but very little more is needed unless the wife is fond of dolling up when she is out of the sidecar.

A few of these week-end trips, then you are ready for a whole week or ten days tour. And now you are talking.

You can comfortably cover about 1,000 miles a week, and that gives you time to stop and look over some of the most important towns you pass through. At the same time you are on the road only about 9 hours a day and travel at a 20-mile-an-hour pace, which if fast enough to keep out of the way of the fellow behind you but not fast enough to keep you from enjoying the scenery.

But when the finger-boards do beckon to you don't let too many of them get your eye. Lay out a trip that can be enjoyed all of the time without racing home after straying too far. Make your tour one of profit to you both in the line of health and enjoyment. And don't fail to profit mentally by the education that such a trip opens up to you.

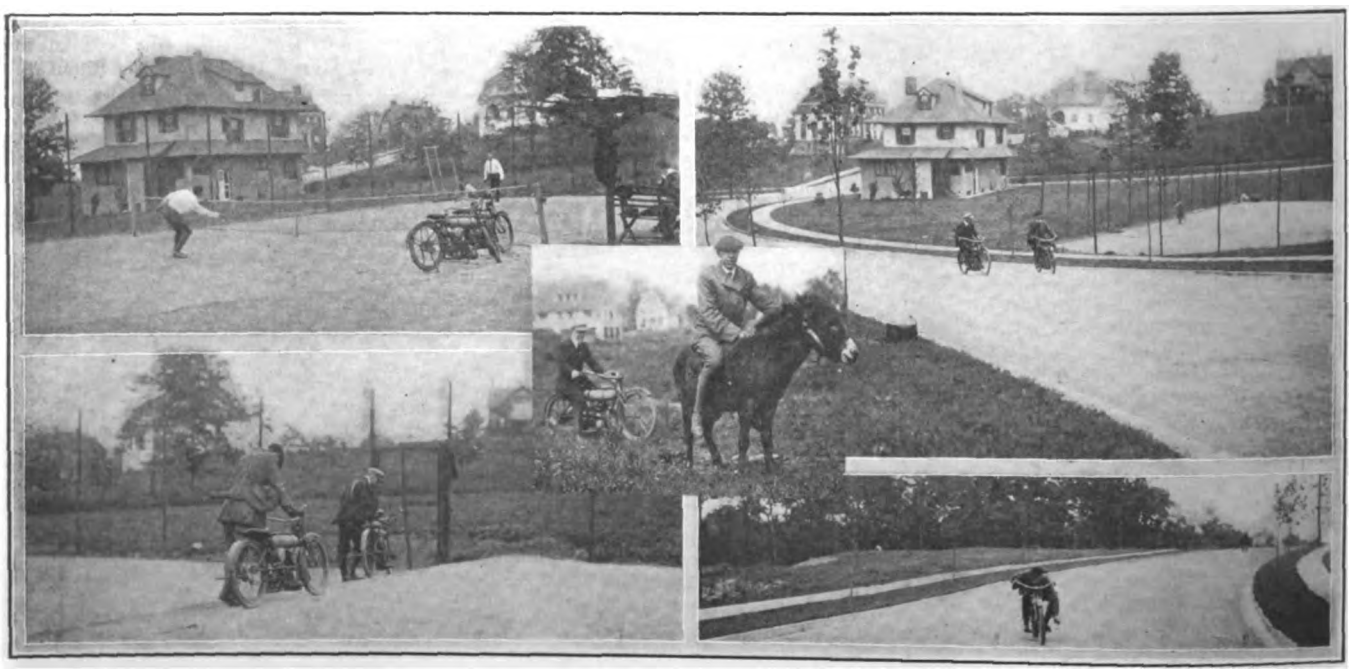
The cost of such a trip is not too high for the average rider, and is really a matter of individual taste. Some fellows can get through for about $2.00 a day, while others need four fully to enjoy the trip.

Keep Within Pocketbook's Limit

You can lay out your trip in keeping with your pocketbook's limit long before you go way, and if you start with everything, such as tires and chains, in good condition, you will have no extraordinary expenses to drain your capital.

When it comes to a show-down, a week or ten-day trip is nothing more or less than a steady ride out into new country instead out and back from your home town each day over the same distance for a like period. You rarely have to look at your motorcycle from one month's end to the other at home so why should it fail you on a trip?

PROVING MOTORCYCLE'S VALUE FOR THE TENNIS ENTHUSIAST



No Longer Need Train and Trolley Be Taken to Reach the Courts, Wasting Time and Money. The Views Show Players Going to and from the Grounds, Also Something in Lighter Vein. Machines Shown Are Cleveland Lightweights

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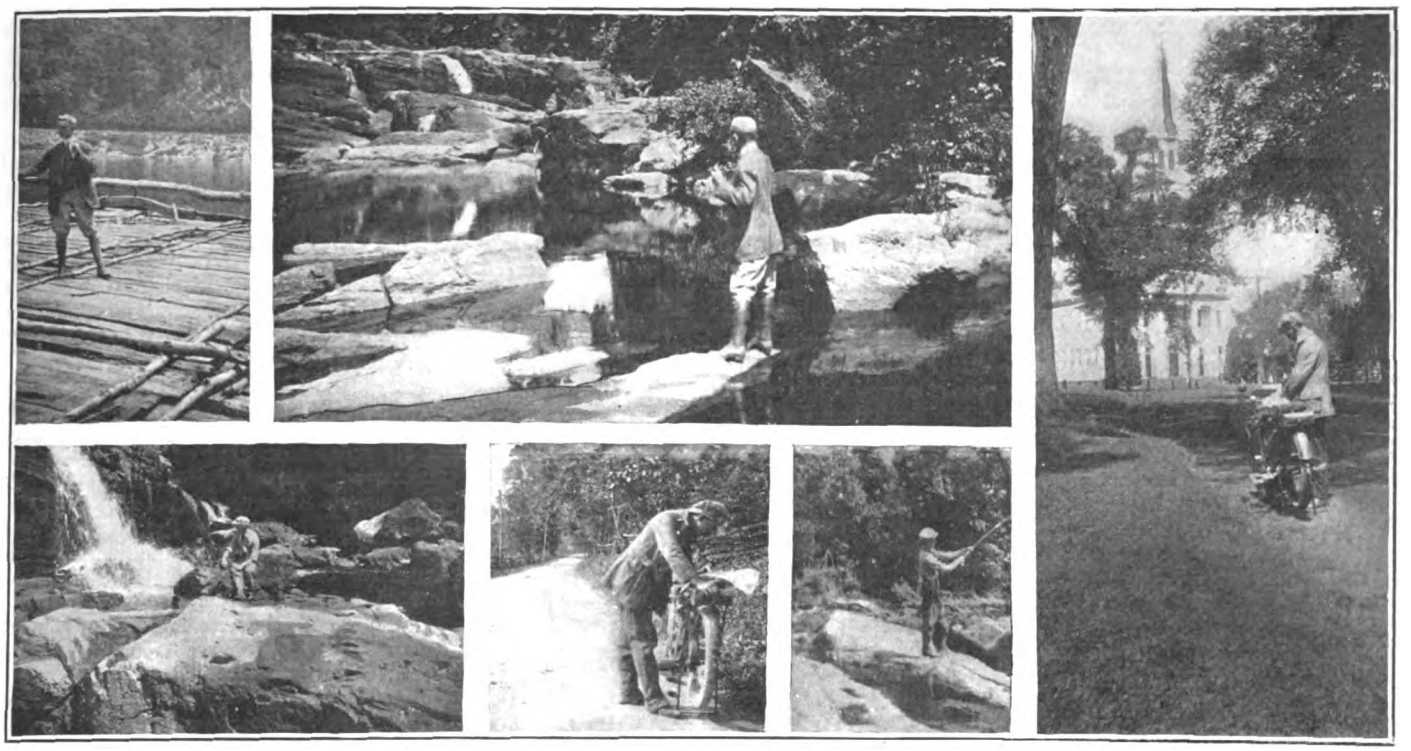
Answering the Call of the Outdoors



KEEPING IN TOUCH WITH THE FOLKS

How the Motorcycle Made Those Pleasant Visits to Relatives Up in the Country More Frequent and Conspired With Dan Cupid To Good Effect

By JERSEY BLUE

I SURE am a lucky lad. But I didn't know it until I bought a motorcycle. Now I'm going to tell you how I figure that out.

I have quite a number of relatives who live up in the western section of my State—up where the towns are small and life, especially in the summer months, is certainly worth while.

These folks of mine live in a section of the county that is four miles either way from the railroad station and the roads are over a hilly country, making a trip to them not very pleasant when taken by train and carriage. I rarely visited them after my school days were over, and it was a shame, too, for my uncles and aunts and all of the cousins were glad to see any of us from the city; in fact, they welcomed us with open arms.

Ride Fascinated Him

Well, one of the lads in the office where I worked got a motorcycle three years ago, and invited me to ride on his tandem one day. You can guess the rest. I became so fascinated with the thrill and exhilaration of riding on a machine that it wasn't a week before I had a two-wheeler of my own.

Then the fact that my relatives lived four miles either way from the railroad station no longer interfered with my visits.

Just as soon as I mastered the running of the motorcycle, Bob—he's a pal of mine—and I headed for Little York, to see the aforementioned uncles and aunts. That first trip was certainly exciting! But we got there, and were royally welcomed as long lost sons, so great was their joy at our unheralded visit.

Then—And Now!

That first ride up was an awful experience for both of us, having single-speed machines and not being used to country roads full of ruts and rocks. But now—why we can ride the same stretches after midnight coming home from some dance or harvest-home festival!

To make a long story short, the first visit was only the forerunner of a great many more, for Bob began to take more than a passing interest in one of my cousins, while I renewed old acquaintance with a girl I had played with on several of the vacations I had spent up that way while a school-boy.

That made the lure of the trip all the stronger, and we had many a thrilling ride up and back in all kinds of weather to see those girls. Gee, what a lad will do when he takes a great big interest in one small girl. But I'd better soft-pedal on that stuff, for my attraction in that section of the country has tied up with me for life and is watching this typed off.

I might say, however, that we make the same number of trips as before, only we go by sidecar and have three speeds to negotiate the hills with, and electric lights to pick our way along over the roads after dark. Bob still goes with us every time, and his reason for going up that way will soon be in the city with him.

Wife Wanted a Sidecar

It was wonderful how the sidecar came along just after we were married, we had discussed making the trip tandem, but the wife had a little fear as to our safety, so that when the third wheel attachment came along we had a difficult problem solved.

And hasn't that sidecar helped them out up there in Little York! When we know that some one is coming up from the city we shoot over to the station, wait for the 10.35 to arrive, then load them in two deep in the car and one on the luggage-carrier and whisk 'em over the hills in nothing and two-fifths.

Or, if Uncle Ned wants to go down and chin with some of his friends, we load him in, and before he has caught up with his breathing he is at the gate of the farmer he wants to see.

The first time that sidecar showed up in the village, I'll bet I took out every in-

(Continued on page 74)

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RACING SCHEDULE FOR F. A. M. CONVENTION

Chairman Swenson Lays Out Program of Speed Events for Thursday and Saturday Afternoons, July 27 and 29—Committees Are Appointed

PROVIDENCE, R. I., July 19.—Further details concerning the F. A. M. National Convention for July 25-29 in this city have been announced by B. A. Swenson, chairman of the convention committee, Providence M. C. The committee is to be composed of E. L. Buffington, vice-chairman; C. H. Westcott, R. I. Trust Co., treasurer; J. G. Edwards, secretary; Cleveland K. Joslyn, Clarence A. Loftes and Clyde S. Joslyn.

As announced in **Motor Cycle Illustrated** last week, racing will be held on Thursday and Saturday afternoons. The Thursday program will consist of the one-mile national amateur championship, the 10 mile national amateur championship, the five mile Rhode Island championship, pro., the 50 mile national amateur championship and the 25 national pro. championship. In the amateur national champ. races, three prizes, valued at $75 will be awarded in each. The Rhode Island pro. event will have three cups as trophies, while for the pro. national event, medals and cash prizes of $50, $25 and $10 will be awarded.

Saturday's Races

The Saturday race program will include the one mile national pro. championship, the two mile national amateur championship, the 25 national amateur championship, a 10 mile pro. sidecar race and a 50 mile or one hour open pro. race. The national pro. championship race will have medals valued at $75 and cash prizes of $25, $10 and $5 for the first three men. The 50 mile race will have cash prizes of $250, $100, $50, $25 and $10 for the first five men. Medals valued at $75 will be awarded in the amateur events.

Mr. Perkins, owner of the Narragansett Speedway, where the races will be held, is negotiating with an aviatrix to come here for Convention Week. If his plan is successful, there will be an added feature in a motorcycle vs. aeroplane race and some exhibition flights.

Excursion Details

The Friday program begins with an excursion to Rocky Point, one of the principal shore resorts of New England. A special boat will be used for the occasion. The principal part of the day's program will include athletic events for men, women and children for which handsome trophies are offered. The entire park will be opened to visitors.

Tuesday of Convention Week will be devoted principally to checking up the riders in the endurance run from Albany and the commencement of the registration. On Wednesday, the registration proceedings will be completed and the officials will get things under way for the meetings to follow.

Ladies' Committee

The ladies' committee, whose formation was announced in the last issue, will have Mrs. Cleveland K. Joslyn as chairman, Mrs. Clyde S. Joslyn as vice-chairman, and the following members: Mrs. John G. Edwards (secretary-treasurer), Mrs. B. A. Swenson and Mrs. L. B. Burlingame. The committee will have charge of all "dove parties" during the week.

The revised itinerary for the endurance run gives Fryeburg, 337 miles out of Albany, as the first night stop, and a distance of 217 miles from that city to Providence, making a total run of 564 miles. Controls will be at Albany, Greenfield, Franklin, Flume and Fryeburg for the first day, and Portland, Portsmouth, Boston and Providence for the second day. Checks will be located at North Adams, Claremont and Bretton Woods the first day, and at Kennebunkport, and Newburyport on the second day.

The tour will include the States of New York, Massachusetts, New Hampshire, Maine and Rhode Island.

PLANS UNFOLDING FOR BROOKLYN'S COMMERCIAL WEEK

They Include a Parade, Publicity Campaign, Window Dressing Competition and Other Business Builders—Tentative Dates July 17 to 22.

BROOKLYN, June 19.—If things go according to the plan outlined at the Milwaukee meeting of the Motorcycle Manufacturers' Association, Brooklyn is due to have her enthusiasm in the commercial motorcycle keyed up to a high pitch during the week of July 17 to 22. That span of five days is to be known as "Commercial Motorcycle Week" in the fastest-growing of Gotham's five boroughs, and during that week every endeavor will be made by the local motorcycle dealers in cooperation with factory travelers and Motorcycle Manufacturers' Association officials not only to consummate commercial motorcycle sales but also to stimulate interest and enthusiasm in the local merchants against the bigger and better commercial business in time to come.

Parade a Feature

The plans as tentatively outlined, include the staging of a vast and varied commercial motorcycle parade including every type and model of motorcycle and motorcycle van in commercial application; a far reaching publicity and advertising campaign through the medium of the local Brooklyn newspapers; a window dressing prize competition in which suitable awards will be offered for the windows which best convey to the mind of the onlooker the fact that the motorcycle has a distinct place in the commercial field; a letter campaign to commercial prospects with a view of bringing home to each and every retail merchant in Brooklyn the story of the motorcycle's applicability to his particular business, and a personal canvass by the factory traveler during which the local dealers will be coached in the art of locating and landing commercial prospects.

The M. M. A. committee which was appointed to arrange the details for Brooklyn's commercial week and which is headed by E. M. Jackson of the Indian factory, is busily engaged in thrashing out the plans for the coming event. The full plans will be presented for ratification by the Brooklyn dealers at a meeting which will be called within the next fortnight. Further information can be had from E. F. Hallock, secretary of the M. M. A., 116 Broad street, New York.

"KEEP RIDER SATISFIED," SAYS SAUER

(Continued from page 19)

extension of free service beyond a certain profitable limit which the manufacturer and dealers know to exist, but I do mean to suggest the formation of clubs and the organization of meets and tours which cannot fail to arouse motorcycle enthusiasm and interest. And it might be well to cultivate in the rider the "help thy neighbor" spirit. If he sees an automobile broken down in the road, for instance, it cannot fail to create a good impression on the motorist if he asks if he can be of service. Or, traveling along with empty sidecar, if he picks up a lone pedestrian and carries him to his destination, he has gone a long way toward creating a desire to ride in this chance passenger, or in alleviating any feeling of hatred or apathy which the pedestrian might have harbored for the power-driven two-wheeler.

WHEELING RACES WILL BE HELD ON JUNE 25

WHEELING, W. Va., June 16.—The races which were to have been held originally on Decoration Day, and which were postponed until June 3 on account of rain, have been again postponed from June 3 by reason of inclement weather, and will be held on June 25. The club will also hold a banquet on the evening of June 27, when the clubs from Moundsville and Washington will be invited to attend.

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JERSEY CLUB WILL GREET QUAKER TOURISTS

NEWARK, N. J., June 21.—At a meeting of the New Jersey M. C. last night it was determined to entertain the Keystone and Philadelphia M. C. on the trip of the latter organizations from Harrisburg, Pa. and Philadelphia to the New York State F. A. M. Convention and races at Sheepshead Bay, N. Y. A committee of the New Jersey M. C. members will meet the Keystone tour near Trenton on Saturday, July 1 and escort them to Newark, where a reception will be held at the club rooms that evening.

On July 2, the regular Sunday club run will meet the Philadelphia M. C. run at Trenton and escort them via New Brunswick to this city. At New Brunswick all will watch the New Brunswick M. C. elimination contest. Dinner will be served at the New Jersey club rooms.

The tourists will go from Newark to Sheepshead Bay via Lincoln Highway to Jersey City (Pennsylvania ferry), boat to New York, crossing to Brooklyn over Williamsburg Bridge and taking the regular automobile route to the Speedway.

The meeting of last night was the occasion of the distributing of prizes and medals earned in the club's 20-hour run of May 30. In connection with this, an attractive gold medal was presented to Elliott B. Holton, to whose efforts were due the success of this and other club affairs. The presentation came as a surprise to Holton.

FILMDOM TO SNAP DODGE CITY SPEEDFEST

DODGE CITY, Kan., June 19.—The 1916 300-mile international motorcycle race at Dodge City is to be made a feature of the Mutual Weekly film service, if present plans do not miscarry. Arrangements have been made with the Mutual company to have a camera man present at the race. The films are to be sent all over the Mutual circuit, and their presentation will be of great advertising benefit to Dodge City, the 1917 race, and the motorcycle industry.

Films Will Make Hit

It is the plan of the promoters of the scheme to have the camera man take a few shots at the city itself, and also at some of the surrounding points of interest.

With her "Boot Hill," where were buried the dead cowboys who got "sassy" with the town marshal; with her "Horse Thief Canyon"; with her "Fort Dodge," and with the many other points of interest made historic by the scenes enacted in the former Cowboy Capitol, the films taken on July 4th will undeniably prove a popular hit with moving picture fans from all sections of the country.

FALOR TRADE'S CHOICE FOR F. A. M. PRESIDENCY

Goodyear Man Keen for Post After M. M. A. Committee Assures Him Trade's Support—Deep Insight Into Industry and Sport Make Him Logical Candidate

AKRON, Ohio, June 16—If things go the way the Motorcycle Manufacturers' Association and other motorcycle trade folks feel they should go, Shelby Falor, head of the cycle tire department of the Goodyear Tire & Rubber Co. will be the next president of the Federation of American Motorcyclists.

The Obvious Choice

In casting about for a suitable personage to fill the shoes of the present incumbent, A. B. Coffman who has announced his decision not again to serve as head of the national riders' organization, those in the M. M. A. who have the interest of the federation most deeply at heart could determine on no more suitable man for the big things that should and are to be done in the organization than Mr. Falor. And full of this knowledge and fully convinced that that course was a wise one, considering both their interests and the riders' welfare, the Motorcycle Manufacturers at their meeting on Wednesday last, June 14, appointed a committee comprising of F. J. Weschler and E. M. Jackson, of the Hendee Mfg. Co.; L. D. Harden of the Westfield Mfg. Co.; W. S. Quinlan, of the Cleveland Motorcycle Mfg Co., and W. D. Callender of *Motorcycling and Bicycling*, to wait on Mr. Falor at Akron and appraise him of the fact that the motorcycle manufacturers and other trade folk had unanimously endorsed his candidacy with a view of overcoming whatever scruples Mr. Falor might have at accepting the nomination or any possible objections on the part of Mr. Falor's employers.

Shelby A. Falor

To-day the committee arrived in Akron and interviewed Mr. Falor, and while at first he was reticent he was gradually brought around to the committee's way of thinking, with the result that his hat is now in the ring. And no head piece was ever more worthy of whole hearted support both by the trade and by the riders at large.

A Strong Man

There is not the slightest doubt that the greatest need of the F. A. M. at the present moment is not only a strong man but one who is well versed in F. A. M. affairs and who, moreover, has the time to devote to the interests of the national riders' organization.

Such a man is Mr. Falor. He has every bit of the strength and the dynamic energy of President Coffman and has a keen insight into the conditions throughout both the motorcycle trade and the sport. But unlike Coffman, who to quote himself "must be out and digging every minute," Mr. Falor has ample time to devote to the interests of both trade and sport. He has always taken a great deal of interest in the motorcycle and in motorcycling and is the originator of the "100,000 motorcycles in 1916" movement. If anyone outside of a reincarnated Moses can lead the F. A. M. back to its former high standing, Shelby A. Falor of Akron can.

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OF COURSE, THE I
LAUNCESTON-HO

After being batted back and forth like a ping pong ball the Launceston-Hobart (Australia) record has been nailed by the Indian high above all competitors' marks. The new Indian record for the course is two hours, two minutes, 15 seconds, beating the record of another American make by over 32½ minutes. Not merely broke the record *but slaughtered it!*

That's the Indian way.

But That Isn't All

Talking about "cleanups" did you notice what Indian did at Toledo? Made a clean sweep of every event. Taylor took first heat in ten mile open, Matthews winning the second heat. The consolation heat being captured by Creviston. The final heat was won by Matthews. In the 25-mile sweepstakes Taylor was found once more up in front, a winner—*and* the *same Indian* won all four events owing to

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NDIAN BROKE THE BART RECORD!

the non-arrival of Matthews' and Creviston's machines.

And Here's Still Another One—

At Stockton, Cal. Don Johns wins five mile open and makes track record. Graves captures two five mile open events and Indian finishes first in all amateur fully equipped stock events.

Wait a Minute, Here's Another—

At Madison, Wis., Gene Walker ran away with the ten mile open.

NO MATTER WHERE YOU GO—INDIAN IS ALWAYS WINNING. "CLEANING UP" HAS BEEN AN INDIAN HABIT FOR YEARS—AND NEVER MORE SO THAN THIS YEAR

WHY NOT RIDE THE WINNER? IT'S an

Indian

HENDEE MANUFACTURING COMPANY
Springfield, Mass.
(Largest Motorcycle Manufacturers in the World)

You get quick results from advertisers when you mention MOTOR CYCLE ILLUSTRATED.

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In the Commercial Field

DEALERS OPERATE MOTORCYCLE LIVERIES

South Dakota and Nebraska Harley-Davidson Dealers Find Drummer Trade Profitable—Cut in on Automobile Business

MILWAUKEE, Wis.—Ed. Bushnell, the Harley-Davidson dealer at Newell, South Dakota, has gone to the rescue of the traveling salesmen who work that territory.

Only one train a day runs from Newell to Bellefourche, and there are several good towns along the line, as well as Newell, where the train lays but an hour and then comes back. The traveling men must finish up Newell in an hour or lay over there until the next day, so consequently many of them are accustomed to hiring automobiles in an effort to cover the entire line of about forty miles and make all the towns in a day. Others drive from Bellefourche, stay over night at Newell and then drive cross country twenty-three miles to Sturgis.

The automobiles have been charging $10 to take traveling men over to Sturgis. Mr. Bushnell has found that he can take them over profitably with his Harley-Davidson twin and sidecar for $5. And on top of that he has received a lot of advertising which has brought good results.

In Nebraska there are several places where conditions are equally favorable for furnishing motorcycle livery. One of these places is driving from Kenesaw cross country to Shelton, where the traveling men catch the Union Pacific into Kearney, thus making two towns in one day. Motorcycle livery also has been inaugurated in Kansas. The Mealey & Duke Motor Company at Lyons has established a motorcycle livery upon the flat basis of 5 cents a mile, whereas the automobile rates are about 12 cents a mile, and in some places the automobile men base their charge upon how badly they figure the traveling man wants to go.

Effective Demonstration

"There is not a better way that motorcycles can be demonstrated to the public than with motorcycle livery, and it is profitable if worked right," said Mr. Simon. "Traveling men are the biggest boosters in the land, and if 100 of them were to start using motorcycle livery their gossip on the trains and in the hotels of the time they saved by using a motorcycle and sidecar would do a world of good. And bear in mind the fact that when road conditions are not of the best that a motorcycle and sidecar can go through places where it would be impossible for cheap automobiles.

"Let every motorcycle dealer put up a sign in the hotels showing his rates of fare with a nice large picture of his machine and sidecar. This could easily be developed into a regular business and as some of these traveling men run as regular as clock work he could soon establish regular days on which he could make specified trips for regular customers."

SHOWING AN UP-TO-DATE ADVANCE AGENT AND HIS MOUNT

Indian Combination Used by Press Representative of Buffalo Bill—101 Ranch Show Now Touring Middle West. The Agent Finds His Outfit Invaluable for the Purpose.

THESE ARE ALL PROSPECTS FOR COMMERCIAL MOTORCYCLE SALES

Package Delivery Systems
Butchers
Bakers
Grocers
Haberdashers
Laundrymen
Clothiers
Tailors
Florists
Cleaners and dyers
Druggists
Plumbers
Carpenters
Interior decorators
Hatters
Milliners
Modistes
Department store special deliveries
Wine merchants
Electric light companies
Telegraph companies
Telephone companies
Gas companies
Beer pipe cleaners
Newsdealers
Travelling salesmen
Collectors
Meter inspectors
Solicitors
Insurance adjusters
Hospitals
Water companies
Canneries
Automobile service departments
Tire companies
Hardware companies
Messengers
Sporting goods dealers
Typewriter companies
Adding machine companies
Cash register makers
Fruit farmers
Liverymen
Photographers
Oil companies
Banks
Milkmen
Farm implement companies
Sign painters

THIS new Commercial Department has been established as a medium through which one dealer can tell others of his experiences and conquests in the commercial field. It is a department intended primarily for the dealer, and suggestions, experiences and photographs from him will be welcomed and will be given all the space they merit.

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ARE YOU READY TO SERVE YOUR FLAG?

If So, You Are Invited to File Your Name and Address With Motor Cycle Illustrated; Honor List of Motorcyclists Who Are Ready Will Be Published

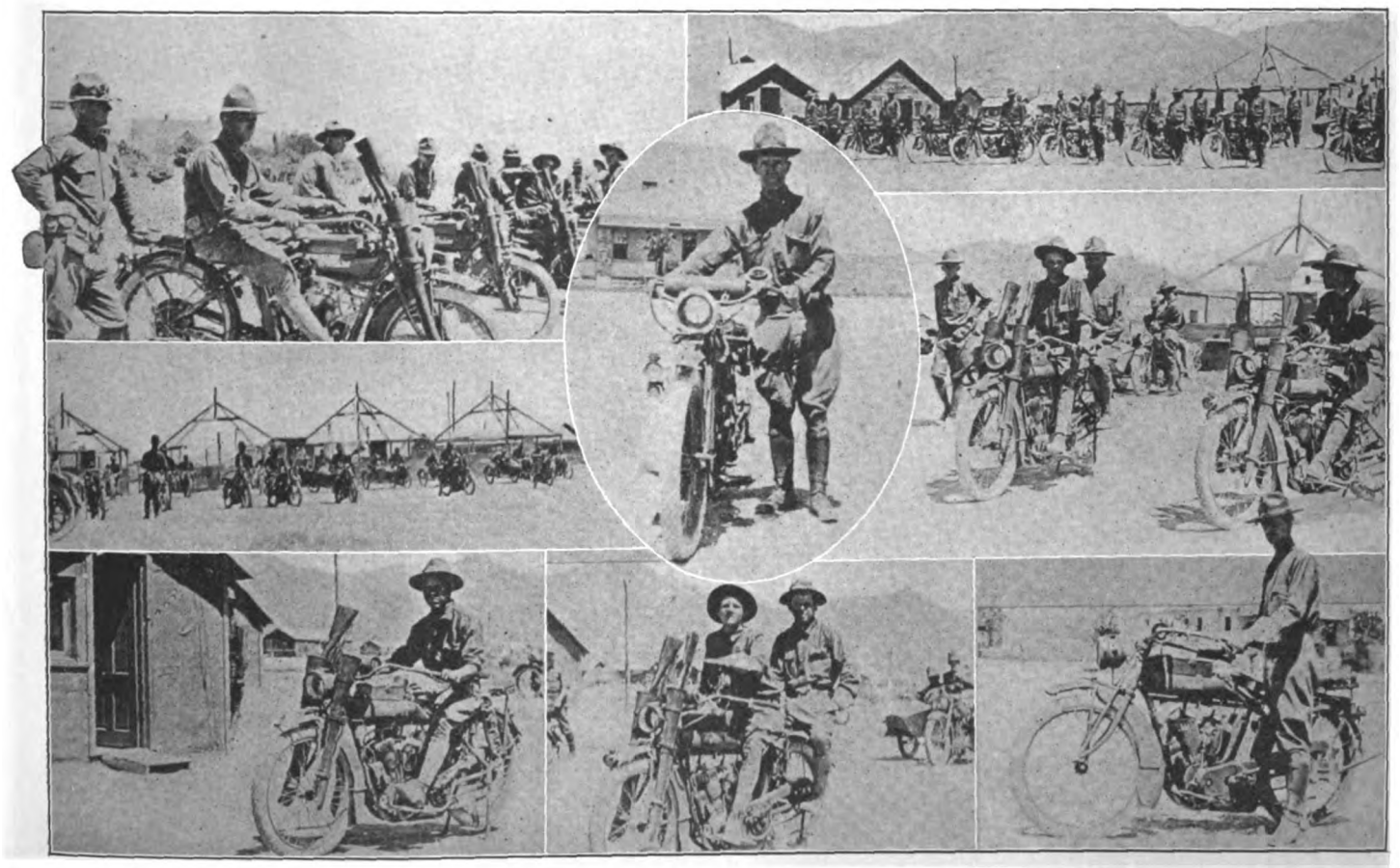
WITH a view of ascertaining for the benefit of army officials just what could be counted upon from motorcyclists in the event of open hostilities with Mexico, and to give riders the country over an opportunity to declare their patriotism, **Motor Cycle Illustrated** will publish in succeeding numbers a list of those who would be willing to serve the flag if called upon in the face of national peril.

The publication of this list will simply mean that those whose names appear own motorcycles and that they would be prepared to place themselves and their machines at the service of the government if the number of motorcyclists already in the army should be insufficient to meet the demands. An opportunity is thus offered for riders to prove that in addition to being good sportsmen, they are true patriots. England's motorcyclists rallied to the colors at the first call and they are beloved of the whole nation today for the spirit they manifested. Motorcyclists of the United States doubtless will be found equally willing to "do their bit."

If a club has been formed to participate in military motorcycle training do not send in merely the name of the organization; send the name of every member. If enough names are filed, they will be arranged according to States,—and new names will be added as they are received. This honor roll will appear in **Motor Cycle Illustrated** as a standing testimonial to the patriotism of the country's riders. and will prove that Uncle Sam has in his motorcyclists a vital force to count upon in an extremity.

All enlistments will be voluntary, of course, and riders who place their names on the list will assume no immediate obligations. It will simply be understood that they are ready and willing to join the colors, **should their country need them.**

SCENES WHICH MAY SOON BE FAMILIAR TO MOBILIZED GUARDSMEN



Military Motorcyclists at Fort Bliss, El Paso, Texas, Ready to March for Invasion of Mexico. National Guard Members Who Have Just Been Called Out by the President May Have to Ride Under Similar Conditions Should the Need Arise. There Are Many Motorcycle Squads in State Organizations Like Those of New York, Wisconsin and Ohio Whose Members Will Soon Be at the Mexican Border

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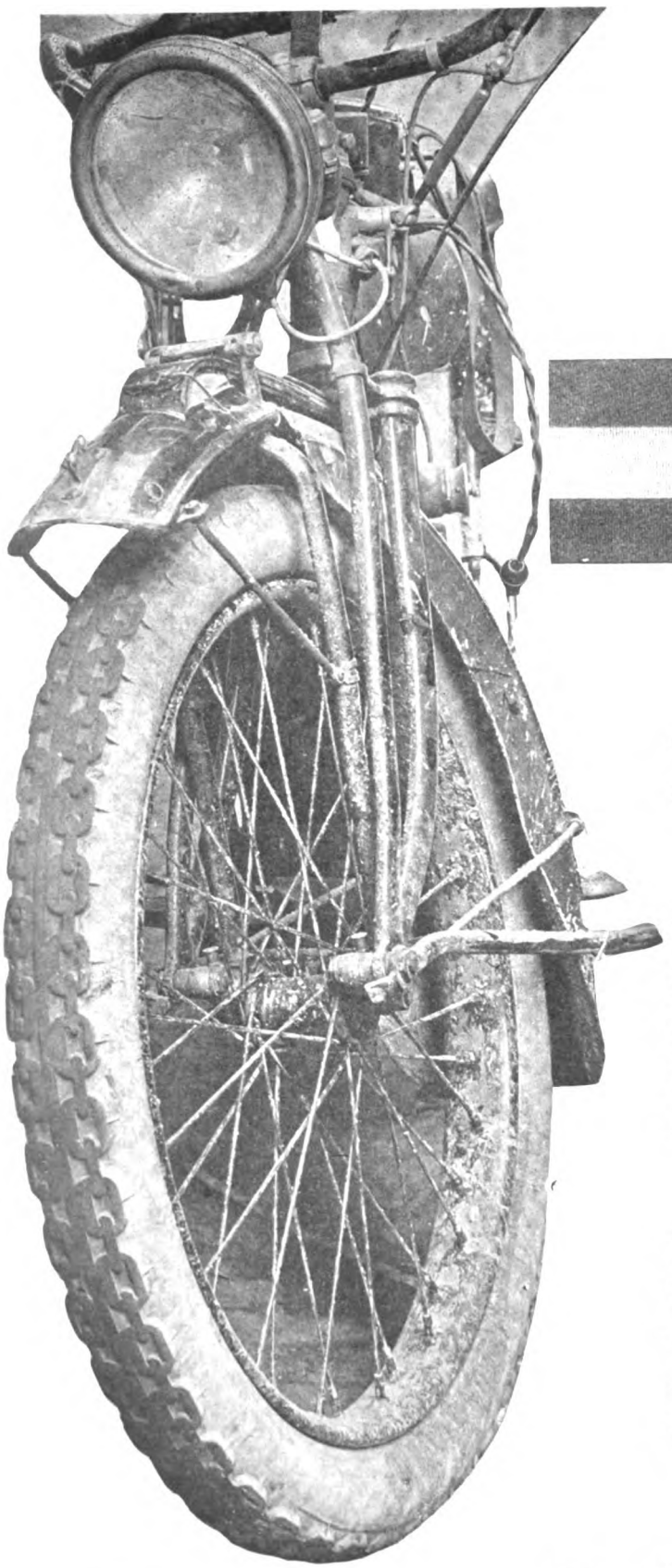

An Endur anc
Testi mor

UNITED STATES RUBBER COMPANY
US
RUBBER SYSTEM
AND ASSOCIATED COMPANIES

"I cannot say too much for them." This is Mr. Webber's testimony for 'Chain' Motorcycle Tires.

Mr. Webber has given these tires the hardest possible usage under the most drastic conditions. The tires made good for him, as they will make good for you, use them how you will.

These dependable tires are furnished on all makes of motorcycles merely for the asking—without extra charge. You have simply to specify them. You owe it to yourself to do so.

The Tire **United Sta**

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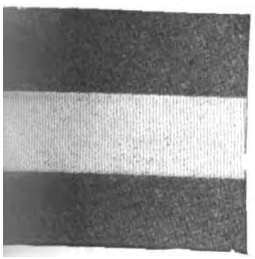

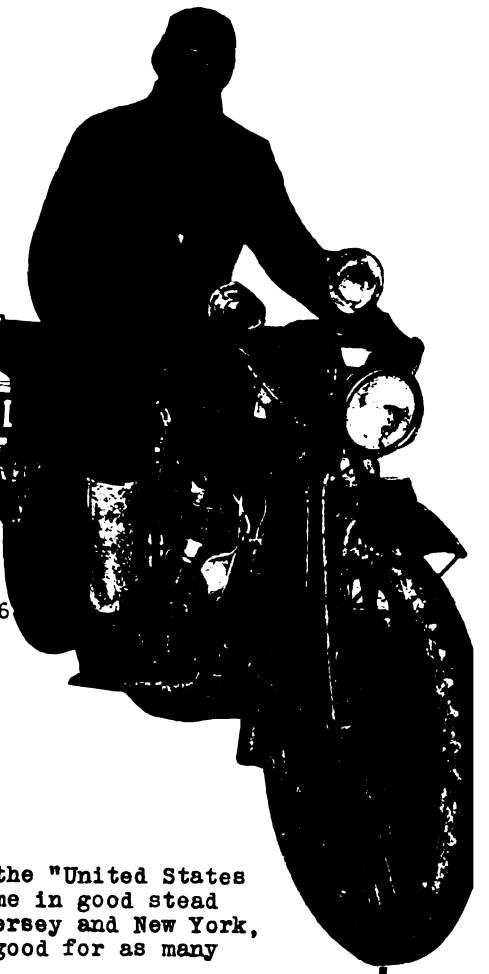

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JAMES E. MURRAY, TREASURER

15 AND 17 WARREN STREET
NEW YORK, U.S.A.

June 13th, 1916

Mr. Martin Stokes, Sales Manager,
Bicycle & Motorcycle Tire Dept.,
United States Tire Co.,
New York City

My dear Sir:

The very least I can say for the "United States Chain Tread" Tires is that they have stood me in good stead over 3000 miles of the worst roads in New Jersey and New York, and enclosed photograph will show they are good for as many more.

In that distance they brought me "Perfect Scores" in the Crotona, the Invincible, the Jamaica and the twenty hour New Jersey Endurance Runs. In short, 1800 miles of the distance lay either in the Endurance Runs themselves or in preparatory trips over the courses of same.

In fact, I am positive they received harder usage than they would be subjected in twice that distance under less severe conditions. In short, I cannot say too much for them, absolutely skid-proof, so far Puncture-proof, and, it seems "Wear Proof" also.

You can be assured that I will use "United States Chain Treads" on my Electric Equipped Power-Plus in the 500 Mile Dixie Endurance Run during August.

Again congratulating you on your splendid product, I remain,

Yours faithfully,

Calvin R. Webber

Motorcycle Department

CRW9

ates CHAIN TREAD Tires

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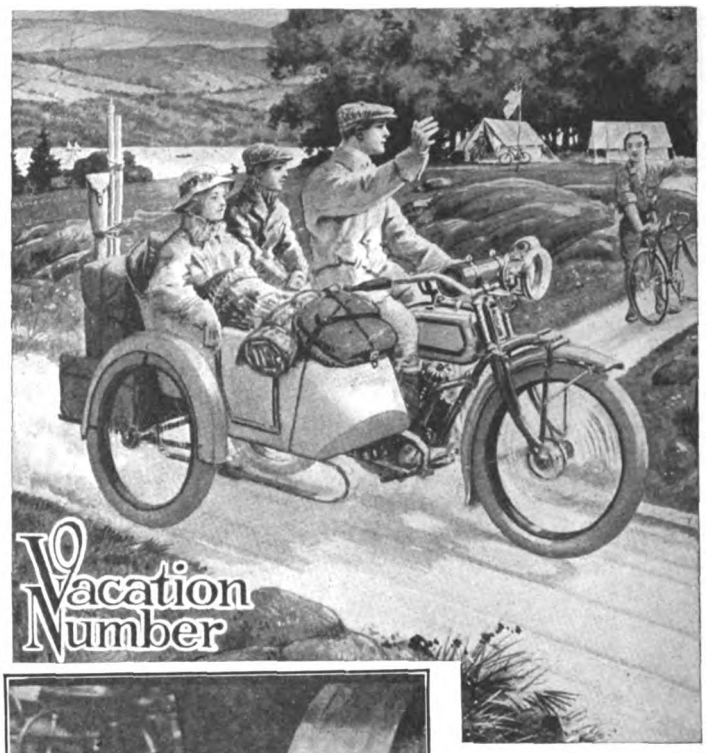
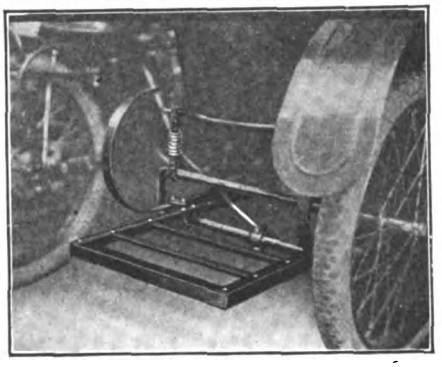
Sidecar Convenience & Comfort

Despite the ingenuity of sidecar manufacturers in bringing their product to a very high standard of perfection, there are certain features in sidecar traveling that have not been provided for. One is the failure to provide sufficient space for extra luggage. The other is the fact that the sidecar passenger is not protected against the "whip" or rebound of sidecar springs on rough roads. We have supplied these important omissions in the BRT Sidecar Luggage Carrier and Safety Shock Absorbers.



B R T Luggage Carrier

Made throughout of angular steel, fastened to the sidecar frame with four strong clips. Carrier is mounted so that the additional weight carried—capacity 150 lbs.—counterbalances the weight of the Sidecar and no additional strain is thrown on the car or motorcycle. Furnished in Black Japan—made in three sizes for Indian, Harley-Davidson and Rogers Sidecars. List price, complete, $2.50.

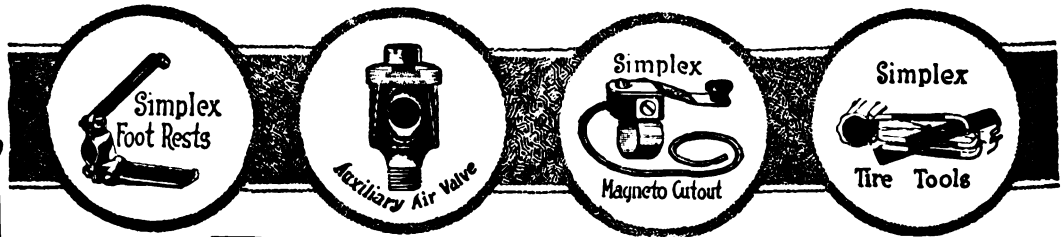


Safety Shock Absorbers

Counteract the violent rebound which occurs when driving over rough roads or at high speed. Safety Shock Absorbers positively absorb all rebound action and also prevent the sidesway which occurs when car is driven without passenger. Easily attached in a few minutes between body of any car and axle, adjustable to weight of passenger. List Price, $1.00 per set.

FOR THAT TRIP—

Here are four STEVENS necessities that should appeal to the wise tourist. They're all good, sensible, serviceable fitments. Your jobber will be glad to take care of your requirements.



STEVENS & CO.
MANUFACTURERS OF
MOTORCYCLE and BICYCLE ACCESSORIES
375 BROADWAY N.Y.

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SUPPLEMENT TO MOTOR CYCLE ILLUSTRATED

THE BICYCLING WORLD

FOUNDED 1877

ALL THE BICYCLE NEWS EVERY WEEK

JUNE 22, 1916

Cycling in the Shady Groves of Palm Beach, Fla.

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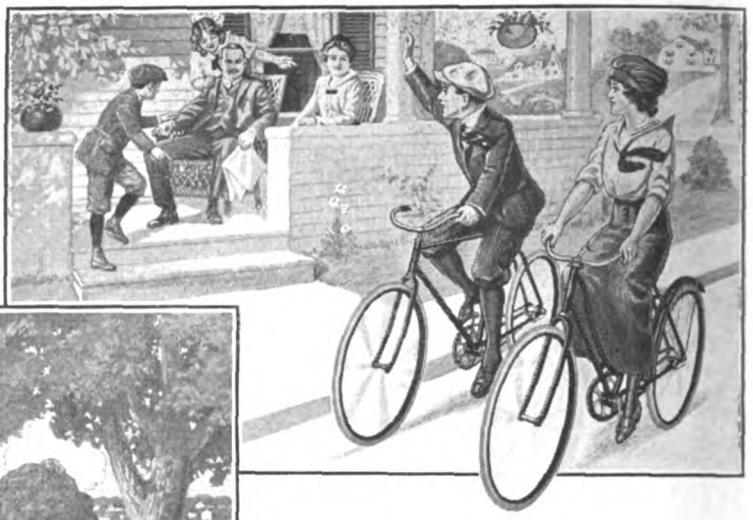
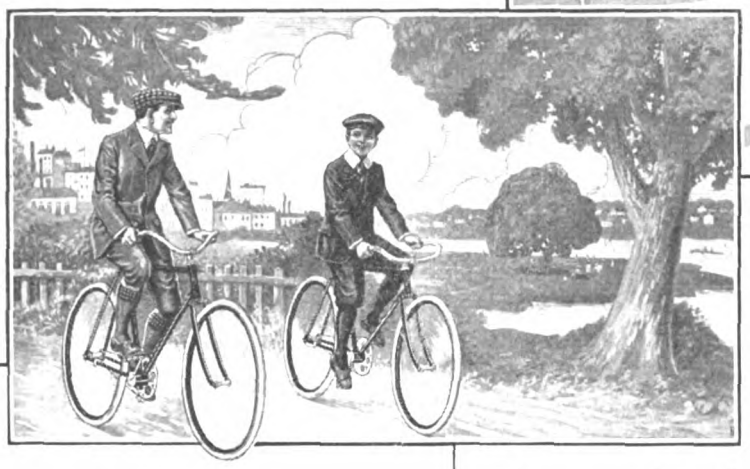
A big drive for the dealer

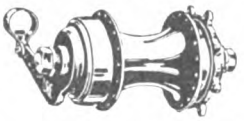




Here are four pictures from a lot of live ones being used in our Nation-wide "Bicycle Boosting" campaign.

A campaign that will also keep the

NEW DEPARTURE COASTER BRAKE



in the public eye throughout the year and increase your bicycle business.

Add to this, the host of Sales Helps we have ready and waiting for you, the use of which will put you face to face with every possible customer, and you find two GOOD REASONS WHY you should specify New Departures in the wheels you sell—why you should stock New Departures to meet every demand that comes your way.

New Departure Sales Helps will get you all the business that's to be got.

Ask us about them.

The NEW DEPARTURE MFG. CO.
Bristol, Conn., U. S. A.

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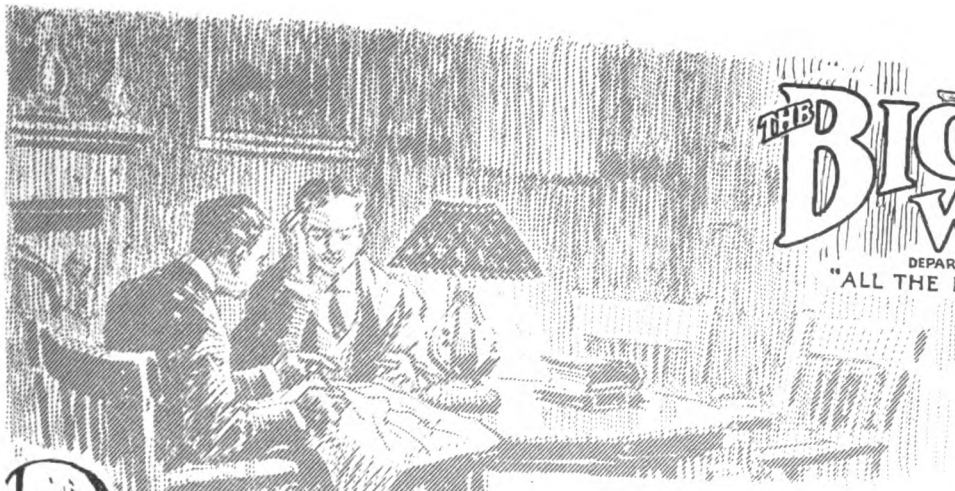
THE BICYCLING WORLD
FOUNDED 1877
DEPARTMENT OF MOTORCYCLE ILLUSTRATED
"ALL THE BICYCLE NEWS EVERY WEEK"



Planning a Bicycle Vacation Tour

By Fred M. Sanborn

In considering the question of a summer vacation tour, the prospective tourist will do well to adopt the slogan "preparedness." In order to get the most out of his trip the rider should first turn his attention to the various details, which, if successfully carried out, will make a pleasant and enjoyable vacation.

First and foremost is the distance to be traveled each day. This should be regulated by the character of the roads to be traversed, whether hilly or otherwise; and the strength of the rider, or, if there is more than one in the party, the ability of the least experienced member.

Ride Without Too Much Exertion

If the country through which the route lays is very hilly or mountainous, fifty or sixty miles a day will be found to be enough. If it is only moderately hilly, about seventy miles can be made without too much exertion, or if it is very flat and level, eighty or ninety miles can be ridden each day. It is not necessary to hurry oneself in order to make this mileage, but if the cyclist gets an early start each morning and just takes his time, riding at a pace of about ten miles per hour, he will find that a surprisingly large amount of ground can be gotten over every day, and that he will have ample time to view the sights along the route and rest up a little during the day too.

Mapping Out the Route

Having settled upon the daily distance desirable to make, the next step is to map out the route from a reliable map, so that the destination of each day's ride will be known in advance and the party will have a schedule to go by. In selecting the route to be followed, it will be found advisable to take the main routes wherever possible, as these are generally well surfaced and afford easy riding, whereas the lesser traveled roads are oftimes very poor. It must be kept in mind that while the less traveled route may possibly be a little more picturesque or shorter, in order to make the trip enjoyable the cyclers must be kept in good physical condition, and nothing will so sap the strength of even a seasoned road rider as several days journey over rough and hilly roads where progress is made only by straining effort.

Taking a "Breathing Spell"

A short halt can be profitably made every fifteen or twenty miles, to give the riders a little "breathing spell," long enough to enable them to get a cooling drink. There is no objection to the cyclist drinking often enough to quench his thirst; but, as in all other things, moderation must be observed.

In making the preliminary arrangements of a bicycle trip it might be noted that another big advantage in following main routes lies in the fact they are easily followed. The riders are not very apt to go astray, and should they do so, there is very little difficulty in being directed back to the main road. In securing directions it is always best to inquire in motorcycle or automobile establishments, as the information thus obtained is generally gained at first hand and is usually accurate, whereas very little dependence can be placed in that given by farmers, for their ideas of distances are often "way off," and their ideas of the differences between a good and a poor road even more so.

Expenses Very Moderate

Another important factor is that of expenses. A good room can usually be gotten almost anywhere from fifty to seventy-five a night, while meals seldom average over thirty-five cents. This is, of course, if the crowd is not looking for any frills or anxious to pick out the very best hotel in the place, but wishes only clean, respectable accommodations and good food.

In view of the easy manner in which good accommodation can be secured at reasonable prices, it has always seemed to me to be far better to travel in this way than to lug along a mass of camping material and camp out each night. When stopping at a hotel or boarding-house there is never any question as to being caught out in bad weather, and should daybreak find the rain pelting down, the hotel is a much pleasanter place to spend the hours of enforced idleness than any camp, however well protected it may be.

Should the party wish to camp out, however, the most important and necessary item of their equipment should be a small folding tent, guaranteed aboslutely waterproof. Make sure of this before you buy it, for it's no joke to awaken and find the wet dripping all over you. A couple of light woolen blankets, one to spread on the ground and one for a cover, would complete the equipment. The camp should, of course, always be made near a stream or spring, as water is absolutely necessary, both for washing and for cooking.

Cooking Meals in Camp

If it is proposed to prepare the meals out-of-doors, a small aluminum pot will be necessary, also a tin plate, knife, fork and spoon for each member of the party. It will be found much more convenient to purchase food at nearby stores than to carry it. Sugar and salt should be carried. The character of the food to be gotten depends upon tastes of the individual riders, but should be plain, substantial

fare. Canned meats, peas, tomatoes, etc., can be easily gotten and prepared. In getting canned goods, don't overlook the good old Boston baked bean, for food value it cannot be surpassed and as a regular diet it is hard to beat. Experience has shown me, however, that a few days of preparing meals out of doors is sufficient to cause the idea to pall.

After several days of long riding there is very little zest in skirmishing around for food, cooking it, washing up dishes, etc. There is no use in trying to dodge the fact—camping out and preparing meals outdoors takes time—and energy. And if

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the party proposes to camp out, these things must be considered. It is entirely practical to do so, of course, but the fact must be recognized that the trip must be made shorter as the daily mileage is bound to be less.

If the trip is a camping-out one, each rider will need a strong, substantial luggage carrier to put on the rear of his bicycle. The blankets should be tightly rolled and strapped to the handlebars, as the wheel will be found easier to handle with the weight more distributed. If the wheelmen do not camp out, there is no need to carry a luggage carrier, as all they will need to carry will be a coat, a change of linen and a few handkerchiefs, all of which can be made into a compact roll and strapped firmly to the handlebars.

Travel Light

The writer's experience has shown him the desirability of traveling just as light as possible, as it often happens that it is necessary to do some walking, and when it is, every extra pound of weight counts. For the same reason it is suggested that the bundle be placed on the handlebars, where its weight is much more conveniently carried when walking with the wheel, and there is no dead weight hanging on the rear when pedaling.

Should more than one change of linen be found necessary, it can always be purchased at a small cost, so that it does not pay to carry it, the same applying to the shirt. A regular coat is much better than a sweater coat, as the latter is not closely woven, and when worn in the rain does not afford nearly as much protection. The tourists should make sure that their shoes are in good condition, with good soles, for if the latter are too thin the constant pedaling will soon cut through them and give the rider the sensation of riding a bicycle in his bare feet. It is needless to say that the bike trousers should be in perfect condition on the start of the trip, as if the seat of them should give way under the strain of everyday use the result would be embarrassing, to say the least.

Personally, I find that cycling togs, consisting of bike shoes, stockings, khaki trousers and shirt, with a collar attached, combines the maximum of neatness and service. Regarding the equipment of the bicycles themselves, it need be no different from that ordinarily used. The tires should be in good condition, the position should be a comfortable one, without too low a drop on the handlebars; a good coaster brake should be used, and if the country to be traveled is at all hilly, a low gear, preferably a 77, will be found much easier on the rider in a journey of some days duration. For mountainous roads an even lower gear, 62 or 68, would be advisable.

It would also be well to carry an extra tire, if the wheel is equipped with single tube tires, as a light road racing tire adds very little to the weight of the equipment. Those using double tube tires can carry with advantage an extra inner tube, a liberal supply of patching rubber and cement, also some small pieces of heavy rubber or leather to protect the casing should a very bad cut be made in it, the extra piece to be placed over the patch and inside the casing. The user of single tubes should have a goodly supply of cement or jiffy, rubber plugs, rubber bands, plug pliers, rubber band tool, jiffy tool, extra valve (complete) and tire tape.

And Take Talcum Powder, Too

All should carry the regular small monkey wrench, screwdriver, spoke wrench, etc., and extra pedal caps also are needed at times. Last, but not least, do not fail to carry a supply of carbolated vaseline and talcum powder as a preventive against chafing and saddle soreness.

In conclusion, it might be said that in order to avoid arguments possibly arising over routes, detours to places of interest, the pace set, resting up, dinner stops, etc., one member of the party should be chosen as captain for the trip and all should agree in advance that his decision is to be final. He should be the one of the "bunch" having had the most experience and one in whose good judgment and knowledge all can feel the utmost confidence. With the details of the necessary equipment taken care of and the trip carefully mapped out and planned in advance, such a vacation awheel cannot help but be of great benefit to all taking part, in health, strength, knowledge and experience.

QUINE TO TALK AT BUFFALO

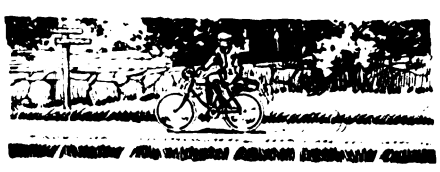
BUFFALO, N. Y. June 21.—Arrangements have been completed by Sales Manager Fred L. Brown, of the Pierce Cycle Co., for H. S. Quine, chairman of the million bicycles committees, to address the members of the Buffalo Rotary Club tomorrow night. The subject will be "The Bicycle."

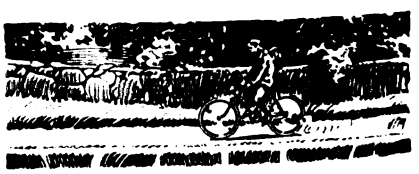
There will be at least 300 members at this meeting, so Mr. Quine will have the opportunity to bring the bicycle before this representative bunch of business men in all its phases. The speaker will tell of the pleasures of the old cycling days and show how the sport has grown to a big conservative industry. He will show that in Buffalo there are about 5,000 persons making a living from the bicycle business and will estimate the total amount of business done in this locality.

The Pierce Cycle Company, which is sponsor for the entertainment feature will give a Pierce bicycle as a special prize in a guessing contest and will have the bicycle on which Frank Kramer won the World's and American Championships on exhibition.

HAZLETON PREPARES PROGRAM

HAZLETON, Pa., June 19.—The Power City Bicycle Club has outlined an interesting card of two-wheeler events which are to be staged in connection with the Independence Day celebration here on July 4. The "piece de resistance" will be a 12-mile endurance run while an Australian pursuit which is also on the program promises some keen sport. The card will will be filled out by several shorter sprint events.





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Cycling Togs For Comfort

WHY not take those vacation trips in *real* comfort. Ordinary street clothes, as every rider knows, are hardly calculated to afford easy and free riding. The cyclist, like the golfer and other sportsmen, must have the kind of togs that will give him absolute freedom of motion; that will **enable him to enjoy the "best sport ever" to the fullest extent. One rarely sees cyclists nowadays dressed in the regulation togs; but it is safe to say that since the bicycle has intrenched itself—permanently this time—in the hearts of so many, appropriate costumes will soon be more in evidence. For that reason Mr. Farwell's story is certainly timely and well worth reading.**

By W. T. Farwell, Jr.

THAT too many cyclists apparently consider any old thing good enough for a riding costume is evidenced by the number of ill-assorted and nondescript outfits which we see on the roads and streets these days. Baggy and greasy trousers, with the bottoms tied or left to flap in the wind; loud-striped sweaters; shirts innocent of collars and any old hat will not induce the public nor any other road user to look upon the cyclist with any degree of respect.

We are judged by our appearances, and while we are supposed to be the most democratic of all people, we are possessed of an underlying strain of snobbishness. I will illustrate this by mentioning the fact that the owner of a "flivver" feels far superior to the citizen who elects to ride that most democratic of vehicles—the bicycle.

Presenting Pleasing Appearance

Now, its up to us to overcome this prejudice and to create enthusiasm in prospective riders. It is necessary that cyclists present a pleasing, or at least inoffensive, appearance, as a first step in this direction.

Not the least of the benefits of appropriate clothing for the cyclist is the gain in personal comfort. It was long ago demonstrated that knickerbockers gave vastly more freedom and comfort in riding than the regulation long trousers. In the old days, every large clothier maintained a cycle clothing department, but since the collapse of cycling as a fad, suitable bicycle knickers and clothing have been difficult to procure. Department stores handle golf knickerbocker suits, but these are unnecessarily high-priced and not exactly suitable for cycling.

Getting the Clothing

No doubt there are thousands of riders willing and anxious to procure cycle clothing if they knew where it could be purchased at a reasonable price. In all New York City, the writer has found but one clothing house—Raymond & Co., Fulton and Nassau streets—that caters to this class of trade. The manager of the sporting department of this house, stated that in the boom days, the firm made a specialty of cycling garments but like everyone else, dropped it when the demand fell off. But within the past year, he said, so numerous have been the calls for bicycle knickers that they were forced to make up a special line of these goods.

Different Styles of "Knickers"

The cut of cycling knickerbockers is practically the same as it was in the '90s. There are two different styles; those most generally worn are cut after the golf patterns, but with less fullness and are fastened just below the knee. The other style is made with a cuff from four to six inches deep which buttons with four or five small buttons fitting the leg snugly just below the knee. The stockings are ribbed over at the top, allowing part of the calf to show.

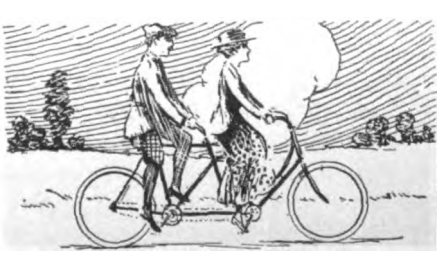
Like everything else, the price of clothing has gone up. Knickerbockers range from $3 to $5 the pair, which is, however, no more than the cost of long trousers.

Coat and Shirt

Almost any coat of a darker material than the knickers can be worn, but a Norfolk or sport coat is more suitable. A flannel negligee shirt generally looks better than a jersey or sweater. If, however, either of the latter are preferred, let them be of some quiet colors. Stockings of dark gray or brown and of heavy ribbed wool look best in the long run. Black ones show the dust quickly, but otherwise are suitable. Good stockings are rather expensive, but it pays to get them good, as they wear a long time.

As to underwear, it must be remembered that cycling is an athletic exercise which naturally causes some perspiration. For that reason, underwear of some absorbent material should be worn. Balbriggan is suitable, although light wool is best, but too warm for most cyclists.

In dress for ladies, nothing better need be looked for than the ordinary full sport shirt, worn with a sweater, Norfolk jacket or blazer.



N. C. W. ON ANNUAL RUN TO SONOMA

SAN FRANCISCO, Cal., June 19.—The New Century Wheelmen ran off their annual club run to Sonoma last Sunday, leaving on the steamboat via Sausalito. They rode through San Rafael, Schellville, and into their destination, where they sat down to lunch at the El Dorado Hotel. After lunch the fellows enjoyed a swim at Bays Hot Springs, two miles out from Sonoma. Here, too, they feasted on big red cherries and then started the homeward journey, reaching Frisco at 8:30 in the evening.

Eighteen cyclists were in the run: Capt. W. Hammitt, Geo Drury, W. Penaluna, E. A. Dyre, E. Castillo, M. Castillo, A. Sangalli, H. Spence, W. Bellzer, A. Mooney, A. Page, H. Lunardini, M. Valentine, R. Welch, W. Rhodes, R. Mascot, Chick Spence, J. Stalker and H. De Brie.

THIRD CYCLE PLATOON FORMING

VANCOUVER, B. C., June 20.—Another platoon of thirty cyclists is being recruited in British Columbia, destined for service on the European battlefront as despatch riders and messengers. Lieut. Machin, of Victoria, has charge of the enrolments. Ten riders will be recruited from Vancouver. Already two cycle platoons from the Pacific province are giving admirable service overseas.

DUNLOP RACE JULY 8

TORONTO, Ontario, June 12.—Announcement has been made that the annual Dunlop Trophy Bicycle Team Handicap Road Race will be held on Saturday, July 8, on a fifteen-mile course on the Danforth road, near Toronto.

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IT'S THE BIKE THAT PUTS THE PUNCH IN A VACATION

DEAR Mother:

Just look at this picture and then imagine the good time we are having here. The country for miles and miles around here offers numerous other picturesque and varied settings in every way comparable with this one, and we are taking them in on our little cycling journeys into the woods each day.

My, how glad each of us is to think that we had the forethought this year to bring our wheels with us. How much they have increased our enjoyment—how they have broadened our radius of travel. In the one short week we have been here this year we have, thanks to the bicycle, seen and done more than we did for the full month last year. No more sitting idly on the porch for want of something better to do! No longer are we fatigued by long tramps to the swimming hole and tennis courts. We are up and doing every minute. We get here, there and everywhere with no trouble and in no time and we are having the fun of our lives.

Such a keen edge of enjoyment has the cycle put on our trip that each of us, individually and collectively, has sworn that no matter where we go on vacations to come, and no matter what time of the year we start, the bicycle will be one of the most important if not the most important item of our equipment.

Lovingly yours,

ELEANOR.

VACATION HILLS, VERMONT.

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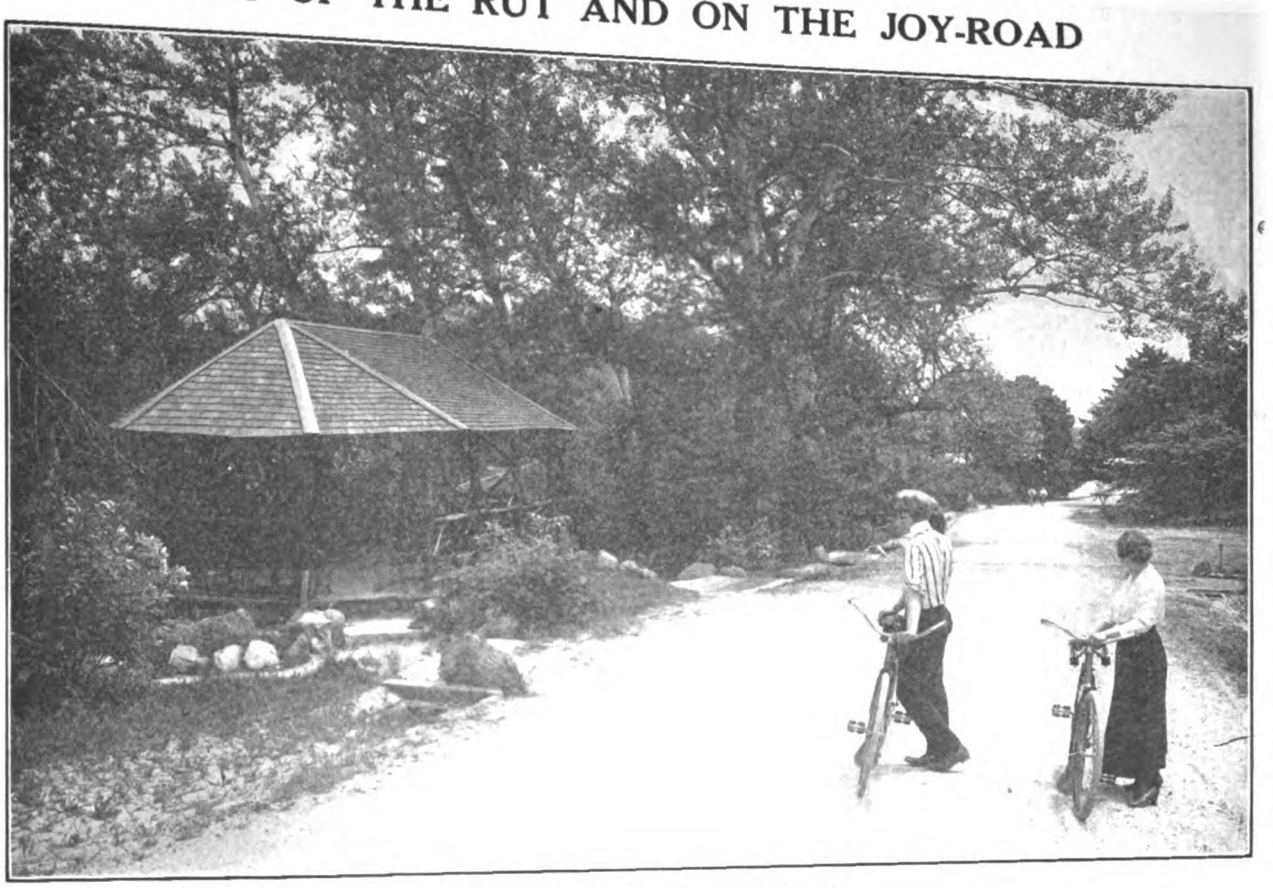
OUT OF THE RUT AND ON THE JOY-ROAD



Waiting for the Stragglers to Catch Up

Through the Park on Dayton Motor Bicycles

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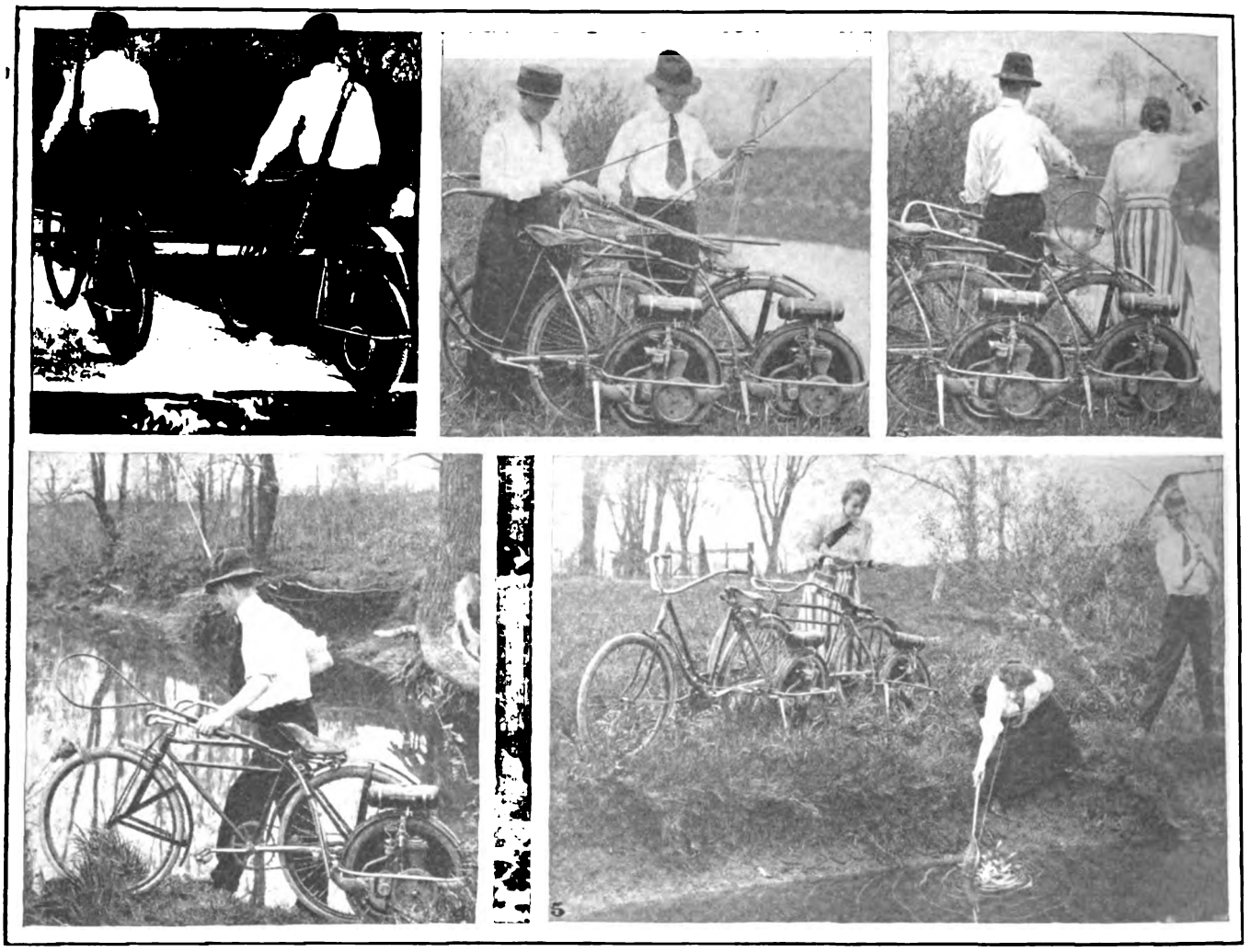
"MOVIES" OF A MOTOR WHEEL FISHING EXCURSION



1—On Their Way. 2—Getting Out the Rods. 3—Making the Ca st. 4—Going Up Stream for a Likely Looking Spot. 5—Landing a Big One—It Takes Two for the Job

PLANS SHAPING FOR C. R. C. A. CARNIVAL-RUN

Many Prizes Will Be Offered for the Seven Events That Are to Feature the Carnival on August 6

NEW YORK, N. Y., June 21.—Announcements are now being sent out by the Century Road Club Association of the annual pleasure run and carnival of sports which will be staged under the auspices of the New York Division on Sunday, August 6. The run pulls cut from Columbus Circle at nine o'clock in the morning. There will be a decorated bicycle section, and a valuable prize will be awarded to the club making the best showing.

Races Over the Pelham Parkway

The course of the ride will take the cyclists up over the Grand Concourse and Boulevard in the Bronx and across Pelham Parkway, where the Acme Wheelmen race was held last Sunday. Over the Parkway the seven carnival events will be held. These consist of a three-mile bicycle handicap race, a one-mile, one-half-mile novelty, one quarter-mile "record," and slow bicycle race, as well as a hundred yard dash and a one-half mile foot race. For the three-mile bicycle feature there will be ten prizes and for each of the other events five prizes will be hung up. The full list of awards will be announced later.

Entry Fee Is Fifty Cents

Entry blanks can be secured from Thomas F. Lockhart, 948 Second Avenue, New York. The fee for the pleasure run is fifty cents, this including all carnival events but the one quarter, one and three-mile bicycle races, for which an additional fee of fifty cents is asked.

Carnivals Are Popular

The annual run and carnival of the C. R. C. A. has proved to be a great success in the past and the management this year promises that every effort will be made to exceed the fine record established in previous seasons. Mr. Lockhart is ready to give riders any further information they may desire.

WILL TAKE 502-MILE VACATION TRIP

SAN FRANCISCO, Cal., June 19.—George Drury and Harry Spence, of the New Century Wheelmen, plan to spend a two weeks' vacation pedaling to Los Angeles and return. The two boys will leave here on July 9, and follow the valley route through Oakland, Merced, Fresno and Bakersfield and over the Tehatchapi Mountains. The route is very rich in beautiful scenery and is said to cover a distance of 502 miles. If time permits, the pair will cross the border into Mexico.

SALT LAKE CITY COPS RIDE PIERCE BICYCLES

SALT LAKE CITY, Utah.—The "bike" squad of the Salt Lake City police department are now going after speeders and other law-breakers on new Pierce bicycles. The officers presented a fine appearance on their mounts at the first inspection.

Arrangements have been made by druggists in the residence districts so that persons living in these localities can call the nearest druggist if they need a policeman.

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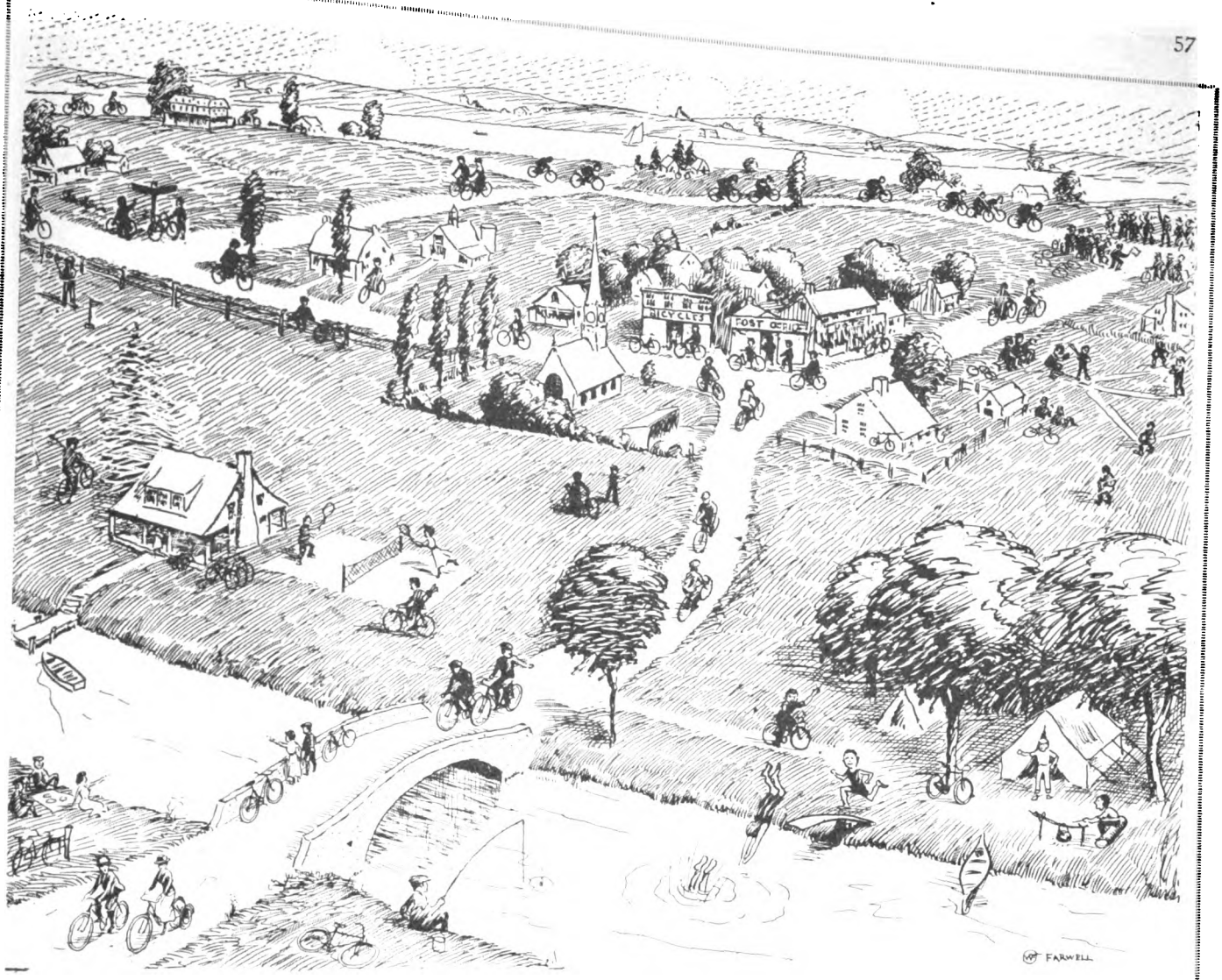

IN THE SUBURB OF ANYTOWN.—If you hopped into this interesting sketch you'd certainly be astonished at the great variety of sports which are being keenly enjoyed by this army of cyclists. Just pause a moment before you cross the bridge. Down on the bank is a fellow fishing, and on the other side three lads are diving into the cool river. Now crossing the bridge, you encounter plenty of cyclists out for an exhilarating spin; while on the left lawn some are playing tennis and golf, and at your right are a husky party of campers. Then suddenly you hear the air filled with shouts of excitement, for up the road there's a baseball game in progress, and further on a crowd of youngsters are staging a thrilling bicycle race. Fine variety, eh? You can bet those cyclists are having a dandy time; and it's the bicycle that's bringing the big crowd out to nature's playground and away from stuffy old Anytown!

TRIPLE TIE FOR HONORS IN CRESCENT SERIES

BALTIMORE, Md., June 19.—By winning the second race in the Crescent Bicycle Club championship series, Wm. H. McAvoy went into a triple-tie for first place with Fred. M. Sanborn and Walter V. Iglehart, each of the three having scored eight points in the two races. Sanborn and Iglehart finished second and third respectively in Sunday's race, the winners time for the ten miles being 29 minutes 50 seconds.

The riders got away well bunched at the start, but soon strung out and the finish of the first lap found McAvoy, Sanborn and Iglehart riding together as a team, considerably in the lead of the balance of the field, none of whom were able to cut down their lead during the remaining five miles. Three-quarters of a mile from the finish Sanborn tried to "jump" his companions, but they were on the alert and brought him back, McAvoy crossing the tape first in the final sprint, with Sanborn and Iglehart trailing him. Langdon M. Sanborn finished fourth and Walter Doersch followed.

Plans for the Crescents' open handicap road race, to be held on the 4th of July, are rapidly assuming shape, the assistance in securing prizes of the "Million Bicycles Committee" having already been promised them, and with such an organization behind the Crescent, the prize list is bound to be a liberal one and the entry list should be proportionately large, judging from the amount of interest being taken in the affair by the local riders.

CLUB RUN TO BEACH

SAN FRANCISCO, Cal., June 19.—Frank Carroll, who was chairman of the recent Bicycle Day Celebration, proposes to hold an open club run. The riders will start in front of the Goodyear branch here and push to the beach, where refreshments will be ready for them and a few short races will be staged.

COMMERCIAL CYCLE PRICES AGAIN ADVANCED

CHICAGO, June 19.—The increasing cost of both materials and labor that enter into bicycle construction and which some time ago resulted in a slight advance in the price of Commercial bicycles, which are the product of Jones & Noyes, 227 West Austin avenue, have again resulted in a slight advance in commercial prices. The advance amounts to only $1.50 to the dealer and then $2.50 to the retail purchaser. The Commercial bicycle is selling now at $45 retail as against $42.50 the former list price.

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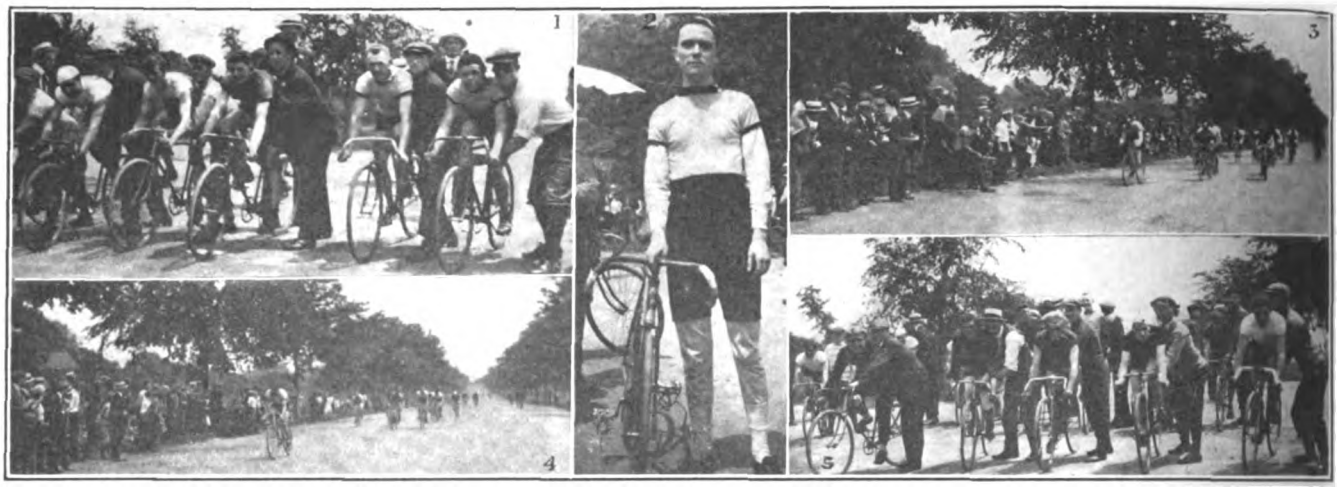
100 CYCLISTS IN BRONX COUNTY CLASSIC

Ten-Mile Race Staged by Acme Wheelmen of New York Last Sunday Captured by Frank Small; First Time Prize Awarded to Nelson Johnson, of the Unione Sportiva Italiana



1—Scratch Lining Up, Left to Right, Desimone, Johnson, Aickelin, Woisin and Reinecke. 2—Frank Small, the Winner. 3—Finish of Race. 4—Scratch Men Fighting for Tape. 5—The 1 Minute Men

NEW YORK, N. Y., June 20.—More than one hundred riders shot from the start in the Bronx County Cycle Classic of the Acme Wheelmen, when Harry Smith, of the Bronx Church House, fired the gun that set in motion the ten-mile battle of sprints over the Pelham Parkway last Sunday morning. The limit men with an allowance of ten minutes jumped from the line at 10:50, and at intervals of thirty seconds the other mark men were on their way, down to the seven scratch men, Jensen, Woisin, Reinecke, Johnson, Nunziatti, Desimone and Aickelin.

In the first lap the 2:30 riders caught the limit men, except Bill Jones, of the New England Wheelmen, who rode alone out in front for nine miles. Unpaced riding, however, proved too much for his strength and he was passed in the last mile, managing to secure, though, the fifteenth position.

Fight for Position

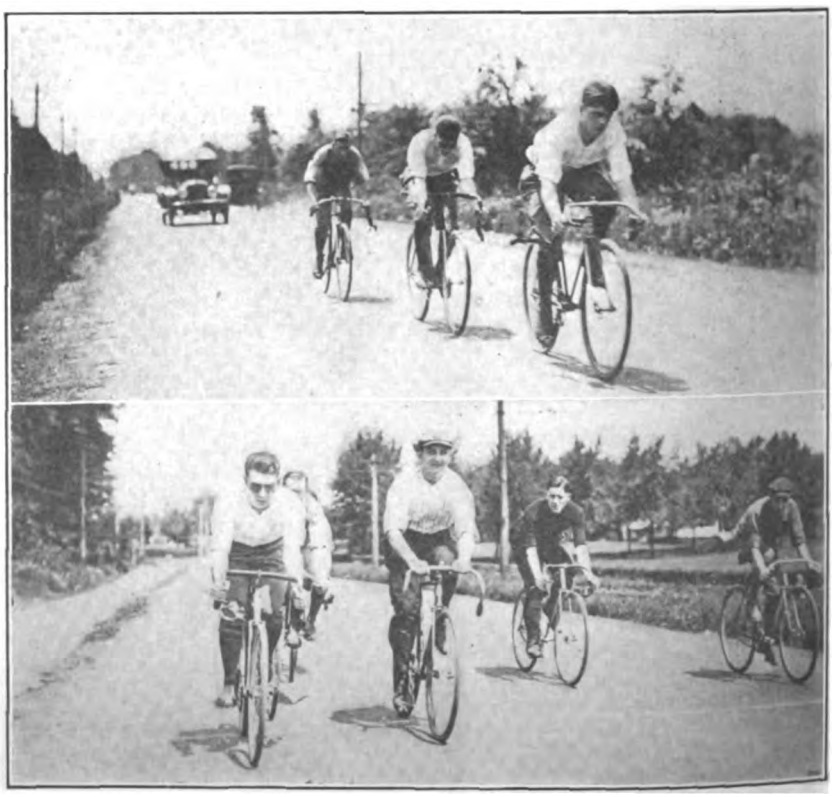
Turning into the last lap, a field of twenty-five riders started a stiff fight for positions, but upon approaching a hill during the last half mile ten men were shaken off. Down the stretch two Acme men appeared in the lead, the first being Frank Small, who with a grin 'most as broad as the road, whisked across the tape the victor. His time was 27:39, having started from the 3:30 mark.

More than two minutes later the scratch men came over the tape, led by Nelson Johnson, of the Unione Sportiva Italiana.

The cup for the largest number of starters went to the Italian organization. The Acme Wheelmen tied with the U. S. I. for the team trophy, each having 37 points. The summaries:

Pos. Name. Club.	Hdcp.	Time.
1—F. Small, Acme Wh.....	3:10	27:39
2—F. Mesner, Acme Wh.....	3:30	27:59.1
3—R. Bratz, U. S. I.....	2:30	26:59⅗
4—J. Caldwell, B'klyn Wh.....	2:30	26:59⅗
5—F. Hench, Hudson Co.....	2:30	26:59⅘
6—J. Ghirardi, U. S. I.....	2:50	27:20
7—G. Schaab, Acme Wh.....	3:10	27:40⅕
8—R. Sossi, U. S. I.....	3:30	28:00⅖
9—A. Ferrero, U. S. I.....	3:30	28:00⅗
10—J. Shrake, Trenton, N. J...	3:10	27:40⅘
11—C. Jensen, U. S. I.....	3:10	27:41
12—R. Kissman, N. E. W.....	3:30	28:01⅕
13—H. Niebhur, Acme Wh.....	3:10	27:40⅗
14—E. Spillane, Acme Wh.....	2:30	27:02
15—W. Jones, N. E. W.....	4:00	28:54
16—E. Kuno, C. R. C. A.....	3:10	28:43
17—C. Zocola, U. S. I.....	3:30	29:03⅖
18—L. Grace, C. R. C. A.....	4:00	29:33⅗
19—V. Cestone, C. R. C. A....	3:10	28:35⅘
20—L. Hartman, Acme Wh.....	3:10	28:40
21—A. Bluhm, Acme Wh.....	2:50	28:29
22—H. Aron, B'klyn.....	2:50	28:29⅕
23—A. Muller, Acme Wh.....	2:30	28:09⅖
24—R. Kruscher, Empire C. W..	2:30	28:09⅗
25—C. Froh, Acme Wh.....	3:30	29:09⅘
26—G. Grundig, Acme Wh.....	2:50	28:26
27—R. Crawford, Empire C. W	2:50	28:26⅕
28—H. Brock, B'klyn Wh.....	3:30	29:06⅗
29—J. Zambelli, U. S. I.....	4:00	29:36⅘
30—R. Caldwell, B'klyn Wh....	1:30	27:29
31—R. Lipsett, C. R. C. A.....	2:00	27:59⅕
32—F. Finlayson, Empire C. W.	2:00	27:59⅖
33—R. Rom, Empires.....	2:00	27:59⅗
34—J. Rom, Empire C. W.....	2:30	28:29⅘
35—C. Eiler, N. E. W.....	2:30	28:30
36—J. Tomasulo, C. R. C. A...	2:30	28:30⅕
37—P. Mascello, Acme Wh.....	4:00	30:38
38—J. Sheppard, Acme Wh.....	3:30	30:09
39—N. Johnson, U. S. I.....	Scratch	26:50⅘
40—E. Aickelin, N. E. W.....	Scratch	26:51
41—F. Woisin, Acme Wh.....	Scratch	26:51⅕
42—J. Nunziatti, U. S. I.....	Scratch	26:51⅖
43—E. Jensen, C. R. C. A....	Scratch	26:51⅗
44—W. Lock, C. R. C. of A..	1:00	27:51⅘
45—P. Reinike, Acme Wh.....	Scratch	26:52

SNAPSHOTS OF CRESCENT RACES AT BALTIMORE



Upper, Finish of First Lap in Crescent Point Race Held Last Sunday; Lower, Jockeying for Position at Start. Story on Page 56

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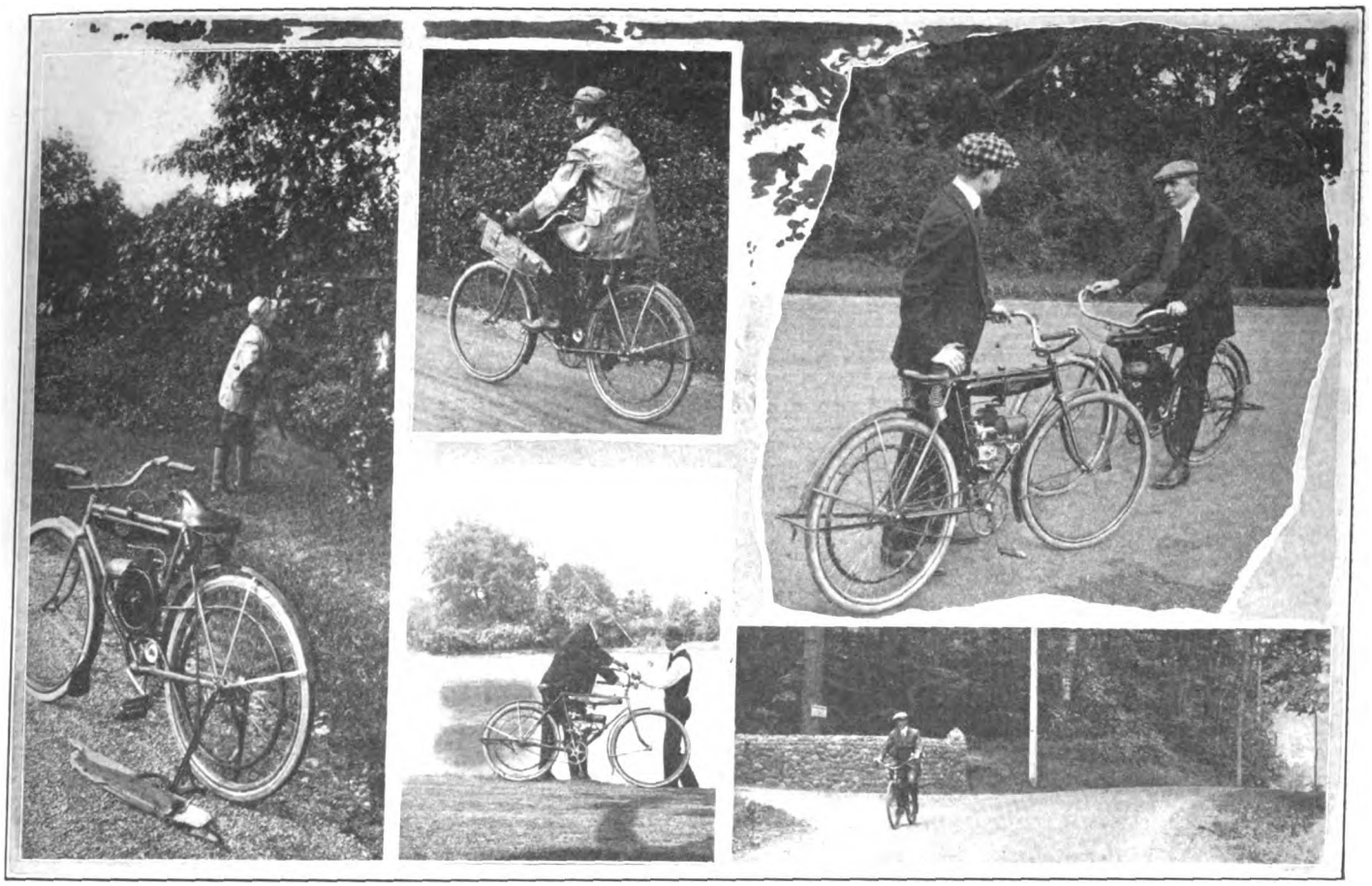
GLIMPSES OF CYCLEMOTORISTS OFF ON A VACATION TRIP



KRAMER HAS TIGHT GRIP ON CHAMPIONSHIP

With Only Three More Title Races to Be Run Off, Frank Rolls Up 15 Points by Winning Sunday's Race; Will Spencer Again Victorious in Amateur Ranks

NEWARK, N. J., June 18.—Frank Kramer practically cinched the national bike championship for the sixteenth consecutive time when he won the half mile championship race at the local Velodrome on Sunday afternoon. Kramer now has a total of fifteen points while Alf Grenda, who ranks second, has gathered but six points. There are only three more races to be run to decide the title and judging by the form Kramer is displaying at the present time, it would not be surprising to see him take all three.

Grenda Loses by Six Inches

Grenda gave Kramer a great little battle for first place in Sunday's race and was only beaten out at the tape by about six inches. Kramer coming from behind uncorked one of his famous jumps in the last yard of the race and just nipped Grenda at the finish mark. In the heat to decide third and fourth places, Marcel Dupuy, the French rider, created quite a surprise by beating out Alfred Goullet.

Kramer got into the final by beating Bob Spears in the semi-final and Alf. Goullet in the grand semi-final. Against Spears, Kramer rode from in front from the crack of the gun. On the back stretch of the last lap, Spears drew up along side of the champion but was not able to pass him. He trailed Kramer to the tape and at the finish was a half length behind the East Orange marvel.

Beats Goullet by a Length

In the grand semi-final Kramer rode Goullet from the rear, trailed him until the last lap and on the last turn drew up on almost even terms with the blond Australian. In the home stretch Kramer outsprinted Goullet and won by a length.

Dupuy in defeating Goullet for third place jumped into the lead as soon as the bell rang announcing the last lap. He caught Goullet napping and remained in front right to the finish. Goullet tried hard to overtake the fleeing Frenchman, but was a half length in the rear at the finish.

Art Spencer Defeated by Cavanagh

Frank Cavanagh defeated Arthur Spencer, of Toronto, in the Brassard race at one mile. Cavanagh was too strong for the Toronto youth and Spencer was beaten by a length. In the miss and out race for the professionals, Jake Magin just slipped over the finish line ahead of Willie Hanley. John Bedell was third, Eddie Root fourth and George Cameron fifth.

The one-mile repechage handicap for the professionals was copped by Ray Eaton, who had a handicap of 120 yards. The handicaps were far too great for the back markers and none of them figured in the money. Ernest Ohrt, who started from the 150-yard mark, was second, and Tommy Grimm, with an allowance of 130 yards, finished third.

Two-Mile Tandem Race

Reggie McNamara and Bob Spears won the two-mile tandem race for the professionals. Alf. Goullett and Alf. Grenda finished second, but were disqualified for taking the pole from the inside and second place was given to Iver Lawson and Willie Hanley. Jake Magin and Percy Lawrence got third place.

William Spencer, of Toronto, captured the feature amateur race on the card by beating out Eddie Carroll, of Oakland, Cal., in an Australian pursuit race. Spencer caught Carroll after riding four miles five and one quarter laps. The time was 11 minutes 14 3/5 seconds. The summaries:

Half-mile novice (amateur) won by Alfred Nannen, Carteret; A. F. Staehle, Newark, second. Time 1:08⅘.

Half-mile handicap (amateur) won by Roy Litvany, Newark (15 yards); Thomas Fitzsimmons, East Orange (30 yards), second; Wm. Purdue, East Orange (75 yards); Marcel Burger, Olympic Club, San Francisco (55 yards), fourth. Time 0:56.

The Brassard at one mile. Frank Cavanagh,

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TOURS ARE LAID OUT FOR N. Y. CONVENTION

Contingents Will Start From Buffalo, Boston, Harrisburg and Washington for State F. A. M. Meet, July 2-4—Elimination Trials To Be Held July 3

NEW YORK, June 19.—Further plans for the New York State F. A. M. convention, with its star racing program, have been developed by the Speedway M. C., which has charge of the tours to the meeting and also of the race program. The following tours have been planned, but while the presence of riders is desired, there is no compunction regarding joining. Everyone should, however, be in New York before 10 a. m. on July 3.

Riders coming from Buffalo and upper New York State, as well as from the Middle West, will start from Buffalo at 5 p. m. on July 1, Saturday, and ride to Geneva, 104 miles, making a night stop at this city. The start will be made from Geneva at 8 a. m. on Sunday, July 2, in order to give time for Rochester riders to join (time of leaving Rochester 5 a. m.). The run will continue through Auburn and Syracuse to Utica, noon stop. After lunch the run will continue to Albany via Schenectady, arriving about 4 p. m. Those who desire to take the Albany Night Line boat to New York will have ample time to take passage.

Riding From Albany

Those who desire to ride in to New York will pass on through Hudson to Poughkeepsie, arriving at the latter place at 7 p. m. for dinner. They will then continue on to Yonkers and New York City, arriving around midnight. Commissioner George Ellis will meet this tour at Yonkers. This tour will be under the direction of the Buffalo M. C.. Those who desire to join the tour at intermediate points should apply to their dealer for information.

A second tour will start at Elmira at 9 a. m. on July 2 and pass through Oswego, stopping at Binghamton for lunch (12 to 1) and then continuing through Afton, Franklin, Delhi and Shokan to Kingston, night stop. On July 3, at 5 a. m., the run will continue through Napanock, Middletown, Tuxedo, Hackensack and Edgewater, then through New York to the Speedway, in time for the preliminary try-outs on Monday afternoon.

New England Tour

The tour from New England will be under the leadership of Jes Campbell, of Boston, and will start from that city at 7 a. m. on July 2, passing through Providence, Westerly and New London (noon stop), Saybrook, East River to New Haven. A 30-minute halt will be made in New Haven for the Worcester and Springfield crowd to join them. The run will then continue to Bridgeport, Westport and Noroton, through Rye, Pelham to New York, arriving at 8 p. m.

The Springfield contingent will leave from the Hendee factory at noon on July 2 and join the Boston-Providence run at New Haven. It will be under charge of an Indian factory man or of G. N. Holden. The combined tour will be met at New York by a member of the Speedway M. C.

From Washington

A tour will be started from Washington, D. C., under charge of the National Capital M. C., at 6 a. m. on July 2. It will lead through Elkridge to Baltimore, Perryville and Wilmington to Philadelphia, the noon stop (1 to 2 p. m.). A tour will also be started from Harrisburg at 7 a. m., leading through Lancaster, Coatesville and Wayne to Philadelphia, where it will join with the Washington contingent. This tour will be in charge of Keystone M. C. of Harrisburg. The combined tour will then continue to Newark, N. J., where they will be met by Commissioner Elliott B. Holton, and rest overnight. In the morning, Holton will conduct the riders to New York and over to the Sheepshead Bay track.

All but the riders under Commissioner Holton will assemble at Columbus Circle, New York, about noon, on July 3, and proceed in a body to the Speedway, under local guides, arriving in time for the elimination trials. These will be held on Tuesday afternoon. The Speedway M. C. calls attention to the fact that no rider will be allowed to compete on July 4, unless he has passed his elimination trial on July 3. All riders will be admitted free to these trials. The price on July 4 will be 25 cents admission, with grand stand seats 50 cents and reserved box seats $1. Parking for motorcycles is free.

Coney Island Trip

It is planned to spend the evening of July 3 at Coney Island, and guides will be furnished to such riders as desire to go to that famous resort, only a short distance away from the Speedway. Attention is called to the fact that entries close on June 24. Each rider entered will be supplied with a contestant's badge, which will permit him to practice on the track after June 24, with the exception of July 1 and 3. On the first date an automobile race is to be held.

Secretary Irving Barnard, of 15 Warren street, New York, has received entries from the Indian and Henderson factories, and a considerable number of riders on their own account. It is expected that some fast Excelsiors and Harley-Davidsons will also compete.

Several clubs have notified that they will attend in a body, among them being the Crotona M. C., of the Bronx, which has reserved 60 box seats in one line.

Newark vs. Arthur Spencer, Toronto, Canada. Won by Cavanagh. Time 2:57⅘.

Half-mile National Championship (professional) won by Frank L. Kramer, East Orange; Alfred Grenda, Australia, second; Marcel Dupuy, France, third; Alfred Goullet, Australia, fourth. Time 1:28. Last eighth mile 0:12⅘. Present standing: Kramer, 15 points; Grenda, 6 points; Spears, 4 points; McNamara, 3 points; Dupuy, 3 points; Goullet, 2 points; Egg, 1 point.

Miss and Out Invitation (professional). Won by Jacob Magin, Newark; William Hanley, San Francisco, second; John Bedell, Lynnbrook, L. I., third; E. F. Root, Boston, fourth; George C. Cameron, N. Y., fifth. Time 4:41⅘. Distance 2 miles 1 lap.

Two mile open (amateur) won by John L. Staehle, Newark; Arthur Farnow, Salt Lake City, second; August Lang, Irvington, third; William Weimar, Newark, fourth. Time 5:00⅘.

One mile Repechage Handicap (professional) won by Raymond Eaton, Newark (120 yards); Ernest Ohrt, San Francisco (150 yards), second; Thomas Grimm, Irvington (130 yards), third; Floyd Krebs, Newark (140 yards), fourth; Frank Corry, Australia (90 yards), fifth. Time 1:47⅘.

Australian Pursuit Match Race (amateur). William Spencer, Toronto, Canada vs. E. J. Carroll, Oakland, California. Won by Spencer. Time 11:14⅘. Distance 4 miles 5¼ laps.

Two mile tanden, open (professional) won by Reginald McNamara, Australia, and Robert E. Spears, Australia; Alfred Goullet, Australia, and Alfred Grenda, Australia, second; Iver Lawson, Salt Lake City, and William Hanley, San Francisco, third; Jacob Magin, Newark, and Percy Lawrence, San Francisco, fourth; Joseph A. Fogler, Brooklyn, and Edward F. Root, Boston, fifth; Edward Madden, Newark, and Lloyd Thomas, Salt Lake City, sixth. Time 3:47⅘. Goullet and Grenda disqualified for taking pole from inside.

EIGHT RIDERS FINISH 64-MILE ABERDEEN RACE

ABERDEEN, Wash., June 20.—Two riders tied for first place in the recent Aberdeen to Pacific Beach bicycle race, held under the auspices of the Aberdeen Bicycle Club. These were Sam Lovell and Walter Churchill. Eight of the 14 riders finished the 32-mile course and pedaled back to Aberdeen Sunday night covering the full 64 miles during the day. C. F. Doll won third place and Frank Grinrod fourth place. The two leaders entered the beach resort five or ten minutes ahead of their competitors.

CANADIAN MILITARY CYCLISTS STAGE RACEMEET

TORONTO, Ont.—The military authorities staged a number of bicycle races, along with other events, on the Exhibition half-mile track on Saturday afternoon, June 17, before ten thousand people. An entirely new bicycle feature was a two-mile event for members of the Divisional Cyclist Corps. Twenty-five soldier-cyclists turned out in full uniform and with heavy military wheels for the contest which was won by Private McClenahan with Private Brouse second.

The one-mile open rate was captured by Harry Martin, Salem Bicycle Club, who outsprinted the field in a fine finish. Private George Watson, 123rd Battalion, former Canadian Olympic star, was second, and R. Goldsmith, Salem Club, finished third. Time 2.43 1/5.

Harry Martin repeated in the half-mile sprint with Goldsmith and Watson trailing in the order named. The time of this race was 1.21.

ST. ONGE SIGNS NEW AGENT

CALGARY, Alberta, June 20.—The Alberta Motor Wheel Company has been organized at Calgary for the purpose of representing the Smith Motor Wheel interests throughout the Province of Alberta. The headquarters of the company are located at 238 Eighth avenue, East. Henri St. Onge, traveling representative for the Smith "booster," recently visited Calgary on a tour of the entire Canadian West.

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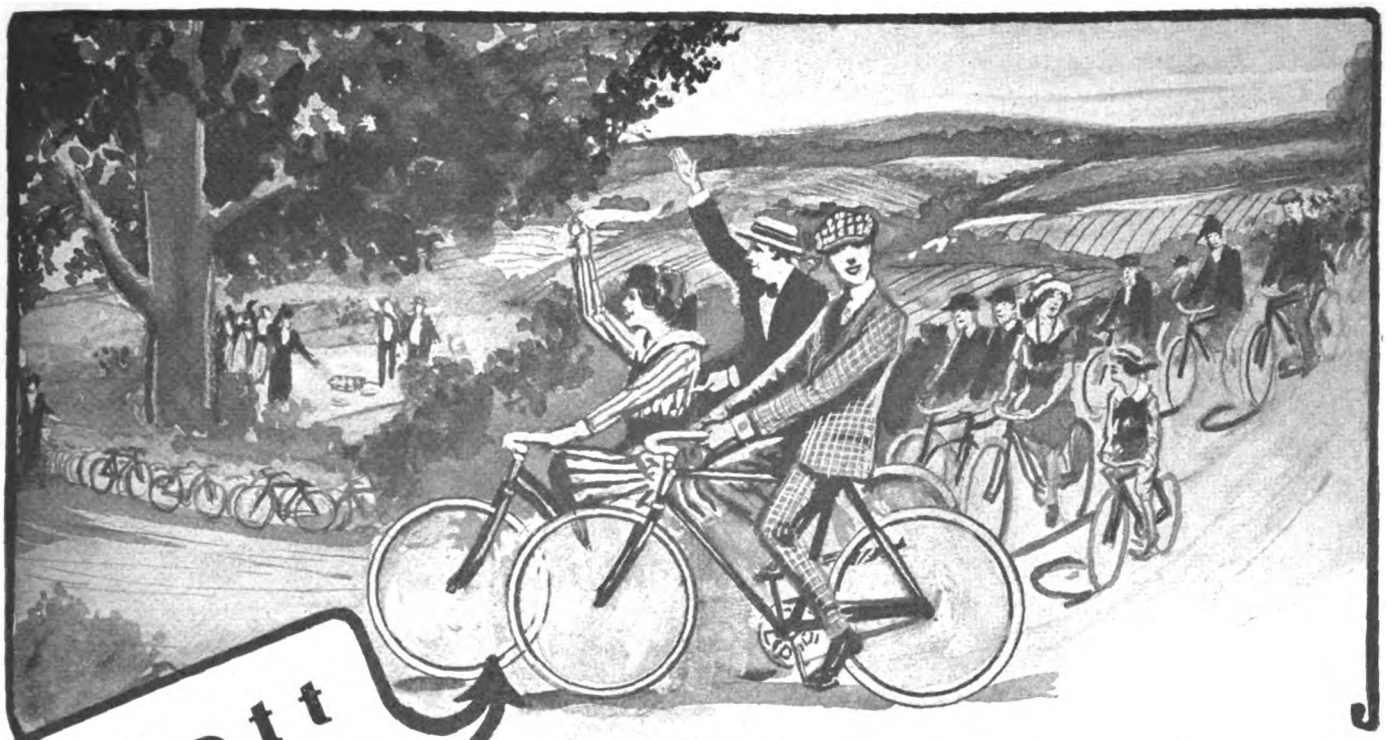

Mott Steel Rims

Mott Steel Bicycle Rims increase the pleasure of bicycle riding because they are the only kind of rims that cannot give trouble.

These Mott Rims are made of the best grade steel and on this account cannot warp, split or crack like the rims of other materials.

Mott Steel Bicycle Rims are light in weight, cost no more than others—easy on tires—and will positively last longer under the hardest kind of service. Both clincher and cement types. Enamelled to match any usual bicycle colors.

For all kinds of pleasure riding—Mott Rims should be on every bicycle.

The Mott Wheel Works

Utica, N. Y.

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"The tire I am holding in my hand is the ROLLFAST leader. It is made of motorcycle fabric and purest of rubber throughout. The thick, stylish tread with its chain grip and its anti-skid suction cup combines beauty, durability and serviceability. It's a tire that sells on sight."

Harwaco Rubber Works Co

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This Summer Be Biggest Tire Season

Rollfast

TRADE MARK

-made to last

Your tire selling success for this summer is assured when you get the ROLLFAST Exclusive selling agency. The ROLLFAST line of high-grade bicycle tires is positively the *best tire selling proposition.* Why?

Because, first, the ROLLFAST trademark means that nothing but high-quality materials enter into the construction of these tires. The purest of Sea Island cotton fabric, the finest of Para rubber—PURE rubber—all built to motorcycle strength and density.

Because, secondly, the EXCLUSIVE AGENCY practically makes them YOUR tires—no one else can handle them in your town. This means a long start on all the other dealers—because bike riders MUST come to you for the best in tires — AND YOU WILL MAKE FRIENDS.

Write to the men on the list shown here. They are the largest and most representative jobbers in the country—and you can get the agency from them—if it is still to be gotten.

WRITE TODAY

Rollfast Distributors

Atlanta, Ga., Walthour & Hood.
Baltimore, Md., Holland, Baden, Ramsey Co.
Boston, Mass., Hub Cycle Co.
Buffalo, N. Y., Vim Cycle & Hardware Co.
Chicago, Ill., Edwards & Crist Mfg. Co.
Denver, Colo., M. L. Foss.
Detroit, Mich., Detroit Cycle Supply Co.
Indianapolis, Ind., Geo. H. Westing Co.
Jacksonville, Fla., McGraw Bros.
Kansas City, Mo., Townley Metal & Hardware Co.
Los Angeles, Cal., Appeal Mfg. & Jobbing Co.
Memphis, Tenn., Johnson & Meyer Co.
Minneapolis, Minn., Hall Williams Co.
New York City, City Supply Co.
New York City, N. Y. Sporting Goods Co.
Omaha, Neb., Lee-Colt-Andreesen Hdw. Co.
Philadelphia, Pa., Geo. C. Miller & Co.
Philadelphia, Pa., Geo. W. Robb.
Pittsburgh, Pa., Sportsmen Supply Co.
Reading, Pa., Keyser Fry.
San Francisco, Cal., Appeal Mfg. & Job. Co.
Syracuse, N. Y., The Olmsted Co.
Tacoma, Wash., Washington Cycle Sup. Co.
Worcester, Mass., J. W. Grady & Co.
Youngstown, O., Stambaugh Thompson Co.

urch and Murray Streets, New York

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In the Dealer's Realm

KANSAS CITY, MO.

PRACTICALLY all the motorcycle agencies in this city are reporting a mighty nice business this Spring and the proprietors declare that a great deal of interest is centered in the lightweight models. All the various representatives are anxious to get more of the little fellows, but are handicapped by the factories not being able to meet their demands.

Charles Hanson, Wigwam man, says that his lightweight business has been excellent. He hesitates to make a guess at the figure it would reach if he was not having such difficulty in keeping a demonstrator on the floor.

W. Bell, handling the Pope, says: "I have been selling a lot of the Baby Popes, but in a number of cases I have had to substitute the big machines in a lightweight sale."

Fred Ames, representing the Emblem, says: "The lightweight business will most likely double that of the heavyweight in my establishment next season, according to the amount of interest being displayed in them at the present time. However, it is only possible to sell the small number of lightweights that are allotted me this season and not to worry about the demands."

YONKERS, N. Y.

EDWARD MITCHELL, handling the Harley-Davidson in this city, has sold one electrically equipped 16-J, one sidecar combination and one van outfit to the Fisk Tire Service Co. The purchaser of the solo machine was Tom Moore, the motion picture star.

ALTOONA, PA.

JOSEPH WOLF, local representative of the Harley-Davidson, has disposed of his entire stock of supplies and accessories to Earl Fasick and Joseph Sheaffer. He is retiring from the motorcycle business. Woli started in motorcycle line about seven years ago on a small scale, but his geniality and strict attention to his affairs built up his trade to such an extent that he became the leading dealer in Altoona.

The new firm will be known as Fasick & Sheaffer, who will continue the agency for the Harley-Davidson, besides having an up-to-date repair shop.

GLOVERSVILLE, N. Y.

MAYNARD W. LOFT, handling the Indian in this city, is now at the Indian factory in Springfield, Mass. with Rudolph Gunsel, also of this city. They left on June 18, via Albany, Lebanon Mountain and Jacob's Ladder. Loft and Gunsel will make a thorough inspection of the Hendee plants and then go to Worcester and return home, covering 700 to 800 miles in all.

WEST HOBOKEN, N. J.

E. P. GUENTHER has taken the agency for the Reading Standard for this city and vicinity for the 1916 season.

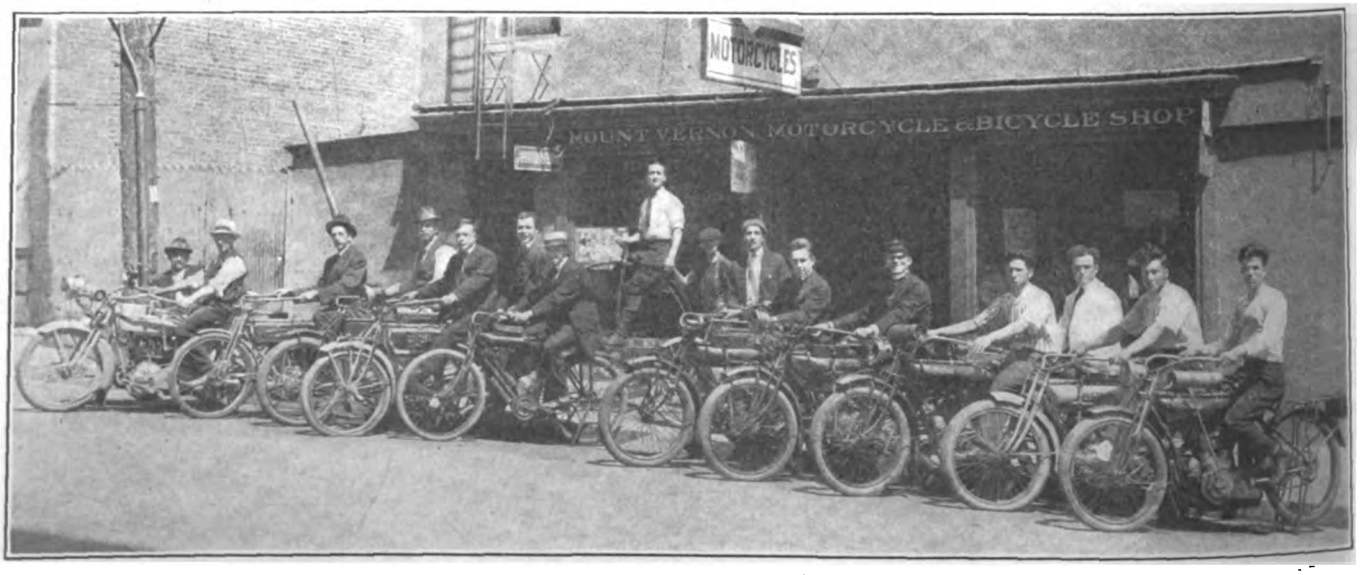
MEMPHIS, TENN.

JOHNSON & MEYER COMPANY, well known as sporting dealers in this section, have taken the agency for the Yale from the Davis Sewing Machine Co., of Dayton, O. The firm will have distributing rights for the western part of Tennessee.

BUTLER, PA.

H. R. WALTER, handling the Indian in this city, has just returned from a trip to the Indian factory in Springfield, Mass. He says that Indian sales are going nicely with him.

VETERAN MACHINES AT MT. VERNON, N. Y., LIVE WIRE CYCLE SHOP



Patrons of Mt. Vernon Motorcycle and Bicycle Shop on Mounts of Various Vintages During Recent Parade in New York Suburb. The Proprietor Is on the High Wheeler. Harley-Davidsons Are Handled.

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WHAT THE CAMPING CYCLIST NEEDS

(Continued from page 27)

starting of course with small pieces. This is peculiarly the motorcyclist's way of starting a fire, as they all have—or should have—a primer gun in the tank so that the matter of getting the gasoline is easy.

Regarding the manner of carrying the food staples, the cereal, flour and sugar are best carried in paraffined food bags, butter and bacon in friction-top tin cans, and salt, tea, etc., in cardboard provision cases. All of these containers can be bought at sporting goods houses.

Iodine Is Valuable

No comments concerning toilet articles are necessary, but everyone does not know that tr. iodine is the best known germicide for cuts or abrasions of the skin. It will smart, of course, but this is surely better than lock-jaw or blood poison. It is best applied with a camel's hair brush, and in the case of an abrasion should be followed by dusting with the stearate of zinc. The wound should then be covered with antiseptic gauze, which is fastened in place with adhesive tape. This treatment, besides affording immediate comfort, insures against infection and causes the wound to heal much more quickly. This is not camping, but in event of a spill and scratched hands it is worth knowing.

In passing, let me add that adhesive plaster is a dandy thing to have around a motorcycle, much better than electrician's tape for the same purposes, and in addition makes a good emergency repair for punctures or small cuts in the inner tube of a tire. The tube should be *thoroughly* cleaned with gasoline and a large piece of the plaster pressed on *firmly;* and it helps to put a second patch over the first.

First under the heading of general equipment is the tent. The one selected was of the "tarp" variety and proved so satisfactory that I would not consider any other kind for the purpose. This tent is simply a rectangle of waterproofed cloth and can be pitched in a variety of forms, the most serviceable of which is the semi-pyramid, requiring one pole, cut anywhere, and six pegs.

My sleeping outfit consists of two army blankets and a poncho of pantasote, which is as waterproof as rubber and wears better. The poncho, by the way, is a most useful article of camp equipment, as it can be used as a raincoat, a ground cloth for use under the blankets, a cover for the motorcycle, or anything else you want to keep dry, or even as an auxiliary lean-to tent in an emergency. With the latter contingency in mind it is well to risk having your poncho too large rather than too small.

Other Conveniences

The water bucket and wash basin, while not necessities, are a great convenience and may be of either waterproofed canvas or rubber, the latter being lighter and more compact but more expensive.

For camp illumination the Stonebridge folding candle lamp is the best and may be had in either tin, sheet-iron or aluminum.

A camp stove is of course not a necessity, but the Stuart "stove" (commonly known as a "cooking jack") is so cheap, light and convenient that it does not pay to be without one. They cost $1.00 at sporting goods stores and are well worth it. And when you are getting the "stove" do not forget a *screw top* hard rubber match box. It is irritating enough to be unable to find dry wood for your fire, but wet matches are the limit. The mechanical fire-lighter holds no appeal for me.

The finding of a satisfactory mess-kit was rather a difficult job, as all of the "made up" ones I have been able to find have faults, chiefly in the matter of "nesting." My own kit was selected piecemeal from various sporting goods and tin-ware stores, with the result that the five articles on the list nest so perfectly that there is not even a "rattle."

Trenching Tool and Canteen

The trenching tool and canteen were bought from a dealer in second-hand army and navy supplies. Although the former is not a necessity, it is a very handy tool around a camp. As the name indicates, this tool was designed for digging operations, but it may be made to serve for chopping also by sharpening one of the sides.

The cheesecloth is to keep out the mosquitoes when the tent fly is open at night, and I found that a piece about 6 x 8 feet did the trick nicely. A piece of cord and a little ingenuity is all that is needed to keep it in place.

The equipment as given saw good service last season and includes nothing that I would care to leave out. On the other hand, I sometimes felt the need of a saw, so a saw I shall have.

NEW MAYSVILLE INDIAN AGENCY

MAYSVILLE, Ky.—The Indian Motorcycle & Bicycle Co. has opened roomy quarters in the old building formerly occupied by the Modern Laundry Co. Motorcycles, supplies and bicycles are carried in stock. The concern is featuring its tire service for all two-wheelers.

Over 11,000 Miles

On Vitalic Tires!

What ordinary bicycle tire could come anywhere near that record? None! It took VITALICS to do it.

Out of over 60 tires used during a period of 25 years by Dr. F. S. Cate of Florence, Cal., the Vitalic was the only one to reach anywhere near this mileage. Among the 60 tires used were the *very best* of other makes, a number of them much higher priced than the Vitalic. But Vitalics ran *more than three times* the average mileage of the seven next best makes of tires used (based on an accurately kept mileage record sworn to before a notary).

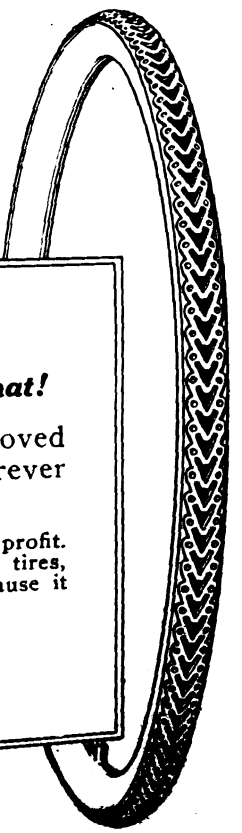
It is this unmatched *mileage* which Vitalics are giving wherever used that proves beyond question their unequalled standard of construction; highest quality of rubber instead of the cheaper grade put in ordinary tires; two plies of heavy *motorcycle* fabric, frictioned with pure rubber, instead of common bicycle fabric; an extra heavy inner tube of pure white rubber.

Write for the testing section and examine these features of construction thoroughly.

VITALIC TIRES

TRADE MARK

For Bicycles



Dealers—

Think what you could do with a tire like that!

There isn't any room for doubt—Vitalics have proved their supremacy over all other bicycle tires wherever comparison has been made.

Thousands of dealers rely on the Vitalic to make their tire profit. Once introduced, it easily brings a better price than ordinary tires, and always sells over and over again to the same trade, because it never disappoints.

Write for attractive Display Material and Dealer Helps.

Continental Rubber Works
1718 Plum Street, Erie, Pa.

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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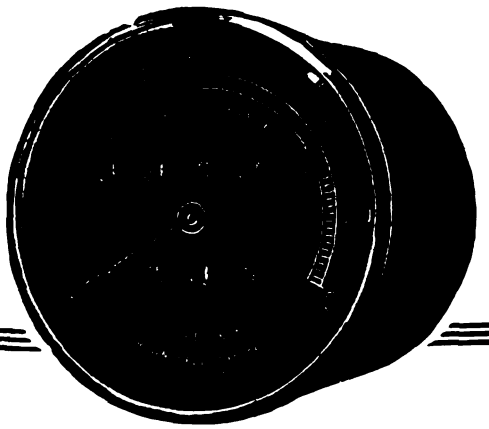

Not Because We Say So

—but because it has proved it so. That's the reason. And it's the best reason in the world. Through actual service on all sorts and conditions of roads, the

CORBIN-BROWN SPEEDOMETER

"The Speedometer of Absolute Accuracy"

has clearly proved that its word can be relied upon, absolutely depended upon.

It is accurate. It is strong. It is a speedometer of many exclusive and valuable features. You can find these out for yourself at the nearest dealer. Why not pay him a visit? Do so at once. Write today for catalog.

The Corbin Screw Corporation
THE AMERICAN HARDWARE CORPORATION, Successors
NEW BRITAIN, CONN.
BRANCHES: New York Chicago Philadelphia
Makers of Corbin Duplex Coaster Brakes for Bicycles

KANSAS CITY, MO.

ROSS LANDES, salesman for Charles Hanson, Indian agent in this city, is a live wire in the cycle game for 364 days in the year and something more on each Memorial Day. On the occasion of the meeting of Grand Army veterans, Landes, who is a first class trumpeter, is called upon to sound the various calls of the old army on a bugle which has seen service in many battles of the Civil War. He accompanies the veterans to the exercises with his Indian combination. The sales records show an increase after each Decoration Day celebration.

PRACTICAL SIDECAR AMBULANCE

Outfit Furnished by Brendamour Sporting Goods Co., Cincinnati Excelsior Agent. Litter Designed by Officer Sheets, Seated on Tandem

NEW YORK

R. G. TAYLOR is now travelling for the Audubon Motorcycle Garage, of 4192 Broadway, in the interests of the Cleveland lightweight, for which the firm is metropolitan representative. "Bob," as his many friends know him, dates back to the days of clutchless and standless singles, as far as experience in riding goes, and is now bringing them in throughout Richmond and New York counties. He recently signed up Pito & Boyd, of Tottenville, S. I., to handle the little two-stroker.

HACKENSACK, N. J.

J. W. TERHUNE COMPANY, the well-known motorcycle firm in this city, has been appointed distributing agent for the Cleveland lightweight in Bergen County, N. J. The firm has received its demonstrator and is now out after prospects with a vim.

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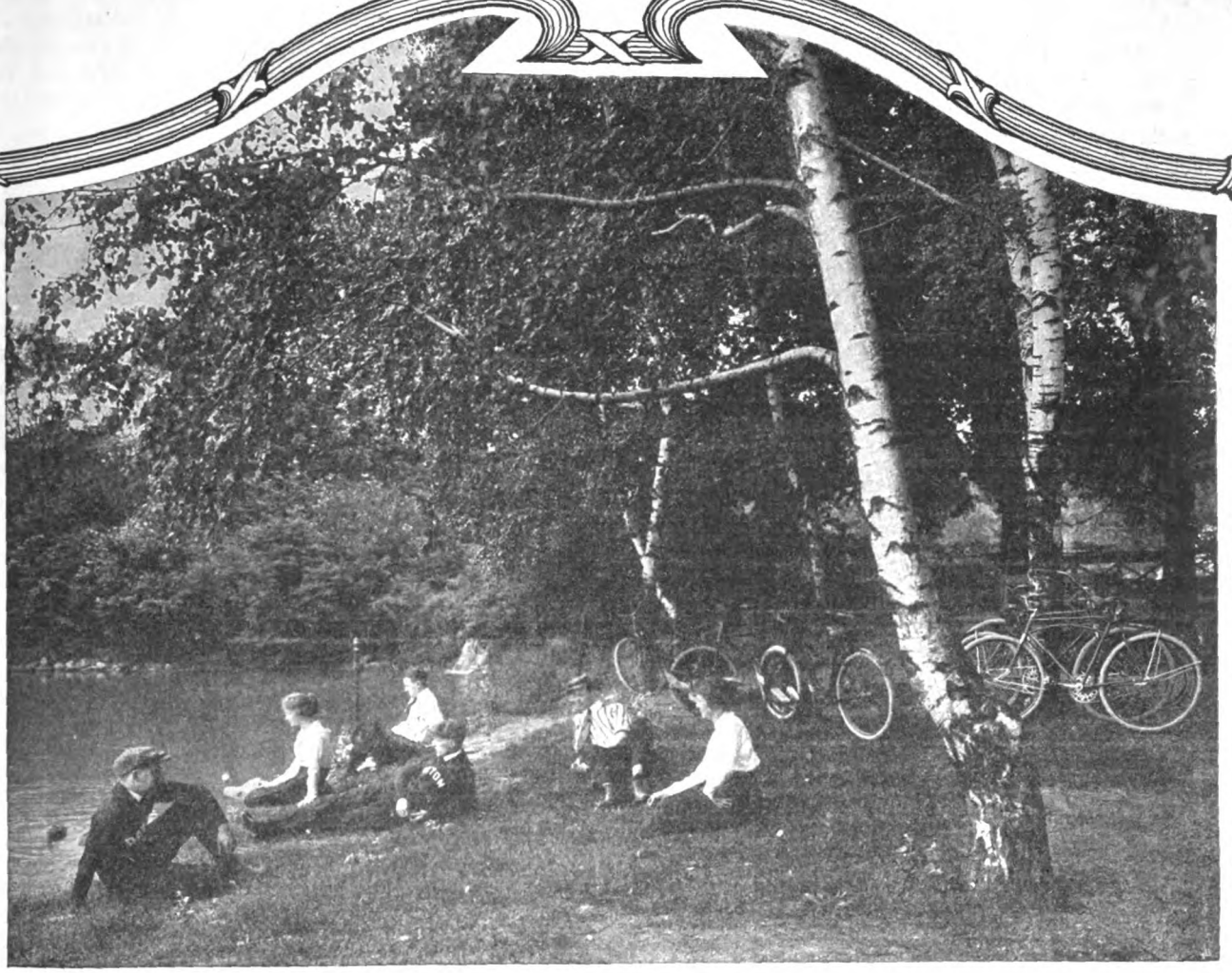

Vacation Time Is Motor Bicycle Time

EVERYWHERE—at the lakes, by the sea, in the country—vacationists will soon be thronging.

And there is nothing with such a strong appeal to the vacation pleasure-seeker as the Dayton Motor Bicycle—because it's *fun* to ride one.

NOT A MOUNTAIN CLIMBER, BUT—We have never claimed that the Dayton Motor Bicycle is a Mountain climber or a racing machine, but this is what one man writes about his machine—

"Paced by a large motorcycle with a speedometer, it ascended a long 5% grade at 27 miles per hour and had a maximum speed of 31 miles up a one per cent. grade."
—F. J. Van Winkle, Portland, Ore.

Then, too, there are thousands of those who will stay at home this summer who need a Dayton Motor Bicycle every day. Its front-wheel drive principle; its simplicity, its economy, its cleanliness; all come right home to hundreds—yes, thousands—of young men and women in your town.

Jump upon the saddle, give a little push, and off it goes over any kind of roads, fast enough but not too fast, and gasoline costs less than one-fourth cent a mile.

Selling the Dayton Motor Bicycle is real sport. It increases your profits without increasing your cost of doing business. And now is the time to push it hardest.

Write us for particulars.

The Davis Sewing Machine Co.
Motorcycles—Bicycles—Motor Bicycles.
448-458 Linden Ave., Dayton, Ohio.

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45 MINUTES FROM BROADWAY

(Continued on page 35)

things escape us. We will travel miles and miles to get a glimpse of some picturesque landscape. There is not a doubt in the world but that we could see the same thing or something equally as good as it, just forty-five minutes from Broadway. To us the fishing up in Maine is of the unbeatable sort, but you can bet your bottom dollar that a good many of Maine's most famous anglers are planning a trip this summer to do a little fishing at some well-stocked pond or stream just forty-five minutes from Broadway!

In Any Direction

Think it over. Is it not a fact that we can hop in the saddle at Times Square, which is the accepted heart of the greater city ,and turn our front wheel either north, or south, or east, or west, or, for the matter of that, in any other direction on the compass, throw her into "high," slip in the clutch, and give her the gas, and just forty-five minutes away from the city's turmoil and the things we look on with contempt, simply because we are too familiar with them, we are back to nature, either in the mountains, at the seaside, or in some quiet farming district.

The full truth of this was brought home to me not over a week ago. For ten years, at least, I have been riding a motorcycle, and the full ten years have been spent in Brooklyn. There is a famous old road in that borough called Kings Highway, and during all those ten years Kings Highway meant nothing more to me than the roadway from Bay Parkway to the Coney Island boulevard. By chance, a week ago, an automobile cut me off, and I could not turn into the Parkway according to my custom, and I learned to my surprise that Kings Highway extended on the other side of that famous boulevard.

Over Kings Highway

And having learned it, I followed Kings Highway on, and a vast field of newness opened up before me. I might have been in Wisconsin or in Iowa, or in Georgia, such was the varied scenery that this new roadway, not ten minutes ride from my own home, presented to me. And not the least surprising feature of it was the fact that Kings Highway led right into the heart of Brownsville, which is Brooklyn's most thickly populated quarter, and that not two blocks from the center of Brownsville, along its side, stretched acres and acres of the most fertile farmland and rural scenery that would do justice to Coscob Corners.

New Sights Everywhere

I have not a doubt in the world but what there are other Kings Highways for me, a million, or perhaps two million, localities not over a half an hour's ride from my home which are calculated to give me a new thrill when first I gaze upon them, and although I am a typical New Yorker, and feel, with the other Gothamites, that all the rest of these great United States are but a fringe on the outside of Manhattan, in this respect I do not think New York differs materially from any of America's thriving cities. The man on the motorcycle can find newness enough and change enough to keep him busy through several months of vacation not forty-five minutes from the center of his own home town.

There are those who prefer seashore vacation, with its bathing and its boating and its deep sea fishing. Others prefer the mountains with their unexpected lakes and insurmountable slopes, while to still others the big farm with its quietness and restfulness fits better into their scheme of things. Take your choice. With a motorcycle you can have anyone of the three or the whole three. All are open to you and not forty-five minutes from Broadway. And at the end of each day you can go back and get at least one of the three "squares" which home and mother never fail to provide and a good night's rest in your own comfortable bed, which, after all, is worth a great deal.

Where am I going to spend my vacation? Why, forty-five minutes from Broadway!

FROM NEW HAVEN TO MIDDLETOWN
ON A

C. F. Pineau, on a regular stock Miami Power Bicycle, left New Haven, Conn., at 11 A. M. May 24th and arrived at Middletown, Ohio, at 4 P. M. May 30th—1102 miles actual running time, 65 hours—average, 17 miles per hour. Gasoline used, 8 1-5 gallons—average, 134 miles per gallon. No mechanical trouble or adjustments of any kind. First part of trip through the Berkshires, last part of trip over muddy roads in pouring rain. The "Miami" used on this trip had already covered over 1800 miles.

Thousands of Miami Power Bicycles are doing good, hard, steady work all over the country every day.

The Miami Cycle & Manufacturing Co.
Middletown, Ohio

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

Digitized by Google

For Your Comfort—Weed Folding Backrest

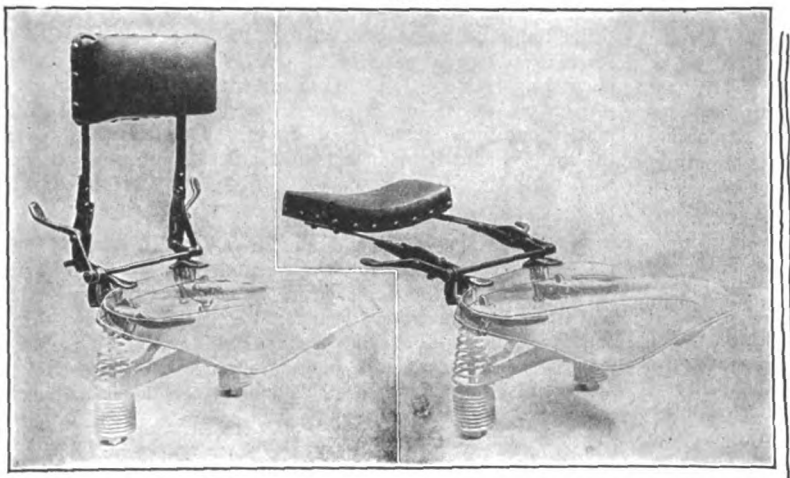
Announcement

We are pleased to announce that we have acquired the exclusive manufacturing and selling rights of the "Weed" Folding Backrest.

This back rest is thoroughly protected by patents and is made in such a way that it adds greatly to the comfort and convenience of any motorcycle rider.

Patented

The "WEED" Backrest is strongly made throughout; it is also absolutely trouble-proof and will last indefinitely. Patented folding feature allows a mount or dismount without any interference.



Kindly state the make of the machine as well as the name and type of saddle used when ordering.

Price $4.50

Catalog on request

Distributed by Leading Jobbers

Reeps Mfg. Co. 50 Church St. New York

Positive Grip

due to the generous design and construction—we think it is the best and strongest rat-trap pedal you ever put your foot on.

The No. 4 Standard

is a big, substantial, motorcycle-type pedal. It stands for the utmost mechanical value.

With a pair of these pedals on your wheel you are equipped with correct, up-to-date foot-holds, fairly representative of our business in the cycle industry.

Our products comprise:

Diamond E Spokes and Nipples for bicycles, motorcycles, tricycles, velocipedes, invalid chairs, sulkies, carriages, cyclecars and automobiles. Pedals for bicycles, tricycles, velocipedes and motorcycles. Toe clips for bicycle pedals. Emergency axles for pedals.

We are boosters for a "Million Bicycles in 1916"

THE STANDARD COMPANY
TORRINGTON, CONN.

No. 4 STANDARD RAT TRAP PEDAL

Mention of MOTOR CYCLE ILLUSTRATED is always appreciated by advertisers.

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HOW THE CYCLIST CAN FIND GOOD FISHING

(Continued from page 30)

for a vacation trip it is a good plan to get in touch with someone who knows the region, and find out just how good or how bad the fishing is. If you don't know anybody who can give the desired information, write to the postmaster of the nearest village to the place, enclosing a stamped and self-addressed envelope for his reply. Write to a half-dozen or so different places. Some of the persons will not take the trouble of replying, or else will delay the answer until too late; my own experience in hunting up new fishing grounds has proved this, so it is well to have several irons in the fire.

If the region where you are thinking of going after fish is not too far away, say, within seventy-five or a hundred miles, it is sometimes worth while to take a scouting trip and investigate. You will get an enjoyable Sunday spin out of this and can learn at first hand just what the fishing conditions are. It was in this way that I made connections with the best stream I have yet discovered in Connecticut.

Value of Scouting Trip

There is still another good feature about the scouting trip. One can locate a desirable place to board for a few days or a week, or—if he plans to make a camping trip of it—can select a good camping site in advance. That is better than trusting to luck at the last moment. I have boarded with farmers for varying periods of time, and while I am willing to go on oath that some of the best cooks in the United States live in farmhouses, I am equally sure that the worst cook in our land of the free and home of the moderately brave also inhabits a farmhouse. So it is not always safe to take a chance.

When fishing a new region, and especially when looking for good fishing grounds in a new country, a map is a practical necessity. And for the sportsman's use—I include the motorcycle rider in this, whether he hunts and fishes or not—there is no more satisfactory map than the topographic maps prepared by the United States Geological Survey. These are now published for a large part of the United States, and when the work is completed the entire country will be covered. They show roads, trails, buildings, towns and villages, bridges, ferries, etc. They are printed on sheets about 14 x 17 inches, and in the eastern part of the country show a scale of approximately one inch to one mile. In the West the scale is usually an inch to two miles.

Using Topographic Maps

Perhaps a few words regarding the use of topographic maps would not be out of place. The most noticeable thing about one of these maps is the numerous brown lines that travel here and there over it. They are contour lines, and, when they are understood, give the user of the map a very definite idea of the surface of the country. A contour line passes through points having the same elevation above sea level. Most commonly a twenty-foot contour interval is used, which means that the vertical distance between any two successive brown lines is twenty feet. When the contour lines are close together, it shows a steep hill; when they are some distance apart, the slope is gentle. Since a contour line must always keep on one level, it will bend up a valley to cross it.

These maps are of great value to a fisherman. They show him all the streams and ponds, the roads leading to them, if there are any, and whether the region is thickly settled or not, which offers a basis by which one can estimate the fishing possibilities.

Furthermore, the *character* of the streams is indicated. By the number of contour lines one can tell whether the stream is a swift one with numerous falls and rapids, or whether it is slow. A bog stream is shown by blue tufts, which indicate swampy land; a slow meadow stream will be crossed by few contours; the swift brook by many.

The maps give a perfect idea of the general lay of the land. One can tell in advance how steep all the hills will be by noting the contour lines, and besides, the height of all prominent elevations on the sheet is given in figures.

Cost Is Ten Cents

Topographic maps can be obtained for the very trifling cost of ten cents each, or, if ordered in quantities of one hundred, six cents each. In most large towns they are on sale at book stores, and I have known dealers to charge as high as twenty-five cents each for them. Of course, that means a tremendous profit for the dealer. Never pay more than ten cents. Each map is named after a town, mountain, or any prominent object in its area, as New Haven Sheet, Niagara Falls Sheet, Crater Lake Sheet, etc.

The Edison Alkaline Storage Battery is Fundamentally Different From Every Other Storage Battery.

Poles, plates and container are as rigid and strong—as unbreakable, unbendable and indestructible, as heavily nickel-plated, high grade steel can make them.

No matter how rough the road no part of the Edison Battery can jar loose; no amount of vibration and jolting can shake down the active materials or in any way affect the electrical capacity of the battery.

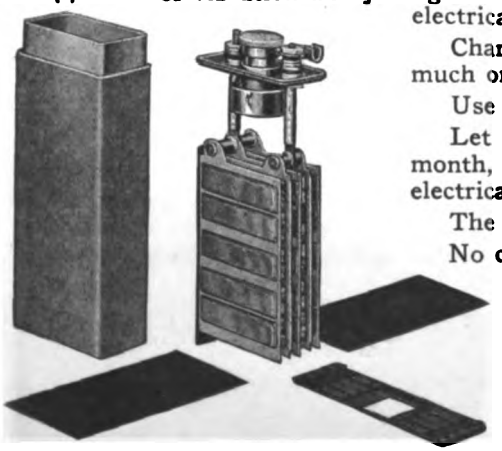
Charge an Edison Battery whenever convenient, no matter how much or how little charge it already contains.

Use an Edison Battery whenever you need it.

Let your Edison Battery lay away idle, indefinitely—a week, a month, a year, or more—it will suffer no injury, and have as high electrical capacity as the day you bought it.

The solution is ALKALINE—that's why.

No corrosion—no sulphation—no fumes—no plate diseases.



One Edison Motorcycle Special M20 Cell showing method of assembly. Note steel construction and rubber insulation. These are characteristics of long life and satisfactory service

Edison Storage Battery Co.

Factory and Main Office, 231 Lakeside Ave., Orange, N. J.

Distributors in

New York Boston Chicago Detroit Washington
San Francisco Los Angeles Seattle New Orleans

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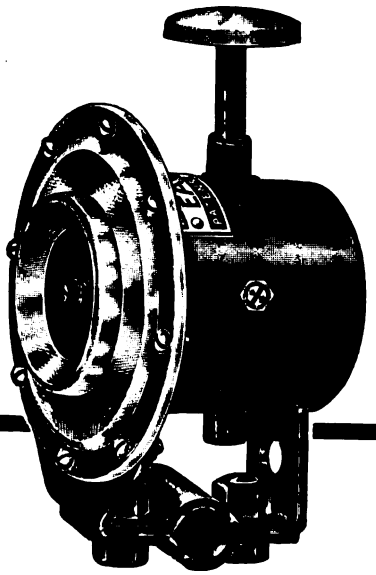
EACO



Sets the Pace in Sales and Service

No horn made has gained such instant popularity, such widespread demand as the EACO. And there's a good reason for its phenomenal sales record.

It's BECAUSE THE EACO MOTORCYCLE AND BICYCLE HORNS ARE THE BIGGEST HORN VALUE BY FAR FOR THE MONEY.

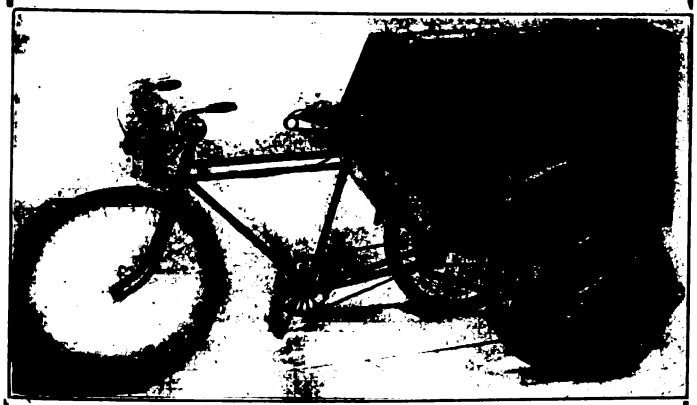
It is the lightest horn made, yet the strongest. Its range is very far-reaching, because of the big "chest" or sound-box and the very sensitive diaphragm.

The EACO is the only horn made that has two brackets attached for instant adjustment on either the top or handlebar of the motorcycle. It is an innovation original with the EACO.

Write for further details—or ask your dealer.

E. A. Laboratories, Inc., BROADWAY AND WYETH AVE. **Brooklyn, N. Y.**

ANSWERS THE DELIVERY QUESTION



Here is the most practical, lowest in cost and upkeep, lightest and roomiest bicycle delivery van made. In every sense it is up-to-the-minute—it solves the problem of delivery for merchants everywhere.

Powerful, good-looking, a fine advertisement for the merchant. Every small retailer in your town is a live prospect for the WORKSMAN Van.

RETAILS FOR $75.00 COMPLETE

Get Our Proposition Today

M. WORKSMAN

16 Vesey St. New York City

To Buy or Sell

USE

THE MART

3 Cents a Word

Dealers—Write us for rates for advertising in our

Dealers' Directory.

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TAKE YOUR CAMERA WITH YOU

(Continued from page 31)

And now, that we have you going, let's talk of the proper camera. Don't get a plate outfit; it's too bulky. Get a folding camera, either roll or film pack.

It does not have to be a special affair with an astigmatic lens and a high-speed shutter. What the average rider wants is pictures for the film he shot off, and he can get some very good results from a moderately priced outfit. Sometimes the finer the tools the finer the workman must be, so that it is not always true that the highest priced cameras will give the best results. A novice will be satisfied with something that takes less experience to handle successfully.

The Lens Question

Of course, a rapid rectilinear lens has not got the latitude a faster lens has. You will not be able to use the former when the day is dull with as good success as if you had an anastigmatic lens, but there are plenty of clear days to use the slower lens.

The size of the picture is the next consideration, and that is like many other things, a matter of individual taste. Take it from one who knows, one who has had a 3¼ x 4¼, then a 2½ x 4¼, and lastly a post card size camera, the bigger the better, even if the cost is a little higher. When you snap one with a large camera, you have a picture that will stand observation without the aid of a magnifying glass to identify those on it.

My idea, as you can gather, is nothing smaller than a 2¼ x 4½, and if the pocketbook can stand it, one of the new cheaper anastigmatic lens-equipped folding cameras, that has a 50th and 25th of a second speed to the shutter, and use it, for more pictures are under-exposed than over-exposed. At the same time get a carrying case for the camera so that you can tote it around with you in a way that it does not intrude on your thoughts to impede your progress—it'll pay in the long run.

Carrying the Outfit

When first I carried a camera, I hung it from my belt, and that was all to the mustard while riding, but it banged against my hip while off the machine, and it also suffered in a few spills that I had. Next I carried it over my shoulder, banging against my back or sliding around to the side, but now I have found the ideal place.

Shorten the strap so that when you put it over one shoulder it hangs high up under the opposite arm-pit. There is will be out of the way most of the time, it will be protected in case of spills, also not be jarred from the road's unevenness and it will be easy to get when it is wanted. If you put the strap over your head before you put on your coat, then it will never shift from the original position when you put that garment on.

Well, there you are, you know why you should carry a camera, you get a line on what kind you need, and you know where to carry it. Will you be one of the bunch lined up among the road this summer with a camera in your hand as we pass by? Good luck to you!

ANGWIN'S HENDERSON MADE A FINE SHOWING

E. J. ANGWIN, of the Motorcycle Sales Co., Henderson representative in San Francisco, started out on a little vacation run with his Henderson sidecar combination a few days ago. He chose Los Angeles as his destination. Charles B. Jenkins, assistant manager of the Hawaiian Pineapple Co., and G. L. Graham, chief clerk of the Pacific Telephone & Telegraph Co., accompanied him.

Angwin found that his 1916 model outfit was never baulked by the high mountain passes, even with a load of 555 pounds of men and a heavy suitcase. The 436 miles of the trip were made without trouble, averaging 43 miles to the gallon of gasoline. Near Tracy, Angwin opened her up and clocked 55 miles per hour with three aboard.

After a short stay in Los Angeles, the trio climbed aboard the combination and started off to repeat the trip in a reverse direction.

KANSAS CITY TRACK WILL ATTRACT RACERS

KANSAS CITY, Mo., June 15.—The construction of a new 1¼-mile dirt track at Kansas City is causing a big bunch of motorcycle enthusiasts to sit up and take notice. It has been announced that motorcycle races, as well as those for motorcars will be run on the track and the local talent is preparing to make the most of the opportunity.

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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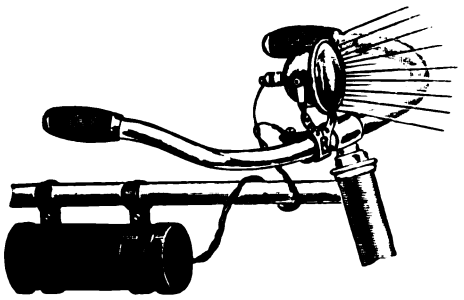
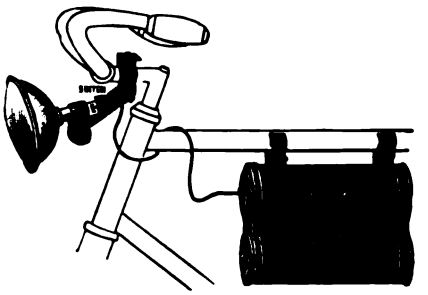


No. 1650

PRESTO-ELECTRIC BICYCLE LAMPS

$1.10 TO $1.90

Eliminate All Danger By Using a PRESTO Electric Light On Your Bicycle



No. 1662—Equipped with 3 Volt Tungsten Bulb—4" Bull's Eye Lens

The PRESTO gives a powerful, penetrating light. Adjustable pivoted reflector, throwing light in any direction desired. Any ordinary dry cell battery operates PRESTO light. Made in eight different styles. Reflectors highly polished and nickel plated. **Retail prices from $1.10 to $1.90, without battery.** Dealers, write today for complete information.

METAL SPECIALTIES MFG., COMPANY 730-738 WEST MONROE STREET CHICAGO, ILLINOIS

PLEASURE +

via

the *Cyclemotor* way

Makes the vacation trip a real *joy* ride

THE COAST LINE TO MACKINAC

DETROIT, CLEVELAND BUFFALO, NIAGARA FALLS. | TOLEDO, PT. HURON, ALPENA, ST. IGNACE.

A REAL VACATION

The D. & C. Line Steamers embody all the qualities of speed, safety and comfort. The freedom of the decks, cool, refreshing lake breezes and commodious state rooms makes life aboard these floating palaces a source of enjoyment.

"D. & C. A SERVICE GUARANTEE"

Daily service between Detroit and Buffalo and Detroit and Cleveland. Day trips during July and August, as well as two boats out of Detroit and Cleveland every Saturday and Sunday nights during these two months. FOUR TRIPS WEEKLY FROM TOLEDO AND DETROIT TO MACKINAC ISLAND AND WAY PORTS—From June 25th to Sept. 10th, SPECIAL STEAMER CLEVELAND TO MACKINAC ISLAND. TWO TRIPS WEEKLY. NO STOPS ENROUTE EXCEPT AT DETROIT EVERY TRIP. Daily service between Toledo and Put-in-Bay, June 10th to Sept. 10th.

RAILROAD TICKETS ACCEPTED on D. & C. Line steamers between Detroit, Cleveland and Buffalo, either direction. Send two cent stamp for illustrated pamphlet and Great Lakes Map. Address L. G. Lewis, G. P. A., Detroit.

DETROIT & CLEVELAND NAVIGATION COMPANY
P. H. McMILLAN, Pres. A. A. SCHANTZ, V. P. & G. M.

EFFICIENCY 100%

AIM! AUBURN

Hits the Target Every Time!

Auburn Ignition Mfg. Co., Inc.
Auburn, N. Y.

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KEEPING IN TOUCH WITH THE FOLKS

(Continued from page 39)

habitant for a test ride—and say but how they did enjoy it! It was laughable to see the look of fear give way to one of delight as they sped along, and now a sort of motorcycle craze has hit the young fellows up there. Two of them bought second-hand machines this spring, and such looking crocks they are. You can hear them coming for half a mile, but you have to hand it to those boys; they sure can ride that rough road like a veteran. And maybe when they are older and have more money to spend, won't they be regular riders, those boys who now are better at repairs than Bob and myself?

So you can see why I said that I'm a lucky lad, and I'll bet you you will agree with me, for how many of you can go out each Sunday to a small town and mingle right in with the crowd, putting in a day of solid recreation and rest, and getting into fine trim for another week at the desk?

TORONTO DEALERS USE BILLBOARD ADVERTISING

TORONTO, Ontario, June 19.—The bicycle dealers of Toronto, with the co-operation of the manufacturers and jobbers, have pulled off an advertising campaign which proved to be highly successful. The whole city was not exactly painted red, but most every billboard was literally plastered with an assortment of thirty-six sheet posters which bore reference to the bicycle. The designs were most striking and the general effect, in each case, was very artistic. The slogan adopted for the advertising stunt was "Twice as Easy as Walking, Three Times as Fast," and this catchy phraseology aroused considerable comment.

FEATHERWEIGHT CLIMBS 6,000-FOOT MOUNTAIN

TURLOCK, Cal.—The climbing powers of the Indian Featherweight were again satisfactorily demonstrated in the Pacific Coast section recently, when J. E. Farris and his partner took a little Indian two-stroke and a Powerplus up to Strawberry, 6,000 feet above sea level. The trip to the mountain and return totaled 200 miles, and this and the climb were made in the same day.

The trip to Strawberry from the base was through snow and water, with loose surface on most of the stretches of road. The Featherweight had no difficulty in the ascent, whereas automobiles have to get into low gear to make the climb. The Featherweight rider who went with Farris is 6 feet tall and weighs 180 pounds.

APPEAL TO RIDERS FOR ROAD FUNDS

GLACE BAY, Nova Scotia, June 12.—The Glace Bay Good Roads Association, in undertaking to improve every highway leading into the town of Glace Bay, has issued an appeal to motorcyclists of the place to contribute $1 each to a road fund. The association has just completed the improvement of the road to Sydney and there is no better highway in this section of the country than this stretch. A. D. MacNeill, Glace Bay, is the treasurer and prime booster of the good roads campaign.

TWELVE TANDEMS ON STODDARD CAMP TRIP

LOS ANGELES, Cal.—Of the 22 machines which were ridden in the Los Angeles M. C. picnic to Stoddard Camp in the mountain recesses of San Antonio canyon, twelve carried tandem. Blick Wolters was chairman of the entertainment committee and certainly made good in every direction.

LONG TRIP TO SEE FOLKS

READING, Pa.—Earl L. Myers, assistant foreman in the transmission covers department of the Ford Motor Company, in Detroit, Mich., has arrived here after a five days' trip from that city on his Harley-Davidson. Myers, who has relatives here, made the run of 1,100 miles via Buffalo and Niagara Falls. He is a member of the Detroit Harley-Davidson club.

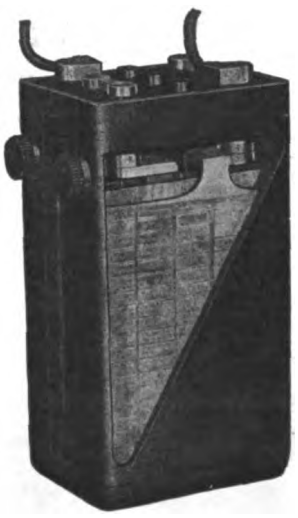
BIG CONTRACT FOR OHIO ROADS

COLUMBUS, Ohio.—Bids were opened June 15 by the Ohio Highway Commission for the improvement of about 150 miles of roadway in about 25 counties in the State, the work to be done the present season. In all the estimated cost of the work is $1,300,000. It is the third large letting of contracts by the Ohio Highway Commission during the present year.

50,000

WICO

Motorcycle Batteries



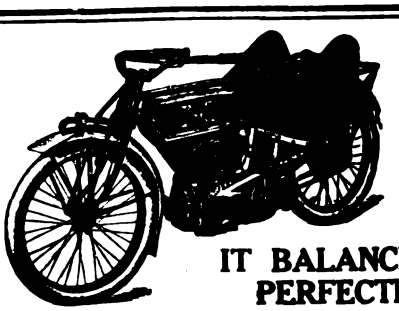
ARE in service throughout the world. No other battery manufacturer has the advantage of such experience.

BECAUSE of it, the Wico Battery is to-day incomparably better than any other sold for the purpose. Don't regard the storage battery as a mystery. We will tell you what happens inside and then you can judge batteries as you do motorcycles. Write us to-day.

WITHERBEE IGNITER CO.

Springfield, Mass., U. S. A.

Note: Write us for List of Service Stations.



IT BALANCES PERFECTLY

You remember the time before you learned how to ride a bike. You would almost swear it couldn't be done. You couldn't imagine how it was possible to ride a two-wheeler without falling off.

TRY A TRIPLEX

You will find that balancing is so easy that you will forget all about it. In the first place these seats are very low, which, of course, makes balancing so much easier.

Then again, the weight is mostly centered in the 2 uprights in the rear. Besides, you know that as long as your front wheel is free you can regain the equilibrium by a slight turn of your wheel.

Dealers—Here's something the rider wants—something to put real ginger into your sales. Write at once for agency proposition.

Fits all makes. ***Guaranteed for 3 years***

PRICE $25.

Illustrated catalog on request

HAVERFORD CYCLE CO.

503 Market St., Philadelphia, Pa.

America's Largest Cycle House

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BE THE LEADING DEALER IN YOUR SECTION

Nothing will do more to bring this about than to establish yourself headquarters for the now CELEBRATED

A. B. C. GENERATORS

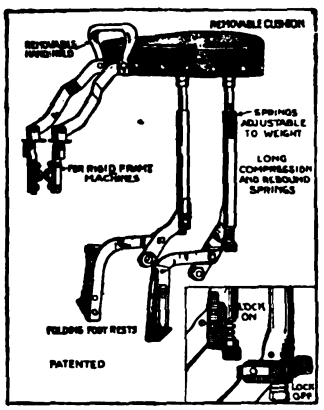
The most simple—therefore the most developed Motorcycle Electric System on the market. Claims of Superiority — Applicability — Stability — Efficiency — Durability — Flexibility and Accessibility.

New Prices MODEL B—Complete less lamps Direct Lighting **$25.00** | MODEL C Batt. Charging **$30.00**

You don't THINK you see the road—YOU DO SEE IT. Transportation paid on retail sales.

A. B. C. GENERATORS CO., Los Angeles, Calif.

All Los Angeles Police Use the A. B. C.



Stoll Combination Tandem No. 2
Price complete $11.00

FOR YOUR COMPANION

COMFORT adds more real pleasure to the vacation than any other one thing. You can be sure "she" is comfortable and safe if your machine is equipped with a

STOLL TANDEM

"The tandem that suspends the passenger on long, enclosed springs, working in oil."

Nothing has ever equalled Stoll Tandems for comfort and Service. They are sold by nearly all the leading jobbers and dealers.

The Stoll Mfg. Co., Denver Colo.

Thousands of Prospects

Are reached each week through the classified columns of Motor Cycle Illustrated. And the cost of putting your proposition before this great buying power is only three cents a word per single insertion and two cents a word when repeated.

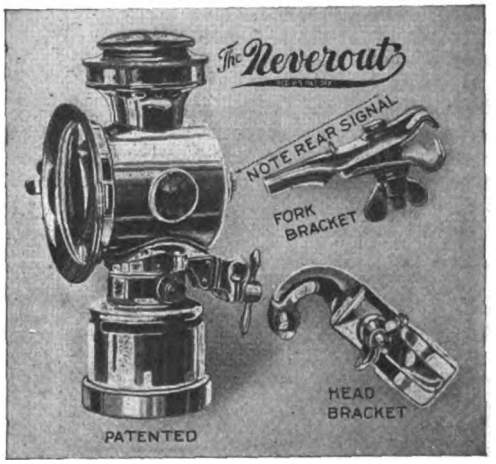
If you've got something to sell—don't delay, send your ad to the classified department—THE BIG RESULT GETTER.

Motor Cycle Illustrated

13 Park Row, New York

The Neverout

BICYCLE OIL LAMP



The World's Most Famous Bicycle and Motorcycle Lamps

GUARANTEED TO STAY LIT
(or money refunded)
Made of best Quality brass—Cannot rust
Riveted and Clinched
FOR SALE BY LEADING DEALERS
Write today for complete description

ROSE MANUFACTURING COMPANY
933 ARCH ST. PHILADELPHIA, U. S. A.

NAMES—NAMES—NAMES!

By the hundred, or the thousand, as many as you want—Mr. Dealer and Mr. Manufacturer—Names and addresses of the motorcyclists and automobilists who are registered at the New York State Capitol. The motorcycle registration law just went into effect, and here is a splendid opportunity to get business by circularizing the riders of any part of, or the entire State of New York.

We Furnish These Names at Lowest Prices

We copy official automobile and motorcycle records in the Capitol here and can compile a list of the auto or motorcycle owners for your section of the State, at lowest rates, sending you supplements, giving the additional registrations. We can compile a list of owners of any particular motorcycle or automobile you may wish a list of.

We can also furnish a list of owners of any city, county, district or territory you may desire.

Dealers are making good money, and creating a lot of new business by using our lists. Now is the time to write riders in your territory for repair work and new accessories. Get our list now. Beat your competitor to it.

CAPITOL AUTO LIST COMPANY **68 State Street Albany, N. Y.**

Capitol Auto List Company
68 State St. Albany, N. Y.

We want ..... names and addresses of motorcycle riders in our vicinity. Quote prices.

Name .....

Street and City .....

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MANY EXS. IN USE BY ARMY AND NAVY IN PHILIPPINES

CHICAGO, Ill.—The Excelsior Motor Mfg. & Supply Co., maker of Excelsior motorcycles, has received a letter from the F. H. Thompson Co., representing the Big X at Manila, P. I., in which is stated the number of such machines used in the Army and Navy. Thompson's letter says:

"We have sold Excelsiors to the Army and Navy as follows: nine twin 3-speeds to the Quartermaster's Department, two twin 3-speeds with sidecars to the Engineers, and six twin model 7-C as well as six twin 3-speeds to enlisted men of the army.

"U. S. Navy enlisted men have purchased four model 7-C, four twin 3-speeds, one twin 16-3 police model and one single 4-C. The station at Guam has two twin 3-speeds with sidecars and two model 7-C.

"From this you will see that your little, old far-off Philipine agent has received more than his share of the U. S. Army and Navy business."

AFTER SHORT-MEASURE MEN IN OHIO CITIES

COLUMBUS, Ohio.—Samuel Lindsay, State sealer of weights and measures, has started another campaign against alleged short measuring of pumps as used by gasoline retailers and has found a number of defective pumps. He found that the largest percentage of short measures were being given in Cincinnati and Cleveland, although other cities had a few that were reported.

In Cincinnati deputies inspected 118 gasoline pumps and found 48 which had to be adjusted or condemned entirely. In Cuyahoga county the inspectors found 32 out of 129 to be bad. In Franklin county only three out of 71 were found to be defective. In about 50 counties in the State the inspectors found 724 defective pumps out of nearly 2,800 inspections.

The Ohio Board of Agriculture will be asked to punish the violators to the limit.

ELECTRIC LIGHT TO BE DIFFUSED IN KANSAS CITY

KANSAS CITY, Mo.—The Kansas City police department has just issued orders that all electric headlights or side lights on motor-driven vehicles must be ground or etched. The following paragraph from the ordinance gives the effect desired:

Electric headlights shall have the entire inside surface of their door glasses etched or ground to such a degree that the lighted filament shall appear blurred and indistinctly defined, and that all light emitted shall be diffused and free from scintillation and brilliant or metallic lustre.

Local riders are using emery flour, turpentine and a piece of steel applied with a circular motion to get the effect desired.

MARTIN LEAVES SVENSGAARD

GRAND RAPIDS, Mich.—Tom Martin, chairman of the Jack Pines Tour, has severed connections with the Harry Svensgaard Sales Corporation of Detroit. Martin has just returned from the pathfinding tour of the course.

WAR CYCLISTS PUBLISH BI-MONTHLY

TORONTO, Ontario, June 12.—Canadian war cyclists now have a newspaper of their own, the first issue of a bi-monthly publication for the Divisional Cyclist Corps having been sent out from the Cyclists' Training Depot at Exhibition Camp, Toronto. The paper is called the *Canadian Cyclists' Post*, and the editor-in-chief is Sergeant E. W. Earle who, prior to enlistment in August, 1915, was a trade journalist of Toronto.

GOOD ROADS DAY RESULTS

LIMA, Ohio.—The first "Good Roads" day held in Ohio resulted in the improvement of a section of approximately 20 miles of road in Allen county last week. In all about 150 teams, 10 tractors, a number of scarifiers, graders and motor trucks were used in the work. About 1,500 men volunteered to work for the day. The work was under the charge of C. F. Rudisill, State Director of the Ohio Good Roads Federation.

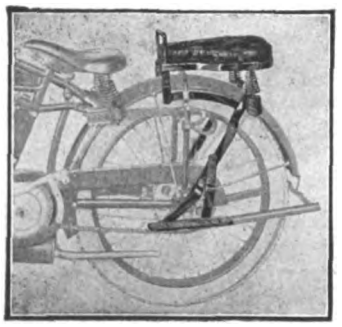
WENT LIKE HOT CAKES

Motor Cycle Illustrated:

Enclosed find my remittance for twenty more copies of the Spring Number, which I certainly hope you will be able to furnish me. The forty copies which I received went like hot cakes!

C. D. Chamberlain,
Denison, Ia.

THE "ONLY" TANDEM

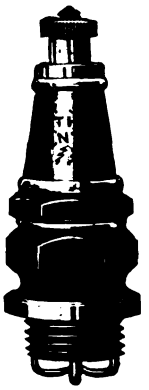


for The Cradle Frame "Indian"

Our method of attaching and the low saddle position, combined with the other original features of the F-N, make it the "only" tandem for the "Indian."

Fentress-Newton Mfg. Co.
DETROIT .·. MICH.

SPARKING SURETY



The BENTON is continuously being put to the severest tests—because its users have trust in it. In the gruelling endurance runs, in the big races, it's all

BENTON
"The Case Hardened Plug."

This is the plug for *you*, because it is built to give the sort of service that does justice to your motor—brings out every ounce of its power.

Learn full details from our booklet.

L. F. Benton Co., Vergennes, Vt.

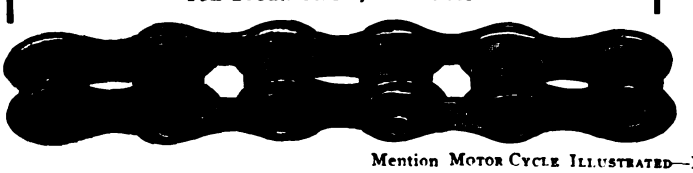
Jobbers—Remember!

The goods you sell must sell not only on their merits, but they must also have the added "punch" of distinction. When you handle the "strongest motorcycle chain in the world," proven to be so by competitive tests, you are assured of a ready market—always.

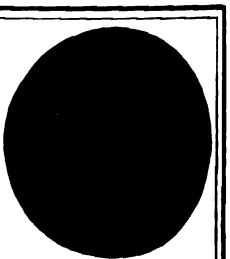
"THE COVENTRY"

The price is $1.00 a foot to the consumer

HERBERT F. L. FUNKE CO.
112 Broad Street, New York



MASCO



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Quality—Service

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Most modern and up-to-date equipped repair shop in the country. Motor and machine overhauling, cylinder boring, frame and fork straightening and rebuilding. Estimate furnished. Work guaranteed.

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Perfect ignition and 100% efficient lighting service—that's what it means to have your mount equipped with the

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Motorcycle Lighting-Ignition System

Strong, reliable synchronized ignition always. Steady, intense, white light. Battery can't spill. Wiring is protected.

Service Stations Nearly Everywhere

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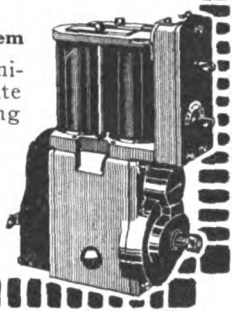

Berling Magneto

This "B" type will carry the motorcycle maker to Success because it will carry the rider to his destination.

ERICSSON MANUFACTURING CO. 1116 MILITARY RD., BUFFALO, N.Y.

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You can't be up-to-date without it.

Write today to

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Hammondsport, N.Y.
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The choice of the experienced rider is

PREST-O-LITE

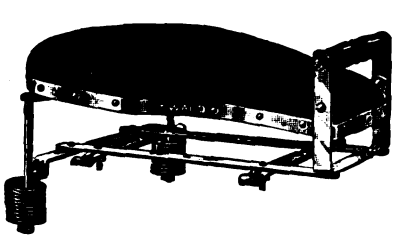
The Only Practical Light for Motorcycles.

The best Road light at the lowest cost. Simple, sturdy, absolutely reliable and highly convenient. Send for literature.

The Prest-O-Lite Co., Inc. 246 SPEEDWAY INDIANAPOLIS, IND.

The World's Largest Makers of Dissolved Acetylene

Prest-O-Lite Exchange Agencies Everywhere



No. 422 tandem to be used on rigid carriers, the price includes one pair footrests.

Retail Price

$5.50

Complete

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FOR THE GRUELLING GRIND OF RACING

7143 5/8" pitch 1/4" wide

No chains are better fitted for the racking strain of race work than *Renold*. They're first choice of the speed kings.

7144 5/8" pitch 3/8" wide

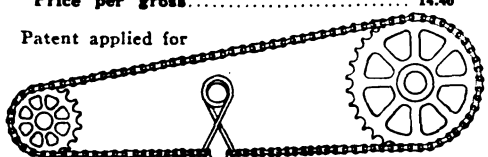
Peter A. Frasse & Co. Inc. **H·R** **419 Canal St., N. Y.**

BEAN CHAIN GRIP MODEL G-1

Light in weight. Of its self takes up the slack and leaves links of chain loose between the ends of grip, thus leaving both hands free.

List price, postpaid, each..... $0.10
Price per gross..... 14.40

Patent applied for



Model G-1 in position for holding chain for easy removal of link.

Right hand holding Bean Chain Tool; left hand holding rivets after removal.

Next, connect ends of chain with repair link

If your jobber does not handle them, send to us for Dealers' Prices

THE BEAN COMPANY, Berea, Ohio

Manufacturers of Auto and Motorcycle Supplies

Wherever Ball Bearings are used you will find

THE STAR

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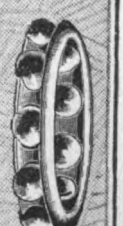
Ball Retainers



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'Phone, 2353 Morningside.

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Repairing Storing
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All Makes of Bicycles—Expert Repairing.
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15 So. Lexington Ave., White Plains, New York

FLYING-MERKEL & MIAMI
Distributors and Service Station
Installment or Cash
MIAMI-MERKEL CYCLES CO.
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Oliver's Bronx Distributing Agency for
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All Repairs Guaranteed
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T. J. SIXSMITH
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Expert Repairing. New York Agent for the EXCELSIOR.
Telephone, 8861 Riverside.

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INDIAN and EXCELSIOR
Columbia, Hartford and Fay Juvenile Bicycles.
Parts for the Indian, Excelsior and Pope.
Repairs and Accessories.

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MIAMI POWER BICYCLES
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Rebuilt machines. A written guarantee with each machine. Write for details and price list.
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Agents for HARLEY-DAVIDSON. Reg. F.A.M.
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On Slightly Used and Rebuilt Motorcycles
The finest line ever offered, at the lowest prices, and if you don't get our list you'll be the loser. Machines from $30 up, and every one guaranteed.
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Largest Cycle and Motor House in the West

The wise ones are buying their tires from us.
Why?
Write us size you use and let us quote our prices.
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Manufacturers, Agents and Jobbers, Wholesale and Retail. Get Our Catalogue Before Buying Your Supplies.
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Write for our revised list of used motorcycles of all makes and models, including the Harley-Davidson, Reading-Standard, Merkel, Thor, Indian, Yale, Shickel, Pope and De Luxe. Literature furnished on request.
The Place of Satisfaction.
MUELLER CYCLE AND SUPPLY CO.
Oldest and largest dealers in the northwest.
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CYLINDER GRINDING
Motor-Cycle Exclusively
New pistons and rings accurately fitted.
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SECOND HAND MACHINES
Twin chain drive Indian, 1911, $50.
Twin chain drive Excelsior, 1912, $75.
Twin chain drive Indian, 1913, $120.
Twin Harley-Davidson Chain Drive, 1913, $115.
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Twin belt drive Excelsior, 1914, fully equipped, $125.
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TWIN CYLINDER motorcycles with clutch and magnetos chain drive in Excelsiors, Indians, Harleys, Thors, Popes, Merkels, Readings, Yales. 1912 models, $60; '13s, $85; '14s, $110; '15s, $150; 2-speed, $170; 3-speed, $200; payable half cash, balance 5 months. Side cars, $30, $40, $50. Dunham, new, $60; Rogers, new, $75. Knight Motor Co., 3323 Locust street, St. Louis, Mo.

HENDERSON, four-cylinder, brand new 1915 single-speed, $195. Brand new two-speed, $225. Act quick if you want a bargain. L. J. Mueller, 6311 Woodland Ave., Cleveland, O.

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ESTABLISHED BICYCLE BUSINESS in a city of 90,000 population, not far from New York. Will sell cheap. Good reasons. Box 96, care of MOTOR CYCLE ILLUSTRATED.

FOR SALE—Harley twin speedster and Harley single two-speed, 1915 models, been run only few miles, in perfect condition; never in spill. Will sell speedster for $135 and single two-speed for $125. Ship for $15 deposit each, balance C. O. D. subject to examination. R. C. Smith, Burt, Iowa.

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FOR SALE—Sidecar outfit: Pope two-speed twin with Majestic gunboat sidecar, in fine shape, only $200. Pope twin with Eclipse two-speed, almost new; new casings; big bargain; $150. Pope roadster, very fast; first class shape; bargain at $150. Terms, $25 down, balance C. O. D. Address Emery-Corwin Co., Belleville, Ill.

OLD ESTABLISHED motorcycle, auto supply business on Lincoln Highway, Philadelphia, Pa., doing $45,000 a year business; store with fixtures, office supplies, equipped shop, gas engine, lathe, welding outfit, etc.; complete stock, goodwill and fixtures; rent low; any kind of lease; valuable agency for well known motorcycle. Sell on account of health. For further particulars address S. W. G., 1525 Blavis street, Philadelphia, Pa.

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TRAVELING SALESMAN to call on motorcycle repair shops, dealers and jobbers with line of motorcycle repair parts and accessories. Unlimited territory. New York men preferred. Address C. M., care of MOTOR CYCLE ILLUSTRATED.

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SALESMAN WANTS POSITION with manufacturer or manufacturers' agent. Experienced in the cycle trade. At present with large jobber in western New York. Commission basis considered on A-1 proposition. E. H., care of MOTOR CYCLE ILLUSTRATED.

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Are sold on merit, not on price. Satisfactory service is their strongest selling argument.

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We are selling several of the representative motorcycle and bicycle manufacturers, as well as some of the largest jobbers in the country

For Motorcycles—.125 x .110 and .120 x .100. Made of high grade wire, either hand buffed or regular bright nickel finish. For Bicycles—.082 x .072; .080 x .060; .072 x .056. Furnished in National hand buffed or regular finish. Finest grade of wire. Rust proof!

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Price $3.25

For a loud warning, durability and appearance, the

HANDPHONE

is unequalled.

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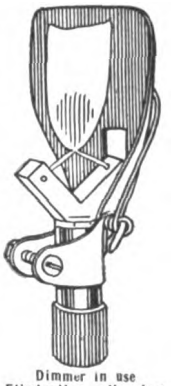

Dimmer in use Eliminating all glare Patented Jan. 5, '15. Other patents pending.

ELIMINATE THAT GLARE

By Using

O-U-Lite Dimmers

A touch of the hand and this dimmer is breaking the glare without reducing the efficiency. Then if your destination leads you into the country, a touch of the hand lets the light shine full force.

No city ordinance is so strict that the O-U-Lite will not comply with it.

Two styles for Motorcycles:

Permanent—$.65 each or 2 for $1.00. With control on lamp $1.25 each, or 2 for $2.00.

Liberal discount to the trade. Write for full details.

THE O-U-LITE COMPANY,
1505 State Street, Racine, Wis.

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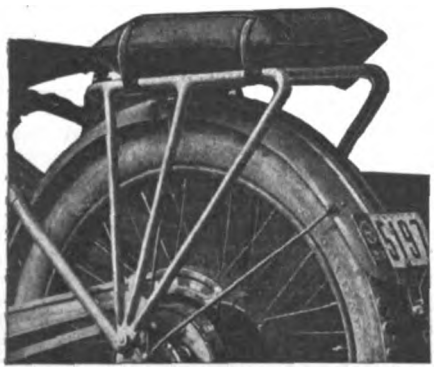

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Is inflated without use of pump and deflated and carried in pocket or tool kit. Radically different and far superior to any article used for this purpose. FITS ALL LUGGAGE CARRIERS and can also be used for any other purpose, such as camping, fishing or any other place where comfort is desired. Its durability backed by two years' practical test.

PRICE $3.50

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Write us on your letter head or enclose your business card and we will send you our new catalogs.

No. 60 Motorcycle Supplies
No. 64 Bicycle Sundries

A few agencies still open for live dealers of "Victor," Pierce and "Crawford" Bicycles. Prices and terms on application.

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Inventions bring fortunes when protected by good patents. New ideas in great demand. I will get a valuable patent for you and will help you make money from it. Ask about my free advice, or send sketches for free search of patent records.

LESTER L. SARGENT, Patent Lawyer, N.W. Cor. 9th and G Sts., Washington, D. C.

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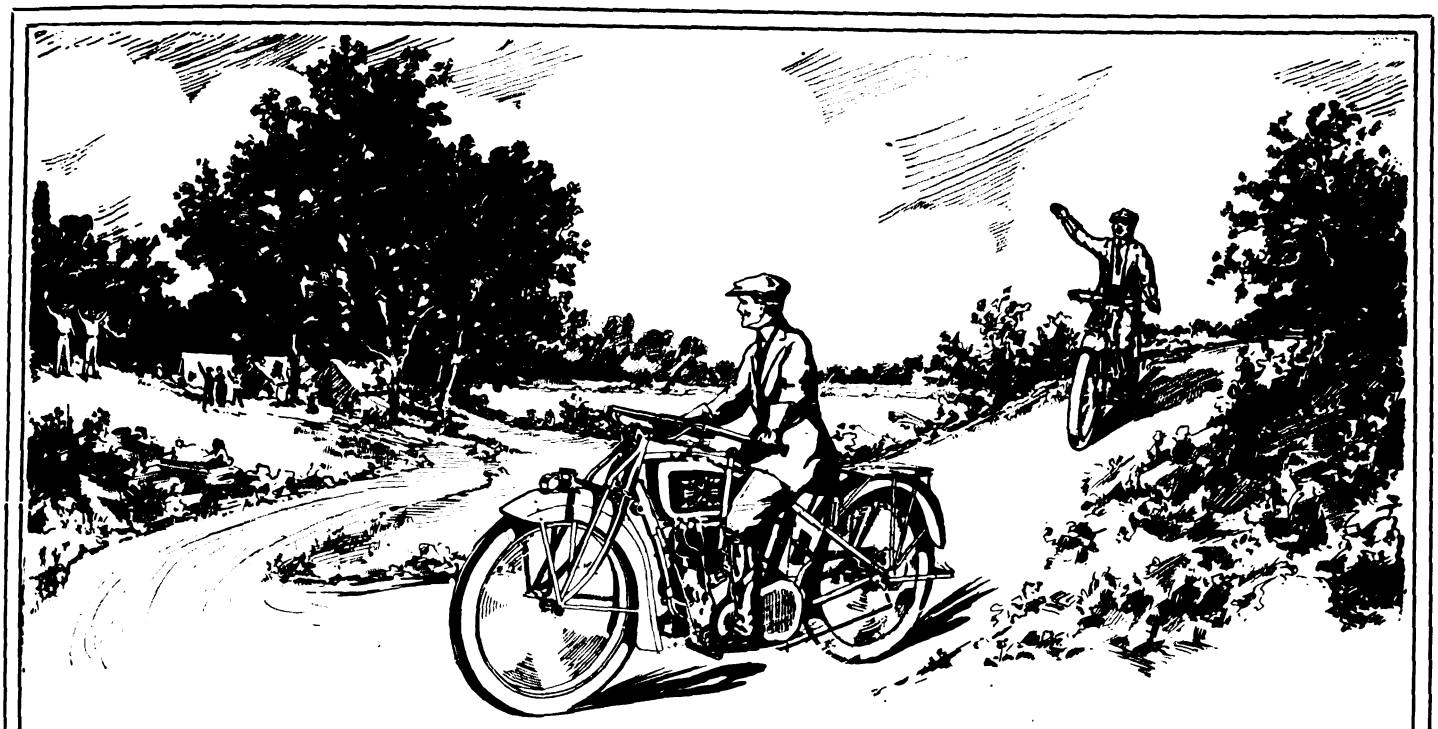

"The Key To The Fields"

To the owner of an EXCELSIOR AUTOCYCLE there is an open door to all nature.

Miles of distance are changed to moments of enjoyment and the matter of getting from

Where You Are To Where You Want To Be

becomes a pleasant ride in the open air instead of hours in crowded, dusty and uncomfortable cars.

The Power, Comfort and Safety of the Model 17-3 EXCELSIOR makes road conditions a matter of little, if any, importance.

The Nickel Steel Drop Forged Frame Connections, Extra Heavy Gauge Seamless Steel Tubing and Powerful Construction throughout, insure Absolute Reliability under all circumstances.

The value of a motorcycle for either personal or sidecar transportation is a matter of general knowledge.

To get the MAXIMUM BENEFITS, the motorcycle should be an "X."

Ask your friend who owns one.

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Office and Factory 3703 Cortland Street, Chicago

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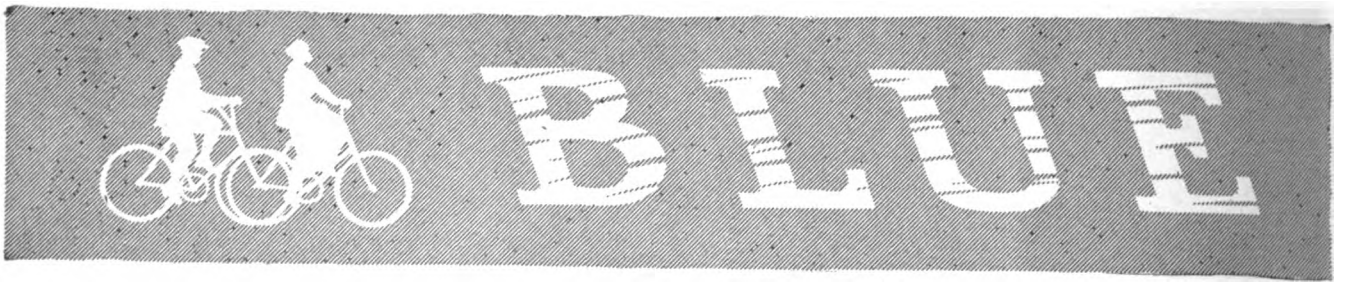

GOODYEAR
AKRON
Bicycle Tires
Guaranteed

Mention MOTOR CYCLE ILLUSTRATED—It helps you the advertiser and us.

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STREAKS

Give Out These Bike Caps

THE Goodyear Blue Streak Bicycle Tire Policy does not stop at merely giving the dealer an unusual sales opportunity.

It also places in his hands the most efficient methods of taking advantage of the opportunity offered by the Blue Streak guarantee, the Blue Streak price and the Blue Streak advertising.

One of the most effective helps we offer dealers are the Bike Caps, as pictured on the youngsters in the opposite illustration.

There is no reason why you cannot repeat the success other dealers have had in giving out these caps to the men and boys in their neighborhoods.

80,000 of these gay colored caps, with the dealer's name on the front, are already spreading good will for these dealers in different cities and towns of the country.

These caps we sell you at cost, a trifling expense. You give them out with purchases only. They go everywhere and create favorable comment about you and your store.

A postal from you places a sample cap with prices on your desk. Write for it today.

The Goodyear Tire & Rubber Company
Akron, Ohio

GOODYEAR
AKRON
Bicycle Tires
Guaranteed

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THE tires that best demonstrate the economy of quality—

VACUUM CUP
Oilproof
MOTORCYCLE TIRES

Non-skid on wet pavements. *Guaranteed*—per warranty tag on each casing—for

5,000 MILES

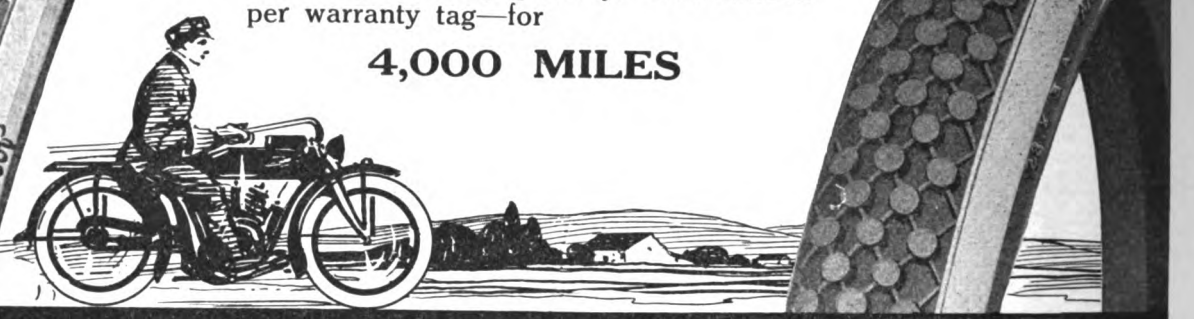
with a few thousand more usually in reserve.

Whirlwind sellers—actual road performers—

STURDY STUD
Oilproof
MOTORCYCLE TIRES

A quality at a price that keeps them in the vanguard of popularity. *Guaranteed*—per warranty tag—for

4,000 MILES



Rolling up remarkable mileage averages—

VACUUM CUP
Red Oilproof *Tread*
BICYCLE TIRES

So sturdy and *puncture-proof* that they are *guaranteed*—per warranty tag—for one whole season, else replaced or repaired free.

The quality limit at the price—

★THREE★STAR★
LINE OF
BICYCLE TIRES

Three prices, three grades of goodness, three fine looking treads. Sold direct to dealers.

Pennsylvania Rubber Company, Jeannette, Pa.

Direct factory branches and service agencies throughout the United States and Canada

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Every Motor Wheel It's Own Salesman

Smith Motor Wheel
DETACHABLE

OUR most successful dealers continually tell us that the Smith Motor Wheel is the easiest seller among all the lines they ever attempted to merchandise. They call it a full-fledged salesman because it really sells itself. And more than that, it keeps right on selling other wheels.

For the spunky little *Smith* wins more attention and more friends in the course of a short spin up the boulevard or down the country highway than any other motor-driven vehicle known.

It is so unique and so fascinating to the passerby that it immediately prompts a desire for possession. The live dealer knows this and capitalizes on this very element. He uses a little space in his local newspaper and thus links his store with the great national magazine advertising of the A. O. Smith Company.

The result is that his store quickly becomes known as Motor Wheel Headquarters and outdoor lovers flock into his salesroom. Then there is only the simple demonstration—five minutes to attach to any bicycle—and the low price and trifling upkeep clinch the bargain.

Besides selling Motor Wheels the A. O. Smith dealer finds that he adds materially to his sale of tires, new bicycles and accessories—all by virture of being Motor Wheel Headquarters in his community.

The Smith Motor Wheel is a money maker for live dealers.
We may have an opening for you. Write for particulars.

MOTOR WHEEL DIVISION
A. O. SMITH COMPANY, Milwaukee, Wis.
World's Largest Manufacturers of Wheel Parts

The *Smith Motor* is fully protected by patents and is *not* furnished with any motorcycle or power bicycle, but only in the Smith Motor Wheel.

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Originators of the "Rider Interest" Policy

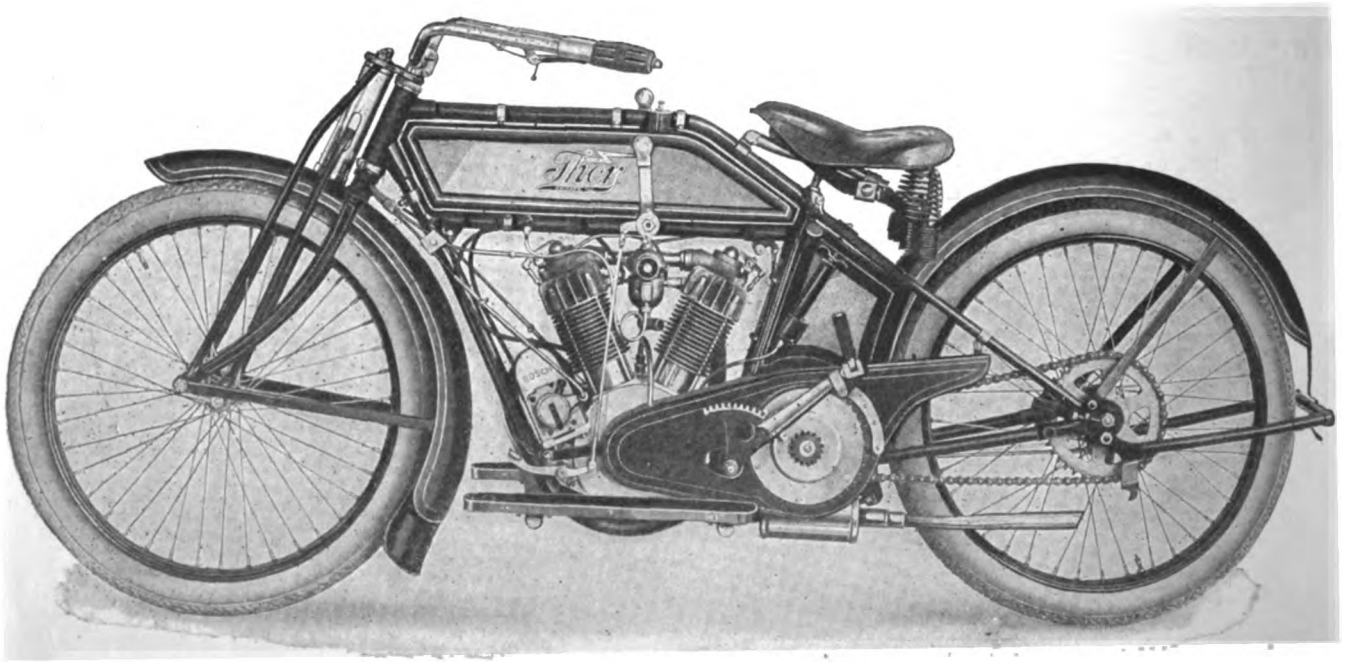
YOU WILL ADMIT!

THAT THE *Thor* QUALITY—
THAT THE *Thor* WORKMANSHIP—
THAT THE *Thor* RELIABILITY—
THAT THE *Thor* ENDURANCE—
THAT THE *Thor* SPEED—

HAS NEVER BEEN EQUALED!

YOU KNOW THAT THE ABOVE IS TRUE BEYOND A DOUBT!

WE KNOW YOU KNOW THIS AND WE APPRECIATE YOUR SENTIMENTS!



AURORA AUTOMATIC MACHINERY COMPANY
GENERAL OFFICES, Thor Bldg., 1307 Michigan Avenue, CHICAGO
SALES OFFICES AND WORKS, 361 W. Superior Street, Chicago PACIFIC COAST BRANCH, 61 Fremont Street, San Francisco

A *good* deed often means a *good* deal—Please mention MOTOR CYCLE ILLUSTRATED.

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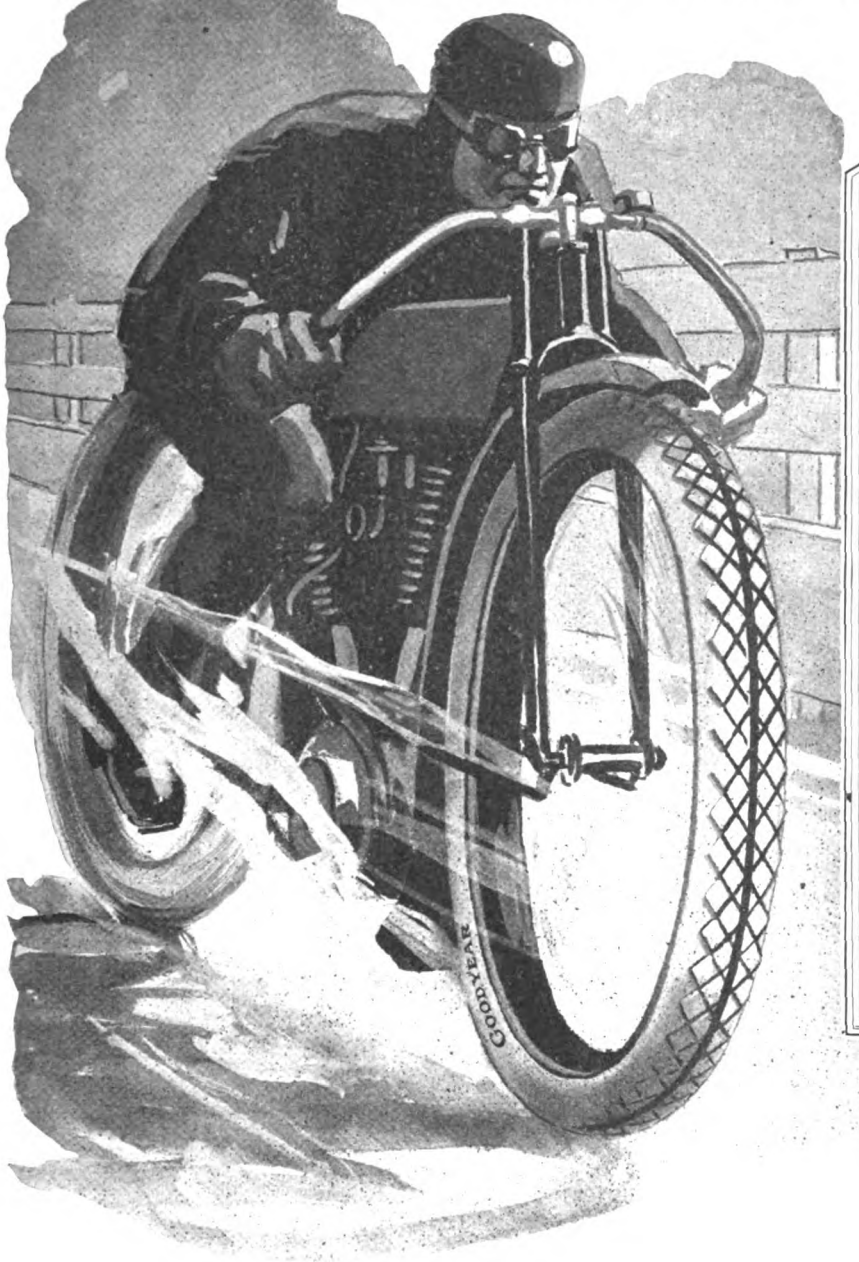
BLUE STREAKS



Greenville, Ohio

June 24, 1916.

Blue Streak Tires make clean sweep. Ten-mile open won by Taylor. Twenty-five-mile free-for-all won by Taylor. Five-mile open won by Verrell.

(Signed) TAYLOR.

GOODYEAR

MOTORCYCLE TIRES

Motorcycles which must render hard and heroic service, need tires which will bear the brunt.

Motorcycles which race or travel at high speed, motorcycles which make long runs, want all the tire strength they can get.

Call Blue Streaks a form of over-insurance if you like—call them a superlative form of protection to meet exceptional cases and conditions.

Whatever you call them, depend on it, they will do what they are intended to do.

By present indications, the racing records captured by Blue Streaks last season seem likely to be duplicated.

Reports from all the big race meets show Blue Streaks invariably the winners.

They are simply demonstrating for another year that they are the most practical and popular tire among motorcyclists and therefore the easiest and most profitable tire to sell.

The Goodyear Tire & Rubber Co.
AKRON, OHIO

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Figure It Out for Yourself.

We make some big claims for 'Chain' Tread Motorcycle Tires—

We say that they are the most efficient anti-skid tires made—

We claim super-mileage for them—

Now then—if they don't make good—you men who use them will hold us responsible.

If every claim of ours is not substantiated—we lose.

Despite our claims, our sales are increasing by leaps and bounds.

In other words, 'Chain' Treads are making good.

Figure it out for yourself.

United States Tire Company

'Chain' Tread MOTORCYCLE TIRES

For assurance of prompt attention to your wants mention MOTOR CYCLE ILLUSTRATED.

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MOTORCYCLE ILLUSTRATED
WITH WHICH IS NOW INCORPORATED
"Bicycling World"
Published Every Thursday by
THE MOTORCYCLE PUBLISHING CO.
13 PARK ROW
NEW YORK

Vol. 11 June 29, 1916 No. 26

NEARLY 5000 MOTORCYCLISTS ATTEND THE PICNIC OF CHICAGO DEALERS' ASSOCIATION

Mammoth Affair Draws Riders of All Makes of Machines to Diamond Lake Where Dealers' Co-operative Association Furnishes an Abundance of Good Things to Eat and a Crackerjack Entertainment Program; Fine Spirit of Fellowship From Start to Finish Makes the Day a Memorable One for Both Trade Men and Riders

AN UNQUALIFIED TRIUMPH FOR DEALERS WHO PROMOTED THE BIG PROGRAM

CHICAGO, June 26.—It is estimated that between four and five thousand people attended the first annual picnic of the Co-operative Motorcycle Dealers of Chicago yesterday at Diamond Lake, Ill., which comes pretty close to making a record for affairs of the kind in this country. The huge crowd was well cared for by the dealers, sandwiches, coffee and other forms of refreshments being supplied in abundance. The entertainment arrangements were equally liberal. Boats were furnished for those who wished to enjoy themselves on the water, dancing was a big feature and a band helped to keep things moving.

The unquestioned success of the picnic was due to the fine spirit of co-operation with which the dealers worked on the plans. All the dealers pulled together to the end of giving the riders a full day of pleasure, and they surely did deliver the goods. In return the riders left nothing undone to show their appreciation and their all-around spirit of friendliness.

One of the most enjoyable features of the program was the pie-eating contest. Each contestant was given a blueberry pie and was obliged to carry the pie on his motorcycle over a 100-yard course and then devour the dainty in the shortest possible time. When they reached the finish line the entrants were expected to stop their machines, leave their motors running and gobble the pies. Several of the boys were unable to finish the nine-inch pies and were accordingly disqualified.

Hard to Recognize Contestants

The first prize was awarded to J. Klich, second prize to Al Buck and third prize to William Richard. At the close of the pie-eating contest a committee had to be appointed to probe through the blueberries and locate the features of the contestants so that they could be identified. Some contest, fellers!

Another interesting event, also run over a 100-yard course, involved picking up three handkerchiefs from the moving motorcycle. It was necessary to pick up the first handkerchief with the right hand, the second with the left hand and the third with the right hand, so that the stunt was quite a difficult one. J. Jenkinson captured first prize, his time being 18 seconds. Bill Cobb took second prize and Frank Vertato, third.

LIVE-WIRE DEALERS WHO PROMOTED THE MAMMOTH MOTORCYCLE PICNIC

C. H. Lang, Harley-Davidson.
Jesse Edwards, Indian.
R. C. Crist, Excelsior.
F. D. Freeman, Thor.

Next came an obstacle race, the contestants having to dodge a number of objects placed on the ground. In order to have a perfect score the rider had to avoid touching any of the obstacles and still complete the 100-yard course in 20 seconds. First prize went to Steve Komen, second to Harry Ford and third to Earl Sandmore.

Exciting Baseball Game

A game of baseball provided further excitement and also some keen competition. The teams were made up of North Side riders as opposed to South Siders. A lot of Ty Cobbs were discovered in the course of the game, and grandstand plays were so numerous that the official scorekeepers lost track of them. The North Side team was finally victorious, making nine runs against seven for South Siders.

All in all, it was one of the biggest days Chicago motorcycledom has ever known, and it is taken for granted that the program will become an annual feature. Unlimited credit is due the promoters of the affair, C. H. Lang, Harley-Davidson representative; Jesse Edwards, the Indian man; R. C. Crist, the Excelsior booster, and F. D. Freeman, who handles the Thor line.

MAHONEY LEAVES EXCELSIOR FOR BUDA

CHICAGO, Ill., June 26.—John Mahoney, who for the past nine years has been purchasing agent for the Excelsior Motor Mfg. & Supply Co., has resigned that post to assume a similar capacity with the Buda Co., of Harvey, Ill. In his new berth, Mahoney will care for all the details incidental to the purchase of the materials and parts that enter into the construction of Buda automobile motors which the Buda company manufactures.

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SPEEDSTERS READY FOR DODGE CITY RACE

Imposing Line-Up of Crack Track Men Will Appear in the Triple Century on the Fourth; Record Attendance Is Expected

DODGE CITY, Kan., June 27.—There will be a large assemblage of "favorite" riders in the Dodge City triple century on the Fourth, according to factory advices received today. For instance, the fans will see once more the familiar face of Carl Goudy in the Excelsior ranks, and with him will be such veterans as Bob Perry, Joe Wolters, Glen Stokes, L. Boido and A. E. Hilliard. Rumors are abroad that Goudy will have charge of the "X" pit, but everybody's hoping that the clever speed merchant will kick up the dust in the big grind.

The Indian tribe will certainly be well represented. Morty Graves will be on the speedway "with bells on," so he says, and he'll ride in the good company of fearless redskins in the person of Speck Warner, Don Johns, Earl Armstrong, Dave Kinney and Lee Taylor.

The Gray Fellows will be ably piloted by Ray Weishaar, Irving Janke, Sam Correnti, Harry Crandall, Clarence Johnston, Harry Brant and Floyd Clymer. The Harley-Davidson clan are now on their way to the Kansas speed burg, and the full complement of entrants is expected to be here by tomorrow to start practice.

Some keen competition, will be on tap, and those "in the know" believe that records will go sailing, not only as to speed but also in the attendance of fans. From all over the country letters are pouring in, telling of the tours which riders are planning, and a surprising large number of dealers, too, will be at the speedway.

NEBRASKA CITY PLANS JULY 4TH MEET

NEBRASKA CITY, Neb., June 26.—The Nebraska City Speed Association will stage a race meet on the half-mile fair grounds track here on July 4 with a 50-mile open event for the state championship on half-mile tracks as the feature of the card. Arrangements are being made to hold a mammoth parade before the race meet and riders from all parts of Nebraska are expected to participate.

FELIX VAN CLEEF JOINS BENEDICTS

CHICAGO, Ill., June 26.—Felix Van Cleef, of Van Cleef Bros., makers of Dutch Brand products, is on a trip to Hawaii, and it's not a business trip either. Mr. Van Cleef was married on Monday, June 19, to Miss Ruth Einstein, a New York girl, at the Hotel Walton, that city, and is now on a honeymoon trip to the South Pacific Isles.

SPILL PUTS WALKER OUT OF DODGE CITY LIST

CHICAGO, June 27.—Otto Walker, holder of the world's flat track records at 150, 200 and 300 miles, and of the 100-mile board track record, made on Harley-Davidson machines, was seriously injured in practice at the Chicago Speedway when his front tire blew out and threw him while he was hitting 95 miles an hour. Practically his entire body was filled with splinters.

This accident puts Walker out of the big Dodge City race on July 4, as the doctors at the Oak Park Hospital say it will be weeks before he can ride. His machine set fire to the track, but he gamely extinguished the blaze before being taken to the hospital.

NEW WORLD'S RECORD FOR TIRE PRODUCTION SET BY GOODYEAR WITH 28,499 TIRES IN 24 HOURS

AKRON, Ohio, June 27.—The world's record for tire production in 24 hours was smashed at the plant of the Goodyear Tire & Rubber Company on Thursday, June 22, when 28,499 tires were produced. The week before the Goodyear company set a new production record of 17,002 tires in one day and encouraged by this remarkable performance the officials decided to ascertain just how high the mark could be set with every available employee thrown into the task of production. The figure of 29,499 for the 24 hours was the result.

It is only a year ago that the Goodyear company blew its whistles and celebrated somewhat over a day's production of 13,000 tires, less than half of the number turned out last Thursday. When the new buildings now under way are completed it is expected that the plant will be able to turn out 30,000 tires a day as a regular thing.

MORE RECRUITS NEEDED FOR NEW MOTOR BATTERY

NEW YORK, June 28.—One of the biggest developments along military lines in the last few days was the organization in New York of a brand new motorcycle machine gun company, to be affiliated with the Seventy-first Regiment of the New York National Guard. This motor battery will comprise 71 motorcycle outfits, 63 solo machines and eight van combinations. The motorcycles are to be Reading Standards throughout.

The officers, directed by Captain Schroeder and Lieutenant Nickerson, raised $22,000 through private subscriptions in a few hours for the purchase of the motorcycles. The first consignment of 24 R-S mounts arrived at the Seventy-first Regiment Armory today.

There are still some vacancies in the motor battery and those who are interested are invited to call at the Armory, Park avenue and 34th street, between the hours of 2 and 9 during the next few days. Emphasis is placed upon the fact that those who join the new battery now will stand an excellent chance of advancement.

ENTRIES CLOSE FOR SHEEPSHEAD MEET

Many of Best Known "Pros" Attracted to New York State Convention Meet, July 4th; Additional Prizes

NEW YORK, June 28.—If an entry list that includes some of the best motorcycle riders the country over can make a racemeet a full fledged success, the Sheepshead Bay contest which is slated for Memorial Day as the feature of the New York state F. A. M. convention should be a "corker" and nothing short of that. In the professional class to date the following have entered: Teddy Carroll, John U. Constant, Gene Walker, Julius Mercier, Victor Pelizarre, Fred Christman, Bert Walker, A. G. Hamilton, I. W. Barnard, F. E. Whittler, H. J. Klebs, Fred. Luther, Wm. Luther, Wm. Stubner, Mike Costello, Bert Sayre, Thorwald Jepson, Joseph Wasko, Wm. Holt, W. Leahy, John Lindner, Fred Frank, Albert B. Carlson and seven Harley-Davidson entries not yet announced.

In the amateur class are entered the following: George Grant, Serge Sapojnikoff, Sid. Brown, Joe Gest, James Coote, Channing Burbank, J. La Fosse, C. W. Cushing, Carl Currie, Charles Dreyer and five Harley-Davidson entries.

Last minute developments in the way of prizes are a silver cup valued at $100, which has been offered by the United States Tire Co. to the winner of the 100-mile national professional championship contest and two cups put up by the American Liberty Day Committee of New York which are to go respectively to the winners of the 10-mile amateur and the 25-mile amateur events. These cups were to have been offered at the American Liberty Day racemeet.

T. S. Mahoney, formerly referee at the Brighton Beach motordrome will officiate in that capacity during the meet, while the judges will be Art Rochow and Stanley Kellogg.

The more serious side of the convention, including the business session, will be held in the grandstand on the morning of July 4, beginning at 10 o'clock, and immediately after the work has been completed the race officials will receive their final instructions; the racemeet will be started at 2 o'clock.

ST. LAWRENCE BOULEVARD OPENED

QUEBEC, Que.—The motorcyclists of the "Ancient Capital" of Quebec and of the city of Montreal are in high glee because of the completion of the St. Lawrence River Boulevard between Montreal and Quebec.

FEDERAL CALL HALTS WISCONSIN ARMY RELAY

MILWAUKEE, Wis., June 27.—Due to the fact that the entire officer body of the Wisconsin National Guards is under federal orders the Milwaukee Motorcycle Club has decided to postpone its fast motorcycle relay from Milwaukee to Madison until a more propitious time. Just when the relay can be run is indefinite, as it is likely that most of the Wisconsin guard will be rushed to the border with the first detachments.

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MOTORCYCLE DISPATCH BEARER VERSUS THE WIRE

Urgent Need for Secrecy and Speed in Delivering Mobilization Orders to New York National Guard Units Impresses Eastern Military Officials with Two-Wheeler's Value—Chapple Beats Train Time

NEW YORK, June 28.—Nothing, not even the things the motorcycle has been doing in a military sense both in the European war and in our own little—by comparison—border conflict, has impressed the military authorities in the Department of the East with the real military importance of the motorcycle to such a degree as the performance of the dispatch bearing squad of the 22nd Engineers, 1st Batallion on Sunday night last. As a matter of fact, the motorcycle was the key to an acute situation, and it proved itself a perfect fit and one that could be hard to duplicate.

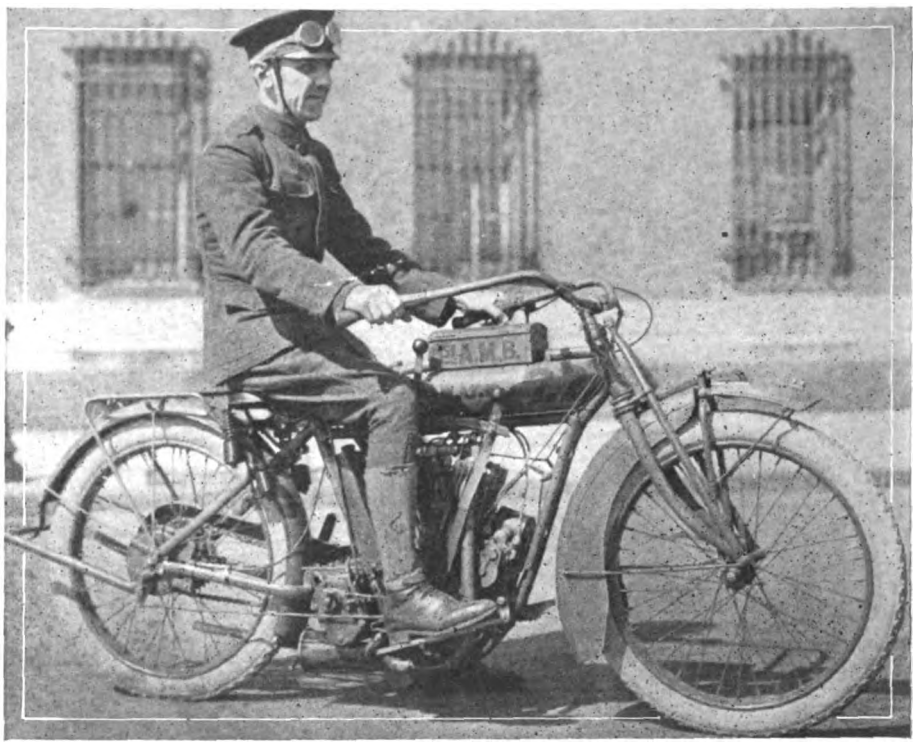
At 10 o'clock on Sunday night headquarters of the National Guard here received orders from Washington to prepare immediately for the entrainment of the 7th, 71st and 14th Infantry, the 22nd Engineers and several cavalry corps for transportation to various points in Texas. The several units involved have been mobilizing at various points in and around New York and because it feared lest leakage of the orders were they entrusted to either telegraph or telephone might be the cause of embarrassment either to the War Department at Washington or to themselves, Headquarters staff chose the motorcycle dispatch bearer squad as the means of distributing the orders.

On this urgent mission, several of the mounted members of the 22nd Engineers who were off on an 18-hour furlough were routed out of their beds through the agency of the New York police and called to headquarters at once. The highly important messages, including the approved rosters from Washington without which none of the National Guardsmen could be sworn into the Federal service, and before the arrival of which not one of the units could be moved, were entrusted to the dispatch bearers for transmission. Both the 7th and the 71st regiments were located in their armories in New York so that the task of the dispatch bearers serving these units was comparatively light, but the cavalry units at Van Cortland Park, the 14th Infantry at Peekskill, the 22nd Engineers and 1st Battalion at Camp Whitman, 76 miles from New York gave the riders ample opportunity to display their staying qualities.

Chapple Wins Recognition

Sergeant Arthur Chapple with dispatches and roster for Camp Beekman at Poughkeepsie, made the trip over none too good roads in 1 hour and 58 minutes, beating the fastest train time by 42 minutes. Other dispatch bearers, serving the other camps, made equally creditable runs, so creditable indeed that the captain of the motorcycle squad received congratulations and thanks from headquarters staff for their performance, while Chapple has been recommended for promotion because of his achievement.

Through this performance by the dispatch bearing squad the militia units were well on the way with preparation for entrainment on Monday morning, and the fact that orders to that effect had been issued did not leak out.



Chapple Will Be Exclusive Correspondent

JUST before entraining with the First Armored Motor Battery of New York for service along the raid-threatened Texas border, Sergeant Chapple secured permission from his superiors to act as exclusive war correspondent for Motor Cycle Illustrated. Every week Chapple will tell in these columns of actual experiences, astride a motorcycle, encountered by members of his battery; and photographs taken at the scene of operations will accompany his stories.

The first Armored Motor Battery of New York is the largest in the United States, having about seventy-five motorcycles, in addition to other motor equipment, and Chapple is in a position to gather at first hand all the thrilling news of its activities.

HERE'S SOME PRAISE FOR DESPATCH BEARERS

OTTAWA, Ont.—Very little information has pased the British censors in relation to the work of despatch riders along the British front in Flanders and North France. A significant statement has just been received, however, from Sergeant George Brooks, 3d Divisional Signaling Corps, C. E. F., regarding the work of the motorcycle and bicycle despatch carriers during recent heavy fighting in which the Canadians participated. This is his note: "The despatch riders never got a minute's rest. As soon as they came in, out they went again without a murmur. I was proud of the boys as I know what they had to go through and they never fell down."

EXCELSIOR RACERS TAKE TO LIGHTWEIGHTS

CHICAGO, Ill., June 26.—Perhaps 35 miles an hour is not enough in the way of speed to interest a motorcycle racing man, but when a little lightweight churns up at the rate of 45, as did the Excelsior machine in the recent Hawthorne Memorial Day race meet, even the Excelsior factory speedsters who have pushed the big X's to many a victory became enthused. And now, to the last man, they are riding lightweights to and from the factory and in and around town on their business trips. The team is also carrying the lightweights as part of their racing equipment and with them cleaned up first and second positions in the lightweight race staged at Madison, Wis.

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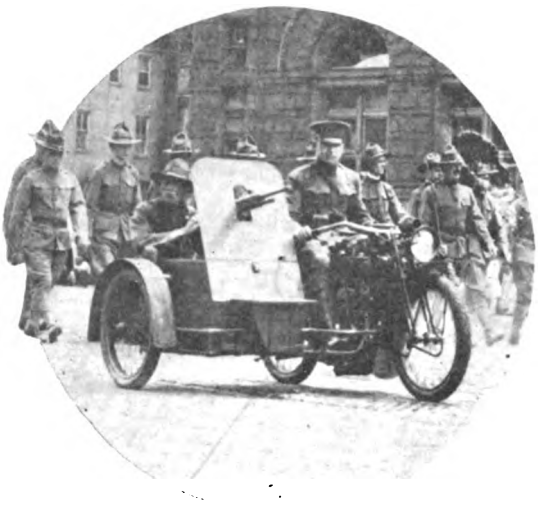
MANY MOTORCYCLE GUARDSMEN PREPARE FO



Washington (D. C.) Militiamen on Their Way to Mobilization Camp

Motorcycle Machine Gun Unit Which the Chicago Militia Will Use in Patrol Duty Along the Rio Grande River

Armed Squad of Despatch Riders Now With General Pershing's Army on the Punitive Expedition "Somewhere in Mexico"

Despatch and Machine Gun Squad of the National Guard. Driver of Mach... Henderson Ave...

American Soldiers on Duty in the Sand Dune Trenches Just Outside of El Telo, Texas

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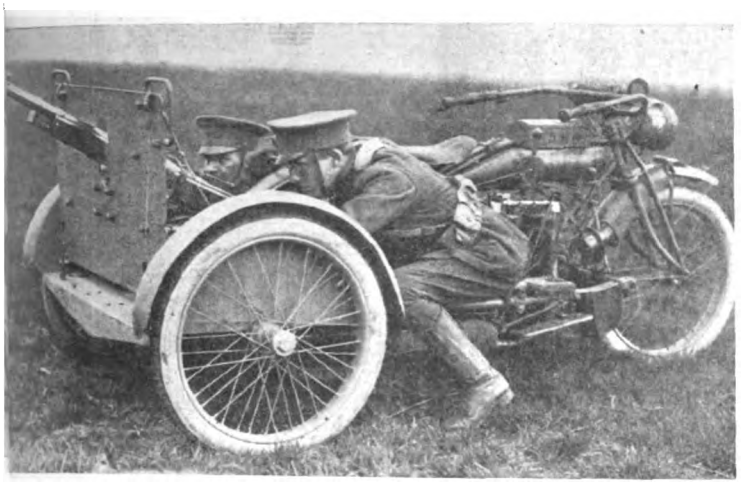
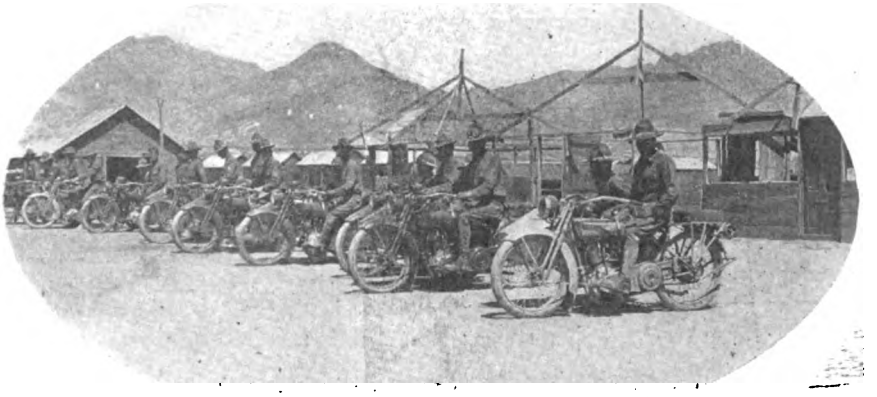
CTIVE SERVICE ON THE MEXICAN BORDER



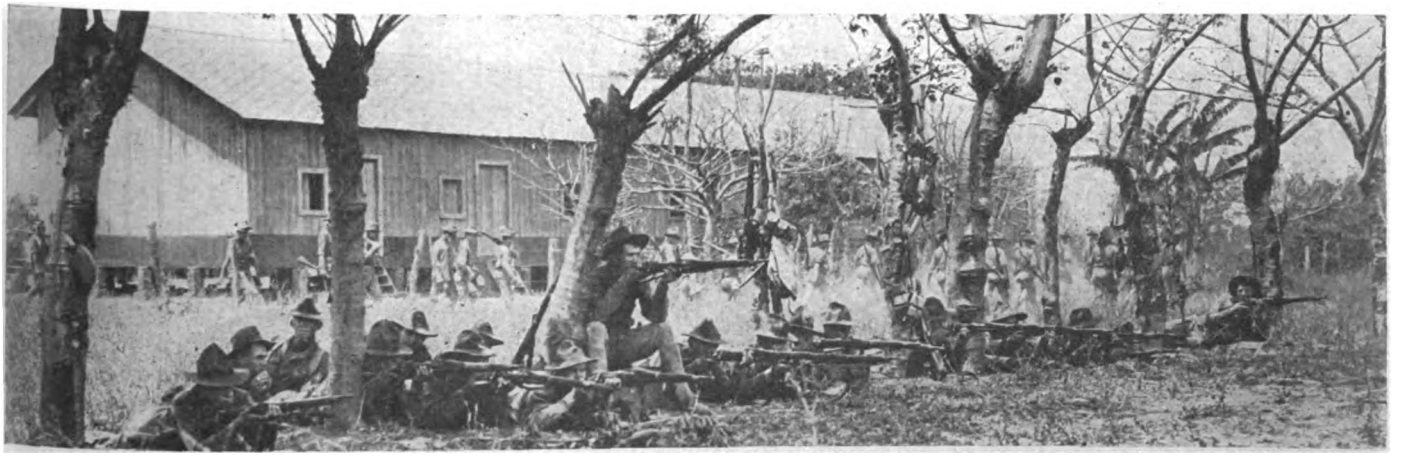
apid Fire Gun Mounted on Cygnet Rearcar Chassis, Recently Installed by New York National Guard

Instructing Rookies of First Armored Motor Battery, New York

Division Naval Militia, Connecticut to Right Is J. E. Officer, Jr., ethersfield



Lineup of Harley-Davidson Motorcycles and Sidecars with the Provisional Motorcycle Company Recently Formed at Fort Bliss, Texas



Preparing the Regulars on the Border for the Threatened War with Mexico. Temporary Quarters in Background

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"ROOKIES" WHO ARE BOUND FOR THE FRONT

Motorcycle Despatch Rider in Illinois National Guard

Members of Company C, Nebraska National Guard, Who Are Riding Their Machine to the Mexican Border

Sergt. H. F. Drake, 2nd Mass. Regiment, Who Rode 306 Miles in 9 Hours to Join His Regiment in Camp

New Indian Machines Which the First Armored Motor Battery, New York, Is Now Shipping Down to Brownsville, Texas

Motorcycle Detachment of the Crack 71st Regiment, N. Y., Now Enroute for Texas. At Right Is Another Member of Illinois Guard

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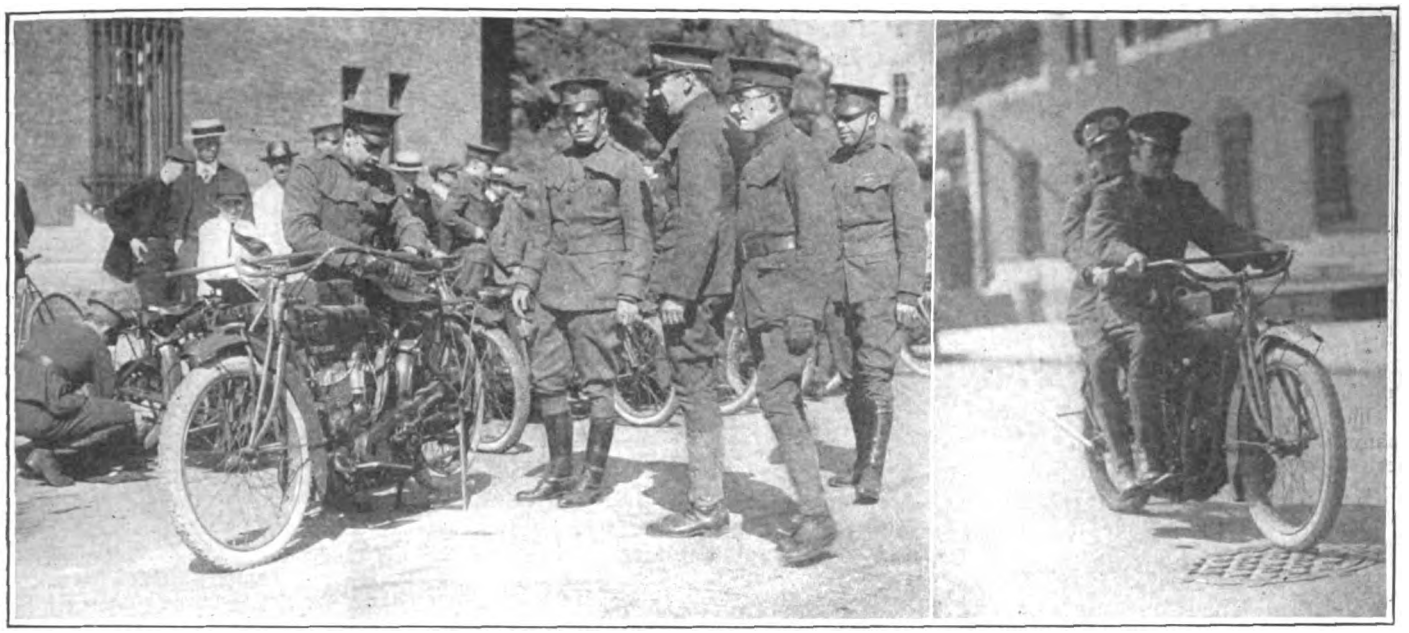
SERGEANT ARTHUR CHAPPLE "BREAKING IN" MOTORCYCLE RECRUITS



The Former Motordrome Star Has Been Appointed Sergeant-Instructor in the First Armored Motor Battery of New York, Which Has Some 75 Indian Machines. Chapple Entrained for "Somewhere Near Mexico" Last Wednesday Afternoon

GOODYEAR BALLOON GIVEN TO ARMY

Ohio National Guard Receives Fully-Equipped Observation Balloon From Tire Company; Has Diameter of Twenty-two Feet

AKRON, Ohio, June 23.—Having given to the army in Sergeant R. H. Upson one of the leading aeronautical experts in America, the Goodyear Tire & Rubber Company went one step further yesterday and presented the Ohio National Guard through Battery B with a fully equipped military kite balloon.

The balloon was designed and constructed under Upson's direction for observation purposes, and is similar to two other Goodyear balloons, one of which was sold recently to the Spanish government and delivered by Upson on his recent trip abroad and the other was sold to the United States navy and is now in use at Pensacola.

It is equipped with the tail cups, also an invention of Upson's, which are used for stabilizing and hold the car steady even during a severe gale, so that delicate observations can be taken.

It also has the Upson parachute by which the observer can descend if the balloon is hit by a shell, or the cable should break letting the balloon float into the enemy's lines.

The balloon is 82 feet long with a diameter of 22 feet, contains 25,000 cubic feet of hydrogen gas and weighs half a ton. It can be moored to an automobile and a winch, and controlled from the field. The gas can be generated also in the field.

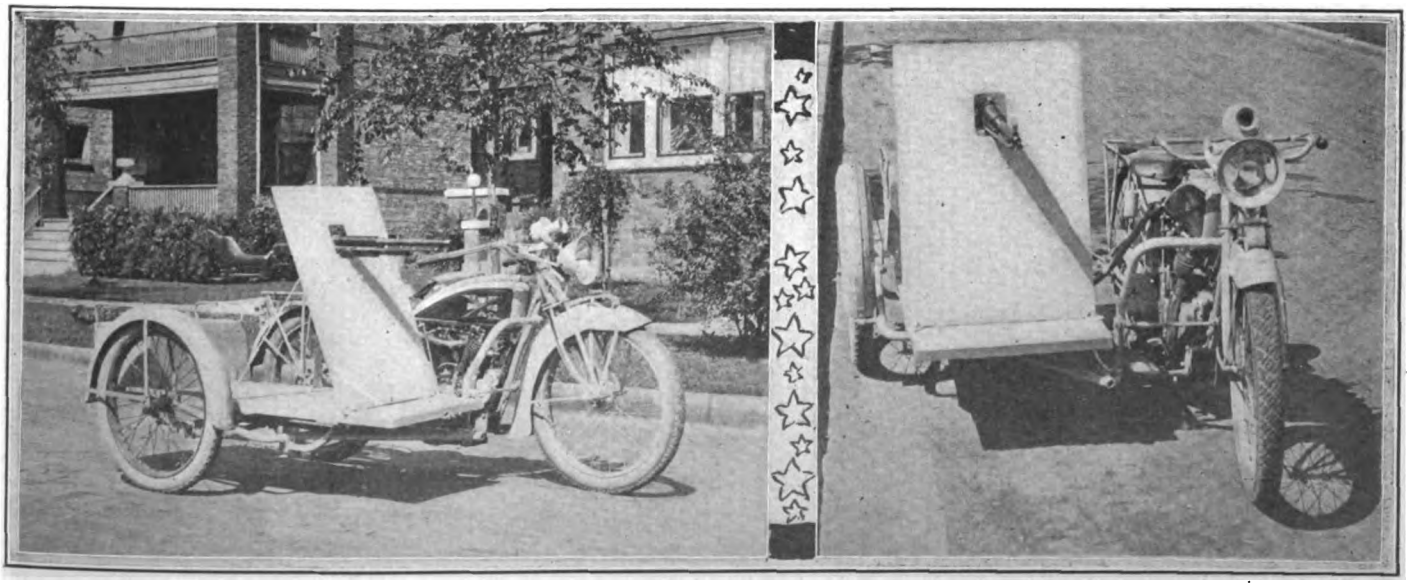
MOTORCYCLES HELP OHIO GUARD TO MOBILIZE

COLUMBUS, Ohio.—Motorcycles are playing an important part in the mobilization of the Ohio milita, ready for service in Mexico or on the border. Immediately upon the call for mobilization, messengers on motorcycles were dispatched to carry the news to the various members of the militia organizations.

In addition motorcycles are being used for machine guns and will be included in the Ohio equipment in case the militia sees active service in Mexico.

RAY HORNER, of the Boone County Cycle Co., Columbia, O., has left for the Mexican border with the Fourth Infantry, National Guard, Missouri. Horner is a member of the motorcycle machine gun company, which includes 20 riders.

NEW CHASSIS FOR RAPID-FIRE GUN DESIGNED BY R. F. ROGERS



This Outfit Is Part of the Equipment of the Illinois National Guard and Stirred Up Considerable Interest in the Recent National Preparedness Parade Held in Chicago. The Rogers Chassis Shown Here Is Especially Adapted for the Excelsior Machine

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VERRILL NAILS CENTURY GRIND AT COLUMBUS

Turns the Trick in 1 Hour, 28 Minutes and 40 Seconds; Walker, Creviston, Stokes, Perry and Davis Capture First Honors in Short Distance Events in Interstate Association Meet

COLUMBUS, Ohio, June 27.—Covering the 100 miles without a stop of any kind "Krazy Horse" Verrill, of Los Angeles, astride an Indian, won the "Champion Spark Plug" trophy event of the Interstate Motorcycle Association's meet at the Columbus Driving Park, June 25, in 1 hour 28 minutes and 40 seconds. Glen Stokes of Los Angeles, on an Excelsior, was second, less than a mile behind the winner, while Jim Davis, Indian, was a close third. The track record is 1 hour, 22 minutes, 30 seconds.

One slight accident, several spills and many close escapes marked the day's speedfest. Hilliard was a victim of what was at first thought to be a serious accident. In the second mile of the 100-mile race he crashed into the outside fence at the north turn, just as he was entering the stretch. A couple of cuts in the face, a badly sprained ankle and sundry bruises were the extent of his injuries.

In the first five-mile dash, Verrill's machine turned completely around and the rider landed in a sitting position on the track, uninjured. In the eighteenth mile of the century grind, Joe Wolters had a close call when the left handle bar of his machine broke as he was entering the north turn. He was able to avoid a spill, however. Howich took a spill in his eighty-fourth mile in the big race while he was negotiating the south bend. He also was uninjured.

Several riders not seen here in the race of June 4 were entered when the big event was started. The most prominent were Bob Perry and Joe Wolters. Gene Walker, Ellis and Millen were the others. All these boys but Ellis and Wolters were forced out of the going before the race was over by various accidents to their machines.

From the time made in the short races and the close finishes the crowd looked forward to a race that would be interesting all the way through and they were not disappointed. Creviston, the favorite, at the end of the first mile by less than a wheel's length over Suddith, a Thor rider. When Hilliard went into the north turn Creviston was given the red flag. In the mixup he left the track under the impression that the way was to be cleared. The rest of the boys had attained such a lead that he did not re-enter the race.

Joe Wolters then took the lead, with Davis second and Myers third. The Excelsior rider, who was teaming with Stokes, was never headed until after he had passed the halfway point. After putting 51 miles behind him, Wolters was forced into the pit for oil and gas and Davis took the lead. Stokes was gradually gaining on the leaders all the way.

After completing 62 miles, Fred Myers was forced into the pit and out of the race when his engine caught fire. Howich, who had been going steadily, entered the south turn on his eighty-fourth mile, wobbled, skidded and then turned over, the rider getting on his feet instantly without an injury.

With less than 10 miles to go and three men racing practically even, the crowd was on its feet. Davis was in the lead less than one-eighth of a mile over Stokes, and Verrill was scarcely 400 yards behind the "X" rider. Stokes came into the pit in his ninety-fourth mile for oil and gas, and to fasten his stand, which had been trailing for nearly 20 miles and seriously handicapped the rider, making his machine do tricks on the turns. Glen was nearly two miles behind when he again took up the race.

Davis apparently had the race won when he started his ninety-fifth mile. On his next whirl, however, his gas gave out and Jim was stranded in the north turn. By the time his pit men could reach him Verrill had taken the lead and was never headed. Stokes and Davis then raced it out for second place, the Westerner winning.

Wolters won the sweepstakes prize for the leader at 25 and 50 miles. Davis received the prize for the vanguard at 75 miles, while Verrill won the winner's award and the Champion Spark Plug trophy offered by the Toledo firm. As the three leaders crossed the line there was less than three-fourths of a mile between them. Summaries:

Five-Mile Qualifying Heat—Walker (Indian), won; Davis (Indian), second; Stokes (Excelsior), third. Time, 4 minutes 9⅗ seconds. Perry, Suddith, Verrill and Woodland also started.

Five-Mile Qualifying Heat—Creviston (Indian), won; Wolters (Excelsior), second; Taylor (Indian), third. Time 4 minutes 7 seconds. Hilliard, Ellis, Vern, Walker, Howich, and Ellis also started.

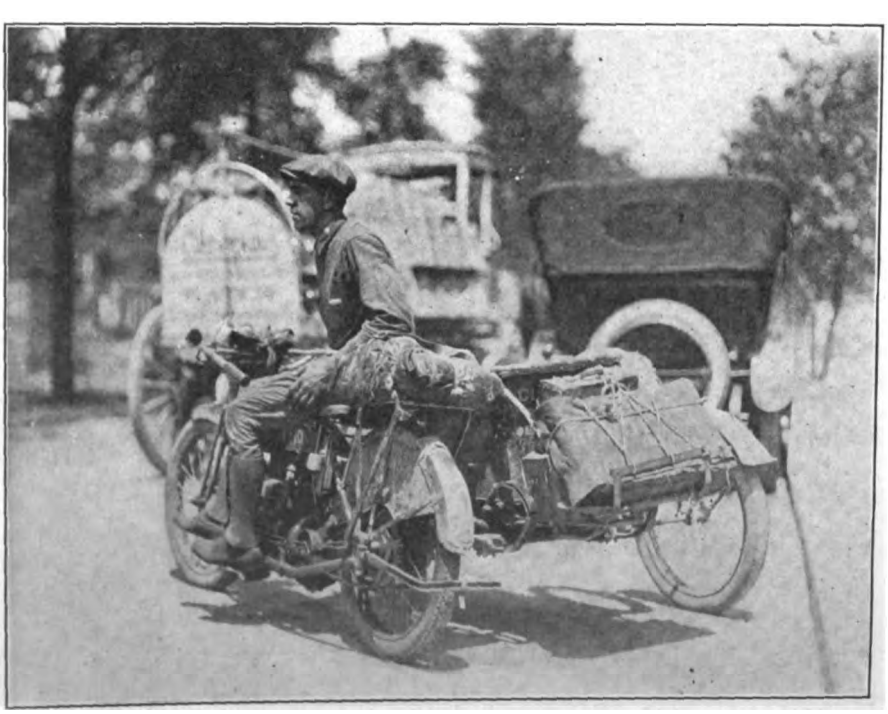
Five-Mile Consolation—Myers (Indian), won; Perry (Excelsior), second; Hilliard (Excelsior), third. Time, 4 minutes 14⅗ seconds. Verrill, Suddith, Woodland, Vern, Walker, Millen, Howich, and Ellis also started.

Ten-Mile Final—Creviston (Indian), won; Stokes (Excelsior), second; Wolters (Excelsior), third. Time, 8 minutes 18⅘ seconds. Perry, Taylor, Hilliard, G. Walker, Myers and Davis also started.

Five-Mile Special—Davis (Indian), won; Vern Walker (Indian), second; Howich (Excelsior), third. Time, 4 minutes 8⅕ seconds. Woodland and Miller also started.

100-Mile Sweepstakes—For Champion Spark Plug Company's trophy—Verrill (Indian), won; Stokes (Excelsior), second; Davis (Indian), third; Wolters (Excelsior), fourth. Time, 1 hour, 28 minutes, 40 seconds. Myers, Suddith, Perry, Taylor, Hilliard, Howich, V. Walker, Woodland, G. Walker, Ellis and Millen also started.

HENDERSON AS FIRST AID TO "CIVILIZATION"



This Sidecar Outfit Bearing Leo S. Harding and Andrew C. Edison Has Arrived in New York on Its Way from Los Angeles to Maine in a Boosting Trip for T. H. Ince's Latest Feature Film, "Civilization"

ALTOONA MEET FOR JULY 1

ALTOONA, Pa.—Having been twice disappointed this season on account of rain, the Altoona Motorcycle Racing Association will again attempt to stage a race meet at the Driving Park on July 1. The meet is sanctioned by the F. A. M. and will have six events, one being a 15-mile pro. race. Entry blanks can be had from W. A. Morgan, 1211 Third avenue, Altoona.

BROWN RETURNS AFTER ILLNESS

NEW BRITAIN, Conn., June 23.—Col. Wilbur C. Brown, of the Corbin-Brown Speedometer has just returned to his desk after a three-weeks' illness resulting from an operation for appendicitis. Col. Brown was operated on May 29th and for a time his condition was critical.

RETURN FROM BOOSTING TRIP

KANSAS CITY, Mo., June 16.—Fritz A. Oberhue, of the B. F. Goodrich forces, has returned from the 1,550 miles trade boosting trip of the Kansas City Commercial Club throughout the Southwest. A. A. Trostler, of the Schmelzer Arms Co., also accompanied the club.

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AKRON TAKES CARE OF HER SOLDIER BOYS

Large Tire Concerns Arrange Salary Schedules to Provide for Dependents of Employees Called to Colors—Will Hold Positions Open Until Their Return

AKRON, Ohio, June 26.—Akron, like every other city in the United States large enough to quarter a state militia regiment, is bustling with enthusiasm as the mobilization of the militia is being carried out, and in this connection not the least interesting announcement comes from the tire factories, practically all of which have granted to those employees, who are enlisted in the National Guard service leave of absence either with full or part pay during their call to the colors.

The B. F. Goodrich Co. has been most liberal in providing married employees enlisted with the guard or single ones with dependents, two-thirds of their average pay figured from their earnings during the past three months, less the government compensation. In other words the Goodrich man in this class, who goes to the front, can be assured at least of receiving two-thirds of his pay all told and his own keep. Single men or married men who are not contributing to the support of their families will receive one-half of their salaries less the government compensation. Arrangements will be made for the payment of the Goodrich salary to the dependents of the enlisted men, or else it will be held in trust until the return of the employees. Absence for military duty will not affect pension and insurance funds, and the employees will be continued on the rolls, their absence being classed as a leave of absence rather than a resignation.

Liberal Firestone Policy

The Firestone Tire & Rubber Co. is equally liberal. Those employees who have been with the company for three years, and who have enlisted in the National Guard prior to June 20, will be granted full pay less the government compensation. Employees who have been with the company between one and three years will receive two-thirds pay less the government allowance, and those who have been with the company less than 12 months will be paid one-half of their regular salary less the government allowance. These arrangements will hold for one year, and will apply also to those employees who enlist now or in the near future provided they have been in the Firestone service for at least six months.

The Goodyear Tire & Rubber Co. is also working up a plan to insure the support of the dependents of those employees who are called to the colors, but as yet the details have not been announced. Indications are, however, that the Goodyear plan will follow very closely the plan adopted by the other tire companies.

BOSCH AGAIN OFFERS AMATEUR CHAMPIONSHIP CUP

NEW YORK, N. Y., June 28.—The Bosch Magneto Co. announces that it will again this year offer a handsome silver cup to be awarded to the amateur rider who comes off best in the National amateur championship events which are run throughout the season. Most of the events will be contested for at the Providence meet, though some of them will be run elsewhere, according to the practice followed in previous years.

The awarding of the big silver trophy, which is more than two feet high, is to be determined by a point system. The winner, second and third place men in each of the championship events receive a certain number of points each and at the end of the series the rider who has gained the greatest number is entitled to retain the trophy as his own property and has the title of amateur champion for the year. The point system has been arranged by the donors of the trophy, the Bosch Magneto Co. of New York, and the awarding of points is so arranged that it is practically necessary for the winner of the trophy to compete in all events. This makes the contest for the title a real battle of nerve and skill, and the title is all the more coveted.

ONE HUNDRED MILES FOR DAYTON MEET, JULY 4

DAYTON, O.—The Miami Racing Co., Inc., will stage a meet at the Fair Grounds track on July 4. The feature event of the card will be a 100-mile open, with a first prize of $200, a second of $75 and a third of $50. There will be sweepstake prizes of $25 each for 25, 50 and 75 miles.

The first event will be a bicycle race for boys under 18, with merchandise prizes. The next two will be two-mile heats with first three in each to compete in final. Prizes are $15 and $10 per heat. This will be followed by a five-mile final, with prizes of $20, $15 and $10. A lightweight novelty exhibition will be the fifth event, the winner to get $10.

Entry fee is $1, application being made to W. J. Teubner, 208 North Main street, Dayton.

THEY HAVE PINNED THIS MEDAL ON WAUGHOP

C. W. WAUGHOP, who travels in the East for the Cleveland when he is not cleaning up endurance runs and other contests astride a machine of that make is the proud wearer of the gold medal pictured herewith awarded to him by the New Jersey M. C. The medal was offered in the recent endurance run staged by the club, for the best score made by a professional rider in the lightweight class.

EIGHT EVENTS FOR NORWICH'S JULY 4TH MEET

NORWICH, Conn., June 26.—Entries for the ninth motorcycle race meet to be promoted on the Norwich fair grounds track by the Connecticut Amusement Association on Independence Day, July 4, close on Friday night next, June 30th. The day's card, as now mapped out, comprises five 5-mile events. Four of them for 30.50 cubic inch machines and the fifth for 50 cubic inch stock machines; a 10-mile professional event for 30.50 cubic inch machines, some one-mile time trials for the track record and a three-mile professional for 61 cubic inch machines with sidecars. Entries should be sent to C. V. Pendleton, Jr., 35 Broadway, Norwich, Conn.

BUFFALO CYCLE MEN FIGURE IN PARADE

BUFFALO, N. Y., June 24.—A squad from the Buffalo Rifle Club under the leadership of Otto H. Peters, the Bison City Harley-Davidson agent, rode at the head of the Buffalo Preparedness Parade this afternoon with A. Conger Goodyear, the general grand marshal.

Further, in a heavy rain, nearly one thousand motorcycle, bicycle and tire dealers marched in the parade. The rain did not discourage them a bit. The Pierce Cycle Works had fifty of their employees in line. Percy Pierce acted as captain.

PORTER HEADS SAVANNAH MOTORCYCLE CLUB

SAVANNAH, Ga., June 26.—The annual election of officers of the Savannah M. C. was held last Tuesday night and the following officers elected:

George A. Porter, president; J. L. Hetzel, 1st vice-president; Mark Silvers, 2d vice-president; O. A. Meyer, secretary; H. C. Gould, treasurer; J. S. Cafiero, captain; George J. Cleary, 1st lieutenant; Earl Williams, 2d lieutenant.

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LETTERS FROM MOTORCYCLE PATRIOTS RECEIVED

Creditable Start Has Been Made on List of Those Who Are Ready to Serve Flag with Machines in Event of National Peril; First List to Appear in Next Issue

A NUMBER of letters have been received from motorcyclists in answer to the request published in the June 22nd issue that riders list themselves as ready to serve the flag with their motorcycles if necessary, and the formal list will be started in the next number. By way of showing the spirit of those who have already responded three letters are published below and others will be printed in succeeding issues. About a dozen names are in hand and there are indications that the list will be doubled or trebled in another week.

Keep this point in mind: You do not actually obligate yourself to enlist when you place your name on this roll; you simply indicate that you are interested in your country's welfare and that *if needed in the face of national peril* you and your motorcycle could be counted upon for the service of the flag. By taking this stand you will help to prove that American motorcyclists rank second to none in loyalty and in gameness, and that the motorcyclist is capable of considering something besides the hum of his motor on a pleasure outing. Uncle Sam may never need you, but you will at least have the satisfaction of knowing that you stood ready to give your aid if called upon.

Send in your name at once, in order that you may appear on the first list, in the July 6 issue.

"READY FOR DUTY AT ANY TIME"

Editor Motor Cycle Illustrated:

In reply to your article, "Are You Ready to Serve Your Flag?" in the June 22nd number, would say that I believe you have started a fine movement of true patriotism.

You can place my name on the list as one who stands ready for duty at any time that I may be called.

The demonstration at Van Courtlandt Park last fall showed the officials just about how the power two-wheeler can be used.

Wishing you success, and with kindest personal regards from the writer, I beg to remain,

Respectfully yours,
W. H. ENELL.

508 West 180th Street,
New York City.

"GLAD TO OFFER SERVICES"

Editor Motor Cycle Illustrated:

In reply to your inquiry in the latest issue of your magazine, as to the willingness of motorcyclists to volunteer their services with their machines in case an extremity occurs where their services are deemed necessary to maintain national honor, I should be glad to offer my services with my 1915 three-speed Indian and sidecar.

JAMES E. O'CONNELL.

40 Fourteenth Street,
North Troy, N. Y.

"YES, BY ALL MEANS"

Editor Motor Cycle Illustrated:

You ask in your latest number of Motor-Cycle Illustrated if we are "ready to serve the flag?" My answer is: yes, by all means. I have a 1916 three-speed Indian and sidecar fully equipped, including an F-N tandem. Should an occasion arise so that Uncle Sam needs me you can rely upon my answering the call immediately. Kindly publish my name as one of those who are ready.

CHARLES E. KENISTON.

314 Parkville Ave.,
Brooklyn, N. Y.

GOODYEAR COMPLETES ITS FOURTH STACK

AKRON, Ohio.—The last brick in the third stack which for two weeks has been in the process of erection at the Goodyear Tire & Rubber Co., was cemented in place recently. The stack just completed is 21 feet 6 inches in diameter at the bottom, tapering to 15 feet 6 inches at the top, which is about 250 feet above floor level.

Goodyear now has the three highest stacks in the state, all of which have been built to withstand a wind velocity of 100 miles an hour.

The erection of a fourth stack of the same height will be commenced soon for the new mechanical and chemical plant, about a mile up the Little Cuyahoga river.

AGITATING FOR CROSS CANADIAN TRIP

TORONTO, Ont.—In these days of record-breaking transcontinental tours by motorists, President F. A. O. Johnston, of the Canada Motorcyclists' Association, has come out with the suggestion that a road-plugging motorcyclist could make a real name for him self by a dash from ocean to ocean through the wide plains, roadless forests and mountain ranges of Canada. No motorcyclist has ever attempted to cross the Dominion, and the only automobilist who essayed to make the trip was compelled to use a railway.

President Johnston believes that a motorcyclist would stand an excellent chance of completing the journey from the Atlantic to the Pacific, inasmuch as the single-tracker could proceed along trails and paths through the woods of northern Ontario and across the Rocky Mountains much more easily than an automobile. Outside of the three transcontinental railroads in Canada the only means of crossing the country are by walking, flying or motorcycling.

The C. M. A. official is anxious to see some veteran road-burner try the Canadian route. Because of the natural difficulties, which are well known, considerable glory would be earned by the first rider and the first motorcycle to perform the 4,000-mile feat.

GET YOUR TOURING TOGS READY FOR JULY 4TH!

DON'T forget that the Dodge City, Kan., race and the Sheepshead Bay, N. Y., speed program, both slated for July 4th, will be two of the biggest sporting affairs of the year in motorcycledom. Make arrangements to tour to Dodge City, if you are within reasonable riding distance of that point, and if you are in or near the New York district be sure to attend the Sheepshead Bay program.

If you are out of range of these two big cards look around in your own territory for a run, a picnic, a hill-climb, or a race meet and ride to the scene of action. You will have a day of fine sport, encourage the promoters of the sporting events who deserve your heartiest co-operation, and also set a good example for thousands of non-riders who will profit through seeing your neat and skilfully handled motorcycle outfits on the road.

Make your arrangements without delay. Get to the races if you can, but at any rate trundle out the trusty mount and make the most of the holiday.

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READY FOR ELIMINATION RUN ON JULY 1

NEW BRUNSWICK, N. J., June 24.—Final plans for the running of the second annual elimination contest of the Indian M. C. on July 1 have been made, and all hands are anxiously awaiting the day of the start. The contestants will be despatched, beginning at 3 p. m. from the clubhouse.

Regarding the finish, no one knows the time. Last year the survivor rode 38 hours and covered 851 miles before being eliminated and officially closing the race. It is predicted that this record will be beaten in 1916, and so sure are the clubmen of this that they are offering a series of medals as follows: Bronze medal to each rider covering over 400 miles; silver medal to those covering over 800 miles and gold medals for those covering 1,000 miles or over. These medals are offered in addition to the cups and accesssory prizes.

Entries have been received from riders in Worcester, Mass.; New Haven, Conn.; and Boston, among others, and there is a big local list. "Peanuts" Spurgeon, survivor of the Worcester, Bay State, and New Jersey M. C. runs, will enter the lightweight division on his Cleveland in this run.

NEW JERSEY CLUBSTERS TO BE BUSY NEXT WEEK

NEWARK, N. J., June 24.—The next regular club run of the New Jersey M. C. is slated for Monday, July 2, with Trenton as the destination. This is on the route of the visiting motorcyclists from Pennsylvania, and the plans of the local organization are to escort the visitors into town in a body.

The New Jersey club will be well represented at the Sheepshead Bay Speedway, and will be recognized by their conspicuous neckties. One member of the club is now with the National Guard in camp. This is E. S. Fraser, holding the agency for the Cleveland lightweight. He is camped with the 22nd New York Engineers at Beekman, N. Y.

Jack Neis and Mike Toepel, of the Splitdorf forces, will be at Dodge City over the Fourth to see to Dixie ignition matters.

The club's decorated parade on June 17 refused to be dampened by rainstorms. Over 50 riders were in line.

GOODYEAR STARTS WINDOW DISPLAY SERVICE

AKRON, Ohio, June 26.—Recognizing fully, as it always has the real worth of dealers' sales helps, the Goodyear Tire & Rubber Co. has inaugurated a new and very valuable helping hand department which will be devoted exclusively to devising and developing window displays built around Goodyear tire products. The new department is in charge of Charles Speed, a display specialist.

The first work of the new department, which is now ready for distribution, includes a set of six window displays embracing automobile, motorcycle and bicycle tires as well as tire fitments and rubber hose. The arrangement is such that the setting for any one of the six displays can be used for any of the others, enabling a dealer to feature the whole series without changing the background, which consists of a three panel unit showing a five color scene in the rubber growing country.

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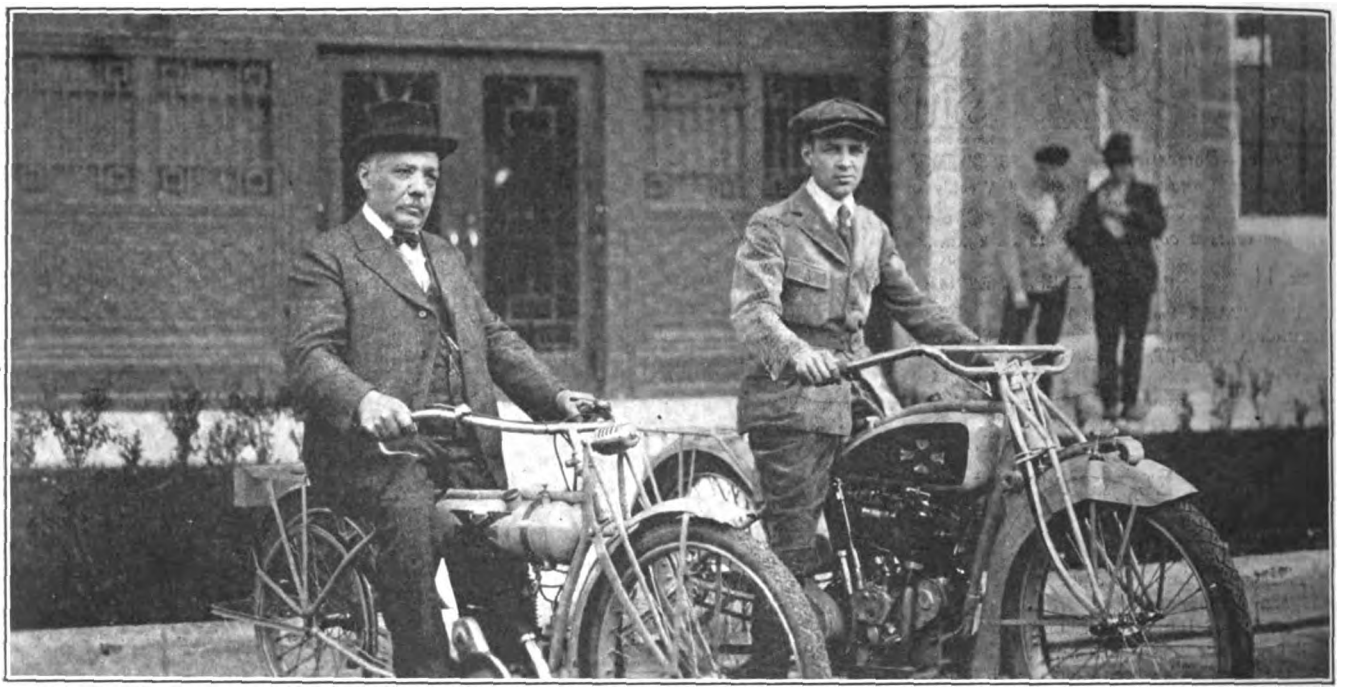
AN EXCELSIOR QUARTET THAT WOULD BE HARD TO BEAT



President Schwinn, of Excelsior Motor Mfg. & Supply Co., at Left, and Frank Schwinn, a Chip Off the Old Block, as a Hustler, at Right; the Machines Are an "X" Lightweight and a Brand New Series 17 Model

TOURMASTERS READY FOR PROVIDENCE TRIPS

Leaders of Various Divisions Are Enrolling Their Troops of Tourists for Runs to F. A. M. Convention; Dates and Starting Points for the Tours Are Officially Announced

PROVIDENCE, R. I., June 28.—All that good companionship and good roads can do to make the runs to the National F. A. M. Convention in Providence July 25-29 a sparkling success is forecast by the preparation announced this week. Jes Campbell, F. A. M. director for the New England district, at Boston, and Hal H. Noyes, F. A. M. Commissioner-at-Large for New York State, will have general direction of the assembling of the troops of riders.

Not only the Atlantic Coast and inland New York but a big wedge of the Middle West will be represented by riders in this movement, some being expected from Chicago. There will be five tours from the New England States and farther South along the coast. The Western tour will take two days and a half, starting from Buffalo July 23 under Tourmaster George Wagner, of Rochester, N. Y., assisted by Tourmaster Lieutenants Ben E. Neal and E. R. Durkee. The Southern tour starts from Newark July 24. E. B. Holton, of Newark, is tourmaster and his lieutenants are C. W. Waughop and P. W. Stevens.

The White Mountain Tom

The White Mountain tour starts from St. Johnsbury, Vt., July 24. Tourmaster M. M. Counsell of the starting place in command, with Leo Canty, of Rutland, for his lieutenant. The North Coast tour originates in Portland on the 24th. Harry A. Hubbard is tourmaster and his lieutenant is C. C. Jordan. The Greater Boston tour starts from the Hub on the morning of the opening day of the convention, July 25. Calvin W. Stanley, of Boston, is tourmaster and the lieutenants are Fred Smith and Ralph W. Watson.

All these tours are expected to converge in Providence about noon of the 25th in time to see the endurance riders come in from a run which starts at Albany and runs up through the White Mountains and Maine. It is the plan of Committeemen Noyes and Campbell to award gold medals to all survivors on the several tours.

Special diamond medals will be awarded to the neatest appearing sidecar outfit and the neatest appearing solo rider; a diamond medal will go to the captain with the best appearing company; a silk pennant will be awarded to the club with the largest percentage of riders. A nominal entry fee is charged to participants in the tours.

In judging the neatness of riders it is expected that the distance traveled will be taken into consideration by the judges, who will be J. Leo Sauer of **Motor Cycle Illustrated,** T. J. Sullivan of *Motor Cycling & Bicycling* and J. J. O'Connor of *Pacific Motorcyclist.*

Riders can obtain full information from their respective tourmasters or from Committeemen Noyes and Campbell, and additional bulletins will be published before the tours start.

TRADE MEN ARE BUSY AT VANCOUVER

Wigwam Dealer Is Showing Featherweight and Excelsior Man Is Pushing Series 17 and Cygnet Rear Car

VANCOUVER, B. C., June 6.—Chief W. H. Morrison has taken delivery of his second Indian Featherweight, and is busy giving daily demonstrations with it at the Hastings street headquarters of the Indian. The little two-stroker is attracting lots of attention from riders and those who would like to be riders, if they had the cold cash to break into the game.

The Cygnet Rear Car is making its début on Vancouver streets. It is handled by W. E. Woodley, representing the Excelsior here. Woodley is busy showing the capabilities of the rig, and has sold his first one to the purchaser of a '17 model Ex. He has plenty of other prospects, he says.

Woodley has several more Cygnets on order, and is expecting another Series '17 Excelsior in a few days.

INTERESTING STORIES IN THE FIRESTONE

HOW a Firestone tire equipped machine helped get an American out of the hands of Mexican bandits is recorded in the June issue of *The Firestone,* the house organ of the Firestone Tire & Rubber Company, of Akron, O. The machine was a Harley-Davidson, ridden by Lee Koenig, of La Grange, Texas. The issue, as usual, is crammed with interesting pictures of Firestone users and boosters.

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SIDECAR OUTING IN ENGLAND FOR WAR'S WOUNDED

Harley-Davidson British Company Stages Second Entertainment Trip for British Soldiers

MILWAUKEE, Wis., June 26.—These troublesome times make us think, when we mention the motorcycle's usefulness in war only as a machine in use at the front for the transportation of machine guns or in dispatch-bearing service. But from the Harley-Davidson Motor Co., Ltd., of London, England, comes the tale of an effective war service rendered by motorcycles, although miles remote from the firing line. The story has to do with the second Harley-Davidson sidecar outing for wounded soldiers which occurred at Burford Bridge, Box Hill, on May 20, which was carried to a successful conclusion by the British Harley-Davidson Co., ably assisted by some 60 private Harley-Davidson owners who contributed the use of their sidecar outfits as well as their services as drivers.

The start was made from St. Thomas' Hospital, the route leading through Chelsea, Putney Bridge, Putney Vale, Kingston, Surbiton, Hook, Ashted Common and Leatherhead to Burford Bridge Hotel where a musical program and refreshments were provided by the hosts. For the most part, the soldiers who were entertained were wounded in the legs, as the hospital authorities gave the preference to the men who, because of their injuries, could not get around as freely as the others in the open air.

The outing has done much to crystallize sentiment in Great Britain on the favorable aspects of the motorcycle and to make more than one person question the wisdom of the British embargo on American-made motorcycles.

FOUR OMAHA RIDERS TO THE FRONT

Lack of Official Recognition of Corps Handicaps Remainder of Mounted National Guard Body

OMAHA, Neb., June 23.—Official recognition of the motorcycle corps of Company C, Nebraska National Guard, was not given by the authorities in Washington, in time to permit the entire division of riders to accompany the Nebraska militia to the Mexican border. Four members of the guard, however, secured permission to ship their machines with the other impedimenta of the battalion from Omaha, and will act as dispatch riders for the headquarters department.

Three Indian riders, Harold Oviatt, Gerald Wilson and James Fisher, and one Excelsior rider, Jess Alexander, comprise the quartet. With the four local companies, they left for the state mobilization camp at Lincoln this morning, and on Sunday will proceed with the brigade of Nebraska troopers to Mexico.

All of the boys carried full military outfits, including blanket roll, knapsack, sidearm belt and canteen, as well as army rifle and bayonet. Mud-guards were discarded on both front and rear wheels to assure easy going through mud, and the machines were "all tuned up" for speedy action. For the past five days since receipt of orders for mobilization of the militia, these men, as well as other mounted troopers of "C," have been performing invaluable service in aiding the work of preparing for the final departure.

SHORT ENLISTMENT FOR MOTORCYCLISTS

WASHINGTON, D. C., June 26.—Realizing that it is practically impossible to take a raw soldier inexperienced in the handling of motor vehicles and train him to operate a motorcycle in a short space of time, one of the congressmen has come through with a suggestion that in order to entice trained motorcycle riders into the service during these troublesome times, a short enlistment period might prove effective. Says the congressman in question:

"If congress would make it possible for the army to receive enlistments for shorter periods than the three years now required, a call for motorcycle volunteers would not only quickly supply the companies now contemplated, but would bring forth regiments of experienced men. As the law now stands, the army is forced to attack the problem the wrong end to. Men who have had experience with motors are needed quickly. The way to get them is to enlist them to serve during the period of the Mexican expedition. Three years is too long a time of enlistment for anyone who does not intend to remain permanently in the army. If the period of enlistment were six months, or even a year, it would bring good results.

"Brigadier General J. J. Pershing, in charge of the American advance in Mexico; Brigadier General George Bell, Jr., in charge of the troops in and around El Paso, and all the other officers on the Mexican job will testify to the same thing."

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HOW THE NEW MIAMI PACE IS BEING SET

Committee in Charge of Middletown Factory Has Already Boosted 1916 Business Beyond the Full Total of Last Year; the Hustling Trio Behind the Results

James W. Ash

Harry S. Wise

Charles R. Miller

MIDDLETOWN, O., June 27.—Organization experts have always appreciated fully the importance of team work and a truly co-operative spirit in manufacturing, but it is doubtful if those sterling principles were ever better exemplified in the motorcycle and bicycle fields than at the factory of the Miami Cycle & Mfg. Co., in Middletown, Ohio, where affairs have been in the hands of a committee of three hustlers for some time past. The committee, which is composed of James W. Ash, Harry S. Wise and Charles R. Miller, is able to report today that it has already exceeded the Miami production of last year—and the fiscal year does not close until September.

Congratulated by Directors

This pace was struck soon after the committee was placed in charge of the Miami factory by the Board of Directors, and it has never waned. In fact, there are evidences on all sides throughout the plant that the present gait will continue to be accelerated steadily as plans for the 1917 season are taken up. At the latest meeting of the Directors of the company it was officially stated that the reports of progress in the factory were the most satisfactory ever submitted—and the committee modestly went back to work and threw in a little additional speed just to indicate that the next Directors' meeting is going to be still more successful. All of which is merely a roundabout way of saying that the Ash-Wise-Miller combination is making good—and doing it in a surprisingly short time.

Mr. Ash handles the sales end of the business; Mr. Wise attends to the finances, and Mr. Miller is the factory manager. These three hold daily meetings, ranging from an hour to two hours in length, at which every detail of Miami production is considered. Every meeting starts something worth while, and, having a free hand, the committee loses no time in putting the worth while ideas to work in the factory. Result: More business, and all-round efficiency.

Mr. Ash has brought a lot of bed-rock experience to bear upon his present work, his career in cycledom dating back to 1895 when he started as a bicycle dealer in Lockport, Ill. He took on a bicycle agency while working as a telegraph operator, and later joined the Bean & Chamberlain Mfg. Co., in Hudson, Mich. Mr. Ash worked his way through the factory, which produced the Hudson bicycle line, and became sales manager. He retained that position till 1903 when he bought out the company's bicycle department and operated it as the Hudson Mfg. Co. He progressed steadily till 1907 and in the interim bought over the Park City Mfg. Co., which had specialized on the manufacture of the D & J crankhangers. Mr. Ash continued to market the D & J hangers as part of the Hudson bicycles.

About that time he became deeply interested in racing and was intimately acquainted with George Leander, Nat Butler and scores of others who helped to make early bicycle racing history in this country. For many of these speed stars he built special racing mounts.

Wiped Out Overnight

In 1907 a flood wiped out the Hudson Mfg. Company's holdings overnight, the loss being about $40,000. Mr. Ash considered it unwise to attempt reconstruction, with the possibility of another flood in mind, and when the Miami Cycle & Mfg. Co. made an offer to buy out the Hudson interests he closed the deal and joined the Miami staff. In that year the Miami sales amounted to $360,000, and two years later they footed up to $1,000,000. That they have since increased steadily will be seen from the fact that a total production of about $2,000,000 is figured on for 1917.

Mr. Wise brings to bear upon Miami finances a manufacturing and executive experience gained in 26 years of consistent activity in the cycle industry. He began his career with the Crawford Mfg. Co., which produced the well-known Crawford bicycle, and later went with the Pope Mfg. Co., at the time of the A. B. C. organization. His association with the Pope people continued until he accepted an offer from the Miami folks nine years ago. He entered the Miami organization as a member of the accounting staff and almost immediately began to make his presence felt as a stickler for systematic operations.

A Believer in System

As time went on Mr. Wise suggested improvements in the accounting and allied departments, and finally succeeded in having reports and bulletins from all angles move with clocklike precision. This work he has still further advanced since the committee took up its duties. There are bigger things than reports to occupy his attention, of course, but affairs of vital importance and matters of comparatively trivial significance all go through on the same basis of thoroughness and expediency.

Factory Manager Miller, like Messrs. Ash and Wise, couples modesty with long expeience. He has been so busy "doing things" that he has little time to talk about them. He entered the G. & J. plant in 1894 as foreman of the machine department and naturally had a great deal to do with the successful production of the Ideal

(Continued on page 34)

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MANICURED COURSE FOR LA GRANDE'S SPEEDFEST

Two-Day Meet, July 22-23, Will Be Run on New 1½-Mile Sub-Irrigated Dirt Track; Interesting Card Augments Success for Club's "Speed 'Em Up" Contest

LA GRANDE, Ore., June 26.—La Grande's "speed 'em up" motorcycle race meet, which is scheduled for July 22 and 23, promises big things in the way of good, clean sport. The La Grande Motor Club, which is staging the affair, has this year chosen the new La Grande speedway for the setting, and on this one and one-half mile circular course on the first day of the meet they will promote five speed events, including a 50-mile feature event closed to northwest riders, and which is designated as the Northwestern Grand Prize championship contest. The purse for this event amounts to $200 divided, $100, $50, $35 and $15.

There are two five-mile events on the first day's card, the first restricted to local riders on seven-horsepower machines, which carries with it a purse of $50 and the second on open free-for-all contest with a purse of $25. A ten-mile event restricted to Northwest riders, with a purse of $50, and a series of one-mile time trials in which riders are to qualify for the final time trials on the second day completes the first day's program.

The "piece de resistance" of the second day, and in fact the feature of the two-day meet, is the one-mile free-for-all for which a purse of $500 is hung up, divided $250, $125, $75, $35, $15. The second day's card also includes two five-mile events and a ten-mile free-for-all in every way similar to the first day's card, and also the finals in the time trials for the track record. In this event a purse of $50 is offered, divided $25, $15 and $10. The entry fee for the 50- and 100-mile events is $5; for the five- and ten-mile events, with $50 purse, one dollar; while for the free-for-all, with $25 purse, no entry fee is charged.

The new La Grande speedway, as was said before, is a mile and a half circuit, built on a firm earth foundation with the curves of equal radius and well banked. The track is 80 feet in width, and was built especially by the La Grande Motor Club for the running of its annual motorcycle race meets, of which the coming event is the fourth. A feature of the track is the fact that while it is dirt, it is sub-irrigated in such a manner that only a single sprinkling is necessary just prior to the running of the race to insure dustlessness.

One point on which the La Grande Motor Club especially prides itself is that the races are absolutely free from commercialism. Not a cent has been asked for or donated to carry the expenses incidental to staging the race meet. All the funds, including the $1,000 purse, have been raised by selling membership and season tickets, and it is pointed out with pride that nearly every man in La Grande is a member of the club, and that everyone is boosting. The club has started an extensive advertising campaign designed to bring the race meet to the attention of motorcycle folk for a good distance around La Grande, and especially to attract possible entries from riders in the northwest district. The club is pushing hard to make their annual race meet second in point of national interest only to the Dodge City event, and in this connection it is pointed out that next year the new speedway will be fully paid for, provided bad weather does not cut down on the gate receipts, and that then the La Grande club will make a bid for the premier motorcycle classic of the year. The race meet is not run for profit, and every cent that is taken in over and above the expenses of staging the coming meet will go towards running next year's affair.

NOVELTIES FEATURE OF OMAHA OUTING

Second Annual Affair of Omaha M. C. to Glenwood a Huge Success; Four Score Riders Attend

OMAHA, Neb., June 22.—Last Sunday the second annual outing of the Omaha M. C. was held at Glenwood, Ia., twenty-five miles southeast of here, with nearly fourscore riders and their friends present. The picnic grounds were in a little park outside of town, on the banks of a small lake which afforded excellent fishing and boating.

After a huge dinner, everybody rode into Glenwood, where a diversified program of sports was staged. All of the races were novelty affairs where dexterity played an important role, and where the big crowd of spectators were treated to innumerable laughs and thrills.

Winners of the events were:

Solo blind-fold race, 300 feet, "Big Bill" Dristy, Indian.

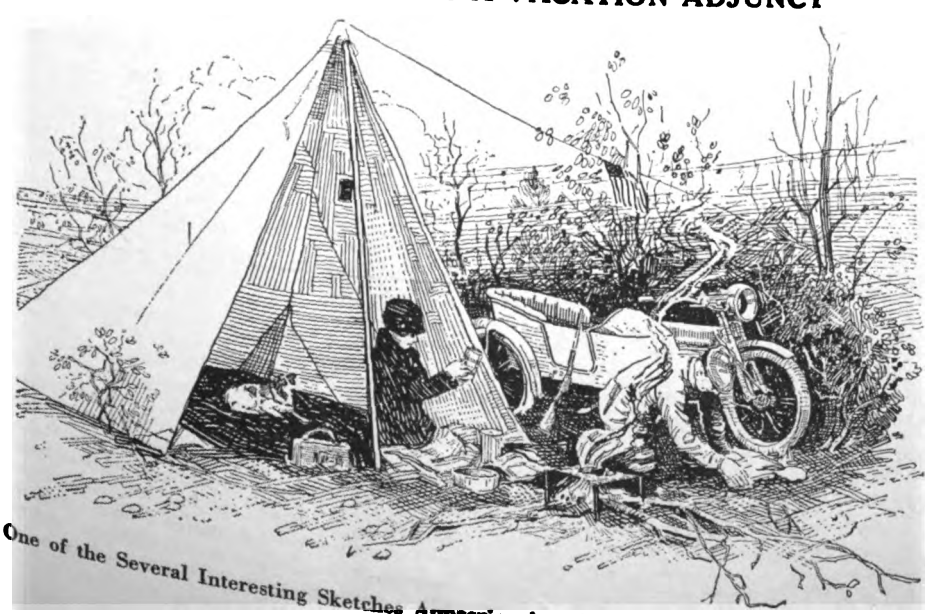
Side-car blind-fold race, 300 feet, Charles Howes and Mrs. Howes, Harley-Davidson.

Pie-eating contest (mounted), Fred Sutton, Harley-Davidson.

Lemon relay race, Carl Adolphson, Indian.

Side-car lemon relay race, Art Hughes and Miss Beulah Wilson, Harley-Davidson.

BOOSTING SIDECAR AS A VACATION ADJUNCT



One of the Several Interesting Sketches Appearing in a Bright Booklet Gotten Out by the Rogers Mfg. Co., Chicago

PARK COMMISSION TAKES "Xs"

Chicago, Ill., June 26.—The South Park commission has again put its seal of approval on the Excelsior motorcycle by ordering eight of the big valve 17-3 models for the use of its speed squad on the South Side boulevard system. The commission bought its first motorcycles, Excelsiors, back in 1910, taking several of the belt-driven models and with the exception of two machines of another make purchased two years ago, the South Park men have stuck to the big X ever since.

ROGERS WANTS GOOD PICTURES

Chicago, June 26.—Here's another chance for the amateur photographer to make $10 and make it easy. The Rogers Mfg. Co., maker of Rogers sidecars, Hearst building, this city, is offering a prize of 10 good United States dollars for the best photograph showing a Rogers sidecar in use. It is pointed out that camping and picnic photographs are especially desired although other photographs will also be considered.

WILLARD PROMOTES GARDNER

H. S. Gardner, manager of the Chicago branch of the Willard Storage Battery Co., has been promoted to manager of branch and service stations, and will make his headquarters at the home offices in Cleveland, Ohio. Chas. S. Whitney, who has been doing special work in the Chicago territory, succeeds him in the branch there.

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JIMMY ROURKE'S VACATION TOUR

The Story of the Thrilling Adventures of a Red-Blooded Motorcyclist While on a Cross-Country Trip—How He Got Mixed Up In a Government Affair of International Importance and His Machine Saved the Day

PART I

By PAUL J. BAILEY

"Jimmy Was Being Slowly Overpowered, When Aid Came in the Form of Another Khaki-clad Figure"

JIMMY ROURKE, on a long cross-country vacation tour on his powerful motorcycle, entered the city late in the afternoon and sought a hotel for a night's lodging. After washing his face and brushing the dust of travel from his clothes so that he was neat and presentable in appearance again, he stepped out into the twilight of the street and sauntered to the corner cigar store to buy a "smoke."

As he entered the cigar store three stealthy figures slipped out of the shadows back of him, crept up to the front window, and peered in at him standing at the counter with his back toward them. A whispered consultation between the three, and they slunk into the darkness again as he turned to leave the store.

Suddenly Assaulted by Thugs

Returning to the hotel Rourke was suddenly assaulted by the three unknown thugs as he passed a doorway at a dimly-lighted spot on the street. Taken completely by surprise Jimmy was at a tremendous disadvantage, but he was in the pink of condition and powerfully built, and a desperate struggle ensued. The odds were too great, however, and he was slowly being overpowered, when aid came in the form of another khaki-clad figure that flew into the fray swinging a heavy blue-barreled service revolver.

The newcomer charged into the melee, hurled Rourke's assailants aside so that he could get his weapon into action without risking injury to the man he wanted to help; and as the three thugs fled in panic at this new development of the flight fired two shots after them that brought a scream of pain from one who stumbled and then limped frantically out of sight among the shadows.

Rescuer a Lieutenant

Now that he had time to look at his rescuer, Rourke saw that the other man was dressed in the service uniform of the army, and wore the emblem of rank that stamped him as a lieutenant.

"Warren Conway, lieutenant in the —— regiment," the other introduced himself briefly, and Rourke responded as they shook hands.

Conway took Rourke to the room that the lieutenant was occupying in the hotel and skilfully and deftly dressed the stratches and bruises the tourist had received in the fight, while Rourke told of what had occurred before the army man had arrived at the scene of the recent struggle.

Conway nodded thoughtfully.

"Yes," he said, more to himself than to the other man, "they mistook you for me. We're about the same build, and your riding suit resembles my uniform—they thought they *had me*."

But when Rourke asked him to explain what he meant by this rather puzzling remark, he suddenly became reticent and declined to shed any further light on the matter.

The motorcyclist speculated on this puzzle for quite a time after returning to his own room on the floor below the lieutenant's.

Why had the thugs attacked a man whom they had thought was Lieutenant Conway? Why had they wanted to harm him? And why was the army man so mysterious about it?

These questions defied solution. But Rourke scented the presence of big affairs concealed behind the scenes, and knew instinctively that there was more behind this man than could was apparent on the surface.

Still turning it over in his mind, Jimmy fell asleep.

A Sound from the Window

With something telling him that it was in the dim, dead hours just after midnight, Rourke suddenly woke to full consciousness with a feeling that something had moved nearby. He sat up and looked about the room, which the dim light from a distant street lamp showed to be bare and empty of life other than himself. He was about to decide he had been dreaming, and to settle back to sleep, when the ghost of a

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sound from the open window brought him to alert attention again.

It sounded like a stealthy step on the fire escape.

Rising cautiously, Rourke slipped to the window and peered out. The iron ladder seemed empty, but he put out his head and looked above him, barely stifling a gasp of surprise. At the window immediately overhead, a form was just drawing himself carefully over the sill and crawling silently into the room occupied by Lieutenant Conway.

Conway Battles with Trio

Twisting catlike out of his window Rourke leaped rapidly up the narrow iron ladder and bounded into the lieutenant's room, just as noise of a struggle began. He caught a glimpse of Conway, a leather pouch fastened by a belt around the waist of his pajamas, grappling with three figures that set upon him in an insane frenzy to bear him down. The three were evidently trying to tear the leather pouch from his waist, snatching at it whenever their struggles put it in their reach, but the army man tigerishly fought them off.

All this Rourke saw in a moment and then Rourke grasped a heavy chair that stood near, and swinging it like a battle axe charged into the group. One of the invaders went down at the first blow, then another turned and grappled with him before he could strike again. Jimmy seized the man in his powerful arms and hurled him back against the sharp corner of the bedpost, where he wilted with a groan of pain. The conflict was short and sharp for a moment after this, then the three assailants suddenly gave up the fight and fled out the broad window and slid precipitately down the fire escape just as the night force of the hotel, roused by the commotion, clamored at the door. Lieutenant Conway lunged at the last thug as he scrambled out and clutched him by the sleeve.

The assailant screamed a curse at the soldier in a foreign tongue, a pistol suddenly glinted in his hand, and with a venomous hiss he fired point blank into Conway's face. As the lieutenant dropped to the floor he vanished down the ladder.

Rourke was at the army man's side in an instant. As the hotel attendants gathered inches, and Conway's life had been saved round in a frenzy of excitement he saw that the assassin's bullet had not gone true, but that the wound was a most dangerous one just the same. The bullet appeared to only by the narrowest margin.

Wounds Not Fatal

A doctor who was hastily summoned looked grave as he examined the wound, but said that if no complications set in Conway would probably recover fully in due time, but that he could not be expected to become conscious again for many hours, have plowed along the skull for several possibly for days.

For 48 hours the injured man lay unconscious, carefully attended by the doctor and nurse. Rourked slipped in quietly every few hours to inquire about his progress and would sit at the bedside anxiously watching the patient for minutes at a time.

About 2 o'clock on the second morning after the fight in his room Conway, who had settled from his troubled stupor into quiet natural sleep, woke to full consciousness. He glanced about the room in a puzzled way for a moment; then as his memory cleared he clutched at the place the leather pouch had rested and his face became strained and tense.

"Where is it—the dispatch bag that was on my belt?" he gasped, appealingly to Rourke, who had advanced to the bedside as the army man awoke.

"It's all right, old man," the tourist reassured him. "We removed it when the doctor was fixing you up and I've taken good care of it. Must be valuable stuff in it for you to watch it so close."

Reaching into a drawer of the dressing table he drew out the pouch and handed it to the lieutenant, who opened it and examined its contents anxiously, then heaved a deep sigh of relief as he saw that nothing had been tampered with.

"What time is it, and what day?" he suddenly asked Rourke, and when he heard the answer his face turned ashen.

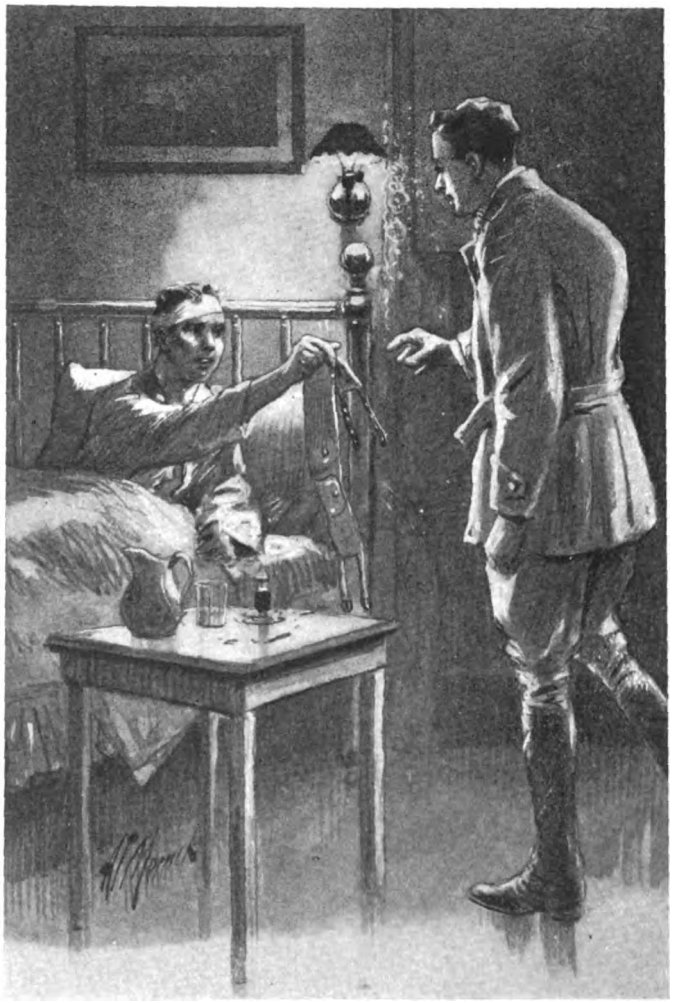
"Too late. The message *can't* be delivered on time now—it means ruin," he breathed despairingly. Then, in answer to Rourke's questioning gaze, he said:

"As you know, America has been involved in complications that might mean war with European powers. Affairs in secret diplomatic channels have come to a crisis now, and a final decision is to be made at a meeting of the Cabinet in Washington *this morning.*"

"The ambassadors of the greatest European powers will be present to receive their answer. *Unless the message I am carrying reaches the Cabinet before 11 o'clock this morning, that answer will mean war with the United States against the most powerful armies of Europe*—millions of lives lost and national disaster."

He paused a moment, then continued bitterly:

"Powerful, unscrupulous men, who for selfish reasons want to see the United States involved in a ruinous war, learned that I was entrusted with the vital message and have conspired to prevent its delivery.



"With Fingers That Shook, He Extended the Belt to Rourke"

A dozen attempts have been made to take it from me—they attacked you by mistake believing you were me, and again you arrived in time to upset their plans when they tackled me in this room.

"The message must reach the Cabinet before 11 o'clock this morning," Conway continued. "It's nearly 3 o'clock now, and Washington is 280 miles away—and no railway connections that can get me there before noon." The lieutenant was in mental

(Continued on page 58)

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GETTING THRILLS FROM THE TANDEM SEAT

There Were Plenty of Mud and Ruts on the Trip Out of Bennington, a Few Falls and A Ride Over Corduroy Roads Home, But the Scenery was Fine.

IN SPITE OF EXPERIENCES THE PASSENGER WAS READY FOR ANOTHER TRIP

By DEWITT E. LEWIS

SAM came around at 9.30 the other morning and told my brother to hurry, so as not to waste such a glorious day. It did not take long to put final touches to the mount, and we started for the nearest garage for gas.

With tanks filled we emerged from the garage, expecting to meet a friend waiting, but he was nowhere in sight. Figuring that he had started ahead, we rode up the long and bumpy South Street Hill, which carries the rider out of Bennington. For several seconds in each minute it was touch and go as to whether I would continue with the machine or be left on the hill. We rode five miles, expecting to meet Sam at any time, but there were no signs.

Back to Bennington

Finally we stopped a small farmer's boy and asked if he had seen a motorcycle pass. "No, I ain't seen no motorsickle go by, but there's a fellow up there who wants one," said the future agriculturist. We searched the road to pick up his trail, but after following the track of a cycle-car for a mile or two, we shot back to Bennington. Here we found him in a garage, saying severe things about a damaged tire.

I started off on a hike without waiting to see the finish of Sam's job, and presently came to where I could hear shots, barking dogs and all the other things which go to make a Vermont deer hunt. A huge collie burst out of the bushes behind me presently, and startled me by growling. There was nothing to do but to walk on, all alert for any manifestations of anger on his part, which would mean a dash for a tree and a quick shinny up on mine. But in a short while collie and hunters were left behind, and Sam and my brother came along.

The First Picture

They stopped near me and we decided that this was a good place to take a picture. After focusing we heard the sound of a twin approaching, and we hailed the rider and got him in the photograph. After performing the required operations of shutter-snapping and changing the plate, I mounted on the tandem once more and we were off, over nice country roads.

For a while I was saying: Gee, how nice it is to glide over the ground on a good tandem—and then we struck a muddy section. There were also plenty of ruts. We tandemites just adore miniature trenches. Talk about visiting Coney Island with its thrills, why riding on tandem over a stretch of rutty, muddy and picturesque roads is far more inviting and exciting. I came off, landing seated in a squashy mud-wallow, once, but most of the time was bobbing around from one side of the machine to the other, as we traveled out of one deep rut to another.

This highway stretch was, to say the least, exciting for the tandemite. But it soon came to an end, and I had a chance to breathe freely again. But not for long, for we came to another and longer stretch, three times as rutty as before. We entered and was again jounced from side to side and out of the seat. It was a case of hanging on with the teeth and eyelashes.

Again on a smooth road we breathe hard but feel safe and speed to make up for lost time. Reaching the top of the famous Pownall Hill, we took a second photograph. This is a favorite halting place for tourists to admire the best mountain scenery in Southern Vermont. The next stop was at the "White Oaks Road," renowned in Revolutionary times. Up this road marched the Men of Berkshire to fight the British at Bennington, in August, 1777. Down this road in October of that same year came the Continentals with part of Burgoyne's army as prisoners of war.

At Sand Springs

Sand Springs was our next stop. These are the famous warm springs of Berkshire, flowing 400 gallons a minute and keeping a temperature of 76 degrees throughout the year. These springs were a health resort for the Five Nations and for the white men since 1762. After looking around we rode to Williamstown, Mass., the seat of Williams College, over smooth and picturesque highways.

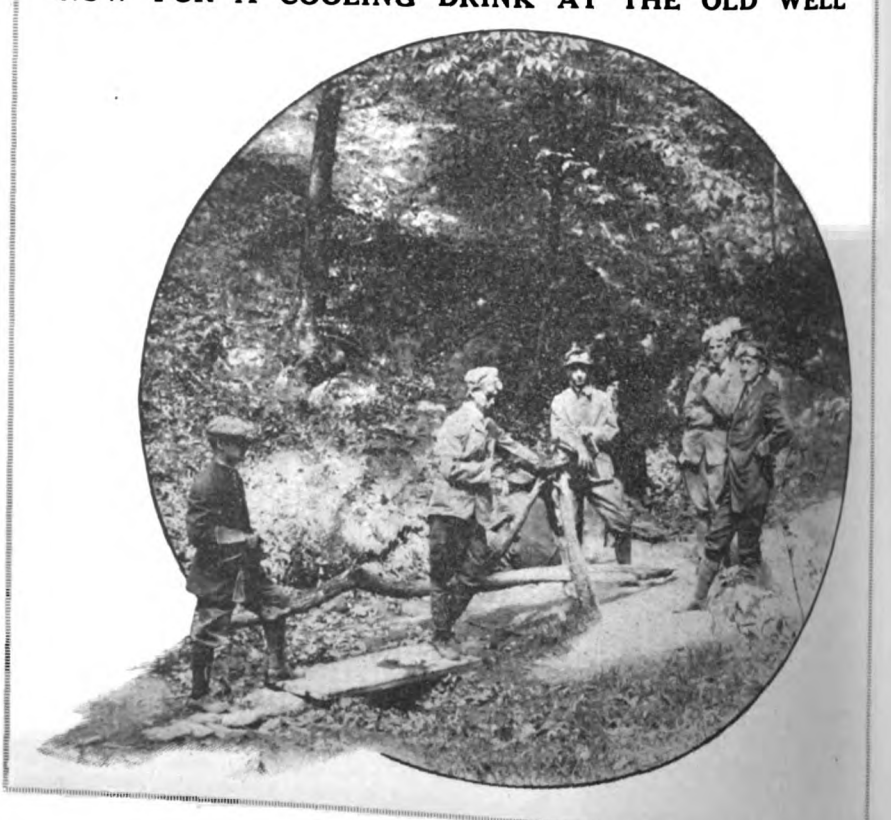
On to North Adams went the wheels, still fitted with chains from the morning's preparations for mud. In this city we felt the pangs of hunger and made for a restaurant, but on taking a corner our mount felt frisky. The next thing I knew down we went, and when I awoke I was flat on my back, with many curious eyes focused on me from the sidewalks. These things always happen when there are plenty of spectators about. I sprang right up, wishing that pavements were made of rubber instead of brick, so as to be softer, and found nothing broken. We mounted again, and again the mount bucked, with the same result. This was my brother's first experience with chains of brick pavements.

In Hoosick Park

After purchasing lunch, we carried it to Hoosick Valley Park and enjoyed it, Vermont fashion—which means out in the fields with the cattle. We presently spied a little summer house and decided to go there. We forgot the pie, but the doughnuts made up for the loss. We surveyed the landscape, with the Mohawk Trail

(Continued on page 34)

NOW FOR A COOLING DRINK AT THE OLD WELL



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In the Commercial Field

HERE'S ONE MOTORCYCLE THE MOTORIST FAVORS

Dayton and Sidecar Used by Fisk Rubber Co. of Dayton, O., as Tire Service Car

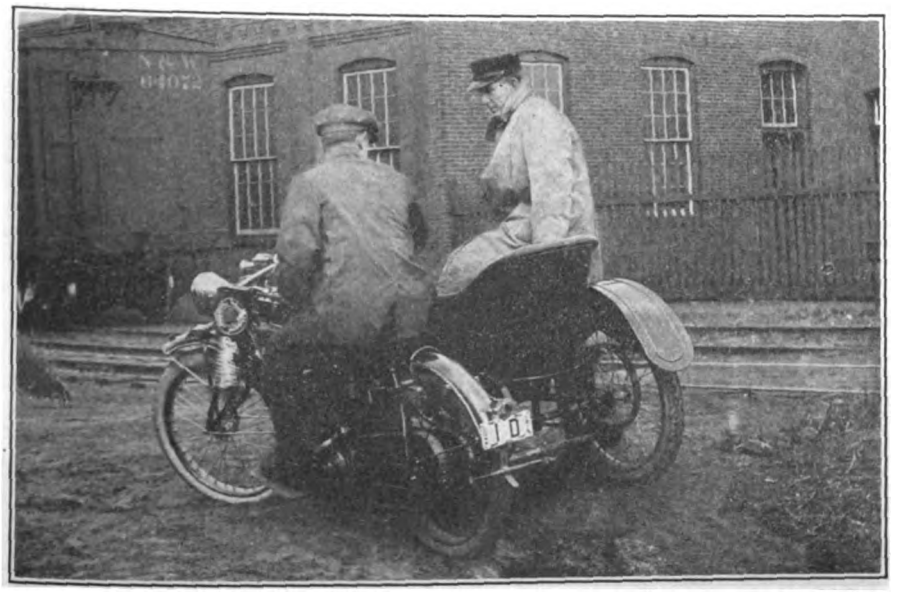
FIRE CHIEF USES INDIAN TO ANSWER ALARMS

NORWICH, Conn.—Deputy Fire Chief Adam Gernhardt, of the local department, has been rendered efficient and novel service by an Indian rider, C. V. Pendleton, Jr., who conveys him in the latter's sidecar to all fires. For the last three years Pendleton has not missed a fire in this city, and on each occasion Chief Gernhardt has gone in the sidecar with him.

When Pendleton first volunteered in 1913 to give the chief of the department, and sometimes the deputy chief a lift to fires, the service proved so valuable that the city government hired him to do this work regularly. He picks up the deputy chief at the shop where he works, about two miles from the center of the city, and then speeds to the fire, often arriving before any of the fire companies do.

FRISCO FISK BUYS HARLEY-DAVIDSON OUTFIT

SAN FRANCISCO, Cal.—The local establishment of the Fisk Rubber Company has just purchased a Harley-Davidson sidecar outfit, to get new tires to automobilists who may be stalled around San Francisco in the shortest possible time. The Fisk company prides itself on this service.



Deputy Chief Bernhardt of the Norwich Fire Department on Pendleton's Indian Outfit

LOOK 'EM OVER; THEY ALL NEED COMMERCIAL MOTORCYCLES

Stationers
Artificial Flowers
Artificial Limbs
Artists' Materials
Bakers
Produce, Commission
Butchers
Grocers
Milliners
Shoe dealers
Shoe Repairers
Clothing
Tailors
Dyers, Cleaners
Druggists
Painters, Decorators
Laundries
Upholsterers
Cigar Manufacturers, Jobbers
Corset Manufacturers
Costumers
Dressmakers
Dry Goods
Electric Sundries
Fish Dealers
Florists
Fur Dealers
Haberdashers
Sporting Goods
Hardware
Harness Makers
Jewelers
Leather Goods
Music Stores
Newsdealers
Phonograph Dealers
Rubber Goods
Rug Cleaners
Rug Weavers
Salesmen
Towel Supply
Wall Paper
Weather Strips
Window Shades
Yeast
Fruit
Candy
Coffee and Tea
Department Stores
Art Glass Manufacturers
Auto Repair Service
Livery
Tire Service
Awning Manufacturers
Bag Manufacturers
Barber Supplies
Collectors
Messenger
Auto Accessory
Dental Supplies
Medical Supplies
Dog Hospital
Humane Society
Flower Boxes
Film Exchanges
Gardeners
Locksmiths
Lunch Rooms
Picture Framers
Piano Rolls

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Doings on the Pacific Coast

CALIFORNIA'S TOURING SEASON OPENS

Warm Weather Sends Many Off on Camping Trips and Long Coast Tours in Both Trade and Pleasure Circles—New Roads Opened

SAN FRANCISCO, Cal.—With the arrival of balmy weather, the touring season is well in swing in California and many riders are starting for camping trips in the rough sections. Others are making long tours over the Coast and valley roads. While the ordinary country roads are getting rather dusty, the State highways of asphalt and concrete now extend through most parts of the country.

The State road to Lake Tahoe from Auburn via Donner Lake has just been opened, and plans are developing for the construction by the State of the road from Tahoe City around the north side of the lake to Crystal Bay at the Nevada line.

Volney Davis, the local rider, started June 11 for his annual trip to Yosemite, though he will still have to leave the machine at El Portal. It is earnestly hoped that motorcycles will be admitted to the Valley by next summer.

Z. Barton, manager of the Thor branch, has just returned from a ride down the San Joaquin Valley as far as Fresno, with a good coat of tan, having made about 500 miles, calling on dealers along the way. While at Fresno he met Carter of that place, who was just back from a 1,500-mile run, which took him some distance across the Mexican line, then back to San Diego and up the coast as far as Santa Cruz before returning home; and he was starting for Yosemite to round out his vacation. He reported fine roads for the most part, and a very pleasant tour.

Tennant Lee, of Los Angeles, distributor for the Henderson, has just passed through with his mount, on a tour as far north as the Oregon line, combining business and pleasure, As for business, he says it has never been better.

PIXLEY CHOOSES RUBSCH TO FILL GATES' SHOES

SACRAMENTO, Cal., June 23.—George C. Rubsch, of 3804 South Grand avenue, Los Angeles, has been appointed to fill the post left vacant when Charles Fuller Gates resigned as F. A. M. commissioner for Southern California. In appointing Rubsch to this important post, C. S. Pixley, first vice-president and director of the national riders' organization, states that Mr. Rubsch's interest and activity in furthering federation affairs not only warrant his appointment, but undoubtedly will win for him the support of all federation members in southern California and adjacent territory.

BUTLER MAKES FINE GASOLINE MILEAGE

On Last Trip Along Coast Los Angeles Indian Man Averaged 45 2-3 Miles Per Gallon of Fuel

LOS ANGELES, Cal.—Thomas C. Butler, Jr., manager of C. Will Risden's Indian distributing agency, kept a record of every purchase of gasoline and oil on his last trip up the Coast and back and fourth from this city to San Miguel, beyond Paso Robles. On this trip Butler sold four machines and established agencies with J. W. Smith, Santa Margarita, Luse & McPherson, San Miguel and A. Scott, Paso Robles.

The fuel consumption on the trip, the machine carrying Butler (180 pounds), and a 50-pound suitcase, averaged 45⅔ miles per gallon. This was about the same kind of country covered by the endurance run riders—part boulevard and the rest mountain roads, country gravel and the rough stuff between main highways and ranches, with plenty of running on all three gears. Butler covered 680 miles on 15 gallons of gasoline and 5 quarts of oil. Gasoline was priced at an average of 20 cents the gallon. He made 544 miles to the gallon of oil, and the cost per mile (fuel and oil) was 0.06 of a cent, he states.

NOT "BARNEY OLDFIELD," BUT—

C. L. Smith, Los Angeles Jobber, and "Some Fisherman"

NOTES OF THE TRADE IN CALIFORNIA'S METROPOLIS

SAN FRANCISCO, Cal.—W. H. Jackson, of W. E. & W. H. Jackson, San Francisco representatives of the Dayton line, has just returned from a country trip, and will leave immediately for the Sacramento Valley district.

Bert Neustadt, a well known local motorcycle man, and formerly connected with the Hendee Manufacturing Company's branch, is to be connected with the new store of the recently organized Willys-Overland Company of California.

Mayo & Easterbrook, Harley-Davidson agents at Marysville, Cal., are well satisfied with their venture into the motorcycle game. Mr. Mayo was in San Francisco a few days ago, and placed orders for delivery out of the next carload of three regular machines, a commercial side-van and a side-car outfit, all of which have been sold in advance.

Mr. Sayre, manager of the Appeal Manufacturing & Jobbing Company at Los Angeles, stopped in San Francisco over last Saturday.

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With the Manufacturers

S. AND W. WATCHES STAND HARD SERVICE

BUILT to stand the hardest kind of knocks in any service is the Ingersoll Army & Navy wrist watch, the product of the S. & W. Military Specialty Supply Co., of 110 West 40th street, New York. This watch has a luminous dial and hands, making it ideal for night service. The watch is an Ingersoll movement in nickel case with strap of fine leather. It is listed at $4.00.

The dial and hands are specially treated to make them self-luminous, and are guaranteed for five years. This make of wrist watch is authorized by the New York national Guard, and is much used by officers and non-commissioned officers in the regular service. It is sold with a money-back guarantee.

To those who desire a more expensive watch, the firm offers the S. & W. Army & Navy Special, at $8.00. This watch has a 7-jewel lever movement, giving the maximum of efficiency and service and being unaffected by climatic conditions. The case is heavy nickel and the strap is of heavy tan pigskin. An extra strap and crystal is furnished free with each of these watches. The dials and hands are luminous and guaranteed so for ten years. The movement is guaranteed for five years. This watch has been authorized by the regular services as proper equipment for officers and has been tested for several years before being placed on the market.

FILL THE EMPTY SIDECAR WHEN ON THE ROAD

WHEN riding along with an empty sidecar for any purpose, the dealer will do well to pick up the first man he meets on the road, and, if the latter is willing, take him along. The passenger will soon see how easily the combination handles, and may turn out to be a pospect. If not, the dealer has made a friend for the motorcycle and for himself.

POWER BICYCLE MAKES 134½ PER GALLON

Miami Traveler Rides From New Haven, Conn., to Middletown, O., on 8 1/5 Gallons of Gasoline—Covers 1,102 Miles

MIDDLETOWN, O.—C. F. Pineau, Miami Power Bicycle traveler for the Miami Cycle & Manufacturing Company, of this city, recently completed a tour of 1,102-mile trip through Massachusetts, New York and Ohio, on 8⅕ gallons of gasoline. The run was to the factory from New Haven, Conn. Pineau averaged 134½ miles per gallon.

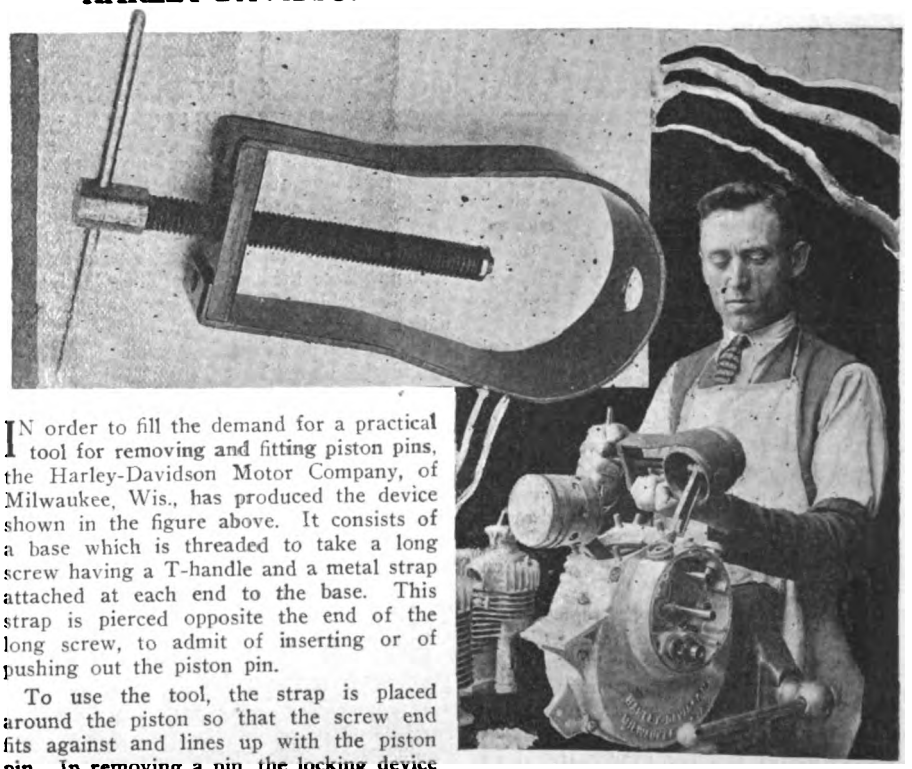
Pineau was in New Haven during the Miami Power Bike week held by Sam Schwartz, the local representative during the second week in May. Toward the end of that week, Pineau decided to ride the little four-stroke mount to the Miami factory in this city and, having notified the home office of his intention, started from New Haven at 11 a. m. on May 24. He reached Lee, Mass., at 7:30 p. m. on the same day; Utica, N. Y., at 7 p. m. on May 25 and Rochester at 6:45 p. m. on the 26th.

Continuing, Pineau and the Power bicycle came in Fredonia on the evening of May 26 and reached Geneva, O., the next night. Bucyrus was arrived at on the evening of May 28, and on the afternoon of the next day he rode into the grounds of the Miami factory here. His total distance from New Haven was 1,102 miles and his riding time was 65 hours, giving an average speed of 17 miles per hour. He used 8.2 gallons of gasoline, averaging 134½ miles per gallon. The trip was made without mechanical trouble or adjustment of any kind, the only accident occurring near Fredonia when the mount skidded and a pedal was broken.

Pineau used Goodyear tires and had no trouble at all with them. His National magneto stood up in fine shape and never missed a spark, even in the heavy rains west of Buffalo. The Spartan belt used as regular

(Continued on next page)

HARLEY-DAVIDSON PRODUCES PISTON PIN TOOL



IN order to fill the demand for a practical tool for removing and fitting piston pins, the Harley-Davidson Motor Company, of Milwaukee, Wis., has produced the device shown in the figure above. It consists of a base which is threaded to take a long screw having a T-handle and a metal strap attached at each end to the base. This strap is pierced opposite the end of the long screw, to admit of inserting or of pushing out the piston pin.

To use the tool, the strap is placed around the piston so that the screw end fits against and lines up with the piston pin. In removing a pin, the locking device is first removed, then the tool set on and the screw turned, pressing the pin out of its lugs. To place a pin in the piston, tap it into the hole until the pin is about 1/32 of an inch into the first lug; then put the piston over the connecting rod. Hold the pin in place by another pin or rod to act as a guide and prevent injury to the bushing. Then place the tool over the piston so that the screw strikes the piston pin squarely. The pin is then fitted and pressed home by turning the screw.

While designed for the present models of Harley-Davidson piston, the tool is adaptable to former models and to many pistons which are of the same diameter. It can also be used to round a piston to form.

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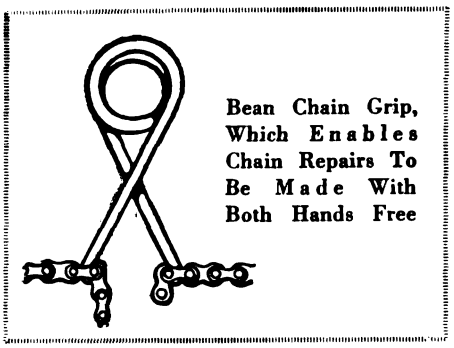
equipment on all Miami lightweights was in fine shape at the finish and did not slip in the driving rains on parts of the trip. Monogram oil was used.

No effort toward extreme speed was made by Pineau, the main object of the trip being to demonstrate that the Miami Power Bicycle will stand up under constant use and that it is not simply a city pavement machine. Pineau and his mount received a lot of enthusiasm from Miami dealers along the route and impromptu receptions were staged at Albany, Utica, Syracuse, Rochester, Erie and Cleveland.

BEAN GRIP MAKES CHAIN REPAIR EASY

EASE and speed in adjusting the connecting link to the ends of a chain are had by the use of the Bean Chain Grip, the product of the Bean Company, of Berea, O. This implement, the latest of the many Bean products, consists of a piece of steel formed with a coil at its center, the ends being formed to fit within the chain spaces between the rollers. It is self-holding and very light in weight. The list price is 25 cents.



Bean Chain Grip, Which Enables Chain Repairs To Be Made With Both Hands Free

In using the grip the ends are separated and hooked around the roller of the chain. The coil of the tool will take up the slack so that the chain links between the ends of the grip hang loosely. Both hands are now free to insert the connecting link, etc. The grip is of handy size to fit in any tool kit.

HERE'S A HELPING HAND FROM DIXIE

NEWARK, N. J., June 26.—Something new in the way of an instruction book which will appeal strongly to the rider of the non-technical sort, is a new little instruction book for the care and operation of the Dixie model M 2 magneto for motorcycles which has just been gotten off the press by the Splitdorf Electrical Co. In an even dozen pages replete with half tone illustrations and text so skillfully written as to be easily understandable even to those not versed in things electrical, the booklet makes plain the things that make the Dixie different from other magnetos and the proper treatment to insure its perfect functioning at all times. Instructions for the care of the cables and spark plugs and a complete list of replacement parts and prices also are included. The booklet is the work of the Splitdorf service man, Michael E. Toepel who better, perhaps, than any man in the trade can make the most complex things as simple as A. B. C. to the layman.

PYRENE OUTFIT FOR EMERGENCY FIRE WORK

Combination of Extinguisher Battery and Harley-Davidson Motorcycle Is Offered by New York Firm to Check Fires at Outset

FIRE experts, who agree that the first few moments following the start of a fire are the most vital, now have at their command a most effective combination in the Harley-Davidson motorcycle and the Pyrene extinguisher. The latter article is in the form of a brass cylinder of considerable diameter and is fitted with a T-handled plunger, the liquid contents being sprayed on the fire by successive strokes of the handle. It is made by the Pyrene Mfg. Co., of 52 Vanderbilt avenue, New York.

The combination of Harley-Davidson motorcycle and a battery of Pyrene extinguishers enables any fire discovered to be taken at the critical initial period. The Pyrene extinguishers are mounted on the motorcycle in special carriers, which hold them tight under all road conditions, yet allow of their instant removal by hand. All 1916 models of the Harley-Davidson motorcycle are available for Pyrene equipment. The company is cataloging the combination as the Pyrene Fire Cycle, the normal outfit consisting of a Model 16-J electrically-equipped motorcycle and four extinguishers, and listing at $325.

Two Equipments

The Pyrene equipments consist of either a four-extinguisher or a two-extinguisher unit. The first unit consists of special brackets to fit the luggage carrier, two extinguishers being carried on top of the carrier and the remaining ones on each side. All are thus out of the way of the rider, yet instantly accessible. The weight of the unit complete is about 24 pounds. The two-extinguisher outfit consists of a pair of brackets, one on each of the front forksides, with extinguishers for each.

When a sidecar is fitted, the Pyrene firm supplies brackets for three extinguishers on the forward part of the body as well as forks for two regulation fire axes and a four-foot pike pole. The latter implements are carried at the left side of the sidecar body.

Advantages of Outfit

The Pyrene Fire Cycle is well adapted for the use of fire chiefs in cities of all sizes and is just the thing for volunteer department service. It can be kept in the fire station without taking up much space, and when all members of the crew are trained riders, the first man to turn out will mount and respond to the alarm. The speed of the outfit is 60 miles per hour or better, while that of an automobile apparatus is rarely over 40. The superior ability of the motorcycle to thread traffic at speed is another strong point in its favor.

As stated above, the Pyrene Fire Cycle with Model 16-J machine and four-extinguisher equipment lists at $325. The front fork brackets for two extinguishers list at $15 the set. Application should be made to the Pyrene Mfg. Co. at the New York address for further information.

GOODYEAR GUARD MEN ANSWER PRESIDENT'S CALL

AKRON, O., June 21.—Now that the tramping of feet and the clatter of muskets are heard throughout the nation in response to the president's call for mobilization of the National Guard, it is interesting to note the part that The Goodyear Tire & Rubber Company has had in the nation's preparedness program.

Goodyear encourages its employes to enlist in the National Guard, allowing them the necessary time for summer military camp duty, without prejudicing their salaries or positions with the company. Many Goodyearites are affected by the president's mobilization order, among whom are executives and engineering experts whose services to the company are invaluable.

THIS FIRM HAS PARTS FOR MODELS NOT ON MARKET

RIDERS of machines not now on the market can obtain parts for the same from the Motorcycle Parts Manufacturing Company, of 2127 Michigan avenue, Chicago, Ill. This firm is specializing in such parts and carries an extensive stock for most of the makes listed below. The company can also arrange to supply those parts which are not obtainable elsewhere.

Following are the list of "orphan" makes for which the firm can furnish parts:

Eagle, Arrow, Imperial, M.M., Haverford, Packard 5, Winchester, Victor, American, Vortex, A.M.C., Dixie Flyer, Peerless, National, Armac, Wagner, New Era, Minneapolis, Pierce, Sears, De Luxe, Monarch, Flanders, Thiem, Cyclone, Limited and Feilbach, Curtiss, Crawford, Pirate, Reliance, Yale and Jefferson.

NEWS FROM THE HOME OF THE DAYTON CYCLES

DAYTON, O., June 27.—H. M. Huffman, sales manager of the Dayton motorcycle and bicycle factory, has just returned from a short trip to Milwaukee and Chicago. While at the Windy City Huffman dropped in to see D. W. Gould, manager of the local Dayton branch, and was pleased to hear of the rosy prospects for busy season.

A. Aprahamian, traveling representative of the Auto Supply Export Co., New York, was a visitor at the Dayton factory last week, having returned from an extensive trip through Australia where he placed a number of Dayton agencies with dealers. Aprahamian believes that the Dayton motor bicycle will find a good market abroad; but the Davis company refuses to export these machines until the domestic demand is supplied.

The sanitary police of Youngstown, O., have bought a Dayton motor bicycle through the Motorcycle Exchange. The purchase of the motorbicycle is largely in the nature of an experiment, and should the officials be satisfied with the machine more will be ordered for use in connection with sanitary work.

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PROVIDENCE MEET PLANS TAKING DEFINITE SHAPE

Swenson Appoints Committees to Look After the Entertainment Details; Special Attention Will Be Paid to Ladies; Hotel Accommodations Aplenty

PROVIDENCE, R. I., June 26.—That special attention is to be paid to the comfort of the ladies who attend the F. A. M. convention at Providence and special provision made for their entertainment came to light this week when B. A. Swenson, in charge of the convention arrangements, made the following announcement on behalf of the ladies' committee:

"The ladies' committee wishes to serve notice that the women planning to visit Providence during the F. A. M. convention should at once send in their membership applications to G. B. Gibson, as there is going to be something doing here that week, and an F. A. M. membership will be the open sesame to a lot of good things.

Committee Chairman Announced

"This also applies to the men, so don't forget to bring your card and be sure you bring one that is up to date. If you have forgotten to renew, attend to it at once."

Mr. Swenson has also announced the chairmen of the various committees, which are to look after the convention details. These committee heads are: Finance, Charles H. Westcott; endurance run, C. J. Loftes; convention badges and programs, J. G. Edwards; races, E. L. Buffington; entertainment, C. K. Joslyn; transportations, accommodations and hotels, C. S. Joslyn. They have been asked to name as soon as possible three men to assist them.

The Crown Hotel has been decided upon as the official headquarters of the convention. Dr. G. B. Gibson, national secretary-treasurer, and Mrs. Gibson will stop here throughout the meeting as will also Mr. Coffman, national president, who in a letter to Mr. Swenson stated that he would be here several days previous to the opening of the affair.

Moderate Rates at Crown

The Crown is centrally located, but four blocks from the railroad station, and is in the center of the shopping and amusement district. Fred Mansfield is proprietor of the hotel, and is chairman of the conventions committee of the Chamber of Commerce, who first sought the annual meet of the F. A. M. The Crown has 218 rooms and are rented from $1.50 per day upwards.

In the basement of the hotel is a large grill room, and although closed now for the summer, it will be opened during the convention. Nearby are large washrooms, and the riders in the endurance run will find this set aside for them on the finish of the long grind on July 25.

Mr. Swenson has been able to secure one of the large rooms in the lobby of the hotel for the handling of all official business. Here all credentials will be examined. When membership cards are presented for certification each will be punched and then the official list of tickets, souvenirs, programs, etc., incidental to the convention will be given out.

The hotels of Providence are quite adequate to take care of a vast host of people. Among some of the largest are the Narragansett, which has 250 rooms with rates for single persons from $1.50 up, and for two $3 and up, European plan; Dorrance, with 130 rooms, $1 a day and up; Blackstone, 100 rooms, $1.50 a day up, and European plan; Newman, with 115 rooms, $1 a day and up, European plan; Perrin, 48 rooms, $2 a day and up, American and European plan. Other hotels which have rooms ranging from $1.50 up are Adams, Allen, Park, Dreyfus, Dresden, New Quincy, Lincoln, Revere, Market Square, and Central.

Jesse Campbell of Boston and Hall Noyes of Springfield have been appointed chairmen of committees on tours. Mr. Campbell has made a hobby of tours for motorcyclists for a number of years and he is considered one of the best men in New England to get enthusiasts together. B. A. Swenson will offer a special trophy to the captain of the cleanest touring team that enters the city on July 25. These parties will leave their respective places on Sunday. It is expected that application blanks for the tourists will be out in a few days. A small entrance fee will be charged. The blanks for the endurance riders will be ready next week. The entrance fee for this event will be $5.

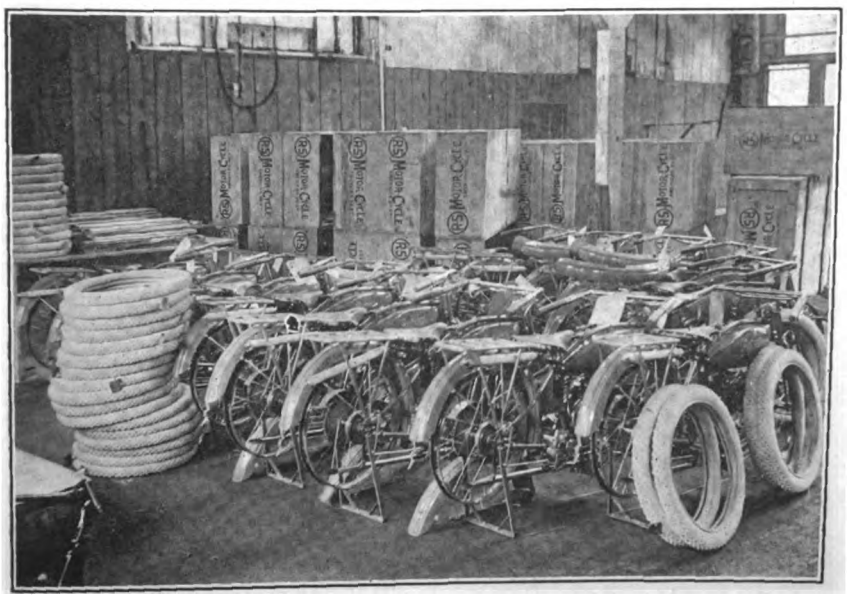
$600 for Medals

A check for $600 has been forwarded to Chairman Donovan of the competition committee for eight complete sets of medals, the prizes to be given in the races at the Narragansett Park speedway.

It has been decided to add one more day to the convention dates. Sunday, July 30, will be devoted to excursionists. In adding this day Mr. Swenson was of the opinion that there would be many visitors here that would not have an opportunity to visit Newport and at the same time attend the outing at Rocky Point. He is now arranging a free boat ride, clam bake and for competent guides to show visitors over the great summer watering place of the East. This city, 30 miles away, may be reached either by trolley, train, motorcycle, automobile or boat. Sunday's trip will give many a rare opportunity to visit this famous place through the addition of an extra day.

Mr. Swenson left the city yesterday in his specially-built Indian accompanied by D. R. Hobart of the **Motor Cycle Illustrated,** to lay out the endurance run trip, securing checkers, arranging schedules, arranging with hotels, etc. Mr. Swenson said he expected to arrive in Albany, N. Y., late Wednesday afternoon.

EVERYDAY SCENE AT THE READING-STANDARD PLANT



Motorcycles Ready for Shipment Here and Abroad

INDEPENDENCE RACE AT MARYSVILLE, CAL.

MARYSVILLE, Cal., June 25.—The Marysville Bicycle Club will hold a race as a part of the elaborate Independence Day program to be carried out in this town, the local team consisting of Louis Newbert, Theo Jacques, Wm. Bluett, Milton Collins, L. Wilcoxon, C. Dempsey, John Trayner, Wm. Reis and R. Dempsey. The Marysville M. C. has also decided to stage a race in connection with the celebration, the meet to be held on the afternoon of July 3.

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JACK PINES RUN A MAGNET FOR BEST OF "PROS"

Grand Rapids M. C.'s 800-Mile Endurance Contest, To Be Staged July 2-3-4, Attracts Half Hundred Entries—The F. A. M. Road Championship at Stake for First Time.

GRAND RAPIDS, Mich., June 27.—As plans for the contest progress to completion, it seems almost certain that the "Jack Pines" run, as the 800-mile endurance to be promoted by the Grand Rapids M. C., July 2-4 is termed, will attract at least 50 professional entries, the greater number of whom will be direct factory representatives. The prize at stake is the title of F. A. M. National Road Champion and the competition for first road honors among the nationally prominent riders promises to be keen, to put it mildly.

The riders will leave Grand Rapids about 4 o'clock on the morning of July 2 and are scheduled to travel over 285 miles before reaching the night control. Following are the towns to be made on the first day: Greenville, Edmore, Mt. Pleasant, Clare, Harrison, Houghton Lake, Markey, Roscommon, Lucerne, Mio, Kneeland, Comins, Hillman and Alpena.

Second day, 300 miles: Presque Isle Light, Rogers City, Hammond Bay, Grace Harbor, Sheboygan, Levering, Petoskey, Elk Rapids, Traverse City, and Manistee.

Third day, 225 miles: Baldwin, Reed City, Big Rapids, Woodville, Whitecloud, Fremont, Muskegon, Holland, Grand Rapids.

Facing them as they start on the second day's journey the riders will find one of the worst passages believed to ever have been marked out for an endurance contest. As the riders get fairly away from Alpena on their way to Presque Isle Light, they will run into a swamp that promises to eliminate not a few contestants. The swamp extends for fourteen miles and it took the pathfinders seven and one-half hours to mark the course and it must be traversed in 42 minutes. If the weather conditions are favorable the riders may not be seriously bothered by this stretch.

Crack Riders on List

E. G. Baker, holder of all world's long distance motorcycle records and the transcontinental automobile run mark, drove into Grand Rapids from Indianapolis last Saturday in record time and pushed his Stutz around parts of the course during the next few days, but found many parts impassable for an automobile. He will ride an Indian in the run and stated to the committee in charge that he considered the course the best ever laid out for a championship run.

Some of the entries received up to last Monday from professionals around the country are: Baker, Indianapolis; Von Staden, Indianapolis, Jacobs, Dayton—Indian team.

H. Scherer, Fort Wayne; Howard Peters, Buffalo; William Ruhle, Newark; Elmer Havenstrite, Newark—Harley-Davidson team.

William Davey, Detroit; Kemp, Detroit; Harry Immel, Pittsburgh—Henderson team.

Of the Grand Rapids entries the following are those that bid fair to make the best showings:

Byrne Hull, city champion, Henderson; John Foster, Henderson; R. E. Heth, Excelsior; M. Vandenberg, Excelsior; Tom Martin, Excelsior; Eddie Levandowski, Excelsior; Jim Long, Excelsior; John Hoogerhyde, Excelsior; Faustin Good, Indian.

The committee in charge of the run comprises Tom Martin, chairman; R. E. Heth, Roy Chipman and Hap Scherer. All except Scherer, of Fort Wayne, are local men. Chipman will be referee.

HILL CLIMB IN SAN DIEGO MOTORCYCLE DAY

SAN DIEGO, Cal., June 25.—Motorcycle Day at the San Diego Fair brought out a goodly number of riders, the Los Angeles Motorcycle Club members bringing out a crowd of more than 300 enthusiasts. Several motorcycle events featured the occasion, and the visitors rounded out the day by an inspection of the many exhibits at the fair.

There were two trials in the hill climb, Wells Bennet, Excelsior, winning the first, and Freddy Ludlow, Indian, getting away with the second. A lightweight race was staged for amateur riders, first and second position going to Excelsior riders. The Indian Feather-weight, the only other lightweight represented, was retired when its rider fell. The hill climb was a novelty; it was held in the rough of a canyon, the riders starting at the summit of one hill and coasting down, throwing in at the bottom to make the grade at the other side.

GENERAL TIRE ERECTING PLANT ADDITION

AKRON, Ohio.—Less than six months old and already erecting an addition to its present plant is the record of the General Tire & Rubber Co., Akron's newest rubber factory.

This company was formerly located at Kansas City, Mo. Tire accessories and a few rubber specialties were the principal products, the company being in this line of manufacture for about seven years. Increased business in this department, together with a growing tire business makes the additional space necessary. Tires are now being made in gradually increased quantities, and within ten days the plant will be manufacturing about 150 tires per day.

Mr. M. O'Neil, president of the company, states that with the contemplated increased equipment and floor space, the capacity of the factory will be 500 tires per day.

MUELLER AND CROLIUS IN CAMP

E. J. Mueller, assistant sales manager, Harley-Davidson Motor Company, and Lacy Crolius, advertising manager, together with Mrs. Mueller and Mrs. Crolius, are spending a ten-day vacation in the northern wilds of Wisconsin. There was enough excess baggage in the shape of guns and fishing tackle to make it interesting for anything in the section of Phelps, Wis., with fins, feathers or fur.

ARTLEY USED SPLITDORF PLUGS

In discussing the service given him by his Henderson motorcycle and its equipment on his recent record-breaking run between Los Angeles and San Diego, Roy Artley has placed special emphasis upon the performance of his Splitdorf spark plugs. "I almost forgot they were in the motor," says Artley, "and I reckon that's about as strong a compliment as you can pay a piece of equipment on such a tough trip as that record-making run."

NEW STEWART-WARNER HEAD

C. B. Smith was elected president of the Stewart Warner Speedometer Corp. late last week by a meeting of the directors. The other directors elected were W. J. Zucker, vice-president and secretary, and T. T. Sullivan, vice-president and treasurer. Smith succeeds J. K. Stewart, who died on June 1.

MANY RIDERS SAW RACES AT STOCKTON

SAN FRANCISCO, June 25.—The race at Stockton, last Sunday, was one of the biggest motorcycle events to take place in northern California this season, and attracted a big crowd of riders from all over the state. The San Francisco M. C. made Stockton the destination of a social run for the day, and fully 25 machines made the trip, having a nice ride and getting home about 9 p. m. Some of the boys counted nearly 100 motorcycles between Oakland and Stockton bound for the same point. The Marysville M. C. turned out in force, as did the crowds from San Jose and several other towns. The crowd seemed well pleased with the races, though the professional events were somewhat lacking in diversity, and the track was very poor and soft.

MEET AGAIN HALTED

PROVIDENCE, R. I., June 26.—The motorcycle races which were to be held here Decoration Day, and which have been twice postponed since, have now been postponed until Labor Day, because of the fact the Hillsgrove track soon will be used for horse racing.

LONDON M. C. RUN

LONDON, Ont.—Several members of the London M. C. took a run to Ingersoll on a recent Sunday and as the roads were found to be in good condition, the young ladies in the sidecars drove the machines home on the return journey. There was plenty of excitement but no mishaps and the drivers were delighted.

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"Indian Makes Clean Sweep"—is the Racing Slogan of 1916!

From Coast to Coast Indians are constantly "cleaning up." Indian victories leave no question.

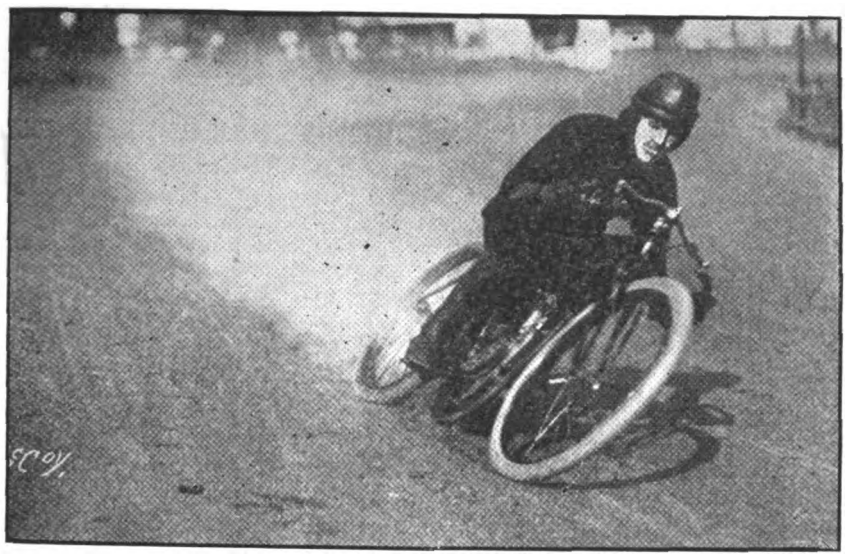

Photo by McCoy.

No matter what distance, you'll find an Indian up in front—the winner.

Pitted against all makes, the sturdy Indian goes on winning—verifying its claim to motorcycle leadership by "delivering the goods."

Quality counts—that's why Indian wins!

At Columbus, Ohio

Indian wins *all six events,* including 100 mile race, Verrill's time for the hundred being *88 minutes.* Creviston, Davis and Walker clean up other events.

At Greenville, Ohio

Three events—Indian wins all three! Lee Taylor pockets 10 mile open and 25 mile free for all. Verrill tucks away the five mile open for Indian.

Every Indian rider is sure of the *same sturdiness of power* and *strength.* Enjoy the highest possible motorcycle satisfaction—be an Indian rider.

Indian

HENDEE MANUFACTURING COMPANY

(Largest Motorcycle Manufacturers in the World)

Springfield, Mass.

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SPARE LINKS

By GOSLIN

Now for the summer tour.

Made those plans for a three-day trip over the "4th"?

Good idea to get a few of your congenial friends together and mote off for the whole three days. Bet you'll want to go again.

Big doings slated all over the country on the Fourth, but most interest centers about Dodge City, with its 300-mile classic and Sheepshead Speedway, near New York City, with a strong card of racing.

The Keystone M. C. of Harrisburg, Pa., will make a three-day trip to Newark and New York over the Fourth, taking in the races and sights while in the vicinity.

Motorcycle Club of Philadelphia will sit in at the same party and help make it a regular time along with their fellow-staters.

The New Jersey M. C. will act as host, and try to live up to their city slogan: "Newark knows how."

Lot of motorcyclists called out with the militia, fellows, why not keep them in dues if they belong to your local club. Another idea is to keep them posted with the current issues of the motorcycle papers, if possible.

Indian Motorcycle Club, of New Brunswick, will stage the next big road contest, starting July 1 and running till—well, till the last man says "enuff."

After that the big two-day F. A. M. run to Providence and the convention.

Bet we will have some time at the convention this year; that fellow Swenson puts over big "doins" every year on his annual picnic day.

He has a reputation of being wide awake, but he left a tire iron in the rear shoe in the Worcester run, and went out of the contest 50 minutes late. That's not clever, B. A., anyone could do that.

Safety First—good idea! Hackensack M. C. plays it well. Their colors are Indian Red and Harley Gray.

Baker has a good story he brought back from Australia, as to how he got the name of "Cannonball." Ask him to tell it to you next time you see him.

The M. M. A. favors tours; so do we; that is, most of us who ride do. Why not drop track racing, gentlemen, and put your money and time into get-together-events, where the young and the old could all join in and play the motorcycle big as a means for recreation and sport.

Great how the sidecar has come ahead with a rush in the past two years! That's the result of multi-speed gear-sets.

Sidecars bring the older men into the game. Try and get them into a club, fellows, they make good, steady members.

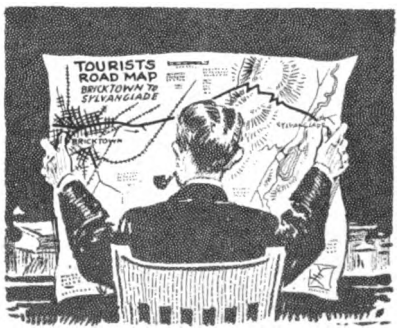
Also brings the wives out, and Lord! men, how they can cook if you get up a picnic run!

And then again a wife has a way of pulling up on the purse strings against extravagance which distributes the coin evenly over the whole town. It's a gift!

When you need a map, fellows, don't forget that the B. F. Goodrich Co. is distributing a mighty comprehensive assortment of 'em. **Motor Cycle Illustrated** will pass along your application for a map if you would like to do it that way.

If your club is going to stage a run, why not let some of the sidecar members carry a neat canvas banner on his car advertising the fact for a week or so before the event? I've found it a good way to get publicity.

If you're a red-blooded chap—and you probably are or you wouldn't be riding a motorcycle—you'd better get your name on



Motor Cycle Illustrated's list of motorcyclists who are willing to do military duty if needed. It'll show Uncle Sam that you can fight as well as play—if you have to.

Hey, bo, don't forget that I'm going to meet you at the F. A. M. convention in Providence. You'll easily recognize me because I'll be grinnin'.

Picked out your riding colors yet? Better do it. Have the club make a selection and then show 'em in sweaters, pennants, etc., whenever you have the slightest opportunity. It all helps.

Tough luck, that spill at Chicago that puts Otto Walker out of the running for the Dodge City speedfest. Otto's a good sport and a hard rider, and even being full of splinters out of that Speedway track probably won't make him "stuck up.' He isn't that kind.

HOW THE NEW MIAMI PACE IS BEING SET

(Continued from page 22)

bicycle line. It was in 1900 that he joined the Miami organization, taking charge of the Machine Department. Later he was made superintendent of the plant.

When the Board of Directors decided to place the committee in charge of the factory, Mr. Miller was simply retained on the job at which he was already making good.

That's the story of the Miami factory's prosperity as shown today. Three men, each eminently fitted for his branch of work, have fulfilled the expectations of their friends by "delivering the goods,"—and what's still more to the point, they have affairs so arranged that they will be able to go right on delivering them.

GETTING THRILLS FROM THE TANDEM SEAT

(Continued from page 26)

prominently in the foreground, and then lit out for the Natural Bridge. We took the wrong road, however, and hit a sand bank, so had to turn back and try again. We got on the right road then and reached the bridge, then headed for home. The sun was going down among the hills, and we had delightful thoughts of riding corduroy roads to Bennington.

My, how we did hum! Returning down that long steep hill, coasting at a fair speed, we slacked suddenly, nearly losing the tandem passenger—which was me—and round a hairpin turn. On and on toward Bennington, dodging a duck here, with plenty of wobbling, and dancing up and down in quick time. I'd rather ride sods than these ruts.

Another Fall

Again I come to with the machine pinning me to the ground. But I beat the machine to it, this time. It jumped on me from behind. All I can remember is saying: "Get it off, quick." We would show you a little of this road, but we valued the camera too much. Finally we reached home, the whole three of us. There were plenty of thrills all along, bestowed on a tandem victim. Then came supper and bed. Dreams of bucking over corduroy roads follow, also those of spills.

But the next morning, why is it so hard to get up? My shoes seem to hurt, my arms are weak and my back is rather lame. I put it down to the dreams last night. I'm ready for another ride any time. Tandem riding is certainly some sport.

WESTFIELD FEELS MILITARY SPIRIT

Westfield, N. J., June 26.—The Westfield branch of the National Security League is agitating for the formation of a motorcycle brigade with machine gun units. Trenton has been appealed to for a list of names of motorcycle riders between Plainfield, Elizabeth, Summit and Rahway, and these men will be called upon to enlist in the new brigade provided it is formed.

NEWMARKET PATRIOTIC RACEMEET

NEWMARKET, Ont.—Motorcycle races are to be held on the half-mile track at Newmarket on Wednesday, July 5, in connection with a patriotic demonstration.

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THE BICYCLING WORLD
FOUNDED 1877
DEPARTMENT OF MOTORCYCLE ILLUSTRATED
"ALL THE BICYCLE NEWS EVERY WEEK"

BUFFALO ROTARY CLUB HEARS CHAIRMAN QUINE

Nearly Three Hundred Representative Business Men of the Bison City Enthused by Striking Talk on Scope of Local Bicycle and Allied Industry; "Million" Movement Described

BUFFALO, N. Y., June 27.—If the business men of this city, in common with so many other business men the country over, regarded the bicycle industry among the "has beens" of commercial history, they certainly changed their opinions when Chairman Harry Quine of the Million Bicycles Committee completed his address to the Rotary Club last Thursday afternoon.

Figures and Facts

Some two hundred and eighty-six representative manufacturers and merchants, all of them members of the Rotary Club, gathered to hear Mr. Quine's illuminating talk, and were shown in a conclusive and effective manner the prominent position which the bicycle and allied trades occupy in the Bison City. To say that Mr. Quine opened the eyes of his hearers is putting it mildly, for he brought an impressive array of figures and facts to the attention of the business men which revealed, to some of them perhaps for the first time, the great dignity and solid standing to the bicycle and allied industries.

"Judging from the enthusiasm shown at the Rotary Club today," said Sales Manager Fred L. Brown, of the Pierce Cycle Company, to a reporter after the meeting, "I honestly believe that Mr. Quine has made every one of the business men who heard him an out and out booster for the bicycle. I would earnestly advise other bicycle, parts and accessory manufacturers, who are members of the Rotary Club, to hold meetings similar to this one."

Before Mr. Quine spoke, a guessing contest was held, in which the men present were asked to guess the number of parts in a Pierce bicycle, a two-wheeler from the Buffalo factory being hung up as a prize. Two men tied twice, but the winner was placed in the third trial. Much interest, not to say excitement, was aroused by the contest.

The full text of Chairman Harry Quine's interesting address follows:

I deem it a great honor to be permitted today to address the men of the Buffalo Rotary Club, the representatives of all the thriving industries of this great American city.

I know well that you stand as important links in a great industrial and commercial chain that has made Buffalo famous—Buffalo, situated at the head of the lakes, doubly blessed with transportation facilities and many times blessed with men who do things; Buffalo, city of great political achievements, home of Grover Cleveland, of Norman Mack, of John W. Henry, and last but by far not the least important, home of the bicycle.

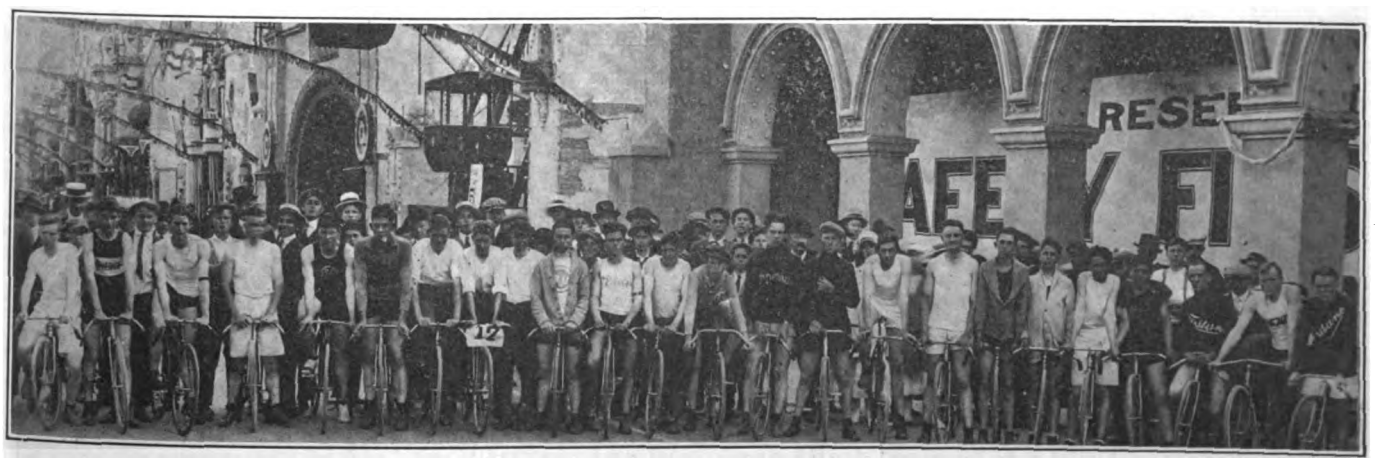
A Common Belief

I know there is a prevalent belief among the unobserving and those not allied with the bicycle industry, that this important vehicle is a thing of the past; that so far as the bicycle industry is concerned its dirge has been sung, its grave has been dug, and that the clods have fallen upon its earthly remains. One of the gentlemen in this meeting has told me that frequently when he has been introduced to business men and he has told them that he is engaged in the manufacture of bicycles, they have lifted their brows in mild surprise or in apparent pity, giving the impression of their belief that the bicycle is a thing of the past.

You may all be surprised to know that this is a year in which an actual demand for a full million of bicycles has been created; and that million of bicycles would certainly be sold within the limits of 1916, if bicycle manufacturers had the facilities for turning them out. You may also be surprised to know that right here in the city of Buffalo no fewer than ten thriving industrial concerns are engaged in the manufacture of the bicycle or its parts, that more than 1,000 Buffalo citizens are directly employed in one way or another by this allied industry and that, counting their families, not fewer than 5,000 people are dependent upon it for their existence. Not only that, but the industry continues to grow by leaps and bounds. Events of the past year have made plain that the bicycle is here to stay, that the bicycle business is now as big or bigger than it was in the so-called boom years back in the late nineties.

Importance of Pierce Company

Referring to Buffalo, take for instance the Pierce Cycle Co. This institution employs an average of about 100 people the year round. Note this especially: In the last three years the Pierce company has more



Start of Recent Twenty Mile Bicycle Road Race at San Diego, Cal.

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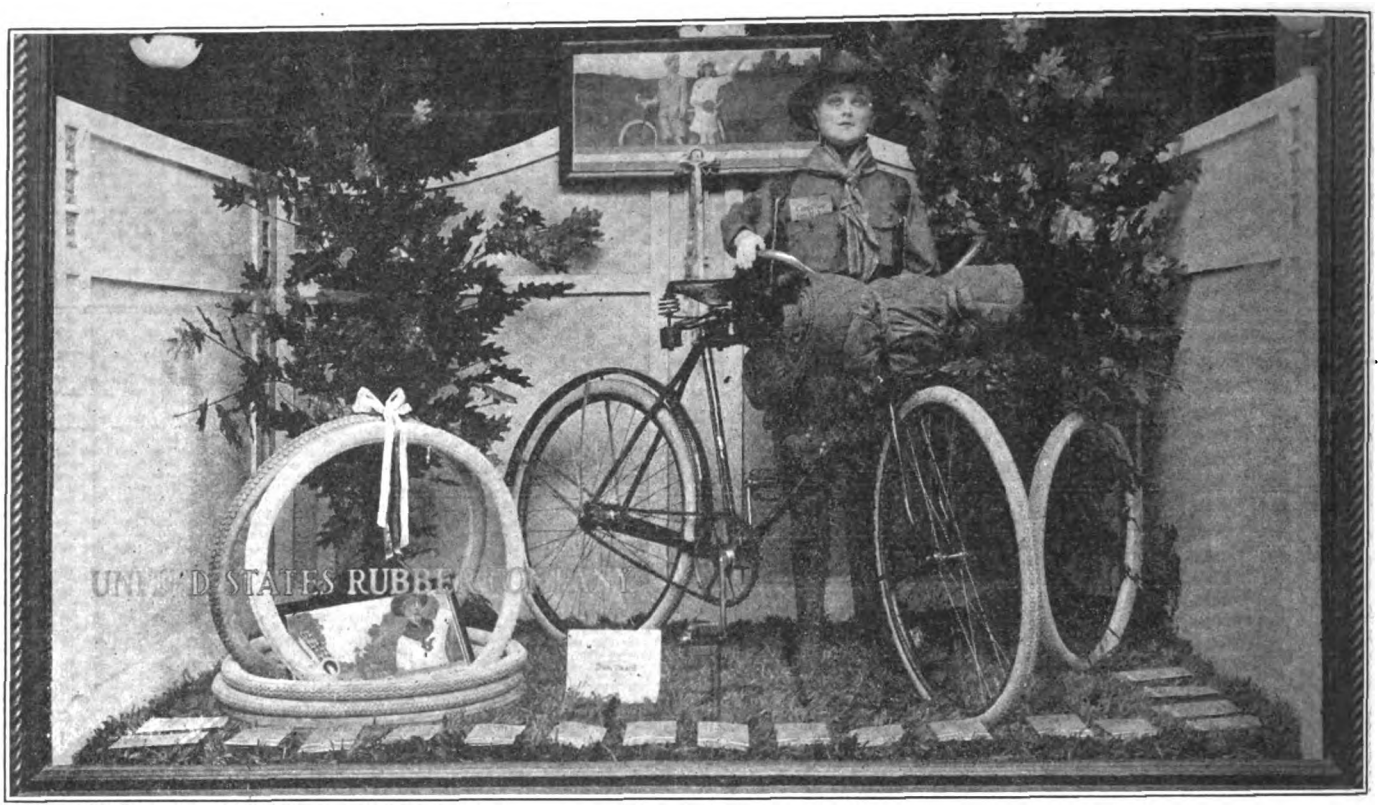
PUTTING AN OUTDOOR PUNCH IN A BICYCLE WINDOW DISPLAY



Recent Display of the United States Tire Co., in New York. It Was Designed by G. A. Smith, Whose Instructive Article on Window Decorations Appears Elsewhere in This Week's Issue

than quadrupled its output of bicycles and this year has received specifications for over 13,500 high-grade bicycles in the first eight months.

Consider the Crosby Company, also of Buffalo. This busy institution manufactures stampings and fittings. The Crosby company has been in the business for years; it has at least 100 men employed in the manufacture of bicycle material and these men are employed the year round. Take for instance the Excelsior Steel Ball Co., also of Buffalo. It specializes in the balls that go into the bicycle bearings. Nothing is more important to make a bicycle easy running than its bearings, so you will readily appreciate how useful the Excelsior company is in this industry. The Excelsior employs upwards of 100 people in its factory and with the aid of automatic machinery manufactures at the rate of over one million hard tool steel balls a day, using many hundreds of tons of steel per year. So this concern is an important buyer of the product of the steel mills, even though balls are among the very smallest articles used in the make-up of a bicycle. Abrasives for grinding balls, also help to keep the abrasive mills in action, so you will readily see that the Excelsior company has every right to recognition as one of Buffalo's leading industries.

75,000 Atherton Brakes Made Yearly

The Buffalo Metal Goods Co., manufacturers of Atherton Coaster Brakes, put out over the country fully 75,000 coaster brakes a year. It does a business of over $200,000 annually in the manufacture of coaster brakes alone, to say nothing of other parts produced by which enter the bicycle's make-up. The Buffalo Metal Goods Co. employs 75 to 90 persons the year round.

The Emblem Mfg. Co. may be considered a Buffalo institution, although located at Angola, a suburb in which Emblem may safely be said to be "the whole thing." The Emblem company employs at least 150 men. Its total pay roll for the past 12 years has been approximately $1,200,000, or $100,000 a year. It manufactures from 25,000 to 30,000 bicycles per annum.

The Forsyth Metal Goods Co. is also entitled to a place in Buffalo's roll of honor in the bicycle industry. It manufactures stampings of all kinds for bicycles and has a large plant with about 50 people employed in producing the articles that pertain to the bicycle.

The Peter A. Frassee Co. has an office and warehouse in this city carrying bicycle tubing in large quantities.

The institutions I have just named cover the manufacturing end of the business for Buffalo, but in addition to the manufacturing there is another large department of the business which contributes in an important way to your city's welfare: Buffalo contains three large bicycle jobbing houses.

45,000 Machines Shipped from Buffalo

It is estimated conservatively that they distribute at least 7,000 machines from here into adjacent towns and cities. Add this number to the shipments of the Emblem Mfg. Co. and the Pierce Cycle Co. and you have about 45,000 bicycles shipped yearly from this point.

There are also about 50 bicycle stores and shops distributed about the city. These employ an average of five persons per place. It is impossible to estimate the number of bicycles sold at retail in Buffalo, but from 1,500 to 2,000 a year is considered very conservative.

To summarize then what the bicycle means to Buffalo: Within the city limits and adjacent towns from 900 to 1,000 people are employed in making or selling bicycles or their equipment and estimating 5 persons to the ordinary working man's family, we have a total of about 5,000 people living on the bicycle industry.

Industry of Dignity and Standing

This was an ideal year for the Million Bicycles Committee to start its work and I am glad to say that results have already been surprisingly fruitful, and from our investigations and co-operation in all parts of the United States, I can safely say that the bicycle has a great future. Next year the production, I believe, will pass the million mark; and near two millions than one million bicycles a year will be this country's logical production for many years to come.

In conclusion, if there is one thing more than another that I can urge upon you, it is that you men of Buffalo open your eyes and keep them open to this great and growing industry in which Buffalo has such an important part. If you do, you will more and more appreciate the dignity and standing of the bicycle industry, as you will see it exemplified not only in bicycles themselves, but in the brick and mortar and cement of steadily growing factories.

SMITH RESUMES DUTIES

MILWAUKEE, Wis., June 27.—Announcement is made by the A. O. Smith Company that R. Stanley Smith, the designer of the Smith motor wheel, after a year's absence devoted to special engineering work, has returned and will resume his duties as chief engineer of the Smith company, giving his time largely to the interest of the motor wheel division.

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NEW POSTER IN COLORS

Just Issued in Large Size for Cycle Dealers

NO CHANGE CONTEMPLATED IN MOTOR WHEEL

MILWAUKEE, Wis., June 27.—"We are frequently asked," writes Mr. W. V. C. Jackson, general manager of the motor wheel division of the A. O. Smith Co., "what radical changes will be made in the motor wheel for 1917, and will state that it is not our policy to have annual models. The motor wheel has been improved steadily since its introduction eighteen months ago, and when we see any chance for improvement we make it, regardless of season. Our present model is giving uniform satisfaction and just now we have no changes in contemplation."

VIM GETS OUT A PAIR OF CYCLE CATALOGS

BUFFALO, N. Y., June 26.—Cycle literature, already voluminous, has been increased during the past week by the addition of two catalogues which have just been gotten off the press by the Vim Cycle Hardware Co. Of the two the bicycle catalogue is the more nearly complete, on its 122 pages being listed as well as pictures everything that enters into the construction of the bicycle from a simple ball-bearing to a completed wheel. The other booklet is simply a parts catalogue bearing on motorcycles and parts. Either of the booklets are well worth the dealer's while and can be had by those interested for the asking.

GERMANY BANS USE OF PLEASURE BICYCLE

THAT the rubber situation in Germany if it is not acute is at least verging on that state, comes to light through an order issued by the commander of the military district embracing Berlin and the province of Brandenburg prohibiting the use of bicycles other than those used for business purposes or for board track racing. The latter in order to be used must be shod with solid rubber tires and they can only be used until such time as the tires are worn out. Violations of the new order will be punished with fines up to $357 or a term of imprisonment up to one year.

C. A. C. C. RELAY RACE TO BE HELD JULY 9

SAN FRANCISCO, Cal., June 27.—The California Associated Cycling Clubs will hold their annual thirty-mile relay race at San Jose on July 9. The winner of this event will receive the privilege of holding for one year the silver trophy donated by the United States Tire Co. This cup must be won three consecutive seasons to become the permanent property of any one of the clubs.

The Garden City Wheelmen captured the trophy last year and will put up a stiff battle to keep it for another season. The following clubs will compete in the relay race: New Century Wheelmen, Olympi Club, Garden City Wheelmen, Samson Wheelmen and Sacramento Wheelmen.

TAUNTON DEALERS TO HOLD 10-MILE RACE

TAUNTON, Mass., June 20.—The Taunton cycle dealers will hold a ten mile bicycle race on the morning of July 4. The agents held a race on May 30, which proved a big success, thousands turning out for the affair. Ned Chandler, of Boston, a pro., won the cup offered by the mayor of this city. Entry blanks for the July 4 event can be had from A. E. Barber, Taunton, Mass.

There will be a five mile handicap race in the afternoon at the track of the Taunton Driving Club, in connection with a horse racing meet. Five nice prizes are offered for this event.

MOTOR PACED ROAD RACE FOR MICHIGAN C. C.

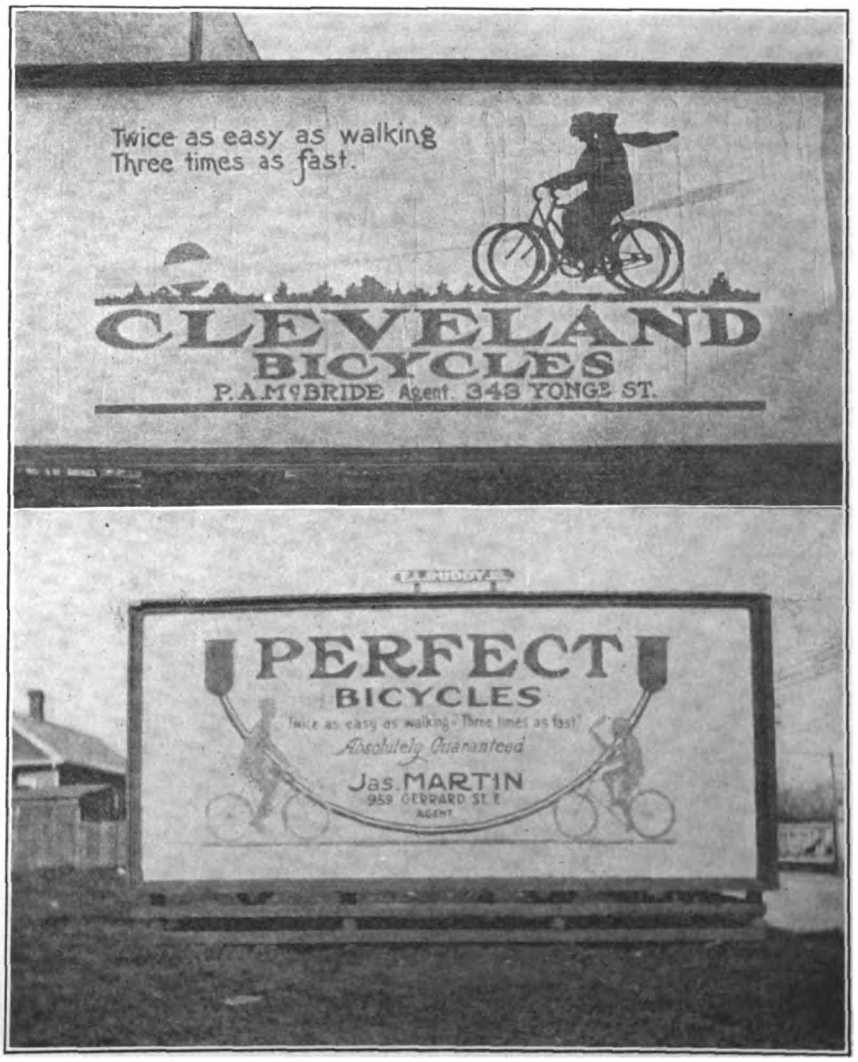
GRAND RAPIDS, Mich., June 27.—A bicycle race that is sure to be of more than usual interest because of several unique features connected with it has been planned by the Western Michigan Cycle club and will be run off July 9.

The course will be from Muskegon, about forty miles west of here, to this city. Motorcycles will set the pace for the pedal pushers and some of the best riders in the western part of the state have been entered and a new record for cross country riding is expected.

A special car will take the riders to Muskegon and they will mount their bikes there and pump their way to Grand Rapids winding up at the office of the Grand Rapids *Herald*.

Several other events are being considered for later dates in the summer by the cycle club.

BILLBOARD ADVERTISING USED BY TORONTO DEALERS



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ROUTE LAID OUT FOR C. R. C. A. TOUR

Three-day Trip Will Be Taken by the New York Riders, July 2-3-4, to Philadelphia and Return; Will Make Stop at Atlantic City

NEW YORK, N. Y., June 27.—The annual Fourth of July tour of the New York Division of the Century Road Club Association will be a three-day affair this year, with Philadelphia as the turning point. The start will be made from the City Hall, New York, on Sunday morning, July 2 at 5 a. m., and the outward journey will take the cyclist over to Totenville, Staten Island, then to New Brunswick, Dayton, Princeton and Trenton, after which the Burlington Pike will be followed into Camden and Philadelphia, the Quaker City being reached at 5 p. m.

300 Miles in 3 Days

The trip back will take up two days the riders covering the route through Berlin, Hammondstown, Egg Harbor City and Atlantic City, where three hours will be spent in sight-seeing, and then the participants in the tour will continue on to Absecon. New Gretna and Tuckertown, the latter being the stopping point for the second day. The complete distance for the first two days' pedaling will be approximately two hundred miles; and on the last day another hundred miles will be covered.

On the third day, or July 4, the tour will continue through Forked River, Tom's River, Lakewood Freehold and South Amboy, returning to New York by way of Staten Island.

Second Bunch Rides July 4

A second bunch of riders will take to the road on the morning of July 4, setting out from City Hall, New York, and riding down the coast to meet the three-day tourists at a *point* near Lakewood, where the two groups of cyclists will unite and proceed to Gotham.

This three-day tour will be an open event and, as such, all riders in the Metropolitan District are invited to participate. The only restrictions will be that every wheelman be equipped with a repair kit, lamp and extra clothes; knickerbockers, whether regular or improvised, will have to be worn.

Further information can be secured from George Steppello, at 139 Eighth street, Long Island City, N. Y., or William Winquist, 171 Dean street, Brooklyn, New York.

RAIN SCARES VELODROME PROMOTERS

Nat. Butler, of Revere Track, Confers with Newark Officials on Financial Difficulties Resulting From Meets Postponed by Jup. Pluv.

NEWARK, N. J., June 27.—Nat. Butler, who operates the Revere Beach cycle racing track at Boston, came on to Newark yesterday for a confab with the Cycle Racing Association promoters. Butler, at the New England track, has been meeting with the same fate as the Newark promoters in the way of postponed meets, and the combination got together to grapple with the financial problem. Just what solution was reached, if any, was not made known.

So far nine out of seventeen meets scheduled at the Velodrome have been prevented by rain. Here it is the end of June and only one night meet has been conducted at the local track. Others have been prevented by rain or cold weather.

Another effort will be made to stage a night meet tomorrow. The card originally arranged for last Wednesday and postponed again last Sunday will be staged, if possible. This will include a one-mile national championship race for the professional class and a five-mile tandem-paced race between Alfred Goullet and Oscar Egg. The only change made in the program carried over from last Sunday is the elimination of the Brassard match between Frank Cavanagh and Marcel Dupuy. That will go over until next Sunday.

VETERANS WILL RIDE IN C. R. C. A. RUN

NEW YORK, N. Y., June 27.—A veterans' division will be one of the big features of the Century Road Club Association's annual pleasure run and carnival, to be held August 6. President Daniel M. Adee, of the promoting body, himself one of the most prominent veterans in the game, will head this division, and to insure a good showing he is making a special request of his many bicycle friends to appear in the ranks. If plans now contemplated by President Adee materialize, the veterans' division will vie with the old time cyclists' rally recently held in England.

As was announced exclusively in last week's issue, the run, which will be in the nature of a parade, will start from Columbus Circle and proceed up Broadway and Seventh avenue to the Grand Boulevard and Concourse, where the judges will award prizes to the owners of the best decorated bicycles. The run will then continue to Fordham Road and Pelham Parkway, where races will be held over a one-mile course which will be closed to all traffic while the various events are in progress. Entry forms are being distributed by Thomas Lockhart, 948 Second avenue, New York.

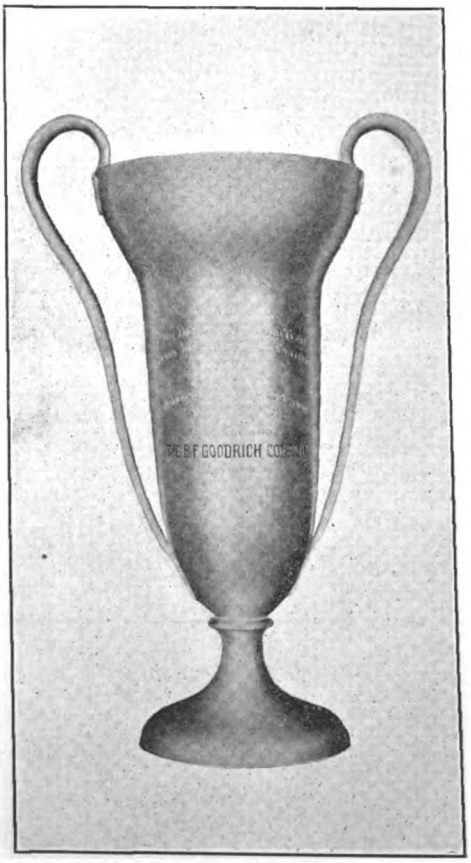
MOTOR WHEEL RACE, JULY 4

JAMESTOWN, N. Y., June 27.—Louis W. Collins, the local Smith motor wheel dealer, will stage a race for users of the "red speed demon" on Independence Day. He already has assurances of from 15 to 20 entries.

31 CARRIERS ON PIERCES

SALT LAKE CITY, Utah.—Thirty-one rural mail carriers in the Salt Lake City district have adopted Pierce bicycles for their work. They have the post office O. K. for the make.

GOODRICH BICYCLE TROPHY



AKRON, O., June 27.—Above is shown a picture of the $400 trophy which the B. F. Goodrich Company offers to the team scoring the highest in open road competition during 1916. The purpose in hanging up this cup is to stimulate interest in road racing, which must be held under N. C. A. sanction and rules. Notwithstanding the fact that the Goodrich company makes the famous Palmer Cord racing tires, the Giant safety and others, the contest is open to riders using any make of tires.

VAN CLEEF ISSUES CATALOG IN TWO COLORS

DUTCH BRAND bicycle and automobile accessories are pictured in two colors—red and blue—in the latest issue of the Van Cleef Brothers Catalog. These colors are *facsimiles* of those on the actual packages. This live-wire Chicago house is regularly introducing novelties, among the more recent of which may be mentioned the "Sure Shot" tire fluid tube, on which a patent has been applied for. This tube is a cylinder with two threaded ends, one of which screws in the tire valve and the other into the pump connection. Two or three strokes of the pump will shoot the fluid directly into the tire. This tube is designed for stopping leaks in bicycle tires.

The entire line of rubber cements, chemical specialties, lubricants and tire specialties are shown in the 12 page catalog. Those interested should address the firm at 7709 Woodlawn avenue, Chicago, for special terms to dealers, etc.

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RIVERVIEW AGAIN HUMMING WITH ACTION

CHICAGO, Ill., June 26.—One of the best bicycle races ever seen in the Riverview Velodrome was the five-mile open which featured yesterday's racing card. The race was won by Peter Guidotte, of the Italian-American Club. Incidentally, he dethroned Ernest Kockler, one of the stars of the track.

Kockler was the big favorite when the riders lined up for the start. He had met and defeated the same field before, and his backers were confident he would bring home the bacon this time. But Guidotte got off to a good start and was in trouble at no stage of the race. He won easily, with R. Vanderpaelt, of the Belgian-American Club, second and Ernest Kockler, who rides under the colors of the Mystic A. C., third. After the race the riders each issued a challenge for a match race and Manager Harmon may consent to stage it later in the season.

Jules Arens, of the Logan Square Cycle Club, shared the honors of the day with Guidotte. He won the half-mile open, class B, and made the distance in 1:04 1-5. He also won the miss and out race for the class B and C riders. They went fourteen laps before Arens won. The management announced yesterday that motor-paced races will shortly be a part of the Saturday and Sunday bills. It also was announced that an attractive card is being prepared for next Saturday night. Summaries:

One Mile Novice—Won by Mike Danlos, Italian-American; George Strick, Riverview Cycle Club, second; A. Vansteenkiste, Belgian-American, third. Time, 2:15.

One-third Mile, Handicap, Class A—Won by Roy McWhirter, Northwestern Skating Club; Olaf Lodal, Mystic A. C., second; Andrew Andresen, Conqueror C. C., third. Time, :37⅘.

One Mile, Professional, for Roller Skaters—Won by C. Watts, Riverview Roller Skating Club; A. Krueger, Opal A. C., second; Roland Cioni, Opal A. C., third. Time, 2:23.

Half-mile, Open, Class B—Won by Jules Arens, Logan Square Cycle Club; Charles Saelems, Belgian-American, second; Fred Vench, Belgian-American, third. Time, 1:04⅘.

One Mile Handicap, Class A—Won by Olaf Lodal, Mystic A. C.; Peter Guidotte, Italian-American, second; Roy McWhirter, Northwestern Skating Club, third. Time, 2:15.

Miss and Out Race, Class B and C (fourteen laps)—Won by Jules Arens, Logan Square Cycle Club; Charles Saelems, second; Phil Klaes, Belgian-American, third; C. Stockholm, Riverview C. C., fourth. Time, 5:42⅖.

Two Mile, Professional, for Roller Skaters—Won by Roland Cioni, Opal A. C.; A. Eglington, Riverview Roller Skating Club, second; C. Watts, Riverview Roller Skating Club, third. Time, 5:02⅕.

Five Mile Open—Won by Peter Guidotte, Italian-American; R. Vanderpaelt, Belgian-American, second; E. Kockler, Mystic A. C., third. Time, 12:19⅘.

PARTS SCARCITY IMPRESSES JOHN HENRY

BUFFALO, N. Y., June 25.—John W. Henry, president of the Vic Cycle Hardware Co., who has just returned from a week's trip through western New York and northwestern Pennsylvania with the Buffalo Wholesaler Dealers Boosters Club, reports that everywhere there was much evidence of the scarcity of parts, etc.

"While in the various towns," he remarked, "I renewed old acquaintances which I made ten or fifteen years ago when I was on the road. I also met all of our new customers. All were of the opinion that bicycles were being sold in larger quantities than ever before."

WALTHOUR WINS OVER FAST FIELD

Lights Go Out Suddenly During Thirty-Mile Motor-Paced Race at Revere, Curtailing Event; Linart in Second Position

BOSTON, Mass., June 27.—Bobby Walthour proved to be the winner of the feature event of last Saturday night's racing at the Velodrome, which was to have been a thirty-mile motor-paced race. But for the first time in history of the track the lights went out while the motor-paced riders were completing the next to the last mile in the feature race. Fortunately no one was injured.

Morin, a pace maker, received a few scratches when he tried to check the speed of his machine, the sudden stop throwing him to the track. The lights were out about three minutes.

Bobby Walthour won the race, which went 28 miles and five laps. Victor Linart was second and George Wiley, who had more hard luck, finished in third place. Wiley carried the two other riders around for a big part of the distance in the lead. A flat tire cost him some distance.

One of the features was the sprinting of Ned Chandler, the Boston boy, who gives every indication of supplanting Major Taylor in the estimation of the fans. Chandler, with L. C. Rollins, defeated Tim Sullivan and Pat Logan in a special match race. Chandler had to defeat a fast field in the five-mile open race. His partner in the team race, Tim Sullivan, gave him a great rub, but the speedy colored boy was too fast.

Mike Barber won a quarter-mile amateur race and Percy Cutter, of Wakefield, won a mile profesional race.

WITH THE BRITISH IN MESAPOTAMIA

An Indian Taking His First Lesson in Cycling

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HAPPY JAUNT THROUGH THE NORTHWEST

What a Lone British Columbian Cyclist Saw on a Trip Down the Pacific Coast from Vancouver to San Francisco—He Averaged 54 Miles a Day and Had Only One Puncture

By A. FRASER REID

VANCOUVER, B. C.—The trip was made by a young University student of Vancouver, British Columbia. Wilson T. Dougan is well accustomed to cycle touring, having spent three summers touring the United States and Canada. As interesting as it is brief, we give the narrative in the form of extracts from the rider's diary, he having given evidence of wonderful vision and memory on the long, lonely ride across the Pacific Coast:

Goodbye to Vancouver

Twelve miles of elegant riding lead into New Westminster, the first capital of the province of British Columbia, with its magnificent fresh water harbor and its million-dollar bridge over the Fraser guarded by stalwart soldiers with fixed bayonets. The afternoon is hot, good gravel roads lead to the international boundary at Blaine, Wash., and unaccustomed to riding, I get "seasick" after riding 34 miles. Camped for the night at 6 o'clock—campsite a forest near White Rock, and slept till daylight 'neath a majestic pine, and with the starry sky my only covering. Breakfast of blackberries introduced me to the simple life. Passed customs officer at Blaine without having to put up bond, on account of good reputation of Canadian riders.

At Mt. Vernon I had a long, idyllic sleep until 5 a. m., and at Everett a long trestle crossing brings me into a plethora of Aunt Sallies, hurdy-gurdies and peanut stalls—the "Klayhowyah" is in full swing, but the celebration does not detract from the lone pleasures of the journey before the rider; instead, apricots and a cantaloupe are laid in store for a feast later on. Along Lake Washington, and so into Seattle, with a brick paving for the past twenty miles into the Sound City. Seattle offered a room, a bath and a snooze; the city knew little and cared less, whether I was there or not. Hills are here like a sloping house roof, all leading up from the waterfront, yet the ride up the Yesler Way is as easy as on the cable cars which ply the city.

Tacoma, the City Beautiful

The route to Tacoma lay through scenery of a domestic nature—wheat fields, orchards, dairies and scattered hamlets. Enjoy a cheery lunch at Auburn, in view of majestic Mount Rainier, and enter Tacoma over an expanse of tideflats. Tacoma looks like a city satisfied with its accomplishments—or one waiting sadly for something to happen! There is much animation, and the city has shown energy enough to capture for its smelters much of the copper mined in British Columbia. Point Defiance Park is the beauty spot, a humble imitation of Stanley Park, Vancouver's thousand-acre playground. The long run to town is lined by swell residences, and the High School guards the unique concrete stadium with a seating capacity of 35,000. St. Peter's Church boasts the oldest church tower in America—a tree. Visited relatives near Spanaway Lake, and was mistaken for a tramp!—explanations, then strawberries and cream, and a brief sojourn, laboring in the hayfield.

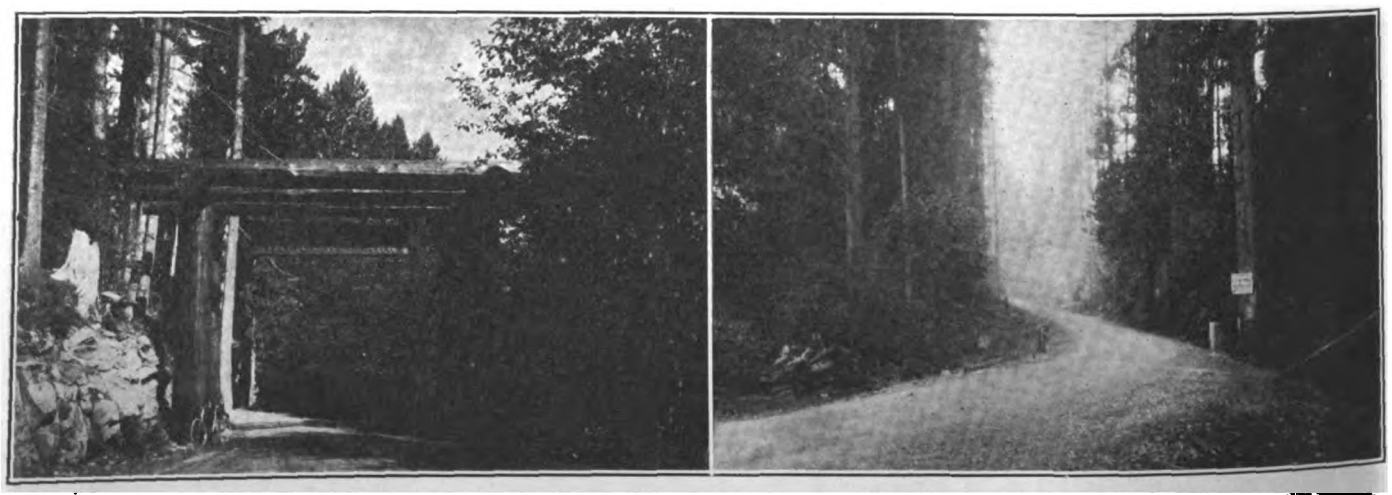
My mind is soon made up to essay the side-trip to Mount Rainier—it is a mere matter of 75 miles each way. The first night is spent in a deserted shack among the ferns on the mountainside, with the owls for company. The climb is a slight grade for the first seven miles, with an occasional glimpse of the 14,000-foot peak. The succeeding fourteen miles are over good surface road, but as crooked as sin. For instance, the climb from Nisqually Glacier, which the road skirts, to Narada Falls, eight miles straight up a narrow mountain trail—with many spots where a slip means a wreck. Reese's camp at Roadhead is reached at an elevation of 5,557 feet, after a climb of six per cent. the whole of the fourteen miles. A hot meal awaits beside a glowing fire—without, a cold wind from the summit, bathed in impenetrable mist. The return to the park entrance is one long, entrancing glide of 21 miles, only necessary to touch the pedals at the bottom, when it became imperative to dismount to pass autos on the climb. This was a fine test for the brakes and gear of the cycle.

Crossing country, in place of returning to Tacoma, I got stranded on a stretch of ten miles of gravel, over which it was necessary to use Shank's mare. A signpost also pointed west instead of south, leading me into a farmyard five miles from any highway. Too stubborn to return, so crossed three barbed wire fences, a ditch, and slid down an embankment to the railroad track, which I followed for 1 1-2 miles against the expressed wish of the section foreman. Olympia is the Capital of Washington, but a side-tracked town—no sooner entered than the other side is reached.

Seeing the Rose City

The city of Portland seemed just out of a bandbox, a narrow and lofty town, with narrow-gauge cars and high, encircling hills. Trolley cars and jitneys in profusion. Many of the streets are lined with roses and shaded by cherry trees, with Mts. Hood, St. Helens, Adams and Rainier in the background. Every car seems to bear notice of an excursion or picnic—truly the Rose City lives. The river meanders and curvettes gently through a shady lane broken in a dozen places, where fine highways cross the Willamette. Leave Portland at night on the way to Hood River, with admirable road for twenty miles to auto club headquarters on the Sand River. The summit of the long hill through the forest touches the brink of the Columbia Gorge; so anxious were the good people of Portland to build this million-dollor roadbed that they personally subscribed bonds, with in many cases their homes as security.

Rooster Rock seems like a toy as the



Left, Entrance to the National Park Near Tacoma, Wash.; Right, Glimpse of the Fine Highway Leading Through the National Park

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Left, Dougan Starting from His Home Town, Vancouver, B. C.; Right, a View of Mount Ranier

road creeps around the edge of the Heights of Thor to Crown Point; here the road winds, with the heights backing it and the great wall of cliff dropping sheer below. The view extends for 35 miles, and during the next ten miles eleven waterfalls tinkle musically over the cliffs to the south. The culmination is Multnomah, with a fall of 700 feet sheer over a ledge of conglomerate formation. Each creek is spanned by a concrete viaduct of Italian ornamentation, with the stone wall approaches in harmony. The roadway descends to the level of the railroad, and together they leave behind the grandest and most sublime scenery at Oneonto Gorge; here a cleft in the rock with overhanging walls burst across the highway, and into the bluff beyond the road is tunnelled, with the railroad tracks parallel on the outside. A wild thrill of admiration, not untinged with awe, quickens the pulses as one views by moonlight the charms of Shepherd's Dell with forest giants of olden days that still attempt to bridge the waters of the Columbia. A fish wheel, with its wealth of glittering salmon, slowly revolves in the river. The road is now soft for miles, and much time is lost walking. Night found me on the heights, stranded and unable to make the descent. No houses are near, so a convenient wheatfield affords shelter.

End of Great Barrier

Sand, deep and loose, marks the end of the Dalles, or "great barrier." The road turns up a canyon and loses the river, navigable for hundreds of miles yet. A "header" is seen drawn by 32 mules—cutting, threshing and sacking grain at the rate of 17 acres per diem. It is a picture of industry; the road reaches the horizon over a series of vast rolling hills covered by golden grain, reminding one much of the prairies of Manitoba and Saskatchewan. Up a narrow creek, the bare hillsides are reached, and night brings with it again camp in a handy barn.

Bought a cone at Ione; anticipated cost, 5 cents, but actual expenditure 10 cents—result, one cyclist clean broke. Crossed the driest section of country yet seen. Find a deserted farmhouse at nightfall, but phew! Prefer the outdoors, and sleep under the stars, among the relics of an old harvest binder.

Now enter desert, cactus, rabbits and snakes, with a blazing sun and no water. Reach an empty farmhouse—with empty water tanks. Dry as a bone, and unable to articulate. Found a cheque for $50; reached Echo and found the owner of the fifty bones, who handed out the handsome reward of four bits. Spied a fountain and literally absorbed the fluid. Darkness falls as I near Pendleton—a town of 8,000, but during the annual round-up, cow-boys and other visitors to the number of 100,000 invade the ranching centre. Kept on in the darkness to Walla Walla, arriving there on a Friday after three hundred miles of laborious grinding.

Hard luck now steps in. Had a great time trying to catch a boat, after riding 28 miles to Wallula, but nothing doing. Only 23 miles to the nearest town, with no road—so bump, bump over the ties! On the way met a real specimen of the tramp species—and this meant the last of my carefully stored harvest of peaches. It is hard to deny when the suppliant asserts "Nothing to eat but two sandwiches in three days." Almost step on a 3 1-2 foot rattler crossing the track; ripped out a small fence post, and goodbye rattler. Plodded along to Umatilla, with its tumbledown hotel—one window missing and the other propped up with a chair. Seventeen beds in one room—some dormitory! Held up for a day on account of excessive moisture, and cut back to road over the hills, with nothing more exciting than a distant acquaintanceship with an odoriferous skunk and another night at a farmhouse. Tried the trout fishing at Umpqua, but proved no Isaak Walton; tried bathing, and found this far more satisfactory. A pie, a loaf of bread and sundry confections constitute supper fit for a king—if he is not too critical.

Joins Fire Warden's Camp

"Is there a trail across the Cascades?" A garage owner supplies the answer, with the cheerful addition that I will probably have to walk twenty miles of it. The distance is thus cut to 90 miles: a hint to lay in supplies was timely, so stocked up with delicatessen and supplies. The country is mountainous, with long shadows and brief twilight. Striking a fire warden's camp, my services were enlisted in fire fighting on the Cascades, and my trip was thus delayed two days, chock full of varied experiences. The pass over the Cascades reached an altitude of 4,000 feet, with a trail for a highway and a grade of 15 per cent.—rather rough riding, indeed. Crossing the Divide, the view was a wonderful one, stretching way down the length of Rogue Valley. During the lone night watches in a deserted barn, grey squirrels kept up incessant chatter and an eerie wind whistled through the cracks.

At Crater Lake

Beside the Rogue River, the road again climbs—up, up through a narrow canyon of brown lava, ascending 400 feet to Mill Creek Falls and entering the lava region from Crater Lake. Finally, the road merges into two ruts in the soft sand, entailing considerable pedestrian exercise for many miles, as per forecast. The road is very crooked, and swarms of autos are encountered on the ascent. From the summit we peer down into a basin with an area of 25 square miles; the water is purest emerald near the shore, with every shade and tint of blue beyond. Tiny launches ply the waters of the lake so far below us—waters 2,000 feet deep, breaking straight from shore. Two islands nestle in the middle of the lake, one of them containing the crater of a volcano and the other a literal representation of a ship petrified into stone. Edges of pure lava rock show, weathered into strange and fantastic forms. The trees are few and stunted, and a massive stone hotel stands on the very brow of the cliff. The altitude of the summit is 8,000 feet, and here 50 feet of snow falls annually, making no appreciable difference in the volume of water below.

Roads are heavy and crooked crossing the California line. An orchard follows the sign-post, and here little money buys many apples. The sun is blazing hot, and I am coasting nicely down a hill when the sack of apples behind sustains a puncture managed to salvage a few of the rosy fruit. Pulled up after a quarter of a mile, and Soon reach the Pacific Highway, which is a synonymous term for good road. Speed now averages 16 miles per; the afternoon sun is hot and oppressive, and each successive town adds its quota of ice cream cones and sodas to soak. Lovely Mt. Shasta Siskiyou Mountains is reached at an elevation of 3,500 feet, with Mt. Shasta within comes into view, and the summit of the fifteen miles.

At Siaska are immense fish holes for the hatchery, and at Shasta Springs Hotel I

(Continued on page 60)

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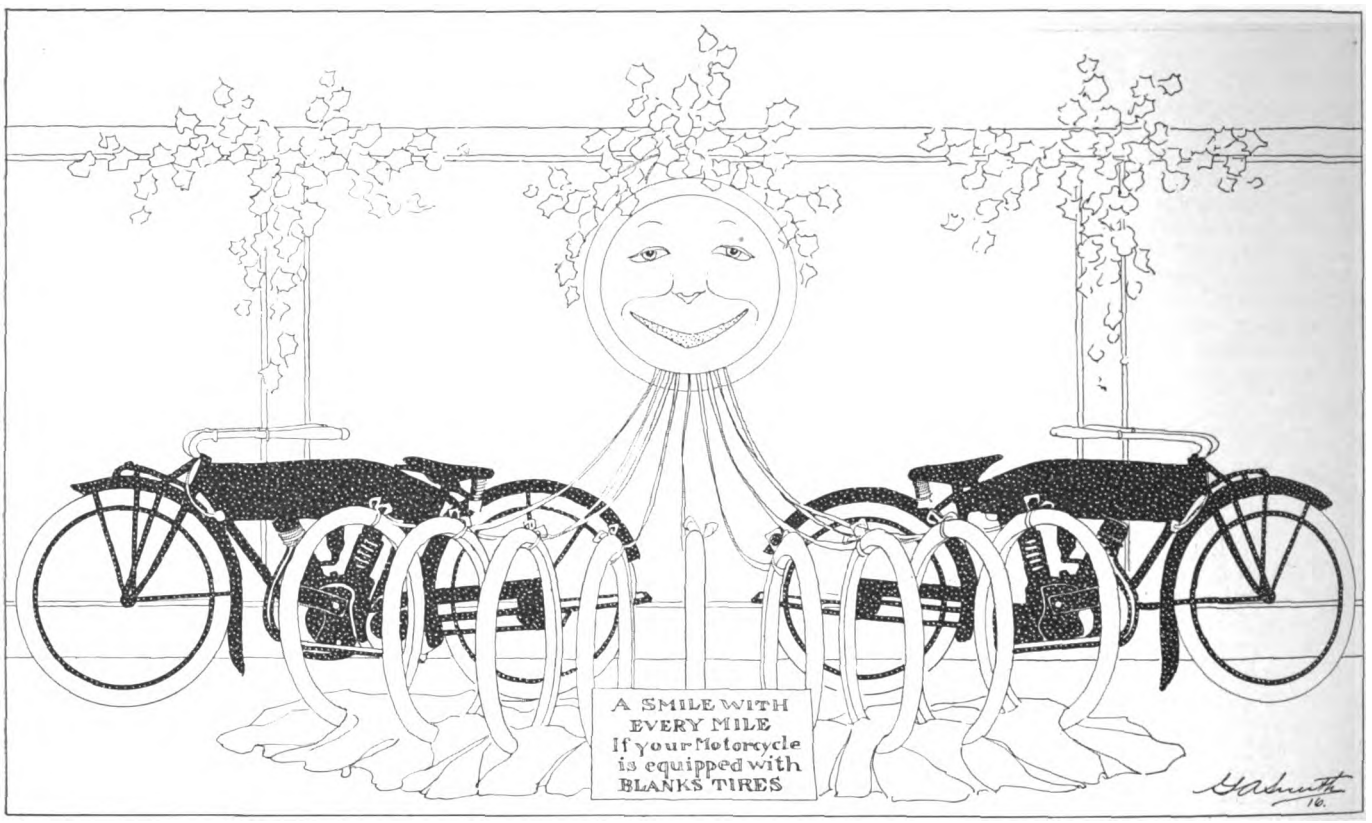
Catching the Public Eye

INEXPENSIVE DEVICES FOR USE IN WINDOW DISPLAYS

How the Cycle Dealer Can Build Stands and Other Equipment

By G. A. SMITH
In Charge of U. S. Rubber Company's Window Displays



No. 1, Attractive Layout for Combination Motorcycle and Tire Display

THERE is no excuse for the dealer who complains that he cannot afford the proper equipment for the display of his merchandise when he can easily construct from ordinary lumber fixtures to meet every display requirement. The only good excuse he could really give would be that he had neglected this end of his business, or that he did not know how to go about it.

First of all, you should thoroughly realize that in order to get the greatest possible results from displays it is necessary to present the goods in a creditable and up-to-date manner, and to bring this about it is essential that you have the proper equipment to display them with. When I say proper equipment I don't want you to misunderstand me in regard to the sort of equipment that is essential. In fact, the fixtures need not be of the highest order. But one thing quite necessary is that they should be suitable to the merchandise which you wish to display, and of such a design that they will permit you to bring out the prominent and vital points of the goods.

ASK QUESTIONS

Motorcycle and bicycle dealers who have in mind a special display, or who wish to obtain authoritative advice concerning any window display matter, are invited to address their inquiries to Mr. Smith, who will answer them in these columns. Practical and thorough co-operation is the purpose of this department, and dealers are invited to call for advice early and often—if they need it.

With the wide experience that I have had in all lines of merchandise display problems, I find that motor cycles, bicycles, tires and their accessories are a line of merchandise that can be handled very easily without the aid of a great many fixtures. The necessary fixtures, however, should in all cases be of a practical nature and conform to the goods which are being shown.

The appearance of the display in general is made more impressive through the use of unusual artistic and practical arrangements of the merchandise in conjunction with the right sort of settings, ideas and equipment.

There must at all times be harmony throughout; aim to bring out all the good features the goods may possess, and in order to accomplish this you need not possess any great number of fixtures. A few well-made and practical ones will serve the purpose quite nicely, providing you know how to utilize them.

Assuming that you are an ingenious sort of fellow, you will soon be able to solve your display problems with ease. One of your greatest aids will be the use of home-made equipment devices, etc., which may be made up from wall-board or seven-eighths inch soft pine lumber over which a covering of some sort of imitation wood grain, onyx marble or bark paper may be placed. The possibilities in this field are unlimited. It is surprising to learn of the many different schemes in the shape of fixtures and devices for display work that can be worked out from these materials.

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The accompanying illustrations show two good examples of home-made equipment and just how they may be ulitized. These consist of tire supports and show two styles, the smaller one being made for use on the floor of window or platforms. The other is raised from the floor to any height you may care to make it and is attached to an upright. We might christen them the "Trough Tire Supports." They are made from ordinary lumber nailed together to form the "trough," as illustrated, and should be made about one inch or more wider than the tire itself and of a length that will permit the tire to set down into it, so that the tire touches the bottom of the trough. The troughs can then be painted or covered with imitation wood grain marble or onyx paper.

The standard of the raised support can also be constructed from ordinary soft pine lumber.

When these are used in your window display they will in all cases have to be draped with some sort of material such as lining, plush, velour, cotton flannel, cheesecloth or anything you may see fit to use.

Using the Fixtures

Another of the accompanying illustrations shows how this should be done. Illustration No. 1 shows the use of nine floor supports, and one raised, in connection with a corking good idea for featuring motorcycle tires in conjunction with two motorcycles. This is a very simple method and one that demonstrates forcibly the good qualities of these devices.

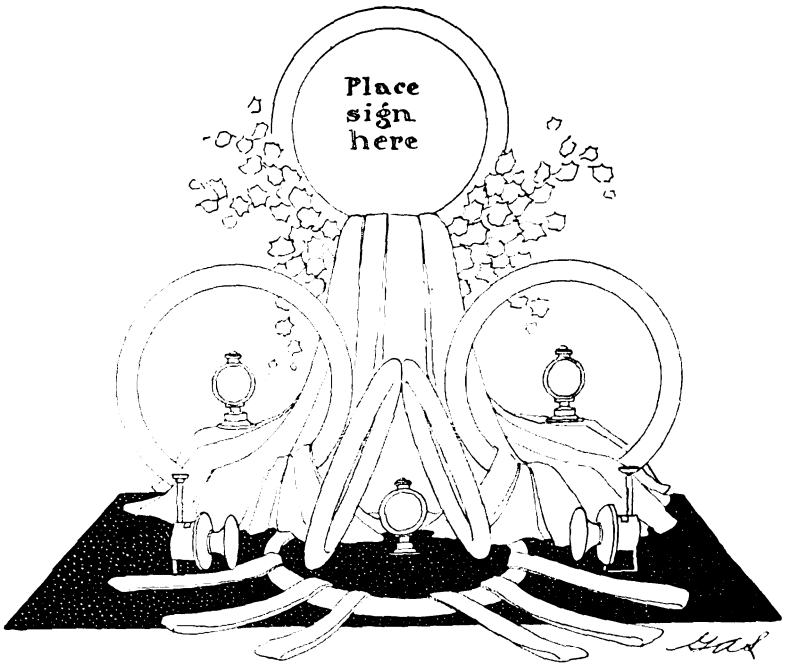
The central feature in this display consists of a tire placed in the raised support at back. A smiling face painted in outline on a circular-shaped piece of cardboard is placed inside of the tire. Narrow strands of ribbon are then attached to the lower part and brought out and tied to the tires arranged in the supports on floor of window.

Material is draped around the supports and through the tires, as shown. A motorcycle is arranged at each side, and when completed the layout takes the shape of a semi-circle in formation. Several sprays of seasonable foliage can be placed at each side and back of window, also around center tire. A placard should be used containing the wording, "A smile with every mile if your motorcycle is equipped with "Blank Tires," the name of the tires which you are featuring to be inserted.

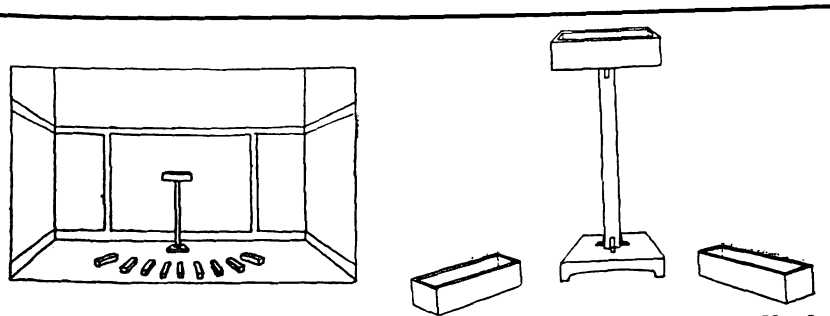
The illustration No. 2 shows the skeleton setting as to how you should arrange the fixtures. No. 3 illustrates a small unit grouping of tires and accessories arranged with the use of one extended support and two floor supports. Material is shown draped from the central tire at back, the ends being brought out over the floor and through the tires covering the supports. Several sprays of foliage are attached to the lower portion of the central tire by means of fine wire. A sign with any wording you may see fit to use can be placed as suggested. Several lamps, horns and tubes placed in advantageous positions complete the unit.

Simplicity is the keynote in all display work. It is very forcibly illustrated you will notice in these displays.

Proper arrangement of the goods shown is one of the greatest factors in good display work. Therefore, strive to keep this uppermost in your mind when you install your displays.



No. 3, Special Grouping of Tires and Accessories; This Is Based on the Two Troughs and the Upright Shown at the Right Below



At Left, No. 2, the Troughs and Raised Standard for Tire Display; at Right, No. 3, Troughs and Upright as Used in Display Shown Above

GAS PRICE EVIDENCE RESULTS IN CONSTERNATION

WASHINGTON, June 26.—So involved and contradictory in character was the maze of testimony offered by gasoline experts and near experts in the Federal gasoline inquiry before the Federal Trade Commission, that the commissioners are more or less at sea in so far as determining the real reason or reasons for the jump in price of the liquid fuel. Over production of crude oil, non-competitive tactics of the Standard Oil Company's competitors, the demoralization of the industry in the west, crowding of the garage men out of the retail industry and a host of other minor causes were given in evidence before the commission which will issue in a short time a report based on the hearings.

In the meantime all the evidence tends to show that the price of gasoline has reached and passed its high water mark and that it will either remain at its present elevation or decrease throughout the next few months.

NEW FUEL FROM BLOOMFIELD

BLOOMFIELD, N. J.—This city has produced a new fuel, called "gasene" by its inventor, Frank R. Blamey, a local automobile man and grain and feed dealer. It consists of the usual mysterious chemical which is to be added to a mixture of gasoline and kerosene, one cent's worth being enough for five gallons of "combined fuel" (gasoline and kerosene).

OMAHA MOTORCYCLE SQUAD READY

OMAHA, Neb., June 26.—Twenty members of the motorcycle squad of C Company, Nebraska National Guard, are now under arms in this city. They will be mobilized with the remainder of the Guard following President Wilson's order of June 18.

TWO INDIANS FOR POLICE

PATERSON, N. J.—June 27.—John Steele, the local Indian agent, has delivered a Powerplus Indian to the Englewood police department and one to the police of the Little Falls Township. More than $205 in fines were imposed by the motorcycle officer of Little Falls the very first Sunday the new machine was used.

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British Sport and Trade

By OLD RAMBLER

ONE of the veteran writer-riders on this side wrote me a letter a short time ago with these words in it:

"We'll get some more roadside joys before long. Like you, I revel in the game and we'll slide along the sylvan glades and bosky dells—the ambrosial places of Fair England—for the sunny days are coming up our way, my boy, and the European nightmare will soon be over and gone."

Words worth reading, aren't they? The cult of the roadside and the countryside, the reading of the great Book of Nature, has been growing grandly for many years. Men who love speed also love the Old Lady of the Woods, the Mother of the Mountains; for travelers by bicycle and motor alike find rare delight in Nature's ways. It is a pleasure that beautifies life. The spirit of "Freckles" (one of the American books which is going great guns over here) is the dominating force that sends thousands of men and women health-hunting.

The Nature Spirit

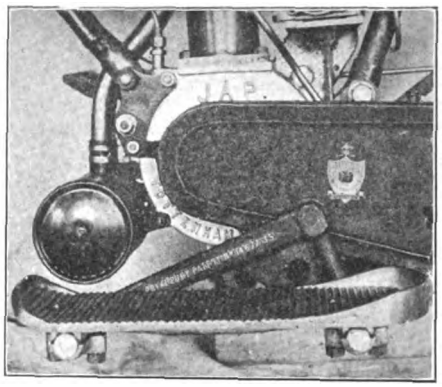
They go away from the money-grubbing centers for a day or so every week. And already we see signs of summer, and also, say many, the end of the war. The right side of life is the bright side. These words are the expression of the inner soul that every true rider has in him. Now for some really practical matters!

The war has not brought stagnation into the camps of British motorcycle designers. I had a walk over the Royal Ruby motorcycle factory in Manchester a short while back and the great chief thereof, G. E. Rigby, presented a plethora of evidence that "Forward" is the watchword. Before long, I hope to be able to tell you of the new method of rear springing, along similar lines to that of your own Indian; of the method of rendering the back wheel quickly accessible. This latter will be a Godsend over here—we have too long been cursed with inaccessibility of back wheels not only for tire troubles, but for bigger repairs.

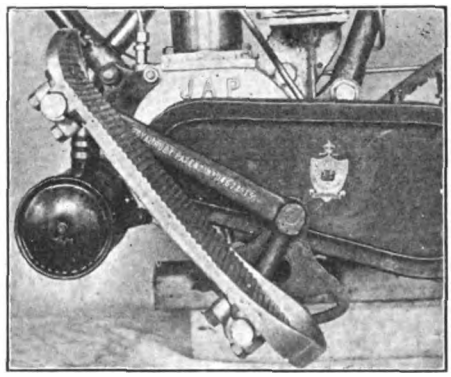
Adjustable Foot Rests

Among the Royal Ruby's innovations for the 1916 season are adjustable foot rests. At first blush, the value of these will not be appreciated, except by riders who are accustomed to long journeys and have yearned for an easily effected change of position. The illustrations show the range of adjustability—from the horizontal to a steep angle. The patent for this desideratum is for sale in America and communications may be sent to Mr. Rigby or through the editor of this magazine.

Inside the mudguards a channel is made, down which water and mud must run, so that the grime and wet will not drip on the belt. The channel drains the fluid filth to a point where it will drop on the road. The rear carrier is of first-rate design. Not only is it strong enough to support a heavy pillion seat for a joy-riding companion, but it is so made as to be quickly removable in order that the back wheel can be quickly got at. Hand and foot control are both provided.



Royal Ruby Footboard in Its Lowest Position



Footboard in Uppermost Position; Compare with Other Picture

Ladies' and Export Models

Two features of trade are prominent at the Royal Ruby works: export and ladies' models. In the case of the latter, the trouble during the war has been to get supplies of variable gears with free engine, but the problem has been overcome. As regards motorcycles for export, these are specially designed and the 8 horsepower model with overhead valves is being sent to the four corners of the earth. To go to the other extreme, the Royal Ruby folks are now actually producing a two-stroke lightweight with a 2½ horsepower engine.

The Royal Enfield cycles and motors are among those which are not suffering from anything in the nature of a war slump. It is a pleasant paradox that, in spite of advanced prices during the European disruption, the demands for bicycles are more numerous than before prices started heavenward.

It is quite impossible to state the exact reason for this. It may be due to public appreciation of high quality in wheels; it may be due to the fact that a lot of people are so aggravated by motor restrictions as to be falling back on their old pedal-pushed friends.

American makers and riders will note with interest that the Royal Enfield manufacturers are reducing the number of their models. Hundreds of times, writers on this side contrast American factory practice with British regime. Here, a factory generally aims at meeting every fad and fancy and fashion, from lightweights to monsters, and it is debatable whether this plan is better than the common one in the States, making one or two models only.

Anyway, the Enfield people are not cataloging as many sorts as beforetime. There will be a big supply of 6 horsepower motorcycles to cope with the call for a mount that will take a sidecar anywhere. The 3 horsepower model will be built in big numbers because it has won a big popularity; but the modern demand is also to be met by a flexible two-stroke lightweight gem. This is the beau ideal of a motorcycle for a novice or for the man who wants an economical friend.

About Harry Long

I met Harry Long the other day, and think that some chat about him and his cycle and motorcycle feats will be of interest, as a sequel to your notes on Lenz, Stevens and others. Long is a man of magnificent physique. He lives at Southport, one of the pleasure resorts on the West Coast. He is the only man who has ever cycled round the coast of Great Britain; motorcycled over the same course and driven a light car around the coast in the bargain.

The feat is not so simple as you may imagine. Don't delude yourselves with the patriarchal joke of the American who said he dared not motor or travel by train in England for fear of falling over the edge and getting drowned. Britain isn't *quite* so small. The coast line is over 5,000 miles and some of it is so hilly and so lonely that one wonders how it contrasts with the 'Frisco-New York trip.

Four Times Round Coast

This is a list of Harry Long's performances round the British coast—5,159 miles:

By bicycle, 50 days, averaging 103 miles a day; motorcycle, 32 days, averaging 161 miles a day; by sidecar combination, 33 days, averaging 156 miles a day; by light car, 28 days, averaging 184 miles a day.

The journeys were made in four successive summers and Harry Long stands alone in his achievement. To average 103 miles per diem on a bicycle may not seem extraordinary, but record-making was not the objective. His aim was to do what nobody else had done, and to transact business on the way. If some of the century riders who piled up big figures when the L. A. W. was in its pomp had tried their strength on the fearfully hilly journey round our coast, they would have been content with shorter day's traveling.

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Questions and Answers

INFORMATION ON MOTORS

PLEASE answer the following: 1. Can a motor of 3⅜ bore by 3¼ stroke be used in track racing. 2. What gasoline consumption should I get with a 2¼ h.p. lightweight. 3. How does the bore and stroke of the Powerplus Indian compare with that of the J. A. P. twin.

Chicago, Ill. FRANCIS AHERN.

1. Not in sanctioned F. A. M. races. The piston displacement is over 61 cubic inches. 2. Better than 75 miles to the gallon on good roads; probably 80. 3. We presume you mean the J. A. P. 8 h.p. twin. The Powerplus is 79 x 99½ and the J. A. P. is 85 x 88 millimetres. Both are less than 1,000 c.c., or 61 cubic inches displacement. In inch measurement, the J. A. P. is 3.34 x 3.46 inches.

REDUCE PLUG GAP

MY new twin motorcycle runs perfectly on one cylinder, but while the ignition seems O.K. on the other it skips badly. Adjusting the carbureter will not correct the fault. I have taken the plug from the rear cylinder and put it in the front cylinder, where it works all right. The gap in the plug is 1/16-inch. The trouble is more noticeable when running slow.

Divine Corners, N. Y. SUBSCRIBER.

The distance between the plug points will have a good deal to do with the misfiring. It is rather too great. Try 1/32-inch gap. Also search for leaks in the inlet piping, as these may be a cause of the trouble.

CLUTCH IS SLIPPING

I AM having trouble with my motor overheating. After I get rolling at medium speed everything goes right, but in starting or on low gear the motor roars and seems to speed up. It then gets hot.

Galveston, Tex. WILLIAM RAND.

In all probability the clutch is slipping. Try taking it up, but if this will not prevent the slippage, take the clutch apart and put in a new set of worm and screw parts. With the slip corrected, you will find that overheating no longer occurs.

IMPERIAL MOTORCYCLE

CAN you tell me where I can get parts for the Imperial motorcycle? I can find no trace of such a company in any motorcycle list.

Cleveland, O. MARK SMYTHE.

The Imperial is an "orphan" model, made by the defunct American Motor Co., of Brockton, Mass. Parts may be had from the Motorcycle Parts Mfg. Co., 2127 Michigan avenue, Chicago, Ill.

We wish to thank Walter Burmester, of La Valle, Wis., for his letter telling us about the Imperial motorcycle, which information we did not have at the time of answering another inquirer in this Department.

USE LIGHT OIL

HAVING been using cylinder oil in my front and rear hubs, I find its work unsatisfactory, and would be glad to have you tell me what to use.

Brooklyn, N. Y. HAROLD VERBECK.

Use a light oil or a grease recommended by the makers of your machine. You can get the name and grade from your dealer, or by writing to one of the oil companies. You do not state the name of your machine.

EAGLE MOTORCYCLE CO.

PLEASE tell me whether the Eagle motorcycle is still made and what is the present address of the company. If not in business, tell me where repair parts can be had.

St. Johns, Mich. HERMAN J. SMITH.

The Eagle Motorcycle Co., of Brockton, Mass., has taken over the business of the Sterling Motor Co., of same city. The latter firm made the Eagle up to 1914. It is reported that the Eagle company will continue the manufacture of the Eagle motorcycle. Parts can be had from the Motorcycle Parts Mfg. Co., 2127 Michigan avenue, Chicago, Ill., and we also understand that the Eagle Motorcycle Co. has undertaken to supply parts for both new and old models.

STOPPING TO PICK SOME GRAPE FRUIT

A Motorcycle Tourist on a Vacation Trip Through the Sunny South

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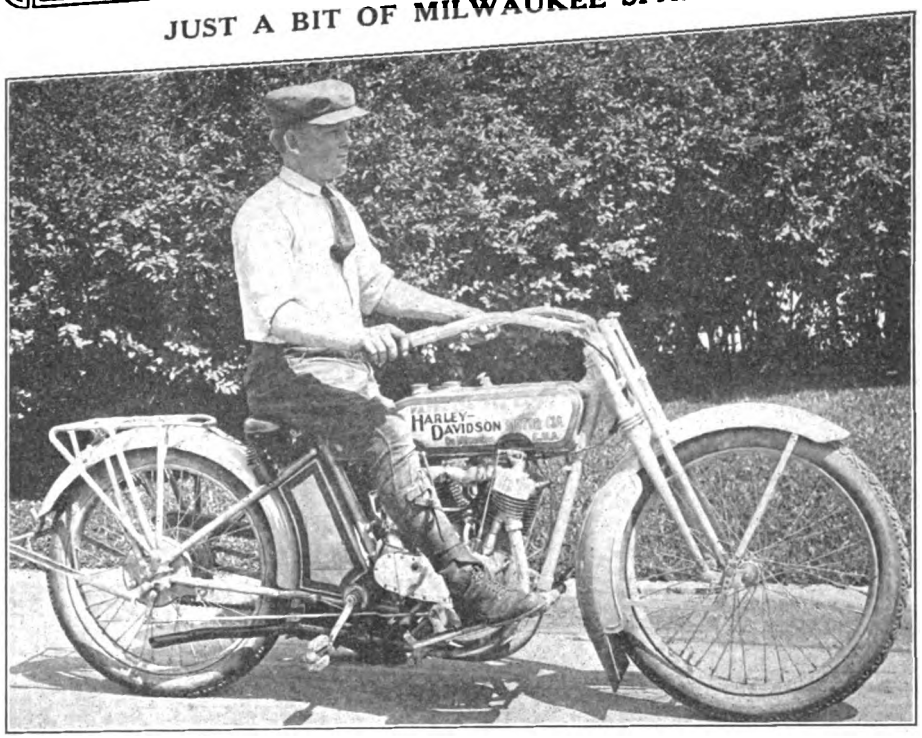
Along Technical Lines

JUST A BIT OF MILWAUKEE SPANISH



One of a Dozen Harley-Davidson Motorcycles Shipped to Dartigulongue & Co., Buenos Aires, Argentina. Note Spanish Wording on the Tank

SHELLAC HAS WIDE RANGE OF USEFULNESS

Its Application Cures Leakages at Joints and Prevents Many Troubles

By GEORGE M. JOHNSON

TO the rider who does his own overhauling and repairing, a small bottle of orange shellac is a practical necessity. As a seal of leaky joints it is invaluable and this property alone makes it something to have on hand at all times.

In the first place it is invaluable for sealing connections that must be air tight; for example, the unions between the carburetor manifolds and the cylinder heads. When the carburetor is put on and the union nuts set up, it may happen that the fit is not tight. This means that air will be sucked into one or both manifolds, upsetting the mixture delivered from the carburetor. Irregular running, perhaps the firing of only one cylinder on low throttle, will surely follow. The cure is to back off the nuts and to smear the threads with a liberal supply of shellac. If a bit of grocer's twine is used for packing about the union, in addition to the shellac, the manifold cannot fail to be absolutely tight when the nuts are set up firmly.

Eliminating Oil Leaks

If you remove the cylinders from the crankcase and wish to have no oil leak around the base when the motor runs after they are put back, use shellac, letting it dry enough to become quite tacky before bolting the cylinders down. Of course the seats should be cleaned of oil or dried shellac first. In addition to the customary copper asbestos gasket, shellac will help make an oil and gas tight cylinder head, when the inlet valve cage has been removed for grinding the valve. If the motor is of the separate head type, a little can be used to advantage in that place also, though it is not really necessary provided a new gasket is used and provided also that the head nuts are set down properly, a turn at a time. In any case, be careful not to get any shellac on the inside of the cylinder.

For Emergency Repair

Shellac may well serve for an emergency repair in certain cases. Some time ago, while reassembling my Indian motor, I was so careless as to twist the oil pipe that leads to the front cylinder. It happened as I was screwing up the union nut where the pipe joins the cylinder, the result being a split in the pipe about a sixteenth of an inch long.

I was in a hurry to use the machine, so went on with the assembling, but of course much of the oil that fed to the front cylinder escaped through the crack, quickly covering the motor and crankcase with oil. In addition there was the danger of overheating the front cylinder, as it was not getting the customary amount of lubricant. The cost of a new oil by-pass is one good round seed, and although I didn't like to buy one, that seemed the only cure; furthermore it is quite some chore to fit one of those cam case by-pass pipes. Then it occurred to me to try the shellac treatment. I cleaned the pipe carefully, then wrapped it with tire tape of quarter inch width, smearing the tape with a lot of shellac, which effectually sealed it. Not a drop of oil has oozed out since, and the fitting of a new pipe has been indefinitely postponed.

AN ENDURANCE RUN PRACTICE WHICH AFFECTS SALES

FOR several seasons, including the present, it seems to be the custom for sidecarists in an endurance run to be packmules for the solo and tandem entrants. The competing soloist passes his spare parts to the sidecar passenger for transportation, and then collects them afterward, say the day after the event.

This is all right, but it would be better if the spare parts were only those carried in case of emergency. Generally they are not. At the finish of each run the onlooker is treated to the edifying spectacle of mudguards, chainguards, footrests and stands crowded in the sidecar with the passenger, or held by him. These are the parts which have been broken off or shaken off during the run, and they don't impress people with the reliability of the machines. It is impossible in all cases to tell the spectators that a fall or two off a precipice will crack the mudguards off, and remarks are heard on all sides: "There's another mudguard from a Blank machine. The 1916 models must be punk." Or "The Dash machines finish tied together with wire."

Creates Bad Impression

That's the impression to the non-rider. He puts down the motorcycle as being all right for speed work or for good roads, but one that is likely to come apart in a day's severe riding. This is one reason why there seems to be room for improvement in the construction of mudguards for endurance run work at least; to create an impression of staunchness of the whole motorcycle, and thus eliminate an excuse for not riding on the part of some numbers of pedestrians. Isn't it worth it?

BEST WAY FOR DECIDING STARTING POSITION IN CONTESTS

IN every contest where the riders are numbered, the best way to decide starting position is by having each man draw a number from a hat. The old method of letting riders start in the order in which entries are received gives an opportunity to bunch machines of one make. For particulars see the Bay State M. C.

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ALL HANDS ENJOYED THEMSELVES AT MASLEN'S OUTING

Girls in Handkerchief Race at Maslen Picnic

PHILADELPHIA, Pa.—Over 40 riders and passengers joined with Wigwam Man George S. Maslen, in his recent outing at Neshaminy Falls. Maslen gives one of these affairs annually, under the title of "Indian Field Day" and holds a number of athletic events following the luncheon. This season the feature event for the fair sex was the potato race, which was hotly contested by the ladies. The photograph shows the start of this race.

The program included spearing the ring for sidecars or tandems with lady passengers, slow motorcycle race, sack race for men, egg and spoon race for ladies, backward race for ladies, 50 yard dash, broad jump and running jump, in addition to the potato sprint. The party left Maslen's store at 9 a. m. and served luncheon at the Falls from 12 to 2.

LOEFFLER IS MANAGER

COLUMBUS, Ohio.—E. F. Loeffler, one of the pioneers in the tire business in Columbus, has been made manager of the tire department of the Justus & Parker Co., dealers in supplies and agent for the Swinehart line of tires.

SHEPHERD JOINS BENEDICTS

L. H. Shepherd, manager of the B. F. Goodrich Co. in Providence, R. I., returned from a two weeks' trip last week, bringing with him a Mrs. Shepherd. He is receiving the warm congratulations of his friends. Mrs. Shepherd was formerly Miss Ione Diggs, daughter of Mr. and Mrs. William S. Diggs, of Cincinnati, Ohio.

BATES QUITS FIRESTONE

DETROIT, Mich., June 23.—George J. Bates who has been in charge of manufacturers' accounts for the Firestone Tire & Rubber Co. has quit that post to become commercial manager for the King Motor Car Co. Previous to his Firestone connection, Bates was for a period of years with the Diamond Rubber Co. of Akron.

CANADIANS EMIGRATE FOR GAS

SARNIA, Ont.—An interesting feature of the gasoline situation is that Lieutenant-Colonel Ellis, collector of customs at Sarnia, has discovered that local motorcyclists and others have been in the habit of filling their tanks with gas on the Michigan side of the border whenever the opportunity has arisen, because of the higher price for gasolene in Canada. The local customs official has announced that he intends to impose a duty charge on gasolene imported by local riders and motorists in this way.

FROM NEW HAVEN TO MIDDLETOWN
ON A

Miami PowerBicycle

C. F. Pineau, on a regular stock Miami Power Bicycle, left New Haven, Conn., at 11 A. M. May 24th and arrived at Middletown, Ohio, at 4 P. M. May 30th—1102 miles actual running time, 65 hours—average, 17 miles per hour. Gasoline used, 8 1-5 gallons—average, 134 miles per gallon. No mechanical trouble or adjustments of any kind. First part of trip through the Berkshires, last part of trip over muddy roads in pouring rain. The "Miami" used on this trip had already covered over 1800 miles.

Thousands of Miami Power Bicycles are doing good, hard, steady work all over the country every day.

The Miami Cycle & Manufacturing Co.
Middletown, Ohio

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What Every Dealer Knows

—every dealer, that is, who has had any experience in the selling of bicycle coaster brakes. This dealer knows that the demand for the

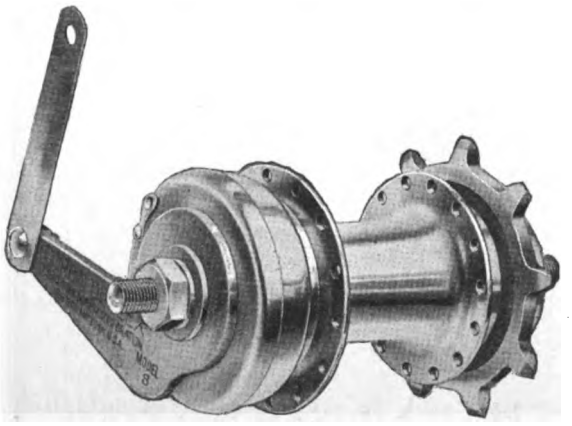
CORBIN

DUPLEX COASTER BRAKE

is far in excess of the demand existing for any other coaster brake on the market. He knows that in suggesting it to a customer he is doing that customer a real favor. He knows that the presence of the Corbin Duplex on the hub of a bicycle he is trying to dispose of is oftentimes the final argument that clinches the sale. And knowing these things he specifies the Corbin Duplex when ordering bicycles from the manufacturers and makes the Corbin Duplex a permanent part of his stock.

Get in touch with your jobber.

Catalog on request.



The Corbin Screw Corporation

THE AMERICAN HARDWARE CORPORATION, Successor

NEW BRITAIN, CONN.

BRANCHES: New York, Chicago, Philadelphia

Makers of Corbin-Brown Speedometers

NEW CLASSES FOR CONTESTANTS

By GOSLIN

DIDJA ever play "Button, button, who's got the button?" when you were a kid? Well, that's about the game every referee and competition committee is playing when the entries come pouring in for the annual endurance run, only they call it "Pro, pro, who's a pro?"

And it's all on account of that section 3, under classification of Competitors, in the F. A. M. Competition Rules Book.

That section mentioned is one of those masterpieces in English that are delightfully vague as to meaning, the kind that cause a lawyer much joy in unsnarling, but cause the average motorcyclist to miss, drop into low, and stall after the first dozen words have been perused.

The aforementioned section says that anyone who is connected with internal combustion engines, be he "in the sky overhead, on the land or in the sea beneath," then that one is a professional rider, IF—and this is the stumbling block to the poor rider—if that one competes on a track where the public is charged admission.

Rush through that section 3 and you will argue till you are blue in the face, that a dealer is a professional, but give the "if" a chance to to get working properly and you will be "wit us and not agin us."

Why Was Trade Class Abandoned?

It may have been the idea of the powers that were in the F. A. M., to make a dealer, or anyone connected with internal combustion engines, a professional road rider, but the sentence when put on the operation table does not reveal that fact.

And why should things be so? Or why, in that same inquisitive mood, did the F. A. M. 1912 convention do away with the trade rider class in competition?

Mayhap the term was abused, that was not the classification's fault. But it sure did away with the opportunity of the dealer or his employee to ride as amateur.

All of which is a forerunner to the argument that the dealer and the motorcyclist who is connected in some manner with the internal combustion engine should get a new classification at Providence.

Why should a dealer or anyone who is connected with the trade be rated as a professional rider in the average road contest?

The word professional means one who makes his living by doing that certain thing which constitutes his profession.

Runs Yield Very Small Returns

Now then, tell us, how many road riders make a living by the fruits of their victories in endurance runs, etc.

Why the average contest that is staged on the road is a money-losing proposition to the promoters and its a lucky club that can pull through with a small deficit. Consequently there is no incentive such as a bigger gate if some noted track-star is "imported" for the occasion.

And another thing, because a man sells motorcycles is no indication that he can outride the average private owner; or his connection with a factory will not hold him up in loose sand or deep, clay roads.

And last, but not least, the average dealer who competes in a road run does so because he finds sport in the competition, he can sell motorcycles without the

(Continued on page 52)

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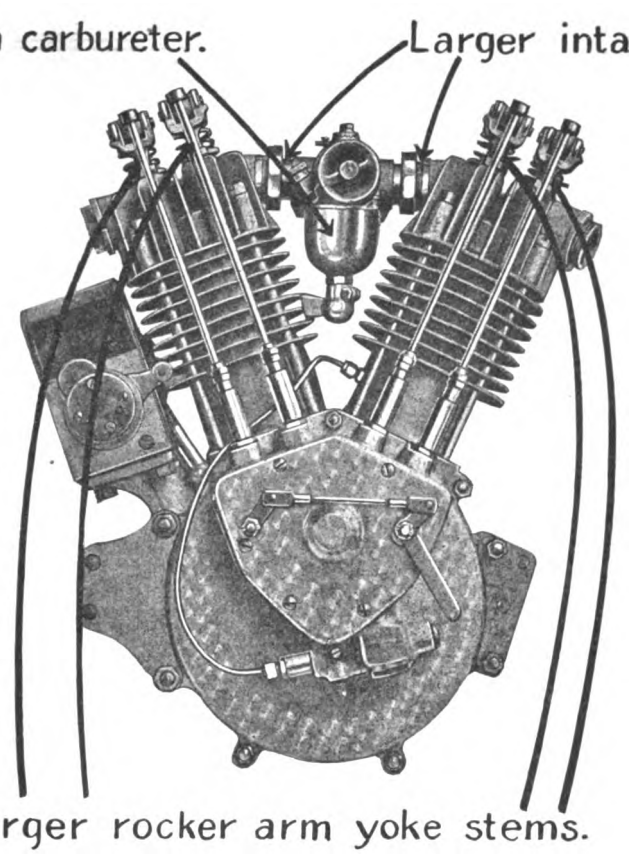

13 Per cent. Increased Efficiency 10 Dollars Increased Price

The new Motor of Pope Model L-16 Special is surprising even those who knew the power and the economy of the "Pope Big Twin."

Special cylinder heads with larger intake passages, larger rocker arm yoke stems and heavier construction, together with the new one-inch carburetor, give a two horsepower increase in speed.

Selling at ten dollars more than the regular Model L-16, this special model pays back its increased cost every hour it is on the road by thirteen per cent increased efficiency—going further and faster per gallon of gasoline—and getting the greatest possible return from the poor quality fuel that is so frequently supplied these days.

Do you wonder that L-16 Special is finding such an enthusiastic reception at the hands of dealers and riders alike?

To the dealer who is alive to the opportunities that this special model affords, we have one of the best propositions that has ever been made him. But quick action is necessary—write now.

Westfield Manufacturing Company

(Successors to the Pope Mfg. Co.)

11 Lozier Ave. - - Westfield, Mass

Largest Manufacturers of High-Grade Bicycles in the World

Makers of the Columbia, Cleveland, Tribune, Rambler, Crescent and Pope

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WAYS OF REDUCING GASOLINE CONSUMPTION

Veteran Rider Tells How He Doubles His Mileage Per Gallon of Gas; Reduces Opening in Carbureter Jet, Keeps Tires Fully Inflated and Avoids Low and Second Gear as Much as Possible

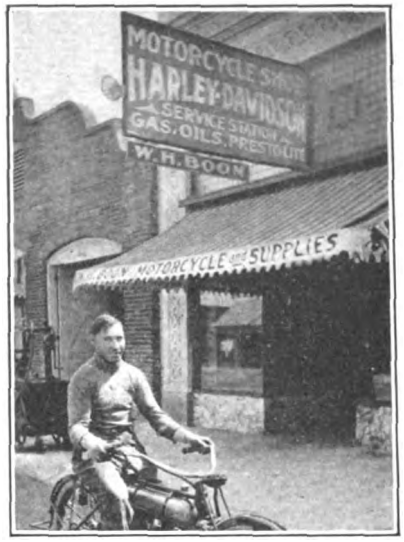
By D. B. PANGBURN

WITH gasoline retailing at the present time for twice what it cost a short time ago, and with no prospects of going lower, any methods for reducing the gasoline consumption are valuable to the rider. Below are described certain ways which I have found to materially increase my mileage per gallon, as well as being beneficial otherwise.

My machine is a three-speed Indian, equipped with the regular type of carbureter used up to 1916, which has a separate, or pilot, jet in addition to the main carbureter. I believed that the opening in this jet was larger than it needed to be, and was letting through too much gas, so much in fact, that the air openings were not large enough to supply the proper amount of air for a perfect mixture. I might have added auxiliary air ports, but then the machine would have been too speedy when running on the pilot jet alone, as it was already making twenty-five miles an hour.

Using Wire in Jet Hole

So instead of auxiliary air addition, I determined to cut down the supply of gas by reducing the opening in the jet. To this end I unscrewed the drain plug at the bottom of the pilot jet and inserted a small wire through the jet hole, leaving a loop of the wire at the lower end to keep it from being sucked through by the engine. I made the wire long enough so that the upper end reached through the jet and up almost to the top of the carbureter. The plan was more than a success. The wire not only reduces the opening in the jet and so cuts down the amount of gas passing through it, but also seems to break up what gas is admitted into fine particles, so the mixture is much improved.



W. H. Boon and His Harley-Davidson Store at Anaheim, Cal.

The result of the change was to increase the mileage per gallon of gasoline by approximately forty per cent., while at the same time increasing the speed of the machine by nearly two miles an hour when running on the pilot jet alone. The engine also keeps noticeably cooler, probably due to the fact that it is supplied with a somewhat lean mixture from the doctored carbureter. The only disadvantage of the method observed so far is that the lean mixture makes the engine rather hard to start without priming when cold.

Keep Tires Fully Inflated

The other principal improvement is in respect to tires. Unless a tire is fully inflated there is a flat spot at the point of contact with the ground, like a flat wheel on a trolley. That is, as the wheel revolves any section of the tire is first round, then flattened as it comes to the bottom, then round again. This constant bending of the walls, if excessive, is very bad for both tube and casing, as the friction and folding wears and weakens the fabric, to say nothing of cracking the rubber on the sides and chafing the tube. But it is bad for your pocketbook in a worse way still.

(Continued on page 54)

TRADE <E> MARK

DIAMOND "E" SPOKES AND NIPPLES

We have been making spokes and nipples for the cycle trades for many years. Wherever and whenever spokes and nipples are needed DIAMOND "E" are always first specified. Every spoke and nipple bears the trade mark "Diamond E" and is guaranteed for exact fit, measurement, quality and finish.

THE STANDARD COMPANY, TORRINGTON, CONN.

MANUFACTURERS OF

Diamond "E" Spokes and Nipples for bicycles, motorcycles, tricycles, velocipedes, invalid chairs, sulkies, carriages, cyclecars and automobiles. Pedals for bicycles, tricycles, velocipedes and motorcycles. Toe clips for bicycle pedals. Emergency axles for pedals.

We are boosters for "A Million Bicycles in 1916"

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Prest-O-Lite

For MOTOR CYCLES

All the Vital Features in Satisfactory Motorcycle Lighting, at Small Cost

Prest-O-Lite meets perfectly the demand by experienced riders for brilliant, dependable light.

Riders must have a lighting system they can trust, that will not fail in any emergency, and that vibration and road shocks cannot injure. That's why Prest-O-Lite is used on more machines than all other systems combined.

Prest-O-Lite efficiency is lasting. It is independent of road conditions. Its operation is simple. Prest-O-Lite never needs expert attention. What little care it requires, you yourself can give easily and at but trifling cost. For practical convenience, Prest-O-Lite is unequalled.

You get full value from Prest-O-Lite

You can use Prest-O-Lite with the utmost satisfaction on **any** make of motorcycle.

Many dealers are offering equipment combinations including Prest-O-Lite. A typical combination of this sort is Prest-O-Lite, a lamp and a good mechanical horn—offered at a very gratifying price. Saves you money in purchase price and more as you use it.

Get all the facts about the Prest-O-Lite motorcycle lighting system when you buy your machine.

The Prest-O-Lite Co., Inc.

The World's Largest Makers of Dissolved Acetylene

246 Speedway Indianapolis, Ind.

Canadian Office and Factory, Merritton, Ont.

Prest-O-Lite Exchange Agencies Everywhere

Live Dealers Make Customer Friends

Prepare to meet the Prest-O-Lite demand by getting the Prest-O-Lite dealer proposition now. Investigate this sales opportunity.

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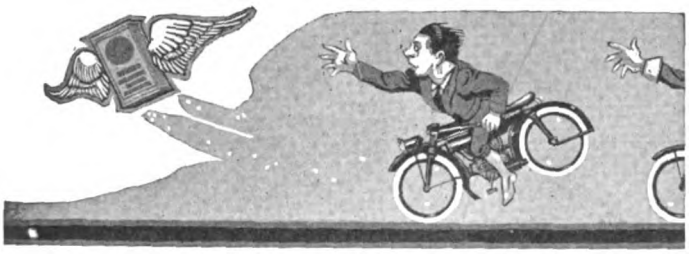

The Better the Oil—
The Better the Motor—

The engine of a Motorcycle is the most sensitive of gasoline motors. It quickly responds to good lubrication, and as quickly shows the injurious effects of poor oils. Nothing but the BEST should go into your motor—oils that have for years been tested and proven beyond a doubt to be the most efficient for gasoline motors—

HARRIS
TRADE MARK REG. U.S. PAT. OFF.
OILS
AND
GREASES

HARRIS OILS make all the difference in the world—to ANY engine. They give life, energy, speed and power because they are all lubrication—no waste.

QUALITY in the ingredients, QUALITY in manufacturing processes, and 30 years of experience in the making of lubricants result in an oil that is unquestionably best for your engine. Try a can. You'll never be satisfied with anything else.

HARRIS Motorcycle Oils are put out in the following grades: Extra Heavy Motorcycle Cylinder Oil (especially designed for high speed, air-cooled motors), Heavy, Medium and Light.

Good Dealers Recommend HARRIS OILS.

"A Little Goes A Long Way and Every Drop Counts."

A. W. HARRIS OIL CO.
326 S. Water St., Providence, R. I.
Branch:
143 No. Wabash Ave., Chicago, Ill.

aid of endurance runs; but he deliberately takes time off to participate in a road contest—time that he could probably use to better advantage in his business.

They say that the finest spirit of amateurism is to follow up some sport when you really should be utilizing the time to better advantage. And that clinches the argument that a dealer is not a professional rider, in road runs at least.

Keep in mind that nothing is said of track stuff, that is out of the writer's line, and is of little or no importance in the advancement of the motorcycle as a means of recreation and sport.

What we need in the F. A. M. rule book is a clear, concise statement classifying riders; something that could be put into the "First Reader" and not go over the reader's head.

Here's the point that should be brought out in endurance runs, etc.: class the riders as to their skill and knowledge, not according to whether they sell motorcycles or not.

Why not a class for the rider who has been through several runs and another for the novice and the inexperienced?

You have to learn how to ride endurance runs, just the same as you learn to bat and catch a ball, or play the finer points of baseball. Endurance riding demands as much, if not more, skill than any other game or sport.

Getting the Knack from Experience

In endurance riding you stack up against such well-known goat-getters as Col. H. L. Jinx, Old Father Time and J. Pluvius & Co., a rare old trio to beat the uninitiated, and the consequence is that a novice endurance rider rarely shows to advantage in his first contest.

It stands to reason that after you have been through several runs, you realize how that old watch keeps ticking on as you jog along. And after you have been late at several checks you know that it's best to keep moting while the moting is good; you also get to be a good sign reader and are more observant for tracks in the road when the posting is poor, so that, all in all, whether you be so-called pro or amateur rider, you become skilled in the ways of the endurance run.

Now we come to the mutton, as it were. Why not classify the field as to skill and ability rather than according to whether we buy or sell the motorcycle used in the contest.

As a suggestion—

Do away with amateur and professional classifications in endurance runs entirely and substitute the following:

General class—All motorcyclists who have not competed in more than three road competitions.

Expert class—All motorcyclists who have competed in more than three road competitions.

What do I care if the fellow competing against me works for the factory, himself or some other man. What bothers me is whether he can ride better than I can, and it does not interest me in the least if he sells his prizes or uses them on his machine afterwards.

I am in the contest because it is a sporting event, and if I win a prize all well and good. I will use it if it is an accessory, or exhibit the prize if it is a medal or cup. So what care I what the other lad does with his awards. He has won it and it is his.

There is already too much hypocracy in the sporting world regarding amateurs and professionals; so let the motorcyclists come out first with a new order of things. We are fortunately in a different position than are the followers of other sports, hence my plea for independent and original action in these matters.

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The Price Of Certain Safety

In buying motorcycle accessories think

—of the value of your life

—of the value of the lives of others

—of the value of your motorcycle—

and you will buy Stewart Products and gladly pay the price of certain safety.

The $3.50 that a Stewart (hand) Motorcycle Warning Signal costs is mighty cheap insurance for your safety. No cheap little horn or buzzer can demand attention in the din of present-day traffic. It takes the snappy, commanding Stewart blast.

The accurate, easily read Stewart Motorcycle Speedometer costs only $10 complete and will pay for itself in a season by saving you from exceeding the speed limit and by giving you an indisputable mileage record from which to secure fair tire adjustments.

Due to the unprecedented demand for Stewart Products our volume has been doubled and we can now offer Stewart quality, accuracy, dependability and service at prices far lower than such quality and class ever sold for before.

Pay the price of certain safety—get a Stewart Motorcycle Warning Signal and Speedometer today.

The Stewart-Warner Speedometer Corporation

Chicago, Ill., U. S. A.

Branch and Service Stations in all Principal Cities

Stewart products are for sale by motorcycle and accessory dealers everywhere

$10

Motorcycle

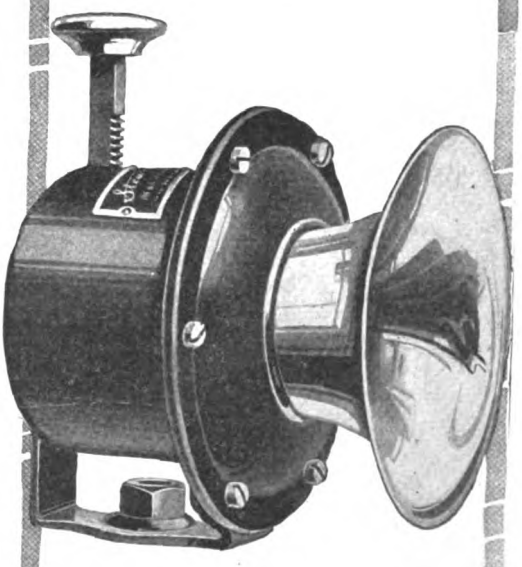
Speedometer

Stewart

Motorcycle

Warning Signal

$3.50



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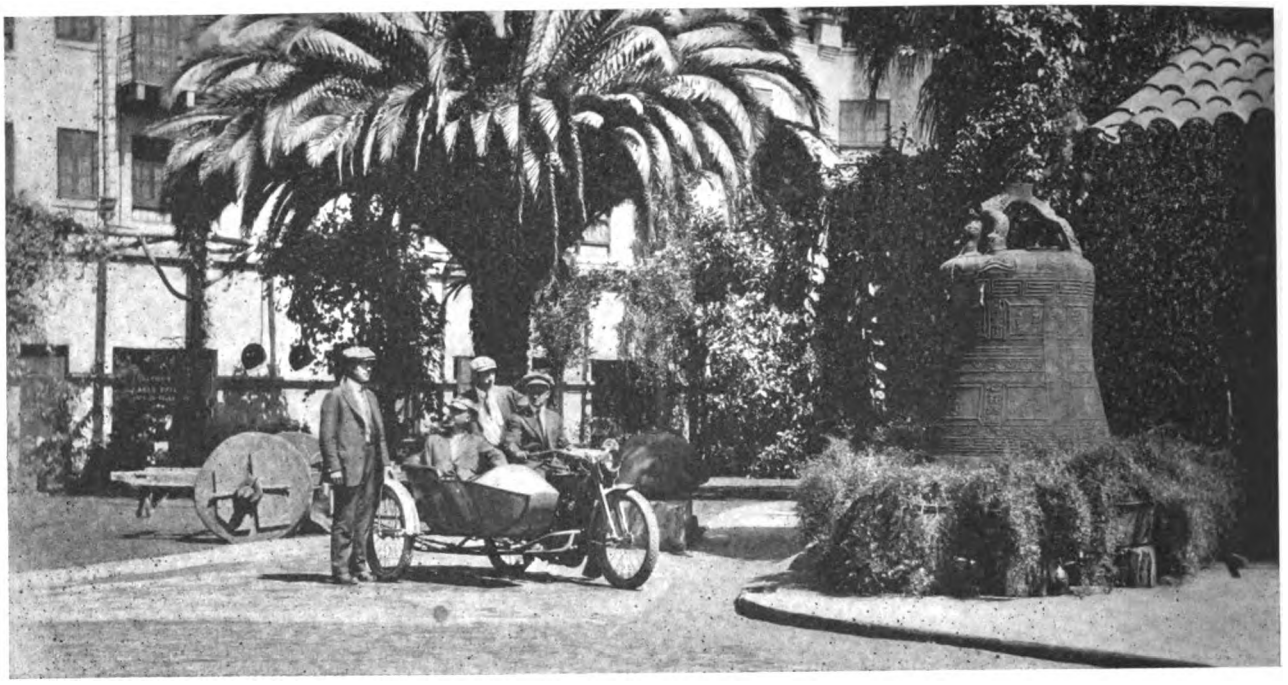
IN THE VACATIONISTS' PARADISE—A SCENE IN LOS ANGELES



WAYS OF REDUCING THE GASOLINE CONSUMPTION

(Continued from page 50)

If you feel of an underflated tire after even a short run, you will usually find that the tread is cool, while the walls are hot, the less inflated the hotter. Heat means work done. Where is the work being done? You can't get something for nothing. You have to pay for that heat, and it comes right out of your gasoline tank, via the engine, which has to work just that much harder. Have you ever pushed your machine with empty tires? Then you know it's a mean job. And don't you remember how much harder it was to push your pedal bike with a flat tire? In the same way, whenever your tires are under-inflated the engine has to do extra work, and you have to pay for it on the gasoline bill. To avoid this, keep the pressure up to that recommended by the makers, and save both fuel and tires.

How They Work

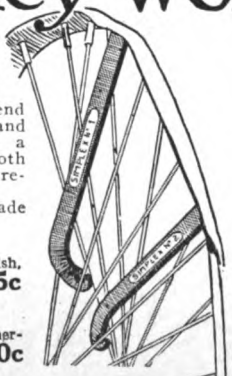
With the **Simplex Tire Tools** the heaviest motorcycle tires can be removed easily and quickly.

Just insert the straight end under the bead, pry up and hook the curved end on a spoke. That's the trick. Both hands free to complete the removal of the casing.

Simplex Tire Tools are made in two sizes:

No. 1 Set
Made of pressed steel, nickeled finish, suitable for tires 2x2½ inch. Price **25c**

No. 2 Set
Solid drop forgings, rust proof sherardized finish, will handle the heaviest tires. Price..... **50c**



A New Tool for the Shop

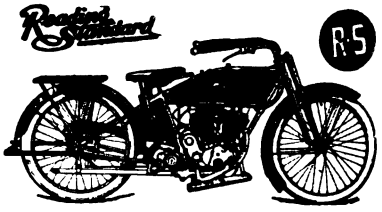
"Jimmy" is a big husky fellow, just right for the job where a little persuasion is needed. **Nothing better for putting on new, stiff tires or getting old ones off in a hurry.** You'll find a hundred other uses for him around frames and motors. Made of spring steel, 1¼-in. x 5/16-in. x 16½-in. long. Better order a couple at once. Price, each ... **25c**

Dealers—If your stock of Stevens necessities is not complete, get in touch with your jobber at once. No goods sold direct.

STEVENS & CO.
375 Broadway N.Y.

THE QUALITIES THAT MAKE A WINNER

are derived only from correct design, perfect material and skilled workmanship. The very best of them is embodied in



Comfort, Safety and Satisfaction are assured by our shock absorbing seat post and elastic spring fork. Large folding footboards and low saddle position and many other features. The highest quality at the right place.

Write for catalogue.

Reading Standard Company
501 Water Street, READING, PA.

Digitized by Google

These seven boys are enjoying life in just the way that every boy in your town hopes to enjoy himself this summer

Where there's one boy with a bicycle there are hundreds of them without—and every one a prospect. The

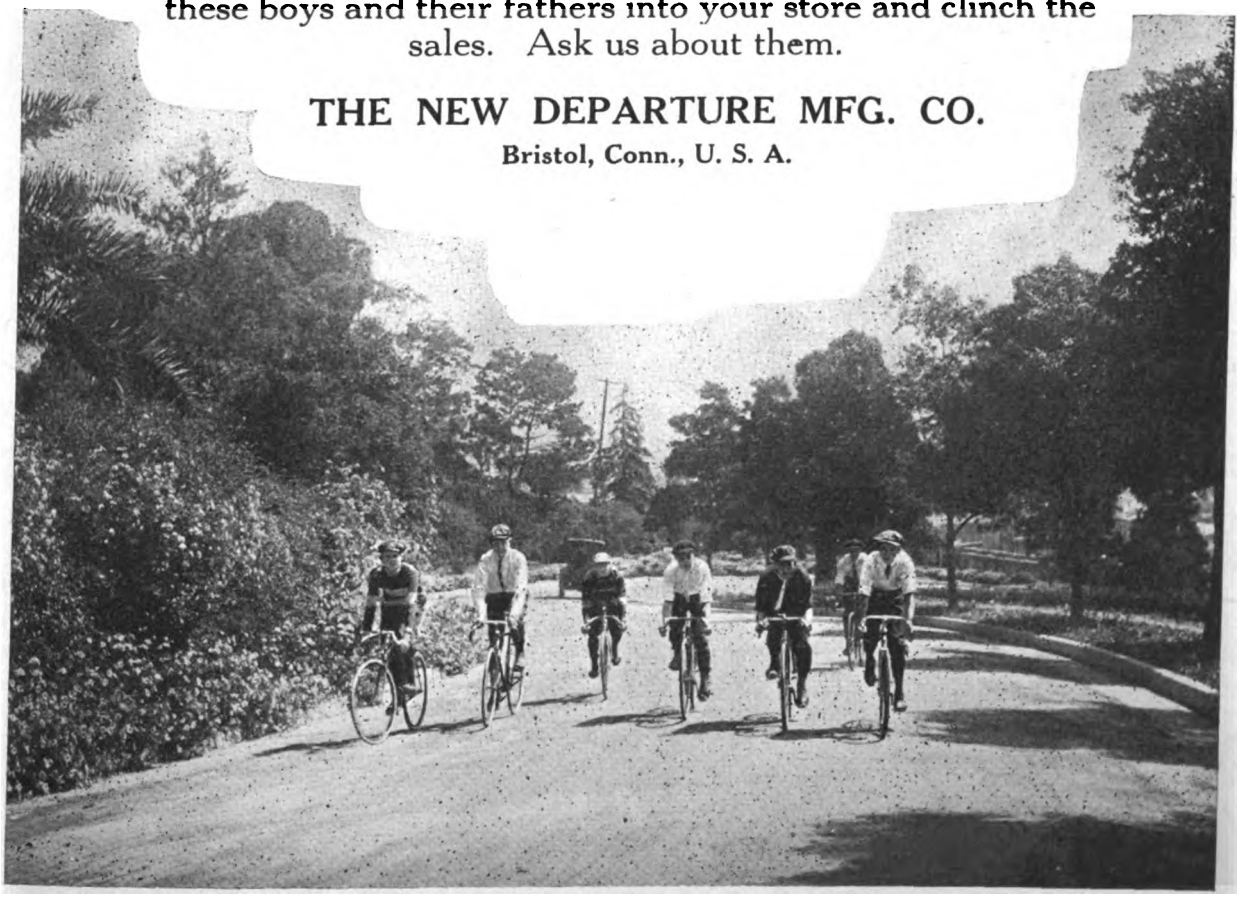
NEW DEPARTURE COASTER BRAKE

will turn these prospects into buyers.

The boys like it, its beauty of finish, the way it works, nothing to get out of order, nothing to do but ride all day and coast half way. And fathers know that the New Departure never fails, that it has made the bicycle the safest vehicle on the road. All in all, the New Departure can be made your best salesman.

Then too, we have ready for you a big lot of new sales helps that will bring these boys and their fathers into your store and clinch the sales. Ask us about them.

THE NEW DEPARTURE MFG. CO.
Bristol, Conn., U. S. A.



You get quick results from advertisers when you mention MOTOR CYCLE ILLUSTRATED.

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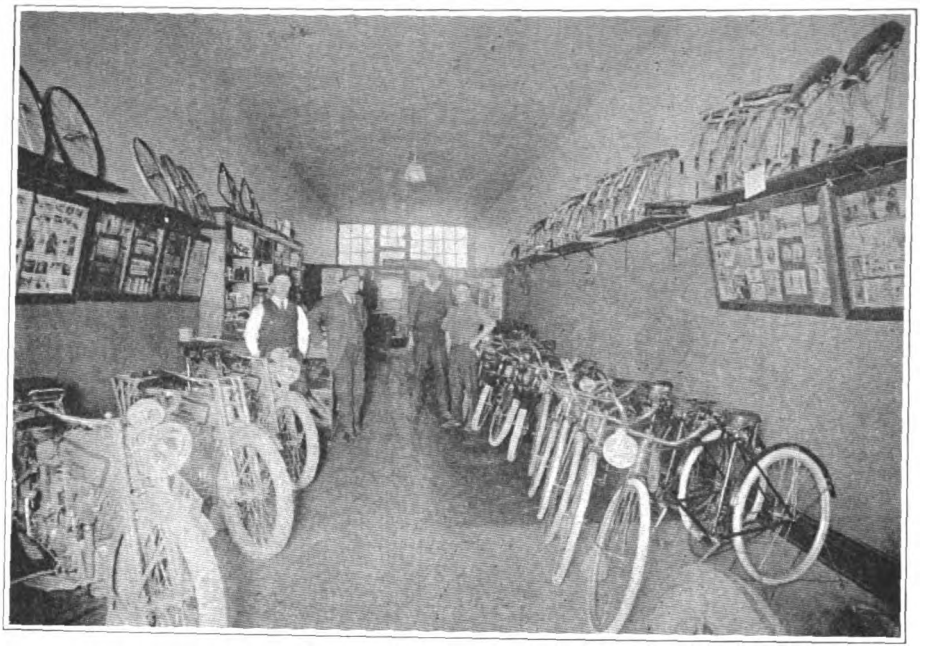
NEAT ESTABLISHMENT IN UTAH'S BUSY CAPITAL



Interior of House of Hopper, Distributing the Harley-Davidson in Salt Lake City. In Addition to Silent Grays, Hopper Does a Big Bicycle Business

ORANGE COUNTY ASSOCIATION BENEFITS DEALERS

LOS ANGELES, Cal.—Motorcycle trade in Orange county is greatly improving conditions through the medium of the Orange County Dealers' Association. This was organized six months ago and now has in its membership all dealers in the county but two. As a result of having this organization dealers have been able to standardize the credit situation and have adopted a new and uniform policy of extending credit, whereby all bills are due on the first and become past due on the 10th of the month, and credit is restricted to any person having a past due account to any member.

Another matter in which the association has been active is in the promotion of a policy among Los Angeles tire jobbers of co-operating with the regular trade in distribution of their goods. In the way of advertising the motorcycle the association has already pulled off what they believe was the most spectacular hill climbing contest in the country, and have other events in mind for later in the season.

COURT TAKES AN INDIAN

LOUISVILLE, Ky.—Frank Marshall, manager of the Century Cycle Company, Indian agent, reports the sale of a 1916, 3-speed, electrically equipped Indian, to the Jefferson County Fiscal Court, to be used in apprehending speeders on the country roads in and around Louisville.

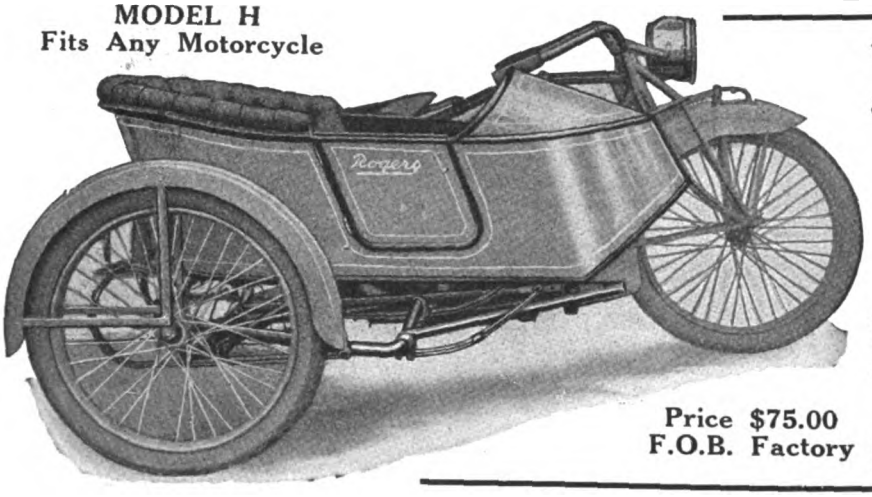
HICKEY JUMPS TO PAINT TRADE

LOUISVILLE, Ky.—R. E. Hickey, formerly manager of the motorcycle and bicycle department of the Dow Wire & Iron Works, has left that company to open up a retail paint store.

KLINES INAUGURATE SUNDAY RUNS

LOUISVILLE, Ky.—Kline Brothers, Louisville Harley-Davidson agents, have arranged to hold Sunday runs to various points on every other Sunday during the rest of the summer. One of the first trips was made on Sunday, June 10, to Elizabethtown, Ky., fifty miles from Louisville.

MODEL H
Fits Any Motorcycle



Price $75.00
F.O.B. Factory

WHEN YOU BUY
a SIDECAR—Just say

Rogers
ROGERS MANUFACTURING COMPANY
CHICAGO

and you will get the BEST THAT CAN BE BUILT. If you want proof ask your friend who owns one.

ROGERS MANUFACTURING CO.
337 West Madison Street Chicago
Irving Beck (Service Station), 1493 Fifth Ave., New York

BE THE LEADING DEALER IN YOUR SECTION

Nothing will do more to bring this about than to establish yourself headquarters for the now CELEBRATED

A. B. C. GENERATORS

The most simple—therefore the most developed Motorcycle Electric System on the market. Claims of Superiority — Applicability — Stability — Efficiency — Durability — Flexibility and Accessibility.

New Prices MODEL B—Complete less lamps Direct Lighting $25.00 | MODEL C Batt. Charging $30.00

You don't THINK you see the road—YOU DO SEE IT. Transportation paid on retail sales.

A. B. C. GENERATORS CO., Los Angeles, Calif.

All Los Angeles Police Use the A. B. C.

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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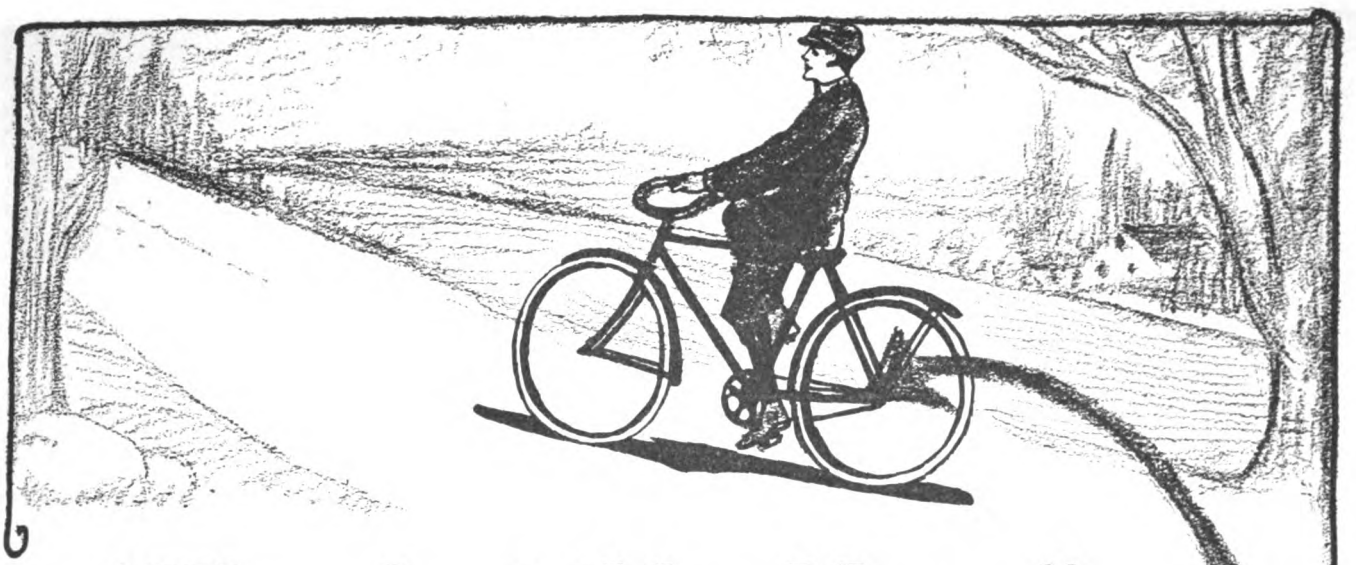
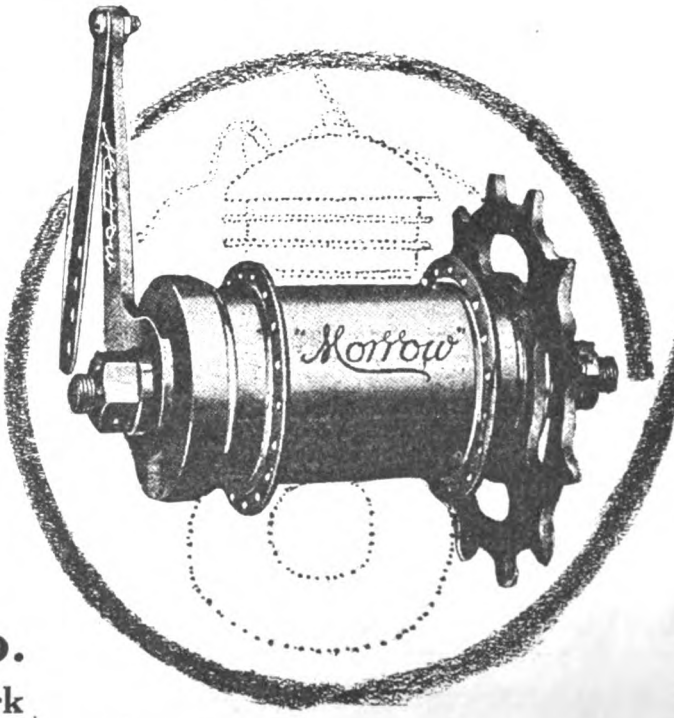


"The Invisible Motor"

"When I climb on my wheel and begin pedalling, I seem to start some invisible motor that boosts me along with an uncanny smoothness and ease. I hardly seem to be pedalling, so smooth is the action of my MORROW Coaster Brake." That's what one enthusiastic rider said of the

"Morrow"

A demonstration of a bicycle with the MORROW Coaster Brake means a *sure* sale. Not only because of the sterling MORROW reputation, the result of more than 18 years of conscientious brake building, but because of the almost incredible sense of gliding luxury made possible by the ball-bearing action of the MORROW. No bicyclist knows to the full the ease of bicycle riding until he has mounted a wheel fitted with the MORROW.



SEE TO IT THAT HE DOES, DEALERS

Eclipse Machine Co.

Elmira New York

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JIMMY ROURKE'S VACATION TOUR

(Continued from page 25)

agony at the thought of the terrible calamity hanging over the nation, still unconscious of its peril.

In a flash an inspiration came to Rourke.

Two hundred and eighty miles in eight hours! An average of 35 miles an hour, including all stops, turns and delays—it would mean riding at 55 to 65 miles per hour most of the time to maintain the average, but—there was a chance—it *might* be done, and it was worth trying.

"Give me the message—I'll get it to Washington on time," he said eagerly, with a look of indomitable determination on his face.

Lieutenant Conway stared at him an instant in surprise, then his face lit up with the fire of hope as it flashed over him that there was still a last chance, a forlorn hope.

With fingers that shook with eagerness he extended the leather pouch and belt to Rourke.

"Take my service revolver, too, and use it if anyone tries to stop you," he said huskily. "You're risking your life in more ways than one, old man—if the conspirators learn you are carrying the message they'll hesitate at nothing to stop you. But the fate of the country rests with you now—spare neither yourself nor your machine, but *get this message to Washington before* 11 *o'clock*. America is depending on you now, Rourke."

Quickly strapping the belt with the precious leather pouch and the holster with the big army revolver about his waist, Rourke gripped hands with the army man for a sober minute, then hastened downstairs to the garage where his speedy motorcycle was waiting.

A few minutes close scrutiny of the machine to see that all was in perfect trim for a gruelling trial of speed and endurance—tightening a bolt here and there, testing the tires to see that they were hard, then filling the gasoline and oil tanks to the brim.

Turning on the gas, he lit the big headlight, throwing a brilliant path of radiance down the deserted street ahead. Then at a push of the foot lever the engine purred smoothly. Rourke slipped into the saddle, drew back the clutch lever and shot away along the pavement, leaving a trail of blue vapor from the exhaust hanging in the air behind him.

(To be concluded)

TWO MORE CLUBS IN F. A. M.

Secretary G. B. Gibson of the F. A. M. announces two more clubs as affiliated during the second week in June. These are the Bridgeport M. C., of Bridgeport, Conn., with 30 members, all F. A. M., and the Apache Trail M. C. of Miami, Ariz., 15 members, all F. A. M. Harvey Snyder, of 105 Gilbert street, is secretary of the Bridgeport body, while Robert Drummond acts in a similar capacity to the Arizona aggregation.

The Lowell M. C. of Lowell, Mass., 43 members, has re-affiliated.

NEW SHOP REGISTERS

The Excelsior Autocycle Salesroom, of which E. Garnier and F. Van Nostrand are proprietors at 62 Broadway, Flushing, N. Y., has registered at an F. A. M. shop.

204 EXCELSIORS FOR DUTCH

CHICAGO, Ill.—The Excelsior Motor Mfg. & Supply Co. reports its foreign business as extraordinarily good, with the exception of Great Britain. Last week, 204 of the 17-3 electric lighted models were started on their way to Holland in one shipment.

STOLLS FOR HARLEY-DAVIDSON

MILWAUKEE, Wis.—The Harley-Davidson Motor Company has just received a large shipment of Stoll tandems which will be distributed by the Service Department to Harley-Davidson dealers throughout the country.

LODGE AIDS RACE PROMOTERS

MARYSVILLE, Cal., June 26.—Not St. Vitus, but the members of Marysville Lodge No. 1, e. Clanipus Vitus, came to the rescue of the motorcycle race meet which was scheduled to be run here on July 3 but which because of the lack of grandstand seemed doomed to die aborning. Unanimously the members of the lodge advanced the necessary $140 which Capt. J. R. Foster, in charge of the arrangements, states is necessary to complete the grandstand, and the work will be carried to completion without delay.

"149"

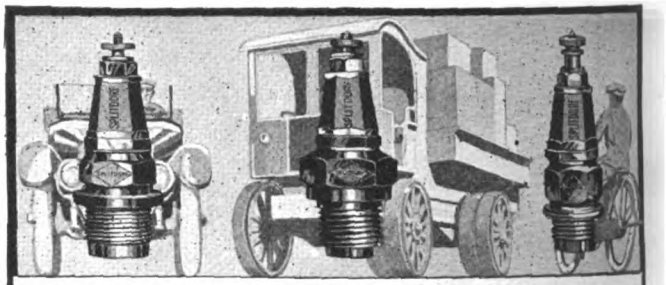
The Peer of Motorcycle Chains

Accurate Every part is micrometer gauged for accuracy and pitch and each chain is carefully inspected and tested before leaving the factory.

Strong The breaking strength is several times what is needed for actual service. This provides a good factor of safety.

Durable No. 149 will give steady, day after day service when operated under anything like normal service conditions.

Diamond Chain & Mfg. Co.
Indianapolis, Indiana



There's a Splitdorf Plug best suited for every motor

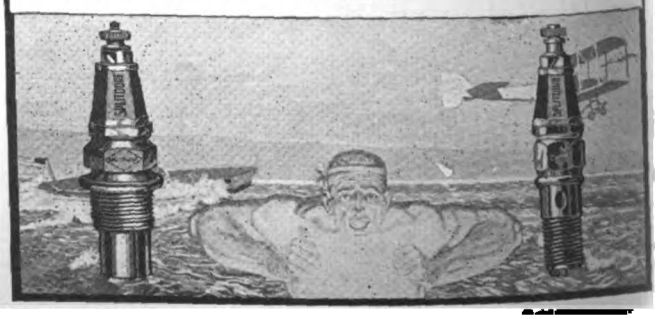
The imported India ruby mica insulation is wound laterally. This prevents any chance of oil seeping through. The 18 and 20 layers of mica are proof against the breaking-down effects of high tension current and account for the long life of

SPLITDORF SPARK PLUGS

With the Green Hexagonal Jacket

Do not accept substitutes. If you can't get SPLITDORF Spark Plugs from your dealer, write to us for them, stating make and year of your motor.

SPLITDORF ELECTRICAL COMPANY, NEWARK, N. J.



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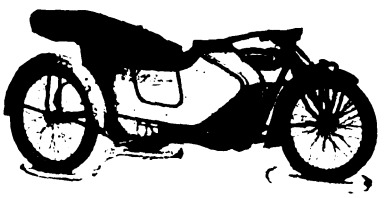
2-STROKE **Cyclemotor** HIGH-SPEED

SOLVING COMMERCIAL DELIVERY PROBLEMS

The CYCLEMOTOR attaches to any bicycle without requiring alterations, and makes an economical, quick, safe commercial vehicle for the merchant and tradesman.

Cyclemotor Corporation
Arlington Bldg., Rochester, N. Y.

DEALERS:—
We can show you how to double your sales and profits without increasing expenses. Ask for our paying proposition.



Get Wised Up

If you have the idea that all sidecars are about the same, or if you measure sidecars by such things as lightness, you can't realize that the Pullman sidecar is superior to all others.
The Pullman is heavy enough to hold the road without bouncing around, and yet light enough to run along easily. But the big Pullman feature is the new Triangular Front Brace. It takes all the strain off the motorcycle. Get details.

Harry Svensgaard Sales Corporation
214 Jefferson Ave., East DETROIT, MICHIGAN

Sells

Pullman SIDECARS
THE HARRY SVENSGAARD SALES CORP. DETROIT

7143
⅝" pitch
⅛" wide

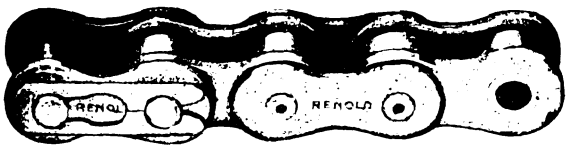
HR

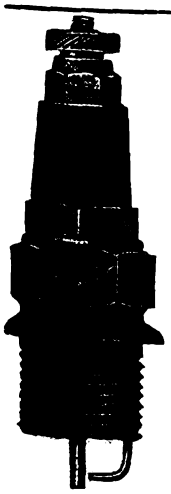
7144
⅝" pitch
⅜" wide

For Racing Purposes

Renold Chains show what metal they're made of. When put to the test—they've a "quality reputation to maintain."

PETER A. FRASSE & CO., Inc.
419 Canal St. New York





WRIGHT SPARK PLUG

LOOK FOR THIS NAME
WRIGHT
Our plugs are imitated but not equaled.

Used on 1916
Harley - Davidson

Send for Convincing Catalog

N. Y. Mica Mfg. Co.
Auburn, New York

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A HAPPY JAUNT THROUGH THE NORTHWEST

(Continued from page 41)

sample the mineral waters, but am not enamored of them. The road for the next 60 miles is being reconstructed, with a soft surface meantime and a plentitude of hairpin and screw curves. The road is such that it is often necessary to walk two miles out of three. I attempt the ride over some newly-constructed road, the road metal is sharp, and zipp, zipp. Caught a puncture—my first one, after riding 1,752 miles. Started to get busy, and developed a keen hunger. Found the puncture, also a gold mine on the side of a hill. Gold it was, and not less than $15 per ton value, but the seam likely to peter out a few feet in. Dug out a sample and got the gold fever real bad. Ran into a flock of sheep, and had to follow behind for a couple of miles. More cussedness!

Walked four miles to the top of the winding road, and so out of the Siskiyous at Redding. Redding is supposed to rest on the brink of Eternity, yet Mt. Lassen is actually 60 miles distant. Saw it in the early morn, smoking but not in any way spectacular. Crossed a 150,000 acre farm of the original Spanish survey, and at Vina the great vinery of the Stanford Ranch had caught fire and was still smouldering on my arrival. At Marysville City the palm trees were very luxuriant, and here I met an old friend from Vancouver, who directed me to a party of friends quite near. Had a good look at the ostrich farm, climbing a fence for the purpose, and rode into Sacramento, a city of homes and with the usual domed Capitol.

Rides After Midnight

A citizen of the Golden State Capitol tries to persuade me to take the boat to 'Frisco. After coming 2,000 miles—well, hardly! I rode all night till 2 o'clock, after which rested my weary bones under a wagon. Through Stockton and up the valley, the energy required to pedal down a 15 per cent. grade against a roaring hurricane was too much, and I footed it with head bent to the gale, determined to reach my goal in the morning. Did walk for hours, and finally took shelter in the lee of a barn—dead beat. Rested an hour and rode till 5 a. m. Another hour's rest, and rode till breakfast time. Dined at one of the Imperial Oil pumping stations, and kept going till I could see the mountains about Oakland, and rode along the boulevard some 20 miles, descending to lovely lake Merritt and passing the civic buildings en route to the ferry.

The thirty-five minutes spent in crossing were utilized in cleaning both the machine and myself as far as that was possible. Arrived at the ferry depot, San Francisco, at 8 p. m., completing the trip at the hotel to which I was directed by the Y. M. C. A. Thus finished my cycle tour of 2,161 miles, as registered by speedometer. I later visited the Exposition, registering as a good Canadian at the Canadian Building.

Actual days travelled, 40; a day counted if only a dozen miles travelled. Average, 54 miles per day; greatest mileage, 97—might have been over century often, but bad roads prevented. Least mileage, 16. One puncture, and a melted rear tire caused by excessive heat. One broken spoke only other trouble. Cost of trip, including cycle, about $130.

EXCELSIOR OFFERS FEATURE FILM TO DEALERS

CHICAGO, Ill., June 26.—Something out of the ordinary in the way of dealers' helps has been inaugurated by the Excelsior Motor Mfg. & Supply Co., which has just purchased from the Pathe Weekly the film picturing the recent Los Angeles hillclimb, one of the recent Excelsior successes. This film is being loaned to motorcycle dealers throughout the country for exhibition at their local moving picture houses. All that is required of the dealer is that he see that the film is properly treated and placed in its metal container and shipped promptly after having been used to the next dealer. Dealers who have not yet made application for the film should apply to Sales Manager Fred Mathis at the earliest possible moment.

OHIO REGISTERS 17,100 CYCLES

COLUMBUS, Ohio.—W. H. Walker, Ohio registrar of automobiles who also registers motorcycles in a report issued covering the year up to June 21 shows a total of 17,100 motorcycles registered. Applications for registration are coming in briskly and the total will likely reach 25,000 for the year.

NAMES—NAMES—NAMES!

By the hundred, or the thousand, as many as you want—Mr. Dealer and Mr. Manufacturer—Names and addresses of the motorcyclists and automobilists who are registered at the New York State Capitol. The motorcycle registration law just went into effect, and here is a splendid opportunity to get business by circularizing the riders of any part of, or the entire State of New York.

We Furnish These Names at Lowest Prices

We copy official automobile and motorcycle records in the Capitol here and can compile a list of the auto or motorcycle owners for your section of the State, at lowest rates, sending you supplements, giving the additional registrations. We can compile a list of owners of any particular motorcycle or automobile you may wish a list of.

We can also furnish a list of owners of any city, county, district or territory you may desire.

Dealers are making good money, and creating a lot of new business by using our lists. Now is the time to write riders in your territory for repair work and new accessories. Get our list now. Beat your competitor to it.

CAPITOL AUTO LIST COMPANY 68 State Street Albany, N. Y.

Capitol Auto List Company
68 State St.
Albany, N. Y.
We want ..... names and addresses of motorcycle riders in our vicinity. Quote prices.
Name .....
Street and City .....

Champion
"TOLEDO MADE FOR THE WHOLE WORLD'S TRADE"
Motorcycle Mica
75c Can't Break
Special Oil Resisting Construction
Champion Spark Plug Co. 2308 UPTON AVE. TOLEDO, OHIO

MASCO
Motorcycle Supplies
THE LARGEST AND MOST COMPLETE STOCK OF MOTORCYCLE SUPPLIES AND ACCESSORIES IN EXISTENCE.
NEW CATALOG NOW READY
DEALERS' PROPOSITION
Quality—Service

EXPERT OVERHAULING
Most modern and up-to-date equipped repair shop in the country. Motor and machine overhauling, cylinder boring, frame and fork straightening and rebuilding. Estimate furnished. Work guaranteed.
MOTORCYCLE ACCESSORIES CO. St. Paul, Minn.

Mention MOTOR CYCLE ILLUSTRATED—It helps you, the advertiser and us.

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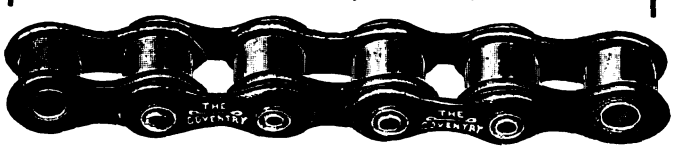
Jobbers—Remember!

The goods you sell must sell not only on their merits, but they must also have the added "punch" of distinction. When you handle the "strongest motorcycle chain in the world," proven to be so by competitive tests, you are assured of a ready market—always.

"THE COVENTRY"

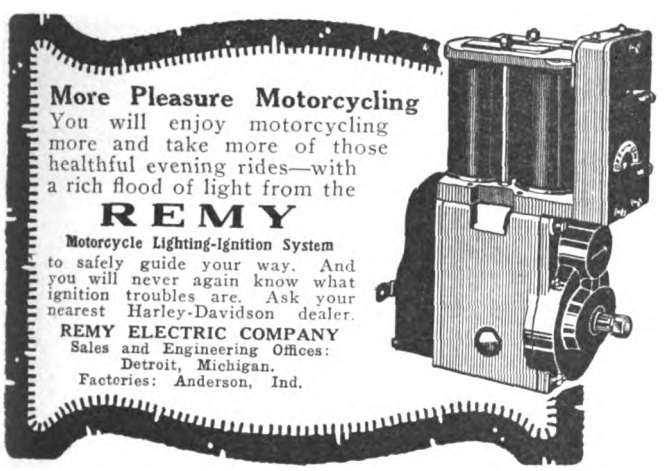
The price is $1.00 a foot to the consumer

HERBERT F. L. FUNKE CO.
112 Broad Street, New York



WORTH MORE Berling Magneto DOES MORE

ERICSSON MFG. CO., 1116 Military Road, Buffalo, N. Y.



More Pleasure Motorcycling

You will enjoy motorcycling more and take more of those healthful evening rides—with a rich flood of light from the

REMY

Motorcycle Lighting-Ignition System

to safely guide your way. And you will never again know what ignition troubles are. Ask your nearest Harley-Davidson dealer.

REMY ELECTRIC COMPANY
Sales and Engineering Offices:
Detroit, Michigan.
Factories: Anderson, Ind.

Benton

"The Case-Hardened Plug"

If you would dodge spark plug trouble for the rest of your natural riding career—if you would learn the true meaning of absolute confidence in spark-plug performance — ask your dealer to give you a pair of BENTON PLUGS. You'll be surprised — agreeably.

WRITE FOR LITERATURE

L. F. Benton Co., Vergennes, Vt.

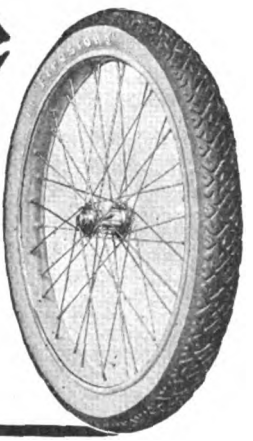
Firestone

Motorcycle Tires

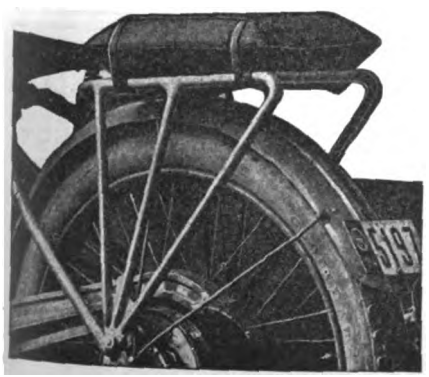
The Red Side Wall and Black Tread

THE distinctive trade-mark of Firestone Tires. It joins elegant looks to supreme service. Thick, strong, tough tread, 30 per cent more angles against skid, and—Most Miles per Dollar.

Firestone Tire and Rubber Company
"America's Largest Exclusive Tire and Rim Makers"
Akron, Ohio Branches and Dealers Everywhere



TRAVEL ON AIR



INSIST ON COMFORT AND EASE, BY USING THE PNEUMATIC AIR CUSHION.

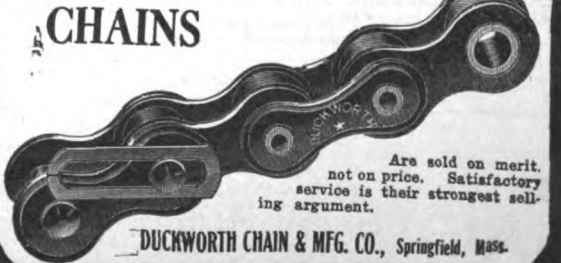
Is inflated without use of pump and deflated and carried in pocket or tool kit. Radically different and far superior to any article used for this purpose. FITS ALL LUGGAGE CARRIERS and can also be used for any other purpose, such as camping, fishing or any other place where comfort is desired. Its durability backed by two years' practical test.

PRICE $3.50

Write for literature today.

MOTORISTS' ACCESSORIES CO.
Ashland, Ohio.

"DUCKWORTH" CHAINS



Are sold on merit, not on price. Satisfactory service is their strongest selling argument.

DUCKWORTH CHAIN & MFG. CO., Springfield, Mass.

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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DAYTON MOTORCYCLES
Parts for DAYTON and DE LUXE
Repairs and Supplies
DRISCOLL & JEANROY
800 W. 126th St. New York.
'Phone, 3352 Morningside.

OILS SUPPLIES
J. C. FOLEY
Agent for INDIAN MOTORCYCLES
Repairing Storing
2959 JEROME AVE., Corner Burnside Ave.

HARLEY-DAVIDSON
M. J. GOLDMAN
All Makes of Bicycles—Expert Repairing.
115 Greenwich Ave. Phone 3966 Chelsea.

Harley-Davidson Sales Co.
Distributing Agents for
HARLEY-DAVIDSON MOTORCYCLES
532 West 110th Street, Near Broadway, New York
15 So. Lexington Ave., White Plains, New York

FLYING-MERKEL & MIAMI
Distributors and Service Station
Installment or Cash
MIAMI-MERKEL CYCLES CO.
1777 Bway. Room 450 Tel. Col. 549

Oliver's Bronx Distributing Agency for
INDIAN
All Repairs Guaranteed
993 Washington Ave., Near 164th St.
Oliver Berckheimer, Prop. V. C. Pelemare, Mgr.

GUS. ROTHOLZ
N. Y. Distributor for Reading Standard Motorcycles. Rogers Sidecars in stock. Agent for Excelsior and Henderson
1491 Fifth Avenue Telephone, Harlem 2337

T. J. SIXSMITH
283 W. 100th Street.
Expert Repairing. New York Agent for the EXCELSIOR.
Telephone, 8861 Riverside.

AMOS SHIRLEY, 935 Eighth Ave.
INDIAN and EXCELSIOR
Columbia, Hartford and Fay Juvenile Bicycles.
Parts for the Indian, Excelsior and Pope.
Repairs and Accessories.

STERN BROS.' F. A. M. SHOP
INDIAN MOTORCYCLES
MIAMI POWER BICYCLES
Storing, Repairing and Supplies
1519 SECOND AVE., Cor. 79th St. Phone Lenox 1933

BROOKLYN

HARLEY-DAVIDSON
Brooklyn and Long Island, 1157 Bedford Ave.; 594-596 Jamaica Ave. Exhaustive line of supplies, repairs, parts; in short, we stock everything for the motorcycle and the rider.
BOB BRAZENOR, Proprietor.

FRANK P. BAKER
BROOKLYN DISTRIBUTOR
Indian Motocycles
1660-1662 Bedford Avenue
Phone Bedford 5297 Brooklyn, N. Y.

1916 EXCELSIOR IS HERE
All models on display.
Full line of Parts—A1 F. A. M. Repair Shop.
HOWARD C. HENDRICK
155 Howard Ave. Phone: Bush 3639

N. T. G. MOTOR CO.
Where SERVICE is the Byword
MOTORCYCLES - BICYCLES - SUPPLIES - REPAIRING - MORE SERVICE
Indian Our Specialty
Eastern Parkway & Rockaway Ave.
Tel. 2986 East N. Y.

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Distributor of
Excelsior-Reading-Standard and Cleveland Motorcycles, Smith Motor Wheel, Crown bicycles and the best accessories.
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THOR MOTORCYCLES
Complete stock of parts, over-night service. When in need of Thor parts try us. Large stock of used machines, all makes, at bargain prices.
B. RUDERMAN,
1631 Bedford Ave. Brooklyn, N. Y.

WINGES BROTHERS, 1315 Bushwick Avenue, Brooklyn, N. Y., Brooklyn and Long Island distributors for the Dayton; also Indian agency. Expert repairing on all makes of motorcycles. Complete line of supplies. Prompt and satisfactory service a feature of this establishment.

LONG ISLAND

INDIAN
AND SMITH MOTOR WHEEL
All makes of Bicycles—expert repairing
FLUSHING BICYCLE EXCHANGE
30 MAIN ST. FLUSHING, N. Y.
Phone 498J Flush.

D. & D. MOTOR SUPPLY CO.
INDIAN MOTOCYCLES
Phone: 2045 Astoria.
Expert Repairing—Gasoline.
Full Line of Accessories—Used Machines.
Bridge Plaza South, Long Island City, N. Y.

HARLEY-DAVIDSON
Territory—Long Island City to Port Washington on North Shore. Demonstration gladly given.
Full Stock of Supplies—Used Machines.
HORN & McCRACKEN
F. A. M. Shop College Point.

NEW JERSEY

W. EDW. MACDOUGALL CO.
Dist. of Harley-Davidson Motorcycles. Drop us a line if interested in second-hand machines.
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INDIAN
MOTOCYCLES
Rebuilt machines. A written guarantee with each machine. Write for details and price list.
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HARLEY-DAVIDSON
Territory—Bergen County
From North Bergen to N. Y. State Line
Full Stock of Supplies and Parts
J. W. TERHUNE CO.
193 Main St. Tel. 1890 Hackensack, N. J.

PROVIDENCE

Motorcycle Repairing and Winter Overhauling. Complete repairs on any make.
INDIAN A SPECIALTY. PRICES RIGHT
Work guaranteed. 1916 Indians always in stock; any make taken in trade. All makes of second-hands on sale.
B. A. Swenson, 522 Broad St., Providence, R. I.

NEW YORK

Mt. Vernon Motorcycle and Bicycle Shop
Agents for HARLEY-DAVIDSON. Reg. F. A. M.
Opp. Proctor's Thea.
Mt. Vernon, N. Y. Phone 2276
"WE FIX EVERYTHING"

If you've got something to sell—don't delay, send your ad. to the classified department of Motor Cycle Illustrated

THE BIG RESULT GETTER

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Motorcycle Tires
Parts and Supplies
Also
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WHOLESALERS and JOBBERS
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You Can't Beat Our Prices
On Slightly Used and Rebuilt Motorcycles
The finest line ever offered, at the lowest prices, and if you don't get our list you'll be the loser. Machines from $30 up, and every one guaranteed.
A Big Free List on Request—Send For It
WESTERN SUPPLIES CO.
1448-52 Larimer St. Denver, Colo.
Largest Cycle and Motor House in the West

The wise ones are buying their tires from us.
Why?
Write us size you use and let us quote our prices.
E. J. WILLIS CO. 85 Chambers St. New York City

SECOND HAND MACHINES
Twin belt drive Excelsior, 1912, $85.
Single belt drive Indian, fully equipped, 1912, $40.
Single chain drive Excelsior, 1913, $70.
Twin chain drive Excelsior, fully equipped, 1913, $85.
Twin chain drive Excelsior, 1913, $90.
Excelsior chain drive 1914, fully equipped, $130.
EVERY ONE A BARGAIN
STANLEY T. KELLOGG
615 State Street Bridgeport, Conn.

Rogers SIDECARS
NEW YORK SERVICE STATION
Sidecars and parts in stock for all machines.
Special attention to dealers.
IRVING BECK
1491 Fifth Ave. Phone Harlem 7083

BARGAINS IN USED MOTORCYCLES
Write for our revised list of used motorcycles of all makes and models, including the Harley-Davidson, Reading-Standard, Merkel, Thor, Indian, Yale, Shickel, Pope and De Luxe.
Literature furnished on request.
The Place of Satisfaction.
MUELLER CYCLE AND SUPPLY CO.
Oldest and largest dealers in the northwest.
726 National Ave. Milwaukee, Wis.

CYLINDER GRINDING
Motor-Cycle Exclusively
New pistons and rings accurately fitted.
MUNCIE PISTON CO., Muncie, Ind.

Are You Looking for Bargains in Second-hand Motorcycles?
Read all the advertisements listed in the classified section of Motor Cycle Illustrated directly below.

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ONE INSERTION THREE CENTS A WORD; MINIMUM 50c. — MORE THAN ONCE TWO CENTS A WORD PER ISSUE

FOR SALE

TWIN CYLINDER motorcycles with clutch and magnetos chain drive in Excelsiors, Indians, Harleys, Thors, Popes, Merkels, Readings, Yales. 1912 models, $60; '13s, $85; '14s, $110; '15s, $150; 2-speed, $170; 3-speed, $200; payable half cash, balance 5 months. Side cars, $30, $40, $50. Dunham, new, $60; Rogers, new, $75. Knight Motor Co., 3323 Locust street, St. Louis, Mo.

HENDERSON, four-cylinder, brand new 1915 single-speed, $195. Brand new two-speed, $225. Act quick if you want a bargain. L. J. Mueller, 6311 Woodland Ave., Cleveland, O.

POWERPLUS INDIAN, three-speed, cradle frame; just like new; $225. Write Ben Isham, Mt. Vernon, Ind.

FOR SALE—1916 Harley-Davidson twin roadster; has been run 400 miles; equipment consists of Prest-O tank and headlight, Corbin-Brown speedometer and racing bars. Best cash price takes same. In fine condition. E. K. Haward, Ogdensburg, N. Y.

FOR SALE—1916 3-speed EXCELSIOR Demonstrator, A1 shape, electric lights and horn. $235. Will ship for $25 deposit, balance C. O. D. A. F. Dexheimer, Philmont, N. Y.

FOR SALE—1916 Pullman Sidecar, Demonstrator, for Excelsior. $60; will ship for $10 deposit, balance C. O. D. A. F. Dexheimer, Philmont, N. Y.

FOR SALE—1914 7-H.P. twin chain drive Flying Merkel, been run 800 miles; like new; reasons for selling hilly country; going to buy two-speed machine. Price, $125 C. O. D. Leonard Anderson, Waterville, Iowa.

FOR SALE—CHEAP TO QUICK BUYER at $75.00, one Cygnet Rear Delivery Van, to fit Indian; investigate this offer at once. J. B. Flory, Lancaster, Pa.

FOR SALE—Harley twin speedster and Harley single two-speed, 1915 models, been run only few miles, in perfect condition; never in spill. Will sell speedster for $135 and single two-speed for $125. Ship for $15 deposit each, balance C. O. D. subject to examination. R. C. Smith, Burt, Iowa.

FOR SALE—A number of Indian carburetors complete with manifold, good as new, were taken in exchange for other makes; price $4.50. H. Rauer, 193 Belmont avenue, Haledon, N. J.

FOR SALE—Sidecar outfit: Pope two-speed twin with Majestic gunboat sidecar, in fine shape, only $200. Pope twin with Eclipse two-speed, almost new; new casings; big bargain; $150. Pope roadster, very fast; first class shape; bargain at $150. Terms, $25 down, balance C. O. D. Address Emery-Corwin Co., Belleville, Ill.

OLD ESTABLISHED motorcycle, auto supply business on Lincoln Highway, Philadelphia, Pa., doing $45,000 a year business; store with fixtures, office supplies, equipped shop, gas engine, lathe, welding outfit, etc.; complete stock, goodwill and fixtures; rent low; any kind of lease; valuable agency for well known motorcycle. Sell on account of health. For further particulars address S. W. G., 1525 Blavis street, Philadelphia, Pa.

HELP WANTED

WANTED—EXPERT REPAIRMAN and locksmith as partner in established bicycle and motorcycle business; must be able to invest some capital. Boye, 24 E. Ferry St., Buffalo, N. Y.

WANTED—YOUNG MEN WITH NERVE. Good pay, short hours, opportunity for travel, advancement. Normal physic; good references required. The O'Connor Corporation, 6309 S. Eggleston, Chicago, Ill.

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SALESMAN WANTS POSITION with manufacturer or manufacturers' agent. Experienced in the cycle trade. At present with large jobber in western New York. Commission basis considered on A-1 proposition. E. H., care of MOTOR CYCLE ILLUSTRATED.

MISCELLANEOUS

BICYCLE TIRES VULCANIZED for the trade. Prompt service on Parcel Post and Express orders. Best work and lowest prices. 25 years' experience. W. M. Sharpe, 118 West Broadway, New York.

WANTED—IDEAS for meritorious cycle accessories. Increased facilities enable us to handle the manufacture and distribution of the right sort of fitments. Stevens & Co., 375 Broadway, New York.

THE CYCLE AND MOTORCYCLE FACTORY, MAGNAT-DEBON, 69 Cours de St. Andre, at GRENOBLE, FRANCE, desires to receive offers from American houses, for all the articles pertaining to this line of manufacture, viz.: "Tubes for frames, handlebars, hoop irons for rims, cranks, pedals, hubs, spokes, nuts, various connections, pressed and punched parts, aluminum cases, pistons, cylinders, cast (fly) wheels and all the accessories entering in the manufacture of bicycles and motorcycles." Please make offers and state whether these parts can be made on special models. Magnat-Debon, 69 Cours de St. Andre, Grenoble, France.

WANTED—EVERY LIVE AGENT TO HANDLE OUR MONOGRAMS FOR MOTORCYCLES. Write for particulars. Western Motorist Accessories Co., Cheyenne, Wyoming.

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FEDERAL MOTORCYCLE TIRES

"EXTRA SERVICE"

Federal Rubber Manufacturing Co. - Milwaukee

NEW YORK SPORTING GOODS CO

FREE TO DEALERS

Write us on your letter head or enclose your business card and we will send you our new catalogs.

No. 60 Motorcycle Supplies
No. 64 Bicycle Sundries

A few agencies still open for live dealers of "Victor," Pierce and "Crawford" Bicycles. Prices and terms on application.

New York Sporting Goods Co.
15 and 17 Warren St., near Broadway New York

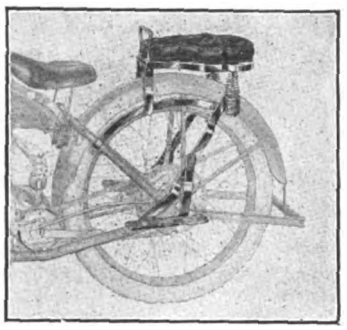
NATIONAL Motorcycle and Bicycle Spokes

We are selling several of the representative motorcycle and bicycle manufacturers, as well as some of the largest jobbers in the country.

For Motorcycles—.135 x .110 and .128 x .100. Made of high grade wire, either hand buffed or regular bright nickel finish. For Bicycles—.092 x .072; .080 x .060; .072 x .056. Furnished in National hand buffed or regular finish. Finest grade of wire. Rust proof!

The National Screw and Tack Co.
Cleveland Ohio

F-N and the HENDERSON



They Were Made For Each Other

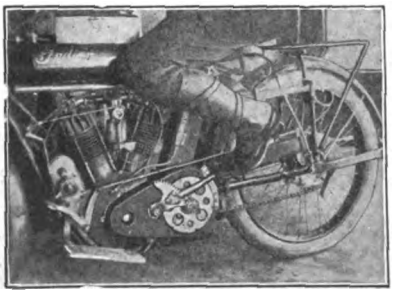
The F-N tandem adds considerably to the neatness and brilliancy of the new model Henderson. The perfect fit, the bright nickel plating and black cushion "harmonize." The only "really comfortable" tandem. Price $10.

FENTRESS-NEWTON MFG. CO.
Detroit, Mich.

Wherever Ball Bearings are used you will find STAR Ball Retainers

Bearings Co. of America
Lancaster, Pa.
N. Y. Office—250 W. 54th St. Detroit—604 Ford Bldg

PIONEER ECLIPSE STARTER Price $6.50



This Starter is adapted to all machines with the Eclipse Clutch on the counter-shaft. It eliminates the pedal nuisance and makes your machine up-to-date.

The INDIAN PIONEER B

should be on every Indian machine that has pedals. IT will save you time and money.

DEALERS can make money RIDERS want the Starter
Let us help you both today.

PIONEER MFG. CO. (West Allis) Milwaukee, Wis.

FREE

You can't be up-to-date without it.

Write today to

MOTORCYCLE EQUIPMENT CO.
Hammondsport, N.Y.
3664 S. Main
LOS ANGELES, CAL.

The Oldest and Largest Supply House

PATENT YOUR IDEAS

Inventions bring fortunes when protected by good patents. New ideas in great demand. I will get a valuable patent for you and will help you make money from it. Ask about my free advice, or send sketches for free search of patent records.

LESTER L. SARGENT, Patent Lawyer, N.W. Cor. 9th and G Sts., Washington, D. C.

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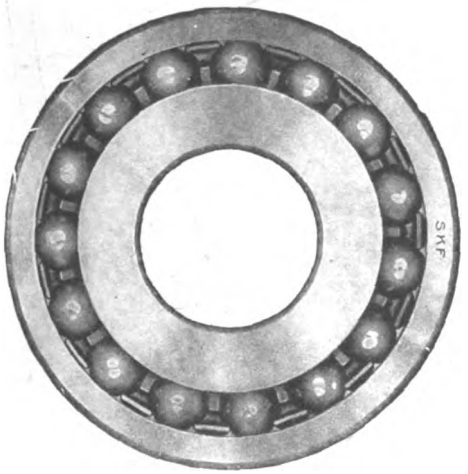
SKF BALL BEARINGS

See--The Ball Driven Into the Anvil



S K F Ball Bearing in Normal Position

A HOMELY test, of course. But imagine one of the ½-inch S. K. F. Swedish Crucible steel balls, hammered with all the force that a brawny blacksmith can exert.

Imagine a ball so hard that the impact of a heavy sledge hammer has no effect other than to sink it into the tough steel of the anvil.

If you could analyze S. K. F. Swedish Crucible steel and know the laborious perfect control and care required to refine it—you would not wonder why S. K. F. steel is so hard. S. K. F. Ball Bearings have many other features which you should know about. Are they on your motorcycle?

SKF BALL BEARING CO.

50 Church Street **New York City**

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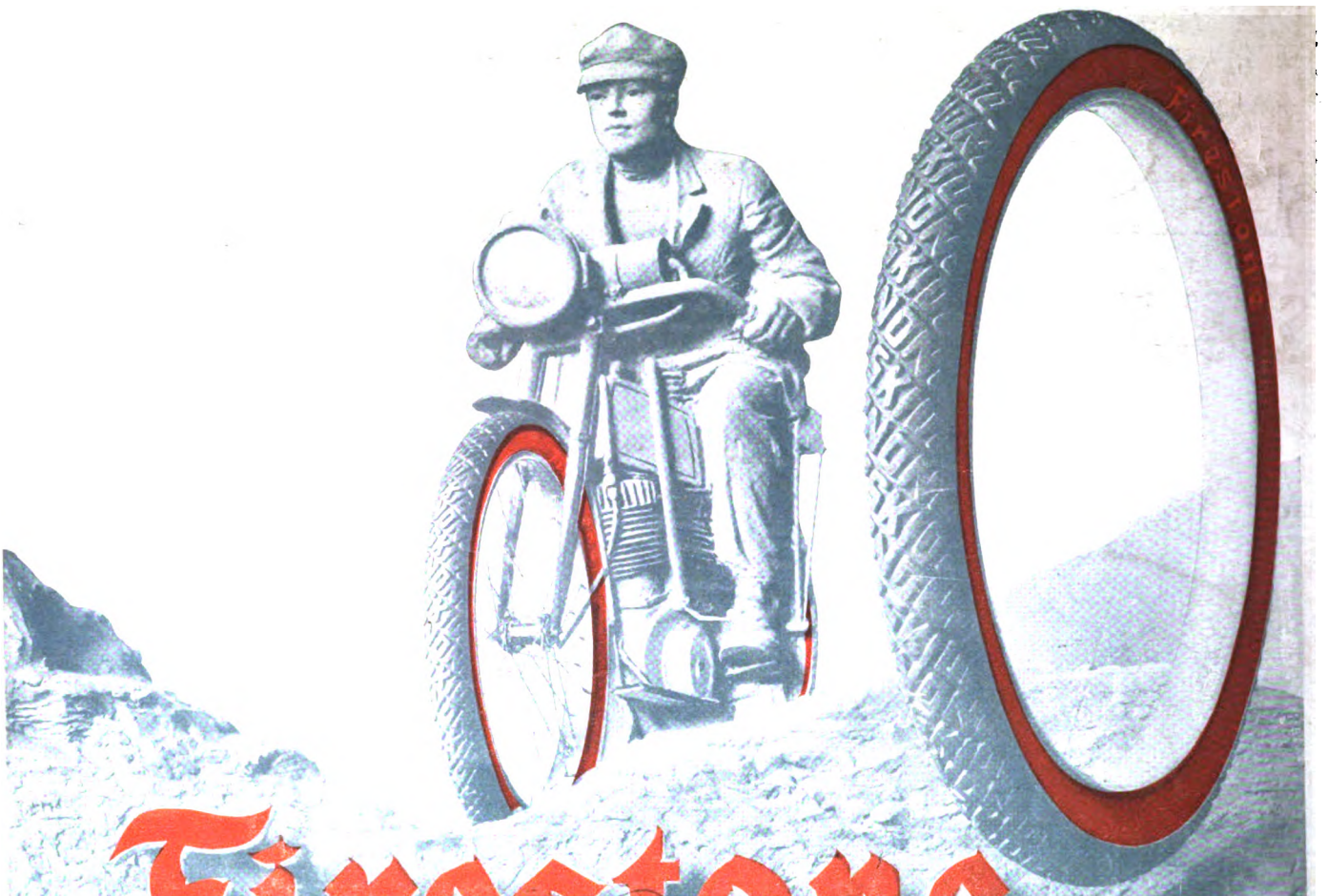

Firestone
MOTOR CYCLE TIRES

E.P. Seidel

YOU are used to getting "Extras" from Firestone—and now, here they come again! "Style all the while"—elegance and tip-top looks with the new

Red Side Wall and Black Tread

You know the Firestone "Autobilt" Motorcycle Tire with its extra rubber, its broader, thicker, tougher tread—its 30 per cent more angles against skid and its maximum road grip.

Whether you ride the newest model or stick to the "old boat," this new color-combination will give the latest "dressy" look with extra Firestone values.

For mileage, traction and easy riding in the highest degree, equip with Firestones.

FIRESTONE TIRE AND RUBBER COMPANY

"America's Largest Exclusive Tire and Rim Makers"

Akron, Ohio **Branches and Dealers Everywhere**

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JAN 14 1916

MOTOR CYCLE ILLUSTRATED

With Which Is Now Incorporated

The Bicycling World

Ten Cents a Copy

January 13, 1916

NEW YORK

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Prest-O-Lite

Means

Perfect Light at Small Cost

WITH your mount equipped with Prest-O-Lite, you have a light that is brilliant, always steady, simple and trouble-proof. Prest-O-Lite cannot fail you in emergencies—is not affected by jolts in the roughest roads. It demands no attention you yourself cannot give, easily, quickly and with a minimum cost. Costs less to buy and less to use than any other system of brilliant lighting.

Prest-O-Lite is as sturdy as your motorcycle

It is the choice of experienced riders everywhere—used by more riders than all other lighting systems combined.

You can get Prest-O-Lite on any make of motorcycle. If you want a complete equipment that will stand the hardest usage, a splendid combination is Prest-O-Lite, a lamp, and a mechanical horn. Ask your dealer about it.

THE PREST-O-LITE CO., Inc.

The World's Largest Makers of Dissolved Acetylene

246 Speedway, Indianapolis, Ind.

Canadian Office & Factory, Merritton, Ontario

Prest-O-Lite Exchange Agencies Everywhere

Dealers *Send today for one of the most profitable and satisfactory equipment offers a dealer can make. Your name and address on the margin of this page will do.*

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MOTOR CYCLE ILLUSTRATED

With Which Is Now Incorporated

Bicycling World

Ten Cents a Copy **January 20, 1916**

NEW YORK

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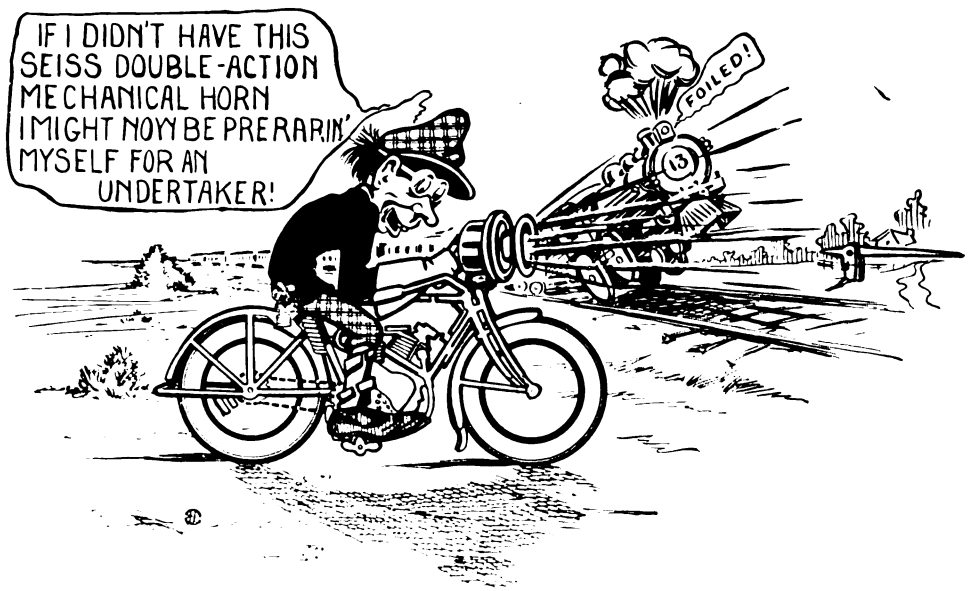
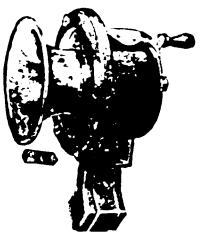


The Seiss Horn
For High Value
and Low Cost

$3.75

Guaranteed For 10 Years

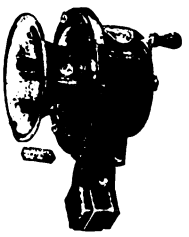
The Only Hand Operated Horn with the Motor Driven Sound



SEISS Double Acting Mechanical Horn

A Powerful, Commanding Warning Signal—the surprise in Mechanical Horns. Operated by touch of hand—turning either right or left—for short, low or sharp blast—or for long continuous sound same as a motor-driven Horn to demand attention and right of way.

Finished in Black Enamel with Nickel Bell or all Black—Universal Bracket for attaching to frame or handle bar tube. Write today for printed matter.

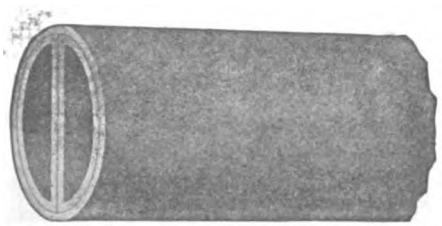


THE SEISS MFG. COMPANY, 432 Dorr St., Toledo, Ohio

STANWELD Frame Parts

STANWELD Frame Parts are used exclusively by the manufacturers of every high-grade machine in the United States. They are made from carefully selected stock which has been tested and analyzed. Stanweld Cold Drawn Seamless Steel Tubing is known throughout the world for its extreme lightness, great strength, and beautiful finish. When you buy a new machine or parts, be sure to specify Stanweld.

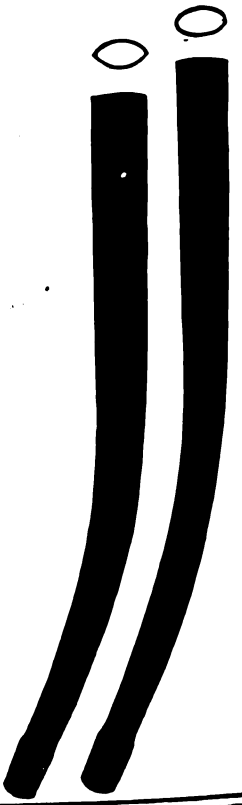
If you own a machine built of Stanweld Frame Parts you can be sure of its strength and safety.



Section of Re-Inforced Tube

Stanweld Rims, Tubular Parts, and Mud-Guards have no equal. You get them when you buy a Harley-Davidson, Indian, Dayton, Flying-Merkel, Reading-Standard, Pope, Emblem, Henderson, or Excelsior Motorcycle.

We are prepared to render every assistance to prospective builders of bicycles or motorcycles.



The Standard Welding Co.

"World's Largest Producers of Bent-Tube Parts"

Main Office and Factory - - - - CLEVELAND

Branch Offices in

New York Chicago Indianapolis Detroit

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WITH WHICH IS NOW INCORPORATED THE BICYCLING WORLD

Ten Cents a Copy | NEW YORK | January 27, 1916

What Our Big Production Means to You

Year after year for many years, we have made more spark plugs than all the others *combined*.

Year after year we have greatly enlarged our output.

This year we will double last year's production.

Year after year we have made Champions more and more dependable.

As our production has grown we have been able to adopt extreme and still more extreme measures to insure dependability—

Because—as our production increases we can distribute the expense of these extremes of engineering, of testing and of processing over a vastly larger number of spark plugs.

That's why Champions are so much more dependable.

CHAMPION SPARK PLUG CO., 1705 Upton Ave., Toledo, Ohio

BICYCLE SECTION—Pages 41-46

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PREST-O-LITE

For Motorcycles

Light that is Unaffected by Bumps and Vibration

You must have brilliant, reliable light to make night riding pleasant and *safe*. You owe it to yourself to adopt a *lighting system that will not fail you in emergencies.*

Get Prest-O-Lite. It's as sturdy as your motorcycle itself. It stands the strain of hard use. Rough roads, jolts and vibration do not affect it. It is thoroughly dependable, practical and convenient. Needs no attention you yourself cannot give it, easily, quickly and at little cost.

More riders use Prest-O-Lite than all other systems combined, not only because it costs less, but because it's best.

When You Buy Complete Equipment—

Choose the kind of equipment that will stand up under hard, every day service. On the machine you buy, get a tried and proven combination, so popular with experienced riders—"Prest-O-Lite, a lamp and a good mechanical horn," any dealer can furnish it, at a very satisfactory price. This outfit costs little to buy and little to use.

Dealers

Why neglect the opportunity for permanent profits such as we can show you in the Prest-O-Lite dealer Proposition? Write for it.

The Prest-O-Lite Co., Inc.

The World's Largest Makers of Dissolved Acetylene

246 Speedway, Indianapolis, Ind.

Canadian Office & Factory Merritton, Ontario

Prest-O-Lite Exchange Agencies Everywhere

You get quick results from advertisers when you mention MOTOR CYCLE ILLUSTRATED.

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MOTOR CYCLE ILLUSTRATED

WITH WHICH IS NOW INCORPORATED

THE BICYCLING WORLD

Ten Cents a Copy

February 3, 1916

NEW YORK

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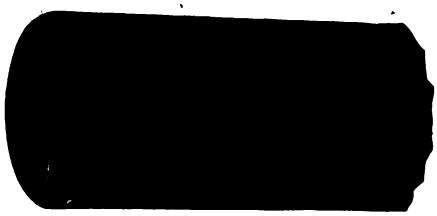
STANWELD Frame Parts

STANWELD Frame Parts are used exclusively by the manufacturers of every high-grade machine in the United States. They are made from carefully selected stock which has been tested and analyzed. Stanweld Cold Drawn Seamless Steel Tubing is known throughout the world for its extreme lightness, great strength, and beautiful finish. When you buy a new machine or parts, be sure to specify Stanweld.

If you own a machine built of Stanweld Frame Parts you can be sure of its strength and safety.

Stanweld Rims, Tubular Parts, and Mud-Guards have no equal. You get them when you buy a Harley-Davidson, Indian, Dayton, Flying-Merkel, Reading-Standard, Pope, Emblem, Henderson or Excelsior Motorcycle.

We are prepared to render every assistance to prospective builders of bicycles or motorcycles.



Section of Re-Inforced Tube

The Standard Welding Co.

"World's Largest Producers of Bent-Tube Parts"

Main Office and Factory - CLEVELAND

Branch Offices in

New York Chicago Indianapolis Detroit

The Measurer of Roads

Few motorcyclists today are content to drive without a speedometer.

This is proved by the rapidly increasing number of speedometers sold each year.

Still fewer motorcyclists are content to equip their motorcycles with the first speedometer that comes handy, as is clearly shown by the remarkable sales record of the

CORBIN-BROWN SPEEDOMETER

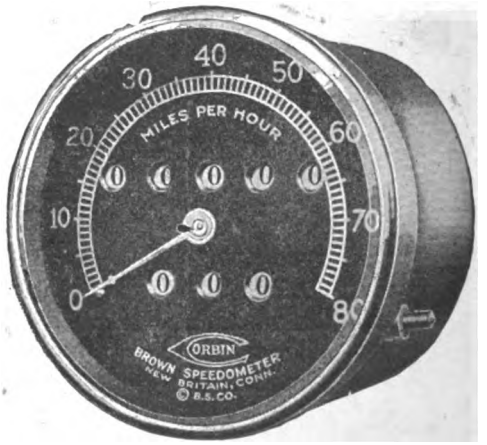
"The Speedometer of Absolute Accuracy"

It is a record which establishes one fact—the superiority of the Corbin instrument over all others. This is a matter of principle and construction, but it means dollars and cents to you.

It means dollars and cents to every dealer who stocks with the Corbin-Brown.

There has always been a profitable demand for this speedometer, but this year it will be more so than ever, and for two reasons: (1) There has been a general impetus in the motorcycle business in all parts of the country; (2) The Corbin-Brown has proved to the satisfaction of the majority of motorcyclists its claim to supremacy in the motorcycle field.

Take action today to meet the 1916 business. Your jobber will gladly supply you. Catalog, price lists and discounts on request.



The Corbin Screw Corporation

AMERICAN HARDWARE CORPORATION, Successors

NEW BRITAIN, CONN.

BRANCHES: New York Chicago Philadelphia

Makers of Corbin Duplex Coaster Brakes for Bicycles

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MOTOR CYCLE ILLUSTRATED

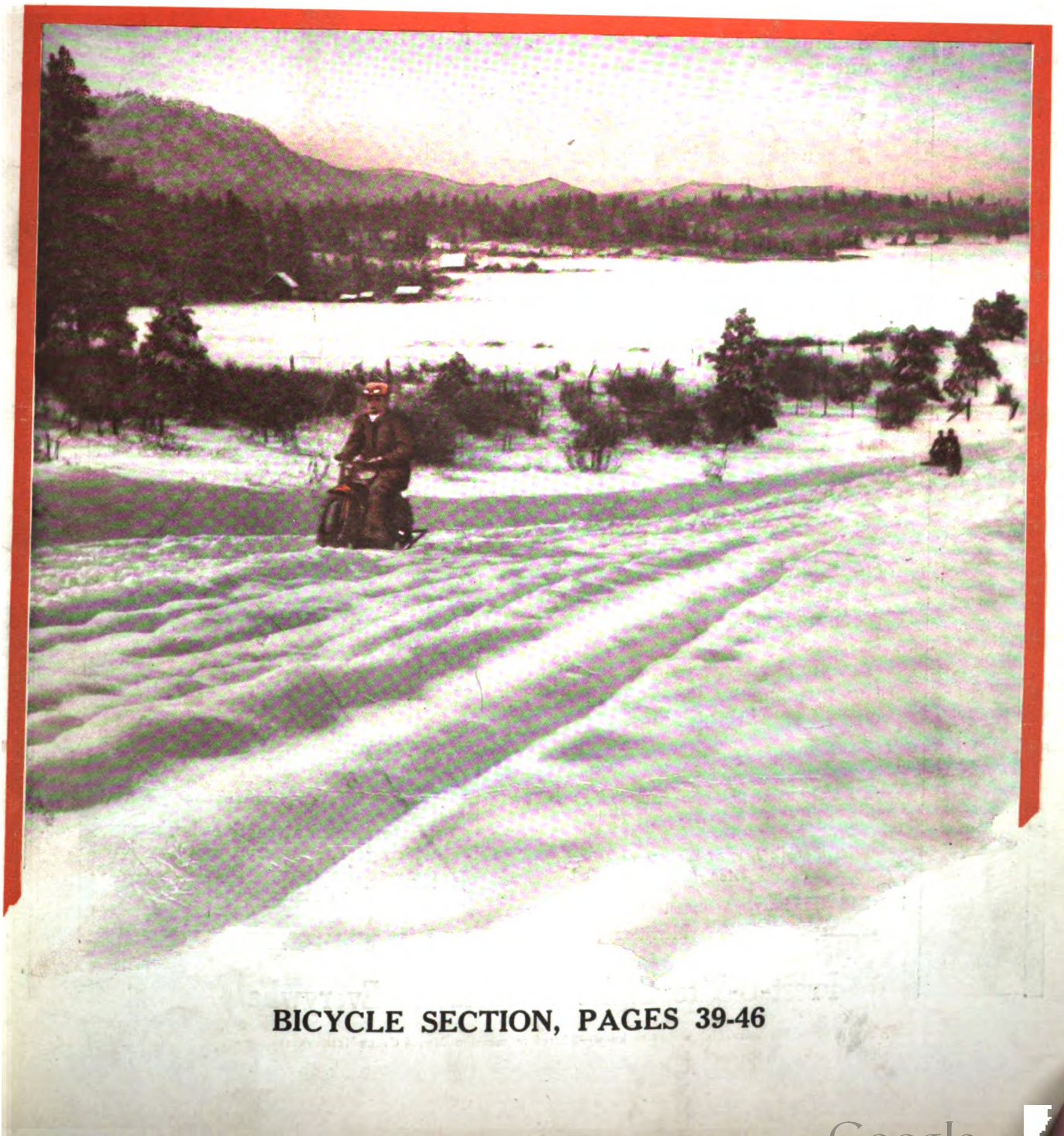
WITH WHICH IS NOW INCORPORATED

THE BICYCLING WORLD

Ten Cents a Copy

NEW YORK

February 10, 1916



BICYCLE SECTION, PAGES 39-46

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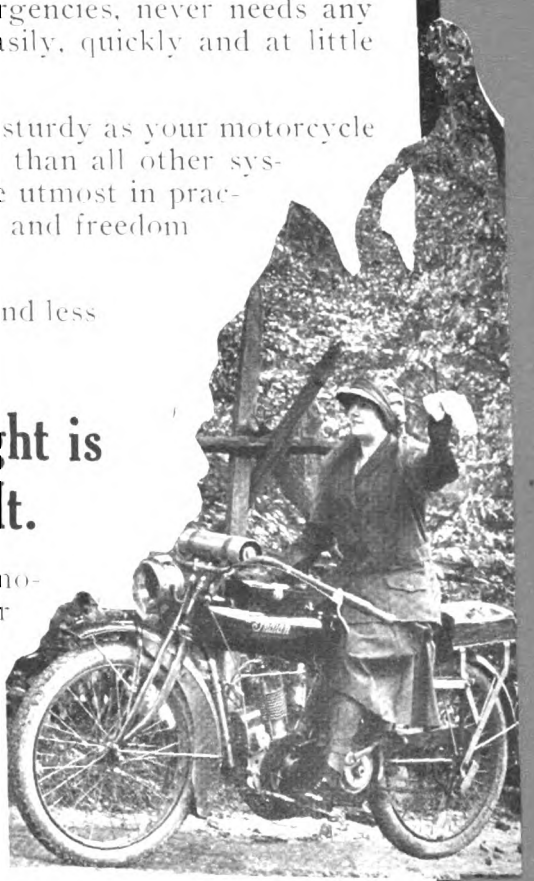
Prest-O-Lite for Motorcycles

A Simple Lighting System Giving Perfect Service at Small Cost

Because Prest-O-Lite gives perfect riding light, is simple and trouble-proof, never fails you in emergencies, never needs any attention you yourself cannot give easily, quickly and at little expense.

Because it stands the jolts and is as sturdy as your motorcycle itself, *you'll* find more riders using it than all other systems combined. Prest-O-Lite has the utmost in practical convenience due to its simplicity and freedom from trouble.

Yet Prest-O-Lite costs less to buy and less to use than any other brilliant light.



Brilliant, Dependable Light is as Vital as Fuel. Get It.

You can get Prest-O-Lite on any motorcycle you choose to buy. Your dealer can make you an equipment combination offer, including "Prest-O-Lite, a lamp and a good mechanical horn" at a very attractive price. This satisfying combination saves you money in the purchase price and also its cost of operation is less.

The Prest-O-Lite Co. Inc.

The World's Largest Makers of Dissolved Acetylene

246 Speedway, Indianapolis, Ind.

Canadian Office and Factory Merritton, Ontario

DEALERS

There is an attractive business waiting for every motorcycle dealer handling Prest-O-Lite. Write for details.

Prest-O-Lite Exchange Agencies Everywhere

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MOTOR CYCLE ILLUSTRATED

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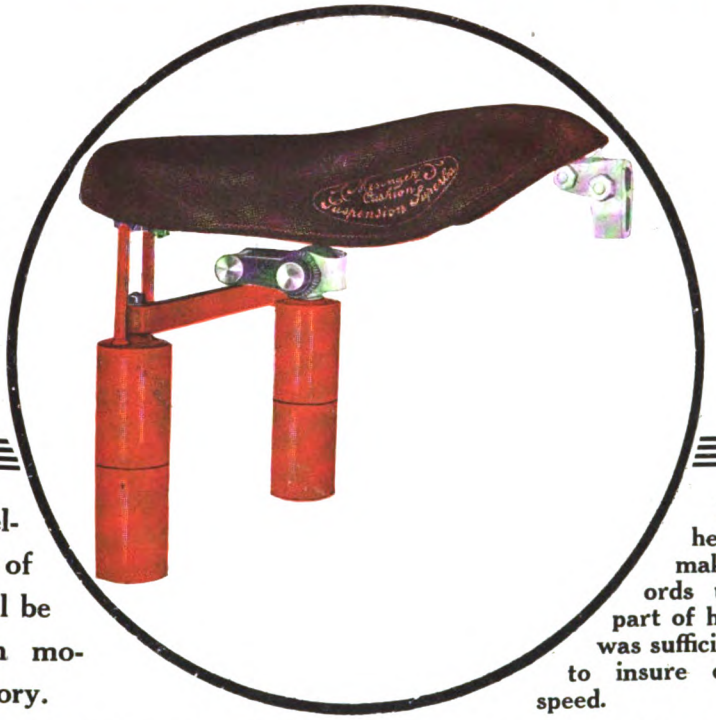
February 17, 1916

NEW YORK

"Cannonball" Baker's Success



The marvelous record of this man will be unrivaled in motorcycle history.

Baker knew he could not make these records unless every part of his equipment was sufficiently durable to insure comfort and speed.

A 1000-mile ride in 21 hours, 3 minutes, after other record-breaking trips in Australia and New Zealand, with a heavy-weight rider like Baker, on the same

Mesinger Air Cushion Saddle

without repairs, is a performance unique in saddle construction. No regular coil spring could last without crystallizing, and no other saddle could consistently give the supreme comfort of the MESINGER AIR CUSHION.

To insure a comfortable riding season, specify MESINGER

H. & F. Mesinger Manufacturing Co.

Austin Place, 144th St., N. Y.

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STANWELD Frame Parts

STANWELD Frame Parts are used exclusively by the manufacturers of every high-grade machine in the United States. They are made from carefully selected stock which has been tested and analyzed. Stanweld Cold Drawn Seamless Steel Tubing is known throughout the world for its extreme lightness, great strength, and beautiful finish. When you buy a new machine or parts, be sure to specify Stanweld.

If you own a machine built of Stanweld Frame Parts you can be sure of its strength and safety.

Section of Re-Inforced Tube

Stanweld Rims, Tubular Parts, and Mud-Guards have no equal. You get them when you buy a Harley-Davidson, Indian, Dayton, Flying-Merkel, Reading-Standard, Pope, Emblem, Henderson, or Excelsior Motor-cycle.

We are prepared to render every assistance to prospective builders of bicycles or motor-cycles.

The Standard Welding Co.

"World's Largest Producers of Bent-Tube Parts"

Main Office and Factory - - - - CLEVELAND

Branch Offices in

New York Chicago Indianapolis Detroit

Guaranteed For 10 Years

The Only Hand Operated Horn with the Motor Driven Sound

SEISS Double Acting Mechanical Horn for High Value and Low Cost.

$3.75

A Powerful, Commanding Warning Signal—No Springs, no Ratchets. Operated by touch of hand—turning either right or left—for short, low or sharp blast—or for long continuous sound **same as a motor-driven Horn** to demand attention and right of way.

Finished in Black Enamel with Nickel Bell or all Black—**Universal Bracket** for attaching to frame or handle bar tube. **Write today for printed matter.**

$3.75

THE SEISS MFG. COMPANY, 432 Dorr St., Toledo, Ohio

For assurance of prompt attention to your wants mention MOTOR CYCLE ILLUSTRATED.

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MOTOR CYCLE ILLUSTRATED

WITH WHICH IS NOW INCORPORATED THE BICYCLING WORLD

Ten Cents a Copy | NEW YORK | February 24, 1916

Famous Manufacturers Use Champion Spark Plugs As Standard Equipment

After most exhaustive tests the builders of the following famous motorcycles are using Champions as standard equipment for their entire output.

Cleveland	Champion Heavy Duty
Dayton	Champion Heavy Duty
Flying Merkel	Champion Heavy Duty
Harley-Davidson	Champion Special Mica
Smith	Champion Heavy Duty
Schickel	Champion Heavy Duty
Thor	Champion Mica

CHAMPION TRADE MARK

Champion

"TOLEDO MADE FOR THE WHOLE WORLD'S TRADE"

We build three types of spark plugs especially adapted by design and construction for motorcycle use.

They have been tried out *in actual service* by every test of load, power and speed known to riders.

The fact that these plugs have been adopted by such well known manufacturers is best possible proof of their superiority.

Riders of these motorcycles can secure the best their engines can give by using the same type of plugs designated by the factory engineers.

The Champion Guarantee

Complete satisfaction to the user—free repair, replacement or your money back

Champion Spark Plug Co.

1706 Upton Ave., Toledo, Ohio

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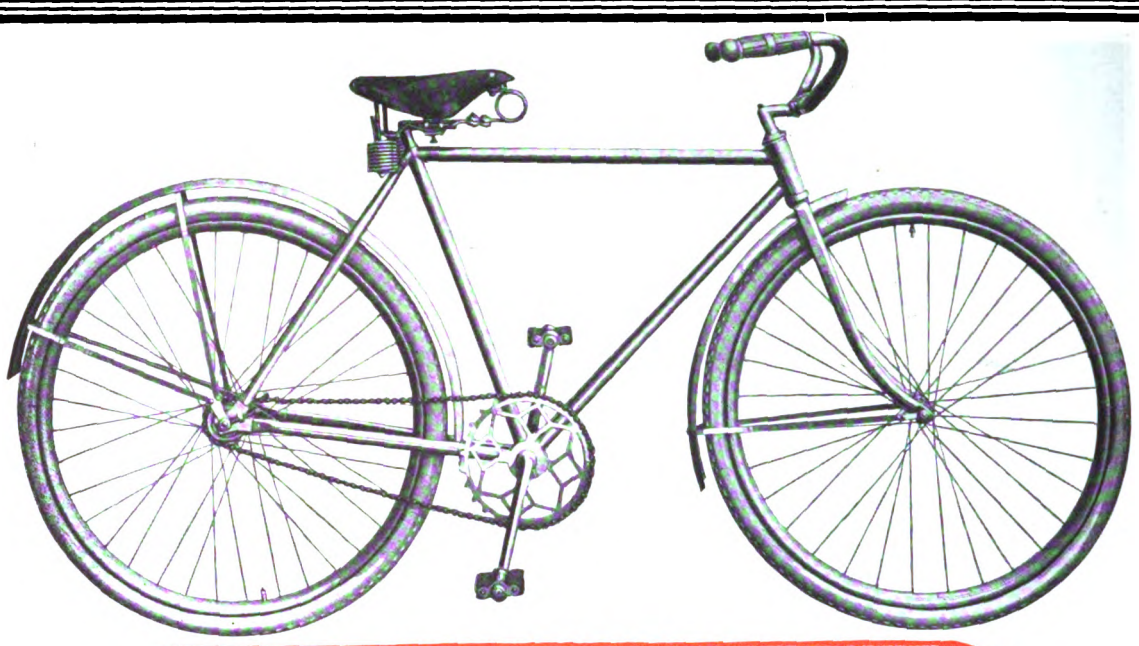

SILVER KING

THE Silver King—a Nickel-Plated Bicycle built along attractive racing lines! Sells like hot cakes to the biggest number of bicycle prospects—to His Majesty, the American Boy, and to all his brothers. The frame, fork and mudguards of the Silver King are of heavy copper plate, covered with a thick, glistening coating of nickel!

The Silver King's a dazzler! For a crowd-catcher window-display the irresistible Silver King can't be beaten! It will liven up your entire business. Every eager youth in your town will be in your store to buy a Silver King!

Never before has an all-nickel-plated bicycle been sold at a popular price. Never before has an all-nickel-plated wheel been put on the market that has overcome all the objections to nickel-plating.

Silver King Features

The Silver King meets all your demands as well as all of the riders' demands. A glistening beauty at an attractive selling price that gives you an unusually large discount!

SILVER KING EQUIPMENT

Goodyear Blue Streak Tires
Stevens No. 4 Pedals
Kelly Handlebars. R. R. Grip
Persons Tuxedo Saddle (extra wide top)
Aluminum-finish Wood Rims
20 and 22-inch Frame

Dealers: Write for exclusive territory.
It means no competition! No cut prices!

JONES & NOYES 225 W. Austin Avenue **CHICAGO, ILL.**

Manufacturers of the World-famous "Commercial" Bicycles

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MOTOR CYCLE ILLUSTRATED

WITH WHICH IS NOW INCORPORATED THE BICYCLING WORLD

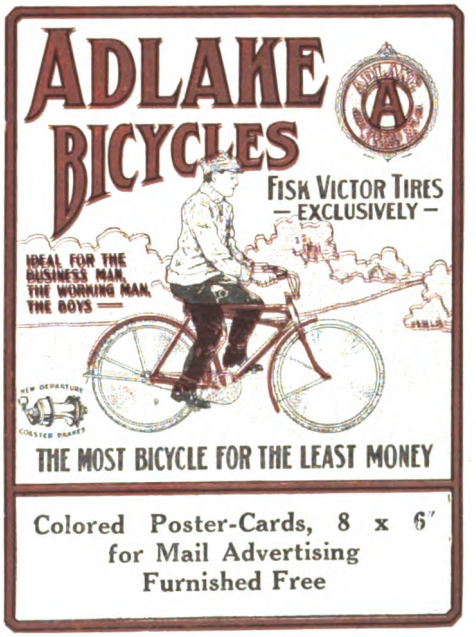
Ten Cents a Copy

March 2, 1916

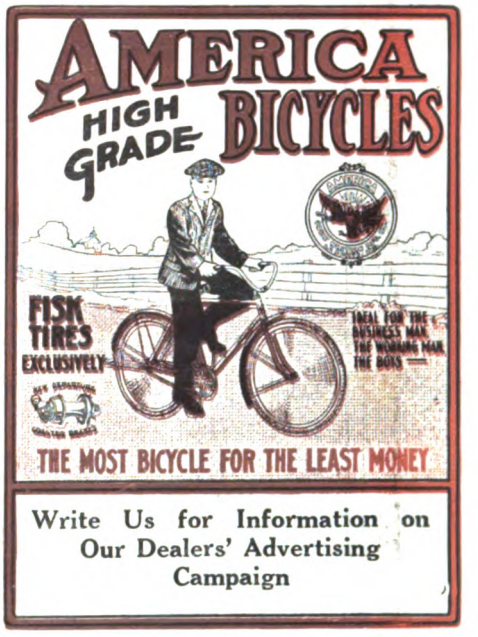
NEW YORK

1,000,000 NEW BICYCLES FOR 1916

Large Colored Posters, 52 x 46" for Outside Advertising Furnished Free



Colored Poster-Cards, 8 x 6" for Mail Advertising Furnished Free

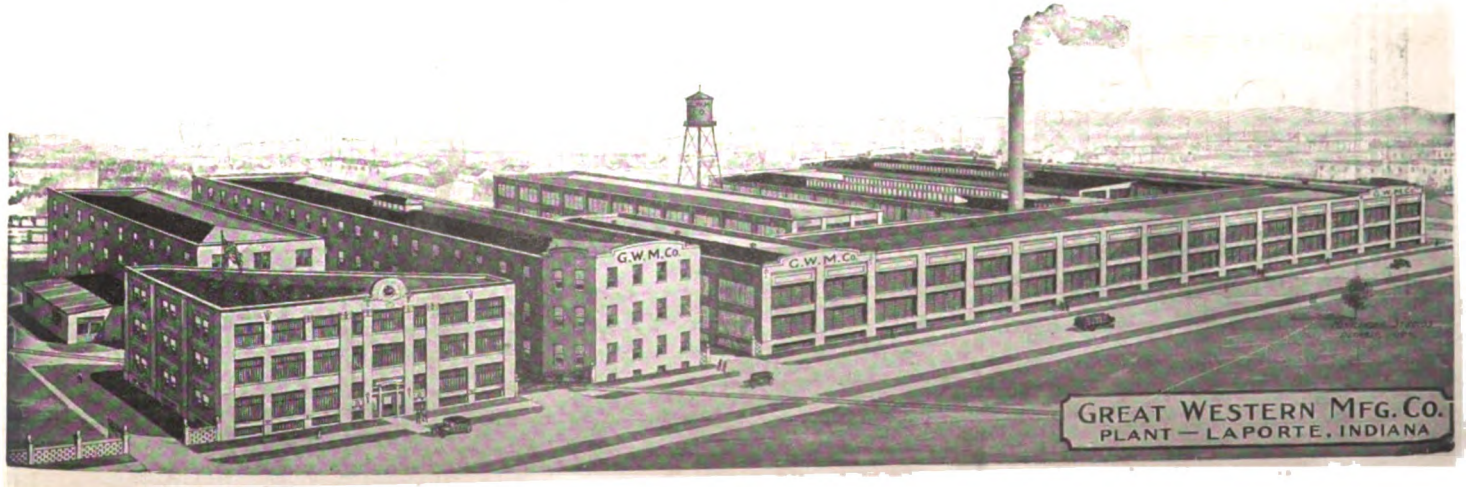


Write Us for Information on Our Dealers' Advertising Campaign

BICYCLES EXCLUSIVELY

If You Wish to Make Money and Satisfied Customers Write Us.

CAPACITY 500 BICYCLES DAILY



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1,000,000 BICYCLES=

18,000,000 FEET OF STANWELD TUBING

ONE MILLION bicycles is the goal for 1916. That's a lot of bicycles, but a nation as great as ours should easily purchase that number. In fact, people would probably purchase more than that number, if individuals really knew the health-building qualities of bicycle exercise.

Yet, as large as one million bicycles may seem, the number seems small when compared with the number of tires, spokes, ball-bearings, or feet of steel tubing required to make one million bicycles.

The task before bicycle manufacturers is a huge one. But, the task before the parts-manufacturers is equally as big, for most of them are engaged in other lines of business as well.

The one million bicycles made during 1916 will be made better than bicycles ever have been made before. The manufacturers know that the future of their business depends upon the quality, strength, and longevity of their product. Therefore, they will buy only the best tires, the best spokes, the best ball-bearings, and the best steel tubing to build these one million bicycles of. And, because we believe Stanweld Cold Drawn Seamless Steel Tubing to be the best steel tubing for bicycle construction made anywhere, we say 1,000,000 bicycles equal 18,000,000 feet of Stanweld Tubing.

The higher-grade bicycles and motorcycles have been built of Stanweld Tubing for many years. In fact, it has been used almost to the exclusion of other makes. Its strength, lightness, and superb finish have helped to make American Cycles the best in the world.

We are proud of our product. We have no fear that we can maintain and even improve its high quality. Yet, we realize that to make tubing for one million bicycles is ***some*** job.

We will say, however, that we shall do our best. A new factory, almost equal in size to the old one, is practically completed. We shall soon have it filled with new machinery, and a largely increased force of workmen. And, even 'though these new facilities have been scheduled—for months in advance, we believe we can help to make "A MILLION BICYCLES IN 1916" a reality.

American Bicycle Manufacturers who Use Stanweld Tubing

Great Western Mfg. Co., La Porte, Ind.
Fowler-Manson-Sherman Cycle Co., Chicago, Ills.
Arnold Schwinn Company, Chicago, Ills.
Emblem Mfg. Company, Angola, N. Y.
Davis Sewing Machine Co., Dayton, O.
Appeal Mfg. & Jobbing Co., Los Angeles, Cal.
Miami Cycle & Mfg. Co., Middletown, O.
H. P. Schnyder, Little Falls, N. Y.
Vim Cycle Company, Buffalo, N. Y.
Auto Bike Company, Chicago, Ills.
Excelsior Cycle Co., Chicago, Ills.
Reading Cycle Mfg. Co., Reading, Pa.

The Standard Welding Company

Main Office & Factory **CLEVELAND**

NEW YORK **CHICAGO** **INDIANAPOLIS** **DETROIT**

"WORLD'S LARGEST PRODUCERS OF BICYCLE AND MOTORCYCLE FRAME PARTS, RIMS, MUD GUARDS"

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MOTOR CYCLE ILLUSTRATED

WITH WHICH IS NOW INCORPORATED

BICYCLING WORLD

Ten Cents a Copy

NEW YORK

March 9, 1916

MOTOR EFFICIENCY
Worth How Much?

MOTOR efficiency depends largely upon lubricating efficiency and that means:

Reduced carbon deposit.
More mileage from your gasoline.
More mileage from your lubricating oil.
Increased power.

There is only one way to experience for yourself the benefits from a really scientific lubricant. That is—use it.

A simple test should convince you.

The Lubricating Chart below which represents our professional advice, has, for a number of years been the standard guide to scientific motorcycle lubrication. Opposite your motorcycle you will find specified the correct oil for your motor.

That oil was specified after a careful scientific analysis of its lubricating requirements by the Vacuum Oil Company.

Is it not worth the nominal expenditure involved to discover for yourself by actual test the continuous benefits resulting from the use of the oil specified for your motorcycle by a company whose unquestioned standing in engineering circles is world-wide?

In buying Gargoyle Mobiloils from your dealer, it is safest to purchase in original packages. Look for the red Gargoyle on the container. For information, kindly address any inquiry to our nearest office.

VACUUM OIL COMPANY **Rochester, N. Y., U. S. A.**

Specialists in the manufacture of high-grade lubricants for every class of machinery. Obtainable everywhere in the world.

Domestic Branches: Detroit New York Philadelphia Minneapolis Boston Chicago Indianapolis Pittsburgh Kansas City

Explanation: In the chart below, the letter opposite the motorcycle indicates the grade of Gargoyle Mobiloils that should be used. For example, "A" means "Gargoyle Mobiloil A." "Arc." means "Gargoyle Mobiloil Arctic." etc. For all motorcycle transmissions use Gargoyle Mobiloil "C." The recommendations cover all models of the same make, unless otherwise noted.

MODEL OF MOTORCYCLES	1916 Summer	1916 Winter	1915 Summer	1915 Winter	1914 Summer	1914 Winter	1913 Summer	1913 Winter	1912 Summer	1912 Winter
A. M. C.	B	A	B	A	B	A	B	A		
American					B	A	B	A	B	A
Amer. Peugeot (2 cyl)					B	A	B	A	B	A
" " (4 cyl)							A	Arc.	A	Arc.
Armac									B	A
Arrow							B	A	B	A
Aurora									B	A
Autoped	B	A								
Auto Tri							B	A		
Bailey Flyer					B	A	B	A		
Black Hawk							B	A	B	A
Bradley									B	A
Breed									B	A
Cleveland	B	B								
Crawford					B	A				
Curtiss					B	A	B	A	B	A
C. V. S.									B	B
Cyclemotor	B	B								
Cyclone			B	A						
Dayton	B	A	B	A	B	A	B	A		
De Luxe (1 cyl)							B	A	B	A
" (2 cyl)	B	A	B	A	B	A	A	Arc.	B	Arc
Detroit									B	A
Detroit Bicar									B	A
Eagle	B	A	B	A	B	A	B	A	B	A
Electra									B	A
Emblem (1 cyl)	B	A	B	A			B	A	B	A
" (2 cyl)	B	A	B	A	B	A	B	A	B	A
Excelsior	A	A	A	A	B	A	B	A	B	A
Feilbach							A	Arc.		
Flanders			B	A	B	A	A	A	B	A
F. N.							A	Arc.	A	Arc.
Geer							B	A	B	A
Gerhart									B	A
Greyhound							B	A	B	A
Marvel									B	B
Maxim Tricar									B	A
Merkel	B	A	B	A					B	A
Miami (Power Bicycle)	B	A								
Michaelson			B	A	B	A	B	A		
Militaire	A	A								
Minneapolis									B	A
M. M									B	A
Monarch			B	A	B	A			E	A
Motorette			E	E	E	E				
New Era									B	A
New Hudson									B	A
N. S. U. (1 cyl)									A	B
" (2 cyl)									Arc.	Arc.
Peerless									B	A
P. E. M.									A	A
Peugeot									B	A
Pierce (1 cyl)					B	A			A	A
" (4 cyl)					A	Arc			Arc	Arc.
Pirate					B	A				
Pope	B	A	B	A	B	A			B	A
Racycle									B	A
Reading Standard	B	A	B	A	B	A			B	A
Reliance									B	A
Schickel	B	A	B	A	B	B			B	A
Scout										
Shaw	B	A	B	A	B	A				
Smith (Motor Wheel)	A	A	A	A						
Theim									B	A
Thor (1 cyl)			B	A					B	A
" (2 cyl)	B	A	B	A					B	A
Tiger Autobike	B	B								
Wagner	B	A	B	A					B	A
Yale (1 cyl)			B	A	B	A				
" (2 cyl)			B	A	B	A				
Harley-Davidson	B	A	A	Arc.	A	Arc.	A	Arc.	A	Arc.
Haverford									B	B
Henderson	A	A	A	Arc.	A	Arc.	A	Arc.	A	Arc.
Indian (1 cyl)	B	B	B	A	B	A	B	A	B	B
" (2 cyl)	B	A	B	A	B	A	B	A	B	A
Iver Johnson	B	A	B	A	B	A	B	A	B	A
Jefferson										
Kokomo									B	A
Limited							A	Arc.		
Majestic									B	A

GARGOYLE

Mobiloils

A grade for each type of motor

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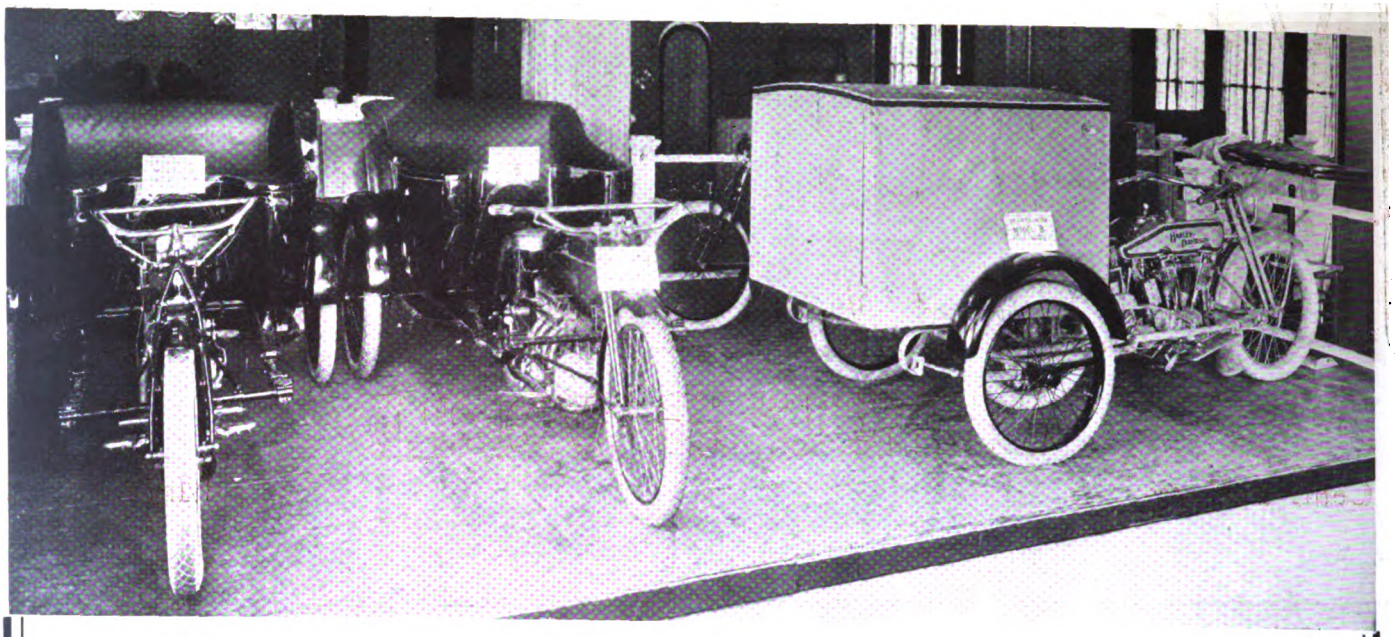

Display and Demonstrate

Nothing can bring more attention to your store. It creates new interest in the possibilities of the motorcycle.

You can make new motorcycle customers.—We have inquiries to refer to our dealers.

CYGNET REAR CAR

One Type for Pleasure
Two Types for Business

Panel Body and Open Body
Both Having 500 lbs. Capacity

The relative position of the two motorcycle wheels and the **two wheels on Rear Car** guarantee against tipping and skidding. Many other features explained in Catalog.

For Any Standard Motorcycle

Send this coupon today. Rider can use by giving us dealer's name.

CYGNET REAR CAR CO.

Dept. 4

BUFFALO, N. Y.

Dept. 4,
CYGNET REAR CAR CO.
BUFFALO, N. Y.

Gentlemen:
Without obligation to me, send catalog and full particulars to

Name .....

Address .....

.....

Motorcycle I Sell Ride .....

(Dealer's Name) .....

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MOTOR CYCLE ILLUSTRATED

With Which Is Now Incorporated

The Bicycling World

NEW YORK

March 16, 1916
Ten Cents
a Copy

MESINGER

The long distance favorite known for durability and comfort. Fully guaranteed. Fits all machines. Front and back secured on Indian, Excelsior and Harley-Davidsons. Special inducements to agents for their equipment. All long distance records broken on MESINGER Air Cushion Saddles.

H. & F. MESINGER MFG. CO.
144th St. and Austin Pl. New York

Air Cushion Saddle

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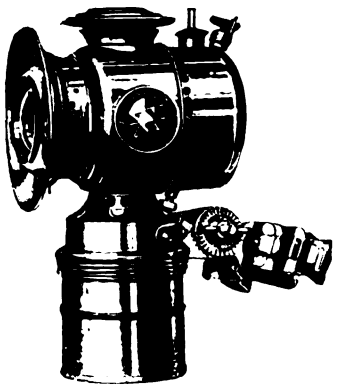
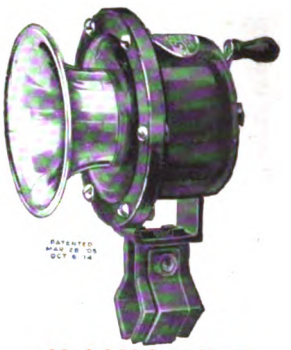
SEISS LAMPS AND HORNS



Model 12 Gas Lamp

$3.75 SEISS Model "M" Double Acting Horn. Operated by touch of hand—either to right or left—for short sharp blast—or for long continuous sound same as a motor driven Horn. This is the only Horn on the market having these features and *Guaranteed for 10 years*. Positive in Action—No Ratchets—No Spring pressure to go against. Simplicity and nothing to get out of order.



Model M Seiss Horn

$3.00 Model 12 Gas Lamp is without equal for reliability, strength of construction and real value, 125 candle power. Produces a clear white light. Regulator under easy control at all times. Finished in full bright Nickel.

Light Weight Oil Lamp

$1.50 Light Weight Oil Lamp. A high class Lamp at a very low price, will not jolt or jar out. Gives a clear bright, reliable light. Highly nickeled and furnished with adjustable or solid Bracket.

75 cents. The Clear-Out Horn is larger, heavier and more substantial in every way than the Root-Out. It is not too large for Bicycles, and it is plenty large enough for Light Weight Motorcycles. Requires no adjustment and no batteries. Finished in Black Rubberoid Enamel and furnished with a rigid adjustable Nickel-Plated Bracket.

25 Cents. The Root-Out Bicycle Horn is a hand operated diaphragm Horn which makes noise enough to make the pedestrian take notice. It is furnished with an adjustable clamp for attaching to the handle bar frame or any convenient place.

Write today for Printed Matter.

The SEISS Manufacturing Co., 432 Dorr St., Toledo, Ohio

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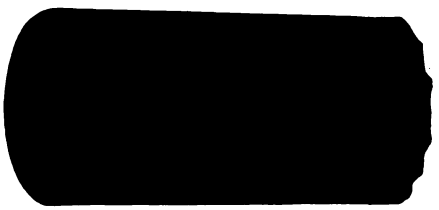

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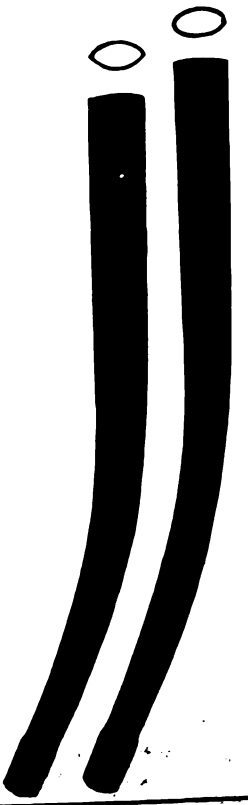

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"World's Largest Producers of Bent-Tube Parts"

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NEW YORK

March 23, 191

CHAMPION

Champion

"TOLEDO MADE FOR THE WHOLE WORLD'S TRADE"

Dependable Spark Plugs

Write Your Own Guarantee

The Champion Guarantee is "Absolute satisfaction to the user. Free repair, replacement or your money back."

If in your opinion that way of putting it does not afford you every possible protection in buying Champion Spark Plugs, write your own guarantee and forward it for our signature.

"Absolute satisfaction to the user" makes you the judge of our product, and if you are not absolutely satisfied, YOU have YOUR choice of three remedies, "Free Repair," "Replacement" or "Money Back."

And always you are the counsel, judge and jury, all in one, and there is no appeal from YOUR verdict.

But such is the DEPENDABILITY of Champion Spark Plugs and such is the thoroughness of our inspections, that our guarantee is scarcely ever brought to mind, except as we see it printed on the cartons in which we pack our product.

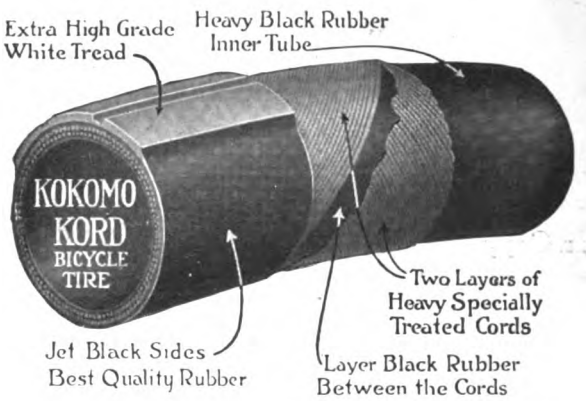
Champion Spark Plug Company, 1707 Upton Ave., Toledo, O.

Digitized by Google

KOKOMO KORD

With its extra heavy white tread of the most resilient, highest-quality rubber known, its glistening jet black sides, the real twine (not thread) entering into its construction, and the abundance of real, pure rubber throughout the tire, KOKOMO KORD has proven itself the handsomest, the easiest riding and the longest lasting bike tire ever made.

Don't believe us—let's prove it to you.



KOKOMO RUBBER CO. - Kokomo - Ind.

April 27

Last Call for Advertising Copy!

April 27

ALL forms close solid on Tuesday, April 25th, for our big

Annual Spring Buying Number

the yearly feature issue of the motorcycle industry. If you want 30,000 riders and dealers to read your advertisement, get aboard with your best and biggest copy AT ONCE.

Quick Action Is Imperative!

Write—Wire—Phone Your Space Reservation To-day

April 27

Motor Cycle Illustrated and Bicycling World
13 Park Row, New York

April 27

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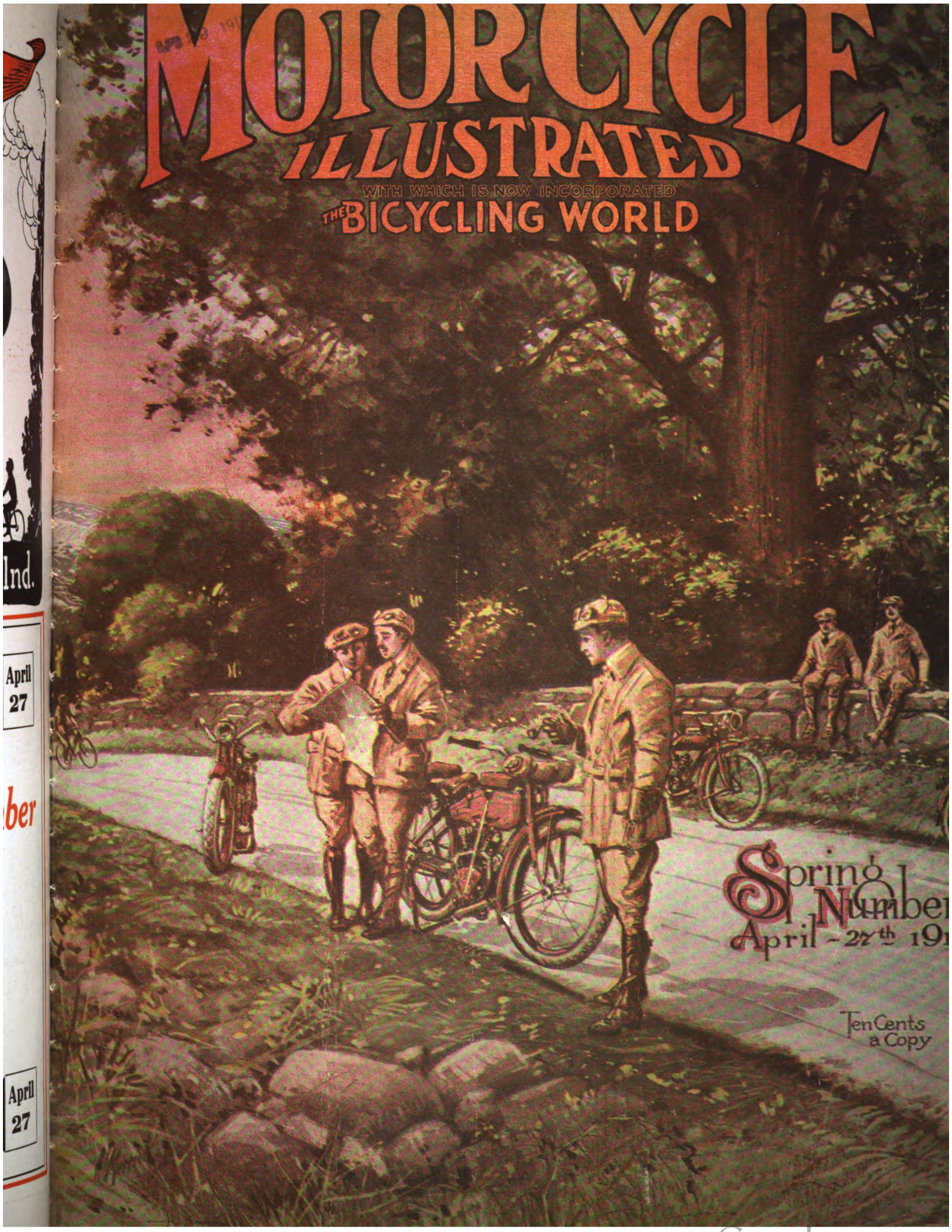

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MOTOR CYCLE ILLUSTRATED

WITH WHICH IS NOW INCORPORATED

THE BICYCLING WORLD

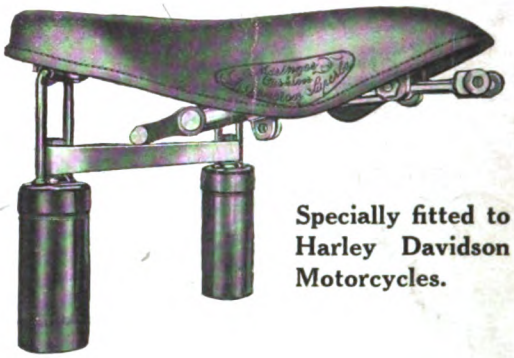
Ten Cents a Copy — NEW YORK — May 4, 1916

Mesinger Air Cushion

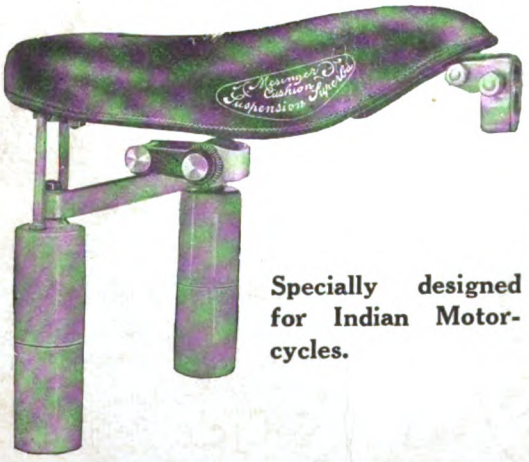
LEADS IN

Safety Comfort Durability

The U. S. Forestry Commission recently purchased 25 Excelsiors, and specified the most comfortable saddle. Excelsior furnished Mesingers, of course.

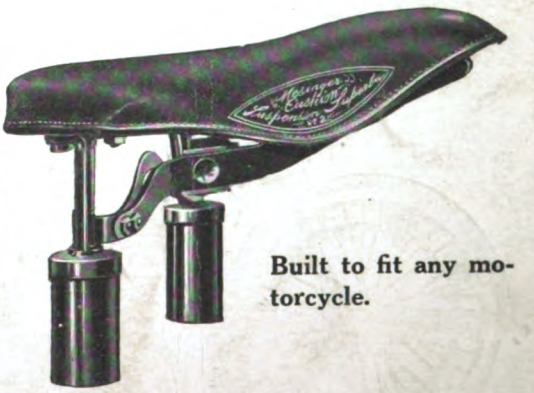


Specially fitted to Harley Davidson Motorcycles.



Specially designed for Indian Motorcycles.

All long-distance records broken with the Mesinger. Adjustable to lowest saddle position.



Built to fit any motorcycle.

H. & F. Mesinger Mfg. Co., Austin Place, 144th St., N. Y.

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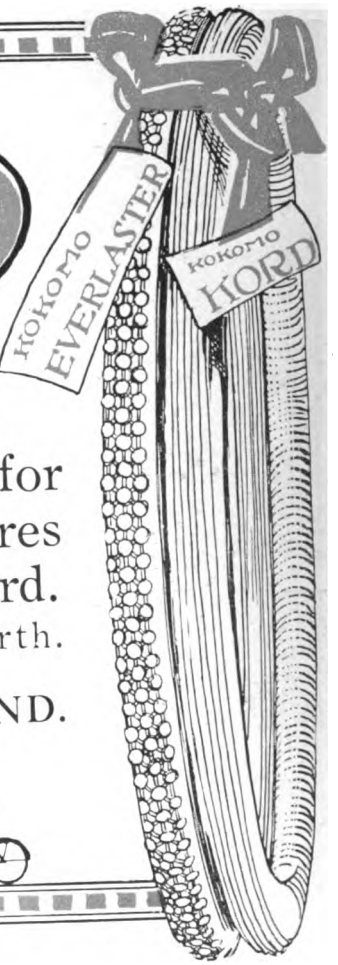
KOKOMO
BICYCLE TIRES

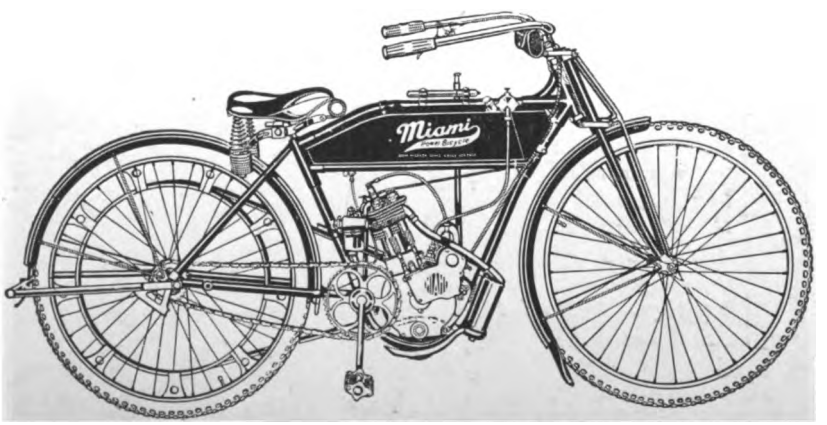
are splendid tires and will give you a run for your money. And best of all Kokomo tires are Kokomo Everlaster and Kokomo Kord. Their price is high—in keeping with their worth.

KOKOMO RUBBER COMPANY, KOKOMO, IND.

Ride a Bicycle



Miami
Power Bicycle



SAFE
SILENT
CLEAN

List Price $115.00

F. O. B. Factory

Miami Power Bicycles are actually being sold in quantities to riders all over the U. S. and our Agents everywhere are enthusiastic. We have a real money-making proposition to offer Dealers in some territory still open. We are making prompt deliveries.

Miami Cycle & Manufacturing Co.
Middletown, Ohio.

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MAY 13 1916

MOTOR CYCLE ILLUSTRATED

WITH WHICH IS NOW INCORPORATED THE BICYCLING WORLD

New York, May 11, 1916

Ten Cents a Copy

Sweden

Now—

The demand for SKF Ball Bearings has now progressed to a point where it has become vitally necessary to establish an American plant, to act in conjunction with our enormous foreign works in Gothenburg, Sweden.

SKF Swedish Crucible Steel, the ultimate in ball-bearing metal, is being combined with American industry, American skill and accuracy in producing ball-bearings of the same high degree of workmanship that has always characterized SKF Ball Bearings.

Hand in hand with the mammoth parent organization in Sweden, the SKF Ball Bearing Company of Hartford will do its share toward supplying the trade. AND REMEMBER—whether "Made in America" or imported from Sweden, the same high standard quality of material and workmanship that has built for SKF Self Aligning Ball Bearings their unexampled reputation will be consistently maintained.

SKF BALL BEARING CO.

Hartford, Conn.

SKF
BALL BEARINGS

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With its extra heavy white tread of the most resilient, highest-quality rubber known, its glistening jet black sides, the real twine (not thread) entering into its construction, and the abundance of real, pure rubber throughout the tire, KOKOMO KORD has proven itself the handsomest, the easiest riding and the longest lasting bike tire ever made.

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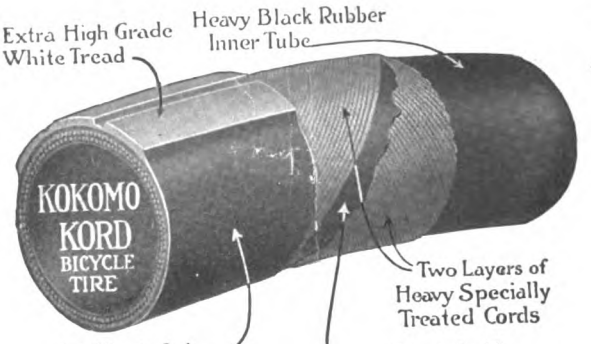
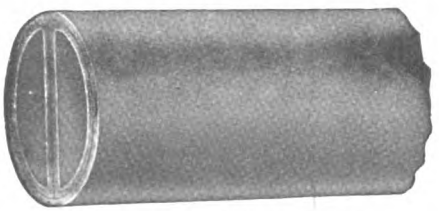


KOKOMO RUBBER CO. - Kokomo - Ind.

STANWELD Frame Parts

STANWELD Frame Parts are used exclusively by the manufacturers of every high-grade machine in the United States. They are made from carefully selected stock which has been tested and analyzed. Stanweld Cold Drawn Seamless Steel Tubing is known throughout the world for its extreme lightness, great strength, and beautiful finish. When you buy a new machine or parts, be sure to specify Stanweld.

If you own a machine built of Stanweid Frame Parts you can be sure of its strength and safety.



Section of Re-Inforced Tube

Stanweld Rims, Tubular Parts, and Mud-Guards have no equal. You get them when you buy a Harley-Davidson, Indian, Dayton, Flying-Merkel, Reading-Standard, Pope, Emblem, Henderson, or Excelsior Motorcycle.

We are prepared to render every assistance to prospective builders of bicycles or motorcycles.

The Standard Welding Co.

"World's Largest Producers of Bent-Tube Parts"

Main Office and Factory - - - - CLEVELAND

Branch Offices in

New York Chicago Indianapolis Detroit

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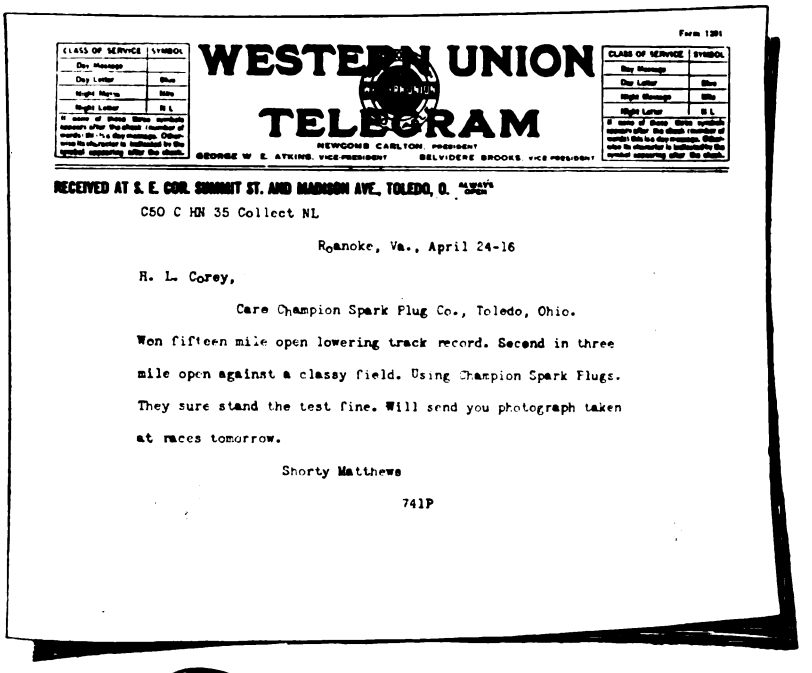
MOTOR CYCLE ILLUSTRATED

WITH WHICH IS NOW INCORPORATED

BICYCLING WORLD

Top Cents a Copy

NEW YORK



Form 1201

CLASS OF SERVICE	SYMBOL
Day Message	
Day Letter	Blue
Night Message	Nite
Night Letter	N L

If none of these three symbols appears after the check (number of words) this is a day message. Otherwise its character is indicated by the symbol appearing after the check.

WESTERN UNION TELEGRAM

NEWCOMB CARLTON, PRESIDENT

GEORGE W. E. ATKINS, VICE-PRESIDENT BELVIDERE BROOKS, VICE-PRESIDENT

RECEIVED AT S. E. COR. SUMMIT ST. AND MADISON AVE., TOLEDO, O. ALWAYS OPEN

C50 C HN 35 Collect NL

Roanoke, Va., April 24-16

H. L. Corey,

Care Champion Spark Plug Co., Toledo, Ohio.

Won fifteen mile open lowering track record. Second in three mile open against a classy field. Using Champion Spark Plugs. They sure stand the test fine. Will send you photograph taken at races tomorrow.

Shorty Matthews

741P

Champion

"TOLEDO MADE FOR THE WHOLE WORLDS TRADE"

Dependable Spark Plugs

Champions Won

The telegram speaks for itself.

The next day a letter came from Matthews, who rode an Indian Motorcycle, saying: "The plugs certainly held up fine, as the motors we used at Roanoke were of the non-port type which are very hard on spark plugs."

It is such dependable service as this that has induced a majority of the leading motorcycle manufacturers of the country to indorse Champions.

The Harley-Davidson, Thor, Dayton, Flying Merkel, Schickel, Cleveland and the Smith Motor Wheel are all factory equipped with Champion Dependable Spark Plugs.

When you replace your plugs be sure to use Champions

Champion Mica

7/8-18 Metric

Price 75c.

The Champion Guarantee

Absolute satisfaction to the user, free repair, replacement or your money back

Champion Spark Plug Co. 1709 Upton Ave., Toledo, Ohio

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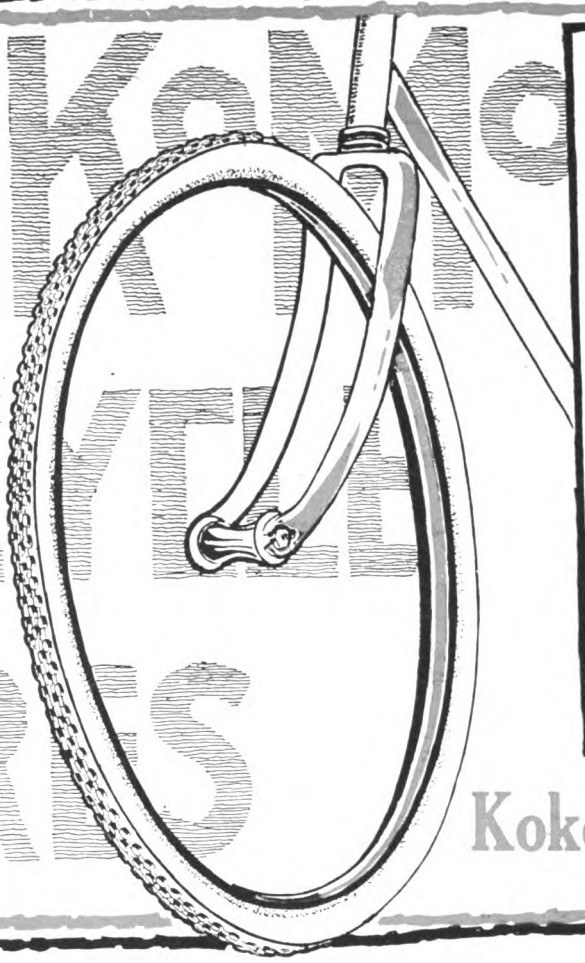
KOKOMO BICYCLE TIRES



WHENEVER you see a bicycle equipped with

Kokomo "Kord"

or

Kokomo "Everlaster"

you can know that the owner *wanted* the best, *knew* the best — and *got* it!

Dealers: Send for sectional samples and full details.

Kokomo Rubber Co.
KOKOMO, IND.

Positive Grip

due to the generous design and construction—we think it is the best and strongest rat-trap pedal you ever put your foot on.

The No. 4 Standard

is a big, substantial, motorcycle-type pedal. It stands for the utmost mechanical value.

With a pair of these pedals on your wheel you are equipped with correct, up-to-date foot-holds, fairly representative of our business in the cycle industry.

Our products comprise:

Diamond E Spokes and Nipples for bicycles, motorcycles, tricycles, velocipedes, invalid chairs, sulkies, carriages, cyclecars and automobiles. Pedals for bicycles, tricycles, velocipedes and motorcycles. Toe clips for bicycle pedals. Emergency axles for pedals.

We are boosters for a "Million Bicycles in 1916"

THE STANDARD COMPANY
TORRINGTON, CONN.

No. 4 STANDARD RAT TRAP PEDAL

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MOTOR CYCLE ILLUSTRATED
WITH WHICH IS NOW INCORPORATED
THE BICYCLING WORLD
May 25, 1916 Ten Cents a C

DOMINANCE

In quality, in service, in popularity, the BETHLEHEM FIVE POINT SPARK PLUG dominates the field —it towers above all competition.

Why?

Because of its inimitable perfection, from its multiple sparking points that give four times the ordinary sparking surety, its heavy nickel electrodes, to its heat-proof mica insulation.

Because of the broad-gauge life guarantee. A new plug or your money back in case of dissatisfaction *at any time during the life of the motor.*

Because of the rock-ribbed BETHLEHEM selling policy that refuses to deal with mail-order houses or firms who cut prices. *This means an even selling chance for every* BETHLEHEM dealer.

BETHLEHEM FIVE POINT SPARK PLUGS COST $1.25 EVERYWHERE — BECAUSE THEY'RE WORTH IT.

THE SILVEX COMPANY,
171 Madison Avenue, New York

BETHLEHEM FIVE POINT SPARK PLU

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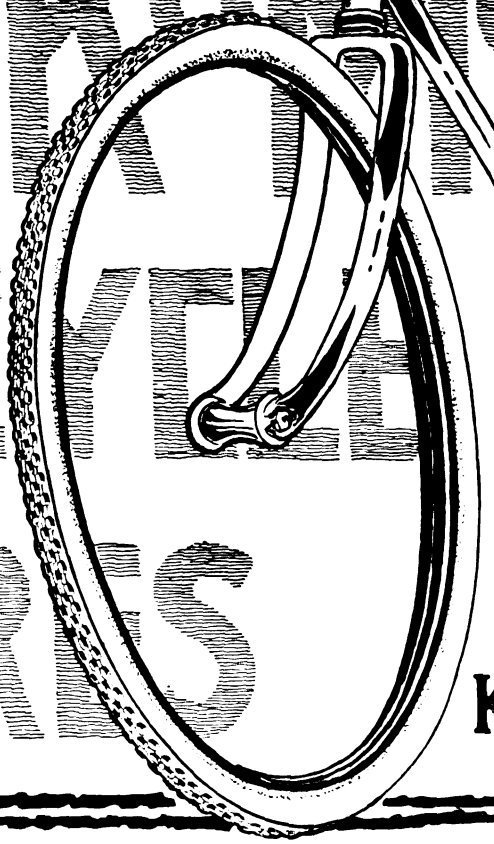
KOKOMO BICYCLE TIRES



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KOKOMO, IND.

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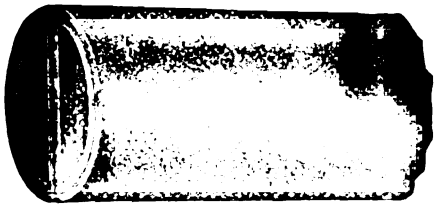

Section of Re-Inforced Tube

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We are prepared to render every assistance to prospective builders of bicycles or motorcycles.

The Standard Welding Co.

"World's Largest Producers of Bent-Tube Parts"

Main Office and Factory - - - - CLEVELAND

Branch Offices in

New York Chicago Indianapolis Detroit

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MOTOR CYCLE ILLUSTRATED

WITH WHICH IS NOW INCORPORATED

THE BICYCLING WORLD

Ten Cents a Copy — NEW YORK — June 15, 1916

CHAMPION TRADE MARK

Champion

"TOLEDO MADE FOR THE WHOLE WORLD'S TRADE"

Champion
Mica $\frac{7}{8}$-18
Metric Can't Break
75c

More Motor Pep

Champion Spark Plugs put more pep, punch and enthusiasm into your motor.

And they "stand the gaff" better than other plugs. The incessant hammering of the explosions does not crack or weaken Champions. And they **always deliver their sparks**—even under the most gruelling conditions.

A great majority of the motorcycle makers of the country are equipping with Champions. Profit by their tests and experiments and put Champions in **your** motor.

The Champion Guarantee
Absolute satisfaction to the user, free repair, replacement or your money back.

CHAMPION SPARK PLUG COMPANY

1710 Upton Ave., **Toledo, Ohio**

Digitized by Google

A full-page advertisement of

LONG-LIFE
Kokomo
BICYCLE TIRES

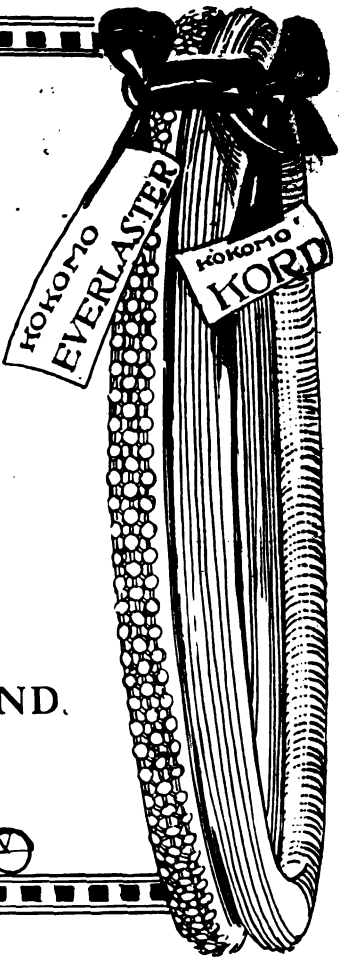
will be published in this week's

Saturday - Evening Post

on sale Thursday, June 15—dated Saturday, June 17

YOU will find this advertisement an unusual one. It talks high prices instead of low prices. It is a forceful declaration in behalf of quality tires. It will interest riders, as well as dealers. Read it.

KOKOMO RUBBER COMPANY, KOKOMO, IND.



Vacation—And the Motorcycle

That's the theme of our big Vacation Number which will be published next issue

June 22nd

This issue will stimulate sales. It will furnish the dealer with a line of pepppery sales-arguments that he has never used before. It will storm the prospect out of his trench of indifference with a volley of solid sense.

Fifty thousand pamphlets, consisting of eight pages each, will be distributed among one thousand big dealers. These booklets will tell the vacation story in condensed form, and also REFER IN AN INTERESTING WAY TO EVERY CONCERN THAT ADVERTISES IN THIS NUMBER. This means an additional circulation of 50,000!

Every advertiser will appreciate the value of such a number as this. Your best and biggest advertising copy should be in the VACATION NUMBER, because from cover to cover it is one big motorcycle, bicycle and accessory *salesman!*

Forms close *SOLID* JUNE 19th

MOTORCYCLE ILLUSTRATED and BICYCLING WORLD, 13 Park Row, N.Y.

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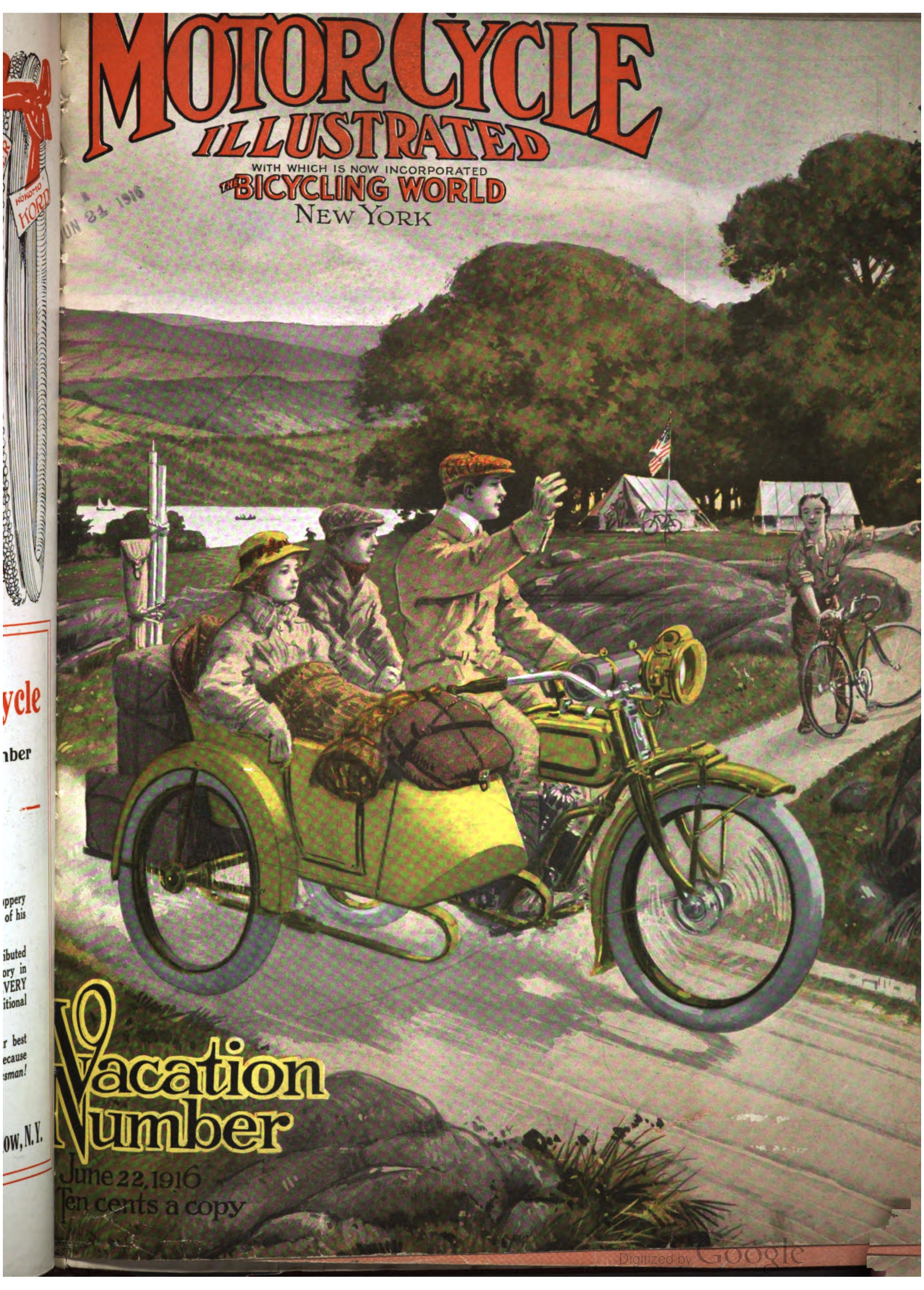
MOTOR CYCLE ILLUSTRATED

WITH WHICH IS NOW INCORPORATED

THE BICYCLING WORLD

NEW YORK

JUN 24 1916



Vacation Number

June 22, 1916

Ten cents a copy

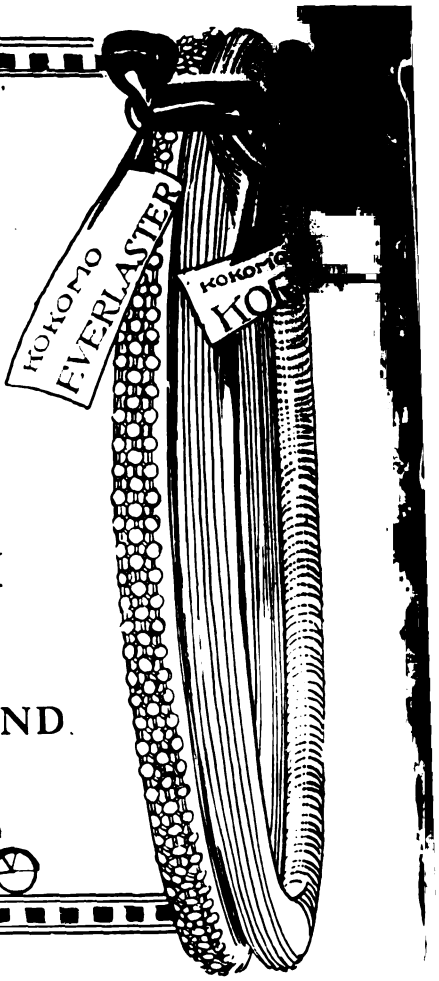
Digitized by Google

KOKOMO Kord and Kokomo Everlaster *cost* more than most bicycle tires, because they are *worth* more—which is true of all superior products. Buy

LONG-LIFE
Kokomo
BICYCLE TIRES

and know how good a bicycle tire really can be. There's a Kokomo to fit every pocket book—from Kord and Everlaster at $5 each down to Kokomo New Oxford at $2.50.

KOKOMO RUBBER COMPANY, KOKOMO, IND.



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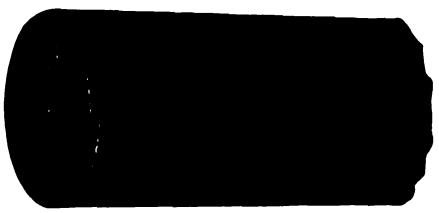

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Main Office and Factory - - - - CLEVELAND

Branch Offices in

New York Chicago Indianapolis Detroit

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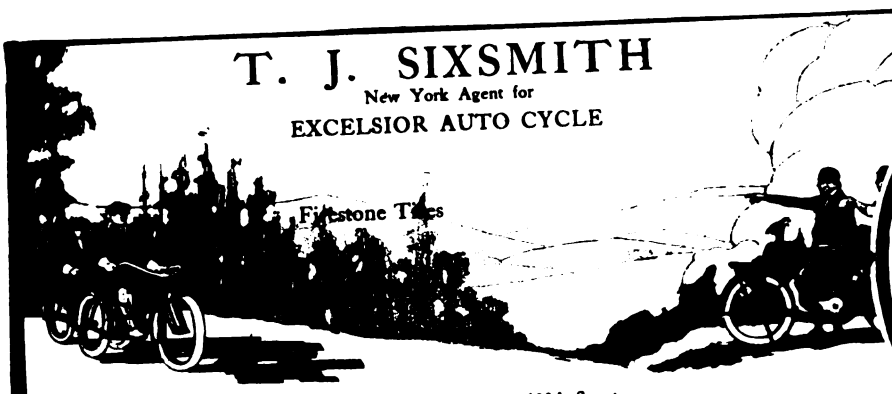
MOTOR CYCLE ILLUSTRATED
WITH WHICH IS NOW INCORPORATED
BICYCLING WORLD
NEW YORK June 29, 1916

Bethlehem Five Point Spark Plug



T. J. SIXSMITH

203 & 205 West 100th Street
New York, June 23rd, 1916

The Silvex Co.,
171 Madison Ave.,
N. Y. C.

Gentlemen:

The Bethlehem Five Point Spark Plug is there. I have used it in demonstrating my 1916-17 Excelsiors and "never a miss" - is the verdict.

I have not the slightest hesitancy in saying that the BETHLEHEM has proven itself to be the proper plug for use in the "Good Old X" and I strongly recommend it to every Excelsior rider who wants to do justice to the super-power of the X Motor. I have no trouble in selling Bethlehem's at $1.25 and will never sell them for less.

Very truly yours,

T. J. Sixsmith

"Firestone" MOTORCYCLE TIRES

The Silvex Company, 171 Madison Ave., New York

Digitized by Google

LONG-LIFE
Kokomo
BICYCLE TIRES

Whenever you see a bicycle equipped with Kokomo Tires you can know that the owner *wanted* the best, *knew* the best and *got* it!

KOKOMO RUBBER CO.
KOKOMO, IND.

"Kokomo Kord"
"Everlaster"
$5 each

HALCO-BRAND

"Artillery" Puttee

The Dealer's Best Seller

Best, Because:

It has a merited reputation for quality.
It has the "quick detachable" feature.
It wears like iron and feels like velvet.
It is comfortable as well as stylish.

An extra heavy leather, tanned to a remarkable smoothness, makes for an excess of durability. The Halco "Artillery" Puttee really "wears like iron." Its graceful shape molds itself to the leg and gives a wonderfully smart and neat appearance. Add to this the fact that this "Artillery" Puttee comes in five distinct styles, and you have some of the principal reasons why the Halco "Artillery" is meeting with such a unanimous approval among the riders.

Dealers should write at once for trade prices.

Hagerstown Shoe & Legging Co.
Hagerstown, Md.

THE consistent growth of the business of Henderson dealers, with each year's sales increased substantially over those of preceding years, is conclusive evidence of the preference of riders for the advantages given by four-cylinder design.

HENDERSON MOTORCYCLE CO., Detroit

HENDERSON

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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Rollfast
TRADE MARK

There's a Pot of Gold at the End of the Rollfast Rainbow

Like the Prince in the fairy-tale who was told to look for the pot of gold at the end of the rainbow, and sought vainly for many years before he found it—so are the dealers who have struggled along trying to find the right sort of bicycle tire with the inevitable pot of profits attached to it.

Those who have obtained the exclusive Rollfast agency have found the end of the rainbow—and the **pot of gold!**

These fortunate dealers have found a line of tires in ROLLFAST that has immediately placed them in the front rank of tire dealers in their town.

They have found that in appearance, in price, and in service, ROLLFAST tires have been so absolutely what the riders wanted that they wondered why someone had not brought out such flawless tires before.

Built of automobile fabric stock—of the purest of pure rubber—of the finest proven designs of treads on the market—no wonder ROLLFAST means tire success.

Any of the solid distributors listed here will take care of you. Write to the nearest to-day.

Rollfast Distributors

Atlanta, Ga., Walthour & Hood.
Baltimore, Md., Holland, Baden, Ramsey Co.
Boston, Mass., Hub Cycle Co.
Buffalo, N. Y., Vim Cycle & Hardware Co.
Chicago, Ill., Edwards & Crist Mfg. Co.
Denver, Colo., M. L. Foss.
Detroit, Mich., Detroit Cycle Supply Co.
Indianapolis, Ind., Geo. H. Westing Co.
Jacksonville, Fla., McGraw Bros.
Kansas City, Mo., Townley Metal & Hardware Co.
Los Angeles, Cal., Appeal Mfg. & Jobbing Co.
Memphis, Tenn., Johnson & Meyer Co.
Minneapolis, Minn., Hall Williams Co.
New York City, City Supply Co.
New York City, N. Y. Sporting Goods Co.
Omaha, Neb., Lee-Colt-Andreesen Hdw. Co.
Philadelphia, Pa., Geo. C. Miller & Co.
Philadelphia, Pa., Geo. W. Robb.
Pittsburgh, Pa., Sportsmen Supply Co.
Reading, Pa., Keyser Fry.
San Francisco, Cal., Appeal Mfg. & Job. Co.
Syracuse, N. Y., The Olmsted Co.
Tacoma, Wash., Washington Cycle Sup. Co.
Worcester, Mass., J. W. Grady & Co.
Youngstown, O., Stambaugh Thompson Co.

Harwaco Rubber Works Co.
Church & Murray Sts. New York

Digitized by Google

PERKINS & LAWRENCE
Bicycles and Bicycle Supplies

Santa Rosa, Cal., June 3, 1916

Davis Sewing Machine Co.
Dayton, Ohio.

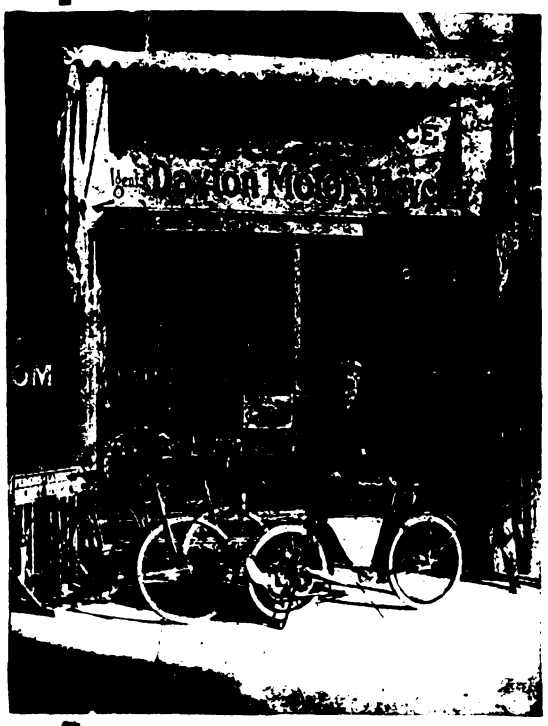
Gentlemen:-

Just a few lines to tell you how the Dayton Motor Bicycle acts in California.

A few weeks ago I took a week-end trip of 120 miles. We went up-hill and down through sand 6 inches deep and several 10 or 15 percent grades. The little machine was always on the job. Did I walk those hills and sand roads? No sir. I just got in and pedaled when necessary and came home a-smiling.

Results of trip:-Cost, six quarts of gasoline. Received a jolly good appetite, sun burn, and 120 miles of scenery such as only California can boast of.

Yours very truly
G. E. LAWRENCE
Perkins & Lawrence Cyclery



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